Taking Action with Evidence: Implementation Roadmap

National Performance Measure #1

For Assistance: Please contact Emily at eckert@amchp.org
Brief Notes about Technology

Mute your line by using the mute function on your phone or by using *6 to mute/un-mute

Asking a Question

You can type your questions into the chat box (shown right)

Raise your hand. Using the icon at the top of your screen (example shown right)

Active Participation = 😊

For technical problems, please contact Emily at ebeckert@amchp.org
Brief Notes about Technology

Downloading Files

1. Open Adobe Connect.
2. Click on the file you want to download.
3. Select the file and click on the download button.
4. Save the file to your computer.

February 1, 2016
Brief Notes about Technology

• Today’s webinar will be recorded

• The recording will be available on the AMCHP website at www.amchp.org

• Please complete the survey to be emailed at the conclusion of the webinar
Practice Poll

• The first month of 2016 has come to a close. Where are you with your New Year’s Resolution?
  – Still going strong – taking 2016 by storm!
  – I’ve taken a few steps toward achieving it
  – A few hiccups along the way, but it’s in my sights
  – I already forgot what my resolution was...
  – I don’t make New Year’s resolutions
Objectives

• Describe efforts to date by MCHB and its partners in compiling the existing knowledge base of evidence pertaining to NPM #1

• Identify resources and partners from which to select existing evidence-based strategies based on the alignment of the state/territory’s Title V needs assessment findings with the NPM

• Evaluate potential strategies through the lens of current issues and opportunities in the field related to the NPM

• Share feedback with MCHB and its partners on additional technical assistance needed to identify evidence based strategies and subsequently, define measures
Featuring

Moderator: Andria Cornell, MSPH, AMCHP

- Ashley Hirai, PhD, Senior Health Scientist, Office of Epidemiology & Research, Maternal and Child Health Bureau, HRSA
- Cynthia Minkovitz, MD, MPP, Professor, Departments of Population, Family & Reproductive Health and Pediatrics, Johns Hopkins Bloomberg School of Public Health
- Vickie Ives, MA, Wellness and Health Promotions Manager, Chronic Disease Prevention & Health Promotion, Bureau of Child, Family, & Community Wellness, Division of Public and Behavioral Health, Nevada Department of Health and Human Services
- Nickee Palacios, MS, CHES, Health Promotion Coordinator, Maternal and Infant Health Program, Utah Department of Health
Welcome & Opening Remarks

Ashley Hirai, PhD
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Office of Epidemiology & Research,
Maternal and Child Health Bureau
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STRENGTHEN THE EVIDENCE
BASE FOR MCH PROGRAMS

Cynthia Minkovitz, MD, MPP
February 1, 2016

A collaborative activity of the Women’s and Children’s Health Policy Center at Johns Hopkins University, the Health Resources and Services Administration, Welch Medical Library at Johns Hopkins University, and the Association of Maternal and Child Health Programs.

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U02MC28257, MCH Advanced Education Policy, $1.65 M. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.
Goal

• To provide support and resources to assist State Title V Maternal and Child Health (MCH) programs in developing evidence-based or evidence-informed State Action Plans and in responding to the National Outcomes Measures, National Performance Measures, State Performance Measures and state-initiated Structural/Process Measures.
6 Objectives

1) Convene a Team of MCH Experts
2) Provide reports, including critical reviews of the evidence of effectiveness of strategies to address National and State Performance Measures
3) Provide technical assistance to State Title V MCH programs
4) Develop web-based supports and resources for State Title V programs
5) Establish an online platform for sharing best practices via a “Community of Practice”
6) Maintain and enhance an MCH digital library
Environmental Scans

- Compilations of strategies to advance performance for each of the 15 National Performance Measures (NPMs)

- Environmental Scans include:
  - **Reviews and Compilations**: identifies existing compilations for strategies that intend to improve performance for each measure; these include both scholarly reviews and compilations that have been produced by key organizations in the field
  - **Frameworks & Landmark Initiatives**: includes conceptual models underlying strategy implementation, these may or may not be explicitly highlighted in the Reviews and Compilations section; landmark initiatives include seminal programs/policies related to each NPM
  - **Data Sources**: indicates sources (e.g. PubMed), as well as criteria (search terms, publication date), and link to search strategy; also selected organizational websites
  - **Inclusion & Exclusion Criteria**: denotes types of studies, setting, populations of interest that were included in our search, and exclusion criteria
Strengthen the Evidence for MCH Programs:
Environmental Scan of Strategies

National Performance Measure (NPM) #1: Well Woman Visit
Percent of women with a past year preventive medical visit

Introduction

This environmental scan identifies collections of strategies to advance performance for NPM #1, Well Woman Visits. The information provided in this document focuses on strategies to achieve the NPM, not on the content of care or specified health outcomes. Please note that the quality of the evidence in this compilation has not been evaluated, and that data sources describing a single strategy, rather than a collection of strategies, have been excluded.

