



# Perinatal Programs Annual Statewide Meeting

**“Short-Term Change to Life-Long Success”**  
Strategies for Fostering Long-Term Behavior  
Change

March 2<sup>nd</sup>, 2017  
Rothschild, WI



# Welcome Agenda

- Recognition of Program Partners & Attendees
- First Breath
  - Program Updates
  - Striving to Quit Updates
  - Plans for 2017
- My Baby & Me
  - Program Updates
  - Plans for 2017
- Grapevine Opportunity

# **RECOGNITION OF PROGRAM PARTNERS & ATTENDEES**

# New Sites

- Jefferson County Health Department



# 1-5 Years of Involvement

- Ascension All Saints
- ARC Community Services, Inc.
- Ascension Columbia St. Mary's
- Bayfield County Health Department
- City of West Allis-West Allis WIC Program
- Evangelical Child and Family Agency
- Fond du Lac County Health Department
- Jackson County Health & Human Services
- Juneau County Health Department
- Langlade County Health Department
- Menomonie High School
- ProHealth
- Sawyer County Public Health
- Scenic Bluffs Community Health Centers
- Stockbridge Munsee Health & Wellness Center
- Winnebago County Health Department
- Women's Care Center, Milwaukee

# **6-10 Years of Involvement**

- Barron County Public Health
- Catholic Charities
- Family Health/La Clinica
- Kenosha County Division of Health
- Menominee Tribal Clinic
- Neighborhood Health Partners
- SWCAP Neighborhood Health Partners
- Unity Health Insurance

# >10 Years of Involvement

- Appleton Health Department
- Ascension Ministry Medical Group
- Ashland County Health& Human Services
- Chippewa County Department of Public Health
- Clark County Health Department
- Columbia County
- Door County Public Health Department
- Eau Claire City-County Health Department
- Green Lake County Health Department
- Gundersen Health System
- Iowa County Health Department
- Manitowoc County Health Department
- Marathon County Health Department
- Marinette County Health and Human Services
- Marquette County Health Department
- Monroe County Health Department
- Oneida County Health Dept.
- Outagamie County Public Health
- Polk County Health Dept.
- Price County Health and Human Services
- Rock County Public Health Department
- St. Croix County
- Waushara County Health Department
- Waupaca County Health & Human Services
- West Allis Health Department
- Wood County Health Department

