



# ABCs for Healthy Families

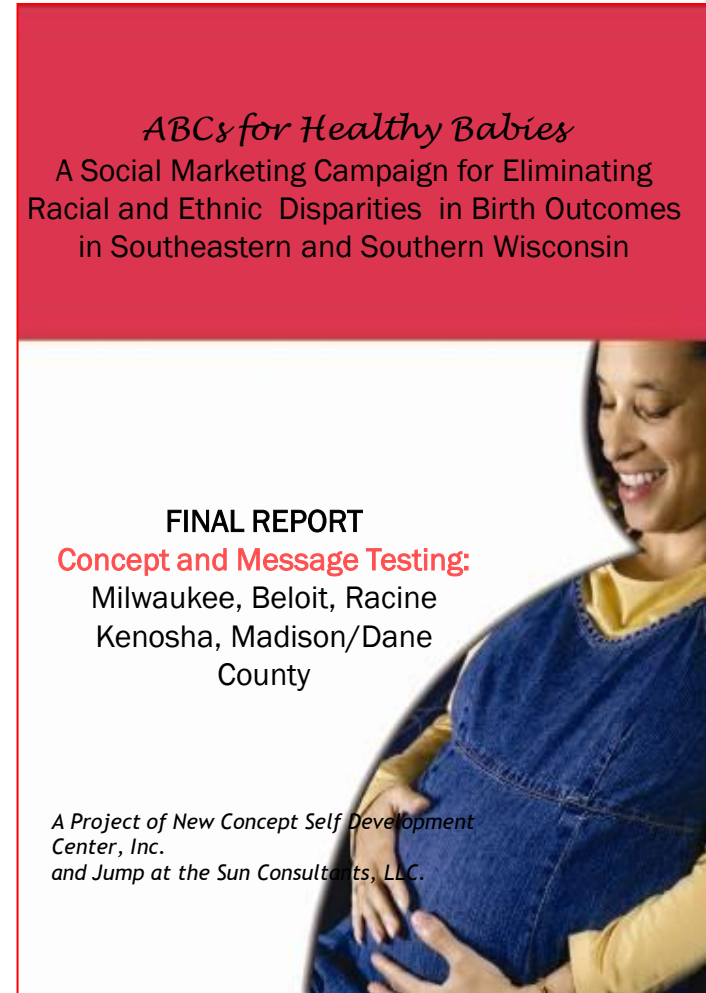
Wisconsin Department of  
Health Services in  
partnership with

**New Concept Self  
Development Center, Inc.  
and Jump at the Sun  
Consultants, LLC**

**HRSA First Time  
Motherhood/New Parents  
Initiative**

# ABCs for Healthy Babies

- Focus Group Research, conducted in 2008
- **Milwaukee, Racine,** Kenosha, Beloit, Madison
- 18 groups, 180 African American mothers, fathers, grandmothers



*ABCs for Healthy Babies*  
A Social Marketing Campaign for Eliminating  
Racial and Ethnic Disparities in Birth Outcomes  
in Southeastern and Southern Wisconsin

**FINAL REPORT**  
**Concept and Message Testing:**  
Milwaukee, Beloit, Racine  
Kenosha, Madison/Dane  
County

*A Project of New Concept Self Development  
Center, Inc.  
and Jump at the Sun Consultants, LLC.*

# ABCs and Lessons Learned

- *ABCs* refers to **A**ppplied **B**ehavior **C**hange at the individual and community level that is focused on improving birth outcomes
- Women feel isolated
- Men are engaged during pregnancy; less after birth
- Stress is a major barrier to improved birth outcomes



# ABCs for Healthy Families

## GOALS

- Improve birth outcomes for African American infants in Wisconsin
- Increase integration of life-course perspective into preconception/interconception care
- Link to health and support services in Milwaukee and Racine
- Increase father involvement and support couples transitioning to roles as parents



