



Making Reproductive Life Planning a Reality in Delaware: Teen and Adult Life Plans

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September 19, 2011

CityMatCH Conference



Infant Mortality in Delaware— **BACKGROUND & KEY FACTS**

- ❖ Delaware's infant mortality rate has been declining for the last three years.
 - ⦿ 2004-2008: 8.4 per 1,000 live births.
 - ⦿ 2003-2007: 8.6 per 1,000 live births.
 - ⦿ 2002-2006: 8.8 per 1,000 live births.
 - ⦿ 2001-2005: 9.3 per 1,000 live births.
- ❖ Delaware's rate remains higher than the US rate of 6.8 per 1,000 live births in 2008.
- ❖ Currently Delaware is ranked the sixth highest state for infant mortality in the U.S.
- ❖ Black infants are 2.6 more likely to die.

Infant Mortality— **WHAT WE KNOW:**

We know that:

- ❖ Prematurity is the leading contributor to Infant Mortality.
- ❖ Women who wait less than two years between pregnancies are more likely to have unhealthy babies.
- ❖ 50% of all pregnancies and 95% of all teenage pregnancies are unplanned.
- ❖ Women who do not get 400 micrograms of folic acid daily before and during early pregnancy increase the risk that their baby will be born with a neural tube defect.

Infant Mortality— **WHAT WE KNOW:**

❖ We know that **MULTIPLE** factors before, during and after pregnancy can contribute to poor birth outcomes such as premature birth and infant mortality.

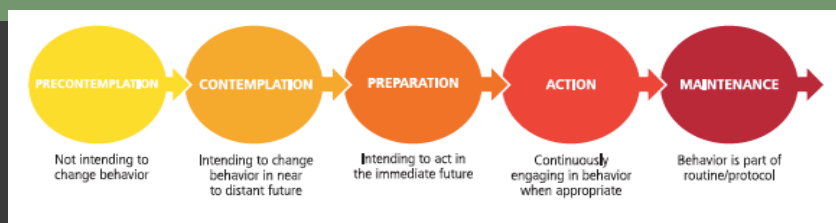
❖ Programs need to address more than the woman's preconception and prenatal care.



Approach: Life Course Perspective Reproductive Life Planing

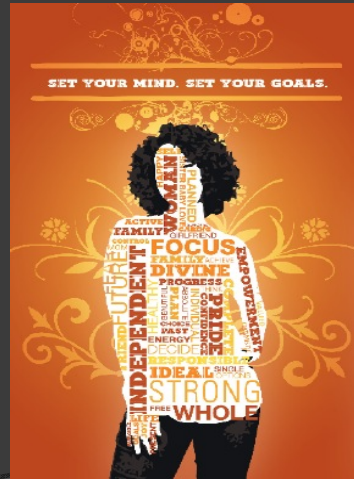
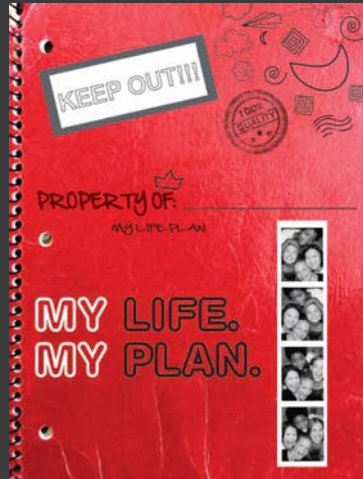
- ❖ The Life Course Perspective is a model that conceptualizes birth outcomes as the end product of the entire life course of the mother leading up to the pregnancy – not simply only the 9 months of pregnancy.
- ❖ The Life Course Perspective has us take a broader look at the situation, examining the health of the mother from the day of her birth to the birth of her child.
- ❖ The CDC recommends that every person have a Reproductive Life Plan.
- ❖ A Reproductive Life Plan is a set of personal goals about having or not having children based on values and a plan to achieve those goals. Reproductive life planning is one strategy to promote lifelong wellness.

