



# *2019 Annual Meeting & Conference*

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**OCTOBER 28-29, 2019**  
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***Healthy Mothers, Healthy Babies. In That Order.  
Centering Mother's Voices in Maternal Care.***



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HEALTHY BABIES**

*Coalition of Georgia*



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# OUR MISSION

To improve maternal and infant health in Georgia through advocacy, education and access to vital resources.



## *Improving maternal and infant health in Georgia since 1974*

### RESOURCE ACCESS

HMHB operates the Georgia Family Healthline, Children 1<sup>st</sup>, Help Me Grow Georgia, and the Prevent Child Abuse Georgia Helpline to provide callers with appropriate referrals and resources across the State.

### ADVOCACY

HMHB engages with legislators as well as medical, business and community partners to encourage sound policies that promote access to healthcare for women and children in Georgia.

### EDUCATION

HMHB provides prenatal and breastfeeding education across the State by collaborating with community-based partners and providers.



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## **An Evaluation of Current Prenatal Education Availability and Receptivity to Online Education in the State of Georgia**

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Prenatal education has the ability to educate women on vital signs and symptoms, can encourage them to seek medical attention, and can increase their likelihood of following medical advice.

- In 2019, Healthy Mothers, Healthy Babies Coalition of Georgia released findings from a research project entitled, [An Evaluation of Current Prenatal Education Availability and Receptivity to Online Education in the State of Georgia](#)

# Study Aim

- Aim 1
  - Access the accessibility and scope of prenatal education in Ga.
- Aim 2
  - Identify prenatal education providers to assess the format & content of their offerings
- Aim 3
  - Assess provider interest in having an online option to refer their clients for prenatal education
- Aim 4
  - Assess client interest in having an online option for prenatal education

# Methodology

- 300 surveys were disseminated to practices that provide obstetrical and/or gynecological care in Georgia
- Providers identified through purposive sampling through established resources
- Eligible providers provide prenatal care an/or prenatal education, and had a rep willing to complete a mail-in or online survey



# Methodology

- Prenatal educators identified through purposive sampling.
- Prenatal education programs or orgs referred by providers in Aim I were also contacted
- Providers that reported to provide prenatal education from the survey were also contacted.

# Findings

## Inclusion of Prenatal Education Topics in Courses by Perinatal Region (N = 105)

Based on curriculum review from 105 courses, we found that the following topics were not commonly covered

- 10.5% include oral health
- 9.5% include that HIV and STI transmission
- 11.4% include health insurance information
- 10.5% include information on the Special Supplemental Nutrition Program (SSNP) for Women, Infants, and Children (WIC)
- 8.6% include information on the Planning for Healthy Babies Program (P4HB)

Curriculum Topic*	All Regions	Albany	Atlanta	Augusta	Columbus	Macon	Savannah
Finding Prenatal Care	16 (15.24%)	2 (33.33%)	3 (10.00%)	4 (25.00%)	2 (14.29%)	2 (16.67%)	3 (17.65%)
Prenatal Vitamins	22 (20.95%)	2 (33.33%)	6 (15.00%)	6 (37.50%)	2 (14.29%)	4 (33.33%)	2 (11.76%)
Prenatal Visits	16 (15.24%)	2 (33.33%)	4 (10.00%)	2 (12.50%)	2 (14.29%)	2 (16.67%)	4 (23.53%)
Dental Care	11 (10.48%)	2 (33.33%)	4 (10.00%)	2 (12.50%)	1 (7.14%)	1 (8.33%)	1 (5.88%)
Immunizations	33 (31.43%)	2 (33.33%)	9 (22.50%)	7 (43.75%)	6 (42.86%)	4 (33.33%)	5 (29.41%)
Fetal Development	25 (23.81%)	2 (33.33%)	6 (15.00%)	5 (31.25%)	2 (57.14%)	3 (25.00%)	7 (41.18%)
Types of Providers	41 (39.05%)	2 (33.33%)	19 (47.50%)	7 (43.50%)	6 (42.86%)	2 (16.67%)	5 (29.41%)
Birthing Options	53 (50.48%)	3 (50.00%)	21 (52.50%)	9 (56.25%)	7 (50.00%)	4 (33.33%)	9 (52.94%)
HIV/STI Transmission	10 (9.52%)	2 (33.33%)	3 (7.50%)	1 (6.25%)	1 (7.14%)	2 (16.67%)	1 (5.88%)
Postpartum Care	60 (57.14%)	4 (66.67%)	26 (65.00%)	9 (56.25%)	7 (50.00%)	5 (41.67%)	9 (52.94%)
Mental Health (PPD)	32 (30.48%)	2 (33.33%)	8 (20.00%)	6 (37.50%)	5 (35.71%)	5 (41.67%)	6 (35.29%)
Breastfeeding	63 (60.00%)	4 (66.67%)	16 (40.00%)	10 (62.50%)	14 (100.00%)	8 (66.67%)	11 (64.71%)
Newborn Screening	45 (42.86%)	2 (33.33%)	13 (32.50%)	6 (37.50%)	8 (57.14%)	7 (58.33%)	9 (52.94%)
Infant Care	55 (52.38%)	2 (33.33%)	14 (35.00%)	9 (56.25%)	10 (71.43%)	8 (66.67%)	12 (70.59%)
Safe Sleep	43 (40.95%)	2 (33.33%)	12 (30.00%)	7 (43.75%)	5 (35.71%)	8 (66.67%)	9 (52.94%)
Car Seat Safety	36 (34.29%)	2 (33.33%)	11 (27.50%)	6 (37.50%)	3 (21.43%)	6 (50.00%)	8 (47.06%)
Insurance Postpartum	12 (11.43%)	1 (16.67%)	3 (7.50%)	4 (25.00%)	1 (7.14%)	2 (16.67%)	1 (5.88%)
The WIC Program	11 (10.48%)	1 (16.67%)	2 (5.00%)	2 (12.50%)	4 (28.57%)	1 (8.33%)	1 (5.88%)
The P4HB Program	9 (8.57%)	1 (16.67%)	3 (7.50%)	2 (12.50%)	1 (7.14%)	1 (8.33%)	1 (5.88%)
Birth Control Options	23 (21.90%)	1 (16.67%)	4 (10.00%)	4 (25.00%)	6 (42.86%)	4 (33.33%)	4 (23.53%)
Pregnancy Spacing	13 (12.38%)	1 (16.67%)	4 (10.00%)	4 (25.00%)	0 (0.00%)	2 (16.67%)	2 (11.76%)

