



Community Outreach for an Evidence-Based Maternal And Early Childhood Health Program

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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

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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 the zip codes displayed below

Austin Zip Code	78660	78753	78745	78744	78758
Number of Persons for whom poverty status is determined	66,409	40,193	39,524	36,853	31440
Percent of people living in Poverty	8.48	5.13	5.05	4.70	4.01
Number of Females over 18 years	27,088	17,623	24,029	14,516	16,051

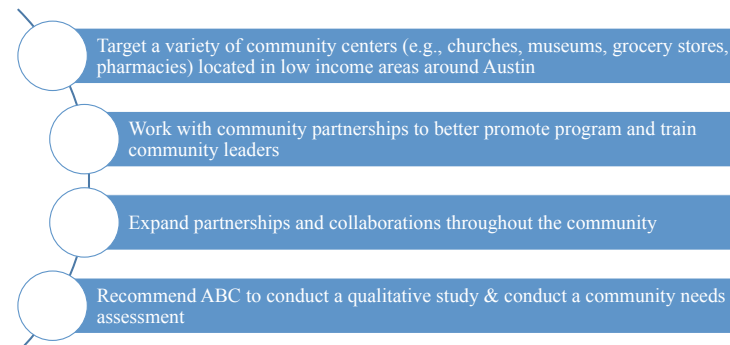
Literature Findings on Outreach Methods that work:

Community Needs Assessment	Use of Technology	Long-lasting Partnerships	Employer-Based
<ul style="list-style-type: none"> • Qualitative and quantitative methods (e.g., focus groups, surveys, cost analysis) • Addressed environmental, individual, and sociological factors • Addressed challenges before implementing outreach activities 	<ul style="list-style-type: none"> • Videovoice, a health advocacy and promotion method that utilizes videography and interviewing techniques • Advertisements in local media (print, radio, tv) 	<ul style="list-style-type: none"> • Community Organizations (e.g., faith based institutions) • Reliable network of key informants (influential community leaders) • Highly trained and supported staff • Interprofessional collaboration is key in health promotion 	<ul style="list-style-type: none"> • Information sessions held during staff trainings/meetings

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