

# MCH Social Marketing Campaigns in Action

**MCHB Webcast**  
**February 17, 2011**

- Lois Bloebaum, BSN, MPA
- Patrice Onheiber , MPA
- Antoinette Means

*Moderator:* Johannie Escarne, MPH  
*Introduction:* Makeva M. Rhoden, MPH, CHES

# Utah Preconception Campaign



UTAH DEPARTMENT OF  
**HEALTH**

**Lois Bloebaum, BSN, MPA**

**Manager, Maternal & Infant Health Program**

**Utah Department of Health**



# Acknowledgements

## Preconception Health Workgroup

### Utah Department of Health colleagues:

- Amy Nance MPH, Manager, Birth Defects Network
- Marie Nagata BS, Manager, Baby Your Baby Program
- Phyllis Crowley MS, State Nutrition Coordinator, Utah 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



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# Tobacco Cessation Education

- Partnered with State WIC to improve policy for tobacco cessation referral
- Worked with Quit Line to improve fax referral system for WIC clinics
- Developed training video for WIC staff on tobacco cessation referral policy
- Created collateral items and educational materials for distribution in WIC clinics
  - ✧ Onesies
  - ✧ Wipes
  - ✧ Diaper Pads
  - ✧ Educational brochure



# 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 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



# High Level Findings: Stakeholder Concerns

- Expressed a 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 competent messages for diverse audiences



# Formative Research: Women

- Ten focus groups + 8 in-depth interviews with Utah women between ages 18-34 (N=106)
  - ✧ 28 Interconception participants
  - ✧ 82 Preconception



# Field Sites & Respondents

- Salt Lake City
  - ✧Caucasian/general audience (20)
  - ✧English dominant Hispanic (9)
  - ✧African American (9)
  - ✧Urban American Indian (14)
  - ✧Rural American Indian (4)
  - ✧Pacific Islanders (8)
- Pleasant Grove
  - ✧College students (10)
  - ✧Spanish dominant Hispanic (13)



# 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 contained in the Reproductive Life Plan as presented are relevant and important to participants
- Mom is the number one influencer
- Some messages surprised women (Vaccinations up to date? Menstrual cycle)



# Request for More Information

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

# Telephone Survey

- N=402
  - ✧ 46% never pregnant, 43% past pregnancies, 11% currently pregnant
  - ✧ 48% some college, 33% HS or less, 19% college degree or more
  - ✧ 86% White, 14% non-White
  - ✧ 22% live with parent, 26% rent, 51% own homes
  - ✧ 46% ages 18-24, 54% ages 25-32



# What Should a Woman Do to Stay 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
- Only over a third mentioned vitamin consumption as important
- Both measures ranked in the bottom half in importance of all preconception issues asked about in the survey



# KNOWLEDGE ABOUT HEALTH PRACTICES

Number of Drinks Considered Binge Drinking:

- 35% gave the number 4 or 5
- 22% gave the number 3
- 14% did not know
- 10% gave numbers from 7-10
- Low income, less educated non-Whites were more likely to offer the correct answer

# Knowledge about Reproduction

- Only 43% of respondents correctly identified the ovulation period as taking place between 10 days and 2 weeks after their menstrual 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+



## *How many days a month can a woman get pregnant? (4-6)*

- 21% of respondents provided the correct answer
- Currently pregnant and never pregnant respondents were half as likely to know than those who have been pregnant in the past
- Income, education, ethnicity also show significant differences

# 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%).**



# Closer Look at Sources of Information

- Younger respondents more amenable to further information via internet, as are those with low income
- Older respondents more amenable to info by mail or from HCP
- Whites more significantly willing to get info from internet or HCP
- In stark contrast, non-Whites are five times more likely to prefer television



# Formative Research: Health Care Providers

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



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# 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



# Top Line Findings: Providers

- Lack of routine care
  - ✧ Women in college have not learned how to take care of their health care needs
  - ✧ Insurance gaps for Medicaid participants



# 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



# Pregnancy Spacing Brochure

- Tested well with all providers except for one, who objected on religious grounds



# 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

# 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



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# Calls to Action: Learn More

- 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

- Printed “Reproductive Life Plan”
- Website: [poweryourlife.org](http://poweryourlife.org)
- Vitamins and other giveaways
- Community partnerships
- Address these issues:
  - ✧ 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)



# Place: Health Care Provider or Virtual

- Campaign requires a strong web presence to offset the lack of access to regular preventive care as well as lack of knowledge
- Health care providers must be included



# Price: Time & Acquisition of Knowledge

- Women must be persuaded to take the time to exercise, eat properly, take a vitamin with folic acid and abstain from ATOD
- Campaign should emphasize the small things women can do (or small facts they should know) that really make a difference

# Website

- Interactive Reproductive Life Plan: Where are you?
  - ✧ Pregnancy is the farthest thing from my mind and I want to do everything I can to avoid it right now
  - ✧ I have a great partner and we dream of having children soon
  - ✧ I have kids and want more



# Website: Professional Section

- Links to continuing educational opportunities
- Referral sources
- Downloadable tools to be used for patient education or be integrated into their systems to draw patient attention to preconception health



# Print Reproductive Life Plan Magazines

- Distribution through BYB, Medicaid and community partners and website
- Through urban distribution networks of free publications to coffee shops, restaurants, book stores, etc.



