Effective Strategies for Promoting Preconception Health - From Research to Practice

Hosted by  Sarah Verbiest, DrPH, MSW, MPH and Betsy Mitchell, PhD

January 30, 2013
Compression of Morbidity: A Personal, Research, and National Fiscal Solvency Perspective

Abstract. Soon to be published research shows that people with positive health practices reduced the period of disability at the end of life by an estimated six to nine years. If improved health habits could reduce the period of disability for the entire population of the United States, this amount, spending on Medicare, Medicaid, and Social Security would drop substantially, and state and federal income tax revenues would increase substantially. This is critically important given that the Congressional Budget Office has projected that 100% of federal tax revenues will be consumed by Medicare, Medicaid, and Social Security by the year 2040 if current health and spending trends continue. (Am J Health Promot 2012;27[3]:w4-w12)

My dad passed away a few months ago. I think about him almost every day. Sometimes I forget for a split second. I will be in his neighborhood and think about stopping by. Then I remember. Thinking about him sometimes makes me sad, but usually inspires me. I think about how he lived and how he died. How he lived is the subject of another article. In this article, I would like to share a little bit about how he died, and reflect briefly on how his experience is relevant to soon to be published research on compression of morbidity and also to the fiscal solvency of our nation. Read the entire article here.
Consumers' Perceptions of Preconception Health

(American Journal of Health Promotion, Jan/Feb 2013, Vol. 27, No. 3S, p. S10)

Linda Squiers, PhD
Senior Health Communication Analyst, RTI International
Couples' Notions About Preconception Health: Implications for Framing Social Marketing Plans

(American Journal of Health Promotion, Jan/Feb 2013, Vol. 27, No. 3S, p. S20)

Megan A. Lewis, PhD
Senior Research Scientist, RTI International
The Implementation of Interconception Care in Two Community Health Settings: Lessons Learned
(American Journal of Health Promotion, Jan/Feb 2013, Vol. 27, No. 3S, p. eS21)

Arden S. Handler, DrPH
Professor, Community Health Sciences and Co-Director, Maternal and Child Health Program, University of Illinois at Chicago School of Public Health
Reaching Women Through Health Information Technology: The Gabby Preconception Care System

(American Journal of Health Promotion, Jan/Feb 2013, Vol. 27, No. 3S, p. eS11)

Brian Jack, MD, MPH
Assistant Professor and Assistant Director of Integrative Medicine,
Boston University School of Medicine Department of Family Medicine
A few more things

- Questions & answers will take place after all presenters have spoken.
- Please type your questions for the speakers in the chat space at any time during the presentation.
- This webinar is being recorded.
- It will be posted on the American Journal of Health Promotion website in a few days.
THE NATIONAL INITIATIVE ON PRECONCEPTION HEALTH AND HEALTH CARE - OVERVIEW

Sarah Verbiest, CDC Senior Advisory Consultant
Acknowledgements

- The National Preconception Health and Health Care (PCHHC) Steering Committee Members
- PCHHC Workgroup Members
- Kay Johnson, former Senior Advisor to the PCHHC
- Louise Floyd and Jasmine Humphreys, CDC
The Initiative

- The National Initiative on Preconception Health and Health Care (PCHHC) is a public-private partnership that began in 2004. The PCHHC is comprised of a steering committee and five workgroups:
  - Consumer
  - Clinical
  - Public Health
  - Research and Surveillance
  - Policy and Finance
Vision

- The vision of this work is multi-faceted and includes that:
  - All women and men of childbearing age have high reproductive awareness
  - All pregnancies are intended and planned
  - All women of childbearing age have health coverage and receive needed screenings and services before pregnancy to improve their health and reduce the risk of a poor birth outcome
Goals

1. To improve the knowledge, attitudes, and behaviors of men and women related to preconception health.
2. To create health equity and eliminate disparities in adverse maternal, fetal, and infant outcomes.
3. To assure that all U.S. women of childbearing age receive preconception care services that will enable them to achieve high levels of wellness, minimize risks, and enter any pregnancy they may choose to have in optimal health.
4. To reduce risks among women who have had a prior adverse maternal, fetal, or infant outcome through interventions in the postpartum/interconception period.
Recommendations

- Individual responsibility across the life span
- Preventive visits
- Interconception care
- Health coverage for low-income women
- Research
- Consumer awareness
- Interventions for identified risks
- Pre-pregnancy check ups
- Public health programs and strategies
- Monitoring improvements
National Strategic Plan

Just Released

Available soon at cdc.gov/preconception
Show Your Love Campaign

- Developed Social Marketing Campaign Logic Model and Plan
- Conducted an environmental scan and formative research of preconception health among women of reproductive age
- Developed brand identity and outreach plan
- Show Your Love Campaign to launch Valentine’s Day 2013
- www.cdc.gov/showyourlove or www.cdc.gov/quierete
Resources

- New CDC preconception website [cdc.gov/preconception](http://cdc.gov/preconception) with info for women and men, tools for health professionals, and more.
  - Includes the Preconception Health and Health Care [Resource Center](http://www.cdc.gov/showyourlove), an online directory of tools and resources.

[Show Your Love – starting 2/13/2013](http://www.cdc.gov/showyourlove)
Connect and Engage

- **Subscribe** to the PCHHC Initiative bi-monthly newsletter
  - Email [pchhcnews@gmail.com](mailto:pchhcnews@gmail.com) and request to subscribe.

- **Join a Work Group**
  - Contact Sarah Verbiest at [sarahv@med.unc.edu](mailto:sarahv@med.unc.edu) or 919.843.7865.

- **Promote** the new Social Marketing Campaign and Provider Tool Kit when they are released in 2013.

- **Share** your work, resources and tools with others by sending information to the new Resource Center. Submit best practice programs to the AMCHP Innovations Station.
Questions?

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