Show Your Love: Diverse Approach to Consumer Messaging & Engagement

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

Suzanne Woodward, UNC Center for Maternal & Infant Health
Janis Biermann, March of Dimes
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.
Unique ‘Catalysts’

Workgroups: clinical, consumer, public health, policy, and surveillance
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
PCHHC National Network
Nation-wide public-private partnership
Health indicators

• Before MMWR
  • Weight: 50% women overweight/obese
  • Hypertensive: 3%
  • Diabetes: 9%
  • Smoking during pregnancy: 11%
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2017
• 27.2% obese in 2014
• 1/3 adults
• 30% women with diabetes (2017)
• 19.2% smoke
Where does your state stand?

2016 Premature birth report cards

Grade  Range
A  8.1 or less
B  8.2 - 9.2
C  9.3 - 10.3
D  10.4 - 11.4
F  11.5 or greater
Preconception counseling by race/ethnicity (PRAMS)

• Michigan, 2011

Note: Vertical lines in graph represent 95% confidence intervals.

Contraception use at conception by race/ethnicity (PRAMS) Michigan, 2011

Percent of mothers not trying to become pregnant

- Total: 40.5%
- Hispanic: 48.7%
- White: 38.3%
- Black: 42.5%
- Other: 45.8%

Note: Vertical lines in graph represent 95% confidence intervals.

Gonorrhea

Michigan and US, 2012

Rate per 100,000 women

Intended pregnancy (PRAMS)

*Michigan, 2001-2011*

Pregnancy intention: mother reported she wanted to be pregnant sooner or at that time. For more information about the availability of PRAMS data by state and year, refer to the <a href="http://www.marchofdimes.org/peristats/calculations.aspx" target="_blank">Calculations</a> page.


Note: Vertical lines in graph represent 95% confidence intervals.
Preventive Care benefits for women
• Contraception
• Folic acid
• Gonorrhea screening
• Hepatitis B screening
• Syphilis screening
• Tobacco intervention and counseling
• Chlamydia infection screening
• HIV screening and counseling
• STIs counseling
• Well-woman visits
Welcome to the National Preconception Health and Health Care Initiative Website! Click to learn more.

BeforeandBeyond.org:
Resource & training for health professionals
Preconception Health Care Toolkit, Guidelines, Key articles/reports, Patient education materials
Five (soon to be six) CME modules were created for the National Preconception Curriculum and Resources Guide for Clinicians and are provided for CME by Albert Einstein College of Medicine and Montefiore Medical Center in partnership with the University of North Carolina Center for Maternal & Infant Health.
Accountability for Change

• We know: women are not achieving a high level of PC wellness

• Preconception care is provided in multiple settings across clinical and public health sectors - Thus it is difficult to measure and difficult to hold any one group/domain accountable!

• Good PCC starts with good women’s health…Immunizations, BMI, depression screening, tobacco, STI screening, diabetes management (already being collected)…

• An intermediate measure of a woman’s “preconception wellness” upon entering pregnancy would serve as a surrogate marker of the state of preconception care in the community – this could drive decisions on processes, programs, and quality improvement.
New Recommendations for Health Systems to Measure and Index Preconception Wellness

• PCHHC published evidence-based preconception wellness measures for health systems to begin benchmarking preconception care in the United States.

• Titled, "Health System Measures to Advance Preconception Wellness," the full list of recommended clinical measures is online, open-access in Obstetrics & Gynecology and can be found at: http://bit.ly/PCCMeasures.
Who established the recommendations?

- **Clinical Workgroup Consensus Panel**
- **Who**: Broad expert representation
  - MFM, FM, OB-GYN, CNM, Public Health, Nursing
- **How/What**: Reviewed available evidence based PCC recommendations
  - Current quality measure crosswalk (HEDIS, NCQA, NQF, ACO, CMS, PQRS, etc)
  - Current EHR collection practices and abilities
  - Feasibility and reliability of collecting and reporting data through the EHR
  - Impact for improving perinatal outcomes
CLINICAL MEASURES FOR PRECONCEPTION WELLNESS*

- Intended/planned to become pregnant
- Entered prenatal care in the 1\textsuperscript{st} trimester
- Daily folic acid/multivitamin consumption
- Tobacco free
- Not depressed (mentally well / under treatment)
- Healthy BMI
- Free of sexually transmitted infections
- Optimal blood sugar control
- Medications (if any) are not teratogenic

No single measure alone is sufficient to describe “preconception wellness”

But taken in aggregate can be a marker of wellness and receipt of quality preconception care

* Obstet Gynecol. 2016 May;127(5):863-72

Current Quality Measure
Preconception Health Care
Clinical Measure Recommendations

• Ideally, there would be ONE measure (or at most a few)…Out of >20 possible choices, PCHHC Clinical Workgroup narrowed it to 9 MEASURES.