# TECHNICAL ADVISORY GROUP (TAG)

## Purpose:

*To provide expert advice and guidance in project design and implementation within a life course perspective framework.*

## National Experts:

**Michael Lu, MD, MPH**, Associate Professor, obstetrics, gynecology and public health, University of California, Los Angeles (UCLA)

**Mario Drummonds, MS, LCSW, MBA**, Executive Director, CEO Northern Manhattan Perinatal Partnership, Harlem, NY

**Fleda Mask Jackson, PhD**, Member of the National Advisory Committee on Health Disparities for the Centers for Disease Control and Prevention

**James Collins, MD, MPH**, Attending physician, Neonatology; Professor of Pediatrics, Northwestern University's Feinberg School of Medicine

**Kumea Shorter-Gooden, PhD**, Full Professor and System-wide Director of International-Multicultural Initiatives, Alliant International University, Alhambra, California





# Community Advisory Board

## Purpose:

- To provide a forum for community and family members to participate in the planning, implementation, and evaluation of *ABCs for Healthy Families*

## Composition:

- social services agencies
- health providers
- community advocates
- mothers, fathers, students, parents, retired nurse, etc.



# Major Accomplishments

## Facilitated support circles

1. Facilitated support circles with 54 mothers and 25 fathers
2. Promoted preconception and interconception care
3. Provide family-support and psychosocial support for mothers and fathers
4. 8 sessions– stress reduction/coping skills, financial literacy, home ownership, job search support, co-parenting, nutrition, family planning, STI prevention, etc.
5. Participants engaged in reproductive life planning

# Major Accomplishments

## Facilitated life-course trainings

1. Facilitated over 40 workshops and trainings of service providers on the life course theory and practice.
1. Provided opportunities for health and social service providers, community-based agencies, and the general public to educate them on the life-course perspective as a meaningful approach for reducing African American infant mortality.
2. Presented at several national conferences, including for the federal Maternal and Child Health Bureau (MCHB), the annual Maternal and Child Health Epidemiology Conference, the national WIC Conference, the annual meeting of the Council of State and Territorial Epidemiologists (CSTE), and the annual meeting of the American Public Health Association (APHA).



# Major Accomplishments

## Designed and implemented CBPR

1. Developed community survey to assess social media habits, understanding of life course theory and community perceptions on exposure to racism.
1. Trained and hired 33 community members to serve as intercept interviewers -- all received NIH human subjects certification.
1. Collected 1300 community surveys.

# Major Accomplishments

## Developed and implemented a community-driven social marketing campaign (*Journey of a Lifetime*)

1. Developed and disseminated over 20,000 pieces of traditional printed materials for providers and consumers
2. print ads and outdoor billboards
3. Text messaging and email alerts
4. 3, 60-second radio spots featuring life course messaging themes
5. Our ad agency received an ADDY® award for the campaign logo
6. Garnered earned media (print, radio, television)

# The Logo




**JOURNEY** of a **LIFETIME**  
Healthy Babies through Healthy Families

# Campaign Photo Shoot



# Poster and Brochure




**I deal with stress**  
in ways that don't stress my baby.

Take care of yourself so you can take care of your family.


- Reduce stress; stress can cause a baby to be born too soon.
- Eat well and take vitamins.
- Exercise.
- Get enough sleep.
- Avoid smoking, alcohol and drugs.
- Reach out for help.

For more information:  
Call 1-800-722-2295.  
Maternal and Child Health Hotline  
Text "NoStress" to 32075  
Visit [myplace.com/JourneyofaLifetime](http://myplace.com/JourneyofaLifetime)




**JOURNEY of a LIFETIME**  
Healthy Babies through Healthy Families

Powered by the Wisconsin Department of Health Services through the WISN First Step Milwaukee® Head Start Initiative.



