Mississippi County Healthy Start: Local Evaluation Approach and Methods

Jeffrey P. Mayer

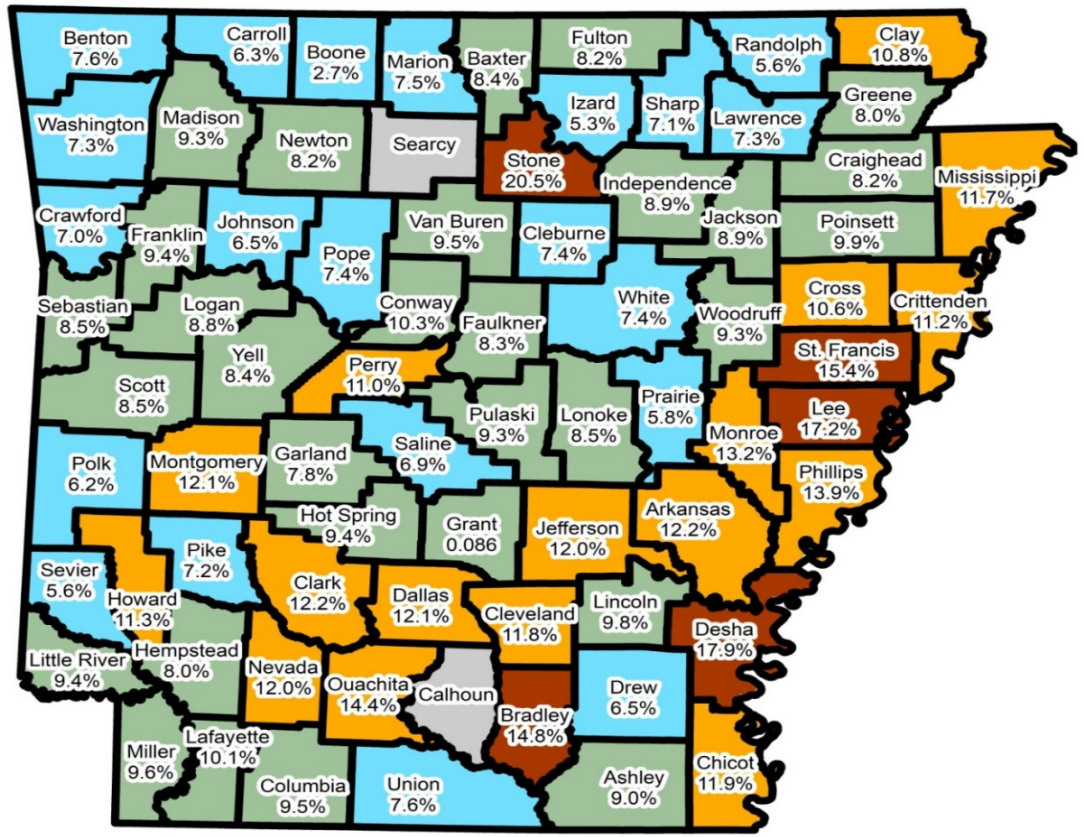
Maria Towery

Healthy Start ALMA Meeting

Birmingham, AL

August 1-2, 2016

Mississippi County Healthy Start
Percent Low Birthweight by County
Arkansas
2010



Percent
Low Birth Weight (<5.5 lbs)

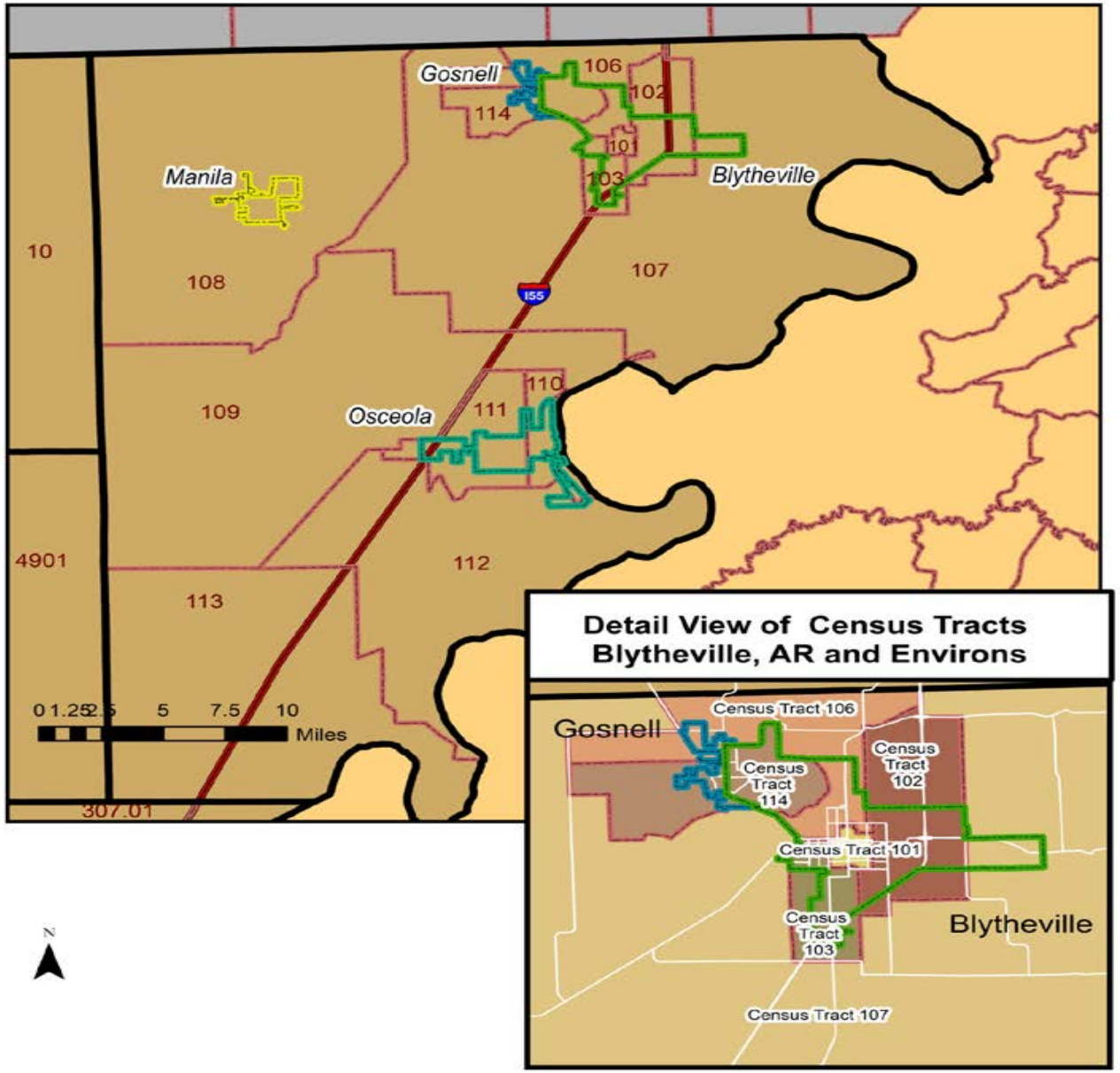
- 2.7% - 7.6%
- 7.7% - 10.3%
- 10.4% - 14.4%
- 14.5% - 20.5%
- Below reportable threshold

