

Healthy Carolinians Action Plan - 5 Preventing Unplanned Pregnancies

County: Forsyth **Partnership:** Forsyth County Healthy Community Coalition **Period Covered:** July 2004 to June 2011

LOCAL PRIORITY ISSUE

- Priority issue: Infant Mortality
- Was this issue described in your county's most recent Community Health Assessment? Yes
- List other sources of information about this priority issue: NC State Center for Health Statistics Baby Book, Pregnancy Risk Assessment Monitoring System

LOCAL COMMUNITY OBJECTIVE - Please check one: New Ongoing from last certification

- By: 2011
- Objective: To decrease the incidence of Forsyth County births that are low birth weight (infants born weighing less than 2500 grams) by 5%.
- Original Baseline: Rate of Forsyth County infants born at low birth weight is 9.7
- Date and source of original baseline: 2000-2004 merged rate, NC State Center for Health Statistics vital statistics
- Updated information (For continuing objective only):
- Date and source of updated information:

POPULATION(S)

- Local population(s) experiencing disparities in relation to this local objective: Minority women, women over age 40
- Describe the local population(s) that will benefit: All women of childbearing age who currently see a health care provider for routine health care.
- Total number in population: 69,289 (number of women age 15-44 living in Forsyth County, 2000 Census)
- Number you plan to reach: 20,000

NC 2010 FOCUS AREA AND NC 2010 HEALTH OBJECTIVE ADDRESSED

- Check one NC 2010 focus area:

<input type="checkbox"/> Access to Health Care	<input checked="" type="checkbox"/> Infant Mortality
<input type="checkbox"/> Chronic Disease	<input type="checkbox"/> Infectious Diseases
<input type="checkbox"/> Community Health	<input type="checkbox"/> Injury
<input type="checkbox"/> Disability	<input type="checkbox"/> Mental Health
<input type="checkbox"/> Environmental Health	<input type="checkbox"/> Older Adult Health
<input type="checkbox"/> Health Promotion	<input type="checkbox"/> Oral Health
<input type="checkbox"/> Other - Please Describe:	
- NC 2010 Health Objective: Reduce the incidence of low birth weight.

INTERVENTIONS, SETTING, & TIMEFRAME	COMMUNITY PARTNERS Roles and Responsibilities	EVALUATION PLAN & PROGRESS TO DATE
<p>1. In order to secure the active involvement of the priority population(s), our Partnership will: Ensure that women of reproductive age and minority women are on the planning team that selects and designs the intervention.</p>		<p>Progress to Date: The Reproductive Health team of the Forsyth County Healthy Community Coalition (FCHCC) joined forces with the Advocacy Team of the Forsyth County Infant Mortality Reduction Coalition (FCIMRC) to create an intervention to address this objective. The combined team does include women of color, women of child-bearing age, and low income women among others.</p>
<p>2. Marketing/Communication activities related to this community objective: The Preventing Unplanned Pregnancy initiative will be offered to all local clinics that serve low-income women, to private OB / GYN providers and pediatricians, and to student health clinics of local colleges. Later stages of the campaign are designed for the general public and will include both earned media and additional information posted on the Infant Mortality Reduction Coalition and Healthy Community Coalition websites.</p>		<p>Progress to Date: Relationships have been / are being built with numerous women's healthcare providers throughout the Forsyth County community. Education sessions and sample materials are being offered first to providers that are already members of the FCHCC or the FCIMRC. Press releases and attempts to engage the general public will begin in late 2007.</p>

