Alameda County Healthy Start
Improving Pregnancy Outcomes Program

Dani Taylor, Interim Director
Maternal, Paternal, Child & Adolescent Health (MPCAH)
Alameda County Public Health Department
May 22, 2008

IPOP Goals

- Reduction in infant mortality.
- Improvement in perinatal risk factors including low birth weight, late entry into prenatal care, preterm births, and maternal substance use.
- Empowerment of low-income women and women of color to adopt healthy lifestyles and to address underlying socio-economic factors impacting perinatal health.

IPOP Goals

- Improvement of interconceptional health and reduction of risk factors upon the initiation of a subsequent pregnancy.

- Increase screening of perinatal depression and improve linkages to the Behavioral Care system.

Healthy Start Components

Core services

- Outreach and client recruitment
- Case management and care coordination
- Health education
- Interconceptional care
- Depression Screening and Referral

Core Systems & Efforts

- Consortium
- Sustainability
- Collaboration and coordination linkages with Title V and others
- Local health systems action plan for comprehensive perinatal care

IPOP Fatherhood Services

Boot Camp for New Dads

COMMUNITY EDUCATION

Consumer Task Force Meetings

Needs Assessment: Highlights

- Priority topics and concerns
  - Do not limit health education to physiological aspects of healthily incubating a fetus
  - Prepare women for motherhood psychosocially & economically in addition to preparing them for a healthy pregnancy/infancy
- Consumers want programming implemented in a way that is non-stigmatizing
  - no “stress reduction” workshop
  - no “depression” support group
  - no “birth control” class
  - no “at-risk for poor outcome” label

Needs Assessment: Highlights

- Want a group experience
- Want to attend fun events that are educational—a respite for moms
- Want free food and childcare at all events
- Want events to be held often and in their neighborhoods

Needs Assessment: Highlights

- Do not want events to be held in churches
- Want ongoing relationships with staff— "a health education home"
- Are knowledgeable of major perinatal health messages—adherence is circumstantial
- Want incentives in the form of food, money or items for mothers, babies and families

Needs Assessment: Highlights

- Some prefer low or no-commitment health education opportunities
- Some women don't have the time (or the inclination) to come to any activity or event
- Want to share their individual pregnancy and parenting experiences with younger, less experienced women

Needs Assessment: Highlights

- Want to participate in health promotion activities as a trained peer—with or without stipends
- Offer something for every level of interest/availability to participate
- Printed materials must be
  - Brief, yet interesting
  - Colorful and attractive
  - Provide resource information so one can take action

Program Implementation

Intervention strategies

- Group Health Education
- Community Outreach/Information & Referral
- Community Awareness Campaign
- Peer Education Model

Program Implementation

Canvassing of campaign topic leaflets

- Health topic "sound bite"
- Follow-up with IPOP topic leaflet
- Friendly "keep it, or pass it on" technique
- Solicit raffle participation
- Added to community education mailing list

Program Implementation

Raffle

- Tool to engage women and deliver short health messages
- Everyone wins a free subscription to newsletter
- Builds neighborhood mailing list

IPOP Improving Pregnancy Outcomes Program
Health Promotion & Community Education

2006 Spring Raffle Event

Winners will be notified on May 25, 2006!

1st Prize – $50 Safeway Gift Card **2nd Prize** – Infant Child Car Seat **3rd Prize** – IPOP Backpack or Tote Bag **4th Prize** – IPOP T-shirt for Adult & Baby **Everyone**–FREE subscription to IPOP Community Health Newsletter

IPOP offers FREE community health classes on Pregnancy Basics, Healthy Eating and Living for Mom & Baby, and Parent Education. For more information about our free health classes, call (510) 618-2080.

NAME

ADDRESS

CITY ZIP CODE

PHONE

Improving Pregnancy Outcomes Program
Health Promotion & Community Education

IPOP

Spring Raffle Event 2006

1st Prize - $50 Safeway Gift Card

2nd Prize - Infant or Child Passenger Seat

3rd Prize - IPOP Backpack or Tote Bag

4th Prize - Adult, Baby and Child T-Shirt

Everyone receives a FREE subscription to the IPOP Community Health Newsletter!