Source: Arkansas Health Department, Health Statistics Branch
2010

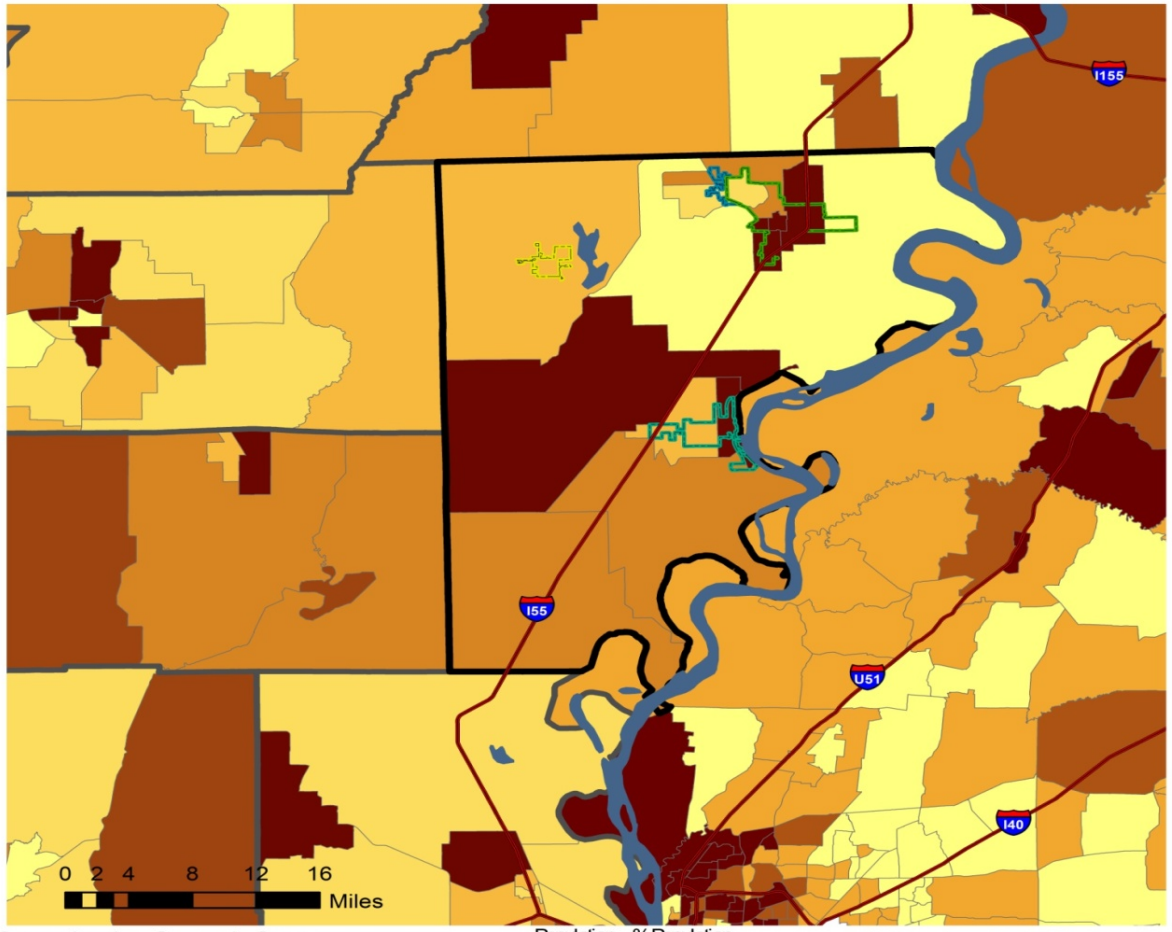
N

0 5 10 20 30 40
Miles

Mississippi County Healthy Start
Mississippi County Census Tracts and Selected Municipalities
Location Map



Mississippi County Healthy Start
Percent of Population Under 18 in Poverty by Census Tract
2007 - 2011