This compilation includes the following sections:

- **Reviews and Compilations**: Identifies existing compilations for strategies that intend to improve performance for each measure.
- **Frameworks and Landmark Initiatives**: Frameworks include conceptual models underlying strategy implementation; Landmark Initiatives include seminal programs/policies related to the NPM.
- **Data Sources**: Indicates sources, search criteria, links to search strategy and selected organizational websites.
- **Inclusion and Exclusion Criteria**: Denotes types of studies, setting, populations of interest and exclusion criteria.

Technical assistance for State Title V MCH programs related to using evidence to inform State Action Plans, selection of strategies, and development of evidence-based or evidence-informed Strategy Measures may be requested at [http://www.semch.org/technical-assistance.html](http://www.semch.org/technical-assistance.html)

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<th>Summary</th>
<th>Web Link</th>
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</table>
  • Literature review employed to:  
    • Identify preconception care strategies  
    • Determine their effectiveness  
  • 28 sources on preconception care strategies were identified (majority from North America and Europe)  
  • Results were categorized into four public health models of care: primary care; hospital based and inter-conception care; specific preconception care clinics; community outreach |
  • Strategies include:  
    • Create and strengthen state and community partnerships  
    • Improve access to and quality of primary care for women  
    • Enhance financing of preconception care services  
    • Use data to inform policy change and program development  

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**Web Link:** [http://dx.doi.org/10.1007/s10995-013-1393-8](http://dx.doi.org/10.1007/s10995-013-1393-8)
Highlights from the Review for NPM #1

• Reviews and Compilations include:
  • 4 reviews of strategies to increase uptake of well-woman visits

• Frameworks and Landmark Initiatives include:
  • 4 conceptual frameworks or theoretical models
  • 3 reports on recommendations for women’s preventive health
Examples of Strategies for NPM #1

• States
  • Deliver no-/low cost services to women who lack health insurance
  • Offer enabling services (e.g. interpreters, transportation, child care)

• Communities
  • Provide outreach and education to promote preventive visits
  • Assist in obtaining insurance and assuring enrollment completion

• Health Care Organizations
  • Implement reminder management systems
  • Utilize marketing and media strategies (e.g. press releases, PSAs, billboards)
  • Establish mobile clinics and other modes of service delivery
Technical Assistance

- Complement ongoing HRSA investments and expertise among discretionary grantees

- *Strengthen the Evidence* team focused on TA related to evidence to inform strategies to achieve progress on state identified priorities
  - Varying levels of TA intensity
  - Recognize continuum of available evidence
  - Individual vs. groupings of states depending on needs

- Types of TA requests
  - Identifying possible strategies
  - Evaluating a selected strategy
  - Providing evidence relating to specific strategies
  - Adapting strategies for a specific population
  - Developing evidence-based or evidence-informed strategy measures

- Sample activities: In depth evidence reviews, connect states with MCH consultants, work collaboratively to provide communities of practice
Evidence-based or –Informed Strategy Measures (ESMs)

• “…the measures by which states will directly measure their impact on the NPMs.”

• Align with selected NPMs and strategies proposed to enhance performance on the NPMs


Characteristics of ESMs

• Relate to the selected strategy and are in the pathway to achieving a National Performance Measure (NPM) or a State Performance Measure (SPM)

• Link to an objective the State hopes to accomplish by tracking the measure
Selection Criteria for ESMs

• Measurable
  • Reliable and valid
  • Data available or planned over time to track progress
  • May be a percentage, rate, ratio or number, or an indicator of achievement of an activity (e.g. development of standards or guidelines)

• Meaningful
  • Related to the NPM and state priority objective
  • Incorporates stakeholder input for feedback/buy-in
  • State specific
Contact Us

• Technical Assistance Requests
  http://www.semch.org/technical-assistance.html

• Project Coordinator, Stephanie Garcia
  sgarci22@jhu.edu

THANK YOU!!!

www.semch.org
http://mchlibrary.jhmi.edu/
OPPORTUNITIES AND EXAMPLES IN THE TITLE V FIELD
Strategies from Your Colleagues