Program Implementation

Campaign health topics

- Eating healthy on a budget
- Family planning/ reproductive health
- Stress and depression
- Smoke-free homes/ tobacco cessation
- SIDS prevention/ Back-to-Sleep
- Effects of substance use during pregnancy

Alameda County Public Health Department, Maternal, Paternal, Child & Adolescent Health

IPOP

Healthy Living, Healthy Families

Published by the Improving Pregnancy Outcomes Program (IPOP) for the Health Promotion & Community Education Campaign

Getting help for depression

Know the signs and what to do to feel better

What is depression?
Depression is an illness that affects the body, mood, and thoughts. People who are depressed may feel hopeless, worthless, very sad, and have no energy or interest in doing anything. Some people describe depression as an "empty, or sad feeling that won't go away." This kind of depression that does not go away is called "clinical depression."

What causes depression?
Many things cause depression. Depression can run in families. Changes in your brain chemistry and living through painful and difficult events in your life can cause depression.

What are the signs of depression?
Here is a list of the most common signs of depression. If you have some of these signs that last for more than two weeks, see a health care provider.

- Feeling empty, sad, and anxious
- Feeling tired, having no energy
- Feeling restless and irritable a lot of the time
- Crying more than usual

Some people describe depression as an "empty, or sad feeling that won't go away."

- Feeling worthless, helpless, hopeless, and guilty
- Having no interest or joy in life
- Having trouble sleeping or sleeping too much
- Having problems eating too much or too little
- Thinking about suicide and death
- Thinking about hurting your baby or children
- Having trouble concentrating, remembering, and making decisions

How do you get help for depression?
Depression is not something you can just snap out of and feel better. Depression is a serious illness that needs to be treated. It's not your fault that you are depressed, and you can get better. Most people with depression get better when they get treatment. Talk to your health care provider about how you are feeling.

Source: National Women's Health Information Center, U.S. Department of Health & Human Services

Did You Know?

Take the first step...

For mental health and treatment referrals in Alameda County, call ACCESS 24-hour line at 1-800-491-9099.

Mental health services that are available include: support groups, stress reduction and parenting classes, individual counseling, and family counseling.

Low-income and CalWORKs clients can receive referrals to any of these services listed above by calling ACCESS.

More information about IPOP

(serving zip codes 94578, 94579, 94601, 94603, 94605, 94607, 94608, 94609, 94612 and 94621)

If you are pregnant and need help with accessing medical and social services, call.....(510) 618-1967

For free classes on Pregnancy Basics, Healthy Eating and Living for Mom & Baby, and Parent Education including positive discipline and child safety, call.....(510) 618-2080

For IPOP Fatherhood Services and assistance for men, call.....(510) 618-2080

Improving Pregnancy Outcomes Program, 1000 San Leandro Boulevard, San Leandro, California 94577

Alameda County Public Health Department, Maternal, Paternal, Child & Adolescent Health

IPOP

Healthy Living, Healthy Families

Published by the Improving Pregnancy Outcomes Program (IPOP) for the Health Promotion & Community Education Campaign

Want a Smoke-Free family?

Find out the dangers of smoking and what you can do about it

These days many families spend more time indoors. Often, this means more cigarette smoking happens indoors too. Smoking creates harmful second-hand smoke. You can protect your children, pregnant women and non-smokers from second-hand smoke by NOT allowing smoking in your home.

Secondhand smoke can make children suffer serious health risks. Breathing secondhand smoke can be harmful to children's health including asthma, Sudden Infant Death Syndrome (SIDS), bronchitis, pneumonia and ear infections. Children's exposure to secondhand smoke is responsible for increases in the number of asthma attacks, lower respiratory infections, and hospitalizations each year.

The developing lungs of young children are severely affected by exposure to secondhand smoke for several reasons including that children are still developing physically, have higher breathing rates than adults, and have little control over their indoor environments.

Secondhand smoke can make children suffer serious health risks.

Children receiving high doses of secondhand smoke, such as those with smoking mothers, run the greatest risk of damaging health effects.

A few basic actions can protect children from secondhand smoke:

- Choose not to smoke in your home and car and do not allow family and visitors to do so.
- Infants and toddlers are especially vulnerable to the health risks from secondhand smoke.
- Do not allow child care providers or others who work in your home to smoke.
- Until you can quit, choose to smoke outside. Moving to another room or opening a window is not enough to protect your children.

You can make your home a Smoke-Free Home!

Source: U.S. Environmental Protection Agency

Did You Know?

Need help quitting?

The most successful methods of quitting combine counseling and medication.

There are a variety of agencies that provide free or low cost services to help people quit smoking. Some offer counseling, some offer nicotine replacement therapies (NRT).

For assistance call (510) 628-STOP (or 628-7867).

