

# ClubMom

A non-traditional model of health education for African American Women at risk for adverse birth outcomes



Alameda County Healthy Start Project  
Improving Pregnancy Outcomes Program (IPOP)  
CityMatCH Conference  
September 19, 2011

## Improving Pregnancy Outcomes Program (IPOP)

### Presenters

- Kay Adams, MPH, Program Director
- Dana Cruz Santana, MSW, MPH, MCHES  
Health Promotion & Community Education  
Coordinator

### Service Area

- Located in Oakland, Alameda County, CA
- Targets low-income African American women and men in 9 zip codes with most adverse birth outcomes




## IPOP Goals

- Reduce infant mortality
- Improve birth outcomes including low birth weight and preterm births
- Empower participants to adopt healthy lifestyles and to address underlying psychosocial factors impacting perinatal health



## IPOP Intervention Strategies

- Case management
- Group health education
- Fatherhood/male involvement services
- Outreach, information & referral
- Health awareness campaign
- Peer health leadership
- Provider training
- Local health systems change



## Common Issues Faced by Residents

- Poverty/ income instability
- Stress & depression
- Tobacco, alcohol & substance use
- Lack of employment & job training
- Under-resourced schools
- Food insecurity and 'food deserts'
- Housing instability
- Fragile family structure
- Exposure to violence



## Participant Assets

- Resiliency—"handle setbacks, persevere and adapt even when things go awry"
- 'Make-something-out-of-nothing' attitude
- Forgiving spirit
- Teachable, open-minded, hungry for information
- Value their children's education
- Hopeful—want more for the next generation
- 'Bite the bullet'—tolerate human service systems on behalf of their children/families



## IPOP Challenges

- Needed more robust IC programming to mitigate trend of women fading away after birth of their infants (most likely due to program's overemphasis on pregnancy)
- Targeting IC period (in addition to prenatal) is the direction of MCH for improving birth outcomes



## IPOP Challenges

- How can we be sure that we are meeting their real health information needs?
- How should we market and publicize services? engage and retain participants?
- How can we partner with the existing natural helping system?



## Needs Assessment Findings

- 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 healthy pregnancy/infancy



## Needs Assessment Findings

- 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



## Building a Health Education Home

- March of Dimes CA Chapter funding in 2009-10 allowed IPOP to expand from 1 to 3 venues
- Capitalize on existing relationships→ Case manager as ClubMom facilitator, peer volunteers
- Neutral neighborhood location near public transit hubs
- Highly-desired participant incentives at every session (i.e., food, grocery gift cards, raffle prizes, bus tickets)



## Building a Health Education Home

- MPH-level perinatal health educator develops monthly session plans in consultation with ClubMom facilitators through team meetings
- Three monthly rotating themes
  - Mental health
  - Healthy eating/active living
  - Relationships
- All ClubMom venues have same monthly topic; makes coordination and publicizing ClubMom more efficient

**Get together with other moms for a fun time...**

Join other mothers and children for a fun gathering designed just for you. We'll have girl talk about how mothers and babies can be healthy and live well. Free snacks, raffle prizes & fun activities. Choose from three dates and locations every month. Call us to let us know you're coming. We'll be sure to welcome you!

**ClubMom**

**The Month's Topic: Keeping it Moving !!**

<b>Thursday, July 19th, 2018</b> 10:00 AM-12:00 PM with Ayesha	<b>Thursday, July 26th, 2018</b> 10:00 AM-12:00 PM with Victoria	<b>Wednesday, July 25th, 2018</b> 10:00 AM-12:00 PM with Valerie
Eastwood Town Center 12000 Broadway Ave. in Oakland Room 207, 2nd Level near the WIC Office	Eastwood Town Center 12000 Broadway Ave. in Oakland Room 207, 2nd Level near the WIC Office	West Oakland Library 1901 Adeline St. in Oakland Across from DeFremery Park

For more information, call IPDP at 510-618-2080

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**The Month's Topic: Sex, Lets Talk About It !!**

<b>Thursday, August 23rd, 2018</b> 10:00 AM-12:00 PM with Ayesha	<b>Thursday, August 23rd, 2018</b> 10:00 AM-12:00 PM with Victoria	<b>Wednesday, August 15th, 2018</b> 10:00 AM-12:00 PM with Valerie
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**The Month's Topic: My Life, Our Story!**