# Interconception: Pregnancy Spacing Brochure

Distribute through:

- Pediatric/OB/GYN and Internist/Family Practice associations
- Community based partners



# Campaign Phase I: Preparation

- Materials drafted and tested
- Final materials printed
- Website and PSAs developed
- PR team generated corporate and media sponsorships
- Outreach team generated agreements with CBO's



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# Phase II: Kickoff June 1, 2010

- Website launched with free vitamin give-away for those who complete RLP online
- Invited media exposure through press release
- Sponsor professional preconception training event in SLC to raise awareness and give a “heads up” about the new campaign
- Community outreach events
- Medicaid mailings



# Phase III: Paid Media Begins

Media dollars distributed strategically according to priority audiences

- Young women 18-24 (radio & television)
- Hispanic women (Spanish media)



# Phase IV: Community-Based Outreach Begins

- Hispanic Community: via Spanish media, preconception health fair in SLC, RLP in Spanish
- Native American Community: micro campaigns through trusted CBOs, Pow Wows
- Pacific Islander Community: presence at annual cultural celebration
- African American: presence at annual Juneteenth celebration



# Phase V: Evaluation

- Post campaign telephone survey
- UDOH analysis of preconception indicators
- WIC Vitamin/Education intervention evaluation (pre and post questionnaires)



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# QUESTIONS?

Contact Information:

Lois Bloebaum

[lbloebaum@utah.gov](mailto:lbloebaum@utah.gov)

801-474-1127





# ABCs for Healthy Families

Wisconsin Department of  
Health Services in  
partnership with

**New Concept Self  
Development Center, Inc.  
and Jump at the Sun  
Consultants, LLC**

**HRSA First Time  
Motherhood/New Parents  
Initiative**

# Infant Mortality Disparity Crisis in Wisconsin

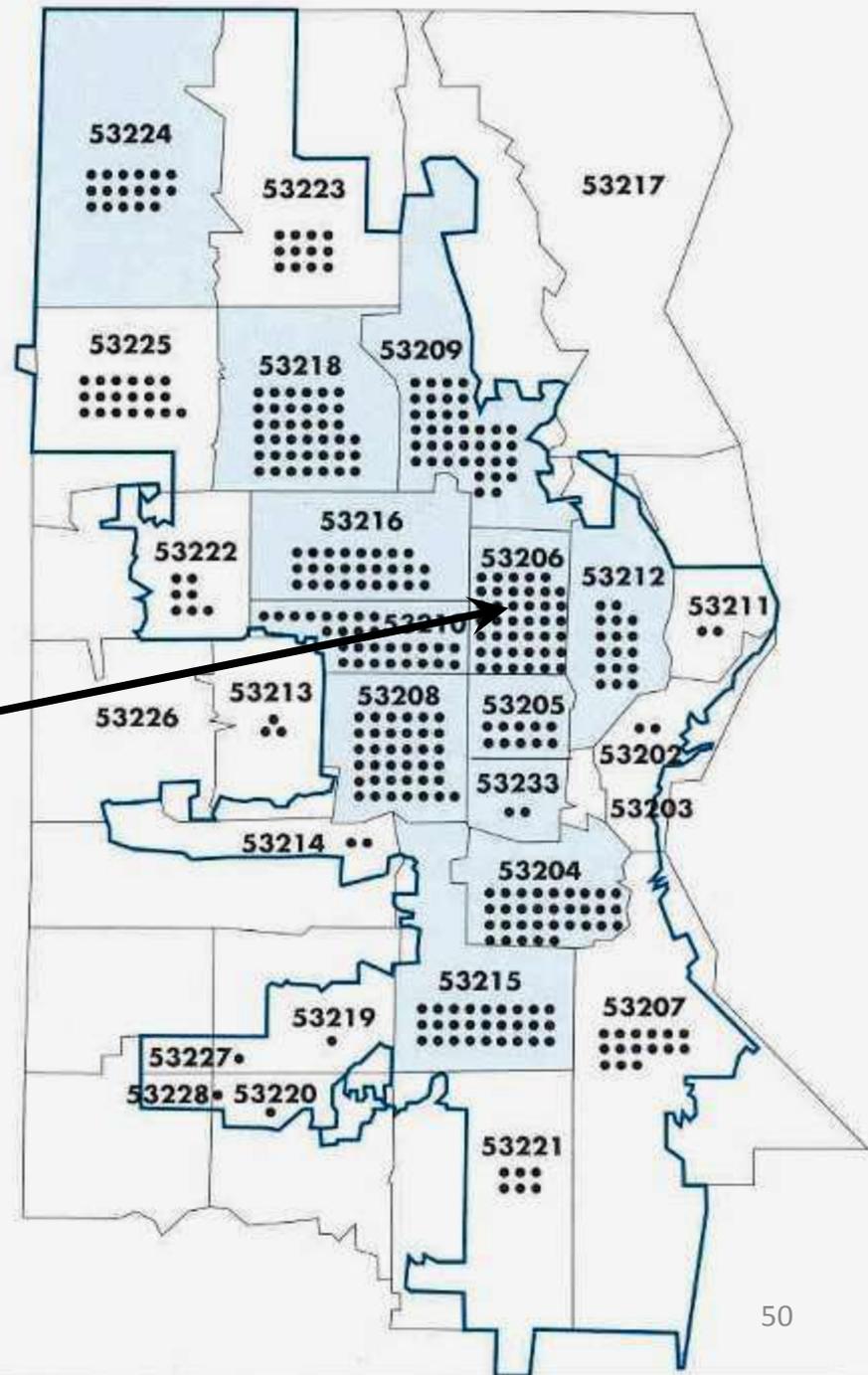


- African American infant mortality rate is approximately **3 times** the white rate.
- In 2004, Wisconsin met Healthy People 2010 goal of 4.5 per 1,000 live births for white infants, but was highest in the nation for African American infant mortality at 19.4 per 1,000 live births with a disparity ratio of **4.3**.
- If the disparity were eliminated, at least 1 African American infant would be saved **each week** in WI.