Source: American Community Survey
2007-2011
U.S. Census Bureau

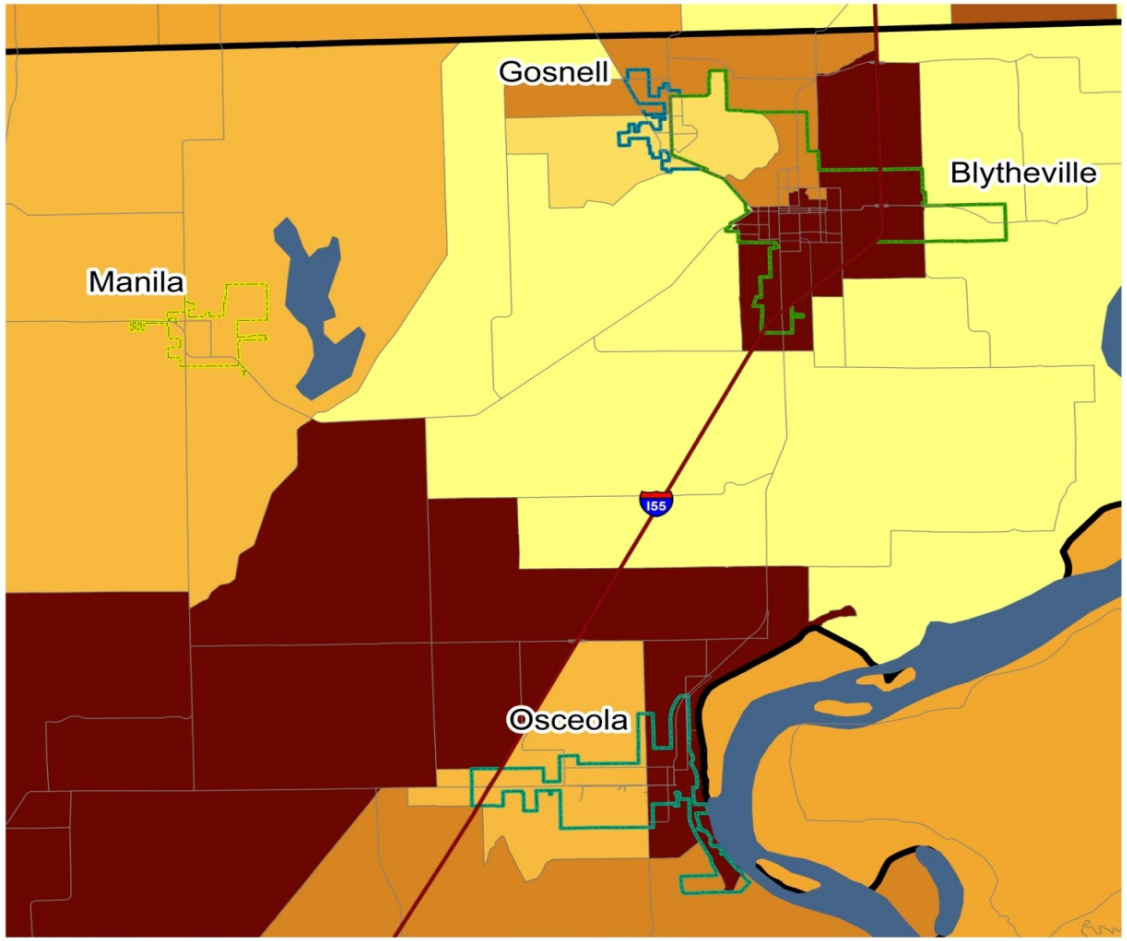
City	Population Under 18 in Poverty	% Population Under 18 in Poverty
Blytheville	2,532	54.4%
Gosnell	287	24.0%
Manila City	183	22.8%
Osceloa City	1,049	46.1%
Mssissippi County	5,341	41.1%
Arkansas	186,278	26.8%

N

% Under 18 in Poverty

- Less than 10%
- 10.1% to 20%
- 20.1% to 30%
- 30.1% to 40%
- 40.1% to 50%
- Over 50%

Mississippi County Healthy Start
Percent of Population Under 18 in Poverty by Census Tract
2007 - 2011



Source: American Community Survey
2007-2011
U.S. Census Bureau

N

00.51 2 3 4 Miles

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% Under 18 in Poverty

- Less than 10%
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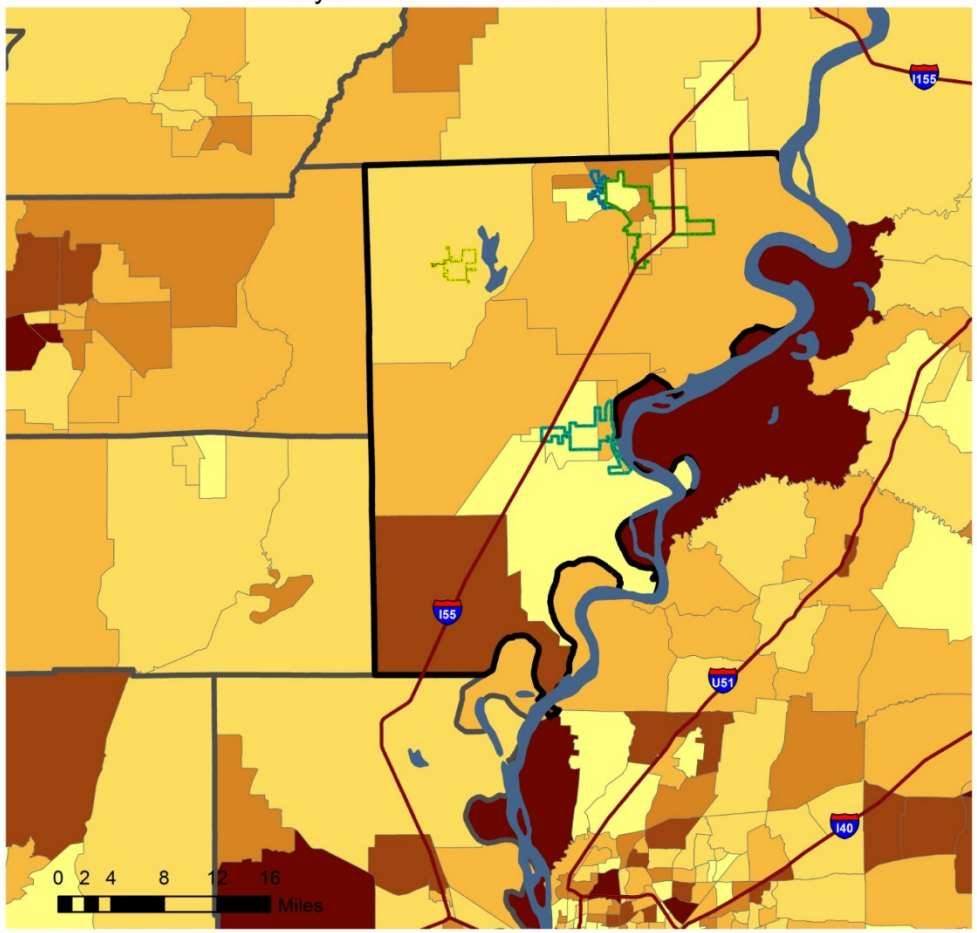
Mississippi County Healthy Start
Percent of Women 15 to 50 Who Gave Birth in the Past 12 Months
by Census Tract 2007 - 2011



