

Midnight Spa Parties:
An Innovative Way to Provide
Preconception Health Information
to College Aged African
American Women

Kimberlee Wyche-Etheridge, MD, MPH
Jamila Walker, BS
Jamesia Durden

Imagine.....

- Earth tone colors
- Soft Jazz music
- The warm glow of candles
- Designer snacks
- Aromatherapy smells
- A sense of peace
- Yoga mats on the floor
- Comfortable chairs and sofas

Midnight SPA

Healthy Woman Healthy Future Campaign



**Free Admission, Food,
Door Prizes**

Who: Calling all young women who care about the future of our people

What: Come learn how to be the healthiest you can be

Where: *Tennessee State University, "BARN"*
James E. Farrell-Fred Westbrook Hall Agriculture
Research & Extension
3500 John A Merritt Blvd, Nashville, TN 37209
<http://www.tnstate.edu/interior.asp?mid=259>

When: Friday; February 13, 2009; 8:30 pm -11:00 pm

Why: Because you have to *love* yourself first!

*Gather up your girlfriends for **MASSAGES**,
giveaways, education, desserts, screenings,
and more!*

For more Information: 615-340-5614 or email jwalker@fisk.edu

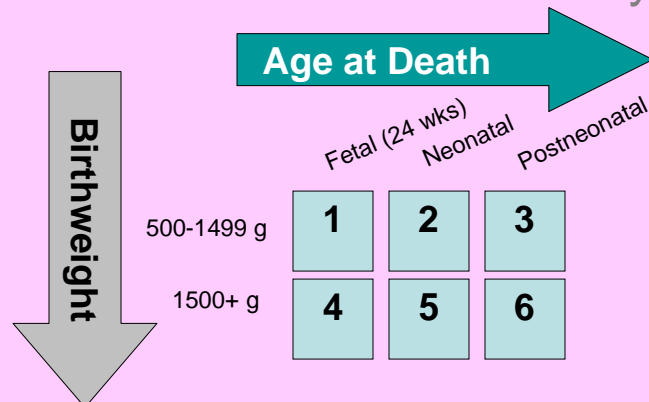
Sponsored by:

Fisk-Meharry HBCU Wellness Project (Preconception Peer Educators Project), Essencetree Holistic Life, Metro Public Health Dept, Office of Minority Health, Health Education Tennessee State Cooperative Extension Program, and the Healthy Baby Begins With You Campaign

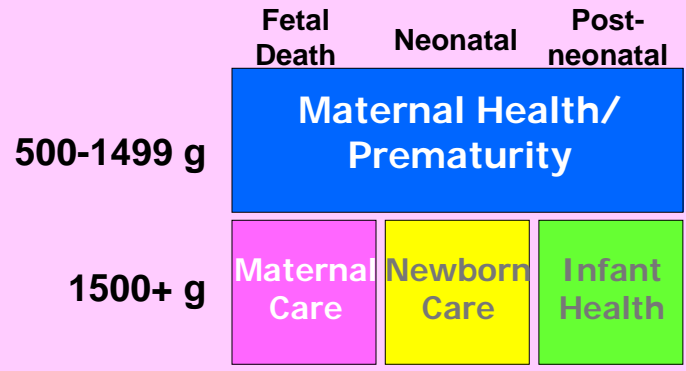
Why?

- TN ranks 47th in Infant mortality
- TN ranks 44th in % of Low Birthweight
- TN ranks 43rd in single parent families
- TN ranks 42nd in children in poverty (income below \$21,027 for a family of 4)

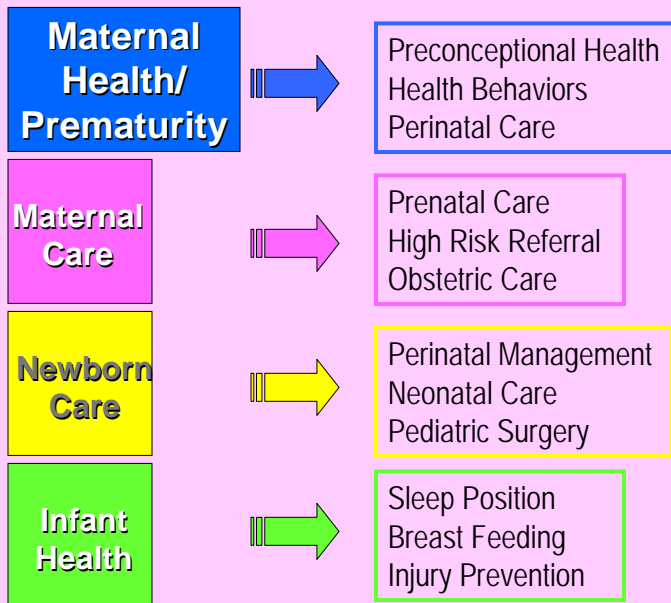
Refined PPOR “Map” of Feto-infant Mortality



