

# Unlocking the Prenatal Care Door: A Community Approach

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**CityMatCH Conference, San Francisco  
September 17-20, 2011**

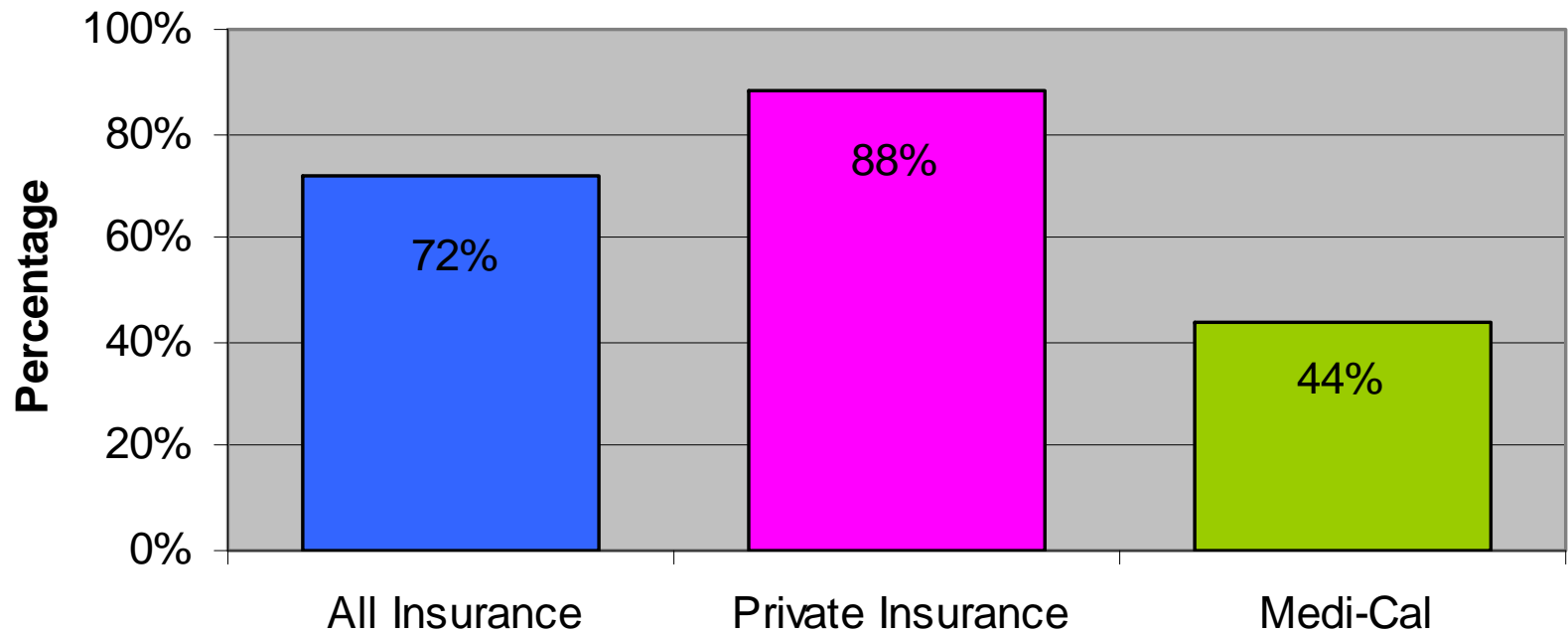
# Unlocking the Prenatal Care Door



# Challenge

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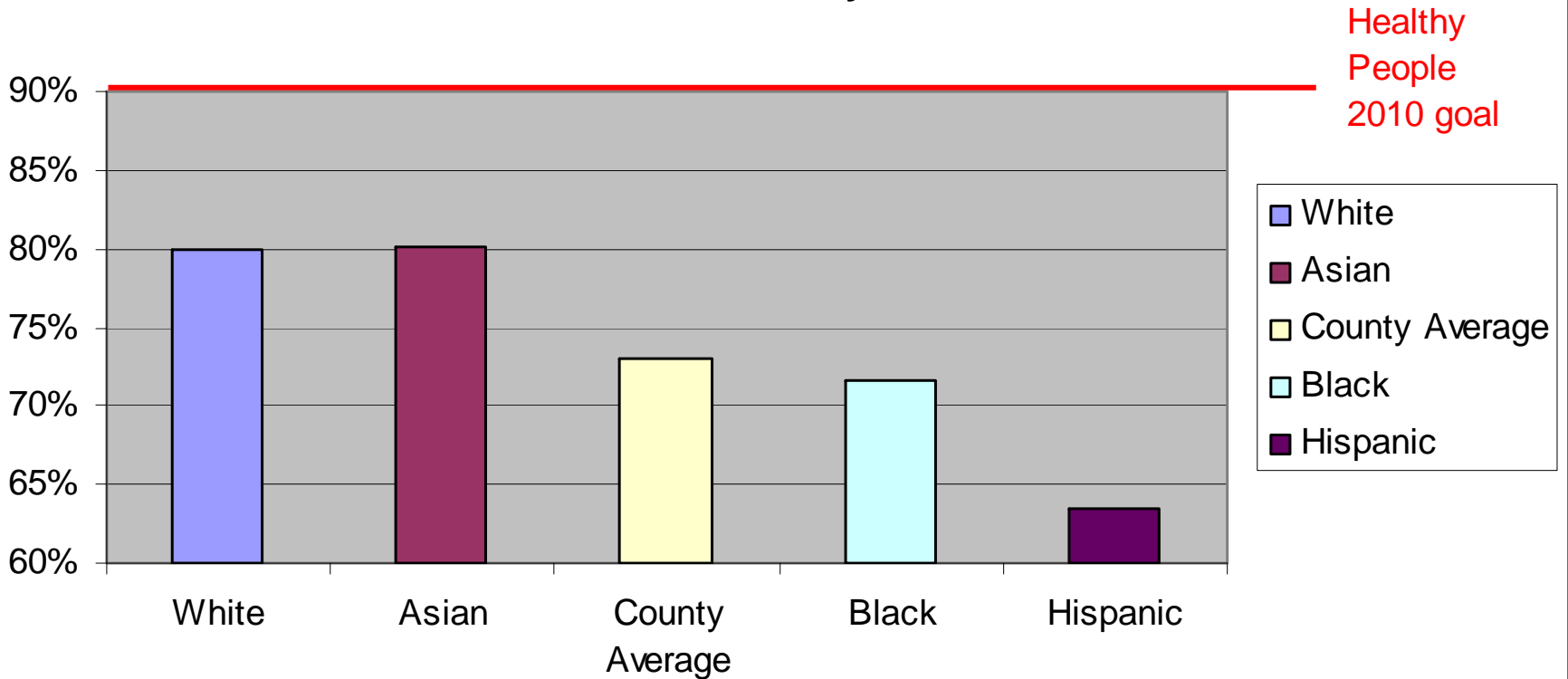
## First Trimester Prenatal Care by Insurance Solano County 2005



# Challenge

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**Rates of Entry Into First Trimester Prenatal Care,  
By Ethnicity  
Solano County 2005**



# Solution: Prenatal Care Access

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The Prenatal Care Access Group is a community group organized to improve prenatal care in Solano.

Members:

Managed Care Healthplan

Employment & Eligibility Services

BabyFirst Solano Prenatal Collaborative

Medical Providers (Kaiser, CPSP, Private)

Coalition for Better Health

First 5 Solano

Community Based Organizations



# 3-Year Goal

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**90% OF PREGNANT WOMEN IN  
SOLANO COUNTY WILL ENTER  
PRENATAL CARE BY 12 WEEKS OF  
PREGNANCY  
(based on Healthy People 2010 goal)**

# Recommendations

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1. Conduct a consistent, sustained, *public education* effort aimed at increasing knowledge about (1) the importance of early prenatal care, and (2) how to obtain it.
2. *Improve insurance coverage* enrollment process.
3. Expand *prenatal care provider involvement* and help them reduce barriers to access.
4. *Establish standards for accessibility of prenatal care* and provide feedback and monitoring.



# Recommendation 1: Public education

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- Radio
- Television
- Pre-show Movie Advertising
- Internet
- Print
- Bus Ads
- Mall Kiosks

Pregnant, or think you might be?

## GO BEFORE YOU SHOW

Seeing a doctor within the first three months of being pregnant is one of the most important things a mother can do for her unborn baby.

