

My Baby & Me Survey: Results, Comparisons & Contrasts

PRESENTED BY:

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WI WOMEN'S' HEALTH FOUNDATION

Session Objectives:

1. Review the findings of the 2016 My Baby & Me Survey, 'Attitudes, Knowledge, and Influences on Prenatal Alcohol Use in Wisconsin'.
2. Distinguish themes throughout multi-faceted alcohol prevention and treatment programming in Wisconsin.
3. Identify areas for potential expansion as it relates to prenatal alcohol use prevention and treatment in Wisconsin.

Agenda

- ❑ General Overview of Survey & Results
- ❑ Introduction of Panel Speakers
- ❑ Discussion to Identify Key Themes
- ❑ Q & A

Survey Overview

Survey Goals

- Get a better understanding of women's thoughts, opinions, and knowledge about alcohol use during pregnancy.
- Use the information gathered to improve prenatal care programs and resources for women.

Survey Basics

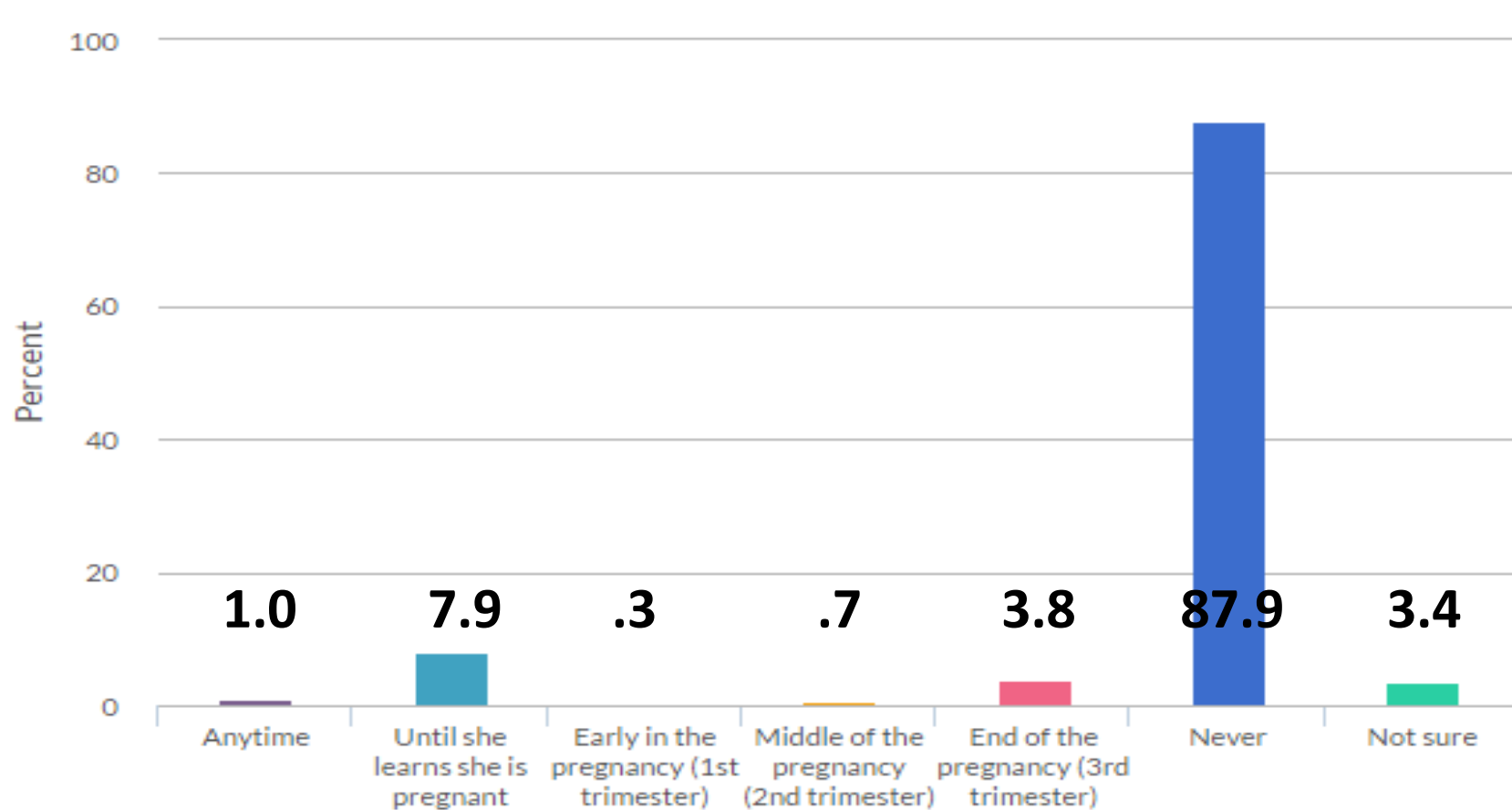
- Online Survey
 - Distributed electronically via email, Facebook campaign, etc.
- Completed between September-October 2016
- 314 Submissions
 - 262 Complete, 52 Partial

Participant Demographics

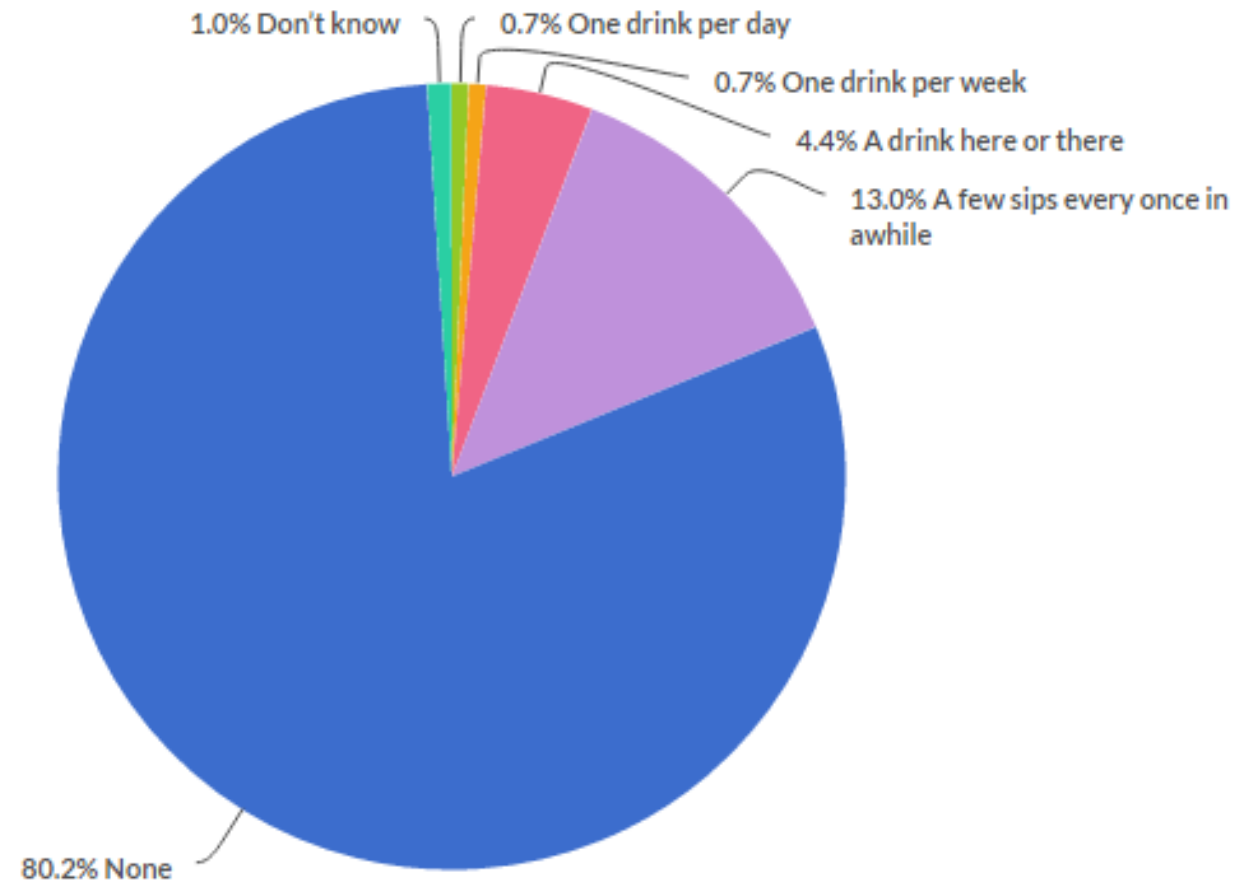
- Females
 - Age: 15- 62
 - Mean: 33.6, Median: 31, Mode: 31
- 72% History of Pregnancy
 - # of Pregnancies varied from 1-8
- 15% Currently Pregnant
- Race: (could select all that apply)
 - 85% White/Caucasian
 - 6% Hispanic/Latina
 - 5% Black/African American
 - 3% Asian
 - 2% American Indian/Alaska Native
 - <1% Native Hawaiian/Pacific Islander