<p>3. Intervention: Encourage women's health care providers to educate sexually active women about birth control and emergency birth control AND to offer advance prescriptions for emergency birth control pills.</p> <p>Settings: Health Department clinics (family planning, STD, WIC) and educational programs; local health clinics for low-income or uninsured patients; private provider's offices</p> <p>Dates: November 2005 to 2011</p> <p>Activities:</p> <ul style="list-style-type: none"> - Conduct an assessment and brainstorming process to determine which women's health behavior to target for policy or protocol change. - Once focus was selected as preventing unplanned pregnancy, research emergency contraception and its availability in Forsyth County. - Research emergency contraception, its use, effectiveness, and ability to prevent pregnancy. Design two presentations: one for medical providers and one for the general public. - Initiate meetings with local clinic managers to determine their willingness to incorporate the proposed protocol. - Offer in-service training of "Emergency Contraception Update" to providers - Design education materials for providers. - Collect and offer sample patient education materials to providers. <p>Rationale: Prematurity and low birth weight are the leading causes of infant death in Forsyth County. In over half of all premature births in the United States, the mother had no known risk factors. The best way currently known to prevent premature birth is to help women be healthy before they become pregnant. This makes becoming pregnant on purpose extremely important.</p> <p>In Forsyth County over 60% of pregnancies are unplanned (abortions plus Forsyth County PRAMS respondents who indicated that they had not planned to be pregnant.) Encouraging birth control use and availability of emergency contraception will reduce unplanned pregnancies and therefore promote healthier birth outcomes</p>	<p>Lead agencies: Forsyth County Infant Mortality Reduction Coalition (FCIMRC)</p> <p>Other agencies:</p> <p>FCHCC – Reproductive Health team FC Department of Public Health Pediatrician and specialist in adolescent sexuality, Dr. Daniel Krowchuk</p> <p>Roles and Responsibilities: FCIMRC will:</p> <ul style="list-style-type: none"> - develop and in service training and materials for providers, - contact leadership at each local clinic that serves predominantly low-income women and at each student health service to inquire about an EC protocol update <p>FCHCC and FCDPH members will use their connections to help establish relationships and meetings with private providers they know (could be their personal physician or obstetrician) to gain entry for the FCIMRC.</p> <p>Dr. Daniel Krowchuk will contact individual pediatricians he knows to help establish a contact for FCIMRC.</p>	<p>This is X New _ Ongoing _ Completed</p> <p>Process: By 2007, encourage 10 providers or provider offices to expand their emergency contraception to meet the national recommendations now set by the American College of Obstetricians and Gynecologists.</p> <p>Meetings and requests to change protocols are well underway between the Director of the FCIMRC and numerous clinic directors, private providers, and student health clinic directors.</p> <p>A FCIMRC volunteer called every pharmacy (over 60) in Forsyth County and found that over half DO carry emergency contraception pills in stock.</p> <p>Impact: Protocol change in medical settings is already beginning to take place. The Health Department has written a new Emergency Contraception protocol (to be implemented summer 2006) and is offering it as a model of other providers in the community.</p> <p>Health/ Safety Outcomes: By 2011, the percentage of Forsyth County pregnancies ending in a low-birth weight birth will decline by 5%.</p> <p>By 2011, the percentage of all Forsyth County pregnancies ending in abortion will decline by 5%.</p> <p>Progress to Date: The FCIMRC Director has met with two additional clinic directors and has three more such meetings and three staff in service trainings scheduled.</p>
<p>4. Intervention: Launch a public education campaign to promote planned pregnancies.</p> <p>Dates: Fall 2007 or Spring 2008</p> <p>Settings: community forums, press conferences, faith based institutions, other community locations</p> <p>Activities:</p> <ul style="list-style-type: none"> - AFTER numerous local providers have changed their protocol and women have begun to hear of emergency contraception from their providers, launch a public education campaign to further raise 	<p>Lead Agency: FCIMRC</p> <p>Others: FC HCC FC DPH</p> <p>Roles and responsibilities: FCIMRC will:</p> <ul style="list-style-type: none"> - tabulate date - establish press talking points and organize a press conference - offer community education sessions at numerous locations 	<p>This is X New</p> <p>Process: campaign to be created in 2007/2008</p> <p>Impact: At least 10,000 women of childbearing age will be exposed to planned pregnancy messages.</p> <p>Healthy/Safety Outcome: By 2011, the percentage of Forsyth County pregnancies ending in a low-birth weight birth will decline by 5%.</p> <p>By 2011, the percentage of all Forsyth County pregnancies ending in abortion will decline by 5%.</p>

<p>awareness.</p> <p>Repeat as resources are available until 2011</p>	<ul style="list-style-type: none">- create educational materials for the community <p>Other partners will:</p> <ul style="list-style-type: none">- have interested volunteers trained to give presentations- encourage interested volunteers to send in letters to the editor, attend presentations, attend press conferences, put up flyers or posters in their organizations	<p>Progress to date: not yet begun.</p>
---	---	---