If you are pregnant, or even think you might be, see a doctor early to give your baby a healthy start.

There are programs in San Joaquin County that can help you get information about what to do if you are having a baby. You may also be eligible for health care programs that can pay for prenatal care and even the delivery of your baby.



For more info call 1-800-698-2304  
or visit [GoBeforeYouShow.com](http://GoBeforeYouShow.com)



# Recommendation 2: Improve insurance enrollment

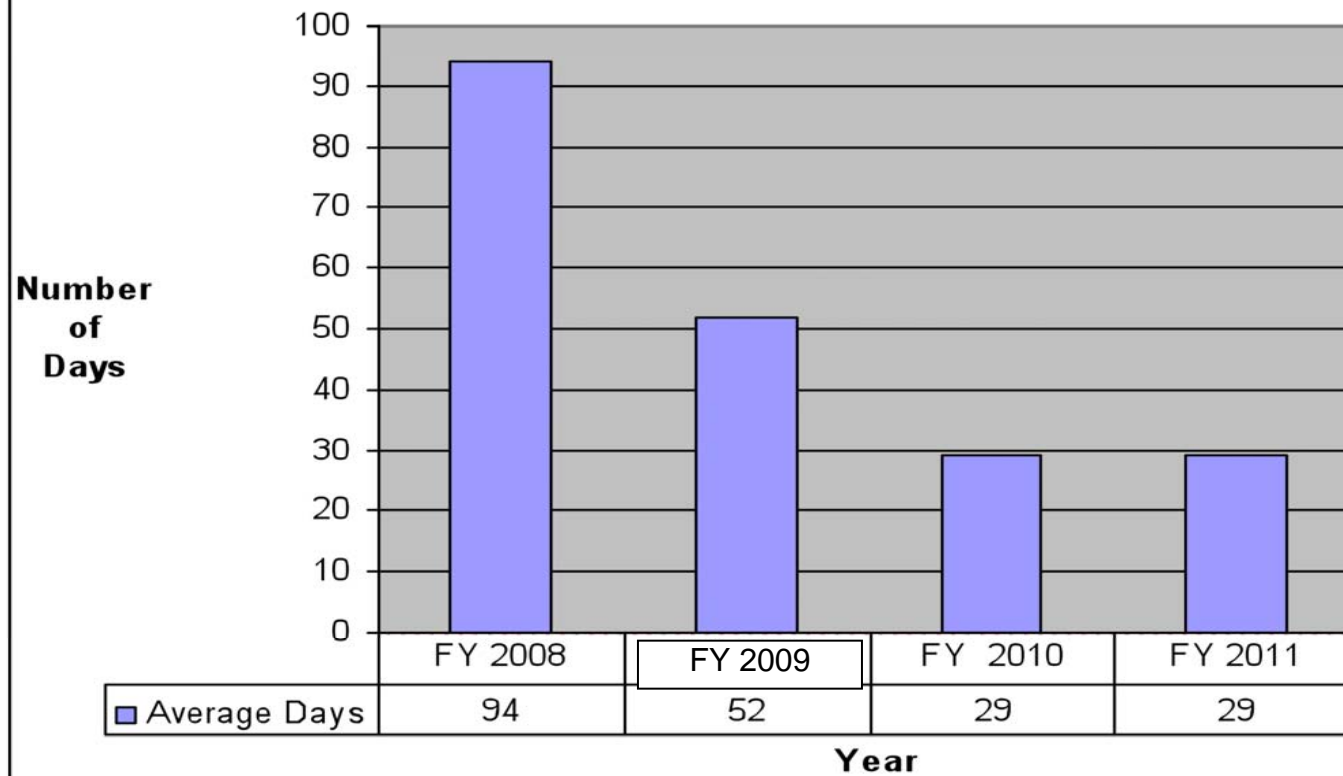
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# Medi-Cal Pregnancy Applications