# Special Thank You

- 20+ Years of Involvement!
  - Wisconsin Department of Health Services





# **FIRST BREATH PROGRAM UPDATES**

# First Breath 2016 Recap

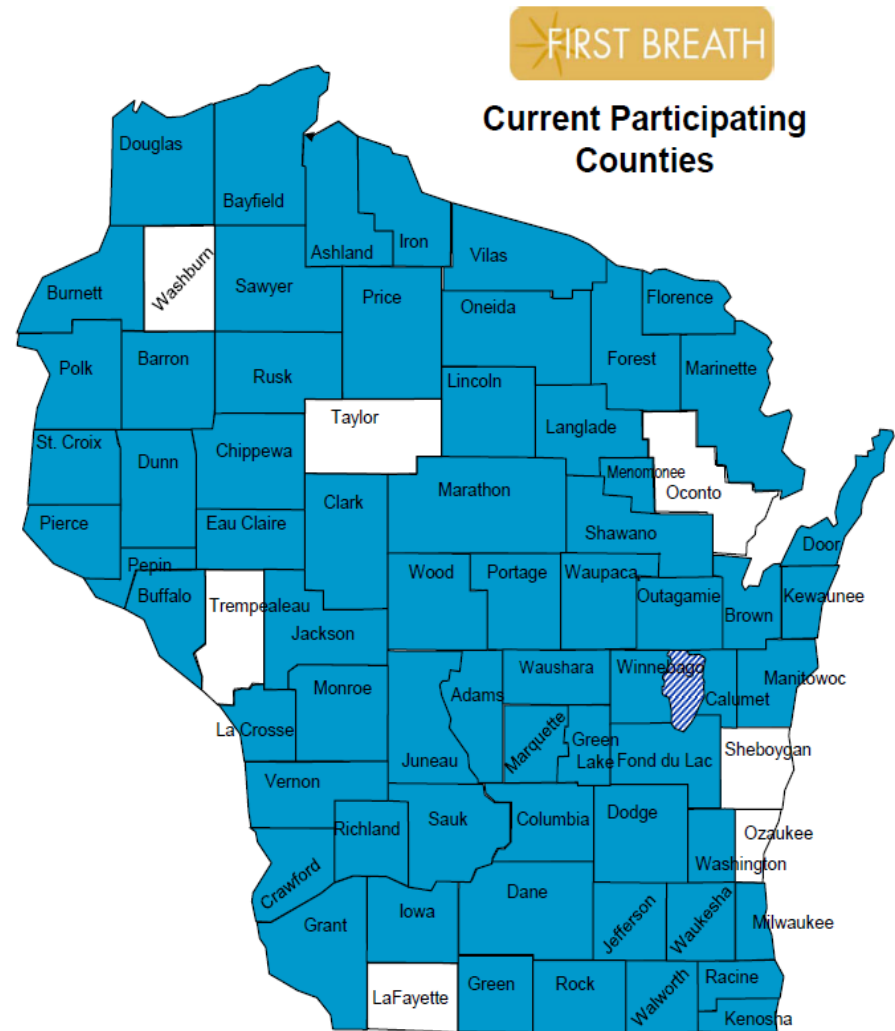
## Participant Enrollment

- 991 women enrolled in 2016
- 18,347 participants since 2000



# First Breath Sites & Providers

- 16 new sites
- 145 current active sites
- 708 current providers



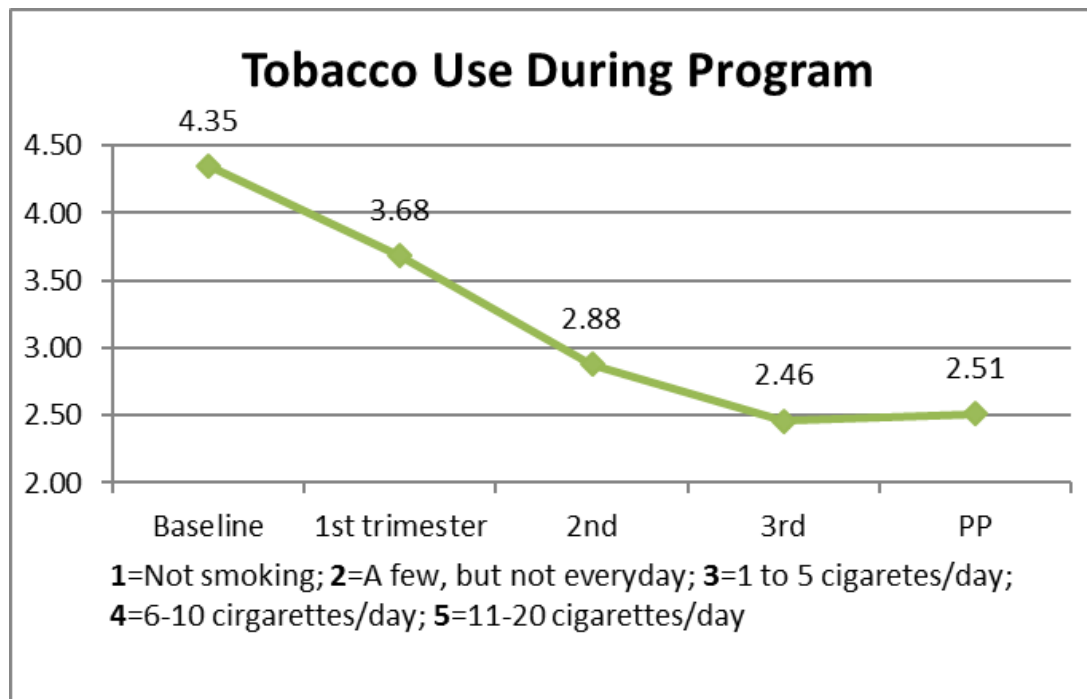
# Text.Connect.Quit

<p><b>FIRST BREATH</b></p> <p><b>TEXT.CONNECT.QUIT</b> Free Text Support for Pregnant Women</p> <p>Cutting down /quitting smoking is hard. <i>Looking for extra support during your pregnancy?</i></p> <p><b>Text FIRSTBREATH to 97779</b></p>		<p><b>RECEIVE FREE WEEKLY MESSAGES TO HELP YOU WITH:</b></p> <ul style="list-style-type: none"><li>○ CUTTING DOWN/QUITTING SMOKING DURING PREGNANCY AND POSTPARTUM</li><li>○ STAYING SMOKE-FREE</li><li>○ MANAGING STRESS</li></ul> <p></p> <p><b>Text FIRSTBREATH to 97779</b></p> <p>Text program is confidential, free*, and available to any pregnant woman in Wisconsin. <small>*Standard text rates may apply</small></p> <p><i>No judgment, just support.</i></p>
--	---	---