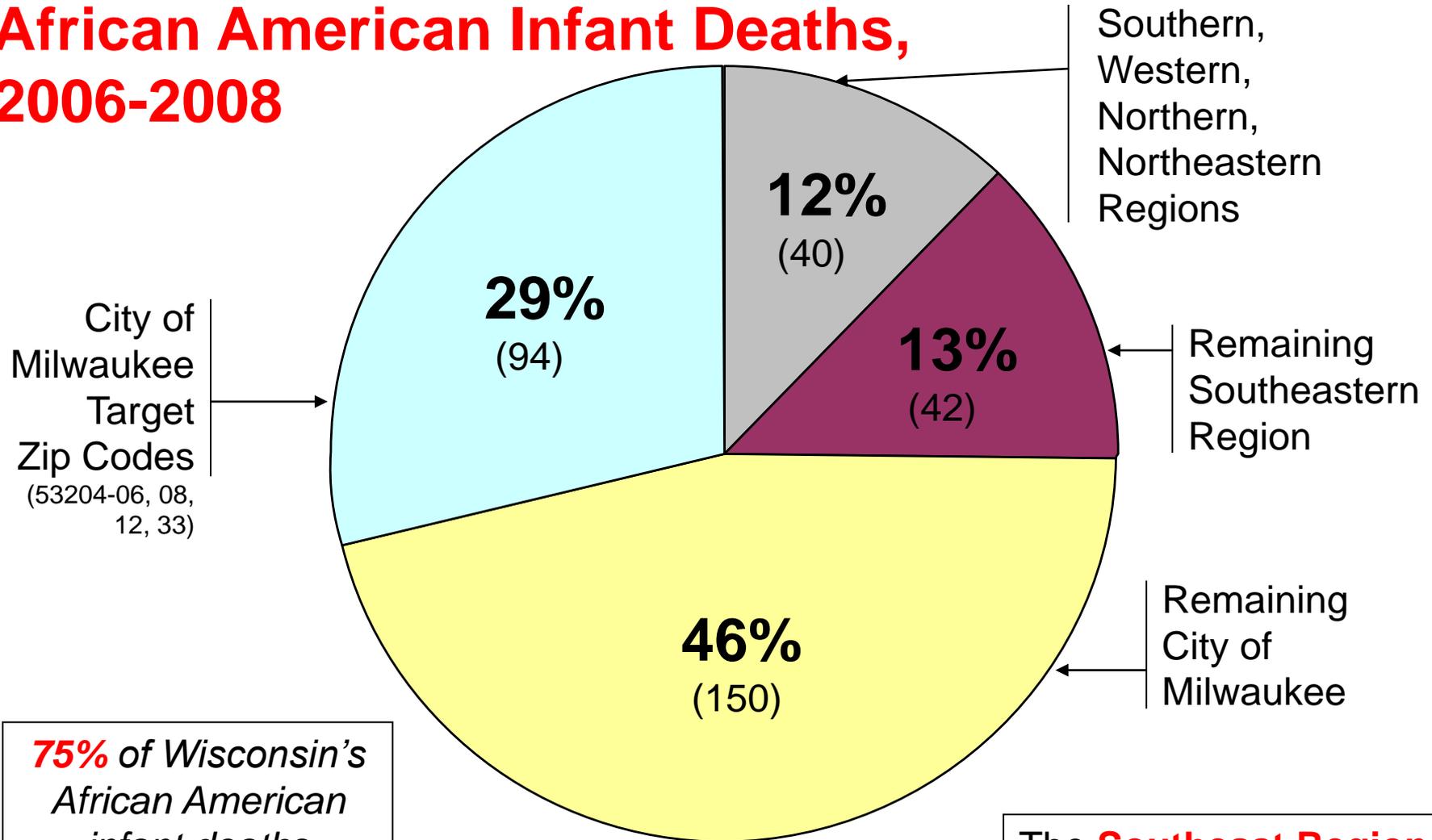
# Map of Milwaukee Infant Deaths 2002-2004 (N = 389)

Zip Code **53206** had the greatest number of infant deaths = 41 and the highest infant mortality rate = 20.4

Milwaukee Home Visiting Program, Empowering Families in Milwaukee is in **53204, 05, 06, 08, 12, & 33**