<b>Thursday, September 13th, 2018</b> 10:00 AM-12:00 PM with Ayesha	<b>Thursday, September 13th, 2018</b> 10:00 AM-12:00 PM with Victoria	<b>Wednesday, September 20th, 2018</b> 10:00 AM-12:00 PM with Valerie
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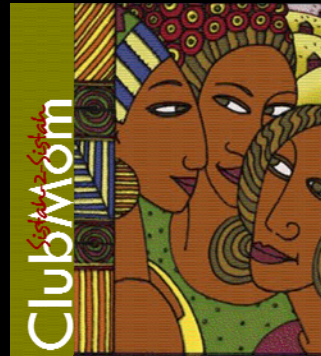
## Peer Health Leaders

- Peer educators are needed to propagate staff outreach efforts
- Extend services to neighborhood niches with more trained eyes, ears, hands, and feet
- Mutual enhancement of *formal* and *informal* helping systems
- Serve as volunteer staff during ClubMom sessions
  - \$50 grocery gift card per Peer Health Leader



## ClubMom Components

- Three monthly venues
  - 1 facilitator
  - 2—3 peer health leaders
  - Licensed MFT
  - Guest speakers (ex. Life coach, esthetician )
  - Childcare and/or play area



## ClubMom Agenda

- Moments of informal, familial socializing woven throughout session
- Facilitator shares key perinatal health messages & guides discussion
- Guest speaker and/or interactive group activity
- Licensed MFT triages difficult/painful moments & provides closure on topic
- Related resource highlight



## Family Health Holiday Celebration



## ClubMom Objective

- Positively change the **CONTEXT** in which young African American mothers make decisions around their health and related behaviors so that it includes:
  - Social **SUPPORT**
  - Health **INFORMATION**
  - Knowledge of **RESOURCES**
  - Health-seeking **MOTIVATION**

Evaluation  
foci



## ClubMom Evaluation

- Evaluation focused on measuring the change in this context
  - Shift from traditional health education which targets individual behavior change
- Pre-test at enrollment, followed by post-test at ten-months
- 126 women participated in ClubMom sessions over 10 months



## Evaluation Results

- Twice as many women felt they had more health information about stress and depression (35%→ 61%)
- Almost three times as many women felt they had more information about eating healthier and exercising (26%→ 65%)
- Number of women who felt they had someone to talk to about relationship issues increased (70%→ 91%)



## Evaluation Results

- Participants indicated that they were more likely to seek help for:
  - stress & depression (65% → 78%)
  - healthier eating/exercise (58% → 65%)
  - relationship issues (57% → 91%)
- Twice as many women could name a provider where they could get help and services about healthier eating & exercise (39% → 78%)



## Evaluation Results

- At post-test, participants indicated that they had less knowledge of where they could get mental health services (74% → 61%)
- At pre-test women were more optimistic about the availability & accessibility of mental health services
- Possible explanation → ClubMom resource highlight fostered more realistic perspective about the accessibility of mental health system in Alameda County
  - It is truly difficult, many barriers, few clients get care despite being a major common need



## ClubMom Challenges

- ‘Victim of our success’ → Need a larger family-friendly facility, more resources & staffing
- Stretching staff strengths to their limit
- Facilitator dynamics → Why me? Being chosen to do the work; worthiness
- Difficult to implement within a county government bureaucracy



## Lessons Learned

- Takes one year just to establish a stable cohort of participants for a ClubMom venue
  - Programmatically
  - Get visibility in the word of mouth network
- Interventions must be mediated through trusting and ongoing relationships with staff → “a health education home”



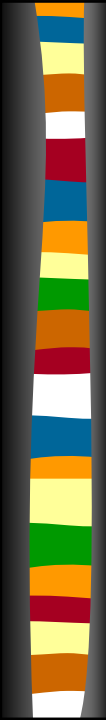
## Lessons Learned

- Must blend health promotion with life skills development, for example:
  - “Repairing your credit” is a health issue for ClubMom participants because it is related to stress and depression
  - “Knowing how to go back to school while receiving public assistance” is a health issue because it is related to future opportunities and stability for mom and baby
  - Understanding “one’s sensuality & pleasure-seeking” are health issues because it allows women to be aware about their intentions for having sex, which impacts intended and unintended pregnancy



## Future Directions

- Current plans to expand ClubMom and launch ChefMom
- ClubMom texting campaign & social media
  - Culturally-specific positive affirmations, health promotion messages, event invitations/reminders & resource announcements
  - Example: *Mama, give me a chance. Don't call me the N word. I could be the future President. Visit [facebook.com/ipopmoms](https://facebook.com/ipopmoms)*
- Add a fourth venue → ClubMom Mental Health Support Group facilitated by licensed therapist



“If you build it  
[together], they will  
come.”

—Teddy Roosevelt

The End



...thanks for being a  
great group!



## Program Contact Information

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[www.acphd.org/ipop](http://www.acphd.org/ipop)



## Presenter Contact Information

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