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## Application Processing



## Recommendation 3: Reduce barriers to care

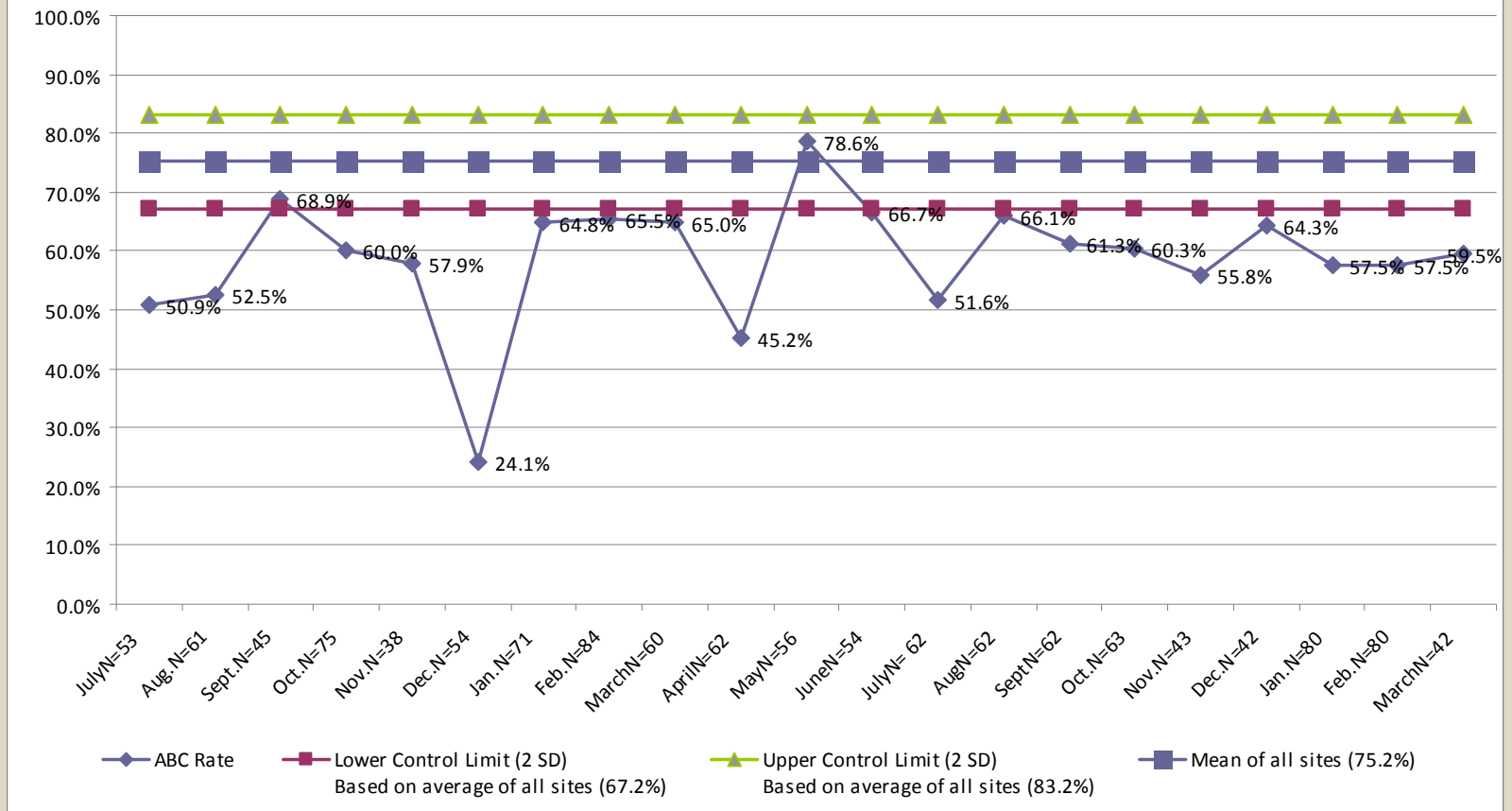
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- ✓ Increase number of providers who accept Presumptive Eligibility Medi-Cal
- ✓ Share best practices and lessons learned
- ✓ Hold focus groups to learn more about barriers to early care (African-Americans, teens, Latinas, substance-using women)