Survey Results

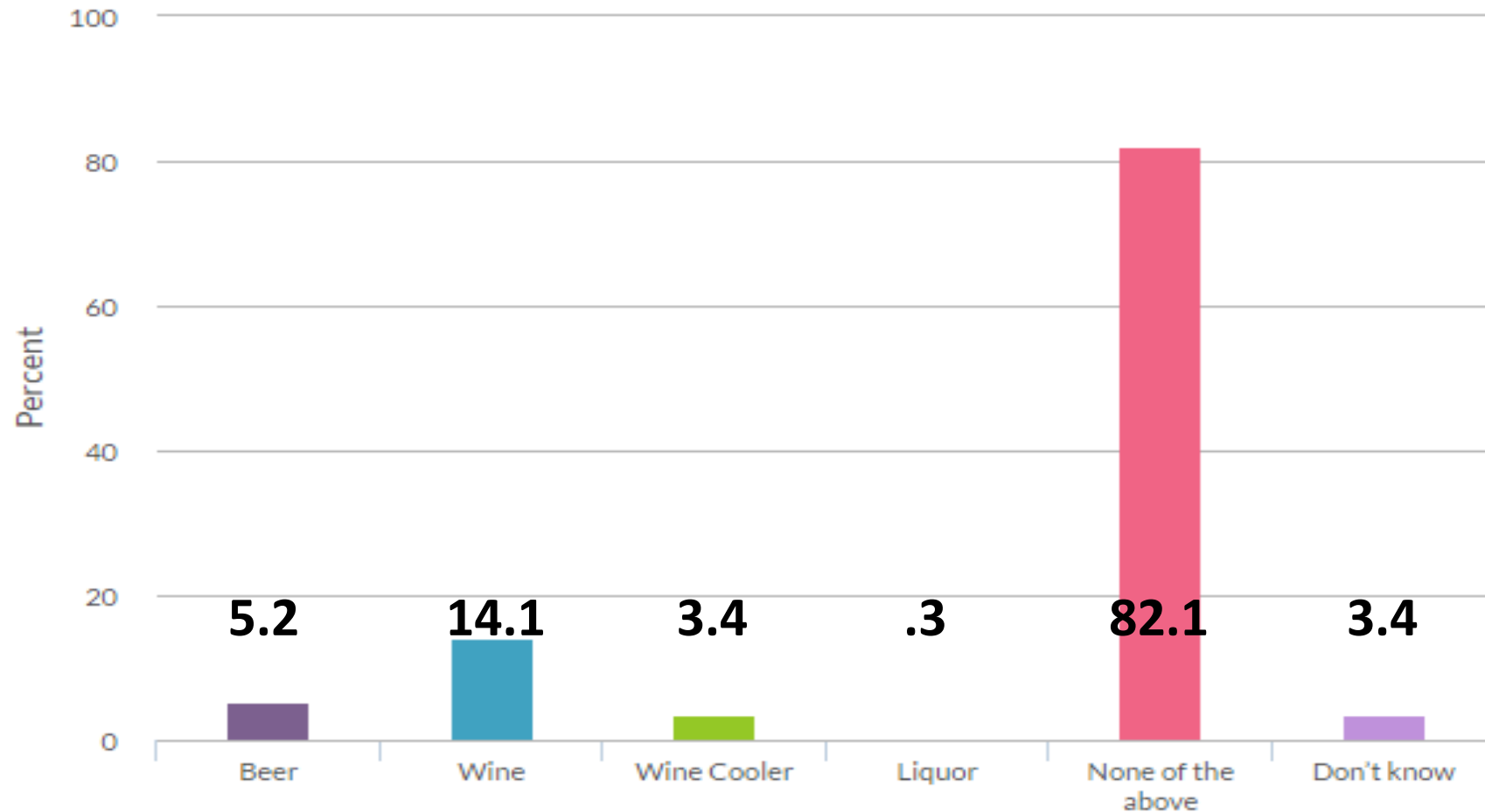
When is it safe for a woman to drink alcohol during her pregnancy? (select all that apply)



How much alcohol is safe for a pregnant woman to drink? (choose one)



