Preconception Health in the Community

Breaking up with the “cookie cutter” approach to health messages and dissemination

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TAG US: #ShowYourLoveToday
PCHHC Vision: All women and men of reproductive age will achieve optimal health and wellness, fostering a healthy life course for them and any children they may have.
Busting Silos in Preconception

• PCHHC Consumer Workgroup – public-private partnership with 70+ organizations and leaders
• Monthly calls for learning, collaboration & partners to share their news, events, updates
• Creative ways to use and amplify each other’s work
**One size (Doesn’t) fit all**

Break up with “cookie cutter” health messaging

**Our Goal:**

Messages that resonate.
Images that relate.
Information that impacts.
Resources to activate.
Real Talk…

How have we not cracked the code and authentically - while being scientific and accurate - been able to raise awareness that what you do before you’re pregnant matters?
Left brain

I am the left brain.
I am analytical. I am systematic.
I love the familiar. I categorize.
I am accurate. Linear.
I am practical.
Always in control. A master of skills and language.
Realistic. I calculate equations and play with numbers.
I am orderly.
I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creative. A free spirit.
I am passion.
I am sensitivity. I am the sound of feeling laughter.
I am artistry. The feeling of sand beneath bare feet.
I am inspiration. Visual stories.
I am the empty point at the empty corners.
I am boundless imagination.
Art. Poetry. I am free. I am everything I wanted to be.
Show Your Love Community Ambassadors

Diverse group of young adults ages 18-30 who model and promote healthy behaviors and life choices online and in their communities.
Show Your Love
Diversification Grants

WK Kellogg funded 14 organizations nation-wide to expand and diversify our messaging and materials
Implicit Egotism, Relatability
Zip Codes + Genetic Codes

Heritage U
Native Am.

Ohlone U.
APIs

HAPI/Alameda County Pacific Is.

Black Women Wellness Af. Am.

LA County FAMILA Hispanic

Family Tree LGBTQ

Native American Community Health Center

UNC Pembroke Healthy Start CORPS Native Am.

Women Watch Afrika Refugee

Healthy Start JMT Af. Am.

FL Dept. Duval County Af Am., Males

Brigham & Women’s Hospital Hispanic

Latino Comm. On AIDS Hispanic (National)

Healthy Teen Network Hispanic/Af. Am (National)
Grantees in their Communities

• Tailored / tested SYL core goals, messages, and materials to:
  • Build engagement and disseminate preconception health information to their target audience.
  • Encourage more interpersonal and community support programs to get involved in the Campaign.
• Made or deepened connections with the community they serve.
• Elicited involvement from the focus population to gauge the relevance and influence of messaging and facilitate the production and evaluation of relevant photos.
The Word “PRECONCEPTION”
Tailoring the *Diversified* Messages
GET LOCAL: steer to local resources, organizations, people
Welcome to FAMILIA!

To join, text LAFAMILIA to 55000

The FAMILIA text messaging program focuses on family planning, active living, maintaining a healthy weight, improving nutrition, reducing stress, and addressing abuse. Each message links here to the FAMILIA website, which now has more information, apps, blogs, and videos related to that topic. You’ll receive three healthy living texts each week for three months. You can choose to receive messages in English or Spanish.

By taking charge of your health, you are taking charge of your future.

FAMILIA Topics:

- Family Planning
- Active Living
- Maintain Healthy Weight
- Improve Nutrition
- Less Stress
- Include Men and Women
- Address Abuse

Contact Information
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Privacy Policy
Terms of Use
Hone the Message. Keep it Simple. Prioritize the Call to Action.
How will you #ShowYourLoveToday?
Don’t Translate, Transcreate.
Health, Financial, Education Literacy
Taking feedback from the workshops and follow up survey, the Coalition provided recommended edits to the Show Your Love “Steps to a Healthier Me” resource and messages.
The Missing Group: Ambivalent
"Having the right information to make informed decisions about my reproductive health, the ability to buy healthy foods and knowing who to go to about health questions/concerns without feeling judged.

“You yourself as much as anybody in the entire universe deserve your love and affection.”

To me feeling well and healthy means being able to have access to good health care. To be able to choose if I have self-authorization over my own body. Having access to health support. Women need to have access to community support role, and positivity!

Positive Messages
Peer Support
Time outdoors
Running (my favorite)
Access to quality healthcare
Community Support
Men Show Love Too!
Black Women For Wellness is committed to the health and well-being of Black women and girls through health education, empowerment and advocacy.
Uterus≠Woman. Consider Self-Identity.
Show Your Love

You're ready to get pregnant. It's time to nurture and love yourself by planning and preparing your body for pregnancy. Take these steps to improve your preconception health.

What is preconception health?
- Preconception health is simply your health before you get pregnant. How healthy you are before getting pregnant can affect the health of your baby.

What can you do?
- Eating a healthy diet, being physically active and taking folic acid every day is awesome!
- Reevaluate your habits around drinking alcohol, smoking, and drugs. Considering stopping if you're planning on getting pregnant.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your health care provider about how to best manage your medical conditions and any medicines you're taking.

For more information visit www.cdc.gov/showyourlove.

FamilyTreeClinic.org
Learn from History; Include Elders
Linking Self Care with Preconception Care
BLACK WOMEN FOR WELLNESS
SHOW YOUR LOVE PROJECT
Inadvertent Guilt Factor
Faith-Based Communities
Show Love to Yourself and Your Children by practicing Good Nutrition!
Eat Fruits and Vegetables instead of Junk Food!

Kuonyesha Upendo kwa Yourself na Watoto Wako na kufanya mazoezi Lishe nzuri
Kula Matunda na mboga badala ya Junk Food

Engaging in Cultural activities and participating in community events is how we
Show Love to Ourselves and our Community

Kushiriki katika shughuli za kitamaduni na kushiriki katika matukio ya jamii ni jinsi sisi
Onyesha Upendo kwa Ourselves na Jumuiya zetu

Share the love in the community and promote healthy eating.
Eat fruits and vegetables instead of junk food!

Show Your Love
Preconception Health

WWA
Women Watch Africa, Inc.

Preconception Health + Health Care Initiative
A National Public Private Partnership
GET MOVING!

RUN! WALK! DANCE! PLAY!
30 Minutes a Day for Exercise
Preconception Resources

- www.ShowYourLoveToday.com
- Show Your Love App
- Show Your Love on Twitter, Facebook, LinkedIn, Instagram
- Preconception health tips texting campaign: Text LAFAMILIA to 55000
- Check out the “Knowledge” section of our website for partner and local resources
Before and Beyond

Resource & toolkit for health professionals
Help us recruit:

- Diverse group of young adults ages 18-30 who will help model and promote healthy behaviors and life choices online and in their communities.

- Ambassadors will receive SYL products, share their health journey on their social channels, and be prominently featured on the Show Your Love and partner sites. Very little time commitment.

- To nominate someone, email Suzanne Woodward (SuzanneW@med.unc.edu). More: www.showyourlovetoday.com/joinus
Stay Connected!

How will YOU #ShowYourLoveToday?
@SYL_Today & Facebook.com/ShowYourLoveToday
SuzanneW@med.unc.edu