



What Moms Tell Us

Wisconsin PRAMS

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Wisconsin Pregnancy Risk
Assessment Monitoring System
& Wisconsin Maternal and Child
Health Advisory Committees

Division of Public Health
Wisconsin Department of
Health Services

October 2, 2013
Madison, Wisconsin



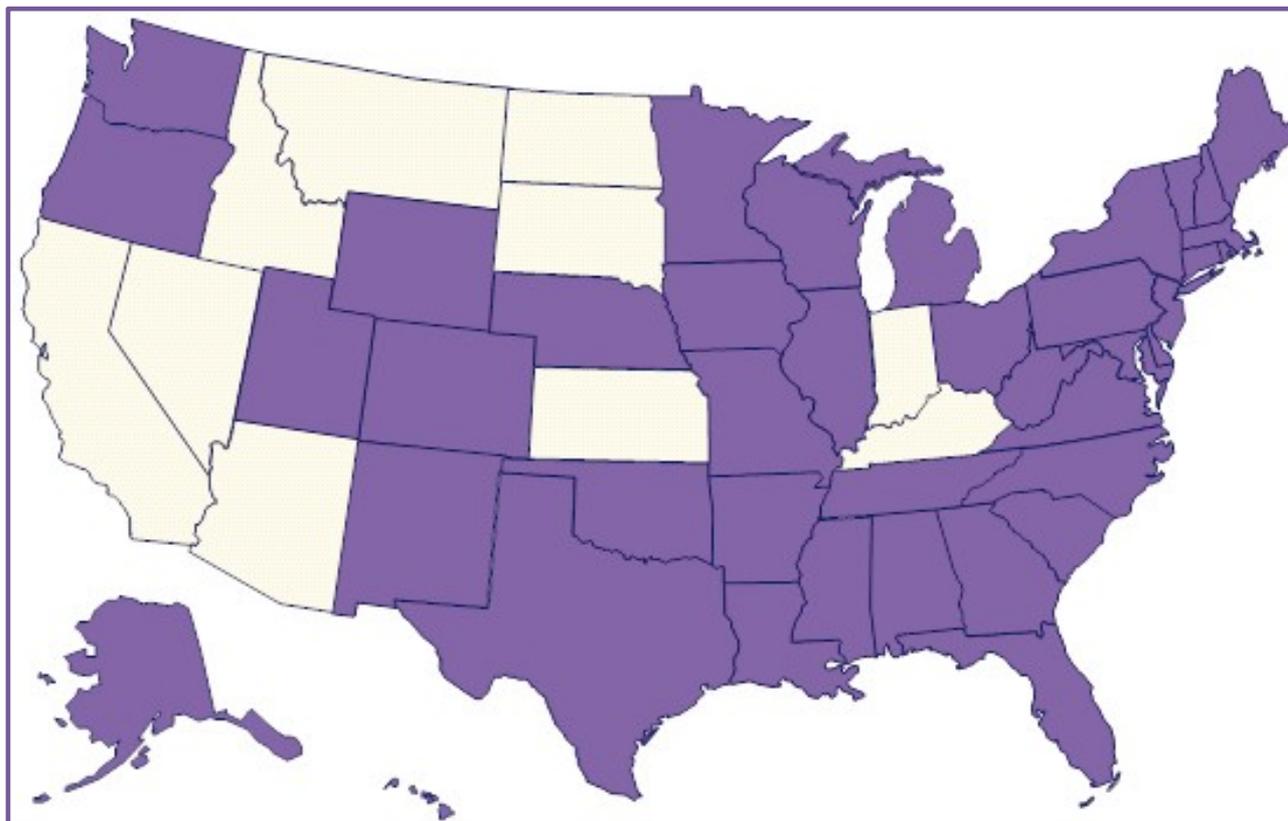
What is PRAMS?

- 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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What Moms Tell Us

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.