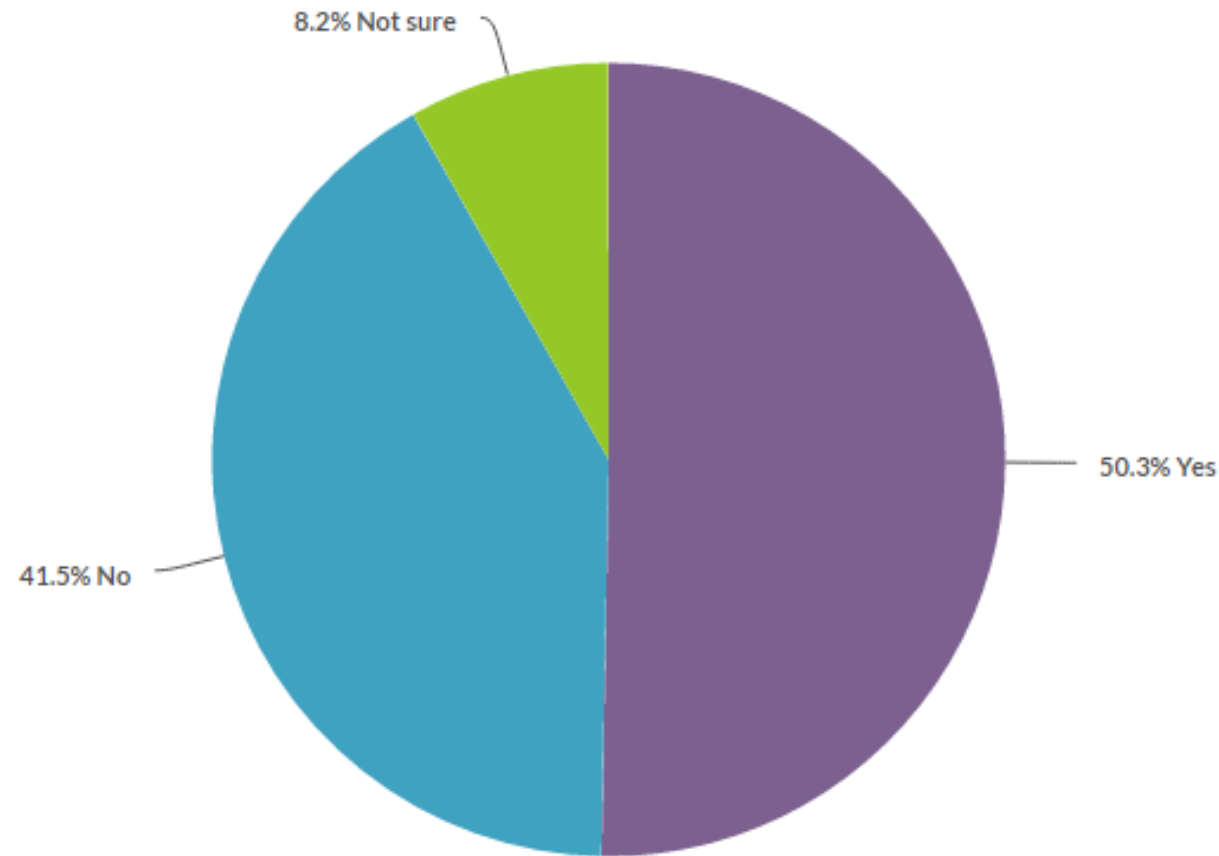
What types of alcohol are safe/safer for a pregnant woman to drink? (select all that apply)



How strong of an influence do the following people/groups have on your decisions regarding your health?

	Very Strong	Somewhat Strong	A Little Bit	Not At All
Healthcare Providers	170 58.0%	101 34.5%	16 5.5%	6 2.0%
Family Members	96 33.0%	125 43.0%	53 18.2%	17 5.8%
Friends	57 19.5%	118 40.4%	96 32.9%	21 7.2%
Partner/Significant Other	148 51.2%	108 37.4%	21 7.3%	12 4.2%
Media	18 6.2%	69 23.9%	128 44.3%	74 25.6%
Faith/Community Group	40 13.9%	63 21.9%	77 26.7%	108 37.5%
Other	15 7.1%	26 12.3%	34 16.1%	136 64.5%

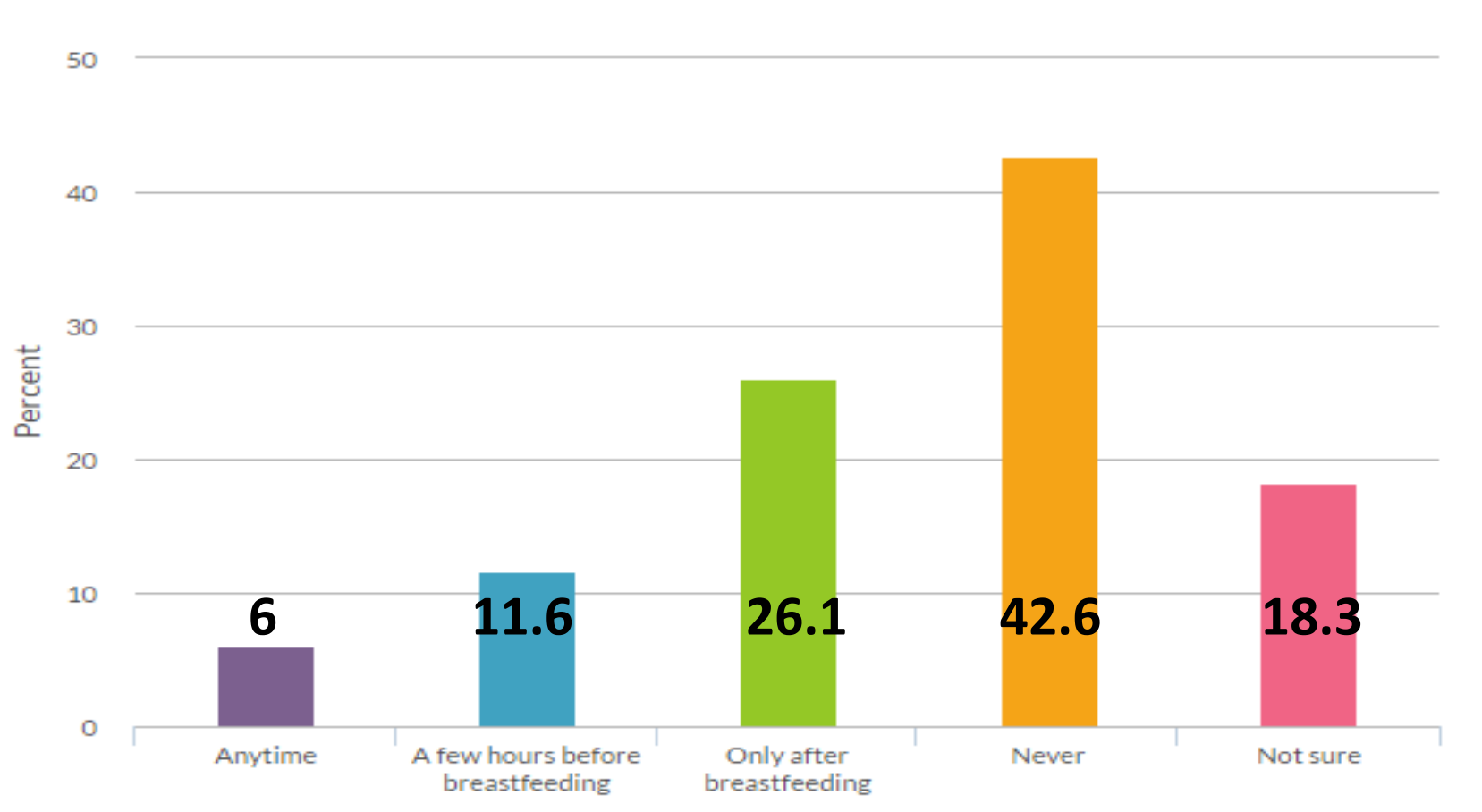
Has a healthcare provider ever talked to you about alcohol use during pregnancy?