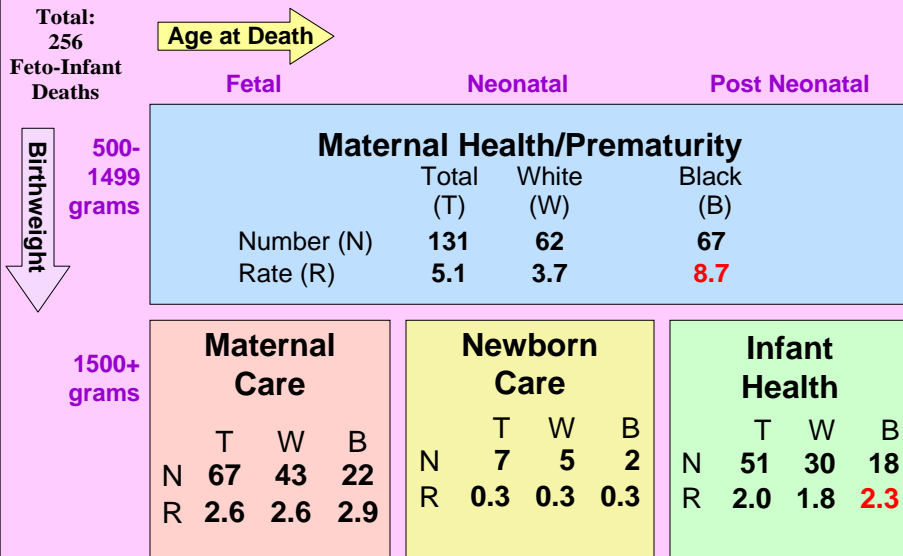
Perinatal Periods Of Risk Fetal-Infant Mortality Map



Map Connections to Action



Davidson County "Map" 2002-2004 What Have We Learned?



Source: MPH, 2007.

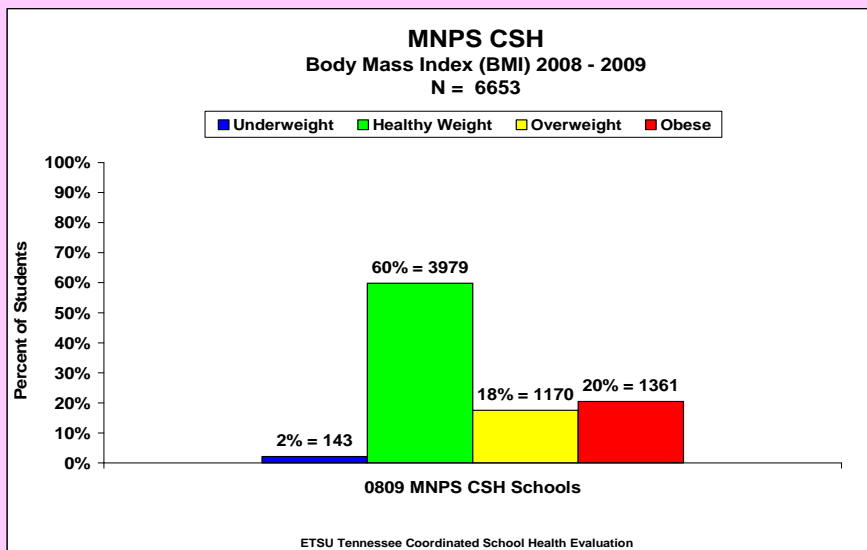
Why?

- Local Perinatal Periods of Risk data identifies **Maternal Health/Prematurity** as the most significant cause of infant mortality in Davidson County, Shelby County, and Hamilton County
- Preconception health must be addressed in order to change the numbers
- African American Women with a College Degree have birth outcomes = to that of Caucasian women who are high school drop outs
- Start prevention early for the best results

What does Preconception look like?