More information about IPOP

(serving zip codes 94578, 94579, 94601, 94603, 94605, 94607, 94608, 94609, 94612 and 94621)

If you are pregnant and need help with accessing medical and social services, call.....(510) 618-1967

For free classes on Pregnancy Basics, Healthy Eating and Living for Mom & Baby, and Parent Education including positive discipline and child safety, call.....(510) 618-2080

For IPOP Fatherhood Services and assistance for men, call.....(510) 618-2080

Improving Pregnancy Outcomes Program, 1000 San Leandro Boulevard, San Leandro, California 94577

Program Implementation

Newsletter

- Free
- Quarterly Issues
- Topics were recommended by consumers
- One page, one topic, and related resource
- Sent to all households on mailing list (currently 850 active households)
- Promotes program visibility/ case-finding
- Maintains relationship with past participants

Newsletter Schedule

Topics	Article Submission Due Date	Article Selection Deadline	Distribution Date
Fitness/Exercise Women Children Resource: IPOP fitness classes	February 10	February 17	March 1
Parenting Single parenting Child behavior issue Resource: IPOP parenting classes	March 10	March 17	April 1
Substance Use Marijuana Use During Pregnancy Fetal Alcohol Syndrome Resource: Treatment services for pregnant women	April 14	April 21	May 1
Healthy Eating Health risks of child obesity Cook to reduce fat Healthy recipe Resource: Farmer's markets that take WIC & Food Stamps; summer lunch programs	May 12	May 19	June 1
Parenting Importance of quality family time Ideas for family activities Resources: free family activities/recreation	June 9	June 16	July 5
Infant/Child Health Child passenger seats Baby proofing/child safety Resource: Car seat inspection	July 14	July 21	August 1
Mental Health Women & self-esteem Importance of social support & friendships Resource: IPOP ClubMOM; IPOP mental health seminar	August 11	August 18	September 1
Pregnancy Pregnancy options Importance of early and continuous prenatal care Do's & Don'ts during pregnancy Resource: Pregnancy counseling, prenatal care, and Boot Camp for New Dads	No submission required	Republish previous newsletter on this topic	October 2
Substance Use Smoking during pregnancy How to get ready to quit Smoking cessation options Resource: Treatment resourceS	October 13	October 20	November 1
Leadership Infant mortality in the African American community Other health disparities Strengths & assets of the African American community related to health and well-being Resource: Take action/what you can do about it/ways to get involved	November 10	November 18	December 1

Alameda County Public Health Department, Maternal, Paternal, Child & Adolescent Health

IPOP

Healthy Living, Healthy Families

Volume 3 | Issue 1 | March 2006

A free community newsletter published by Improving Pregnancy Outcomes Program Health Promotion & Community Education Services

Importance of physical activity for African American women

Learn the facts...your first step to good health

Does your sofa have a permanent groove where you sit? Is your only exercise picking up and putting down the TV remote? Does crossing the street leave you winded? If you answered yes to these questions, you are in danger of becoming the worst vegetable of all—a couch potato. Even if you think you get enough exercise running after your kids, chances are you probably need more physical activity. Living a sedentary lifestyle (sitting a lot) increases your risk for health problems including obesity (being overweight). Being inactive also lowers the quality of your life. How many times have you passed up a fun activity because you just didn't feel up to it? But the good news is you can reclaim your good health through physical activity.

The "Weight Problem" and African American Women

African American women suffer from obesity at a high rate when compared to women of other races. African American women between the ages of 25-34 are more likely to gain weight than any other female group in the United States. There are a variety of reasons for the high levels of obesity (being overweight) in our community. These reasons include fewer stores that sell healthy foods in low-income neighborhoods, higher cost of healthy foods, cultural attitudes about weight, eating habits, and lack of regular physical activity. Our emotions and feelings of self-worth also play a big role with regard to attitudes about weight and overall health.

Furthermore, Dr. Lorraine Bonner, M.D. , a doctor who practices in Oakland, says that there is evidence to suggest that the Africans who survived the Middle Passage to this country were those who were best able to live off of the few scraps of food they were fed [because they could store more body fat] (Villarosa, Ed 1994). Dr. Bonner believes African Americans today have inherited these genes "from [our] African ancestors who were brought here as slaves." Also, you are probably aware that traditional eating habits (soul food, etc.) have left a legacy of high fat, sugar, salt, and cholesterol with us.

Health Consequences of Being Overweight

Individuals who are significantly overweight are at risk for developing a variety of medical problems, including high blood pressure, heart disease, high cholesterol, diabetes, heart attacks, and even some forms of cancer. Additionally, bone and joint diseases such as arthritis are made worse when the body is overburdened with carrying around extra weight.