## Healthy Babies through Healthy Families



**THE JOURNEY FORWARD**

- Children do best when both parents play a role in their lives. Make time for both parents to be actively involved in child rearing.
- If you find yourself in a violent relationship, protect yourself and your baby – reach out for help.
- Make sure to take prescribed medications and go in for regular check-ups between pregnancies.
- Keep up with healthy eating and regular exercise. It's important to lose all your pregnancy weight.



# Fact Sheet



**JOURNEY+LIFETIME**  
Healthy Starts. Thriving Futures.

Powered by the Michigan Department of Health and Human Services, Division of Public Health, Office of Health Equity and Community Engagement

## We Need Your Help.

Your Role is Reducing Disparities in Birth Outcomes for Black Women in the Midwest African American Community.

**JOURNEY+LIFETIME**  
Healthy Starts. Thriving Futures.

Birth is a joy, but you and your baby will face many challenges in the months, years, and decades ahead. You will want to give your children the best start in life. You will want to give your children the best start in life. You will want to give your children the best start in life.

**THE SOLUTIONS**

Education and training are key to success in life. You will want to give your children the best start in life. You will want to give your children the best start in life. You will want to give your children the best start in life.

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2. Education and training are key to success in life. You will want to give your children the best start in life. You will want to give your children the best start in life. You will want to give your children the best start in life.

### WHAT YOU CAN DO HEALTHCARE

1. Work with your healthcare provider to create a plan for your pregnancy. This includes regular prenatal care, healthy diet, and staying active. You will want to give your children the best start in life. You will want to give your children the best start in life. You will want to give your children the best start in life.

2. Work with your healthcare provider to create a plan for your pregnancy. This includes regular prenatal care, healthy diet, and staying active. You will want to give your children the best start in life. You will want to give your children the best start in life. You will want to give your children the best start in life.

### WHAT YOU CAN DO SOCIAL SERVICE

1. Work with your healthcare provider to create a plan for your pregnancy. This includes regular prenatal care, healthy diet, and staying active. You will want to give your children the best start in life. You will want to give your children the best start in life. You will want to give your children the best start in life.

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# Billboard



Let's deal with  
stress in ways  
that don't stress  
our babies

.....

text "NoStress" to 32075

[myspace.com/JourneyofaLifetime](http://myspace.com/JourneyofaLifetime)

# Post card

[www.facebook.com/abcsforhealthyfamilies](http://www.facebook.com/abcsforhealthyfamilies)

Healthy Birth Outcomes:  
Eliminating Racial and Ethnic Disparities  
in Wisconsin



JOURNEY TO LIFETIME  
Healthy Birth. Strong Family. Healthy Future.

abc  
FOR HEALTHY FAMILIES



Resources for you and your baby...

**TEXT NOSTRESS TO 32075**

You'll receive text messages with local information and resources to support healthy pregnancies and healthy babies.

**TEXT BABY TO 511411**

Get messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Call the Maternal and Child Health Hotline  
**800.722.2295**



WISCONSIN DEPARTMENT  
OF HEALTH SERVICES



NEW CONCEPT  
SELF-DEVELOPMENT CENTER, INC.



Jump at the Sun  
COMMUNITY & LIFE  
Helping communities and their people.

There are lots of places ready to  
give you information and support.  
Help is all around you.

## MILWAUKEE, WI

**Aurora Family Service  
The Family Enrichment Program**  
3200 W. Highland Blvd.  
Milwaukee, WI 53208  
414-345-4481 - Intake/ Information line

**Aurora Sinai Medical Center  
Women's Health Center**  
945 N. 12th St.  
Milwaukee, WI 53233  
414-219-5800

**City of Milwaukee Health Department  
Home Visiting Programs/WIC**  
1639 S. 23rd St.  
Milwaukee, WI 53204  
414-286-8620  
[www.milwaukee.gov/health](http://www.milwaukee.gov/health)  
For a WIC office nearest you dial  
1800-722-2295