Theoretical Foundation Stages of Change

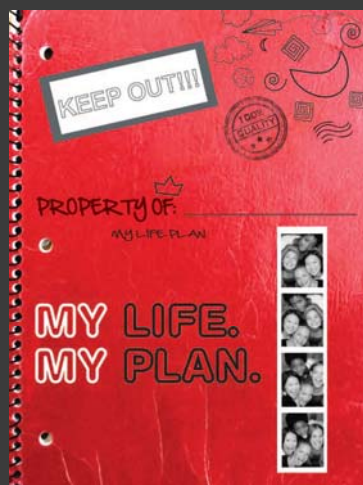


- According to Prochaska and DiClemente's Stages of Change Theory, when people change their behavior they move through a continuum.
- Relevant messages can move people from precontemplation to contemplation and beyond.
- Addressing reproductive life planning, health promotion, nutrition and mental health earlier in life can help women achieve optimal physical and mental health to prevent unhealthy pregnancies/preterm birth and enhance individual wellness.

Delaware's Teen and Adult Life Plans



Delaware's Teen Plan Overview



- ❖ Delaware's Teen Life Plan was developed by the Education & Prevention Committee of the Delaware Healthy Mother & Infant Consortium.
- ❖ Over 12 statewide partner organizations are represented on the committee.
- ❖ The Teen Plan is a user-friendly guide that encourages teens to establish and maintain healthy habits and life-affirming goals.

Delaware's Teen Plan **De-coding the Teen Plan**

- ❖ Decide what you want from life
- ❖ Develop healthy relationships
- ❖ Make a Reproductive Life Plan
- ❖ Live a healthy life
- ❖ Be proactive
- ❖ Learn your family's health history

Delaware's Teen Plan **Testing with Teens**

- ❖ Target audience: Teens (males and females) between the ages of 15 and 18.
- ❖ As we developed the tool, we involved young people to ensure they would find it acceptable.
- ❖ The cover concept, as well as the overall look and feel, came from young people under the age of 21.
- ❖ The Teen Plan was tested with more than 200 teens across the state through community centers, School-Based Health Centers and youth councils.
- ❖ The Department of Education adopted the Teen Plan into the health curriculum – reaching 50,000 teens per year.

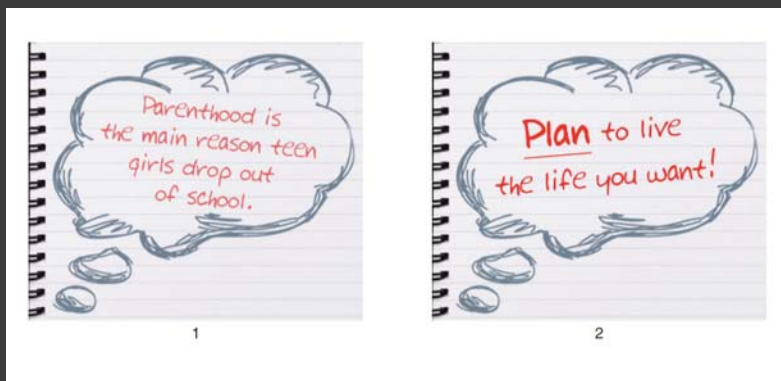
Delaware's Teen Plan Strategy



❖ To reach teens where they are, the campaign makes use of various venues:

- Health class in middle and senior high
- School-based health centers
- Health care providers
- After-school community-based centers (e.g. Boys and Girls Clubs)
- Facebook
 - www.facebook/mylifemyplan