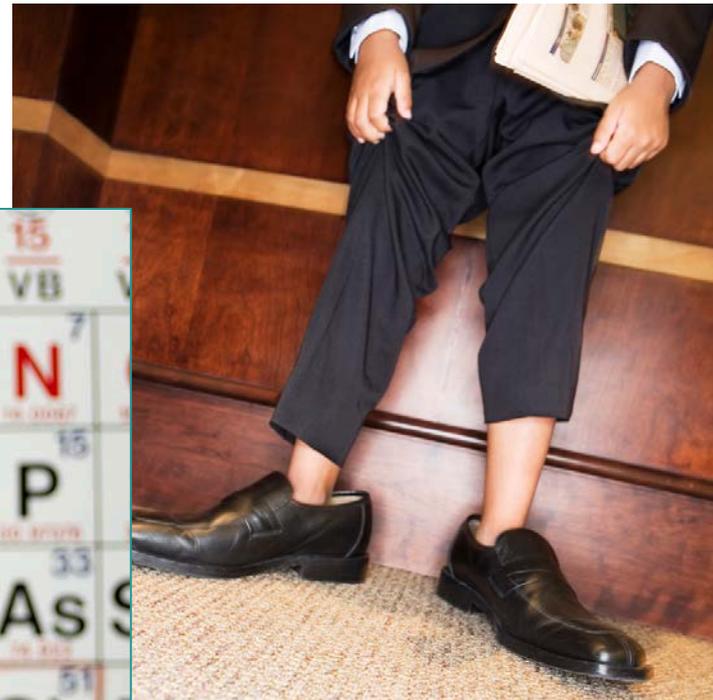
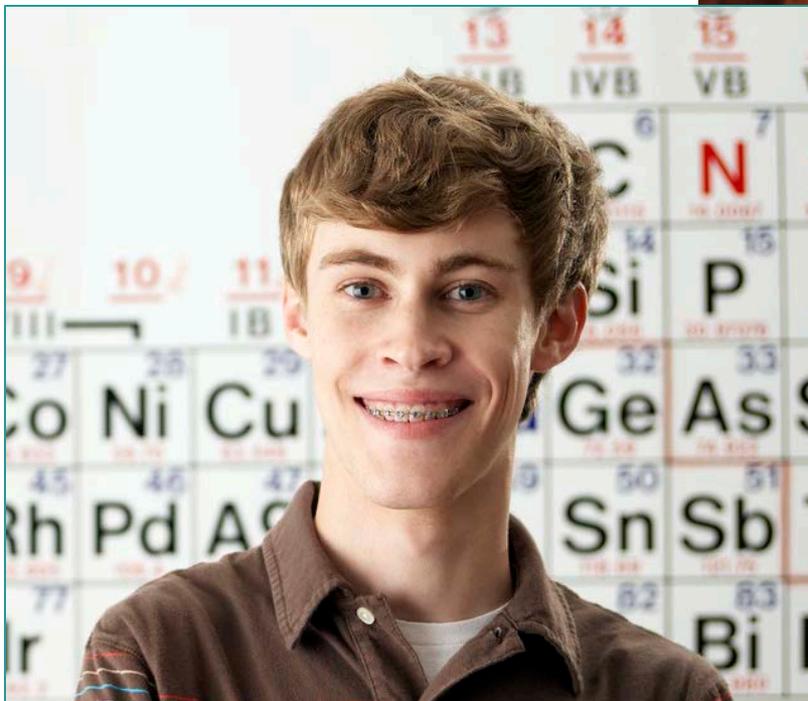
Please keep this message in mind and go to all your doctor appointments.

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





Wisconsin PRAMS

Updates

- 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>

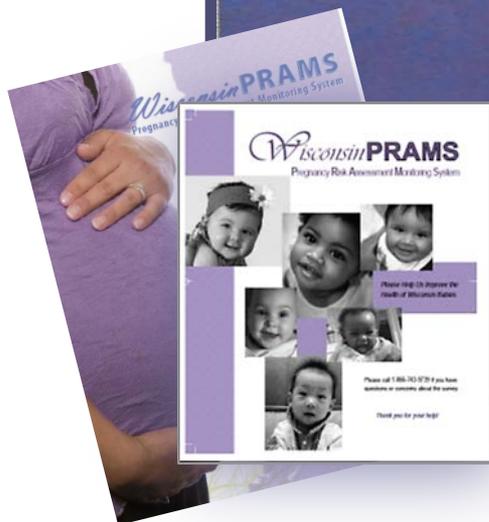
Wisconsin PRAMS

Purple Envelope Campaign

Wisconsin PRAMS
1 West Wilson St
Madison WI 53703



Ms. Carrie Smith
123 Home Rd
Milwaukee, WI



Wisconsin PRAMS

Purple Envelope Campaign

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





Lifecourse Initiatives Healthy Families Collaboratives

Response Rates – 2012*	Percentage
White, non-Hispanic	67%
Black, non-Hispanic	51%
▪ Kenosha, Rock, Racine	50%
▪ Milwaukee & balance of state	52%
Other (includes Hispanic)	61%
Total	56%**

*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.