**Milwaukee Health Services, Inc.**  
Jill Demson [jdemson@mhsi.org](mailto:jdemson@mhsi.org)  
Clinics:

**Martin Luther King Jr. Heritage Health Center**  
2555 N. Dr. MLK Dr.  
Milwaukee, WI 53212  
414-372-8080

**Isaac Coggs Heritage Health Center**  
8200 W. Silver Spring Dr.  
Milwaukee, WI 53218  
414-760-3900

**New Concept Self Development Center**  
Nancy Hahn [nancyhahn@ncsdc-inc.org](mailto:nancyhahn@ncsdc-inc.org)  
Programs:

**George M. Sanders Fathers  
Family Resource Center**  
Kevin Marquette  
1531 W. Vliet St.  
Milwaukee, WI 53205  
414-344-0146  
[kevinmarquette@yahoo.com](mailto:kevinmarquette@yahoo.com)

**Support Circles for Mothers and Fathers  
Martin Luther King Jr. Community Center**  
Daniela Matthews  
1531 W. Vliet St.  
Milwaukee, WI 53205  
414-344-5600  
[daniela.matthews@milwaukeewi.com](mailto:daniela.matthews@milwaukeewi.com)

**Wheaton Franciscan-St. Joseph  
Women's Outpatient Center**  
Heidi Seymour  
5000 W. Chambers St., Suite 2825  
Milwaukee, WI 53210  
414-447-2275  
[heidlseymour@wfhc.org](mailto:heidlseymour@wfhc.org)



ABCs for Healthy Families-Journey of a Lifetime

Wall Info Photos Discussions Events Video +

Whats on your mind?  
 Attach:   
 Everyone Share

ABCs for Healthy Families-Journey of a Lifetime & Others  
 ABCs for Healthy Families-Journey of a Lifetime Just Others Settings

**ABCs for Healthy Families-Journey of a Lifetime Safe Sleep Summit, Monday, May 3, 7:30am - noon.** Too many Milwaukee babies are dying while sleeping in unsafe conditions. Please join us to discuss what we can do as a community to prevent these deaths.



April 13 at 2:55pm Comment Like Share

**ABCs for Healthy Families-Journey of a Lifetime** The life-course perspective offers a new vision for MCH. It offers a new way of looking at health as an integrated continuum. Workshop participants will engage in interactive activities and a mini-presentation that will focus on increasing knowledge and understanding of the life-course theory, health equity, social d...

See More  
 Life-course Perspective Workshop - June 20th, 2010  
 Wednesday, June 23, 2010 at 3:00pm  
 United Way of Greater Milwaukee

April 11 at 1:22pm Comment Like Share RSVP to the event

ABCs for Healthy Families-Journey of a Lifetime



Journey of a Lifetime Media Coverage  
 April 11 at 12:47pm Comment Like Share

**ABCs for Healthy Families-Journey of a Lifetime Campaign** launch to eliminate racial disparities in birth outcomes in Southeastern Wisconsin. Campaign launched October 2009. Sponsored by the Wisconsin Department of Health Services. Funded by HRSA. Implemented by New Concept Self Development Center, Jump at the Sun Consultants, Knupp & Watson & Welman and Mosaic Communications



Journey of a Lifetime: Healthy Babies through Healthy Families [HQ]  
 Length: 2:05

April 11 at 11:55am Comment Like Share

ABCs for Healthy Families-Journey of a Lifetime Newspaper ads, radio promotions, brochure, billboard and more.



Journey of a Lifetime Campaign Materials

53K Page  
 Promote with an Ad  
 Add to My Page's Favorites  
 Suggest to Friends

"I don't know what the future may hold, but I know who holds the future."  
 Dr. Ralph Abomahly  
 Civil Rights Pioneer 1928-1990

Information

Founded  
 August 2008

Insights

31.0 Post Quality  
 3 Interactions This Week

Most Active Countries  
 United States

4 Friends Like This  
 Lymarie Lathan  
 Ann Wright  
 Alma Brown  
 Alma Brown

122 People Like This

Hillary Whitbeck  
 Mica Chikwa  
 Kami Zamla  
 Liliana Dulan  
 Barbara Wyatt  
 Tasha Jenkins  
 Stacy



# Key Findings and Conclusions



- Community residents can bring authenticity to the design and monitoring of authentic social media and marketing campaigns.



