

2021

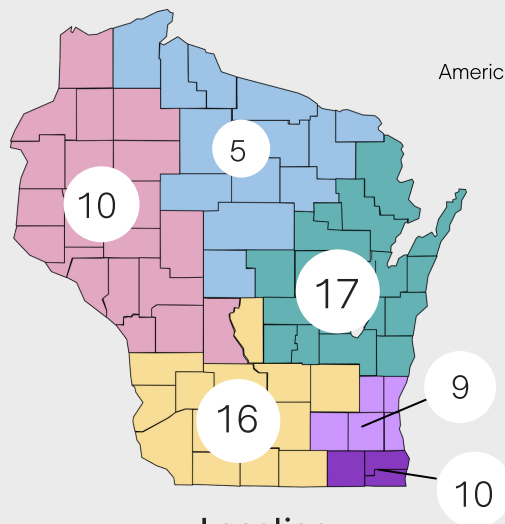
FIRST BREATH

PARTICIPANT ADVISORY GROUP

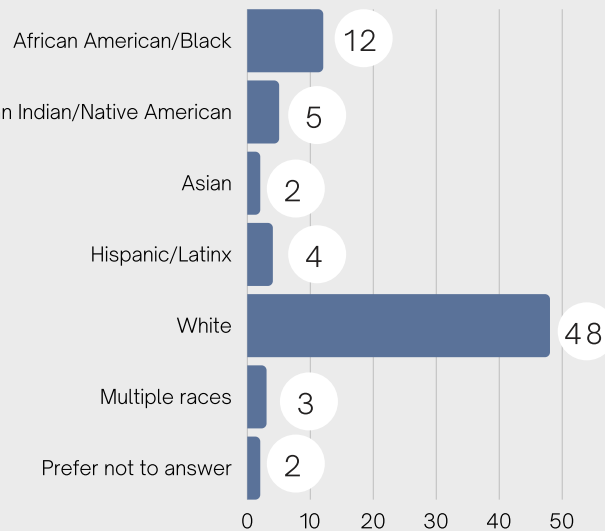
SUMMARY REPORT

In August 2021, current and past First Breath Participants were invited to take part in a virtual Participant Advisory Group (PAG) to provide feedback on First Breath initiatives, including branding, new materials, and future research. **67 individuals participated.**

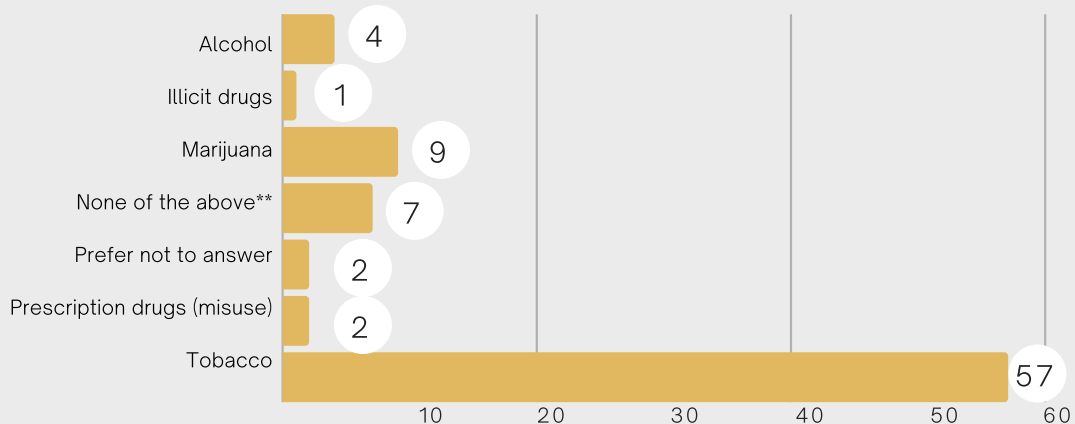
PAG Participants (n=67)



Location
(by # of individuals)



Race & Ethnicity
(by # of responses)



Substance Use During Pregnancy, Breastfeeding or Caregiving
(by # of individuals*)

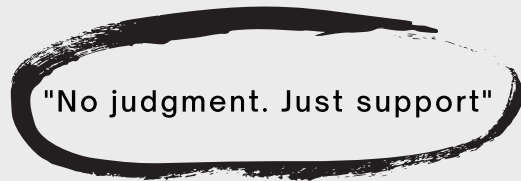
*PAG participants were able to select more than one substance.

**Self-reported. Individuals need to have a history of substance use to be eligible for enrollment in the First Breath Program.

RESULTS

First Breath Tagline

Selection by 26 PAG participants (38.8%):



"So many mothers fear being judged at a time that is already stressful. So knowing they won't be judged is great." - PAG Participant

Additional Tagline Options:

- "The support you need – free of judgment" (15, 22.4%)
- "Change is possible. Help is here." (13, 19.4%)
- "Help is ready when you are." (10, 14.9%)
- "Ready for change" (2, 3.0%)

New Materials

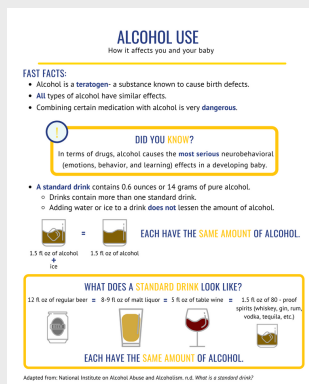


Alcohol Infographic:

- 82.1% of PAG participants thought readability was "pretty easy" to "very easy."
- 88.1% thought understanding was "pretty easy" to "very easy."
- 50.7% learned "a lot," 44.8% "a few things," and 4.5% "not much."

Alcohol Handout:

- 64.2% thought readability was "pretty easy" to "very easy."
- 80.6% thought understanding was "pretty easy" to "very easy."
- 49.3% learned "a lot," 43.3% "a few things," and 7.5% "not much."



77.6% prefer many versions of materials tailored to specific populations versus one standard set of materials.

Future Research

76.1% of PAG Participants would be "very likely" to participate in a research project.



5-star rating given for a proposed project on offering mindfulness apps.