

Baby Basics Community Projects

Case History #1:

Southwest Virginia Perinatal Council Baby Basics Program

The SW VA Perinatal Council is a Community program because Providers, Nurses and Educators at prenatal clinics give the Baby Basics books and planners to moms at their first prenatal appointment; then, home visitors use the book and look in the planners when visiting moms to see what the doctor or nurse have written down for review. The program continues to strengthen the community ties and the practice of the providers and educators at the clinic.

Current Status: Underway at seven target sites

Key characteristics:

1. Program is in second year at seven target sites.
2. Serves 2400 women, who receive books and planners at first prenatal visit along with one on one counseling on how to use the book.
3. Patients bring planner and nurse/primary care provider discusses a different topic from book at each visit.
4. Post-partum evaluation given to each patient: each BABY BASICS patient record is earmarked; at each hospital, a lead person identifies BABY BASICS moms and gives them a patient survey either following delivery or at six week post-partum visit.

Training

Two half day trainings were held.

1. The morning training was for case managers/home visitors in the Perinatal Consortium's purview.
2. The second training was for clerical staff, nurses and health educators at the prenatal providers. Some were private offices others were health centers.

Evaluation

1. Data collected about BABY BASICS impact (book helpful? prevented unnecessary ER visits? baby birthweight?). Findings from survey show centers are more in line with Healthy People 2010 goals; overall, patients really like book, find it helpful and easy to use, and patient satisfaction with caregiver increased.
2. Yearly office staff surveys conducted, which show staff like having a useful, beautiful book to give to their patients.
3. Data is being collected to support the case for physician offices funding BABY BASICS books/materials.

Next Steps:

1. Roll out a more in-depth encounter at a target site that will use a maternal/child educator to conduct a 30 minute counseling session following first prenatal visit.
2. Find more funding for lead coordinator position. Due to loss of funding, may have to scale back 1-2 target sites rather than scale up. *Rather than do it bigger, do it better.*
3. Train OB-Gyns thoroughly as it won't be successful otherwise.

4. Determine ways to manage the online interface – time and staff are not available to input data into computer, some centers do not have a computer.
5. Hold a physician/staff support dinner with Karla Damus to reinvigorate offices and community support agencies outside of physician's office. This will be a media opportunity to bring awareness to funders and community. Perinatal conference will be held the next day.

Tennessee Baby Basics Program/READ Chattanooga

Current Status: Model One underway; getting started as Model Three, July 1 2008

Key Characteristics of Model One:

- Modeled after a Success By Six Program. With grant funds from City of Chattanooga (targeting adult education as a way to decrease crime and poverty), gave out books as part of Collaborative. Were not teaching the books and were not sure how to integrate with medical community.
- Hired health literacy instructor and continued to build collaboration, focusing on Head Start program with March of Dimes grant. Lacked structure and integration into medical model.
- Doula program uses Baby Basics and Hola Bebe.

Plans for Model Three:

- READ participates in Low Birthweight Baby Task Force, which is affiliated with the local hospital system that will implement BABY BASICS.
- Leadership will be provided by:
 - Pediatric ER doctor, a junior league member, associated with local hospital that takes under-insured patients.
 - Board of Directors includes representative of largest health insurer, Blue Cross/Blue Shield, as well as representative from La Paz, which uses promotoras (lay/community-based health workers).
 - Advisory Board built from collaborative partners from Model 1.
- Funding is through Junior league grant to prevent low birthweight babies.
- Junior League volunteers will be Pregnancy PALS.

Next Steps:

- Encourage an understanding of literacy among Advisory and Task Force members.
- Get buy-in on using books and training from hospital and medical staff.
- Determine who has the best reach into medical community – the OB/Gyn, nurses, midwife, or nurse who works with social services (e.g., homeless, prisoners, fathers, women's shelters, pregnant teens).
- Strengthen collaboration with nurses.
- Explore ways to use Baby Basics as a recruitment tool for adult literacy

- Use Baby Basics to continue building relationships with moms. The Framework for Understanding Poverty research indicates that there are 2 things that can move someone out of poverty: an *education* and a *relationship*.
- Help moms get a GED or a high school diploma: the ultimate goal.

OUR NEXT STEPS FOR PROGRAM IMPLEMENTATION

LA Best Babies

Current Status: Looking at ways to incorporate Baby Basics into existing Prenatal Care and Quality Improvement Collaborative.

Key Collaborative Characteristics:

- Serves over 6,000 per year with goal of streamlining services that pregnant women receive. (In LA – over 50% of women (75,000) use MediCal for prenatal care.)
- Core services are provided by four collaboratives with broad geographic reach.
- Funded by grant from CA tobacco tax /Healthy First Initiative, to improve birth outcomes for LA.
- Baby Basics book was tested and distributed by a health plan (Health Net) 3 years ago. LA Best Babies loves the book and idea of the family-literacy connection.

Next Steps for adopting Baby Basics:

- Establish leadership
- Work with Family Literacy of LA, a local provider, to better meet goals for use of Baby Basics as family literacy tool.
- Develop a solid plan about how to use Baby Basics over time. A possibility could be to imbed book in the Prenatal Collaborative and reach 6,000 women. But ideally the plan will bring book to all pregnant women in LA county over time.
- Funding considerations:
 - Until funding is secured, LA Best Babies cannot start a BABY BASICS Program.
 - MediCal component pays for prenatal care at 500 certified prenatal providers. BABY BASICS could be used to augment their services. For example, MediCal provides guidelines to community health workers and social workers; BABY BASICS could integrate into these guidelines.
 - Health Dept oversees MediCal, and they are a strong partner in the Collaborative.

Collaborative Learning Model Lessons Learned:

- Building relationships and trust; supporting mutual respect and open communication; clearly defined roles; develop shared vision and mission (each member brings own vision and goals).
- Successful collaborative requires willingness to share ideas and resources, divulge self interests, let go of control.
- Expect conflict and establish decision-making processes
- Clarify issues, demonstrate respect, focus on shared vision/goals. Find a win-win resolution for everyone.
- Collaboratives are messy, loud, take a long time, but you get MORE.

Houston Collaborative for Children

Current Status: The program was launched by the former US Surgeon General VADM Richard Carmona. 15,000 copies of Baby Basics and the Planner were donated by The What To Expect Foundation to the city of Houston. Houston gave the City a commendation. Collaborative For Children a non-profit that houses many different early childhood education programs for the city offered to house the Initiative.

Key Characteristics:

- Community-wide implementation, not just within medical community, . Communication will include monthly meetings, implementing uniform questionnaire, etc.
- Creating a legislative agenda – Collaborative had a role in creating a blue print for a bill that included language about Baby Basics and steps to make book available in prison facilities.
- Successful fundraising and staffing efforts have already been underway.

Next Steps:

- Create a more solid collaborative structure that will give BABY BASICS a stronger foundation and core and a more identifiable network.
- The Collaborative is building a Baby Basics PRISON program – 2,000 copies of Baby Basics are going to be printed with a new binding so they can be taken into the prison.