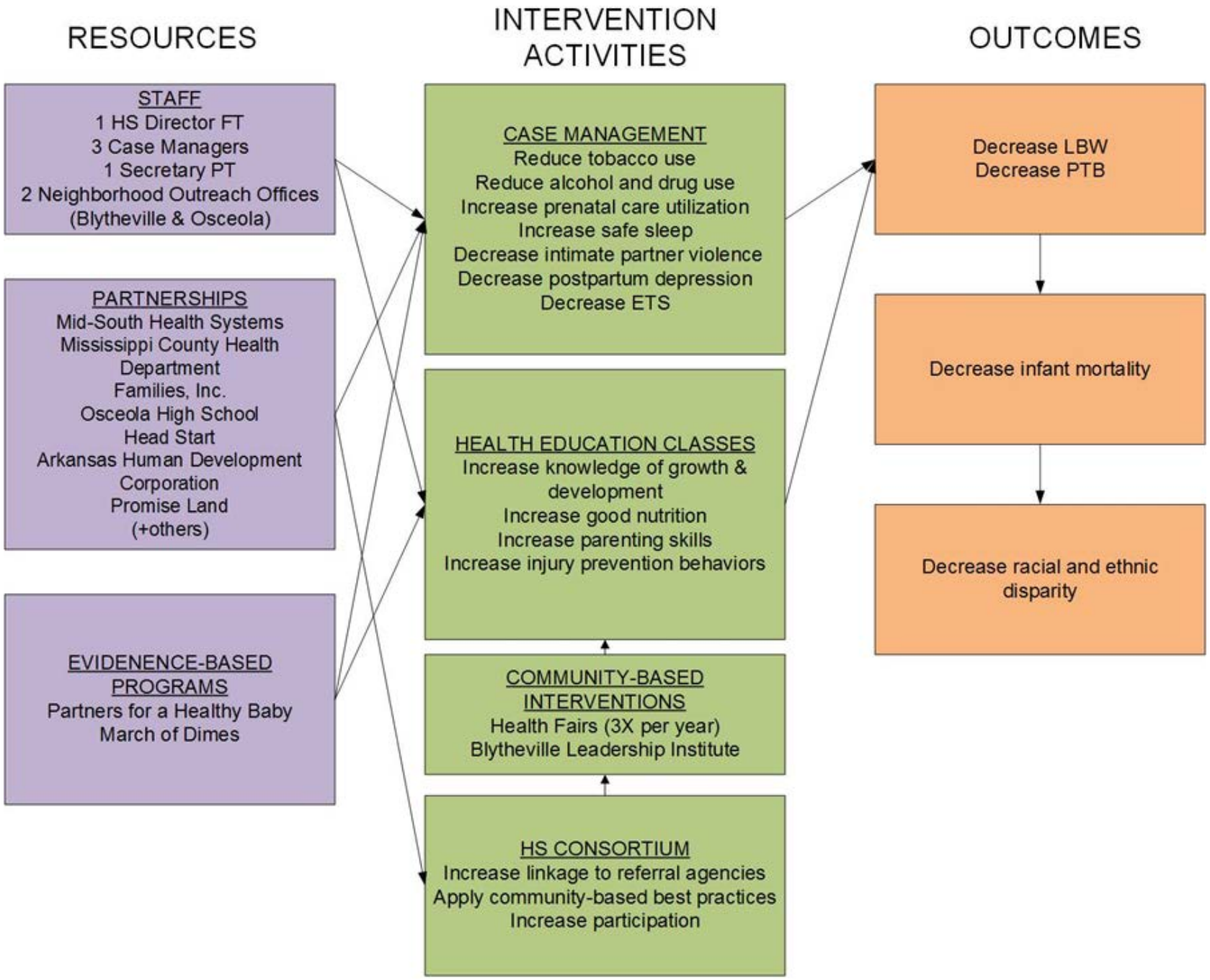
Source: American Community Survey
2007-2011
U.S. Census Bureau

N

City	Women 15 - 50 gave birth in past 12 months	% Women 15 - 50 gave birth in past 12 months
Blytheville	222	6.3%
Gosnell	44	4.4%
Manila City	22	2.2%
Osceloa City	101	5.0%
Mssissippi County	636	5.6%
Arkansas	40,085	5.8%

% Women 15 - 50 who gave birth in the past 12 months

- Up to 2.5%
- 2.6% to 5.0%
- 5.1% to 7.5%
- 7.6% to 10.0%
- 10.1% to 12.5%
- 12.6% or more


RESOURCES
INTERVENTION ACTIVITIES
OUTCOMES
STAFF
1 HS Director FT
3 Case Managers
1 Secretary PT
2 Neighborhood Outreach Offices
(Blytheville & Osceola)
PARTNERSHIPS
Mid-South Health Systems
Mississippi County Health Department
Families, Inc.
Osceola High School
Head Start
Arkansas Human Development Corporation
Promise Land
(+others)
EVIDENENCE-BASED PROGRAMS
Partners for a Healthy Baby
March of Dimes
CASE MANAGEMENT
Reduce tobacco use
Reduce alcohol and drug use
Increase prenatal care utilization
Increase safe sleep
Decrease intimate partner violence
Decrease postpartum depression
Decrease ETS
HEALTH EDUCATION CLASSES
Increase knowledge of growth & development
Increase good nutrition
Increase parenting skills
Increase injury prevention behaviors
COMMUNITY-BASED INTERVENTIONS
Health Fairs (3X per year)
Blytheville Leadership Institute
HS CONSORTIUM
Increase linkage to referral agencies
Apply community-based best practices
Increase participation
Decrease LBW
Decrease PTB
Decrease infant mortality
Decrease racial and ethnic disparity

Indicator	MCEOC HS	"Context"	Source
Edinburgh % 10+ Total Score	51%	35%	Asheville, NC
		22%	New York City
BF Initiation	25%	82%	HP 2020
		65%	Arkansas PRAMS 2005
PC 1st Trimester Entry	71%	78%	HP 2020
		80%	Mississippi County 2010
PP visit	75%	89%	11 States 2004 PRAMS
		85%	14 Healthy Start Sites (n=1,427)
LBW	6.5%	7.8%	HP 2020
		11.7%	Mississippi County 2010

Survey of HS Participants

- All Healthy Start deliveries
- Approximately 2-3 months postpartum
- About 30 minutes in length
- In-person [or by phone]
- Mostly, PRAMS questions
- Address HS benchmarks

Content of Care/Program Dose-Fidelity

[n=21 items/topics]

Did you ever get information about…

If yes, was it from Healthy Start, another source, or both?

…taking folic acid or a multivitamin during pregnancy?