# Findings

## Focus Group Themes

- Prenatal Education Accessibility
  - “Having to drive to a class can be a disadvantage, if you don’t have a car or transportation”
- Patient Learning Objectives
  - “More birthing options, like a water birth or more about having a doula. And postpartum, more like “Mommy and Me” kind of classes, or parenting classes
- Feedback for Online or Mobile App Program
  - “Free access; I can do it while I get ready...My brain works better in the afternoon than the morning...doing it when I feel up to it.”

- Purpose: to fill the gaps in prenatal education identified by the report related to
  - Cesarean sections
  - Oral health
  - Health insurance literacy
  - HIV & STI prevention
  - Postpartum care
  - Cultural competency

# Toolkit Focus Groups

- Focus groups held with providers in
  - Augusta
  - Atlanta
  - Columbus
  - Savannah (Skype)

# Cesarean Sections

- How have you been educating your clients on cesarean sections?
- How do you think you can best prepare mothers for having a cesarean section?

# Cesarean Sections

- In 2017, Georgia's C-section rate higher than national average (34.2 vs 32 per 1,000)
- Teach regardless if C-section is planned or unplanned
- Topics Included
  - Ways to reduce C-section risk
  - Surgical risks
  - Preparation
  - Family-centered or gentle cesarean section
  - C-section recovery
  - Vaginal Birth after Cesarean (VBAC)
  - Common myths

# Oral Health

- How have you promoted oral healthcare during pregnancy during classes/workshops?
- What is your understanding of the safety of oral healthcare during pregnancy?



# Oral Health

- Increased risk of poor oral health for pregnant women and association with prematurity
- Education on healthy oral health behaviors
- Topics Included:
  - Safety of oral healthcare during pregnancy
  - Ways to find a dental home
  - “Dental note” from doctor

- How have you been promoting health insurance literacy during your classes?
- How do you think you can best incorporate information on Planning for Healthy Babies and the Special Supplemental Nutrition for WIC into your current curriculum?

- In 2017, 58% of births in Georgia were delivered to women covered by Medicaid
- Empowering clients to be able to navigate the complicated system
- Topics Include:
  - Right from the Start Medicaid
  - Care Management Organizations
  - Planning for Healthy Babies
  - Special Supplemental Nutrition Program (SSNP) for Women, Infants, and Children (WIC) Program

# HIV & STI Prevention

- What types of educational materials do you use to teach STI/STD and HIV prevention in your classes?
- How have you tailored your teaching to clients who have STI/STD's or HIV?

# HIV & STI Prevention

- HIV & STIs in Georgia
  - Georgia top 10 highest rates of congenital syphilis
  - 90% of HIV-positive pregnant women received prenatal care
- Topics Included:
  - Effects of STIs during Pregnancy
  - Being mindful of stigma
  - Importance of screening

# Postpartum Care

- What postpartum education handouts do you currently provide to clients?
- How do you prepare women for the postpartum period during your prenatal education classes/workshops/ or visits?

# Postpartum Care

- A majority of Georgia's pregnancy-related deaths occur in the postpartum period
- Women desired more information on postpartum care
- Topics Included:
  - Post-birth warning signs
  - Newborn care
  - Breastfeeding
  - Perinatal Mood Disorders
  - Comorbidity management
  - Physical therapy and exercise
  - Doulas and birth plans
  - Fetal and infant loss support
  - Social support
  - Reproductive life planning

# Cultural Competency

- Do you have posters and brochures with people that are reflective of your service population?
- Do you take potential language differences into consideration?



# Cultural Competency

- Cultural competency refers to the ability to work with individuals of different cultural backgrounds taking into consideration one's
  - Race/ethnicity
  - National origin
  - Language ability
  - Socioeconomic status
  - Familial status
  - Sexual orientation
  - Gender identity
- Important to consider the role implicit bias plays in maternal outcomes
- Topics Included:
  - Class/service accessibility
  - Language action plans
  - Cultural representation and understanding
  - Respect LGBTQ+ clients
  - Health equity
  - Client empowerment

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82%-  
90%

of Georgia women do not receive in-person prenatal education outside of their prenatal doctor's appointments.

48/50

Georgia has some of the highest maternal mortality rates in the US.

79/  
159

79 out of Georgia's 159 counties do not have access to obstetric care.

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# 68%

OF PROVIDERS



Of the 204 Georgia providers HMHB surveyed, 138 said they would be very likely to refer patients to Pickles & Ice Cream.

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**"ALL THE  
INFORMATION  
YOU CRAVE"**

Our hope is that Pickles & Ice Cream Georgia will be able to give expectant mothers all the information they crave, from pre-pregnancy to postpartum.



**OUR HOPE FOR P&I**

**Thank You  
for all you  
do for  
Georgia's  
families!**



# CONTACT



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