# Geographical Contribution of African American Infant Deaths, 2006-2008

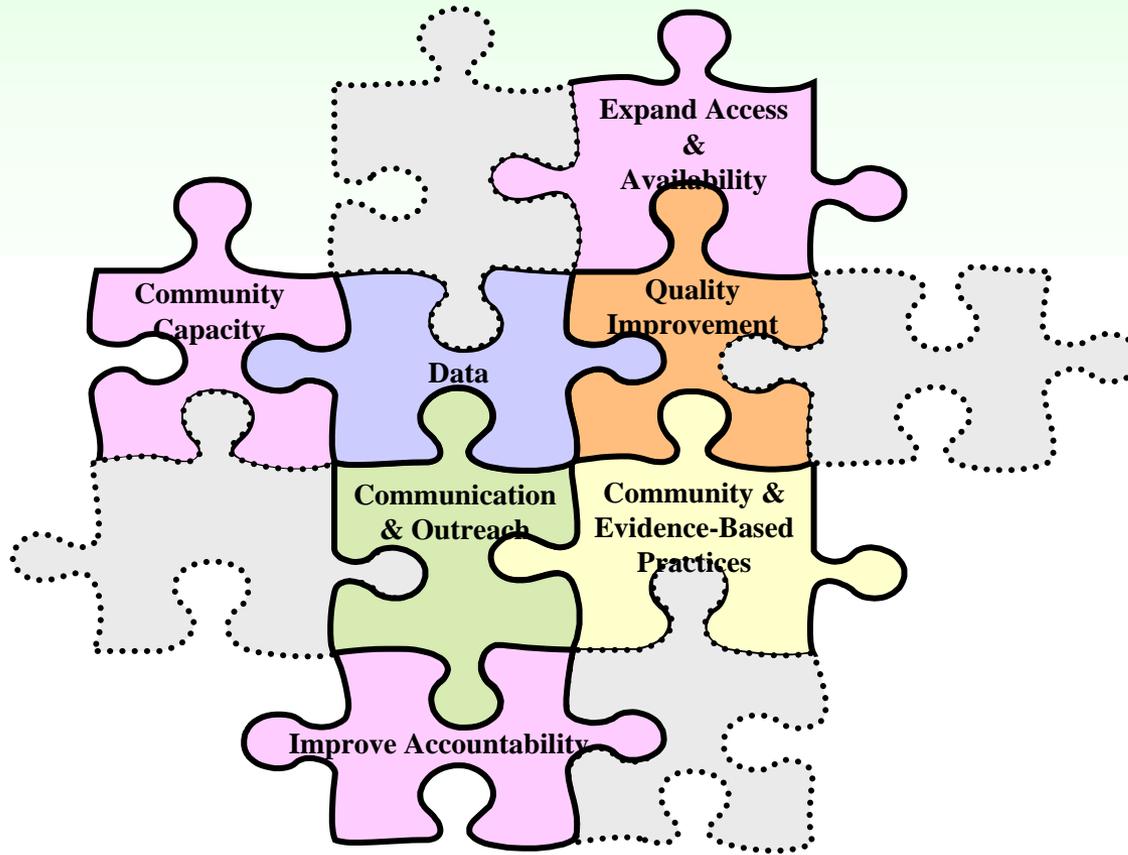


**75%** of Wisconsin's African American infant deaths occurred in the City of **Milwaukee** from 2006-2008

The **Southeast Region** accounts for **88%** of African American infant deaths.

# A Framework for Action to Eliminate Racial and Ethnic Disparities in Birth Outcomes

Wisconsin  
2008-2011

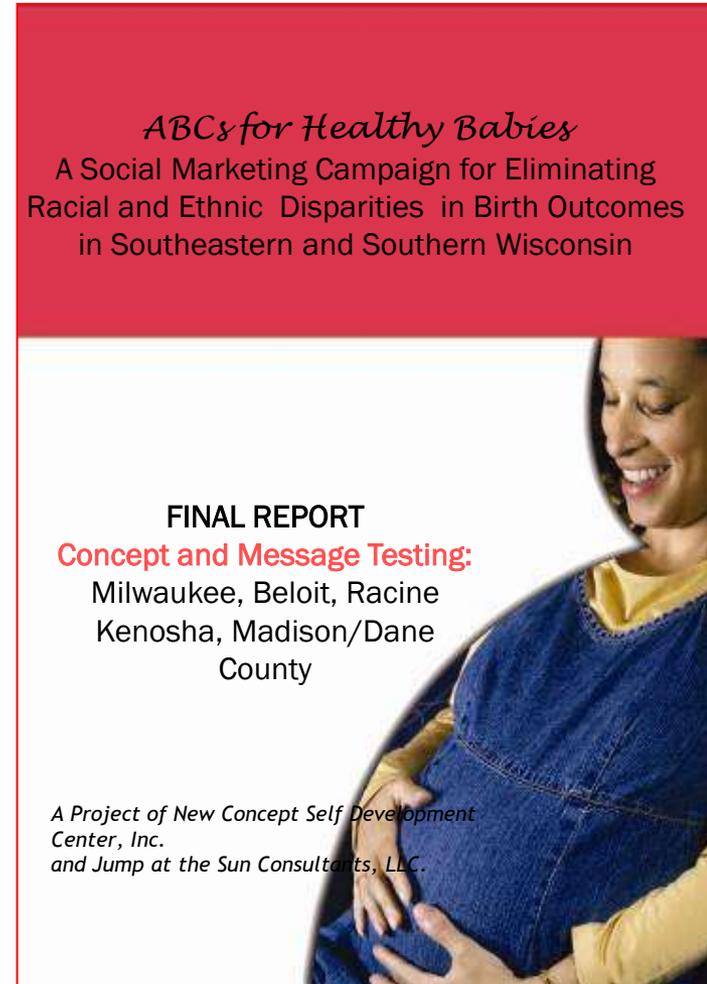


A Framework for Action to Eliminate Racial and Ethnic Disparities in Birth Outcomes  
Wisconsin Department of Health Services

[www.dhs.wisconsin.gov/healthybirths/](http://www.dhs.wisconsin.gov/healthybirths/)

# ABCs for Healthy Babies

- **Focus Group Research, conducted in 2008**
- **Milwaukee, Racine, Kenosha, Beloit, Madison**
- **18 groups, 180 African American mothers, fathers, grandmothers**



# ABCs and Lessons Learned

- **ABCs** refers to **A**ppplied **B**ehavior **C**hange at the individual and community level that is focused on improving birth outcomes
- **Women feel isolated**
- **Men are engaged during pregnancy; less after birth**
- **Stress is a major barrier to improved birth outcomes**



# ABCs for Healthy Families

## GOALS

- **Improve birth outcomes for African American infants in Wisconsin**
- **Increase integration of life-course perspective into preconception/interconception care**
- **Link to health and support services in Milwaukee and Racine**
- **Increase father involvement and support couples transitioning to roles as parents**



# Life-Course Perspective



**Suggests that biological, psychological, behavioral and social protective and risk factors contributes to health outcomes over a person's life span**

**The life-course perspective conceptualizes birth outcomes as the end product of not only the nine months of pregnancy, but the entire life course of the mother leading up to the pregnancy.**

# Major Activities

- **Community advisory board and technical advisory group**
- **Surveys of community members and data collection**
- **Development and dissemination of messages and materials, and media placement**
- **Journey of a Lifetime Campaign including use of text4baby**
- **Life-course perspective trainings**
- **Support circles for mothers and fathers**
- **Linkages to services**
- **Integration of life-course into ongoing programs at state and local level**

# Community Advisory Board

## Purpose:

- ✧ To provide a forum for community and family members to participate in the planning, implementation, and evaluation of *ABCs for Healthy Families*

## Composition:

- ✧ social services agencies
- ✧ health providers
- ✧ community advocates
- ✧ mothers, fathers, students, parents, retired nurse, etc.



