Highlights

Wisconsin PRAMS successfully incorporated a Zika virus supplement into data collection, which will run from February to October 2017.

Wisconsin PRAMS is conducting a reward experiment that will run through October 2017. The aim is to test three reward options to see which one has the greatest impact on increasing response rates.

Wisconsin PRAMS 2014 data are available for analysis. See “How to request PRAMS data” on page 2 for more information!

Looking Ahead

Wisconsin is currently working on developing a professional brand, which includes newly designed materials, to better engage with all mothers who are involved in PRAMS. Stay tuned!

PRAMS will begin data collection for 2017 births starting in April 2017 and going through March 2018.

The next PRAMS Advisory Committee Meeting will be held jointly with MCH on October 4, 2017.

Spring 2017 PRAMS Newsletter

The PRAMS team at the Wisconsin Department of Health Services provides quarterly newsletters to continuously engage the PRAMS Advisory Board and other agencies and organizations invested in maternal and infant health outcomes in Wisconsin.

If there is any specific content you would like to see in future newsletters, please contact the Wisconsin PRAMS team at DHSDPHPRAMS@wi.gov.

Featured Data

PRAMS 2014 data on oral health were shared at the Healthy Smiles for Mom and Baby Advisory Board meeting in March. During the perinatal period, women experience physiological changes that may adversely affect oral health by increasing the risk of gingivitis and periodontal disease. Dental visits, including teeth cleaning, are important and recommended during pregnancy. Healthy Smiles for Mom and Baby is a four-year, statewide program integrating oral health into perinatal health care systems. Here are some key data points:

- Over 90% of mothers reported knowing it was important to care for their teeth and gums, and over 80% of mothers reported having dental insurance during their most recent pregnancy.
- Despite mothers’ knowledge about oral health and access to dental care, only 58% reported having their teeth cleaned during pregnancy.
- Only 42% of mothers with public health insurance such as Medicaid reported having their teeth cleaned during pregnancy compared to 69% of mothers with private health insurance.

Mothers of minority race/ethnicity were significantly less likely than non-Hispanic white mothers to have their teeth cleaned before and during pregnancy.

![Graph](image-url)
How to request PRAMS data

If you would like to request aggregate data or a presentation on one of the many topics on which PRAMS collects information, please send an email to the PRAMS team with the details of your request.

If you would like to access the PRAMS research file for your own analysis using appropriate statistical software, please email the PRAMS team to request an application.

Your completed application will be reviewed by the Division of Public Health Data Governance Board. Upon approval, a Data Use Agreement will be drafted granting you access to PRAMS data for your stated purpose.

If you have any questions about what type of data request would be appropriate based on your research question, email Wisconsin PRAMS and someone from the team will get back to you!

Wisconsin PRAMS team: DHSDPHPRAMS@wi.gov

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Rewards Experiment

The Wisconsin PRAMS team is also conducting a rewards experiment to see if a change from the current music CD will help increase response rates. This experiment will run parallel to the Zika supplement data collection, from February to October 2017.

There are three reward options being offered: the current music CD (acting as a control group), a $10 Visa gift card, and a sleep sack and the Sleep Baby, Safe and Snug board book (also offered in Spanish).

After the conclusion of the experiment, the team will analyze the data to determine which reward had the greatest impact on response rates, and then move forward with that option for future data collection.

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**Wisconsin PRAMS Team**

**Questions or comments? Please send to:** DHSDPHPRAMS@wi.gov

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