- Text FIRSTBREATH to 97779/ Client Information Form
- 442 joined in 2016
- 45% text interaction

# Program Results

- Of all enrollees, 81% were able to make a positive change
  - 34% quit/remained smoke free
  - 47% reduced use



# First Breath

## Participant Experience Survey

- 80% felt First Breath helped them quit or cut down
- 80% said their providers helped them make a plan to quit smoking/stay quit
- Favorite part?
  - Nonjudgmental support
  - Accountability from their providers
  - Information about the risks/dangers



# Participant Testimonials

*“The area I come from lacks certain things, but the information I received from First Breath gave me information I was not getting from my doctor or anywhere else.”*

*“I don't plan on buying any more, I'm done with that. Quitting changed my perspective on everything and I can get my daughter some of the things she needs. All of the older adults in my family smoke and I see what it has done to their health and I don't want to end up like that.”*

**STRIVING TO QUIT UPDATES**



# Striving to Quit Research Study

- CMS funded study 2011 – 2015
- Investigating impact of financial incentives on Medicaid members ability to quit
- 2 Arms: Quit Line (adults) & First Breath (pg/pp)
- 1,052 First Breath participants enrolled in STQ-FB
- Standard First Breath PLUS Expanded Services
  - *Intensive* cessation and postpartum relapse counseling
  - 10 counseling sessions (4 – 5 home visits, 5 – 6 phone calls) with Health Educator
  - Carbon Monoxide (CO) breath tests
  - Gift cards



# Striving to Quit Results

STQ-FB Postpartum Endpoint	Abstinence Rates	
	Control Group	Incentive Group
<b>7-Day Point-Prevalence</b> Home visit 4 – six months postpartum biochemically seven-day point-prevalence abstinence rates	47/509 9.23%	74/505 14.65%
<b>Intent-to-treat Analysis</b> Home visit 4 – six months postpartum biochemically confirmed abstinence rates*	92/509 18.07%	175/505 34.65%
<b>Responder Only Analysis</b> Home visit 4 – 6 months postpartum biochemically confirmed abstinence rates*	92/316 29.11%	175/360 48.61%



\* Abstinence based only on an expired-air CO test (passing based on value < 7 ppm); self-reported smoking status was not used in the determination of abstinence for these analyses.

# Striving to Quit Evaluation

- STQ “Responder” Analysis
  - 672 women who completed post intervention CO test
  - Identified 100 different factors *beyond incentives*
  - Looked at group differences in post-intervention outcomes (smoking amount & smoking status)
- STQ Qualitative Sub-Study
  - 143 women, statewide
  - Participated in a focus group or in-depth interview to better understand maternal smoking

# Evaluation Results

## Responder Analysis

### Most Significant Factors

- Employment
- Age
- Quit importance
- Quit confidence
- Coping skills

## Qualitative Sub-study

### Top Themes

- Other smokers in home
- Stressors
- Intensive services
- Mental health/mood
- Relationships
- Messaging

# Recommendations

1. Allocate resources to intensive, one-on-one, client driven services
2. Build confidence and self-efficacy
3. Change the narrative around the stress & smoking
4. Focus on the women's social environment



**FIRST BREATH PLANS IN 2017**

# 2016 First Breath Annual Provider Survey

- 90.8% agree that First Breath is effective
- What aspects could be improved?
  - Include Family Members
  - Increase Postpartum Resources
  - Updated Format
  - Increased Curriculum Structure
  - More Outreach to Enrollees



# How We're Responding

## First Breath Families

- Include Family Members
  - Opportunity to include support person
  - Smoke Free-Families text support
- Increase Postpartum Resources
  - Provides postpartum support through WWHF Health Educator



