PRECONCEPTION HEALTH MESSAGING IN A DIGITAL MEDIA ERA

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Disclosures

None of today’s presenters have any actual, potential or perceived conflicts of interest related to the contents of this webinar.
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• Thanks to Wake AHEC for their support in providing continuing education credit for this webinar
OUR GUEST SPEAKERS

Leigh-Anne Lefurge

Suzanne Woodward
March of Dimes North Carolina Preconception Health Campaign

• A statewide initiative aimed at improving birth outcomes in NC by reaching out to women with important health messages before they become pregnant
• Formerly functioned as the NC Folic Acid Campaign
• Goals of the Campaign are to reduce infant mortality, birth defects, premature birth, and chronic health conditions in women, while also aiming to increase intended pregnancies in NC
• Seeks to raise awareness and inspire positive action among the general public, health care professionals, and community agencies
Housekeeping

- Obtaining credits
  - Groups viewing together should email: shismithgeorge@wakeahec.org
- Asking questions
- Accessing resources at a later date
- Credits and evaluation
Nursing: 1.5 Contact Hours
Wake AHEC, Nursing Education, is an approved provider of Continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

Wake AHEC CEU: Wake AHEC will provide 0.2 CEU to participants upon completion of this activity.

National Association of Social Workers (NASW)
NC AHEC is a 2018 NASW-NC approved provider of distance continuing education. This program has been approved for 1.5 contact hours

A participant must attend 100% of the webinar to receive credit. Partial session credit will not be awarded.

Contact Hours: Wake AHEC will provide up to 1.5 Contact Hours to participants.

Wake AHEC is part of the North Carolina AHEC Program.
OBJECTIVES

• Explain how digital media is used to create targeted messages to key audiences.

• Name digital media resources available to providers in North Carolina to promote preconception health among women and men in their childbearing years.

• Decide which digital media tools they will use to share preconception health messages.
LEIGH-ANNE LEFURGE
OUR MISSION

MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.
WE BELIEVE THAT EVERY BABY DESERVES THE BEST POSSIBLE START.

UNFORTUNATELY, NOT ALL BABIES GET ONE.
MARCH OF DIMES...

**ADVOCATES** for policies that prioritize the health of moms and babies.

**SUPPORTS** moms through every stage of the pregnancy journey, even when everything doesn’t go according to plan.

**EDUCATES** medical professionals to make sure that moms and babies get the best possible care.

**UNITES** local communities across the nation through programs and events. We fight for local families in all 50 states, plus Puerto Rico to ensure all babies are born healthy.

**PARTNERS** with organizations and companies committed to helping moms and their families.

**FUNDS** scientific research at our Prematurity Research Centers to improve the health of moms and babies.
MOTHERHOOD IN THE U.S.

PREMATURE BIRTH
Premature birth and its complications is the leading cause of death of children under five in the United States, where the preterm birth rate has now risen for the second year in a row.

HEALTH EQUITY
Women of color are up to 49% more likely to give birth prematurely and their children face a 40% higher infant mortality rate than other ethnicities.

MATERNAL MORTALITY
The U.S. has one of the worst rates of maternal death in the developed world. African American women are significantly more likely to die as a result than other ethnicities.

MATERNAL SUPPORT
Studies suggest over half of the cases of postpartum depression go undiagnosed. Nearly 1 in 7 women are treated for depression some time between the year before or after pregnancy.
Engagement Via Digital Tools – A Few Questions to Ask

• Who are you trying to reach? Who is your current audience?

• What are your goals? Engagement? Revenue? Traffic to your web site? Make them measurable.

• What time commitment and resources do you have at your disposal?

• What digital channels can you support regularly with quality content and imagery?

• Do you have a communications calendar or planning tool to help guide content for the audience(s) you have/hope to reach?
• Social media channels like Facebook and Twitter offer free “insights” to help gauge who is following you currently (i.e. men VS women, location, age).