Increase the percent of women with a past year preventive visit by...**

- 50 jurisdictions selected NPM 1
- Common themes → **Coverage, awareness, new care delivery models**
  - Develop a paper system or EHR reminder alert to inform patients of their needed annual visit
  - Develop promotional and educational tools and materials; Use social media platforms including Facebook, Twitter, and Pinterest and traditional media outlets
  - Distribute preconception/interconception health materials at community events: Farmer’s Markets, Community Baby Showers, beauty and nail salons, and school open houses
  - Work closely with Medicaid to improve the process of auto-enrollment into additional coverage or programs after Medicaid coverage expires postpartum
  - Provide a webinar for providers on the importance of annual preventive health visits and how to leverage missed opportunities using the following strategies (1) provide preventive health visit during sick visit and detail how to properly code visit for proper reimbursement; (2) schedule preventive health visit during sick visit; (3) encourage evening and weekend appointments for preventive care in addition to acute care which is often available
  - Work with children’s scheduled well visits to check on the health of women
  - Analyze data to understand the trends for women's preventive visit utilization; create hot spot map and conduct outreach and enrollment based on map, review enrollment progress
Previous Efforts and Activities

- **Who Will be Covered for What in 2015 and Beyond? (2015)**
  - Assists state MCH programs in understanding insurance affordability programs not including employee-sponsored coverage

- **Opportunities and Strategies for Improving Preconception Health through Health Reform (2015)**
  - Features CO, DE, MI, OK, OR
  - Strategies focus on building/strengthening state and community partnerships, improving access to and quality of primary care, improving financing of preconception care services, and using data to inform program development and policy change
Previous Efforts and Activities

  - Over 75 national resources highlighted
  - A menu of strategies mined from 35 consensus statements and reports organized into six core elements
    - **Element 4: Improve Access to Care** (Promote comprehensive health coverage and Improve the availability and acceptability of services)
    - **Element 5: Ensure High Quality Health Care for Women** (Support provider capacity to delivery high quality well-woman care and routine maternity care, and Promote coordinated systems across the care continuum)
      - Implementation examples from more than 30 states
Activities/Initiatives to Watch

• **Women’s Preventive Services Guidelines**
  – Current guidelines were developed in 2011 based on recommendations from an IOM study
  – IOM recommended the guidelines be updated every five years
  – First set of recommended guidelines due to HRSA by **12/1/16**

• **UIC/CityMatCH Well Woman Project**
  – Purpose: to collect and listen to stories of women about the factors that affect their ability to be healthy and their ability to seek and receive health care, especially preventive health care or well-woman care.
Helpful Resources

• “Put Your Health First”
  – Office of Women’s Health with HHS partners, created a series of infographics, flyers, and postcards
  – Co-sponsored a graphics competition on ACA benefits (Spanish and English winners)

• ACOG Well-Woman Resources
  – Infographic (Top Reasons Why)
  – Guidance & Recommendations
  – Patient-oriented health topic discussion guides, exams and screening tests, and immunizations by age range

• Show Your Love Campaign
  – Goal is to increase the number of women who plan their pregnancies and engage in healthy behaviors before becoming pregnant
  – Partner and consumer resources
Helpful Resources (cont.)

• Kaiser Family Foundation’s **Interactive Profiles** of Women’s Health
  – Data sources include the latest data from CDC and the U.S. Census Bureau

Select a Category:
- Demographics
- Coverage and Access
- Sexual Health
- Pregnancy

Hover and Click on a State:

U.S. Quick Facts

Demographics
- 125,196,927 - Women Ages 18 and older
- 15% - Below Poverty Line
- 19% - Reporting Fair/Poor Health
- 39% - Reporting Poor Mental Health

VIEW FULL U.S. DATA

February 1, 2016
COMMUNITY HEALTH WORKER PROGRAM IN NEVADA

Eliane Fuentes
Community Health Worker Program Coordinator
Chronic Disease Prevention & Health Promotion
Division of Public and Behavioral Health
Department of Health and Human Services

February 1, 2016
BACKGROUND: A NEED FOR CHWS IN NEVADA
Why Nevada Needs CHWs

- Nevada’s health care system performs lower than average on access to healthcare compared to the rest of the U.S.
- Chronic disease costs
- Health professional shortage areas
- Lack of access to care
# Nevada CHW Pilot

## Target Populations
- Hispanic/Latino Communities
- Cancerscreening eligible populations

## Geographic Locations

<table>
<thead>
<tr>
<th>Carson City (2)</th>
<th>Clark County (2)</th>
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<tbody>
<tr>
<td>o Partnership Carson City</td>
<td>o PACT Coalition</td>
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<td>o PACE Coalition</td>
<td>o CARE Coalition</td>
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<tr>
<td>Elko (1)</td>
<td>Washoe County (2)</td>
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<td>o PACE Coalition</td>
<td>o Join Together Northern Nevada (JTNN)</td>
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<td>Silver Springs (3) - Volunteers</td>
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## Program Infrastructure
- Program Manager - .25 FTE
- Coordinator - contractor