____ Yes, from Healthy Start ___Yes, from another source ___Yes, from both ___No

…eating healthy food during pregnancy?

____ Yes, from Healthy Start ___Yes, from another source ___Yes, from both ___No

…how much weight to gain during pregnancy?

____ Yes, from Healthy Start ___Yes, from another source ___Yes, from both ___No

Increase proportion of HS participants who engage in safe sleep behaviors to 80%.

In which one position do you most often lay your baby down to sleep now? Check one answer.

___On his or her side

___On his or her back

___On his or her stomach

How often does your new baby sleep in the same bed with you or anyone else? Check one answer.

___Always

___Often

___Sometimes

___Rarely

___Never

Listed below are some things that describe how your new baby usually sleeps. For each item, circle True if it usually applies to your baby or False if it doesn't usually apply to your baby.

a. My new baby sleeps in a crib or portable crib __True __False

b. My new baby sleeps on a firm or hard mattress __True __False

c. My new baby sleeps with pillows __True __False

d. My new baby sleeps with bumper pads __True __False

e. My new baby sleeps with plush blankets __True __False

f. My new baby sleeps with stuffed toys __True __False

g. My new baby sleeps with another person __True __False

Increase the proportion of HS participants that read daily to a HS child between the ages of 0-24 months to 50%.

During the past week, how many days did you or your husband/partner/child's father read to your child?

Reading stories includes books with words or pictures, but not books read by an audio tape, records or CD, or computer.

_____ Number of days (0-7)

Increase the proportion of HS grantees that demonstrate father and/or partner involvement (e.g., attend appointments, classes, infant/child care) with child 0- 24 months to 80%.

Did your partner attend classes and appointments with you and baby, such as well-child doctor's appointments or parenting or infant care classes ? Was it all of the time, some of the time, or none of the time?

___All of the time

___Some of the time

___None of the time

Increase proportion of HS infants who are ever breastfed to 82%.

Did you ever breastfeed or pump breast milk to feed your new baby after delivery, even for a short period of time?

___Yes ___No

QUALITATIVE METHODS

- In-depth interviews and focus groups with participants
- 30 to 60 minutes in length
- Questions adapted from prior work

(Sheppard, Williams & Richardson, 2004; Issel, 2000; Milligan, et al., 2002; Wassik, Bryant & Lyons, 1990; Thompson, Minkler, Allen and Bell, 2000)

- Focus groups with Case Managers and Outreach Staff
- Transcribed and content analysis with ATLASti software

EXAMPLE PARTICIPANT INTERVIEW TOPICS

- Relationship with the Case Manager
- Length, number, and content of contacts
- Settings and delivery channels (e.g., home visits, text, phone)
- Print and audio-visual educational materials
- Process of achieving benchmarks and other outcomes
- Strengths of HS and suggestions for improvement

PROGRAM ENTRY

How were you introduced to the Healthy Start program?

Who first told you about Healthy Start?

Where you were first told about Healthy Start?

What was said about the program?

What specific information about Healthy Start was provided to you when you were first introduced to this program?

RELATIONSHIP WITH CASE MANAGER

Describe your relationship with your Case Manager.

How did your case manager gain your trust and respect? What did she say or do that helped build a good relationship?

Did you get along well with your case manager? Why or why not?