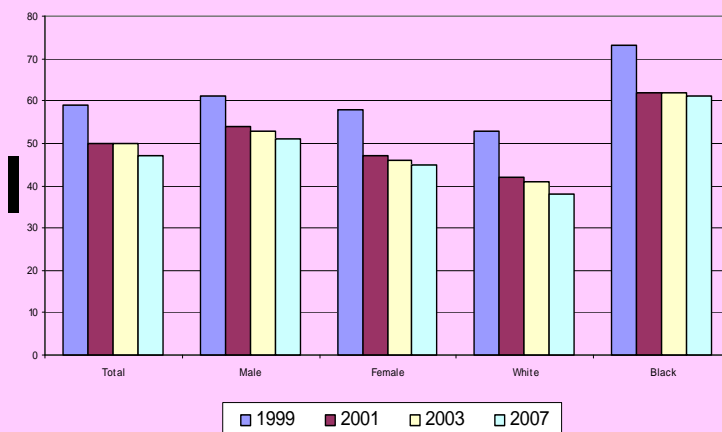


Overweight and Obesity



Sexual Activity

Percent of High School Students Reporting Ever Having Had Sexual Intercourse



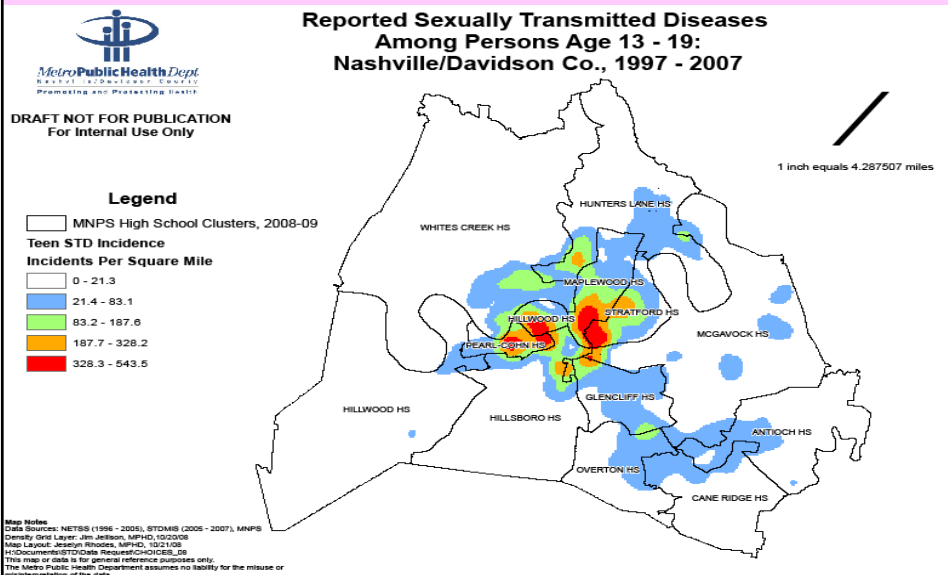
Gonorrhea – Nashville/Davidson Co., 1997 – 2007

Cases by year reported, rate per 100,000 population



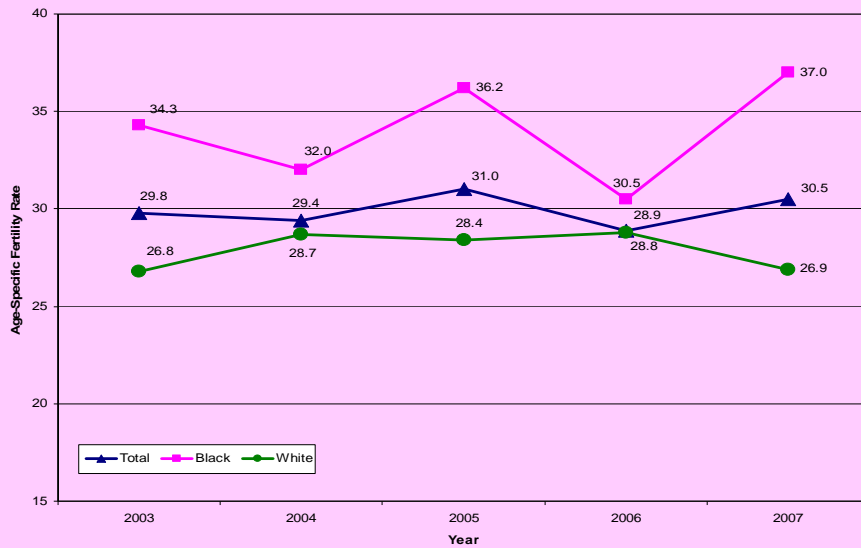
Data Source: MPHID Division of Epidemiology, STDMS (morbidity records 2006 - 2007) and NETSS (1997 - 2005).
 Note: 2008 revision of population estimates (1996 - 1999) and projections (2000 - 2006) from the Tennessee Department of Health Office of Health Statistics used to calculate local rates.