## Funding
- Piecemealing federal program funding and supplemental coalition support

## Training
- Carl Rush – Skill Building
- Topical Trainings – Field Experts
- Web based training from Washington Dept. of Health

## Evaluation
- Center for Program Evaluation (CPE) and the University of Nevada, Reno (UNR)
CHW Pilot Cohort 2013
CHW Pilot Evaluation Methods

- Latino Health Needs Assessment
- Wellness Plan Intake Packet
- REDCap data collection system
# CHW Pilot Activities Summary

<table>
<thead>
<tr>
<th>CHW Pilot Activities Summary</th>
<th>Case Management</th>
<th>Outreach</th>
<th>Referrals</th>
<th>Trainings Attended</th>
<th>Trainings Provided</th>
</tr>
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<tbody>
<tr>
<td>Jul 2013 - June 2015</td>
<td>540 cases</td>
<td>728 activities reaching 74,928</td>
<td>4,633</td>
<td>398 trainings totaling 2,272 hours</td>
<td>135 trainings to 3,684 participants</td>
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</tbody>
</table>

Jul 2013 - June 2015: 540 cases, 728 activities reaching 74,928 million +, 4,633 referrals, 398 trainings totaling 2,272 hours, 135 trainings to 3,684 participants.
Key CHW Pilot Successes

- Partnership with coalitions to hire and supervise CHWs
- Successful hiring and training of CHWs
- Completion of the Latino Health Needs Assessment
- Community interest in the program
- Partnership with NSHE institutions to develop CHW curriculum
- Partnership with other organization to place CHWs in clinical settings
Next Steps for the CHW Program

- Education Development
  - Hybrid Online-Based Training
  - College Based Training Course

- Evaluation
  - CHW ROI

- Policy Reform
  - SB 498

- CHW Association
Thank You!

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Power your life
Power Your health

Utah Department of Health's Preconception Health Program
Social Media Strategy
Power Your Life
Preconception Health Program

• Developed in 2010
  • Radio/TV ads
  • Vitamin give away
  • Bags
  • Educational booklet
  • Website: poweryourlife.org

• Social media platforms
  • Facebook
  • Twitter
  • Pinterest

www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/
Goals

• Educate women about preconception health -> expanded to educate about overall women’s health

• Direct people to the Power Your Life webpage

• Increase the percentage of women in Utah who have a preconception health visit
Facebook
www.facebook.com/poweryourlifеutah/

• Goal is to educate women and bring people to the webpage

• Post Daily
  • Google alerts – www.google.com/alerts
Facebook
www.facebook.com/poweryourlifeutah/

• Goal is to educate women and bring people to the webpage

• Post Daily
  • Google alerts – www.google.com/alerts
  • Special Recognition Days/Months
  • Share information your “influencers” post
  • Suggestions from co-workers, partner, etc.

• Boost Posts and Purchase ads
Twitter
https://twitter.com/PowerYourLife2

- Educate on women’s health topics
- Tweet and re-tweet couple times per week
- Quick health messages
- Navigate to more in-depth articles
Pinterest
www.pinterest.com/poweryourlifeut/

• Educate women on a variety of health topics
  • Women’s/Men’s Health
  • Preconception Health
  • Pregnancy
  • Breastfeeding

• Post multiple articles daily
Ovarian Cancer is often called the "silent killer" because it can be so hard to detect. However, we know some possible warning signs of this disease and see your doctor if you experience any of these symptoms:

- Abdominal pain or pressure
- Feeling full quickly
- Changes in bowel habits
- Unexplained weight loss

Remember, early detection is key to improving outcomes. If you or someone you know is experiencing these symptoms, please seek medical attention immediately. For more information, visit poweryourlife.org.

Breast self-exams help you become familiar with the way your breasts normally look and feel. Knowing what is normal for you may help you see or feel changes in your breasts. Any changes should be discussed with your health care provider. Learn how to perform a self-exam here:

The Five Steps of a Breast Self-Exam

Learn more about the five steps of a breast self-exam via Breastcancer.org.

BREASTCANCER.ORG

473 people reached

2 Likes 11 Shares
HOW TO HAVE A HEALTHY PREGNANCY

You’ve decided to take the plunge into parenthood. But wait just a second – or a couple of months. To give yourself the best chance for a healthy pregnancy and a healthy baby, there are some important things you need to do before you head down the path to motherhood.

