

Utah Preconception Campaign



UTAH DEPARTMENT OF
HEALTH

Lois Bloebaum, BSN, MPA

Manager, Maternal & Infant Health Program

Utah Department of Health

August 3, 2010



Acknowledgements

Preconception Health Workgroup from Utah Department of Health

- Amy Nance MPH, Manager, Birth Defects Network
- Marie Nagata BS, Manager, Baby Your Baby Program
- Phyllis Crowley MS, Nutrition Coordinator, WIC Program
- Julia Robertson, AA, Manager, Pregnancy Riskline Program
- Janae Duncan BS, Tobacco Prevention & Control Program
- Shaheen Hossain PhD, Manager, Data Resources Program



First Time Motherhood New Parent Initiative

- Funded by HRSA's MCHB
- Utah, one of 12 states funded-2 years

GOALS:

- ✓ Increase in pregnancies begun with optimum folic acid level
- ✓ Increase the percentage of pregnancies that are intended among Utah women from disparate populations
- ✓ Increase abstinence from alcohol, tobacco, and illicit drugs among pregnant women



WIC Vitamin Project

- Partnered with 5 local WIC agencies
- Developed educational videos
- Face to face education + take home materials
- Free 3 months supply of vitamins with folic acid (can renew)



Alcohol Education

- Partnered with Utah Fetal Alcohol Coalition
- Funding to enhance educational materials
 - ✧ Liquor store materials-bags and cards
 - ✧ Stickers for bars and nightclubs



Tobacco Cessation Education

- Partnered with 5 WIC agencies
- Staff training on cessation resources via videos
- Collateral items for distribution in WIC clinics
 - ✧ Onesies
 - ✧ Wipes



Utah Preconception Social Marketing Campaign

Formative Research

- Stakeholder Interviews
- Focus groups with target audience
- Focus groups with healthcare providers
- Telephone survey for baseline data
- Pre-campaign market testing





Stakeholder Interviews

- In-depth one-on-one interviews with 27 stakeholders from social service agencies, health care organizations and community-based agencies and providers



Stakeholder Lines of Inquiry

- Organizational efforts to promote preconception health
- Perceptions of the campaign's priority target audiences
- Perceptions of types of tools stakeholders need to promote preconception health
- Feedback on Reproductive Life Plan



Stakeholder High Level Finding: Familiarity with Issue

- With exception of those working closely with issue, most are only vaguely familiar with “preconception”
- Preconception often confused with “pre-natal”



High Level Findings: Stakeholder Concerns

- High level of concern about women having multiple children very close together
- High level of concern about those without consistent access to health care
- Most believe preconception health education should begin in early teens



High Level Findings: Stakeholder Needs to Promote Preconception Health

- Templates and guides for bringing people together in small groups for community-based education
- Professional training about preconception health
- Culturally appropriate messages for diverse audiences



Formative Research: Women

- Focus groups + in-depth interviews with Utah women between ages 18-34 (N=106)
 - ✧ 28 Interconception participants
 - ✧ 82 Preconception participants



Lines of Inquiry

- Identification of lifestyle choices relevant to preconception health
- Exploration of women's health behaviors
- Salience of preconception health messages
- Determination of attractiveness and appeal of the *Reproductive Life Plan* magazine format



Response to Reproductive Life Plan

- Many women in preconception tune out pregnancy or prenatal messages; there is higher interest in general women's health (nutrition, exercise, stress, etc.)
- Messages in the Reproductive Life Plan are relevant and important to participants
- "Mom" is the number one influencer
- Some messages surprised women (up to date vaccinations, menstrual cycle)



Request for More Information

- Birth control chart of options and effectiveness
- When & why of annual check-ups
- Visual + language to explain reproductive cycle
- Direct language explaining the need for folic acid
- Vitamin safety and food intake necessary to match vitamin requirements
- Eating disorders
- How to mitigate stress & healthy lifestyle choices



What Should a Woman Do to Be Healthy Before Pregnancy?

- Exercise regularly: 70%
- Healthy diet: 66%
- Take vitamins: 37%
- Quit smoking: 24%
- Avoid illegal drugs: 18%
- Drink in moderation or abstain: 16%
- Get a regular checkup: 15%
- Take folic acid: 10%



Findings on Folic Acid Consumption

- Only two out of five respondents report taking a daily vitamin with folic acid
- Only 53% of currently pregnant respondents report daily consumption of folic acid
- Non-white respondents lag considerably behind whites in daily vitamin use (18% vs. 44%)
- Persons earning under \$20,000/year are half as likely to take a daily vitamin with folic acid (25% vs. 57%)



Vitamin Use Not Seen as Important

Only one in ten respondents said that taking folic acid is an important way to stay healthy pre-pregnancy



KNOWLEDGE ABOUT HEALTH PRACTICES

Most women did not know that 4 of 5 alcoholic drinks in one sitting is considered binge drinking.



Knowledge about Reproduction

- Only 43% of respondents correctly identified the ovulation period.
- Women 18-25 significantly less likely to know than 25-32 (33% vs. 52%)
- Less educated women half as likely to know than those with college (33% vs. 69%)
- White women more than twice as likely to know than non-Whites (47% to 21%)
- Income comparisons equally significant (24% to 50% in mid-range, and 65% in \$50K+

SOURCES & PREFERENCES

One third of respondents said their health care provider was the preferred medium for receiving information on health, more than any other response.