Healthy babies start with you!



PRAMS is helping to improve the health of Wisconsin babies and their mothers. You can help, too!

You may receive a survey soon.

Please fill it out and send it back to us as soon as you can!



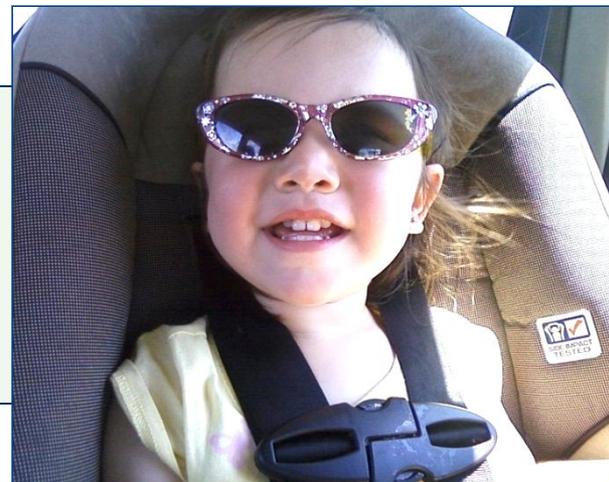
If you complete the survey, we'll send you a CD for you and your baby!

Wisconsin **PRAMS**
Pregnancy Risk Assessment Monitoring System

What Moms Tell Us

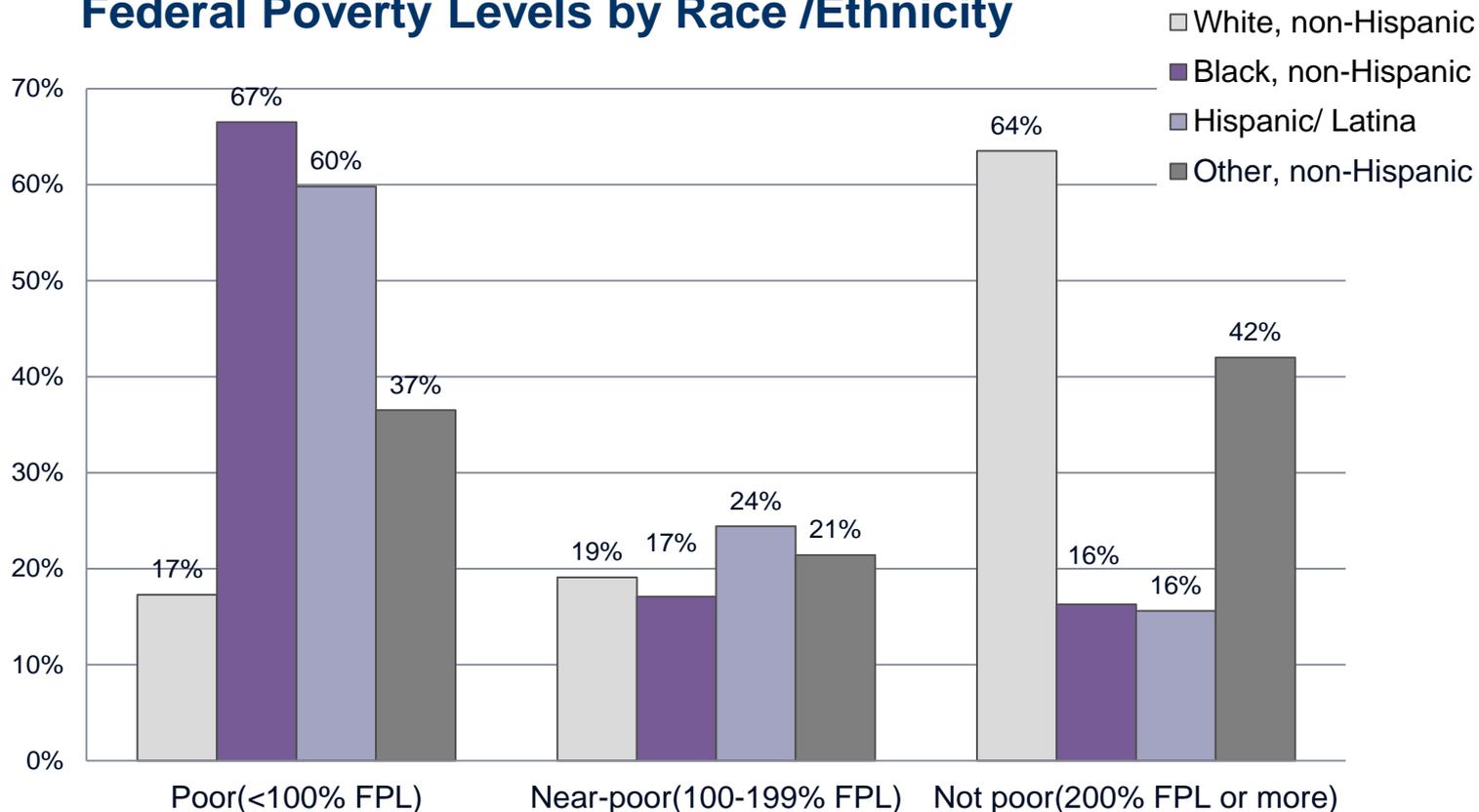
2009-2011 PRAMS DataBook

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



Federal Poverty Levels

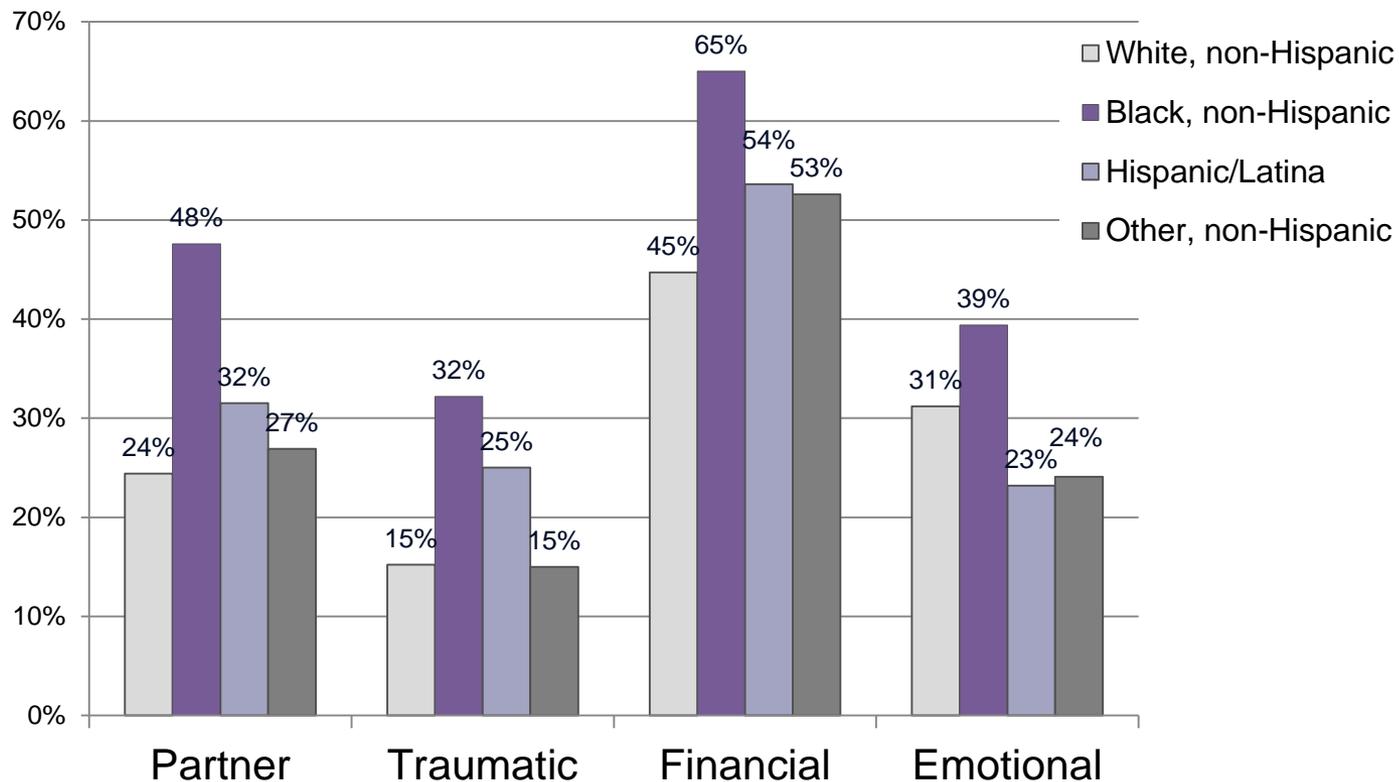
Federal Poverty Levels by Race /Ethnicity