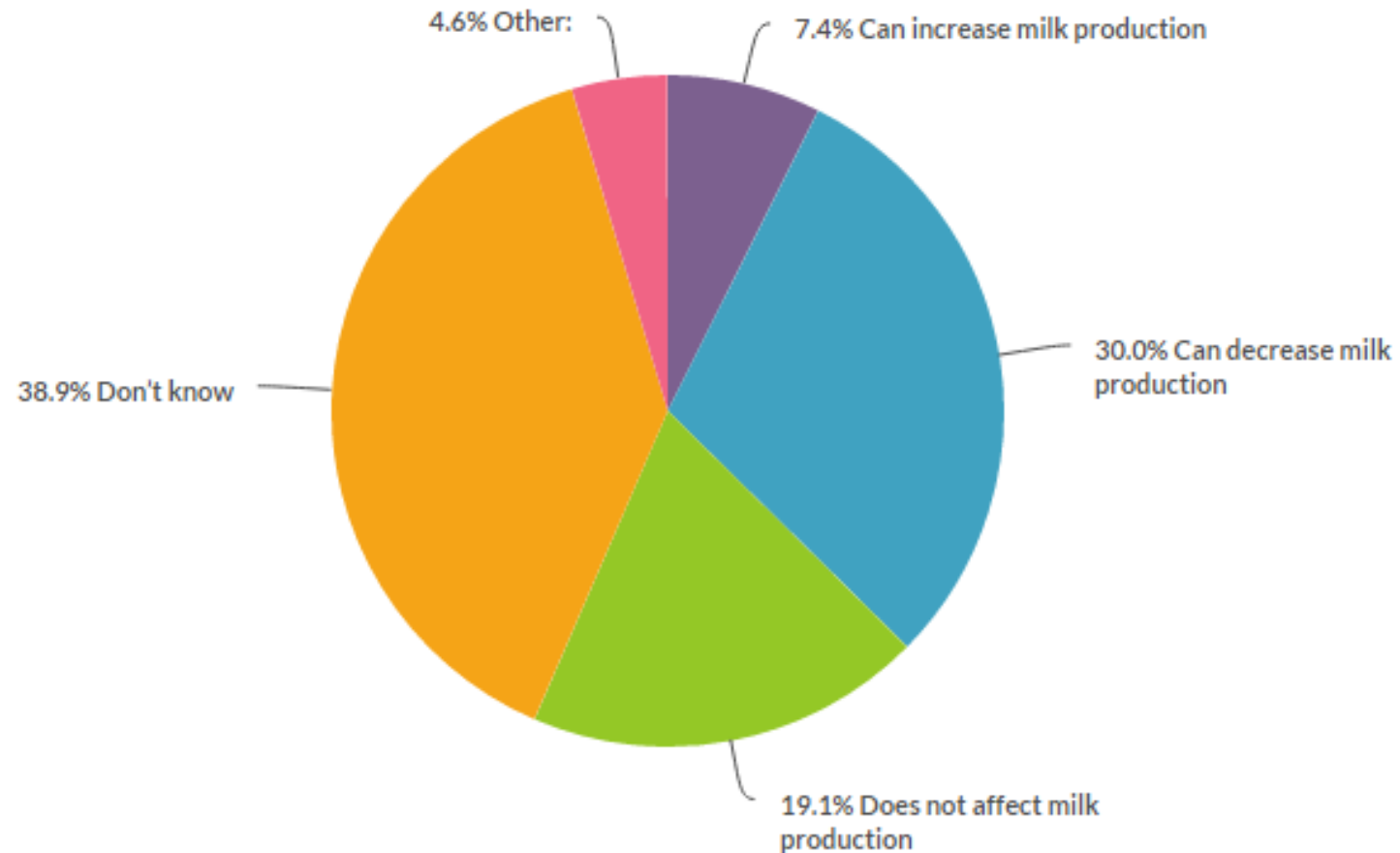
If your healthcare provider has ever talked to you about alcohol use during pregnancy, do you remember what they said?

- Don't drink before the first two trimesters.
- An occasional glass of wine is ok.
- I was pregnant 30 years ago and they said that small amounts of alcohol (1-2 drinks a week) was not harmful. I was pregnant 15 years ago and an occasional drink was acceptable.
- No more than 1-2 drinks a day.
- My midwife told me it was ok to have a glass of wine once in a while to help with Braxton Hicks contractions, and to relax related to pain I was having in my 3rd trimester.

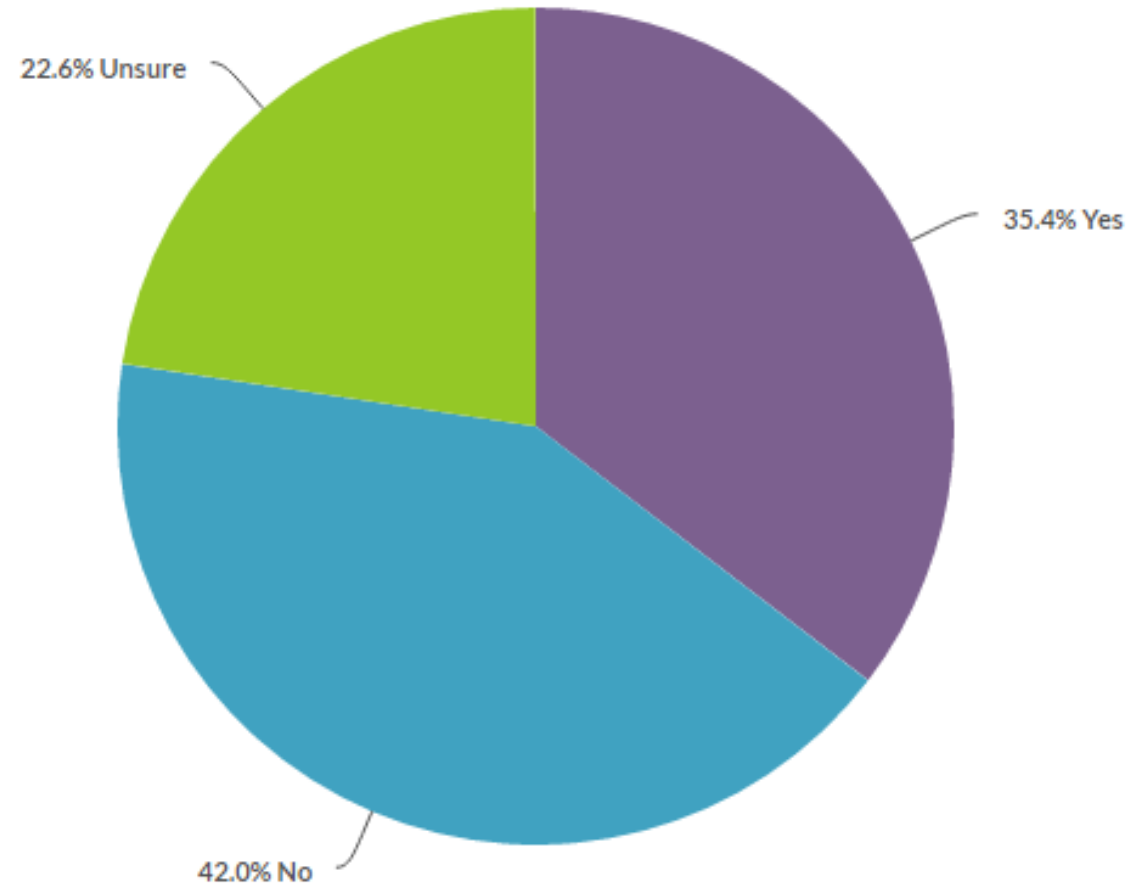
When is it safe for a woman to drink alcohol while breastfeeding/feeding baby breastmilk? (select all that apply)