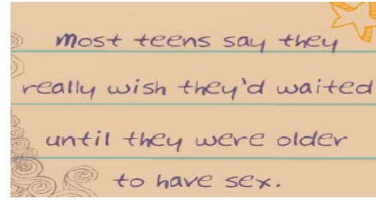
Delaware's Teen Plan Banner Ads



Delaware's Teen Plan Banner Ads



1

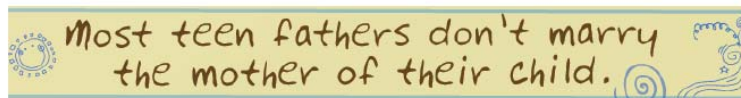


2



3

Delaware's Teen Plan Banner Ads



1



2

Delaware's Teen Plan Poster



Delaware's Teen Plan Lessons Learned

- ❖ Don't go with your gut – ask young people for input, then take it!
- ❖ Collaborate, collaborate, collaborate! The Teen Plan is a result of many people and many organizations providing input and supporting distribution.
- ❖ Use social networking! More traditional media methods (e.g. radio, billboards) are not as applicable for teens.
- ❖ Use empowering and nonjudgmental language. Teens do not want to be lectured.

Delaware's Adult Plan Overview



- ❖ The Education & Prevention Committee began work on the Adult Plan before the Teen Plan. However, during the development process it became clear that we needed to segment the audience.
- ❖ The Adult Plan is aimed at women 19-26, including those who have already had a child/children.
- ❖ The Adult Plan has been the most challenging to develop. It is a relatively new concept and there were few examples of plans that would be appropriate/relevant to our audience.

Delaware's Adult Plan Visioning the Future



Delaware's Adult Plan
Set Your Mind. Set Your Goals.



- ❖ Per the CDC, a reproductive life plan helps women assess their personal health concerns and set goals to help them achieve healthy pregnancies, **if or when desired.**
- ❖ Reproductive life planning is essentially core questions about whether or not to become pregnant, planning for pregnancy and pregnancy prevention.
- ❖ We went a step further by adding elements such as goal setting, health promotion and resources available to help.

Delaware's Adult Plan
Set Your Mind. Set Your Goals.



- ❖ Delaware's Adult Plan can help guide women to:
 - ❖ Prevent unplanned pregnancies.
 - ❖ Plan the spacing of pregnancies.
 - ❖ Understand the importance of folic acid intake.
 - ❖ Determine family health history and genetic risk for birth defects.
 - ❖ Reinforce the importance of social, emotional and mental health – including healthy relationships.
 - ❖ Use resources for improving health.

Delaware's Adult Plan **De-coding the Adult Plan**



The Adult Plan is divided into the following sections:

- ❖ Your Future
- ❖ Your Choice
- ❖ Your Health Now
- ❖ The Skin You're In
- ❖ Family Tree
- ❖ Inner Health
- ❖ Healthy Checklist
- ❖ Track your Progress
- ❖ Accomplishments
- ❖ Notes

Delaware's Adult Plan **Guiding Principles**



The development of the Adult Plan was guided by the following principles:

- ❖ Increase awareness that women have choices – including if or when they want to become a mother.
- ❖ For those who choose to have children, increase awareness of the importance of preconception care, planned pregnancies, birth spacing and healthy lifestyles.
- ❖ For those who choose not to have children, increase awareness of contraception and healthy lifestyles.
- ❖ Plans about having or not having children can change over time – and that is OK.

Delaware's Adult Plan Lessons Learned (continued)



- ❖ There is no right or wrong. The language is nonjudgmental and affirmative. It respects that each person makes choices and sets goals based on individual values. There are no “you should”, “don’t”, or “you ought”.
- ❖ Empower women to be in the driver’s seat of their health care. The Adult Life Plan is a tool to help them increase communication with their health care provider.
- ❖ Wellness is holistic – it includes a focus on social, emotional and mental health
- ❖ Appeal to women of different cultural backgrounds.
- ❖ Keep materials at a 6th grade reading level.

Delaware's Adult Plan Part of a larger strategy



- ❖ Similar to the Teen Plan, the Adult Plan is one piece of a larger social marketing strategy that uses a variety of media. This includes:
 - ❖ Texting preconception health care messaging (comparable to Text4Babies)
 - ❖ Targeted web banner ads to direct women to the website: HealthyWomenDE.com
 - ❖ Provider education on the Life Course Perspective
 - ❖ Health promotion through peer educators and health ambassadors.