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

Stressful Life Events

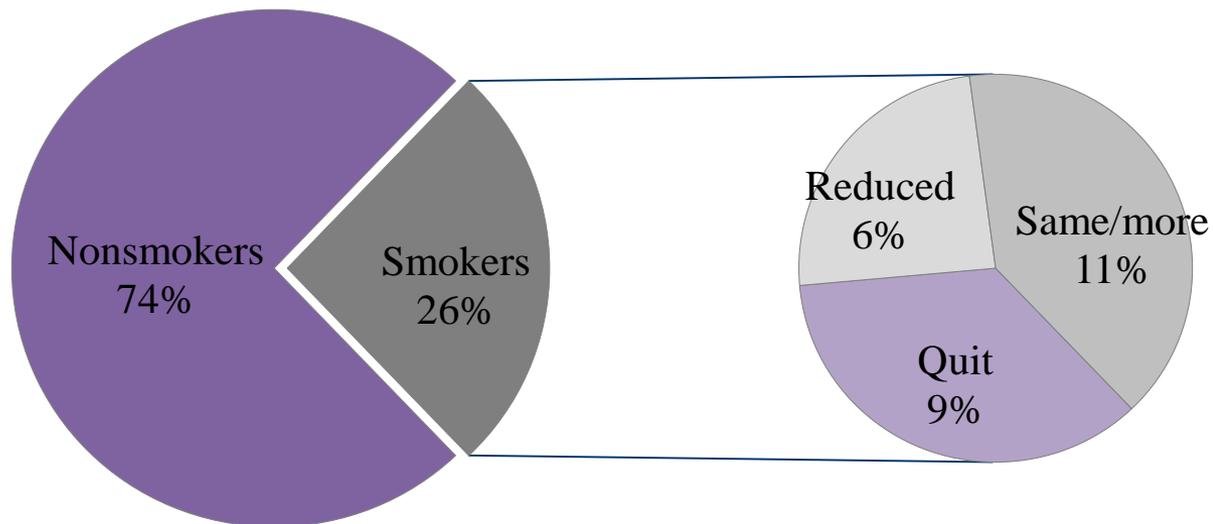
Stressful Life Events - Categories by Race/Ethnicity



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

Cigarette Smoking

Changes in Smoking Behaviors During Pregnancy



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



Infant Sleep Position

Race/ethnicity	Not on Back
White, non-Hispanic	17%
Black, non-Hispanic	31%
Hispanic/Latina	18%
Other, non-Hispanic	18%
Total	19%