# How We're Responding

## First Breath Pilot

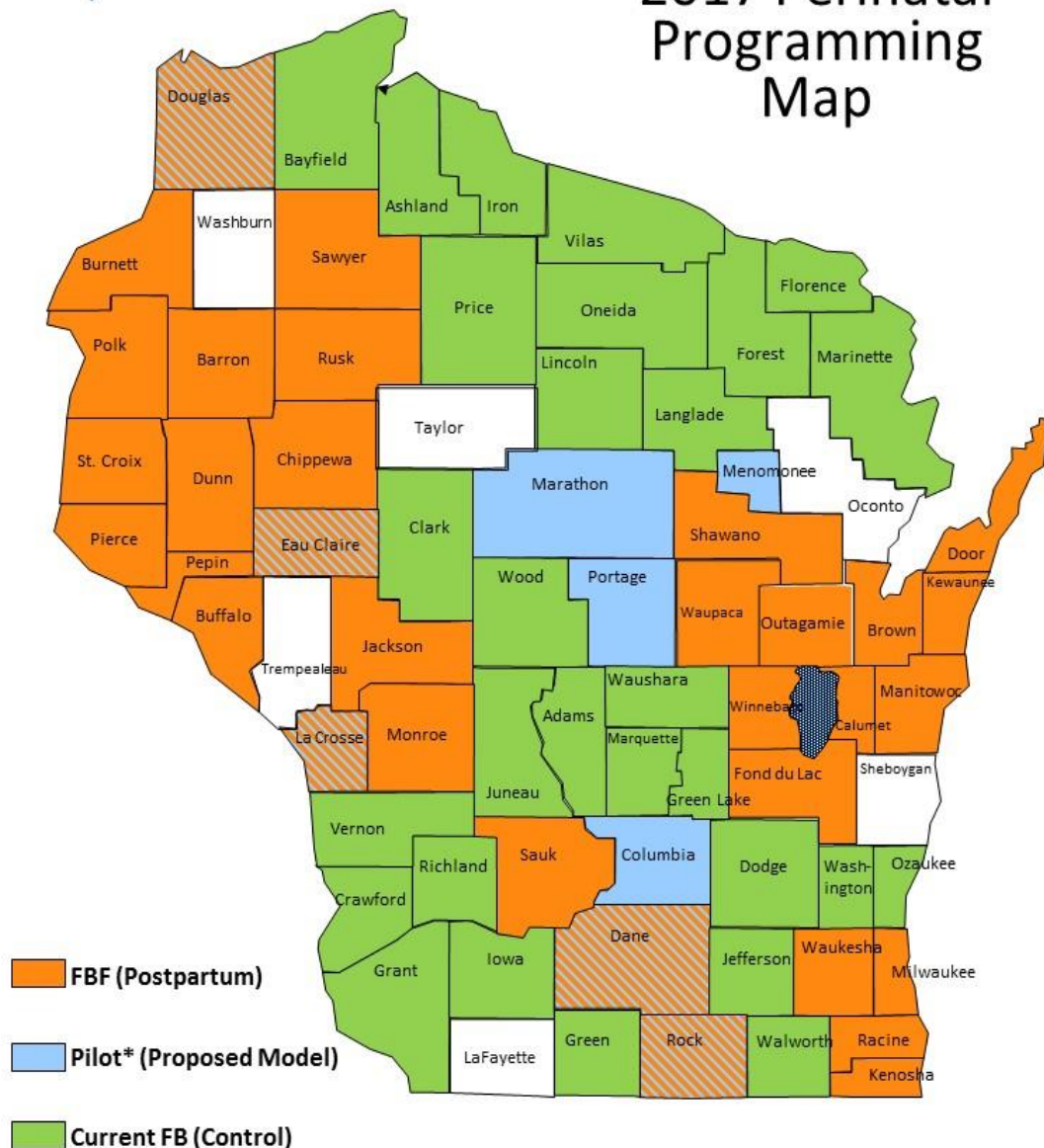
- Updated Format
  - Providers to enroll Moms, WWHF to follow-up
- Increased Curriculum Structure
  - 5A's curriculum updates & new handouts
- More Outreach to Enrollees
  - WWHF Health Educator to provide telephonic support