Internet closely follows (20%).

PRINCIPAL FINDING: HEALTH CARE PROVIDER PREFERRED SOURCE OF INFORMATION (31%).



Formative Research: Health Care Providers

- Four focus groups
 - ✧ Salt Lake City (2)
 - ✧ Ogden (1)
 - ✧ Blanding (1)
- Included MDs, RNs, residents, PAs



Lines of Inquiry for Healthcare Providers

- Top-of-mind perceptions of preconception health
- Current ideas & practices
- Concerns about their patients in preconception phase of life
- Response to campaign concepts and materials
- Ideas for materials distribution/willingness to participate



Current Preconception Practices: "Bits & Pieces"

- Prenatal vitamins
- Birth control
- Weight control
- Pregnancy planning
- Alcohol & drug prevention
- Abstinence
- Healthy relationships



Provider Concerns

- Timing of visits; lack of opportunity
- Ignorance & lack of awareness among patients
- Parents do not teach their children about preventive health care
- Limited time during visits
- Lack of access for uninsured or under-insured patients
- Perceived lack of referral sources



CONCLUSIONS & RECOMMENDATIONS

PRODUCT: PRECONCEPTION HEALTH

- “Preconception health” comprises many different components
- It needs to be distinguished from “Prenatal Health” so that it attracts the attention of all young women, regardless of their immediate future plans



Campaign Target Audience(s)

- Sub-target audiences need to be prioritized
 - ✧ Women 18-25
 - ✧ Women 26-34
 - ✧ Women who have never been pregnant
 - ✧ Women who have been pregnant and will be pregnant in the future
 - ✧ Minority women



Campaign Calls to Action

- Check your health
- Take your vitamins with folic acid
- Know yourself, know your body
- Check your relationship
- Maintain a healthy diet
- Plan ahead for healthy pregnancies
- Check your vaccinations
- Avoid ATOD



Campaign Centerpieces

- ✧ Healthy Habits (diet, nutrition, exercise, sleep)
- ✧ Self-Knowledge (family history, vaccination record, menstrual cycle)
- ✧ Mental Health (dealing with stress, anxiety, depression, relationship health)
- ✧ Things to Avoid (alcohol, tobacco, substance abuse)
- ✧ Reproductive Health (birth control options, information about STDs)



POWER YOUR LIFE POWER YOUR HEALTH





Campaign Materials

- Please take a moment and review the materials you received today.
 - ✧ Culturally appropriate Reproductive Life Plan
 - ✧ Culturally appropriate Pregnancy Spacing Brochure
 - ✧ Free 90 day supply of vitamins with folic acid
 - ✧ Cute bracelet and bag to gain interest



UTAH DEPARTMENT OF
HEALTH

Informative and Fun Website

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.poweryourlife.org/>. The browser's address bar shows the URL, and the page title is "Power Your Life". The website's header features the text "POWER YOUR LIFE" and "POWER YOUR HEALTH" with a large pink flower graphic. Navigation links include "Home", "Plan", "Know", "Feel", "Do", and "Avoid".

The main content area is titled "Birth control and cigarettes are a deadly combination." and features three columns of content:

- Power Yourself**: "Are you taking good care of yourself? A healthy today is a happy tomorrow!"
- Power of Two**: "Ready to start settling down? A healthy you for a healthy relationship."
- Power Your Family**: "Expanding your family? A healthy Mom for a healthy family."

A prominent pink button with a play icon and the text "Birth Control and Your Body. Watch the video now. »" is located below these columns. Below the button, a quote reads: "Did you know all women should take a daily vitamin with folic acid?"

On the right side, there is a "Vitamin Chart" section with the text: "Take a look at this vitamin chart and get the facts. Are you getting enough? [Learn More](#)".

The browser's taskbar at the bottom shows the system tray with the date and time: 9:16 PM, 7/28/2010. The address bar at the bottom of the browser window shows the URL: <http://www.poweryourlife.org/power-yourself/>.



Bilingual Website Features

- Entry specific to a woman's stage in life-single, couple, or family
- Animated video explaining ovulation and birth control
- Easy ordering for campaign materials (through the end of the campaign)
- Provider section with PDF's of campaign materials and access to campaign reports.



Community-Based Outreach

- Hispanic Community: via Spanish media, preconception health fair in SLC, partners with Comunidades Unidas
- American Indian Community: Pow Wows and dissemination to health clinics via community leaders
- Pacific Islander Community: Cultural events and community leaders
- African American: presence at annual Juneteenth celebration



Campaign Accomplishments Since 6/1/2010

- Over 4,000 power bags ordered via the website
- Approx. 7,000 original hits to the website
- Approx. 1,000 power bags distributed at grassroots level
- Positive anecdotal feedback from young women



UTAH DEPARTMENT OF
HEALTH

Our call to action:

**JOIN THE EFFORT TO SPREAD THE
WORD...**

LET'S POWER ON TOGETHER!



UTAH DEPARTMENT OF
HEALTH

QUESTIONS?

Contact Information:

Lois Bloebaum

lbloebaum@utah.gov

801-474-1127 ns12

SUM  ORCHARD
SOCIAL MARKETING

Slide 38

ns12

I don't think you want to put your home phine number here, do you?

nanstreeter, 7/27/2010