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



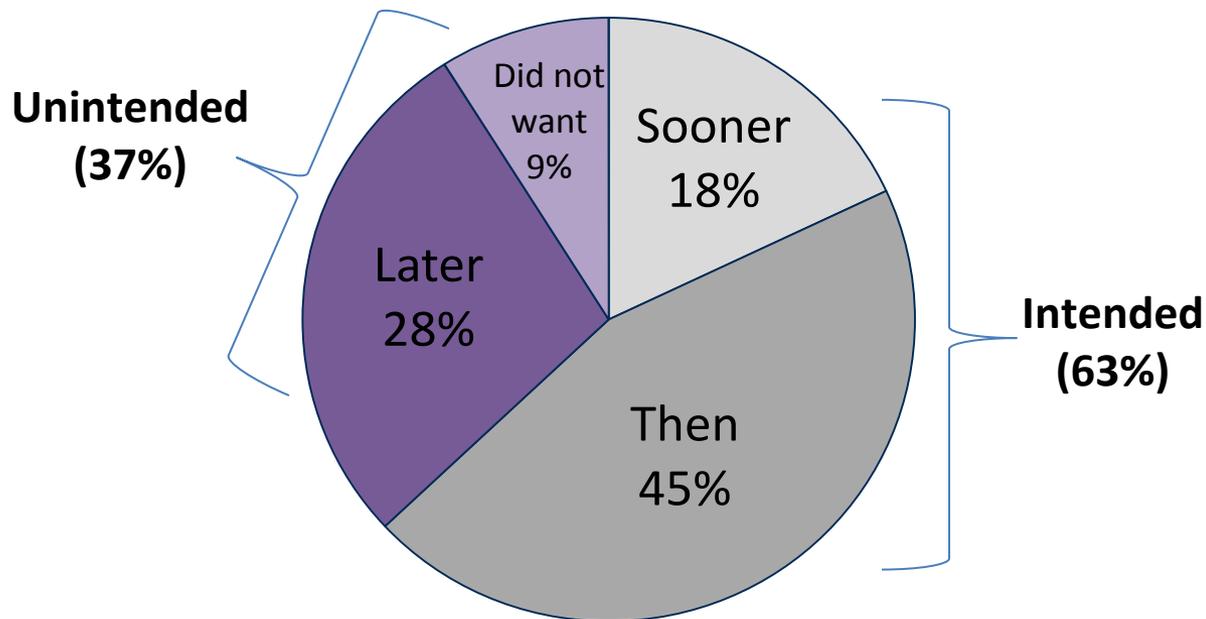
Bed-sharing

Race/ethnicity	Always/Often Sometimes
White, non-Hispanic	24%
Black, non-Hispanic	38%
Hispanic/Latina	40%
Other, non-Hispanic	49%
Total	28%

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

Pregnancy Intention

How did you feel about becoming pregnant?