# TECHNICAL ADVISORY GROUP (TAG)

## Purpose:

*To provide expert advice and guidance in project design and implementation within a life course perspective framework.*

## National Experts:

**Michael Lu, MD, MPH**, Associate Professor, obstetrics, gynecology and public health, University of California, Los Angeles (UCLA)

**Mario Drummonds, MS, LCSW, MBA**, Executive Director, CEO Northern Manhattan Perinatal Partnership, Harlem, NY

**Fleda Mask Jackson, PhD**, Member of the National Advisory Committee on Health Disparities for the Centers for Disease Control and Prevention

**James Collins, MD, MPH**, Attending physician, Neonatology; Professor of Pediatrics, Northwestern University's Feinberg School of Medicine

**Kumea Shorter-Gooden, PhD**, Full Professor and System-wide Director of International-Multicultural Initiatives, Alliant International University, Alhambra, California



# The Logo



**JOURNEY** of a **LIFETIME**  
Healthy Babies through Healthy Families

# Campaign Photo Shoot



# Poster and Brochure



**I deal with stress**  
**in ways that don't stress my baby.**

**Take care of yourself so you can take care of your family.**

- Reduce stress: stress can cause a baby to be born too soon.
- Eat well and take vitamins.
- Exercise.
- Get enough sleep.
- Avoid smoking, alcohol and drugs.
- Reach out for help.

For more information:  
Call 1-800-722-2295  
Maternal and Child Health Hotline  
Text "NoStress" to 32075  
Visit [mypage.com/JourneyofaLifetime](http://mypage.com/JourneyofaLifetime)



**JOURNEY of a LIFETIME**  
Healthy Babies through Healthy Families

Powered by the Wisconsin Department of Health Services through the WISN First Step Collaborative. © 2014 Perinatal Institute.



## Healthy Babies through Healthy Families



**THE JOURNEY FORWARD**

- Children do best when both parents play a role in their lives. Make time for both parents to be actively involved in child rearing.
- If you find yourself in a violent relationship, protect yourself and your baby - reach out for help.
- Make sure to take prescribed medications and go in for regular checkups between pregnancies.
- Keep up with healthy eating and regular exercise. It's important to lose all your pregnancy weight.

# Fact Sheet



**JOURNEY+LIFETIME**  
Healthy lives. Tough trails.™

Provided by the Michigan  
Department of Health  
Services/Healthy Michigan  
First. Statewide Health  
Promotion Initiative.

## We Need Your Help.

From State to Reducing  
Disparities in Birth Outcomes for  
Widest African Americans.



**JOURNEY+LIFETIME**  
Healthy lives. Tough trails.™



- 1. **1) Prenatal Care:** Prenatal care is the most important step in ensuring a healthy pregnancy. It helps to identify and manage any health problems early on.
- 2. **2) Nutrition and Weight:** Being overweight or underweight before pregnancy can increase the risk of complications. A healthy weight before pregnancy is important for a healthy pregnancy.
- 3. **3) Smoking and Alcohol:** Smoking and drinking alcohol during pregnancy can harm the baby. It is important to stop smoking and drinking alcohol before and during pregnancy.

### THE SOLUTIONS

- 1. **1) Prenatal Care:** Prenatal care is the most important step in ensuring a healthy pregnancy. It helps to identify and manage any health problems early on.
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- 3. **3) Smoking and Alcohol:** Smoking and drinking alcohol during pregnancy can harm the baby. It is important to stop smoking and drinking alcohol before and during pregnancy.

- 4. **4) Early Pregnancy:** Early pregnancy care is important for identifying and managing any health problems early on.
- 5. **5) Postpartum Care:** Postpartum care is important for identifying and managing any health problems early on.
- 6. **6) Community Support:** Community support is important for identifying and managing any health problems early on.

The most important step in ensuring a healthy pregnancy is prenatal care. It helps to identify and manage any health problems early on. Prenatal care is the most important step in ensuring a healthy pregnancy. It helps to identify and manage any health problems early on.

### WHAT YOU CAN DO HEALTHCARE

- 1. **1) Prenatal Care:** Prenatal care is the most important step in ensuring a healthy pregnancy. It helps to identify and manage any health problems early on.
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### WHAT YOU CAN DO SOCIAL SERVICE

- 1. **1) Prenatal Care:** Prenatal care is the most important step in ensuring a healthy pregnancy. It helps to identify and manage any health problems early on.
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# Billboard



Let's deal with  
stress in ways  
that don't stress  
our babies

.....

text "NoStress" to 32075

[myspace.com/JourneyofaLifetime](http://myspace.com/JourneyofaLifetime)

# Post card

[www.facebook.com/abcsforhealthyfamilies](http://www.facebook.com/abcsforhealthyfamilies)

Healthy Birth Outcomes:  
Eliminating Racial and Ethnic Disparities  
in Wisconsin



abc  
FOR HEALTHY FAMILIES



Resources for you and your baby...

**TEXT NOSTRESS TO 32075**

You'll receive text messages with local information and resources to support healthy pregnancies and healthy babies.

**TEXT BABY TO 511411**

Get messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Call the Maternal and Child Health Hotline  
**800.722.2295**



There are lots of places ready to  
give you information and support.  
Help is all around you.

