



Wisconsin PRAMS and the Wisconsin Partnership Program: Collaboration and the Lifecourse Initiative for Healthy Families

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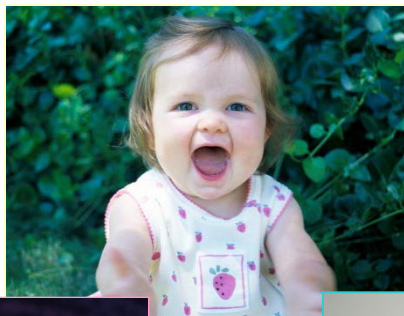
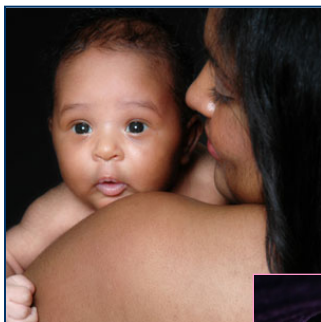
2012 PRAMS National Meeting
Pregnancy Risk Assessment Monitoring System

San Antonio, Texas

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Wisconsin PRAMS

What Moms Tell Us





Overview

- Purpose/Goals and Objectives
- Collaborators
- Methods/Process
- Outcome
- Follow-up Activities/Lessons Learned
- Win-Win



Purpose/Goals and Objectives

Collaboration with the Wisconsin Partnership Program (WPP) to:

1. Oversample African American mothers
2. Increase response rates for African American mothers
3. Provide additional PRAMS data for analysis of racial disparities and program planning and evaluation



Background

- Demographics
 - In Wisconsin, infant mortality rates for African Americans are among the worst in the country
 - Majority of African Americans live in the southeastern corner of the state (including Milwaukee County)
- PRAMS response rates
 - African Americans - average 40%

Poverty rises in southeast Wisconsin

Poverty rates climbed in southeast Wisconsin, most notably in Kenosha County where the rate jumped 4.3 percentage points. Milwaukee County's poverty rate of 20.1% leads the state.

COUNTY	PERCENTAGE POINT CHANGE		
	2008	2009	
Kenosha	8.9	13.2	+4.3
Milwaukee	16.8	20.1	+3.3
Ozaukee	3.6	5.3	+1.7
Racine	9.9	12.2	+2.3
Washington	4.3	5.4	+1.1
Waukesha	3.9	4.8	+0.9
Wisconsin	10.4	12.4	+2.0

Poorest big cities

Milwaukee had the fourth-highest poverty rate among U.S. cities with a population of 250,000 or more, with more than one out of four residents living in poverty in 2009. The city ranked 11th highest the previous year.

Percentage of people in poverty, 2009

Detroit, Mich.	36.4
Cleveland, Ohio	35.0
Buffalo, N.Y.	28.8
Milwaukee	27.0
St. Louis, Mo.	26.7
Miami, Fla.	26.5
Memphis, Tenn.	26.2
Cincinnati, Ohio	25.7
Philadelphia, Pa.	25.0
Newark, N.J.	23.9

The Headlines

Milwaukee now fourth poorest city in nation

City's poverty rate in 2009 rises to 27%, Census says



Protecting and promoting the health and safety of the people of Wisconsin



Process – Experiment 2009

- African American stratum divided into 3 groups
 - Treatment 1: \$5 cash incentive
 - Treatment 2: \$6 diaper coupon
 - Treatment 3: control group
- About 210 sampled mothers in each group
- African American stratum was one-third of Wisconsin's sample (10% of birth mothers)



Process – Partners 2010

- WPP selected PRAMS to evaluate the Lifecourse Initiative for Healthy Families (LIHF)
- Provided additional funding for an oversample
- LIHF Communications and Public Awareness Workgroup collaboration
- Brainstorming with workgroups and developed Purple Envelope Campaign

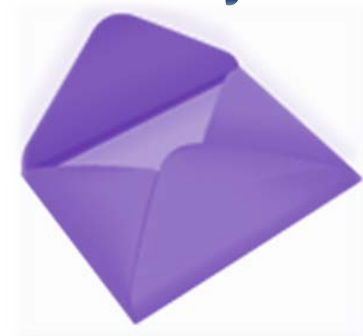


PRAMS and WPP/LIHF

- Phase 7 – standard questions selected to reflect the Lifecourse model
- Results from PRAMS will help the LIHF collaboratives learn more about the experiences of African American mothers
- Monitor changes in communities that have an impact on birth outcomes

LIHF and PRAMS Purple Envelope Campaign

- CDC protocol for mailing surveys to African American mothers in Kenosha, Milwaukee, Racine, and Rock counties
- Started with 2011 births
- African American mothers receive the survey in a purple envelope with a monetary incentive



Outcome

- Successful partnership with academia, state government and local communities
- Increased response rates for the African American oversample
- Sustained funding for oversample
- Successful promotion of PRAMS in communities with hard-to-reach populations





Follow-up Activities and Lessons Learned

- Regular meetings between Wisconsin PRAMS, WPP, and LIHF projects
- Regular communication, outreach activities, and ongoing PRAMS promotion
- Many partners – group dynamics

Lessons Learned and Win-Win

- Regular communication is essential
- Careful and strategic planning
- Realistic expectations
- All partners involved
- Committed partners
- Sustained funding for oversample





Wisconsin PRAMS

- Division of Public Health
 - Murray Katcher, MD, PhD, Principal Investigator
 - Katherine Kvale, PhD, Project Director
 - Kim González, Data Manager
 - Eleanor Cautley, MS, Project Coordinator
 - Kathryn Jones, Resource Technician
 - Angela Rohan, PhD, Senior MCH Epidemiologist, CDC Assignee



Wisconsin PRAMS

- University of Wisconsin Survey Center
 - Chad Kniss, MA, Project Director
 - Stephanie Hartwig, Assistant Research Specialist
 - Jennifer Dykema, PhD, Survey Methodologist, Associate Research Scientist
 - John Stevenson, Associate Director



Wisconsin PRAMS

- Wisconsin Partnership Program
 - Quinton Cotton, MSSA
 - Nancy Eberle, MPH
 - Cathy Frey
 - Lorraine Lathen, MA
 - Paul Moberg, PhD
- Lifecourse Initiative for Healthy Families
 - Kenosha * Milwaukee * Racine * Rock Counties

What Moms Tell Us

- “Thank you for allowing me to answer the questions in this survey; and I do hope that my answers will be of help to women out there including members of my family.”
- And many thanks to the moms who have participated in Wisconsin PRAMS!



Many Thanks!

Thanks!

Thanks!

Thanks!

¡Gracias!

Thanks!



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Disclaimer

The findings and conclusions presented in this report are those of the author and do not necessarily represent the official position of the Centers for Disease Control and Prevention or the Wisconsin Department of Health Services.