# How We're Responding

## Current First Breath Model

- 'Control' Group
  - Compare First Breath Families and First Breath Pilot services to highlight needs & successes
  - Ensure services are available to Moms in need

# 2017 Perinatal Programming Map



\*Indicates at least one site in this county is participating,  
not necessarily all WWHF partners in this county

# Next Steps

- Continue offering cessation support services
  - First Breath Families
  - First Breath Pilot
  - Current First Breath Model
- Analyze program outcomes
- Develop recommendations for statewide services in 2018



# **MY BABY & ME PROGRAM UPDATES**

# My Baby & Me 2016 Recap

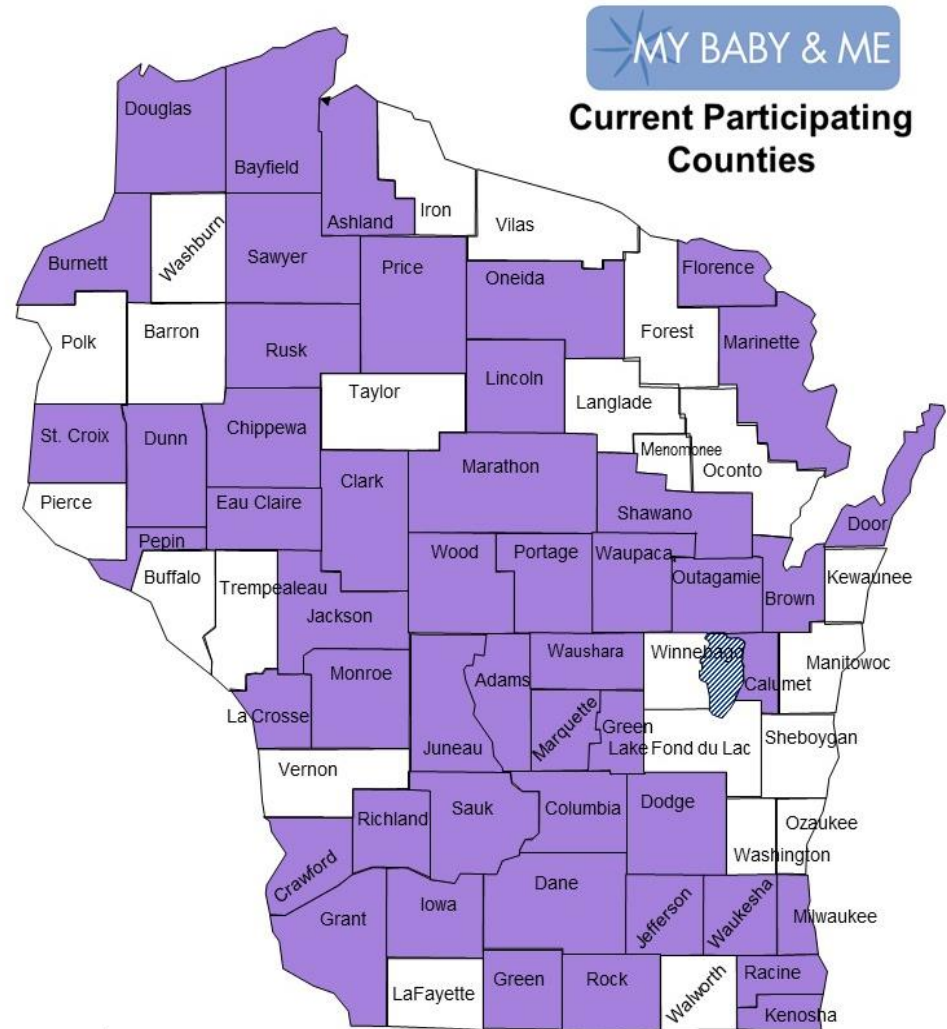
## Participant Enrollment

- 2,295 women screened for prenatal alcohol use
  - 4,984 screenings to-date
- 455 women referred to Pregnancy Educator
  - 612 referrals to-date
- 119 women enrolled into telephonic support
  - 195 enrollments to-date



# My Baby & Me Sites & Providers

- 15 new sites in 2016
- 82 current active sites
- 424 current providers



# My Baby & Me Texting

## My Baby & Me

FREE TEXT  
SUPPORT  
FOR MOMS

Encouraging messages  
to help you achieve  
an alcohol-free  
pregnancy

DO YOU NEED EXTRA  
SUPPORT DURING YOUR  
PREGNANCY?