1. **Schedule a preconception visit**
   - Important to meet with your doctor before getting pregnant to review your current health.

2. **Take 400 mcg of folic acid every day**
   - Starting one month before you conceive to reduce risk of birth defects.

3. **Give up drinking, smoking and drugs (get help if you need it)**

4. **Create and follow an exercise program**
   - Get at least 30 minutes of exercise on most days of the week.

5. **Stock your fridge with health foods**
   - Making healthier food choices now so your body will be stocked up if the right nutrients for a healthy pregnancy.

6. **Get to your healthy weight**
   - Being at a healthy weight before you get pregnant may make it easier to get pregnant and make your pregnancy easier.

7. **See your dentist**
   - Taking care of your teeth and gums before you get pregnant can help prevent gum complications.

8. **Toss your birth control**
   - Knowing when you are fertile can increase your chances of conceiving.

9. **Figure out when you ovulate**
   - Knowing when you are fertile can increase your chances of conceiving.

10. **Are you getting the most from your health insurance?**

    Selected preventive services available for women without a co-payment

    **Health Promotion**
    - Intimate partner violence screening and prevention
    - Help and support in quitting smoking
    - Help and support in alcohol abuse

    **Cervical Cancer**
    - Pap testing (21+ w/papervix)
    - HPV DNA Testing (30-65 w/normal pap results)

    **Reproductive Health**
    - Birth control (hormonal, IUDs and sterilization procedures, patient education and counseling, services related to follow-up, management of side effects, and device removal)
    - STD testing (chlamydia, gonorrhea, syphilis, HIV)
    - STD and HIV counseling

    **Chronic Diseases**
    - High Blood Pressure Screening
    - Cholesterol Screenings
    - Type 2 Diabetes Screening
    - Depression Screening
    - Obesity screening and management (for BMI greater than 30)

    **Pregnancy**
    - Folic acid supplements
    - Iron deficiency anaemia screening
    - Screenings (hepatitis B, chlamydia, gonorrhea, syphilis, bacteria)
    - Gestational diabetes screening
    - Preeclampsia screening
    - Help in quitting tobacco use during pregnancy
    - Help in quitting alcohol use during pregnancy
    - Breastfeeding support (counseling, consultations with trained provider, equipment purchase/rental)

Always talk to your health insurance provider for more information about what is covered under your plan. See www.healthcare.gov for more information.
Why Your Ab Workouts Aren't Working

Are all your ab workouts coming up short? Get the scoop on "spot reduction" training, and which strength and weight loss techniques actually work.
Analytics

• All social platforms have some sort of analytics
  • Facebook: Insights:
  • Twitter: Analytics
  • Pinterest: Analytics

• Constantly changing

• Hootsuite – www.hootsuite.com
Best Practices

• Always focus social media around the goals of your organization or program
• Have a clear understanding of who your target audience is and know where they are
• Determine schedule and frequency of posts
  • Schedule your posts in advance
• Be timely, but watch what you tag or jump onto
• Use simple, concise language
• Identify your influencers and start following and engaging with them
• Engage with your community
• Promote your links, handles on other platforms, and other promotional materials you provide
• Check your analytics often and make changes to your approach based on what you see
Lessons Learned

• One person should be over all your social media pages
  • Take the time to learn where your consumers are

• Can be time consuming

• Create your own content
  • Piktochart: www.piktochart.com
  • Fiverr: lp.fiverr.com

• Give your consumers somewhere to go

• Don’t be afraid to share and comment with your users

• Videos

• Facebook algorithms can be frustrating

• Have fun!
Thank You

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• Poweryourlife.org
• Facebook: www.facebook.com/poweryourlifeutah/
• Twitter (@PowerYourLife2) https://twitter.com/PowerYourLife2
• Pinterest www.pinterest.com/poweryourlifeut
Poll

• Do you think you can **apply** any of the strategies or resources presented to your state action plans?
  – Yes
  – No
  – Unsure
Q&A

• Mute your line by using the mute function on your phone or by using *6 to mute/un-mute

• **Raise your hand.** Using the icon at the top of your screen (example shown right)

• You can type your questions into the **chat box** (shown right)
Webinar Announcement

• Wednesday, February 3, 4-5 pm ET
  – NPM 15: Percent of children who are adequately insured – REGISTER HERE

• Wednesday, February 10, 4-5 pm ET
  – NPM 12: Percent of adolescents who received services necessary to make transitions to adult health care – REGISTER HERE
Webinar Evaluation

Please take a few moments to provide feedback:

https://www.surveymonkey.com/r/6J6TSSN
Thank you!