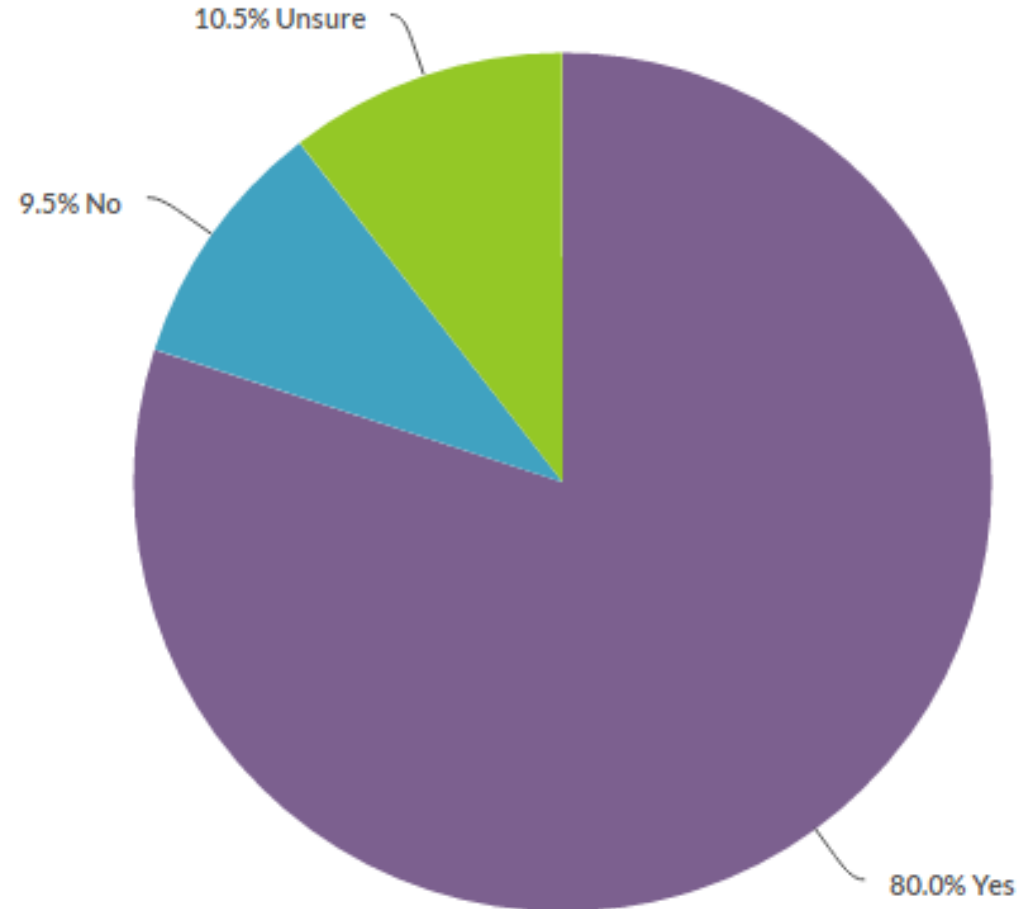
In your opinion, drinking during lactation:



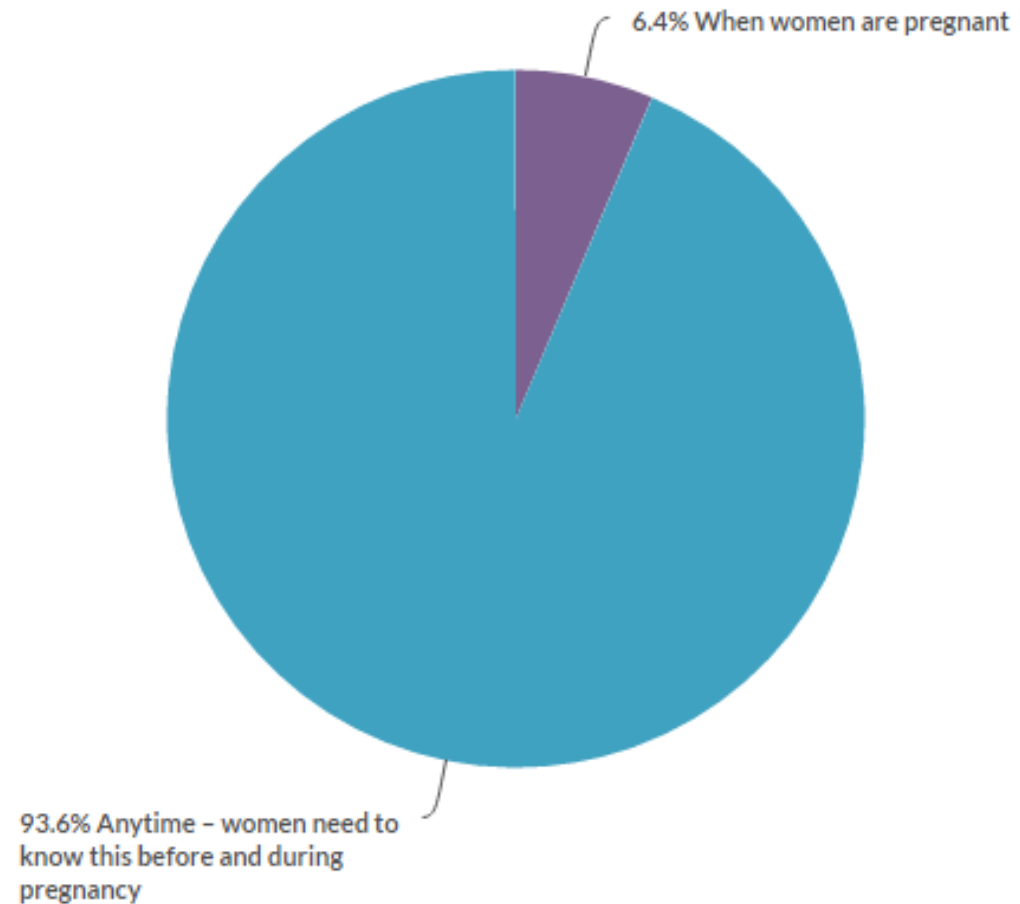
Do you think women in Wisconsin receive clear message about alcohol use during pregnancy?