The Need for Physical Activity

Generally, regular physical exercise is not a part of the lifestyle of many African American women. However there is hope! The key is to find an activity that you enjoy and feel comfortable doing. A good starting point is walking, especially if you have not been exercising regularly in the past.

Walking is one of the best and least expensive forms of physical activity. All you need is time for yourself and a good pair of walking shoes. Walking doesn't stress the body the way running does. Walking can help make your heart and lungs function more efficiently, help you lose weight, sleep better, and reduce stress. You should try to walk four times a week for at least thirty minutes each time.

Nutrition

If you want to lose body fat and improve your health, you need to increase your physical activity and significantly decrease the amount of fat that you eat. Eat less fat that comes from animal sources such as lard, red meat, fast food and pizza (loaded with meat and cheese). Eating more fruits and vegetables (at least 5 to 9 servings a day) is key. Also, it is important to drink six to eight glasses of water daily. Water helps regulate body heat, maintain blood volume, eliminate wastes, and acts as an appetite suppressant (makes you feel less hungry).

It Can Be A Struggle, But You Can Do It!

By now we all know that there are no "quick fixes" or "short cuts" when it comes to serious weight loss. There is nothing that can take the place of a regular fitness routine, proper nutrition, and a reduction in the amount of calories we eat. Lifestyle changes are the way to better health and weight loss.

Healthy Tips for Getting Fit

- Take ownership and responsibility for your health
- Develop self-control and self-acceptance
- Begin to eat more healthy foods
- Begin to incorporate a physical activity routine into your daily life
- Drink 6 to 8 glasses of water a day
- Get social support from family and friends

Source: Article adapted from Ebony Magazine (September 1999) and Blackwomenshealth.com. Reference: Villarosa, L. (Ed.). (1994). Body & Soul: The Black women's guide to physical health and emotional well-being.

Did You Know?

Sign-up for IPOP's FREE fitness classes

IPOP is planning free fitness classes beginning this Spring. Let us help you get started with a fitness routine that will keep you looking and feeling great. Don't do it alone...invite a friend to take the class with you. Free child care is offered during the class.

To sign-up in advance and get on our mailing list for specific dates and locations, call:

(510) 618-2080

IPOP Health Promotion & Community Education
Alameda County Public Health Department
1000 San Leandro Blvd., Suite 100
San Leandro, CA 94577

IPOP

For More Information About IPOP's Free Services

(serving zip codes 94578, 94579, 94601, 94603, 94605, 94607, 94608, 94609, 94612 and 94621)

If you are pregnant and need help with accessing medical and social services, call.....(510) 618-1967

For free classes on Pregnancy Basics, Healthy Eating and Living for Mom & Baby, and Parent Education including positive discipline and child safety, call.....(510) 618-2080

For Fatherhood Services, and assistance for men call.....(510) 618-2086

If you would like more copies, or you have ideas or comments about this newsletter, call.....(510) 618-2084

Improving Pregnancy Outcomes Program, 1000 San Leandro Boulevard, San Leandro, California 94577

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

CLUB MOM

Sistah2Sistah

Want to get together with other women who understand what it's like to be a mom?

Join other mothers and children for a fun gathering designed just for you.

Also, we'll talk about how mothers and babies can be healthy and live well.

Club Mom

Saturday, June 9, 2007

1:00 PM—3:30 PM
Eastmont Mall in Oakland
Entrance F, near the WIC Office

- Free raffle prizes
- Free healthy snacks
- Free child care

Activities will include:
Meet & Greet with Refreshments
Nutrition for Your Baby
Easy Physical Fitness Techniques for Mom
Bingo & Prizes

For more information, call the IPOP Peer Health Leadership Coordinator
510-667-3072

Peer Health Leaders

Selected

CLUB MOM TOPICS

- Healthy Eating on a Budget
- SIDS
- Infant CPR
- Body Talk (Listening to Your Body)
- Family Planning/Reproductive Health
- Substance Abuse During Pregnancy
- Maternal Depression (Mental Health Promotion)
- Smoke-Free Homes
- Physical Activity
- Hands on Cooking
- Healthy Relationships (Mental Health Promotion)
- Parenting

