

Outcome 1 – Children are born healthy (FY19)

Goal: Prenatal health care services are easy for families to access.			
Objective 1: Barriers (transportation, childcare, parents' work schedules and doctors' office hours) to accessing prenatal health care services are identified and reduced.			
Strategy 1: Understand family mindset about the importance of prenatal health care and provider knowledge of barriers to access prenatal healthcare.		Performance Measures: <ul style="list-style-type: none"> • # of prenatal health care providers that offer a new option to reduce barriers • Reduction in number of families missing pre-natal health care appointments at Women's Health at ICHD 	
QUESTION: How does the "Prenatal Health Care" Spotlight align with outcome group activities? <ul style="list-style-type: none"> • All of the above. <p><i>Group Members: Jessica, Lisa, Krystal, Theresa</i></p>			
Year 2 Activities	Persons/Groups Responsible	Resources	Progress Measures (outputs of Activities):
ACTIVITY COMPLETED in FY18- Survey families about prenatal health care preferences and services, including centering pregnancy, with organizations such as Baby Cafe/Expectant Parents Organization, Shared Pregnancy, Lansing School District, Willow Tree, Post-partum patients at Clinics/Prenatal office, Pregnancy Service <ul style="list-style-type: none"> - Create survey - Determine survey distribution method (who distributes and receives survey) - Collect survey data 	Ingham County Health Department, Ingham GSC Local Leadership Group	Survey, families to survey, and people to administer the survey	Survey created Survey data collected
Analyze prenatal health care survey data to determine next steps.	Outcome 1 group	Prenatal Health care survey data Outcome 1 Group	Next steps in promoting the importance of prenatal health care determined 09/12/18 Progress and next steps: <ul style="list-style-type: none"> • Completed survey, results didn't provide as much data. 10/17/18 Progress and next steps: <ul style="list-style-type: none"> • Revisit survey—community input walls, hospitals • Interns coming up with new target for survey and method of distribution. 11/14/18 Progress and next steps: <ul style="list-style-type: none"> • Tweaked the survey – being intentional with the question; multiple choice questions; focused on targeting demo/at risk populations. • Paper survey and Survey Monkey (post at Dr. Office, WIC, birthing tours, etc.) • More purposeful questions (targeted) psycho-social factors 12/19/18 Progress and next steps:

			<ul style="list-style-type: none"> • Presentation at Maternal Child Health HV meeting on survey; looking at data, why/what data means; • Timeline for survey (end of March); • Distribution (ie paper, electronic, focus groups) <ul style="list-style-type: none"> ○ Concern: Duplication of survey (same people complete?); biographical info (faith based, childcare/schools at K Round Up or at open houses) ○ Questions to Ask: <i>Where/How</i> (laundry mat, ERs/Urgent Cares, salons/parlors); <i>What</i> (have a doctor's office, accept insurance, pregnant) • In general, after early and on-going "prenatal care is important" info is the final product for Strategy 1 (i.e. infographic, pamphlet, brochure) • ICHD to look at previous brochure we could use for Outcome 1 as a starting point (suggestion from Outcome 2/Michelle N. to see March of Dimes "healthy babies" outcomes as an example. <p>04/17/19 Progress and next steps:</p> <ul style="list-style-type: none"> • Surveys are done, data evaluated.
<p>Review existing community organizations' pre-pregnancy and pre-natal education about the importance of OB appointments and care during pregnancy for mothers (first-time and non-first time.)</p>	<p>Ingham County Health Department, Local Leadership Group</p>	<p>Access to multiple pre-pregnancy and pre-natal community organizations.</p>	<p>Information on importance of pre-natal care included in community organizations pre-pregnancy and pre-natal education.</p> <p>11/14/18 Progress and next steps:</p> <ul style="list-style-type: none"> • Make lists and contact organizations of our targeted group. • Brainstorm for targeted at risk population. • *Start to contact groups* <ul style="list-style-type: none"> ○ Willow Tree ○ Early Head Start ○ Shared Pregnancy - connect with ICHD (Krystal/Jessica) ○ Strong Start Healthy Start ○ Cristo Rey – ICHD (Krystal/Theresa) • Where can we hand our info or place our surveys? <ul style="list-style-type: none"> ○ Goals: 150 paper surveys 3-5 community input walls 20 qualitative stories (experience of prenatal) <p>02/20/19 Progress and next steps:</p> <ul style="list-style-type: none"> • WIC, Allen Neighborhood, Family Growth Center community input walls now up. • SSHS discussion 2/21/19 re diaper program. • Focus groups/discussions w/ GSFC (Jessica) <p>03/20/19 Progress and next steps:</p> <ul style="list-style-type: none"> • Survey responses/data collection is underway. • February SSHS Diaper Program, Mach 7th GSFC meeting, Community Input Walls • At 3/28/19 GSFC meeting will distribute survey to families. • Possible community input wall at Cristo Rey (Diaper Pantry)