## MILWAUKEE, WI

**Aurora Family Service  
The Family Enrichment Program**  
3200 W. Highland Blvd.  
Milwaukee, WI 53208  
414-345-4481 - Intake/ Information line

**Aurora Sinai Medical Center  
Women's Health Center**  
945 N. 12th St.  
Milwaukee, WI 53233  
414-219-5800

**City of Milwaukee Health Department  
Home Visiting Programs/WIC**  
1639 S. 23rd St.  
Milwaukee, WI 53204  
414-286-8620  
[www.milwaukee.gov/health](http://www.milwaukee.gov/health)  
For a WIC office nearest you dial  
1800-722-2295

**Milwaukee Health Services, Inc.**  
Jill Denson [jdenson@mhsi.org](mailto:jdenson@mhsi.org)  
Clinics:  
**Martin Luther King Jr. Heritage Health Center**  
2555 N. Dr. MLK Dr.  
Milwaukee, WI 53212  
414-372-8080  
**Isaac Coggs Heritage Health Center**  
8200 W. Silver Spring Dr.  
Milwaukee, WI 53218  
414-760-3900

**New Concept Self Development Center**  
Nancy Hahn [nancyhahn@ncsdc-inc.org](mailto:nancyhahn@ncsdc-inc.org)  
Programs:  
**George M. Sanders Fathers  
Family Resource Center**  
Kevin Marquelle  
1531 W. Vliet St.  
Milwaukee, WI 53205  
414-344-0146  
[kevinmarquelle@yahoo.com](mailto:kevinmarquelle@yahoo.com)

**Support Circles for Mothers and Fathers  
Martin Luther King Jr. Community Center**  
Daniela Matthews  
1531 W. Vliet St.  
Milwaukee, WI 53205  
414-344-5600  
[daniela.matthews@milwcnty.com](mailto:daniela.matthews@milwcnty.com)

**Wheaton Franciscan-St. Joseph  
Women's Outpatient Center**  
Heidi Seymour  
5000 W. Chambers St., Suite 2825  
Milwaukee, WI 53210  
414-447-2275  
[heidlseymour@wfhc.org](mailto:heidlseymour@wfhc.org)



ABCs for Healthy Families-Journey of a Lifetime

Wall Info Photos Discussions Events Video

Whats on your mind?

Attach: Everyone Share

ABCs for Healthy Families-Journey of a Lifetime & Others  
 ABCs for Healthy Families-Journey of a Lifetime Just Others Settings

**ABCs for Healthy Families-Journey of a Lifetime Safe Sleep Summit, Monday, May 3, 7:30am - noon.** Too many Milwaukee babies are dying while sleeping in unsafe conditions. Please join us to discuss what we can do as a community to prevent these deaths.



Apr 15 at 2:05pm Comment Like Share

**ABCs for Healthy Families-Journey of a Lifetime** The life-course perspective offers a new vision for MCH. It offers a new way of looking at health as an integrated continuum. Workshop participants will engage in interactive activities and a mini-presentation that will focus on increasing knowledge and understanding of the life-course theory, health equity, social d...  
 See More

Life-course Perspective Workshop - June 30th, 2010  
 Wednesday, June 30, 2010 at 2:00pm  
 United Way of Greater Milwaukee

Apr 11 at 1:22pm Comment Like Share RSVP to this event

ABCs for Healthy Families-Journey of a Lifetime



Journey of a Lifetime Media Coverage

Apr 11 at 12:47pm Comment Like Share

**ABCs for Healthy Families-Journey of a Lifetime Campaign** launch to eliminate racial disparities in birth outcomes in Southeastern Wisconsin. Campaign launched October 2009. Sponsored by the Wisconsin Department of Health Services. Funded by HRSA. Implemented by New Concept Self Development Center, Jump at the Sun Consultants, Knupp & Watson & Weisman and Mosaic Communications



Journey of a Lifetime: Healthy Babies through Healthy Families (HQ)  
 Length: 2:05

Apr 11 at 11:55am Comment Like Share

**ABCs for Healthy Families-Journey of a Lifetime** Newsletter, radio promotions, brochure, billboard and more.



Journey of a Lifetime Campaign Materials

Site Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

"I don't know what the future may hold, but I know who holds the future."

Dr. Ralph Abomahy  
 Civil Rights Pioneer 1928-1990

Information

Founded:  
 August 2009

Insights

See All

31.0 Post Quality

3 Interactions This Week

Most Active Countries

United States

Insights are visible to page admins only.

4 friends like this



Lyman Lathan



Ann Vaght



Alma Brown



Alma Brown

122 People Like This

See All



Mary Whitbeck



Mica Okasa



Kami Jamla



Lolene Dulan



Barbara Wyatt



Tasha Jenkins

Sissy



# Key Findings and Conclusions

- **Community residents can contribute to the design and monitoring of authentic social media and marketing campaigns**
- **Key findings from surveys support a stress-reduction social marketing message and support circles for mothers and fathers**
- **Strengthened partnership with UW LIHF & Racism and Fatherhood (Healthy Start/AMCHP/CityMatch) Kellogg Collaborative**
- **Emerging social media, e.g., twitter, smart phones, and texting should be monitored for future integration into public health promotion efforts**
- **Key findings suggest more work needed to understand relationship of birth outcomes to growing up in stressful environments, poverty, depression, and experiences with racial discrimination**



## Contact Information

**Murray L. Katcher, MD, PhD**

**Co-Investigator**

**Chief Medical Officer for MCH**

**Wisconsin, DHS**

**608-266-5818**

**Lorraine Lathen, MA**

**Co-Investigator**

**President, Jump at the Sun**

**Consultants, LLC**

**262-643-4526**

**[llathen@jumpatthesunllc.com](mailto:llathen@jumpatthesunllc.com)**

**Patrice M. Onheiber, MPA**

**Project Director**

**Disparities in Birth Outcomes**

**Wisconsin, DHS**

**608-266-3894**

**[patrice.onheiber@wi.gov](mailto:patrice.onheiber@wi.gov)**

**Angela M. Rohan, PhD**

**Senior MCH Epidemiologist**

**Wisconsin, DHS**

**608-267-0241**

**[angela.rohan@wi.gov](mailto:angela.rohan@wi.gov)**

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First Time Motherhood/New Parents  
Initiative

Arizona Department of Health  
Services

Toni Means  
February 17, 2011

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## Goal of social marketing campaign

- Increase awareness about preconception health and the life course perspective among African American men and women ages 18-30 years of age.

