

# LA BEST BABIES NETWORK



Healthy Babies. Our Future.

*Presented by First 5 LA*

## ***How Healthy Are You?*** **Delivering Preconception Health Messages in the Workplace**

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# CDC: Preconception Health Recommendations

- **Recommendation 1. Individual Responsibility Across the Lifespan.** Each woman, man, and couple should be encouraged to have a reproductive life plan.
- Implementing such a reproductive health life plan will require a change in provision of health services and health promotion.

# CDC: Preconception Health Recommendations

- **Recommendation 2. Consumer Awareness.**  
Increase public awareness of the importance of preconception health behaviors and preconception care services by using information and tools appropriate across various ages; literacy, including health literacy; and cultural/linguistic contexts.

# CDC: Preconception Health Recommendations

- Consumer-friendly tools can help women self-assess risks, make plans, and take actions that will improve their health and that of their children. More consumer-focused research is needed to determine which messages and tools might be effective to encourage reproductive life planning.

# LA Preconception Health Collaborative

In response to the CDC Preconception Health Recommendations following partners formed the Los Angeles Preconception Health Collaborative:

- LA County Department of Public Health, MCAH
- LA Best Babies Network
- March of Dimes
- PHFE WIC
- California Family Health Council

# LA Best Babies Network

The Network is a partner in the collaborative and coordinates the First 5 LA funded Healthy Births Initiative

Goal: Improve outcomes for all pregnant women and their families using the following core approaches:

- Policy and Advocacy
- Community Building
- Health Education and Messaging
- Social Support
- Perinatal care quality improvement
- Preconception/Interconception care

# ***How Healthy Are You? Scorecard***

- As a member of the LA County Preconception Health Collaborative, LA Best Babies Network developed the *How Healthy Are You? Scorecard* for women to score their preconception health.
- The scorecard and specially designed website provide health education information and offer women healthy lifestyle recommendations to achieve optimum preconception health.

# How Healthy Are You? Scorecard

How *healthy* are you?  
**Score yourself!**



Answer the questions inside  
and add up your score.

Look up your total to learn more  
about how to stay healthy.

¿Qué tan *sana* está usted?  
**¡Califíquese usted misma!**



Conteste las preguntas de este  
folleto y sume su calificación.

Busque su total al final para  
aprender más sobre cómo  
conservarse sana.

## ***How Healthy Are You? Questions***

1. Do you eat a healthy diet with lots of fruits and vegetables?
2. Do you exercise 3 to 5 times a week?
3. Do you see your dentist once a year and brush your teeth twice each day?
4. Do you go to the doctor at least once a year for a checkup?
5. Do you take multivitamins every day?
6. Do you know your family's medical history?
7. Are you planning to have children at least two years apart?
8. Do you always have a safe place to stay?
9. Do you smoke, or are you around someone who does?
10. Are you, or is someone around you, exposed to chemicals at home, at work or in the garden?

# ***How Healthy Are You? Scorecard***

## **What does my score tell me?**

### **9–10 POINTS**

Congratulations! You have made a commitment to your health. Keep focused on exercising regularly, eating a balanced diet and getting the health care you need.

### **6–8 POINTS**

It's great that you are on the road to a healthy lifestyle. Now, keep going to be as healthy as you can be.

### **3–5 POINTS**

You have made some good decisions about your health. Changing some habits will improve your health and help you look and feel your best!

### **0–2 POINTS**

Your lifestyle is unhealthy. Your healthcare provider can help you identify ways to help you take care of yourself and live the healthy life you deserve.

# How Healthy Are You? Website

LA Best Babies Network > Healthy Families > Healthy Diet

**LA BEST BABIES NETWORK**  
Healthy Babies. Our Future.  
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## Eating Right

English Spanish

Next >

- Home
- Eating Right**
- Exercise
- Dental Health
- Doctor Visits
- Medications
- Folic Acid
- Family Medical History
- Family Planning
- Personal Safety
- Smoking and Health
- Chemical Exposure

**How Healthy Are You?**  
Download our pdf Quiz Pamphlet and score yourself!

More tip for cooking and eating fish

Food Pyramid

Nutrition Food Don'ts

How To Read A Food Label

Food Facts

# ***How Healthy Are You? Scorecard***

- The scorecard was tested by focus groups of women at a WIC site in Los Angeles.
- The scorecard was also tested by focus groups of family planning clinic staff. The Network partnered with California Family Health Council to examine efficacy of the scorecard.

# Preconception Health Messages in the Workplace

- The Network contracted with Worksite Wellness LA, a nonprofit agency providing preventive health education to low wage workers to develop a curriculum for the scorecard.
- WWLA developed a curriculum *Healthy Woman/Mujer Sana Program*.

# Why the Workplace?

## Los Angeles County Workforce

- Women make up 44% of the county's workforce, 1.9 million
- 56% of women age 16 or older are in the workforce
- 60% of all women with children are in the workforce, with higher rates for those with older children
- The rate of single mothers who are working has surged to the current rate of 72%

# Why the Workplace?

- Prevention strategies such as a worksite wellness program are beneficial to pregnant women, families and employers.
- Employers who provide pregnancy and family friendly practices are finding cost savings associated with healthier employees and their children and are ultimately improving their bottom line.