• Does the insight match who you are hoping to reach? If not, what are some strategies you could employ to reach new demographic?
  - Boost posts/Paid advertising
  - Partner communication – i.e. Twitter chats
  - Popular hashtags – i.e. #WellnessWednesday
  - Follow relevant people/orgs and share/comment

• Identify what current resources you have at your disposal – newsletters, web articles, spokepeople, photos, videos, testimonials etc, tools like text messaging

• Map out communications calendar with key dates/topics

• Think “community-centric” – how does your audience want to engage with you? How can you facilitate a sense of community?
Social Media Best Practices

• Post regularly and with visuals

• Reply and engage with comments on social

• Share/like other individuals’ (user generated content) and/or orgs posts, share industry/audience relevant third-party articles from trusted sources that are easy to read/understand (not medical jargon)

• Partner with people and orgs on health topics for Twitter chats or Instagram takeovers

• Find and follow relevant hashtags (keywords) or Twitter and Instagram and use them in your own posts (i.e. #maternalhealth #womenshealth #womenswellness #newmom #pregnancy

• Share ambassador/testimonial stories with images or videos
Email Best Practices

• Honor opt-ins/opt-outs within email platform in concert with your CRM

• Make sure your emails are mobile responsive

• Develop the best frequency for your audience (i.e. do you send once a month or four times a month)

• Make sure you’re CAN SPAM compliant

• Segment your email list based on data and behaviors you’ve collected
Website
Best Practices

• Establish a goal for your website. Is it too acquire more e-supporters, raise money, etc.?

• Design content to support the goal

• Set up analytics on all pages, like Google Analytics

• Make sure the website is designed for mobile

• Like email and social media, have a regular cadence to update your pages, especially on prime pages like the homepage
PRETERM BIRTH RATES have risen for 3 consecutive years

INFANT MORTALITY RATES unacceptably high in many communities

OPIOID EXPOSURE rising among newborns

STARK DISPARITIES in maternal-child outcomes among African American women and babies

MATERNAL & CHILD HEALTH

TOO MANY TRENDS IN THE WRONG DIRECTION
THE CAMPAIGN

#BlanketChange is a movement committed to taking every action in preventing the tragic and preventable deaths of mothers during pregnancy and after childbirth.

Using the image of the iconic receiving blanket that hospitals swaddle newborns in, we’re asking people to raise awareness of this health crisis by making their voices heard to demand #BlanketChange on behalf of our nation’s moms and babies.
POWERFUL IMAGES TO SHARE ON SOCIAL MEDIA

WHERE'S MY MOMMY?

WANTED: A MOTHER.

BABY. DADDY. MOMMY.

SHARE YOUR STORY.

DYING THIS YEAR: 700 NEW MOMS

HELLO BABY. ©

#BlanketChange
PLANNED BLANKET MEMORIAL ON THE NATIONAL MALL
March of Dimes Resources

**News Moms Need** blog to give moms the information they need to help them have healthy pregnancies. Available in English and Spanish.

[marchofdimes.org](http://marchofdimes.org) and [nacersano.org](http://nacersano.org) – link to articles/news including downloadable Health Action Sheets.

**Share Your Story** – online community for parents who have experienced preterm birth, birth defects, NICU stay, loss.

**My NICU Baby App** – share this free tool that provides answers, tools and support, so parents can focus on baby during what is often a difficult time. Available in English and Spanish.

**Social Media** – follow us @MarchofDimes on Facebook, Twitter, Instagram and LinkedIn, as well as @modhealthtalk on Twitter. Share, like, retweet! Also follow in Spanish @nacersano on Facebook & Twitter.
MAKING MEDICATION DECISIONS IN PREGNANCY DOESN'T HAVE TO BE LONELY

#Best4YouBest4Baby

JANUARY 23, 2019 3-4 PM ET

WHY DID YOU JOIN THE MARCH OF DIMES COMMUNITY?

GET STARTED

YOUR FEEDBACK WILL MAKE OUR ORGANIZATION STRONGER AND MORE RESPONSIVE. WE LOOK FORWARD TO HEARING FROM YOU.

—March of Dimes
THANK YOU!
Show Your Love
National Preconception Health Resource & Social Media Campaign

Presented by: Suzanne Woodward, Communications Director
at UNC Center for Maternal and Infant Health
PCHHC Vision: All women and men of reproductive age will achieve optimal health and wellness, fostering a healthy life course for them and any children they may have.
PCHHC Resources

Before & Beyond
Policy & Health Provider Resource & Training
PCHHC About & Partnership Information

Show Your Love
First National Consumer Preconception Health Campaign & Resource
Show Your Love Roots

• CDC Select Panel on Preconception Health convened in 2006 to create five workgroups to improve PCH knowledge and behaviors.
• PCCHC, the CDC, and Research Triangle Institute conducted formative research and convened thought leaders from across the country to develop the first campaign.
• Launched in February 2013 with a formal partner-based strategy, research-backed resources and campaign products as well an evaluation.
• Focus: Planners & Non-planners
Show Your Love Phase II
Website & Mobile Apps

Social Media Expansion

PCHHC Newsletter

National/Local Media Commentaries

Show Your Love Community Ambassadors

NEW partners, more content features
Increase subscribers and open-rates

30+ Ambassadors from 14+ states speaking 5+ languages

Presented at 30+ US & international conferences
14 grantees, now partners in this work. Varying strategies, all had a social media component.
Show Your
LOVE!
Steps to a
Healthier me!