LET US HELP.

Text  
MY BABY AND ME  
to 97779

RECEIVE FREE WEEKLY MESSAGES  
TO SUPPORT YOU WITH:

- AVOIDING ALCOHOL DURING PREGNANCY/BREASTFEEDING
- MANAGING STRESS
- SETTING GOALS



Text  
MY BABY AND ME  
to 97779  
to join

Text program is confidential, free\*,  
and available to any pregnant  
woman in Wisconsin.

\*Standard text rates may apply

*No judgment, just support.*

- Text MY BABY AND ME to 97779/Screening & Enrollment Survey
- Introduced in October
- 115 Joined in 2016



# Program Results

- Of all women screened:
  - 96% accepted Key Messages
- Of all women who have completed services with the Pregnancy Educator:
  - 86% quit drinking/remained alcohol free
  - 14% cut down on their alcohol use



# Participant Experience

- Women report:
  - ✓ Learning something new about prenatal alcohol use
  - ✓ Gaining problem-solving skills to address temptations & trigger situations
  - ✓ Changing their drinking habits during pregnancy & postpartum



# My Baby & Me Annual Participant Experience Survey

“She was there for me to reach out to. She went out of her way to be there for me.”

*“I felt that I had made an accomplishment every time we talked. I looked forward to telling her about the goals I met.”*

“She had great information and was easy to talk to.”

*“It was confidential and one on one [...] They didn’t tell me what to do. We could talk about it instead.”*

-MBM Participants, 2016

# **MY BABY & ME PLANS IN 2017**

# 2016 My Baby & Me Annual Provider Survey

- 96% reported that My Baby & Me increased knowledge, confidence, and readiness to address prenatal alcohol use
- What aspects could be improved?
  - Participants Receive Conflicting Information
  - Need for Spanish Materials
  - Additional Educational Materials
  - Continued Support and Training



# How We're Responding

## Increased Education Opportunities

- Participants Receive Conflicting Information
  - Identify source of conflicting information & areas for potential MBM programming expansion through MBM Survey
  - Addition of Pregnancy Educator “Education Session” for all incoming referrals



# How We're Responding

## Spanish Material Development

- Need for Spanish Materials
  - Spanish MBM Text Pilot
  - Spanish MBM Brochure
  - Spanish MBM Screening & Referral Survey



# How We're Responding

## New Materials

- Additional Educational Materials
  - Staying Alcohol-Free in Social Situations brochure
  - Pregnancy Educator handouts to address stress-relief & coping skills





# How We're Responding

## Training Developments

- Continued Support and Training
  - Online Training Module (updates coming soon)
  - MBM specific Webinar (Summer 2017)



# **GRAPEVINE OPPORTUNITY**



Becoming a GrapeVine nurse involves:

- Receiving free women's health education provided by the WWHF;
- Committing to organizing and presenting at least two community education sessions per year;
- Returning participant post surveys; and
- Completing a session report form

**Contact: Nora Miller, Program Manager**

1-608-251-1675, x103 or [nmiller@wwhf.org](mailto:nmiller@wwhf.org)



# Questions? Contact Us!

(608) 251-1675 | [fbmbm@wwhf.org](mailto:fbmbm@wwhf.org) | [www.wwhf.org](http://www.wwhf.org)

- Kristine Alaniz, Program Manager - [kalaniz@wwhf.org](mailto:kalaniz@wwhf.org)
- Amanda Brenden, Health Educator - [abrenden@wwhf.org](mailto:abrenden@wwhf.org)
- Rebecca Diener, Pregnancy Educator - [rdiener@wwhf.org](mailto:rdiener@wwhf.org)
- Felicia Fairfield, Health Educator - [ffairfield@wwhf.org](mailto:ffairfield@wwhf.org)
- Lauren Lotter, Health Educator - [llotter@wwhf.org](mailto:llotter@wwhf.org)
- Emily Sullivan, Data and Evaluation Manager - [esullivan@wwhf.org](mailto:esullivan@wwhf.org)
- Chelsea Tibbetts, Program Coordinator - [ctibbetts@wwhf.org](mailto:ctibbetts@wwhf.org)

