INTRODUCTION

Health disparities such as preterm labor and low birth weight are strongly correlated with social and demographic factors, especially with young mothers aged 19 years old or less (Children’s Optimal Health, 2013). While a number of agencies are in place to aid mothers in need, awareness of these programs is at a minimum resulting in possibly life-saving resources going unused.

Any Baby Can (ABC) is a Texas-based nonprofit whose mission is to empower families so children can succeed. ABC seeks to allow every mother to have a healthy pregnancy through the Nurse-Family Partnership Program.

ABC partnered with our interprofessional team to further examine where they can have a lasting impact in the community.

Nurse-Family Partnership (NFP) Program

• Evidence-Based Program
• Low income & first time mothers
• Enroll by the 28th week of pregnancy
• Registered nurses do home visits and provide support through pregnancy until child is 2 years of age

Goals of the Project

• Help ABC locate the target population for this intervention
• Explore how ABC can raise awareness of this evidence-based program
• Provide community outreach recommendations to ABC

METHOD

Information Gathering

• Obtain information from ABC about current 1) referral process, 2) current collaborations and partnerships, and 3) current enrollment/capacity for the NFP program
• Utilize government data to identify target population
• Conduct a review of the literature on community outreach methods

ACKNOWLEDGEMENTS

A special thanks to our community partner, Any Baby Can

FINDINGS

Current Referral Process, collaborations/partnerships, and capacity for program implementation:

• Referrals are made to ABC via their community partnerships, self-referrals, and community members
• ABC’s community partnerships include: local schools, physician offices, WIC clinics, and parents
• ABC has a capacity of 200 participants and have approximately 133 spots filled

Locating the Population:

• According to the American Community Survey (2013), of the total population in Austin, TX that is living in poverty, about 26% of these individuals reside in the zip codes displayed below

<table>
<thead>
<tr>
<th>Austin Zip Code</th>
<th>78660</th>
<th>78753</th>
<th>78745</th>
<th>78744</th>
<th>78758</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Persons for whom poverty status is determined</td>
<td>66,409</td>
<td>40,193</td>
<td>39,524</td>
<td>36,853</td>
<td>31,440</td>
</tr>
<tr>
<td>Percent of people living in Poverty</td>
<td>8.48</td>
<td>5.13</td>
<td>5.05</td>
<td>4.70</td>
<td>4.01</td>
</tr>
<tr>
<td>Number of Females over 18 years</td>
<td>27,088</td>
<td>17,623</td>
<td>24,029</td>
<td>14,516</td>
<td>16,051</td>
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</tbody>
</table>

Literature Findings on Outreach Methods that work:

<table>
<thead>
<tr>
<th>Community Needs Assessment</th>
<th>Use of Technology</th>
<th>Long-lasting Partnerships</th>
<th>Employer-Based</th>
</tr>
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<tbody>
<tr>
<td>• Qualitative and quantitative methods (e.g., focus groups, surveys, cost analysis)</td>
<td>• Videovoice, a health advocacy and promotion method that utilizes videography and interviewing techniques</td>
<td>• Community Organizations (e.g., faith based institutions)</td>
<td>• Information sessions held during staff trainings/meetings</td>
</tr>
<tr>
<td>• Addressed environmental, individual, and sociological factors</td>
<td>• Advertisements in local media (print, radio, tv)</td>
<td>• Reliable network of key informants (influential community leaders)</td>
<td></td>
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<tr>
<td>• Addressed challenges before implementing outreach activities</td>
<td></td>
<td>• Highly trained and supported staff</td>
<td></td>
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</tbody>
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Additional challenges found in the literature:

1) use of volunteers vs. paid employees for community outreach
2) Specific to target population: There is a high rate of unintended pregnancies in Texas, especially among low-income population

NEXT STEPS

Qualitative Study: Community Needs Assessment

• Conduct interviews with agency directors, community partners, nurses, currently enrolled participants, and supervisors to obtain information on
  1) Perceived challenges of community outreach
  2) Identify gaps in promotion of intervention
  3) Obtain information directly from the community on recommendations for outreach
• Address potential challenges specific to this program

Target a variety of community centers (e.g., churches, museums, grocery stores, pharmacies) located in low income areas around Austin

Work with community partnerships to better promote program and train community leaders

Expand partnerships and collaborations throughout the community

Recommend ABC to conduct a qualitative study & conduct a community needs assessment