• Goal to benchmark these wellness indicators and compare state by state, system by system.

• Read full article + list of 9 recommendations on www.BeforeandBeyond.org/About/Press.
Health Systems Collaborative

• Funding from the W.K. Kellogg Foundation paired with leadership from Dr. Dan Frayne, Maggie Adams and the Mountain Area Health Education Center, supported a preconception health system learning collaborative.

• Pilot sites: 12 health systems and 4 clinics worked to develop core elements and a framework to guide leaders in integration preconception health across systems.

• Met monthly to incorporate 9 PCC measures in their systems.

• Findings on [www.beforeandbeyond.org/programs/clinical](http://www.beforeandbeyond.org/programs/clinical)
Health Systems Collaborative Pilot Sites

**Engaged Systems**
- Alabama State Department of Health
- The Providence Community Health Centers (FQHC)
- The Ohio State Hospital Association & Ohio Perinatal Quality Collaborative
- Washington State Hospital Association
- County Care Health and Hospitals System
- New York State Department of Health
- The VA Health System
- The Shiprock Service Unit
- Health Share of Oregon
- Samaritan Health Services
- Mission Health Partners
- UC Davis

**Engaged Clinics**
- Codman Square, Boston, MA
- Magnolia Clinic and AGAPE FQHC Jacksonville, FL
- Samaritan Family Health Center – Corvalles, OR
- Grant Family Medicine Residency- OH
Solution? Devise a system to reduce maternal and infant mortality through PCC

• Caveats:
  • Most women are not seeking preconception / annual care
  • Many women have no insurance coverage
  • Most women have competing priorities for their attention (children, work, school, etc.)
  • Almost half of all pregnancies are unintended
  • Half of unintended pregnancies were using some form of birth control
Consumer Engagement is KEY
Show Your Love Roots

• CDC Select Panel on Preconception Health (2006)
  • Goal 1. Improve the knowledge and attitudes and behaviors of men and women related to preconception health.
  • Recommendations 1 & 2. Individual Responsibility & Consumer Awareness.
  • Consumer Work Group (one of five)
Show Your Love – Phase 1

• PCCHC and the Centers for Disease Control and Prevention (CDC) with support from Research Triangle Institute conducted formative research and convened thought leaders from across the country to develop the first campaign.

• Launched in February 2013 with a formal partner-based strategy, research-backed resources and campaign products as well as an evaluation - cdc.gov/preconception/showyourlove. Campaign materials carry the valuable CDC logo and brand.

• Focus: Planners & Non-planners
What we accomplished

• Efforts laid the groundwork for the development of a consumer–focused preconception health brand and national social marketing campaign.

• Contributed to increased understanding of the barriers faced by women of color and other special populations who are at high risk for adverse pregnancy outcomes and other special populations.
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 refers to a woman’s health during the years she can have a baby.
- A woman’s health before she gets pregnant can affect the health of her baby.

What can you do?
- Choose behaviors like eating a healthy diet, being physically active, and taking folic acid every day.
- Stop drinking alcohol, smoking, and using street drugs.
- Get screened and treated for medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions and medications with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get mentally healthy.
- Get regular checkups at least once a year.

For more information on how to improve your health now, talk with your doctor and visit www.cdc.gov/showyourlove.

Your Baby Will Thank You For It!
Show Your Love Phase 2

- Funded by the WK Kellogg Foundation 5/15-2/16 - Allowed PCHHC to hire first communications director
- Resources to support small media buys, new website and campaign basics as well as mini-grants
- Hope was to change behavior (of course) AND to generate energy and action and PRESENCE to attract additional funding
“As seen in...”
Tweet Chats & Takeovers

His & Hers Reproductive Health Chat
#PCHChat

June 16 @ 1PM ET

Join us this National Women's Health Week

#MCHChat
spectrum of young women's health

May 16, 2017 / 12-1pm ET
on Twitter at: #MCHChat

The line-up:
- March of Dimes
- Every Woman Southeast
- Young Families Connect
- UNC Center for Maternal & Infant Health
- Preconception Health + Care Initiative

Young Families Connect
June 21 
CONNECT, ENGAGE, SHARE. Show Your Love + Young Families
Connect Live Mashup, 6/22 @ 2p EST. Young Families Connect - Biden County Young Families Connect of Robeson County Young Families Connect of Wayne County Preconception Peer Educators SPVC YPC UNCP Eat Smart, Move More North Carolina NC EFNEP - Expanded Food and Nutrition Education Program AMCHP Rockingham County Partnership for Children NC State Sexual Health Conference March of Dimes North Carolina PCC Center for Health Education BC DO Ideas
#MyHealthySummer Challenge

Post your photos + health messages on social media using #ShowYourLoveToday + #MyHealthySummer. Be sure to tag @ShowYourLoveToday.