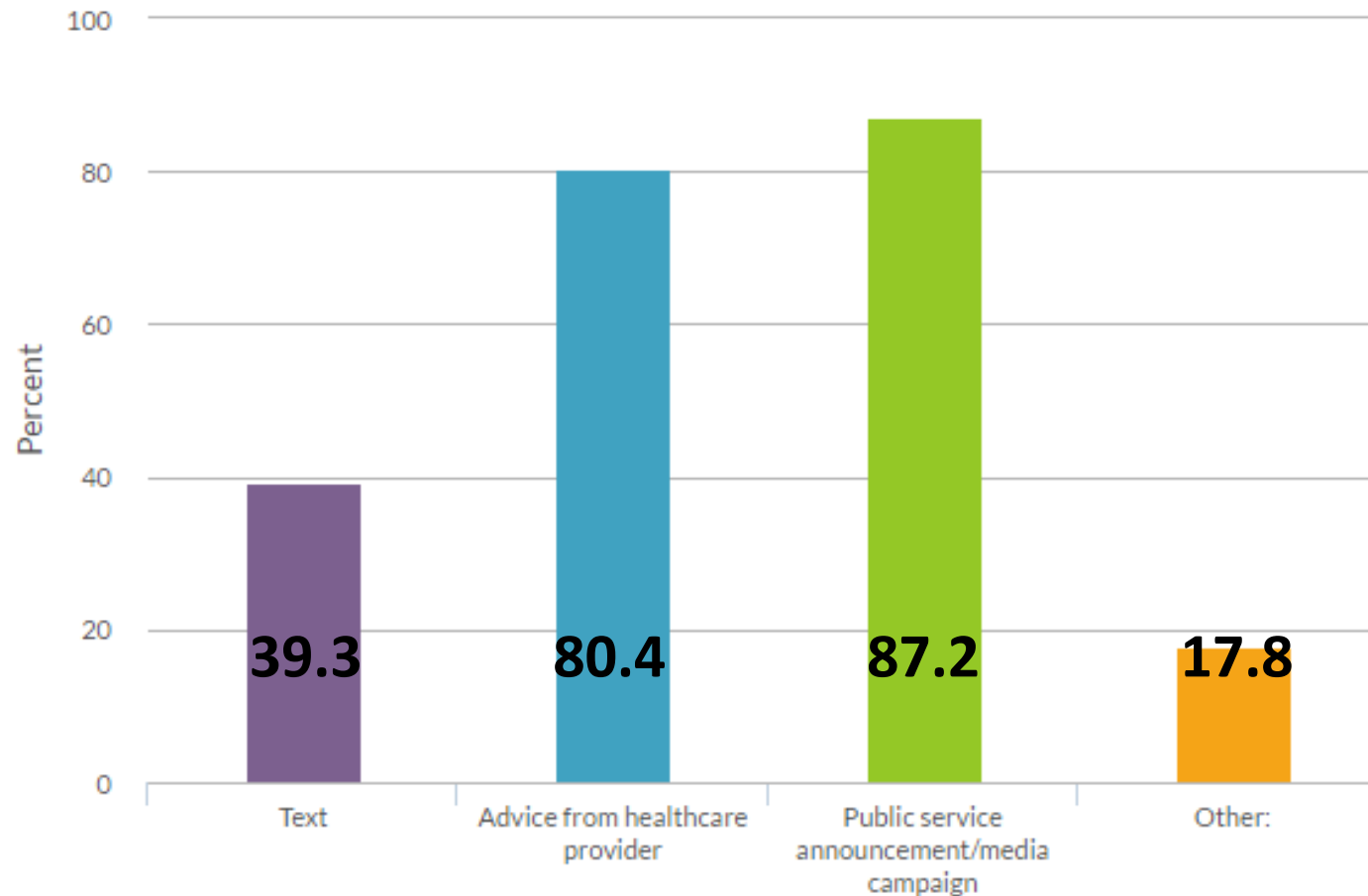
Do you think women in Wisconsin need more information about the effects of alcohol on a developing baby and FASD prevention?



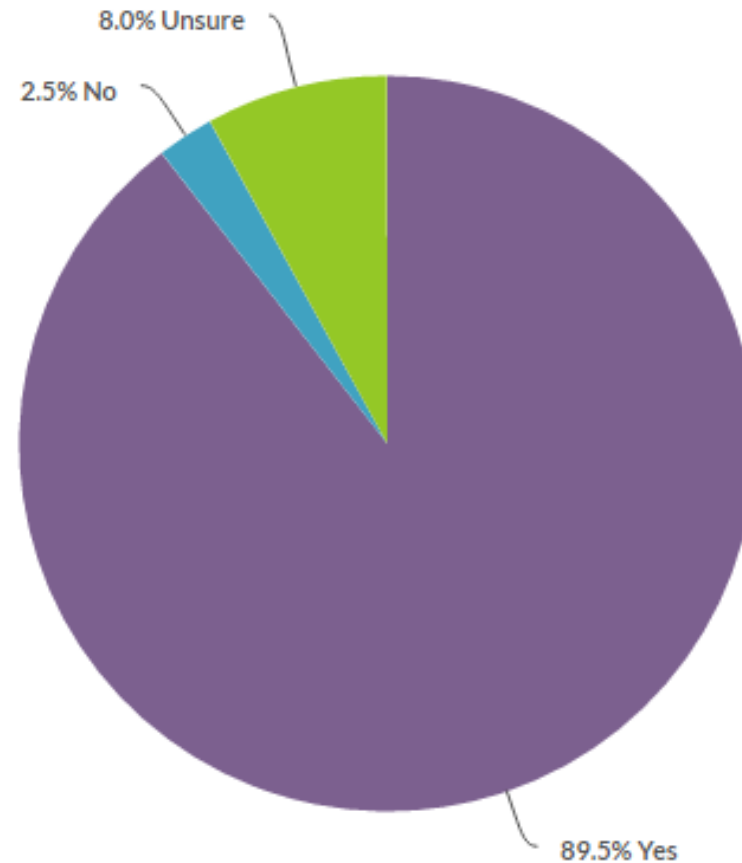
If so, when is the best time to provide that information?