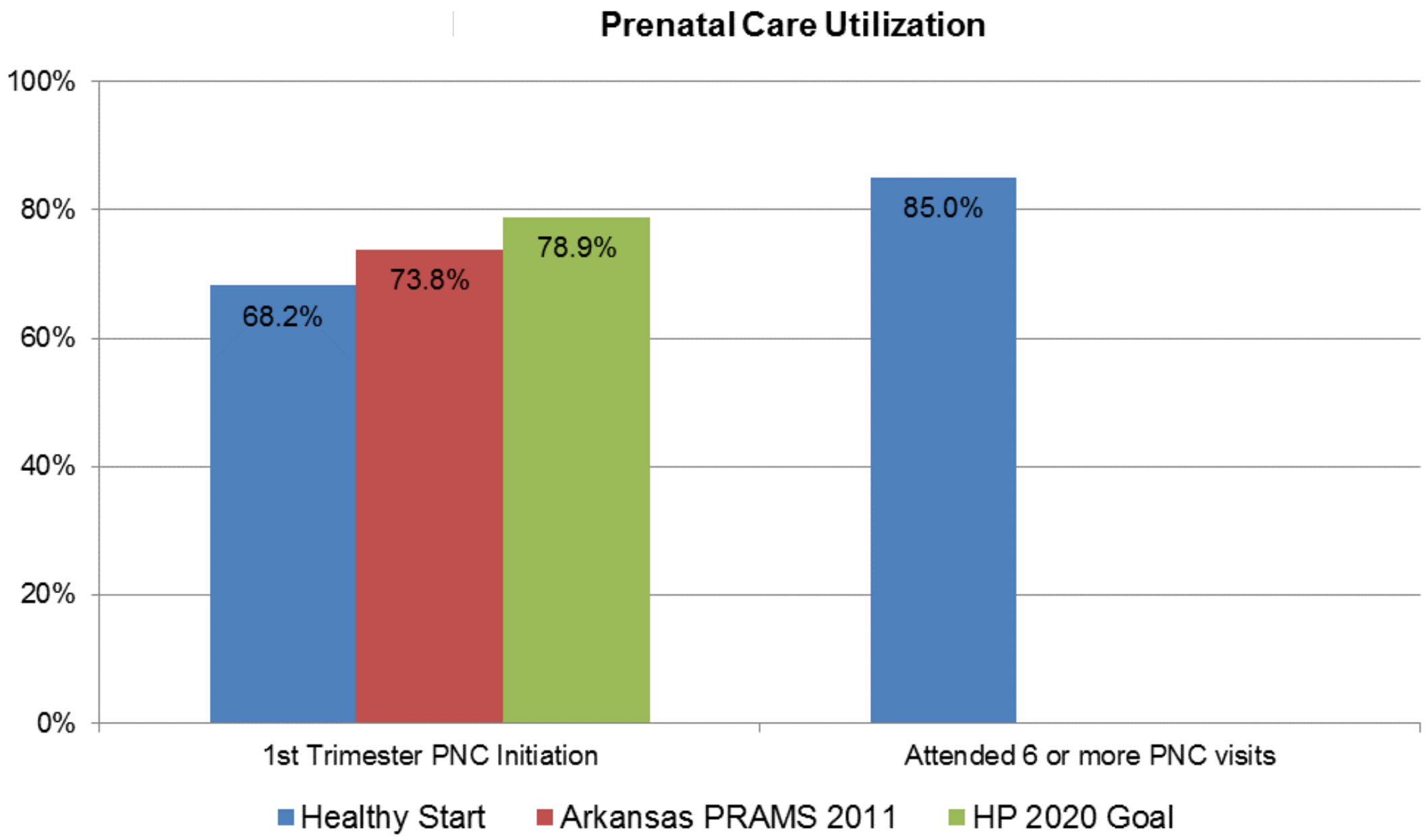
PROGRAM OUTCOMES

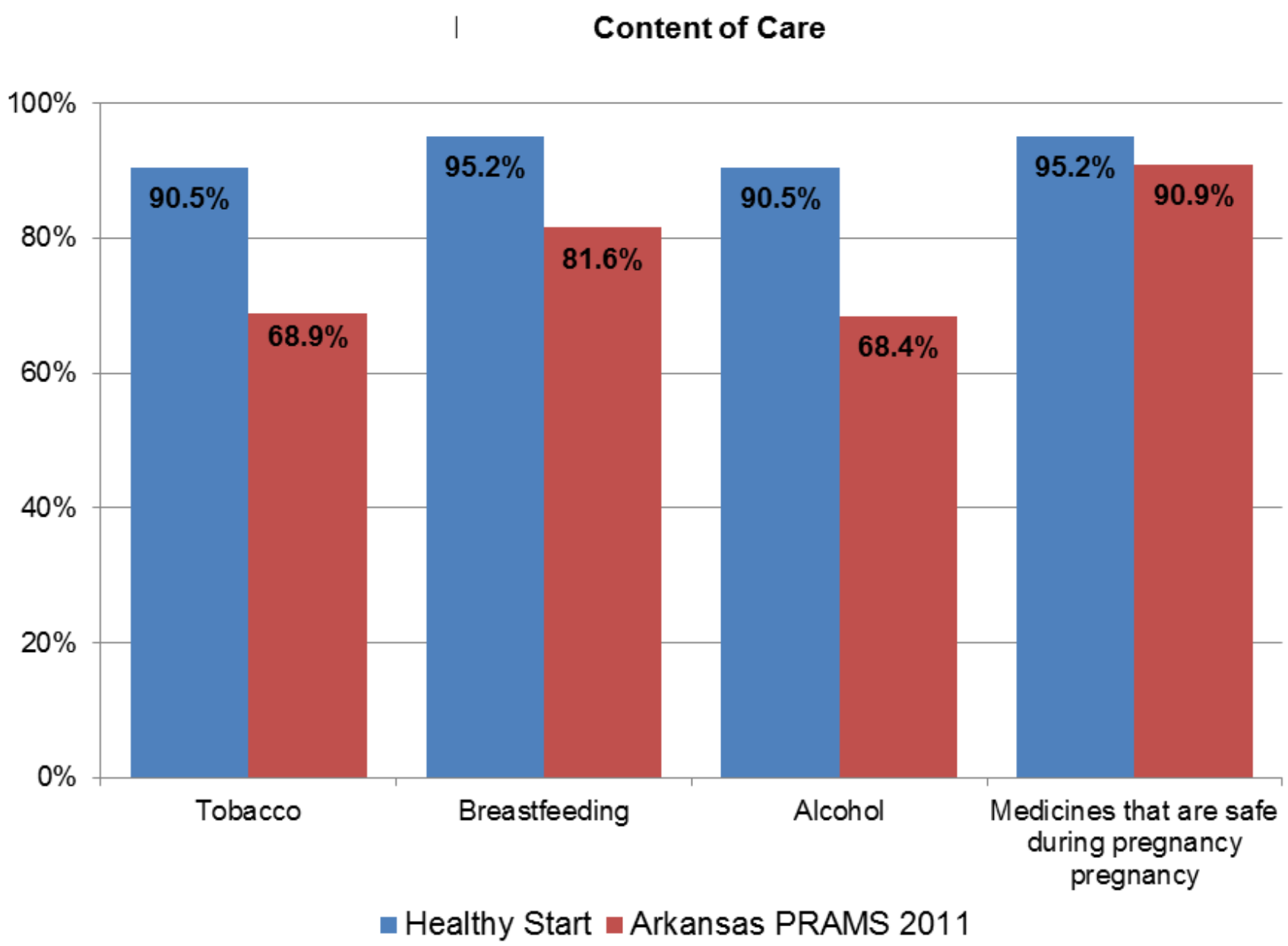
How has the Healthy Start program benefited you?