- Partnering with community members to engage in data collection adds value and community ownership of research efforts.



- Key findings from surveys support a stress-reduction social marketing message and support circles for mothers and fathers.



- Emerging social media, e.g., twitter, smart phones, and texting should be monitored for future integration into public health promotion efforts.

- Key findings suggest more work needed to understand relationship of birth outcomes to growing up in stressful environments, poverty, depression, and experiences with racial discrimination.



# Community Surveys



- Survey #1: Spring 2009 (750)
- Survey #2: end of 2010 (603)
- Trained community interviewers
- Convenience sample
  - Locations included beauty/barber shops, churches, community centers/events, soup kitchens, Planned Parenthood, colleges
- Topics
  - Social media, life-course perspective, racism, and exposure to the campaign

# Survey #1 – Social media



- Survey #1 assisted in the selection of social media for campaign
- Respondents reported frequent use of:
  - Texting (60%)
  - *Facebook / MySpace* (44%)
  - Regular access to computer (69%)



# Survey #1 – Views on life course



- 2 general questions on life-course:
  - *In order for a woman to give birth to a healthy baby, how important are her life experiences before her pregnancy (including when she was a little girl)?*
  - *...how important is her health before her pregnancy...*

# Survey #1 – Views on life course



- Life experiences before pregnancy

- Very important 72.4%
  - Somewhat important 21.3%
  - Not very important 5.6%
  - Not at all important 0.7%
- } 94%



- Health before pregnancy

- Very important 75.5%
  - Somewhat important 19.6%
  - Not very important 4.9%
  - Not at all important 0.0%
- } 95%



# Survey #1 – Views on life course



- *How important are each of the following things to whether a woman has a healthy pregnancy and baby?*  
(Very / Somewhat / Not very / Not at all)



- Viewed by *most* respondents as important:
  - Depression, support from baby's father, seeing doctor before pregnancy



- Viewed by *fewest* respondents as important (yet still important):
  - Having experienced discrimination, growing up poor, mother born premature



# Survey #1 – Exposure to racism



- 95% reported discrimination in 1+ domain
- 19% reported in ALL domains



- Domains:

- *Getting service in store/restaurant* 81%
- *On the street / public setting* 77%
- *At work* 71%
- *From the police / courts* 70%
- *At school* 69%
- *Getting hired or getting a job* 65%
- *Getting credit, loans, mortgage* 49%
- *Getting housing* 39%
- *Getting medical care* 37%



# Survey #2 – Social media



- During the campaign, online efforts shifted away from *MySpace* and to *Facebook*
- Survey #2 asked about use (2x/wk) of *Facebook* and *MySpace* separately
  - *Facebook* (51%)
  - *MySpace* (29%)

# Survey #2 – Receiving health information



- *Other ways that I would like to receive health information include:*

<b>Mode</b>	<b>%</b>
Text messages	41
Email	41
<i>Facebook</i>	34
<i>MySpace</i>	17
Twitter	11



# Survey #2 – campaign exposure



- 43% of respondents reported seeing the ad “Let’s deal with stress in ways that don’t stress our babies”



- Racine (54%)
- Milwaukee (33%)



***I have seen, heard about, or received materials/media from  
“Journey of a Lifetime” in the following ways:***



<b>Method</b>	<b>Yes (%)</b>
Billboard	34
Someone told me	31
Advertisements on the radio	31
Posters	28
Booklets / Brochures	24
Advertisements in the paper	24
Advertisements on television*	16
Letters to the editor	8
Text messages	8
Email alerts	7

\*Earned coverage only  
(no tv ad time purchased)



## Contact Information

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