Maternal Child Health Services Contract Work Plan

Contract Period October 1, 2019 - September 30, 2021

LPHA Contractor: Audrain County Health Department

Selected Priority Health Issue(s): (include targeted national, state, and/or local outcome measure(s) for each PHI selected) NOTE: Issue changed with approval of M. Smith, MO DHSS as smoking during pregnancy is a significant issue.

Prevent and reduce smoking among women of childbearing age and pregnant women. This will impact the National Outcome Measure of low birth weight, preterm birth rate, infant mortality per 1,000 live births, perinatal mortality per 1,000 live births plus fetal deaths, and neonatal mortality per 1,000 live births.

Statement of the Problem: (include statistical data to illustrate the scope of the priority health issue in the community, potential root causes and/or other community elements that may contribute to the problem, a discussion of social determinants of health and health inequities in the community, a discussion of existing strengths/weaknesses/gaps in access to care, the unique characteristics of the populations (i.e. income/employment status, geographic location, gender, age, education attainment, and race/ethnicity, etc.), and an anecdotal or descriptive elements that give a sense of the story behind the data)

The Healthy People 2020 Goals & Relevance to Audrain County, Missouri:

1. Maternal Smoking (RF 371): Increase abstinence from smoking cigarettes among pregnant women. Target 98.6% MICH – 11.3 is also a significant priority health issue in Audrain County. WIC (2017) data found that the State rate was 21.6, but the Audrain County rate is 30.8 (Rate per 100).

2. Household Smoking (RF 904): Increase abstinence from smoking cigarettes around pregnant women to second-hand household smoke. Target 98.6% MICH 11.3. WIC (2017) data found that the State rate was 19.6, but the Audrain County rate is 27.8 (Rate per 100).

Moreover, both rates above have been consistently and statistically significantly higher from 2013 through 2017 (WIC Behavioral Data Trends, 2017; Personal Communication: Data interpretation validated with Kristina Johnson, April 2, 2018, DHSS-MICH). In 2016, the rate of smoking during pregnancy in Audrain County was 29.86 as compared to a state rate of only 15.25 (Rate per 100) (DHSS-MOPHMS-Birth MICA). Although smoking behavior is a modifiable health habit, the percentage of adults in Audrain County that smoke is significantly high at 31.4%, whereas the State rate is 23.2%, and the U.S. rate is only 18.1% (BRFSS, 2006-2012). Audrain County pregnant females tend to have a lower educational level (>80% have no college) and are of a younger age. The Audrain County Board of Health, comprised of one obstetrician, a physician-Chair, and three
advanced practice RNs affirm that smoking during pregnancy is a significant issue in our county. Data from the 2018 Audrain County Community Health Needs Assessment (MICH, CDC, Community Commons) also validate the relevance of these two HP2020 Goals to our county and was also validated by collaborating with multiple agencies for a joint CHNA, such as Montgomery County Health Department, SSM Audrain Hospital, and the Arthur Center (our FQHC) and a CHNA questionnaire shared during WIC.

**Goal(s):** (for addressing the stated problem based on the targeted national, state, and/or local outcome measure(s))

Decrease the number of women who smoke during pregnancy. Reduce the exposure of pregnant women to 2nd-hand household smoke.

**Evidence-Based Strategies:** (include evidence-based strategies that will be used to address the problem, the identified health inequities, and the existing weaknesses/gaps in access to care)

Implement health promotion campaigns and education interventions, such as smoking cessation, to decrease smoking during pregnancy and exposure of pregnant females to 2\textsuperscript{nd}-hand smoke.

**Instructions:** *Develop a three-year work plan with planned activities in each level of the Spectrum of Prevention for each contract year that progress toward the planned System Outcomes, including identification of risk and protective factors that influence health disparities within families and the community through the Life Course Perspective.*
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<th>Spectrum of Prevention</th>
<th>System Outcomes by Sept. 30, 2021</th>
<th>Activities</th>
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| **Influence Policy and Legislation**  
*Develop strategies to change laws and policies to influence outcomes in health, education, and justice* | ACHD has established a Pregnancy & Smoking policy that educates and promotes smoking cessation for pregnant women.  
Baseline: 0  
Target: 1 | **FFY 2019:** Research and develop a policy for Audrain County Health Department that addresses tobacco use or exposure during pregnancy.  
**FFY 2020:** Integrate the Pregnancy & Smoking policy at Audrain County Health Department into applicable programs.  
**FFY 2021:** Brief Board of Health, collaborating 2021 CHNA agencies, and OB-GYN providers on smoking outcomes. Post new policy in prominent locations in the health department and via media to inform the community. |
| **Change Organizational Practices**  
*Adopt regulations and change norms to improve health and safety and create new models* | ACHD nurses/educators will address tobacco use status with women of childbearing age who visit ACHD and provide smoking education and cessation resources.  
Baseline: 0  
Target: At least 80% of childbearing age females that visit ACHD. | **FFY 2019:** Research & create method for screening for tobacco use in women of childbearing age in addition to WIC reports (i.e., Patagonia EHR database). Create tracking method to track the number of women screened/educated. Educate ACHD staff to utilize screening / education method with women presenting at HD. Use a smoking cessation support program.  
**FFY 2020:** Staff will educate and screen all women of childbearing age regarding tobacco use status, associated pregnancy risks, and will refer to an evidence-based smoking cessation program.  
**FFY 2021:** Screen women of childbearing age presenting to WIC or pregnancy testing for tobacco use status and refer to appropriate resources (Quit line, Fresh Start cessation, or other smoking cessation program/resources). |
| **Foster Coalitions and Networks**  
*Convening groups and individuals for broader goals and greater impact* | Outcome: Create a network of providers and stakeholders addressing smoking cessation for pregnant women and women of childbearing age.  
Baseline: 0  
Target: Minimum of 4 stakeholders/agencies. | **FFY 2019:** Identify area organizations and agencies that provide services to women of childbearing age, such as the AC BOH, ACHD staff, and Dr.’s Bunge, Jones, & Andelin – Area OB-GYNs. Introduce Pregnancy & Smoking program and the importance of smoking prevention and cessation in women of childbearing age to providers and encourage them to refer to ACHD’s program.  
**FFY 2020:** Contact providers identified in Year One and attempt to make visits to provide materials & education regarding dangers of 2nd-hand smoke to pregnant females and children. Provide cessation information and encourage referrals. Hold networking meeting of coalition agencies and discuss current strategies to reduce tobacco use among women of childbearing age & identify needs.  
**FFY 2021:** Convene network at least quarterly with monthly digital contact. Reinforce common goal of smoking reduction among women of childbearing age in Audrain County. Identify needs and discuss strategies. |
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### FFY 2019-2021