Delaware's Adult Plan Adult Plan Website



Welcome
Life Plan
Women with a Plan
Resources

What do you want out of life?

Pause. Breathe. Take a moment for yourself.

You deserve to take the time to figure out what you want out of your life. Getting what you want is easier when you have goals. Having a plan can make reaching your goals easier.

Think you might be ready to make your Life Plan? It won't take long and we can help.

[Get Started! ▶](#)

Made a Life Plan

[Watch Now ▶](#)

Did you know?

Obesity leads to diabetes, high blood pressure and heart disease.

Share This Site!

[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [Email](#)

DOWNLOAD FOR PLAN

Delaware's Adult Plan Adult Plan Website



Welcome
Life Plan
Women with a Plan
Resources

Your life can be as unique and special as you are.

A happy and healthy life is something we all have the power to create. The decisions you make every day can help you achieve a healthier tomorrow.

Putting together a Life Plan is a great way to know yourself better and make the best choices for the life you want.

Take your time when writing out your plan. Keep it in a safe and handy place so you can easily refer to it whenever you need to. Show it to your health care provider at your next visit. It's important to discuss your Life Plan with people who can help you achieve your goals.

Ready to get started?

1

How Ready Are You?

Collective goals

Staying healthy is an everyday habit. Everyone needs to work at it. Some have you do with these symptoms:

[Take the quiz ▶](#)

2

You Can Do It.

How you get started

Just by writing your goals down, you will be inspired to take action and work towards your goals.

[Build your goals ▶](#)

3

Focus On Your Future.

What do you want out of life?

You can get what you want out of life. Start by creating your own Life Plan.

[Start your Life Plan ▶](#)

Why I Made a Life Plan

[Play Video ▶](#)

Did You Know?

It's better when a woman plans her pregnancy. But almost 50% of all pregnancies are unplanned.

Share This Site!

[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [Email](#)

DOWNLOAD FOR PLAN

Delaware's Adult Plan Adult Plan Website



Welcome Life Plan Women with a Plan Resources

Step 1 Your health quiz Step 2 Your health plan Step 3 Your health goals

Your health now.

How healthy are you right now? Take this quiz to find out.

Your Health Quiz

Answer these questions and we will tell you how you are doing.

Do you...

- exercise 3 to 5 times a week?
- take a multivitamin with folic acid every day?
- see your dentist once a year and brush/floss your teeth twice a day?
- see your health care provider for a checkup once a year?
- know your family's medical history?
- know you always have a safe place to stay?
- have a plan to stay tobacco-free?
- get 6 to 8 hours of sleep every night?
- get tested for HIV/AIDS and other Sexually Transmitted Diseases (STDs)?
- want to have children some day?

[View Results >](#)

Delaware's Adult Plan Adult Plan Website



Welcome Life Plan Women with a Plan Resources

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- want to have children some day?

You scored 6/10 points.

You've made some good decisions, but there is room for improvement. Let's set some goals to keep you on track for a healthy tomorrow.

[Set Your Goals >](#)

Delaware's Adult Plan Adult Plan Website



The screenshot shows the 'Set your goals' page. At the top, there are navigation tabs: 'Welcome', 'Life Plan', 'Women with a Plan', and 'Resources'. Below the tabs, there are three steps: 'Step 1: Choose your goal', 'Step 2: Set your dates', and 'Step 3: Confirm goals'. The main heading is 'Set your goals.' followed by a sub-heading 'Setting goals is a simple way to start creating the future you want. Goals should be specific and measurable, and include a deadline so that you can track your progress.' Below this, it says 'Choose a goal and click on it to fill in the blank. Then pick a date to complete your goal. We have started filling in the blanks for you based on your answers to the quiz.'