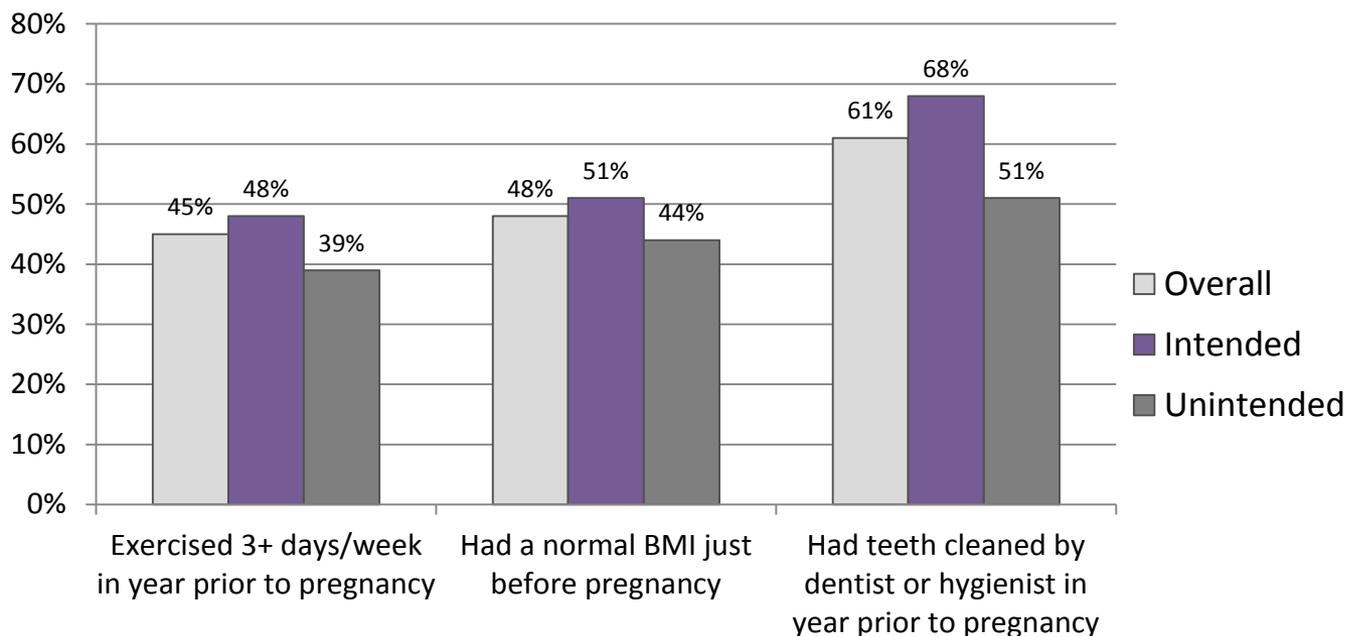


Pregnancy Intention by Race/Ethnicity

Race/ethnicity	Unintended
White, non-Hispanic	33%
Black, non-Hispanic	65%
Hispanic/Latina	43%
Other, non-Hispanic	41%

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

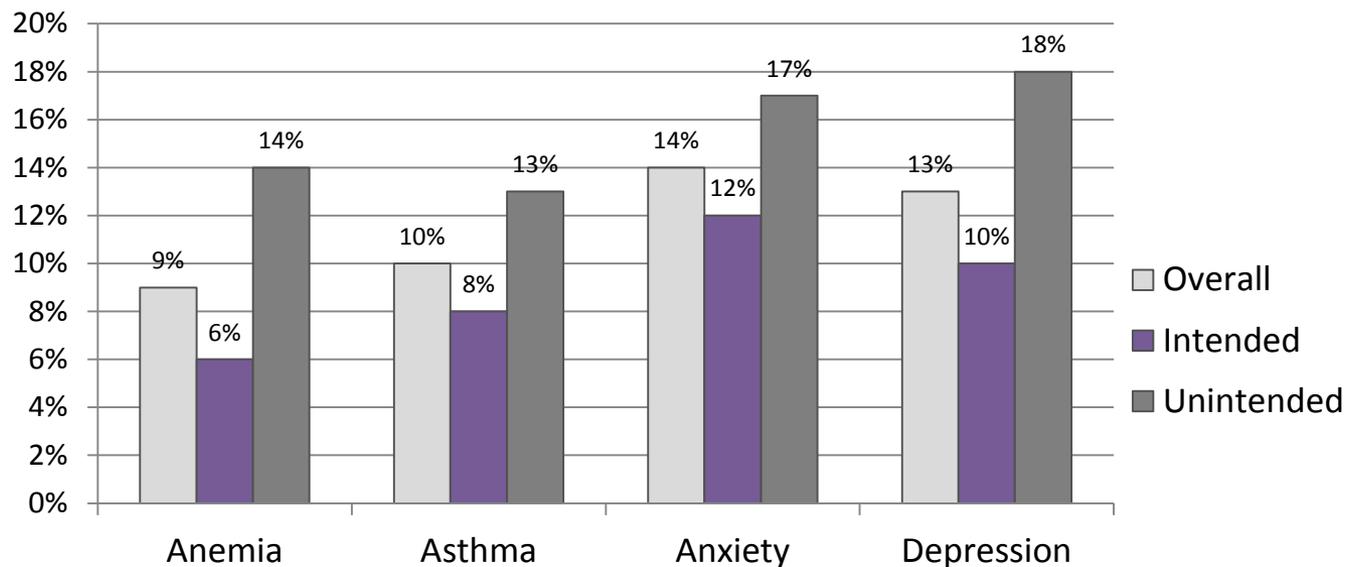
Pregnancy Intention and Preconception Health



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

Pregnancy Intention and Preconception Health

In the three months *before* you got pregnant with your new baby, did you have any of the following health problems:



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

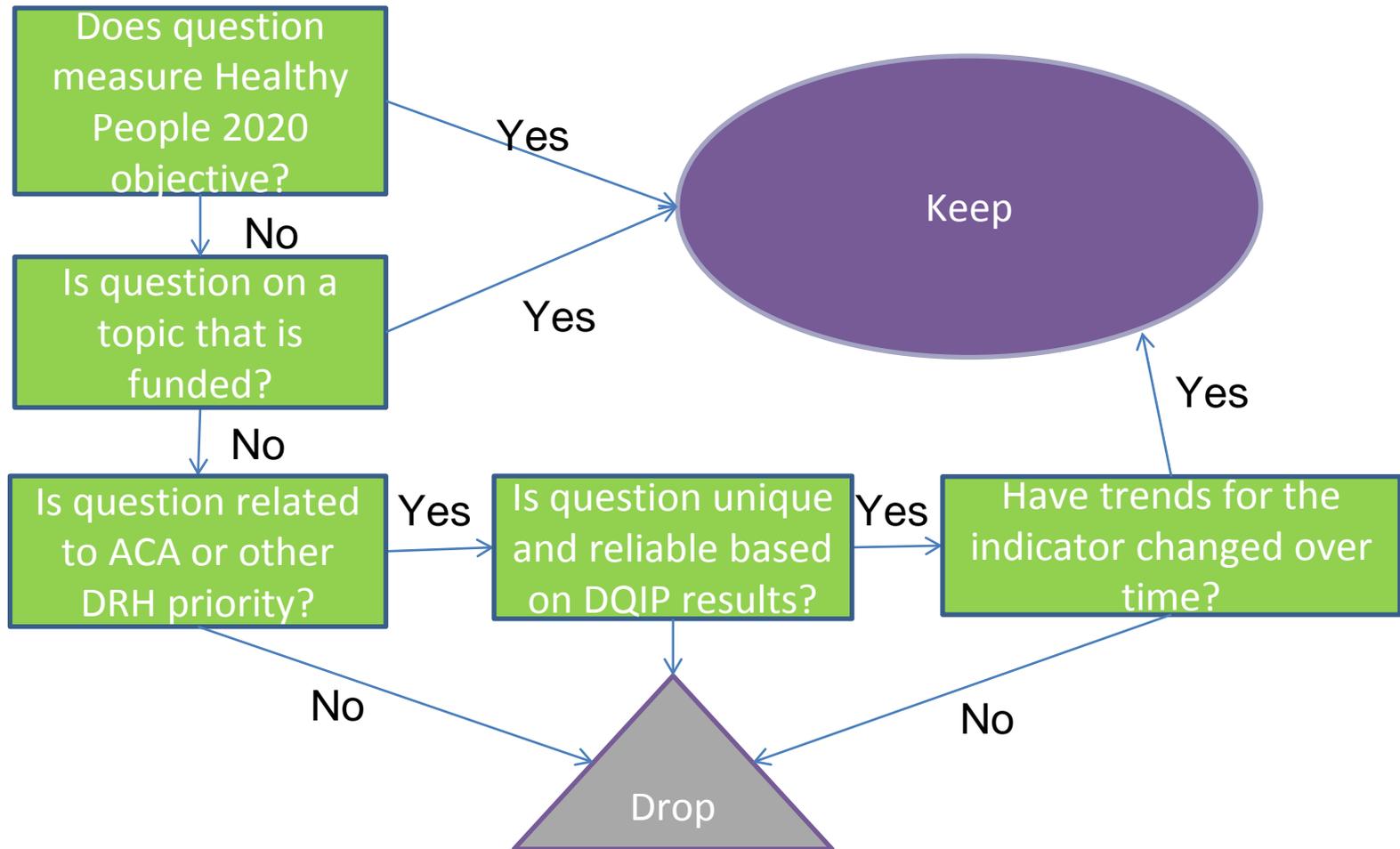
- 3 year questionnaire revision cycle
- Develop procedures for periodic addition of supplements for emerging high priority issues
- Shorten the core questionnaire
 - 60% core questions
 - 40% standard questions
 - ~30 questions



CDC Plan to Reduce Core

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

Phase 8 Core Decision Chart





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!

Thanks!

Thanks!

Thanks!

¡Gracias!

Thanks

Hey!
Thanks!



¡Gracias!

Thanks!

Thanks!

¡Gracias!

Thanks!

Thanks!