# Recommendation 4: Feedback and monitoring

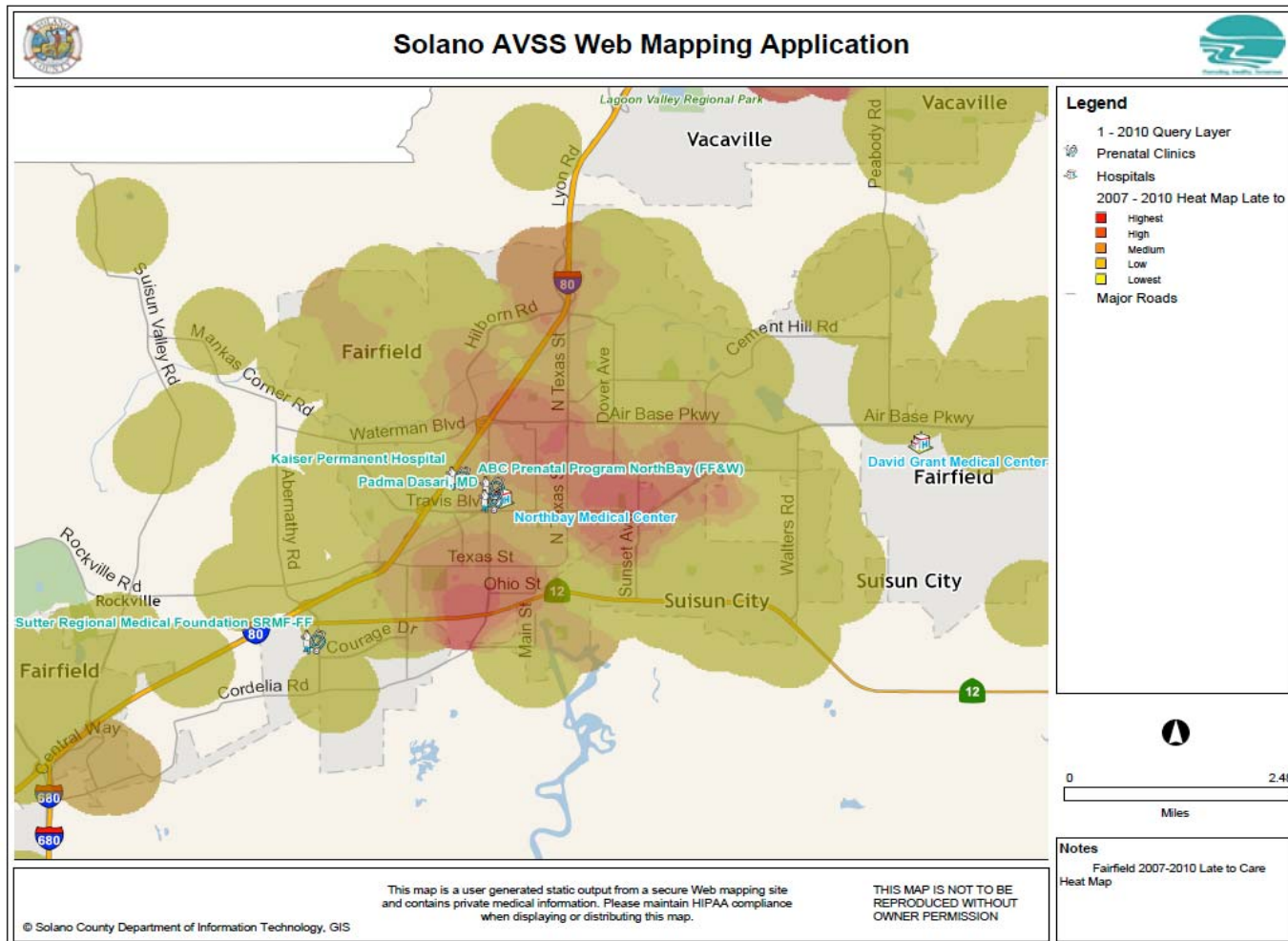
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## Clinic A % of women accessing care within 12 weeks



# Recommendation 4: Feedback and monitoring

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# Collaboration

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## Why the Prenatal Care Access Group works:

- Shared vision for healthy moms and babies
- Key stakeholder participation/physician champion
- Diverse representation
- Facilitated discussion between programs
- Lead agency organizes group
- Shared data
- Joint ownership
- Standard measuring tools
- Small workgroup