On the left, there is a 'My Health' section with a 'Click on a goal to add it to your list' button. Below this is a list of goals with checkboxes:

- get more sleep
- get fit and healthy
- take vitamins
- eat better
- drink more water
- have annual Pap smears & breast P. exams
- stop or quit all drug, tobacco, & alcohol
- stop all smoking and use cessation
- go to the doctor every year
- get tested for HIV/AIDS and other STDs
- stretch/move my body twice a day
- avoid exposure to harmful chemicals
- keep immunizations/vaccines up to date
- prevent pregnancy until I am ready
- have healthy children

On the right, there is a 'Your Goal List' section. It has a 'SUGGESTED GOALS (based on your quiz results)' section with four goals, each with a 'set date' button:

- I will make sure my immunizations or vaccines are up-to-date by **June 2011**. [set date]
- I will start using birth control to prevent pregnancy by **June 2011**. [set date]
- I will be more fit and healthy by **September 2011**. [set date]
- I will learn about my family's medical history by [set date]

Below this are sections for 'MY HEALTH GOALS', 'MY LIFE GOALS', and 'MY CAREER GOALS', each with a radio button and a 'set date' button.

At the bottom right, there is a 'See Your Life Plan' button.

Delaware's Adult Plan Adult Plan Website



The screenshot shows the 'Your life plan' page. At the top, there are navigation tabs: 'Welcome', 'Life Plan', 'Women with a Plan', and 'Resources'. Below the tabs, there are three steps: 'Step 1: Choose your goal', 'Step 2: Set your dates', and 'Step 3: Confirm goals'. The main heading is 'Your life plan.' followed by a sub-heading 'Here are your goals and some suggestions on how to achieve them.' Below this, it says 'Click on the [?] button for tips to help get you started.'

On the left, there is a 'Your health goals' section with a 'Click on the [?] button for tips to help get you started' button. Below this is a list of goals with checkboxes:

- 1. I will prevent pregnancy until I am ready by asking my doctor and using birth control by June 2011. [set date]
- 2. I will get fit and healthy by starting to exercise 3-5 times a week by August 2011. [set date]
- 3. I will make sure my immunizations or vaccines are up-to-date by starting to visit my health care provider every year by June 2011. [set date]
- 4. I will research my family's medical history so that I can know ahead of time if I will face any health issues by July 2011. [set date]

Below this are sections for 'Your life goals' and 'Your career goals', each with a radio button and a 'set date' button.

At the bottom right, there is a 'Save/Print Plan' button.

Delaware's Adult Plan Web Banner Ads



If you don't have a plan to prevent pregnancy,

1

If you don't have a plan to prevent pregnancy, you have a plan to get pregnant.

2

If you don't have a plan to prevent pregnancy, you have a plan to get pregnant.
WHAT'S YOUR PLAN?

3

Delaware's Adult Plan Text Messaging Campaign



A healthy life starts at your

1

A healthy life starts at your fingertips

2

A healthy life starts at your fingertips

3

A healthy life starts at your fingertips

4

A healthy life starts at your fingertips
Roll over to get started

5

302555123

Click in your call number to sign up for health tips and advice.

6

302555123

Click in your call number to sign up for health tips and advice.

7

3025551234

Click in your call number to sign up for health tips and advice.

8

Overview of Strategy

•Teen Strategy:

- Create an integrated social marketing campaign to get teens to create a Life Plan.

Tactics:

- Life Plan Booklet
- Facebook Page
- Banner Ads
- Posters
- Partnerships

•Young Adult Strategy:

- Create an integrated social marketing campaign to create awareness of preconception care.

Tactics:

- Life Plan Booklet
- Interactive Website
- Banner Ads
- Text Messages
- Partnerships

DELAWARE HEALTH & SOCIAL SERVICES
Division of Public Health
Maternal and Child Health Bureau



THANK YOU!

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CityMatCH Conference

