What Moms Tell Us

Wisconsin PRAMS

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Division of Public Health
Wisconsin Department of Health Services

October 2, 2013
Madison, Wisconsin
What is PRAMS?

- Pregnancy
- Risk
- Assessment
- Monitoring
- System

Centers for Disease Control and Prevention (CDC) surveillance system started in 1987
PRAMS Participation, 2013

Note: PRAMS represents approximately 78% of all US live births
The Wisconsin PRAMS Team

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I just want to say to all mothers, take care of yourself and your baby. I love kids, and drinking and smoking are not good for you and not good for your baby.

Please keep this message in mind and go to all your doctor appointments.

P.S. I just want to thank Wisconsin PRAMS for giving me a chance to give my opinions.

Thank you. Have a blessed day!

🌟 From a PRAMS mother
Growing Pains (or)
Big Shoes to Fill
5,400 mothers have responded to the PRAMS survey from 2007 through 2011
  - 3,347 responded in 2009 – 2011

CDC Cooperative Agreement, 2011 – 2016

PRAMS and Wisconsin Partnership Program at CDC National Meeting, plenary session, December 2012

Fact sheets:
http://www.dhs.wisconsin.gov/births/prams
Wisconsin PRAMS
Purple Envelope Campaign
Wisconsin PRAMS

Purple Envelope Campaign

- Phase 7 survey: 2012 – 2015 births
- Questions added to reflect the Life Course Perspective

- General health
- Health inequity
- Neighborhood safety
- Social support
- Finances
- Reasons for not breastfeeding
- Safe sleep
- Stress
### Lifecourse Initiatives Healthy Families Collaboratives

#### Response Rates – 2012*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, non-Hispanic</td>
<td>67%</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>51%</td>
</tr>
<tr>
<td>- Kenosha, Rock, Racine</td>
<td>50%</td>
</tr>
<tr>
<td>- Milwaukee &amp; balance of state</td>
<td>52%</td>
</tr>
<tr>
<td>Other (includes Hispanic)</td>
<td>61%</td>
</tr>
<tr>
<td>Total</td>
<td>56%**</td>
</tr>
</tbody>
</table>

*There were 68,367 births in Wisconsin in 2012.

**Un-weighted, preliminary response rate.
PRAMS and WIC Outreach

- Purple Envelope Campaign
  - African American moms

- WIC Outreach
  - 80% of African American respondents said they were on WIC
  - Kenosha, Milwaukee, Rock, Racine counties
PRAMS and WIC Outreach

What’s in it for moms who respond?

- A thank-you gift – a music CD for herself and baby
- Satisfaction - her experience can help other moms

All mothers receive the same message and reward.
What Moms Tell Us
2009-2011 PRAMS DataBook

Key Findings
- Poverty (FPL)
- Stress
- Smoking
- Sleep Position
- Bed-sharing
- Preconception health
Federal Poverty Levels

Federal Poverty Levels by Race /Ethnicity

- **Poor (<100% FPL)**
  - White, non-Hispanic: 17%
  - Black, non-Hispanic: 67%
  - Hispanic/Latina: 37%
  - Other, non-Hispanic: 60%

- **Near-poor (100-199% FPL)**
  - White, non-Hispanic: 19%
  - Black, non-Hispanic: 17%
  - Hispanic/Latina: 24%
  - Other, non-Hispanic: 21%

- **Not poor (200% FPL or more)**
  - White, non-Hispanic: 16%
  - Black, non-Hispanic: 16%
  - Hispanic/Latina: 42%
  - Other, non-Hispanic: 37%

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
Stressful Life Events

Stressful Life Events - Categories by Race/Ethnicity

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
Cigarette Smoking

Changes in Smoking Behaviors During Pregnancy

- Nonsmokers: 74%
- Smokers: 26%

Reduced: 6%
Same/more: 11%
Quit: 9%

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
**Infant Sleep Position**

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Not on Back</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, non-Hispanic</td>
<td>17%</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>31%</td>
</tr>
<tr>
<td>Hispanic/Latina</td>
<td>18%</td>
</tr>
<tr>
<td>Other, non-Hispanic</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19%</strong></td>
</tr>
</tbody>
</table>

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
## Bed-sharing

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Always/Often</th>
<th>Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, non-Hispanic</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latina</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Other, non-Hispanic</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>28%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
Pregnancy Intention

How did you feel about becoming pregnant?

- Intended (63%)
  - Sooner 18%
  - Later 28%
  - Then 45%
- Unintended (37%)
  - Did not want 9%

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
# Pregnancy Intention by Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th>Unintended</th>
</tr>
</thead>
<tbody>
<tr>
<td>White, non-Hispanic</td>
<td>33%</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>65%</td>
</tr>
<tr>
<td>Hispanic/Latina</td>
<td>43%</td>
</tr>
<tr>
<td>Other, non-Hispanic</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
Pregnancy Intention and Preconception Health

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
In the three months before you got pregnant with your new baby, did you have any of the following health problems:

- Anemia
- Asthma
- Anxiety
- Depression

Source: Wisconsin PRAMS 2009-2011, Division of Public Health, Department of Health Services
Survey Operations

- Response rates
- Extra sample of African American mothers
  - “Talk it up”
  - Flyers
  - Posters
- New CDC Software (PIDS)
Future Developments

- PRAMS DataBook
- PRAMS Survey Revision
  - Phase 8 – in the field in 2016
- Your Input!
  - Survey Revision
    - Topics for standard questions
Wisconsin PRAMS
Purple Envelope Campaign

- Phase 7 survey: 2012 – 2015 births
- Questions added to reflect the Life Course Perspective
Phase 8 Questionnaire Revision – CDC schedule

- 3 year questionnaire revision cycle
- Develop procedures for periodic addition of supplements for emerging high priority issues
- Shorten the core questionnaire
  - 60% core questions
  - 40% standard questions
    - ~30 questions
CDC Plan to Reduce Core

- Questionnaire Workgroup – Reducing Phase 8 core
  - HP2020
  - ACA implications
  - Lifecourse Indicators
  - COIIN Initiative
Phase 8 Core Decision Chart

1. Does question measure Healthy People 2020 objective? [Yes, No]
2. Is question on a topic that is funded? [Yes, No]
3. Is question related to ACA or other DRH priority? [Yes, No]
4. Is question unique and reliable based on DQIP results? [Yes, No]
5. Have trends for the indicator changed over time? [Yes, No]
Proposed Phase 8 Questionnaire Timeline

- **2014**
  - Spring - Evaluate Phase 7 Core
  - Summer - Send draft core and standard documents to states
  - Fall - Testing and evaluation documentation sent to states

- **2015**
  - States select questions for Phase 8 questionnaire

- **2016**
  - States implement Phase 8 questionnaire
Discussion

30 minutes discussion and 15 minutes report back

- Topics for phase 8 standard questions
  - Phase 7 topic handout

- Communication during planning
  - Email contact with staff
  - Conference calls - 2014
  - Voting process 2015
For more information:

- Wisconsin PRAMS  
  http://www.dhs.wisconsin.gov/births/prams  
  Factsheets, presentations, and commonly asked questions for mothers

- CDC PRAMS  http://www.cdc.gov/prams/
Many Thanks!