# ***Healthy Woman/Mujer Sana*** **Project**

**Goal:** To develop educational and outreach-oriented presentations on preconception health to be delivered at American Apparel, a garment manufacturing company in Los Angeles, CA.

**Objective:** By June 2009, increase awareness of preconception health among women in the workplace by providing educational presentations on the importance of good nutrition, physical activity, mental health and health care for women of child-bearing age.

# Project Overview

- *Healthy Woman/Mujer Sana* program targeted to women of child-bearing age (18-44 years) at American Apparel.
- Incentives - Two \$25 grocery gift cards were provided to the female employees to encourage them to participate in and complete the program.
- Outreach and education presentations were conducted during the four lunch periods.

# Project Overview

- The recruitment goal was 120 women. To reach this WWLA conducted two onsite visits at American Apparel during the lunch time over a two week period prior to the first workshop to encourage women to sign up for the program.
- A display board with information about the program, flyers and a registration sheet were designed. All materials were developed in Spanish. Through the outreach efforts, 126 women signed up for the program.

# Project Overview

WWLA conducted five workshops repeated at four lunch periods for a total of 20 workshops.

- Workshop #1: Overview of Preconception Health Program. Women completed a “*How Healthy Are You?*” Scorecard and a pre-survey on preconception knowledge (Women received a \$25 grocery gift card for completing the scorecard and pre-survey).
- Workshop #2: Importance of Good Nutrition (included giveaway of goodie bags).

# Project Overview

- Workshop #3 - Importance of Physical Activity (includes giveaway of pedometers).
- Workshop #4 - Mental Health (alcohol and substance abuse, smoking, domestic violence, depression).
- Workshop #5 - Complete post survey on knowledge and developed healthy life plan on nutrition, physical activity, mental and emotional well-being and overall health.

# Project Overview

- WWLA and Network staff conducted a follow up session one month after the women completed a healthy life plan to review their progress on action steps they indicated they would take. (Women received a \$25 grocery gift card for attending at least 4 sessions and completing the post-survey and healthy life plan)
- Educational materials were distributed at the nutrition, physical ability and emotional health workshops. The women also received a list of low cost or no cost health care and mental health services at county and community clinics.

# Healthy Life Plan

The healthy life plan consisted of the following **seven action steps** for the women could select to implement.

1. To eat more fruits and vegetables (at least 2 cups of fruit and 2 ½ cups of vegetables each day)
2. To get more physical activity, at least 30 minutes three days a week
3. To see their dentist and/or brush their teeth twice a day
4. To make an appointment for a physical exam, including a Pap smear and a breast exam
5. To take a multivitamin every day (that includes calcium and folic acid)
6. To learn about their family's health history
7. If they smoked, to try to quit smoking

# Project Overview

- WWLA designed and administered a pre and post survey to evaluate the effectiveness of the *How Healthy Are You? Scorecard* and preconception health education workshops in encouraging women to develop and implement a healthy life action plan.
- Due to time constraints at the worksite and low literacy levels among the women, the survey was worded very simply and consisted of eight questions based on the three educational workshops and the scorecard.

# Results

- Surpassed recruitment goal of 120 women, a total of 293 women attended at least one workshop (attendance varied each week).
- Of the 293 women who participated in the program 64% (187) completed a healthy life plan.
- Of the 187 women who completed a healthy life action plan 55% (103) were between the ages of 18-44.

# Results

- Of the 187 women, 73% (136) attended the follow up session to report the implementation of a healthy life plan action step.
- Of the 187 women, 51% (150) attended 4-5 workshops, demonstrating high interests among participants.

# Project Findings

## Action steps implemented:

- 60% (71) reported eating more fruit and vegetables
- 55% (65) reported increased physical activity
- 42% (49) reported seeing the dentist or brushing their teeth twice a day
- 17% (20) reported making an appointment for a physical exam
- 42% (50) reported taking a multivitamin

# Project Findings

Other changes reported:

- Weight loss (between 3-16 lbs)
- Walking several days a week
- Using pedometers to track number of steps
- Cooking with and eating less fat
- Eating less bread and tortillas
- Drinking more water

# Project Findings

- 108 women took both the pre and post survey.
- Several challenges were encountered in having participants complete surveys (including many women were sharing answers on the pre survey).
- Results indicate: 41% (44) showed an increase in awareness and knowledge and 35% (38) showed no change.

# Challenges

- A significant barrier in the implementation was the low literacy level of some of the participants. Many of the women had trouble signing in, completing the pre/post surveys, the Scorecard, and healthy life plan.
- Another challenge was the large number of women (approximately 100) at one lunch time presentation when facilitators anticipated approximately 30-40 women per lunch presentation.

# Lessons Learned

- The worksite is a viable venue to reach low income women with preconception health messaging, information and education
- It is critical to have the support of the worksite's management
- The curriculum must be culturally and linguistically relevant to the target population

# Questions

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