The more you post & share others’ posts, the more chances you have to earn some pretty cool incentives & get national visibility.

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#MyHealthySummer Challenge
PCHHC National Newsletter

• Featuring top news, resources, tools, campaigns in preconception.

• To subscribe, send an email to pchhcnews@gmail.com with Subscribe as the subject line - or text PCHHC to 22828.

• Submit updates, articles, content, suggestions to Suzannew@med.unc.edu
Show Your Love App

- RTI / CDC Foundation / Anthem Health Developed a Preconception Health App for “Planners”
Show Your Love
Community
Ambassadors

Listen, engage, connect, elevate
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.
#ShowYourLoveToday

Community

What it's all about!

#ShowYourLoveToday

Community
Show Your Love Diversification Grants

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

- Heritage U
  - Native Am.
- Ohlone U.
  - APIs
- HAPI/Alameda County Pacific Is.
- LA County FAMILA Hispanic
- Native American Community Health Center
- Family Tree LGBTQ
- UNC Pembroke Healthy Start CORPS Native Am.
- Women Watch Afrika Refugee
- Healthy Start JMT Af. Am.
- Latino Comm. On AIDS Hispanic (National)
- Healthy Teen Network Hispanic/Af. Am (National)

FL Dept. Duval County Af Am., Males
Brigham & Women’s Hospital Hispanic
HOW: Diversification Approaches

• Social component for all – focus on different channels, different delivery
• In-person: Focus groups, activities, photoshoots at campus events, luaus, barber shops, churches
• Digital – varied with texting, mobile app, virtual/social focus groups
• Gorilla marketing: bus ads, community ads (rural), clinic flyers, clinic/campus health questionnaire, coloring books
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?
The Word

“PRECONCEPTION”
What is “shareable” about preconception health?
Evidence to Action

“MEMORY is the original “media channel.”

“Camera is the new keyboard.”

Valuable content=relevant, informative, emotional, timely, direct
Left brain

I am the left brain.
I am a scientist. A mathematician.
I know the formula. I categorize. I reason.
Analytical, strategic. I am practical.
Always in control. A master of words 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.
Innovative, original. I am the voice of feeling, laughter
Imaginative. The feeling of sound beneath your feet.
I am aesthetically inclined with

Influencer

I am everything. I am everything I was meant to be.

Mercedes-Benz
The best or nothing.
“Social media and digital technology have the power to level the playing field, to eliminate health disparities, If we utilize it’s power in the right way to reach the right people at the right time”
Oh, the possibilities....
Public Health Potential

Making a statement! Creating a memorable experience! Tugging at the heart strings!
Sharing different POVs.

• social campaigns (challenges; created their own emoji; geofence/location-based filter; disappearing videos; live-video; virtual hangouts),
• augmented reality (like Pokémon go),
• texting/mobile push notifications,
• chatbots,
• video/vignettes to tell stories (i.e., Insta-Live, Snapchat series)
• pop-culture integrations (TV show/celeb conversations on Twitter, Buzzfeed quizzes),
• mobile app/web-based tool,
• podcasts/audio,
• native ads / SEO
• twist on the traditional newsletter/blog/media, etc.
• unique patient AND HCP communication tool
Doing it, and doing it well
Consumer Preconception Resources

- [www.ShowYourLoveToday.com](http://www.ShowYourLoveToday.com)
- *Check out the “Knowledge” section of our website for partner and local resources*
- Show Your Love App (*CRUSH and Pulse coming soon!*)
- #ShowYourLoveToday on Twitter, Facebook, Instagram
- Preconception health tips texting campaign: Text LAFAMILIA to 55000
Before and Beyond

Resource & toolkit for health professionals
#ShowYourLoveToday on Social
Stay Connected!

How will YOU #ShowYourLoveToday?

Connect on LinkedIn | Email: SuzanneW@med.unc.edu | Follow @SuzyKaye