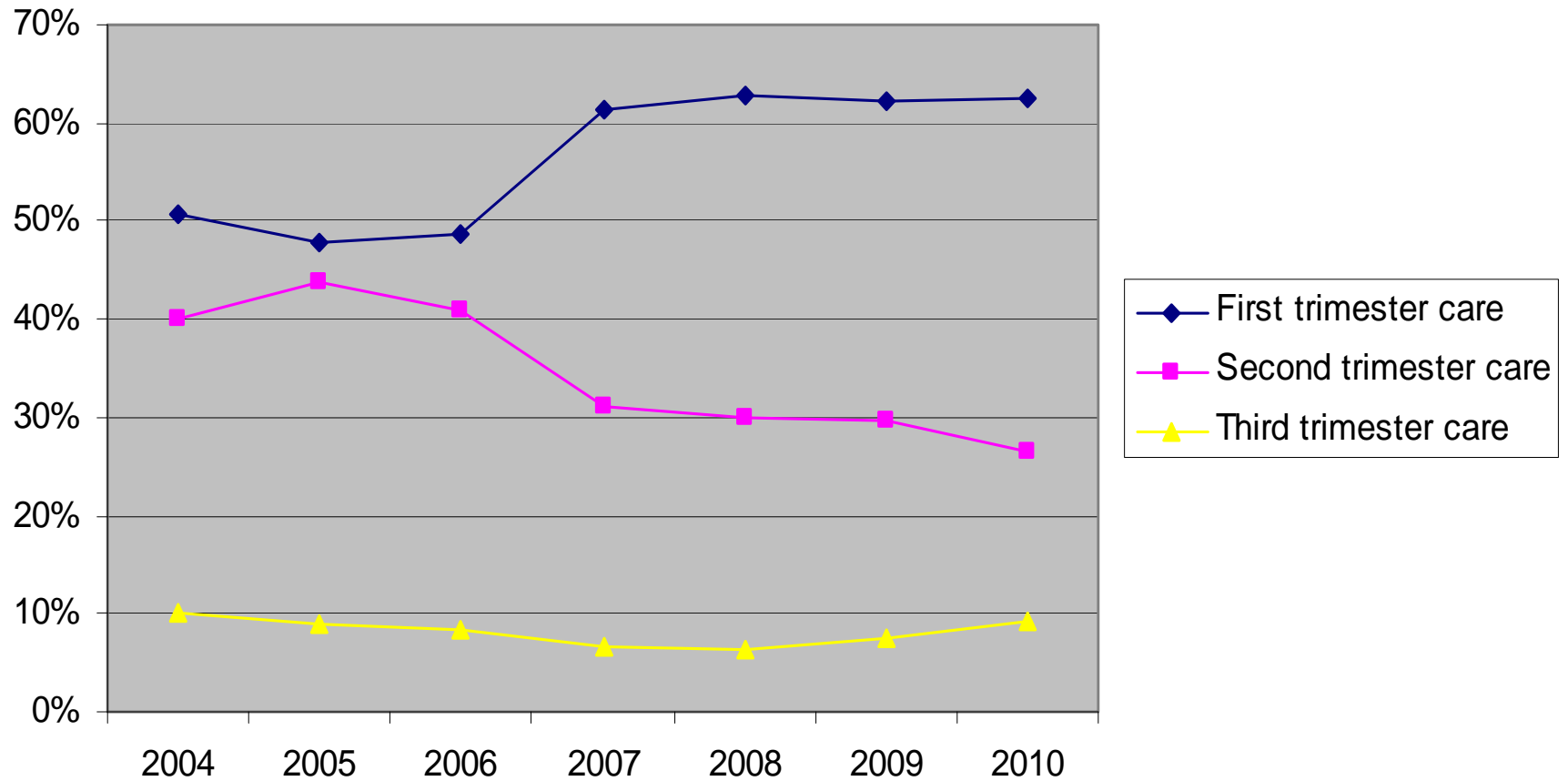
# Progress Toward the Goal

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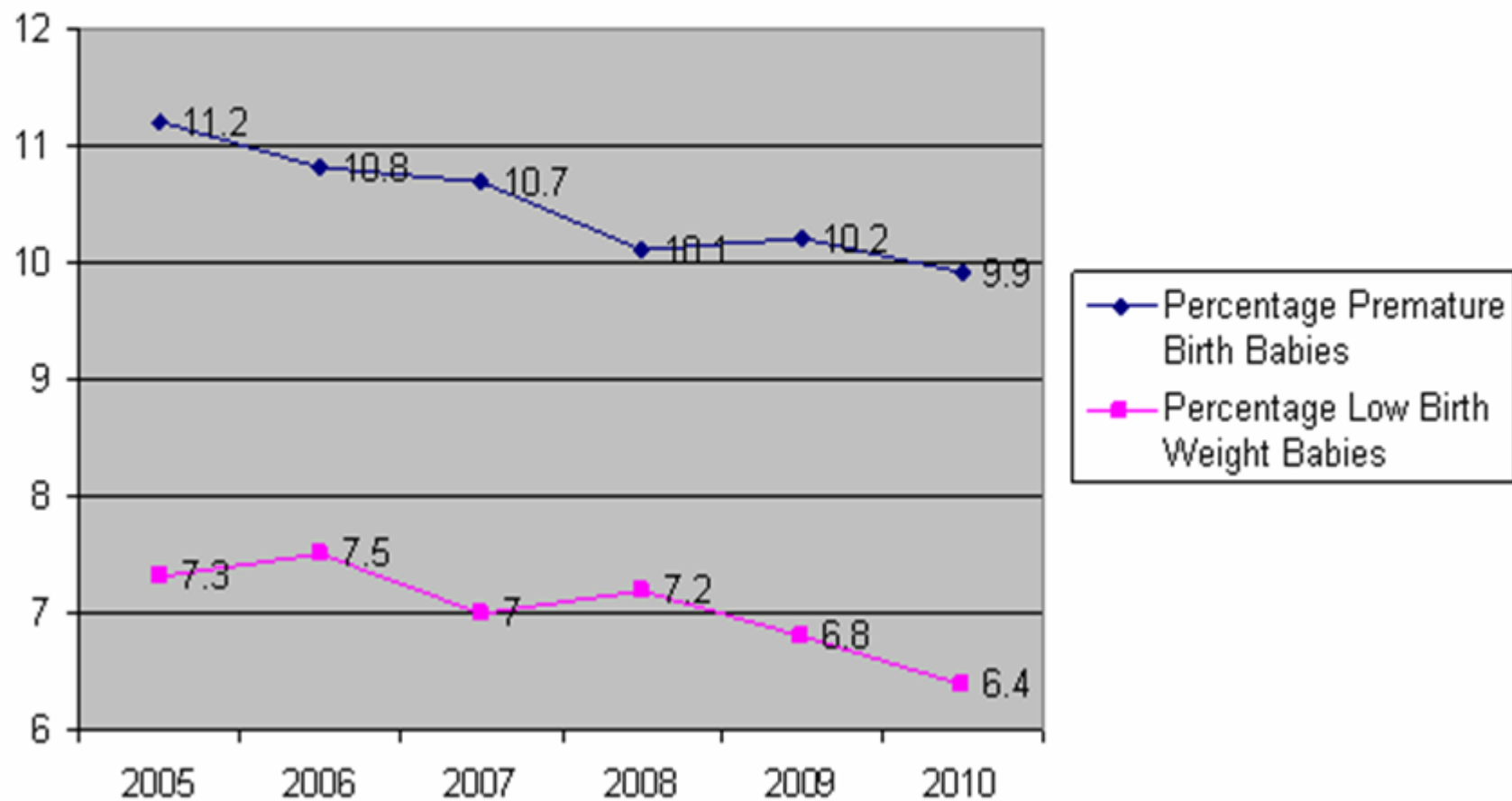
## Entry Into Prenatal Care by Medi-Cal Mothers, Solano County 2004-2010

source: Solano County Automated Vital Statistics System



## Low Birth Weight and Premature Birth Solano County 2005-2010

Source: Solano County Automated Vital Statistics System



# What Does the Future Hold?

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- Medi-Cal (Medicaid) applications will continue to come in online
- Additional women may apply for Medi-Cal once health care reform is implemented
- Expanded Geographical Information System mapping capability
- Prenatal Postpartum Practice Improvement Project will expand to other counties (6 total)
- Continue Go Before You Show campaign using focus groups to target clients more effectively
- Prenatal Care Workgroup will continue to meet to monitor access and utilization of prenatal care



SOLANO  
PUBLIC  
HEALTH



*Maternal, Child &  
Adolescent Health Bureau*



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