Identify person with a connection to Women's Health and work towards tracking prenatal health care appointment data of women going to first prenatal appointment.	Ingham County Health Department	ICHD staff time Women's Health	Women's Health staff person identified Data collection process identified 09/12/18 Progress and next steps:
Strategy 2: Engage prenatal healthcare providers, funders, and other relevant decision-makers in shifting policies within their scope of work and daily procedures beyond traditional services to make prenatal health care services more assessable to families.	Performance Measures: • # of prenatal health care providers that offer a new option to reduce barriers		
Year 2 Activities	Persons/Groups Responsible	Resources Needed	Progress Measures (outputs of Activities):
Survey families regarding need for childcare and after-hours appointments. Upon analyzing survey data, work to provide supports to have childcare onsite to support parents' participation in prenatal services (i.e. Drs. Offices)	GSC Members, Great Start to Quality Central Resource Center	Prenatal Offices, Child care providers	One child care provider identified to provide child care 09/12/18 Progress and next steps:
Objective 2: Increase knowledge and use of health care benefits and other supportive services for prenatal care.			
Strategy 1: Outreach to families about health care benefits in new and non-traditional ways.	Performance Measures: • Increase in family's knowledge and use of health care insurance benefits • # of people requesting information from Medicaid Health insurance provider about benefits		
Year 2 Activities	Persons/Groups Responsible	Resources Needed	Progress Measures (outputs of Activities):
Communicate and share information about health care benefits in natural traffic areas, like grocery stores, mass media outlets (Facebook, advertisements) for families. - Craft "Questions to ask" about health insurance benefits in multiple languages that families can understand and resonate with	Local Leadership Group, Family Coalition, Ingham County Health Department, Pathways to Better Health	Knowledge about health insurance benefits, Staff time, Health insurance navigators, Knowledge of predominant languages	"Questions to ask" sheet created "Questions to ask" sheets available at 5 natural traffic areas 10/17/18 Progress and next steps: • Strategy—communicate about health care access and benefits: find infographics, posters, etc. If cannot find, create one for distribution. 02/20/19 Progress and next steps: • Will to continue to work on Objective 2. Will look through past notes and template brochure. 04-17-19 Progress and next steps: • Develop "questions to ask" sheet (prenatal, health insurance, health); consider multiple languages. • Determine who/where the ask goes • Faith-based community, barbershops/salons, home visitors, etc. • *Immigrant/refugee center (IRRC, RDC)

			<ul style="list-style-type: none"> • Jessica/Wendy – Trusted Advisors • Jessica - Have representation at GSC <u>or</u> make connection with Trusted Advisors/community reps. • Theresa - *Cristo Rey Parenting classes, well child visits, ACES • Think about dissemination of info in multiple languages (GSC website). • Krystal - Target a specific provider group. • Who – parents; community reps • Email tentative questions to group – prenatal health, health in general, and health insurance • Connect with potential groups – contact info, bio.
Develop of list of local “health fair” events (Cristo Rey, Juneteenth, Baby Fair, etc.) to distribute “Questions to Ask”.	Ingham GSC Family Coalition	“Questions to ask” Staff time	<p>List of health fairs Created “Questions to ask” distributed</p> <p>09/12/18 Progress and next steps:</p> <ul style="list-style-type: none"> • Baby Fair, diaper events, Cristo Rey Baby Fair • Get assistance during events from 7CLingo interpreters (i.e. education materials, statistics, etc.) • Talking points for staff at home visits.
Promote cultural competency/empathy in Ingham County Health Department providers and front line workers when sharing health insurance benefits information.	Ingham GSC and partners, Melea Bullock	Cultural competency information/training	<p>One cultural competency/empathy training offered locally</p> <p>09/12/18 Progress and next steps:</p>
Engage with one Medicaid Health insurance provider to share information about families’ lack of knowledge of health insurance benefits and gain an understanding of the benefits offered. - Promote cultural competency so benefit information can be shared with families in ways that resonate with them	Ingham County Health Department, Ingham Department of Health Human Services, Dana Watson	Access to alternate modes of communication (interpreters, TDP) Blue Cross Complete	<p>Primary health insurance provider contacted to see if there is staff who speaks languages other than English</p> <p>Connection with Medicaid health insurance provider occurs</p> <p>09/12/18 Progress and next steps:</p> <ul style="list-style-type: none"> • Begin updating Medicaid provider lists. <p>10/17/18 Progress and next steps:</p> <ul style="list-style-type: none"> • Updating medical provider list for Medicaid acceptance • Asking providers if they offer translation services for non-English speakers • Listed local health-care events.