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<th><strong>Educate Providers</strong>&lt;br&gt;<strong>Inform providers and influential organizations and leaders who will transmit skills and knowledge to others</strong></th>
<th>Increase referrals by ACHD nurses &amp; HCPs to ACHD cessation support for pregnant women who smoke and household smoker referrals&lt;br&gt;Baseline: 0&lt;br&gt;Target: 50 per year</th>
<th><strong>FFY 2019:</strong> Survey local HCP re: Assessment of smoking status in women of childbearing age. Research and develop referral brochures for ACHD cessation support. Provide screening method used by ACHD as example. Provide information regarding cessation support resources at ACHD and encourage referrals. Develop tracking method for referrals and implement. Monthly follow-up with ACHD nurses and HCP to encourage referrals to BMTF.&lt;br&gt;&lt;br&gt;<strong>FFY 2020:</strong> Educate ACHD staff and local OB-GYN providers on importance of assessing smoking status for all woman of childbearing age. Encourage ACHD staff or HCP to refer to ACHD for cessation support if pregnant and smoking.&lt;br&gt;&lt;br&gt;<strong>FFY 2021:</strong> Re-survey local HCP &amp; ACHD staff re: Assessment practices re: Smoking in women of childbearing age. Update and revise referral resources. Encourage continued referrals to ACHD smoking cessation resources.</th>
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<td><strong>Promote Community Education</strong>&lt;br&gt;<strong>Reach groups of people with information and resources to promote health and safety</strong></td>
<td>Increase number of community education programs regarding the risk of smoking and pregnancy in Audrain County.&lt;br&gt;Baseline: 0&lt;br&gt;Target: 4 per year</td>
<td><strong>FFY 2019:</strong> Create fact sheets re: Dangers of primary or 2nd-hand smoke for pregnant females &amp; children. Quarterly community, social media, and website offerings/campaigns regarding the above, and availability of cessation smoking resources. Use digital &amp; print media to encourage use of cessation support.&lt;br&gt;&lt;br&gt;<strong>FFY 2020:</strong> ACHD will provide at least 4 educational offerings/outreach at community events re: Dangers of smoking while pregnant and 2nd-hand smoke to pregnant women and children. Use digital and print media marketing to encourage pregnant women and interested community members to attend ACHD quarterly events.&lt;br&gt;&lt;br&gt;<strong>FFY 2021:</strong> ACHD will provide at least 2 additional community events regarding dangers of smoking while pregnant and 2nd-hand smoke for pregnant women &amp; children. Provide cessation resources/posters for area HCP waiting rooms and exam rooms. Utilize digital and print media to encourage pregnant women to present at ACHD for cessation support quarterly activities. Provide a Results Summary of this 3-year project.</td>
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<td><strong>Strengthen Individual Knowledge and Skills</strong>&lt;br&gt;<strong>Enhance an individual’s capability of preventing injury or illness &amp; promoting health and safety</strong></td>
<td>Increase the number of woman enrolled in the ACHD smoking cessation support program.&lt;br&gt;Baseline: 0&lt;br&gt;Target: 50 per year</td>
<td><strong>FFY 2019:</strong> Provide smoking education to clients presenting for WIC, pregnancy testing, and breastfeeding peer counseling services. Track numbers of women screened/referred. Refer pregnant women to cessation program; enroll them. Conduct prenatal cessation sessions/postnatal screenings for enrolled women.&lt;br&gt;&lt;br&gt;<strong>FFY 2020:</strong> Continue to screen and refer women to cessation resources as appropriate. Encourage participation of moms and a partner for at least 4 sessions. Track women who choose not to participate and summarize reasons provided. Collect success stories regarding smoking prevention &amp; cessation.&lt;br&gt;&lt;br&gt;<strong>FFY 2021:</strong> Identify and address barriers to participating in program for 4 sessions. Continue to screen, refer to cessation support program, and provide cessation resources to all participants as appropriate. Collect success stories</td>
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| | regarding smoking prevention and cessation. |
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Revision Date:
(to be completed only for an amendment)