STD Data By School Cluster



Age-Specific Fertility Rate for 10-19 year olds – Nashville/Davidson Co., 2003-2007

Rates are per 1,000 Live Births



Teen Pregnancy

- Teen Pregnancy
 - In 2007 there were 445 babies born to Davidson County teens
 - Pregnancy rate of 17.4/1000 female teens
- Teen parents are more likely to be poor students, and are more likely to drop out of school than non-parenting teens.

What is a Midnight Spa?

What is A Midnight Spa?

- Innovative way to lure in young women for health education
- Mixes critical information with self preservation services and techniques
- Creates an intimate environment to share
- Usually takes place at night (8pm-11pm)
- Just plain fun!

What is A Midnight Spa?

- Partners:
 - Metro Public Health Department
 - Fisk University HBCU Peer Educators
 - Federal Office of Minority Health
 - Meharry Medical College

What Does It Look Like?

- Women arrive:
 - Sign in
 - Complete a short Healthy Woman (preconception Health) Assessment (23 questions including demographics)
 - Free to visit stations as they please. Switch every 15 minutes
 - Fill out get signed a provider map to document stations visited
- At conclusion
 - Assessment is scored and 1:1 health info given
 - If you were to get pregnant today... sheet given
 - Final evaluation completed
 - Incentive awarded



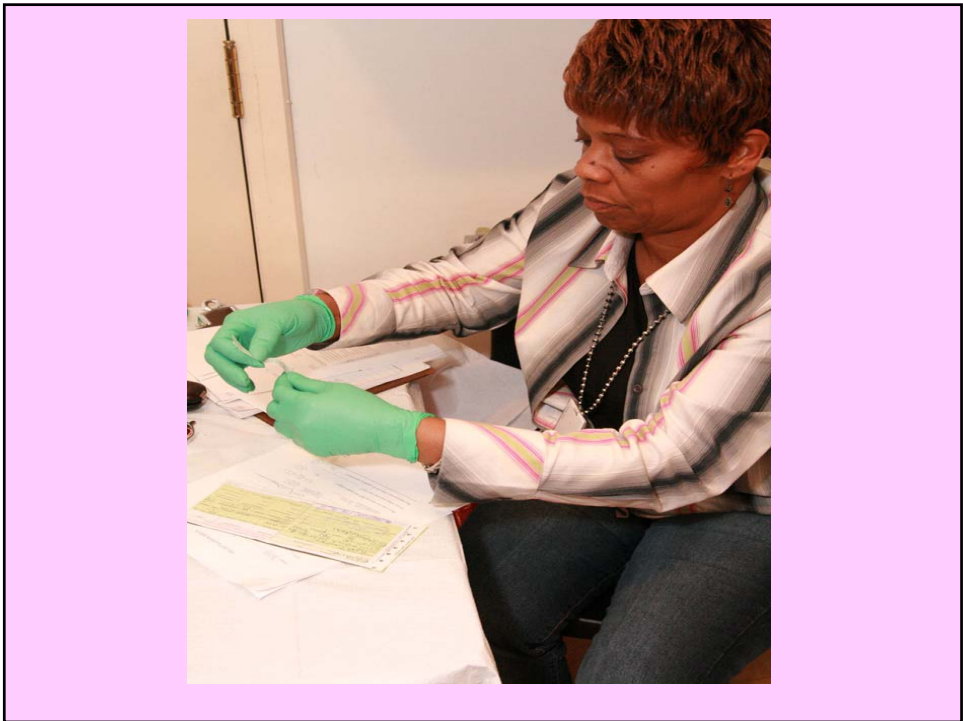
What Does It Look Like?

- Stations include, but not limited to:
 - What's in your genes? Knowing your sickle cell status
 - Avoiding the freshman 15- Nutrition for Co-eds
 - Taking care of the girls- Breast health
 - Financial security- Investing early
 - Keeping the “do” done- Natural hair care
 - In Control- Creating a reproductive life plan
 - Avoiding the Burn.....and itch- STD, information
 - He did what??- Healthy relationships
 - What do you do with that?- Birth control options

What Does It Look Like?