## Target Communities

- Maricopa County
- Tucson
- Yuma
- Sierra Vista

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## Planning activities

- Contract with social marketing company – RIESTER
  - Conducted secondary research
  - Interviewed seven stakeholders
  - Conducted 12 dyad and triad interviews

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## Planning Activities, cont.

- Contract with Tanner Community Development Corporation and Black Nurses Association of Greater Phoenix
  - Worked in conjunction with RIESTER to recruit participants for the interviews
  - Provided input on the development of the PowerPoint for the community presentations

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## Campaign Launch

- November 28, 2009
- Premier of movie Precious
- Partnered with a local radio station DJ
- Exhibit

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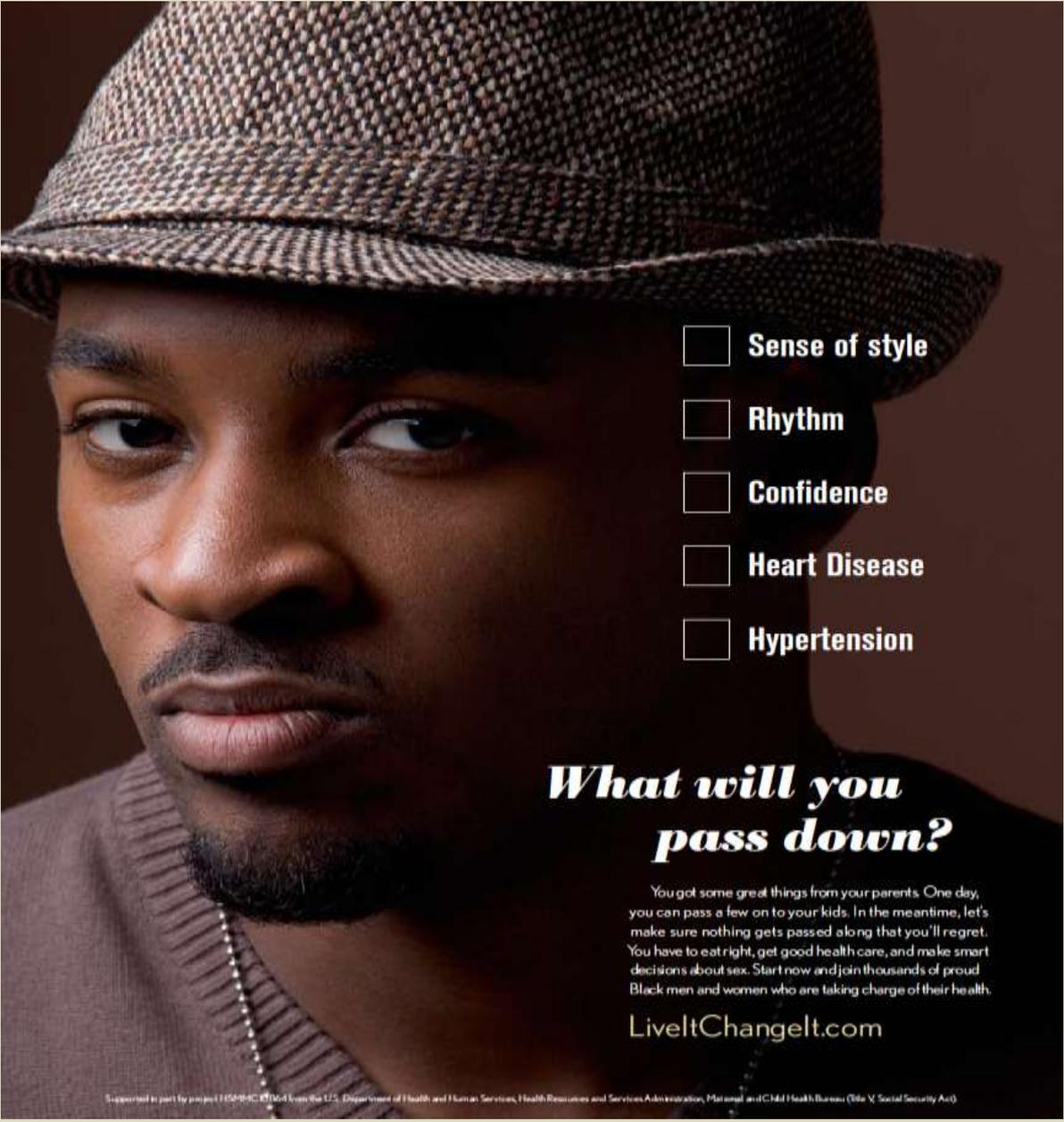
## Components of the Social Marketing Campaign

- LiveitChangeit.com website
- Radio Spots
- Billboards
- Print Ads/Editorial Board
- Brochures
- Promotional Materials
- Community Education PowerPoint/videos

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## Partners

- Tanner Community Development Corporation(TCDC)
- Greater Phoenix Black Nurses Association (BNA)
- Informant Newspaper
- ASU Graduate Chapter of the Panhellenic Council