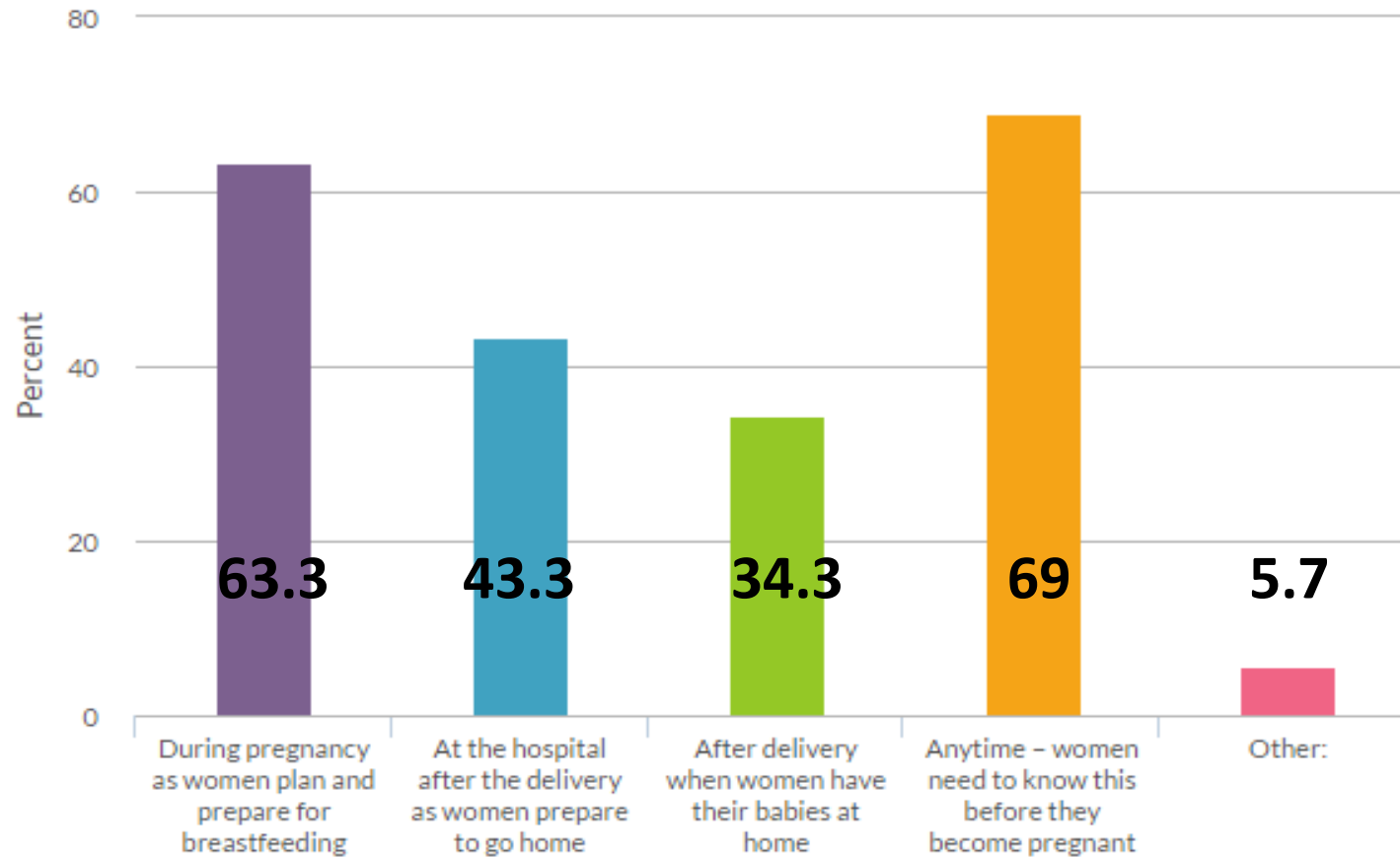
How do you think this information could be provided?



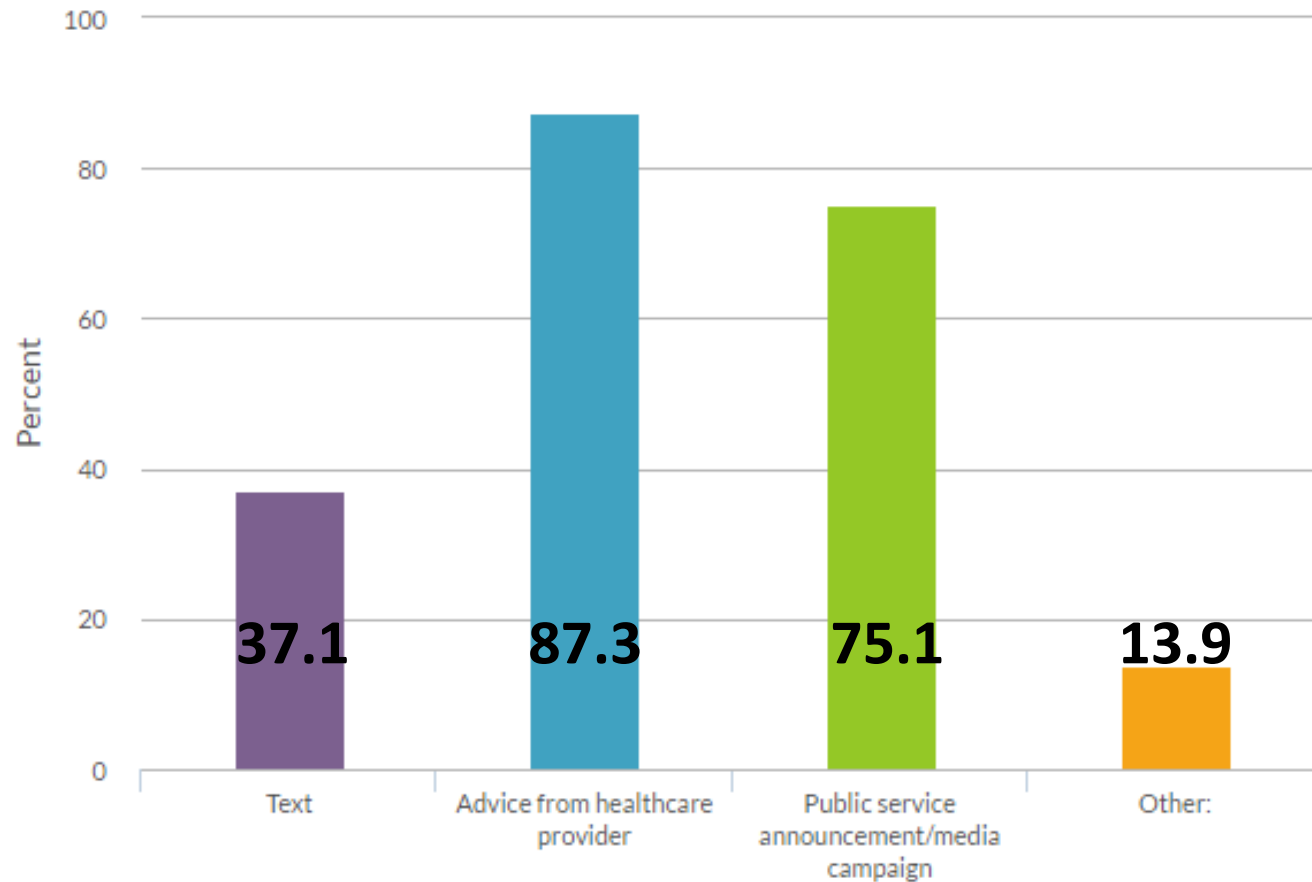
Do you think women in Wisconsin need more information about alcohol and breastfeeding?