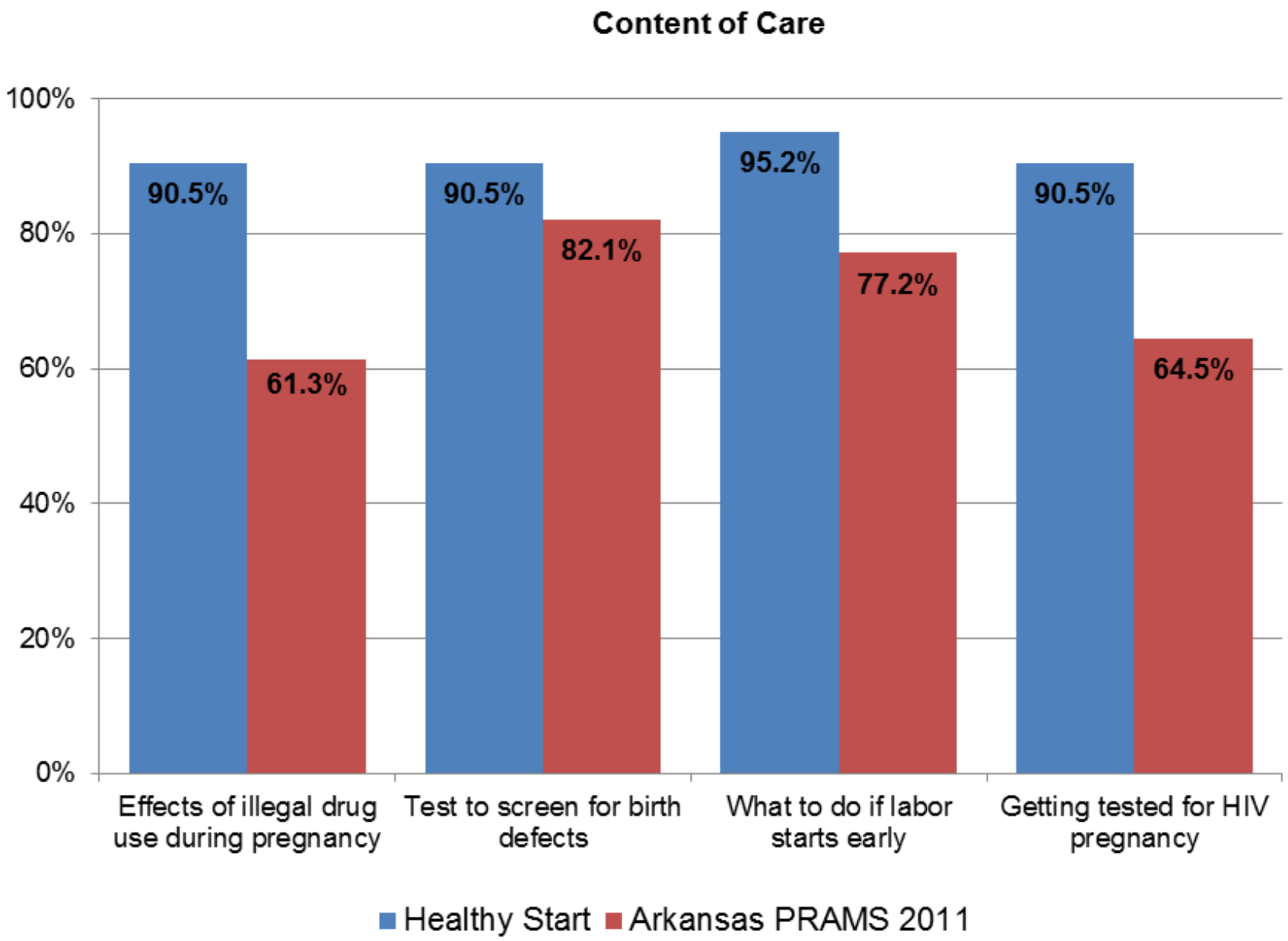
If any, what changes in your life has Healthy Start helped you achieve?

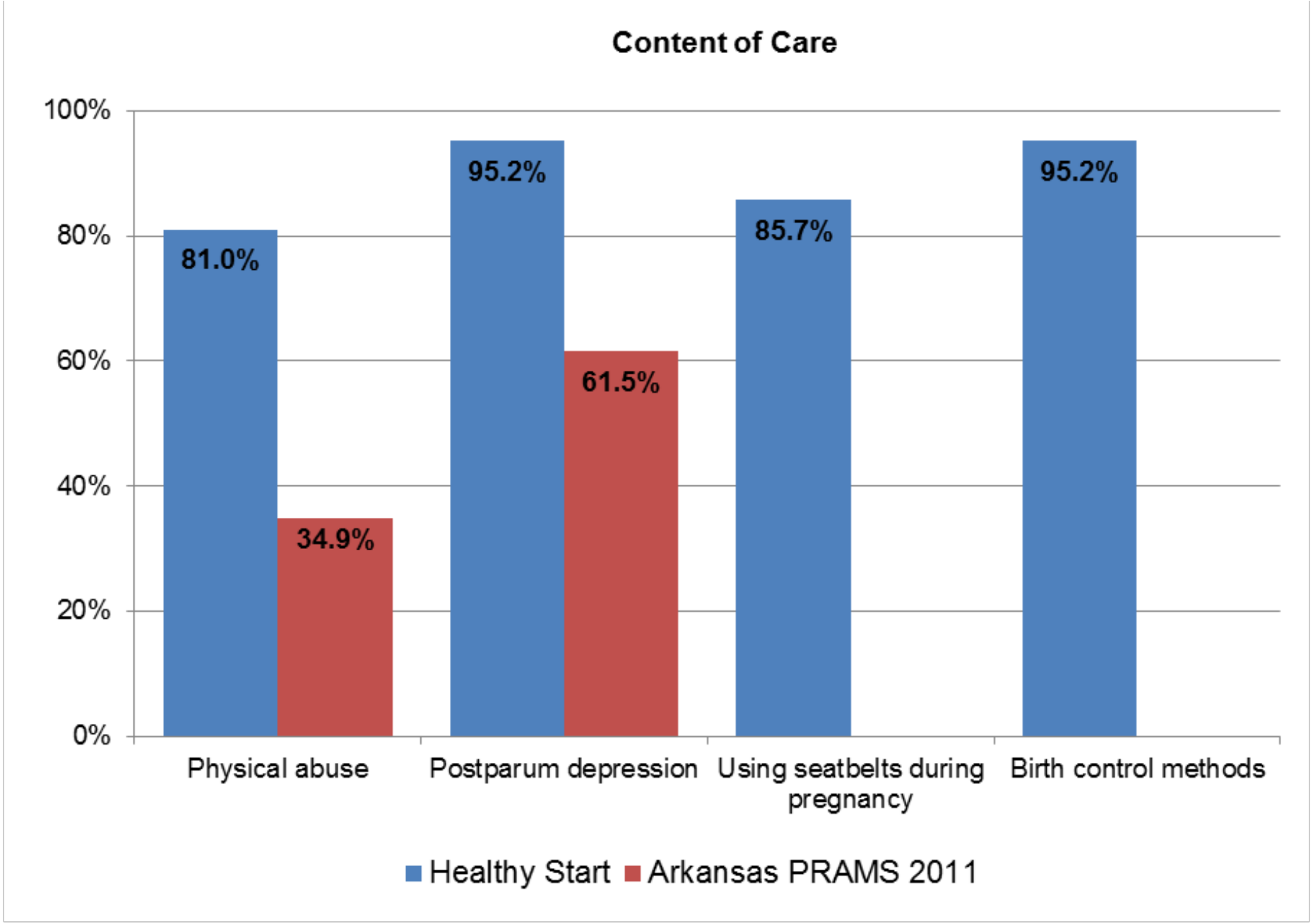
If any, what problems and challenges has your Healthy Start case manager helped you successfully overcome?