**Sense of style**

**Rhythm**

**Confidence**

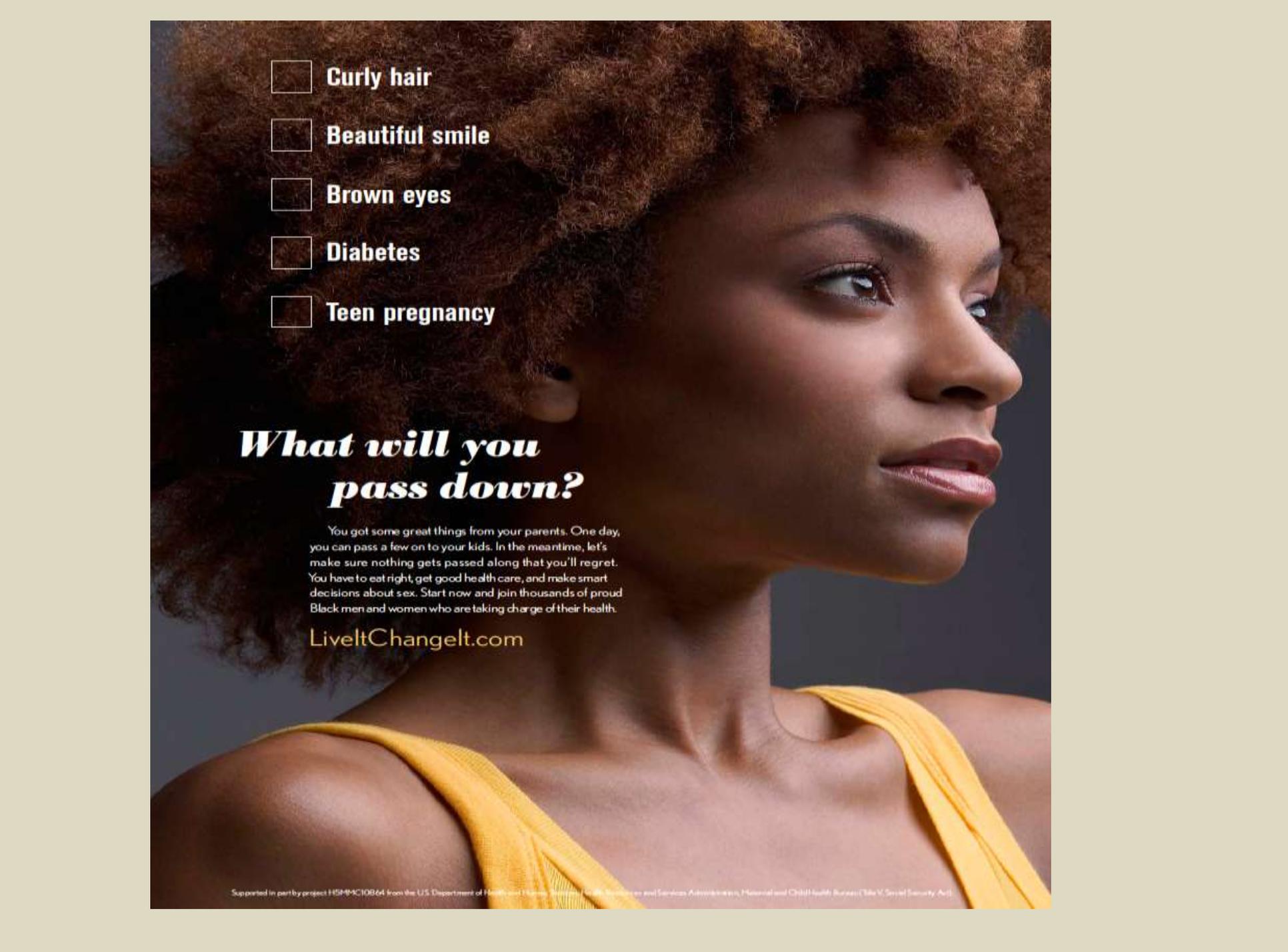
**Heart Disease**

**Hypertension**

## ***What will you pass down?***

You got some great things from your parents. One day, you can pass a few on to your kids. In the meantime, let's make sure nothing gets passed along that you'll regret. You have to eat right, get good health care, and make smart decisions about sex. Start now and join thousands of proud Black men and women who are taking charge of their health.

[LiveItChangeIt.com](http://LiveItChangeIt.com)

- 
- Curly hair
  - Beautiful smile
  - Brown eyes
  - Diabetes
  - Teen pregnancy

## ***What will you pass down?***

You got some great things from your parents. One day, you can pass a few on to your kids. In the meantime, let's make sure nothing gets passed along that you'll regret. You have to eat right, get good health care, and make smart decisions about sex. Start now and join thousands of proud Black men and women who are taking charge of their health.

[LiveItChangelt.com](http://LiveItChangelt.com)

# WELCOME

LiveltChangelt.com



*“Supported in part by project H5MMC10864 from the U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau (Title V, Social Security Act).”*

# Introduction

- Phoenix Chapter of Black Nurses Association
- Why are we here?
- LiveItChangeIt
  - Campaign Overview
    - What's going on in our community
    - How can we influence positive change
    - Impacting the future

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## Community Education Presentations

- TCDC outreached to African American churches and other agencies that serve the target population
- BNA conducted the presentations and administered pre and post tests
- BNA educated barbers/beauticians

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## Challenges/Barriers

- Procurement delays
- Reaching target population in churches
  - conflicting priorities
- Staffing
- Limited life of campaign

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## Challenges/Barriers, cont.

- Building relationships with churches in rural communities
- Pre and post test
- Summer

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## Evaluation

- Preliminary results
- Attrition
- More likely to recall campaign if also attended a community presentation
- Unexpected outcomes
  - Bonding

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Contact Information:

Toni Means

Office Chief for Women's Health  
Bureau of Women's and Children's Health  
Arizona Department of Health Services  
150 North 18<sup>th</sup> Avenue, Suite 320  
Phoenix, AZ 85007

Direct: 602-364-1422

E-Mail: [toni.means@azdhs.gov](mailto:toni.means@azdhs.gov)