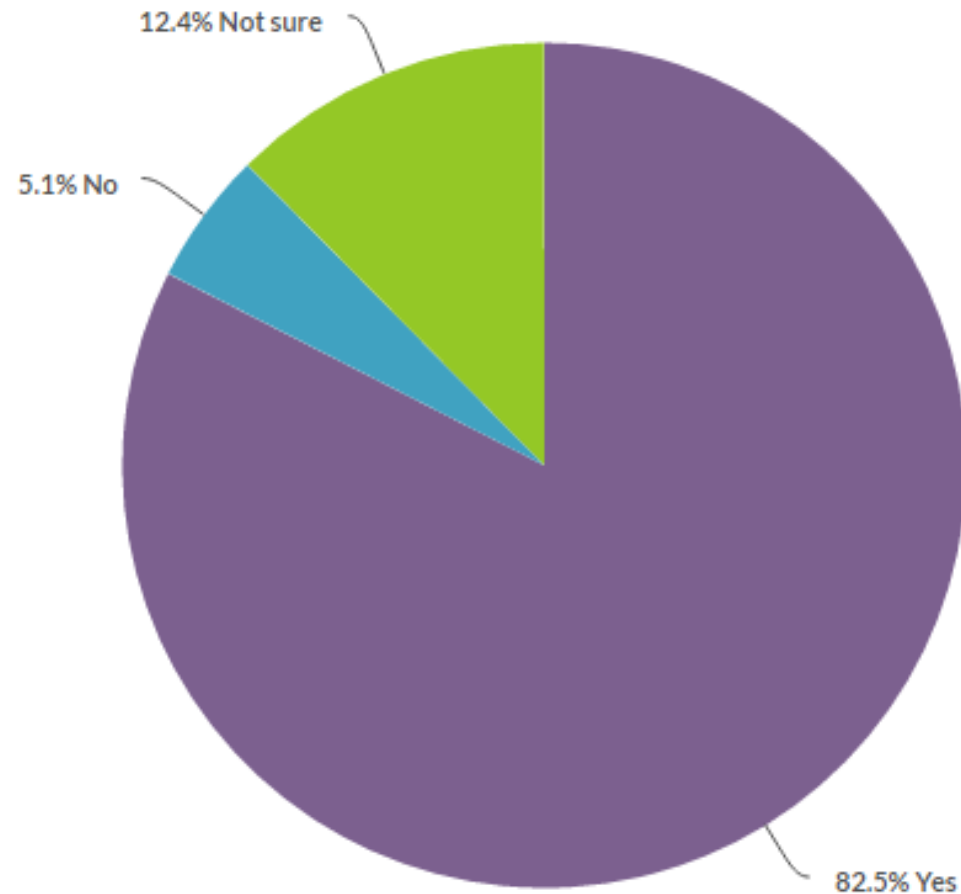
If so, when is the best time to provide that information?



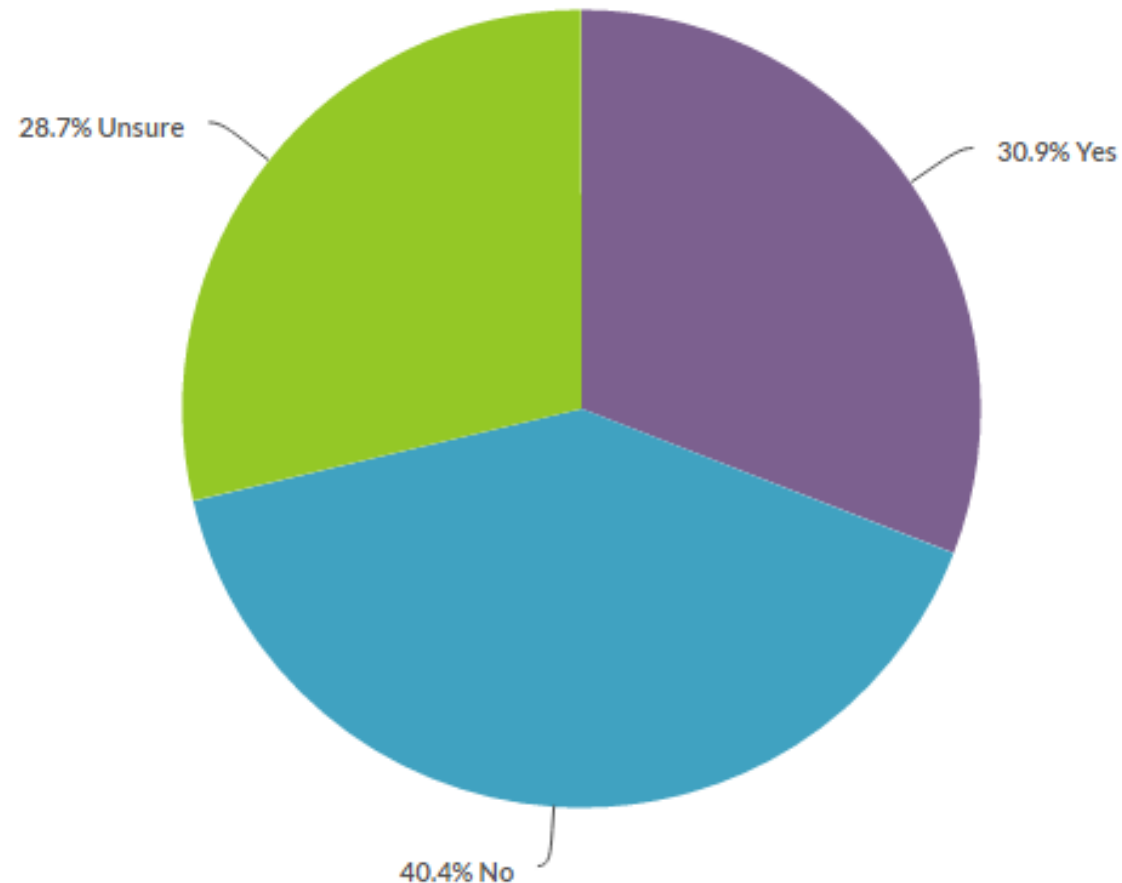
How do you think this information could be provided?



Do you think other people
(partners/dads/family/friends) need more information
about alcohol use during pregnancy & breastfeeding?



Do you think there are legal consequences for drinking alcohol during pregnancy?



Introduction of Panel Speakers

Panel Speakers

Rebecca Diener

- Pregnancy Educator- My Baby & Me, Wisconsin Women's Health Foundation

Wendy Seegers, MA, LCSW

- Director of Prevention Programs, University of Wisconsin Colleges

Julia Sherman

- Coordinator, Wisconsin Alcohol Policy Project

Discussion to Identify Key Themes

Question to Panelists

After reviewing the results independently, and hearing this morning as well, what is your initial reaction to the survey outcomes?

Does age make a difference?

- “When is it safe for a woman to drink during pregnancy?”
 - 88% answered "never"
 - Younger half of respondents:
 - Under 31- "never" bumps up to 91%
 - Under25- “never” bumps up to 97%
- “How much is safe to drink during pregnancy?”
 - 80% answered “none”
 - Younger half of respondents:
 - Under 31- "never" bumps up to 81% “none”, 11% “a few sips”
 - Under25- “never” bumps up to 83% “none”, 10% “a few sips”

How do we effectively provide information about this topic?

- 42% disagree that women in Wisconsin receive clear messages about alcohol use during pregnancy, 23% are unsure
- Women in Wisconsin need more information about:
 - effects of alcohol on a developing baby and FASD prevention- 80% agree
 - alcohol and breastfeeding- 90% agree
- Other people (partners/dads/family/friends) need more information about alcohol use during pregnancy & breastfeeding- 83% agree

Where are we going wrong when helping Mom's navigate breastfeeding & alcohol?

- 43% thought women should never drink if they're breastfeeding
- 26% thought it's only safe after breastfeeding
- 18% weren't sure
- 12% thought it's safe a few hours before breastfeeding

What can we do to improve messaging provided by healthcare providers?

- 72% of participants had a history of pregnancy
- Only 50% of participants recall a healthcare provider talking to them about alcohol use during pregnancy
- There are numerous comments stating that providers are relaying inaccurate information to Moms

Q & A

Wrap Up & Next Steps

The WWHF Plans To...

- Identify areas for potential expansion as it relates to prenatal alcohol use prevention and treatment in Wisconsin.
- Use the information gathered to improve prenatal care programs and resources for women.

Questions?