Did your case manager set goals with you? If yes, what goals were set? Did you achieve them? How? Why or why not?

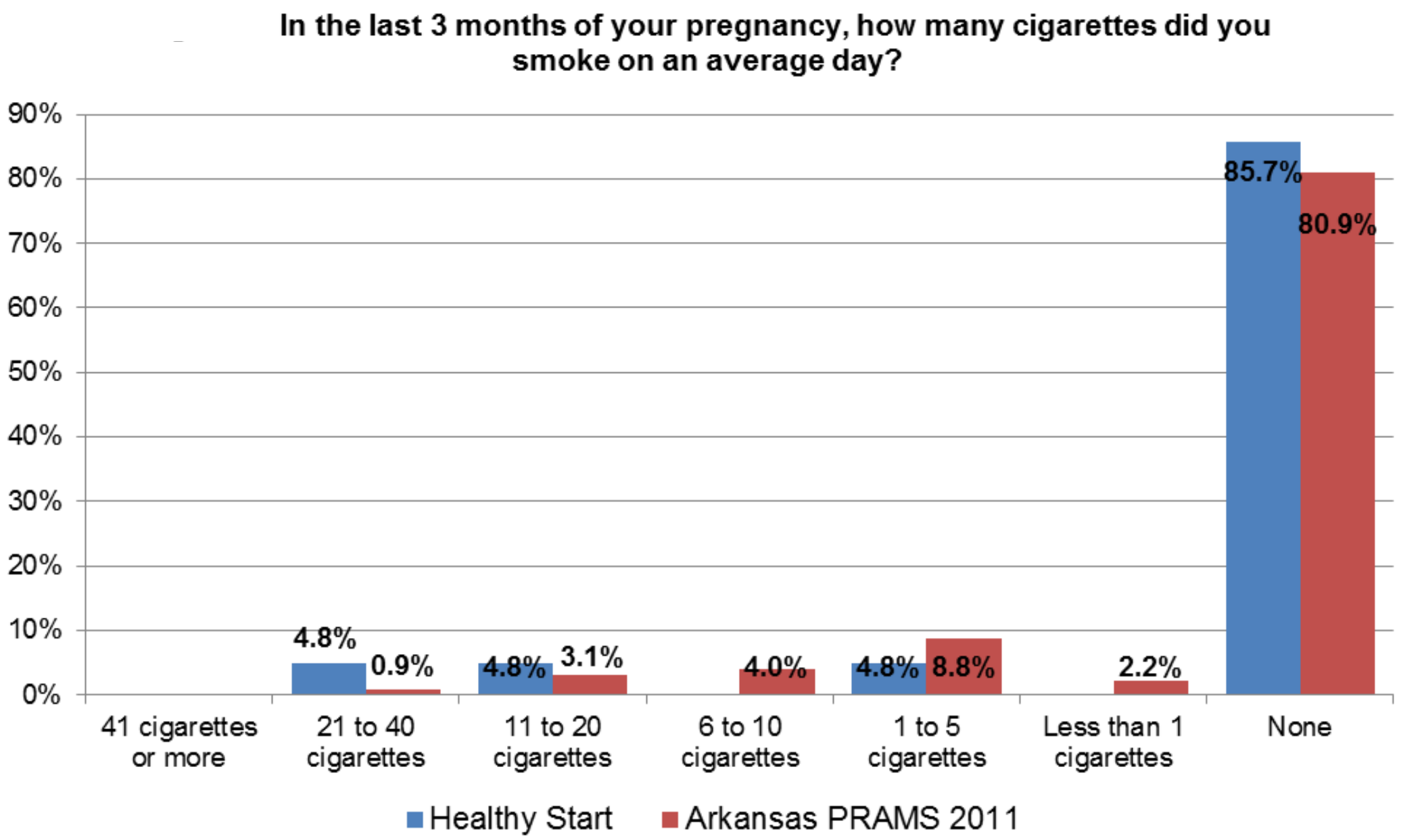

Prenatal Care Utilization
100%
80%
60%
40%
20%
0%
68.2%
73.8%
78.9%
85.0%
1st Trimester PNC Initiation
Attended 6 or more PNC visits
Healthy Start
Arkansas PRAMS 2011
HP 2020 Goal


Content of Care
100%
80%
60%
40%
20%
0%
90.5%
68.9%
95.2%
81.6%
90.5%
68.4%
95.2%
90.9%
Tobacco
Breastfeeding
Alcohol
Medicines that are safe during pregnancy pregnancy
Healthy Start
Arkansas PRAMS 2011


Content of Care
100%
80%
60%
40%
20%
0%
90.5%
61.3%
90.5%
82.1%
95.2%
77.2%
90.5%
64.5%
Effects of illegal drug use during pregnancy
Test to screen for birth defects
What to do if labor starts early
Getting tested for HIV pregnancy
Healthy Start
Arkansas PRAMS 2011


Content of Care
100%
80%
60%
40%
20%
0%
81.0%
34.9%
95.2%
61.5%
85.7%
95.2%
Physical abuse
Postparum depression
Using seatbelts during pregnancy
Birth control methods
Healthy Start
Arkansas PRAMS 2011

		Healthy Start	Arkansas PRAMS
Before pregnancy	**Any alcohol**	9.1%	49.6% (45.2 – 54.0)
	None (abstinent)	90.9%	50.4% (46.0 – 54.8)
Last three months of pregnancy	**Any alcohol**	0.0%	6.6% (4.7 – 9.2)
	None (abstinent)	100% [HP 2020: 98.3%]	93.4% (90.8 – 95.3)


In the last 3 months of your pregnancy, how many cigarettes did you smoke on an average day?
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
4.8%
0.9%
4.8%
3.1%
4.0%
4.8%
8.8%
2.2%
85.7%
80.9%
41 cigarettes or more
21 to 40 cigarettes
11 to 20 cigarettes
6 to 10 cigarettes
1 to 5 cigarettes
Less than 1 cigarettes
None
Healthy Start
Arkansas PRAMS 2011

Conclusion

- Mixed method approach
- Captures voice of participants, case managers and outreach workers
- Assesses program implementation (i.e., content of care, fidelity/dose)
- Assesses performance on many benchmarks (as well as other outcomes)
- Small area GIS maps at census tract level using ACS data
- Not a quasi-experiment: comparisons reflect broad context and many are aspirational (e.g., HP 2020)