Life offers many opportunities. Take time to think about your goals for school, your job, your career, and for your health. Your physical and mental health are important to helping you achieve the goals you set for yourself. This is a tool to help you set your goals and make a plan.

Start by choosing your goals for this year. It is easier to focus on 3-5 goals than one you could not be sure to set your plan in motion.

Data plan made or revised: __________

My top health 3 goals for this year are:
1. __________
2. __________
3. __________

QR Codes Are Easy to Use!
For iPhones and iPads:
1. Open Apple App Store
2. Search for “OCR”
3. Download “OCR Code Reader” by MicroFlip
4. Open App and Allow Access to Camera
5. Scan the QR code

For Android Phones and Tablets:
1. Open Google Play Store
2. Search for “OCR”
3. Download “OCR Code Reader” by Scan, Inc.
4. Open the App
5. Scan the QR code

Taking Care of Me

Pregnancy?

What is folic acid?

Folic acid is the most common B vitamin and is needed for proper development of the baby in the womb. It helps prevent born defects and is most important during pregnancy. A lack of folic acid increases the risk of having a baby with birth defects.

Pregnant! We want to help you get a Healthy Start.

Call me anytime!

Healthy Start is a free, one-stop pregnancy care program for all women from ages 16-45 living in Clark, Madison, & Taylor Counties, Inc.

Center for Women’s Services and Preconception Health Project (Ohio) and Enrollment Services

QUICK TIPS TO REDUCE YOUR RISK OF PRETERM BABIES

- Take folic acid daily
- Healthy diet and exercise
- Don’t smoke or use alcohol

Preconception Health & Health Care Initiative
A National Public-Private Partnership
Show Your Love Ambassadors

Diverse network of young adults who want to promote healthy behaviors and life choices online and in their communities.

More: [www.showyourlovetoday.com/Ambassadors](http://www.showyourlovetoday.com/Ambassadors)
The different tones of #ShowYourLoveToday

Twitter.com/SYL_Today

@ShowYourLoveToday

Facebook.com/ShowYourLoveToday
Community Perspective & Support

What happens when a young adult leaves your site?

• Lean on the work of trusted community partners.
  • Ask about “clinic flow makeovers!” – let them provide feedback about improving care.

• Who are some key community influencers?

• Stay engaged with the public – have a presence online AND at community events!

• Create a list of warm community referrals; make connections.
An Easier Lift

• Repurpose everything! Maximize everything you do by sharing it and tagging other to share

• Look to your partners for content, events, pre-drafted messages

• Repost others’ messages, but add your own idea/hashtag

• Pre-drafted content is easy to come by....

Automate what you can: Bandwagon awareness day, Twitter calendars, frequently trending hashtags...
You don’t have to have an Instagram account to have a presence on Instagram. You don’t have to be on Snapchat to be on Snapchat...
Users receive three healthy living texts each week for three months. Can choose to receive messages in **English** or **Spanish**.
Join the LOVE!

• Young adults who want to be health influencers online and in their communities.

• Ambassadors will receive SYL products, share their health journey on their social channels, and be prominently featured on the Show Your Love and partner sites. Very little time commitment.

• Get Involved:
  [www.showyourlovetoday.com/Ambassadors](http://www.showyourlovetoday.com/Ambassadors)
Subscribe to our PCHHC newsletter

• Highlights partner work and news in the preconception health world!

• Subscribe at MomBaby.org/subscribe

And email ggf9@cdc.gov to join a bi-weekly preconception health research update listserv
“Social media and digital technology have the power to level the playing field, to eliminate health disparities, If we utilize it’s power in the right way to reach the right people at the right time with the right message”

We can start by magnifying the voices and messages IN communities, with THEIR voices and THEIR photos
Suzanne Woodward

Communications Director, Digital Strategist, UNC Center for Maternal & Infant Health
Lead communications for the National Preconception Health & Health Care Initiative

Contact: SuzanneW@med.unc.edu
Phone: 919-843-9336
Twitter: @SuzyKaye
Thank you!
Why is preconception health messaging so important in media?

We now know that ONE-HALF of all infant mortality and morbidity are DIRECTLY RELATED to the health of the mother BEFORE she became pregnant.