Infant
2 breaths
30 chest
compression
1/2-1/3 deep

EXIT

KIRKLAND
Construction Paper

Milkshake
Lentils
SKIM MILK
Yogurt
PUDDING
Cheese
Peanut Butter
Program

Women’s Health Conference

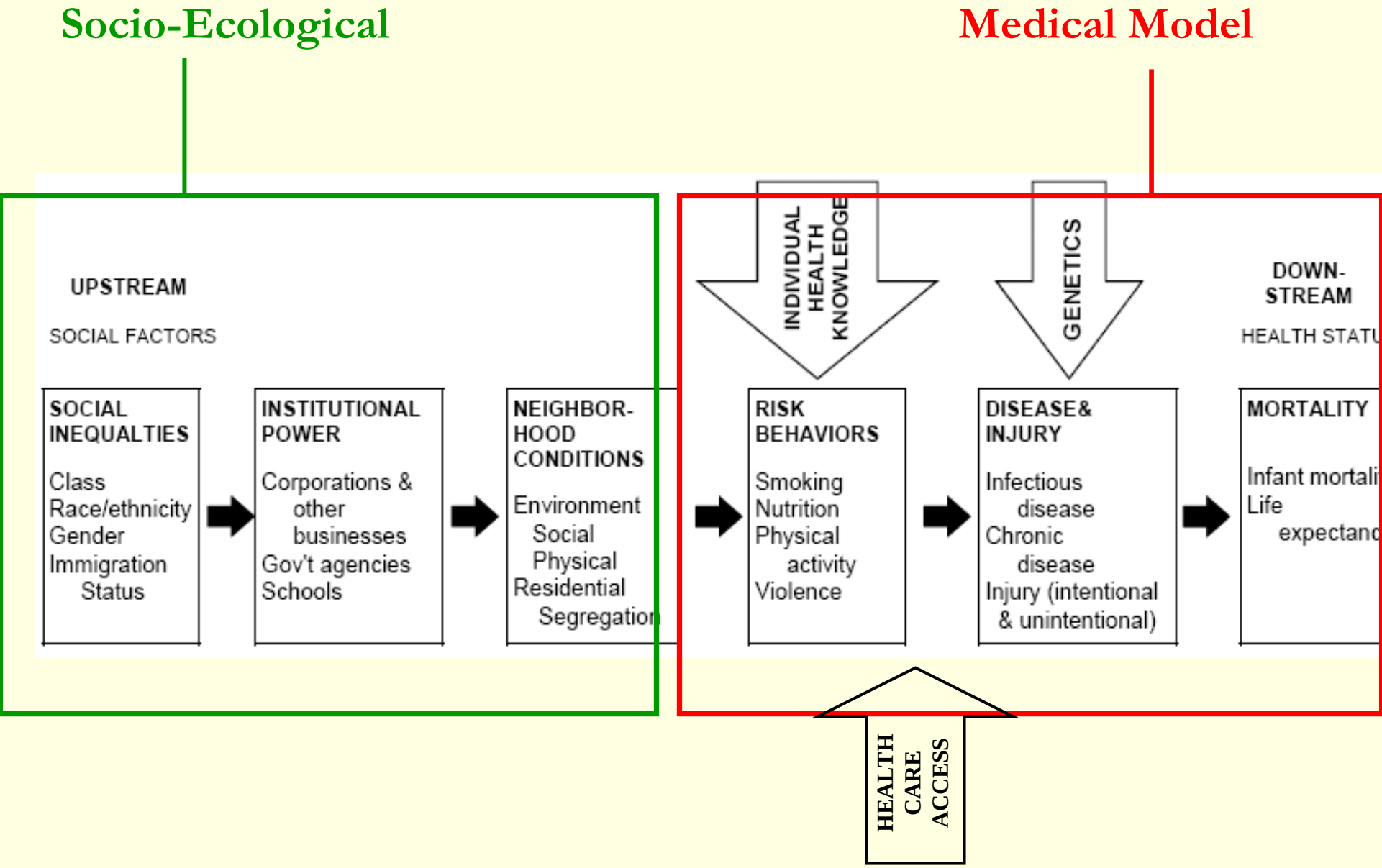
Selected topics discussed:

- Putting Stress to Rest: Getting Help When You Are Feeling Overwhelmed
- Stop Sacrificing Yourself for Love: Where Is That Healthy Relationship?
- How to Lose the Baby Fat: Getting in Shape After Pregnancy
- Keeping You & Your Family Happy and Healthy: Resources for Mothers
- Getting Ready for the Journey: Transitions to Careers and Higher Education
- Physical Activity 101

The Basics:
It's not about being thin, It's about being FIT

EXIT
OLD NAVY

BEYOND THE MEDICAL MODEL



-Bay Area Regional Health Inequities Initiative