- Stations include, but not limited to:
 - Yoga
 - Chair massages
 - Hand massages
 - Fitness evaluation
 - Health Screenings
 - BMI
 - STD/HIV
 - Pregnancy
 - Diabetes
 - Blood pressure





What We Learned

Descriptive Stats based on Healthy Woman Surveys:

- N= 397
- 35% of women surveyed were 18-24
- 26% of women were 25-35
- 88% were African American

What We Learned

Methods:

- Survey responders were grouped into 5 categories based on age and 4 based on race
- Total scores were analyzed as a continuous variable and as a categorical variable
- Paper surveys were input into an online platform
- Data analyzed using SAS 9.3

What We Learned

Examples of Risk factor Questions and Findings:

3. Do you eat fast food at least 3 times a week?
61.3% Yes
4. Do you get at least 30 minutes of moderate Physical Activity every day?
54.1% Yes
5. Have you ever been diagnosed with an STI
12.9% Yes
14. Do you consider yourself to be over weight or underweight?
54.9% Yes
15. Have you ever been hit by a significant other?
10.9% Yes
18. Have you ever had a pregnancy scare?
33.9% Yes
20. Do you consider yourself to be in excellent health?
55.3% Yes

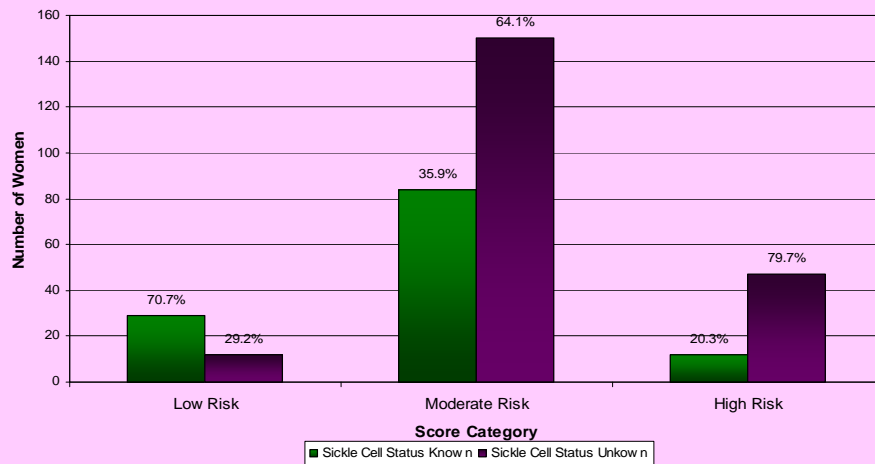
What We Learned

Examples of Non-traditional Risk factor Questions and Findings:

7. Do you take steps to handle your stress in a positive way?
57.1% No
10. Do you have \$200 or more in credit card debt?
47.8% Yes
11. Do you know your sickle cell status
62.7% No

What We Learned

Preconception Health Assessment Risk and Sickle Cell Status in Black Women, Davidson and Shelby Counties



What We Learned

Summary of Findings

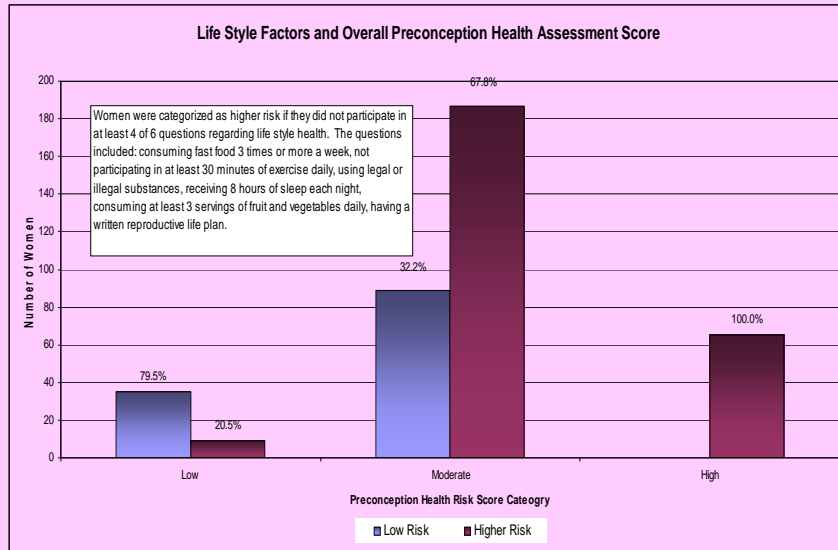
- Total scores were grouped into 3 categories
 - Low risk (15-22) 11.4%
 - Moderate risk (9-14) 71.5%
 - High risk (0-8) 16.9%
- Higher scores indicate lower risk and better overall current health
- Lower scores indicate high risk in regards to preconception health



What We Learned

- Having any one of the following characteristics increased the risk of being in the high risk group
 - History of Abuse ($p=.0015$)
 - Diagnosed with an STD ($p =0.0029$)
 - Credit Card Debt ($p=0.0001$)
 - History of a pregnancy scare ($p<0.0001$)
 - Poor stress management ($p=0.0001$)
 - Not knowing sickle cell status ($p=<0.0001$)
- Opens doors to new populations to outreach

What We Learned



What We Learned