We must reach women and men of childbearing age where they are to educate and inform them: ON THEIR DEVICES.
WHAT EXACTLY IS DIGITAL MEDIA?

• Makes us more connected than ever
• It’s not just social media
• Cheaper than traditional media
DETERMINING NCPHC’S AUDIENCE

NCPHC targets women and men of childbearing age.

• This includes Generation X, Millennials, and Generation Z.

• We also target middle school and high school students.

Where are they on digital media?

• Gen. Z are on YouTube, Snapchat, and Musical.ly

• Millennials are on YouTube, Facebook, Instagram, and Twitter

• Gen. X are on Facebook, Twitter, and Instagram

https://www.flint-group.com/blog/social-media-demographics/
*No chronological endpoint has been set for this group. Generation Z age ranges vary by analysis.

PEW RESEARCH CENTER

http://www.pewresearch.org/topics/generations-and-age/
2017-2018
Accomplishments

4289
Health providers trained.

4092
Consumers trained.

1200
Reached via the Latina Sana Promotora Program.

11600
Visits to our English & Spanish websites.

104262
Reached via social media.

35556
Multivitamins distributed.

Thank you for a great year!
ALL ACCESS VIP PASS
Putting Theory Into Action Throughout NC

05.01.19
Registration opening soon!
Piedmont Town Center
Charlotte, NC
SHARING THE MESSAGE

TOPICS WE COVER

#HealthyHabits    #PreconceptionHealth
#FolicAcid        #NCPHC
#TakeCareofYourself #BirthDefects
#SelfCare         #WellnessWed
#HealthyEating    #FeelGoodFriday

COMPLEMENTARY APPS

• Boomerang
• PicsArt
• StoryArt
• Hootsuite
• Timehop
• GIF Maker
We have community ambassadors across the state, but our Promotora Program thrives in their Facebook group.
CAMPAIGN NEWSLETTER

MARK YOUR CALENDARS!
Only 3 Webinars Left! Click Here & Register!
FREE CEUs!
Jan. 2019 - March 2019

North Carolina Preconception Health Campaign

ABOUT NCPHC
The March of Dimes North Carolina Preconception Health Campaign, NCPreP(C), is a statewide initiative aimed at improving birth outcomes in North Carolina by reaching out to women with important health messages before they become pregnant.

Every Woman NC and Latina Sana NC serve as NCPHC’s strategies to reach individuals during their preconception and interconception periods.

BOOKMARKS
March of Dimes
North Carolina Preconception Health Campaign
March of Dimes Pregnancy Health
Latina Sana NC

ALL ACCESS VIP PASS
Putting Theory Into Action Throughout NC
05.01.19

ECU PEPEs display from their day of self-care and de-stress which included a packed yoga session (see above photo). Their display includes information about the benefits of practicing essential self-care in the preconception years.

Danielle Little, NCPHC Eastern Regional Coordinator, participated in a day of yoga and de-stress with the ECU Preconception Educating Pilates. She provided a presentation about the importance of folic acid and having a reproductive life plan (RLP).

NCPHC EAST TO WEST

We’ve partnered with NCPHC: Pregnant & Family Services Inc. for their 4th Trimester Workshop in March. Danielle has been instrumental in the partnership.

Brinda attended the Winterfest Health & Resource Fair on Dec. 1 hosted by the Guadalupe County Partnership for Children and the Salvation Army Boys & Girls Clubs of Greensboro.
IT’S ALMOST READY!

NCPreconceptionHealth.org
• Provider-targeted website which provides the most up-to-date data and resources available about preconception and interconception health.
• Preconception health social media toolkits.
• Interactive maps and videos will be
THANK YOU!
DESIRED OUTCOME

To utilize existing preconception health messaging through digital media which equip intended populations with the know-how they need…

…to become healthier men and women of childbearing age before, during, and after pregnancy which…

…yields healthier pregnancies and better birth outcomes.
Only one webinar remaining!

The March of Dimes North Carolina Preconception Health Campaign Webinar Series is Back!

Sept. 2018 - March 2019

<table>
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<tr>
<th>March 14</th>
<th>11:00 am - 12:30 pm</th>
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<td>Preconception Health &amp; Health Disparities for LGBTQ Patients, Clients &amp; Students</td>
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**Intended audience:** outreach workers, nurses, physicians, mid-level providers, social workers, health educators, medical assistants, nutritionists, etc.
FOLLOW US!

• For more information about the Campaign and other preconception health topics, you can still visit: EveryWomanNC.org and Latinasana.org

@everywomannc
@latinasananc
THANK YOU!