




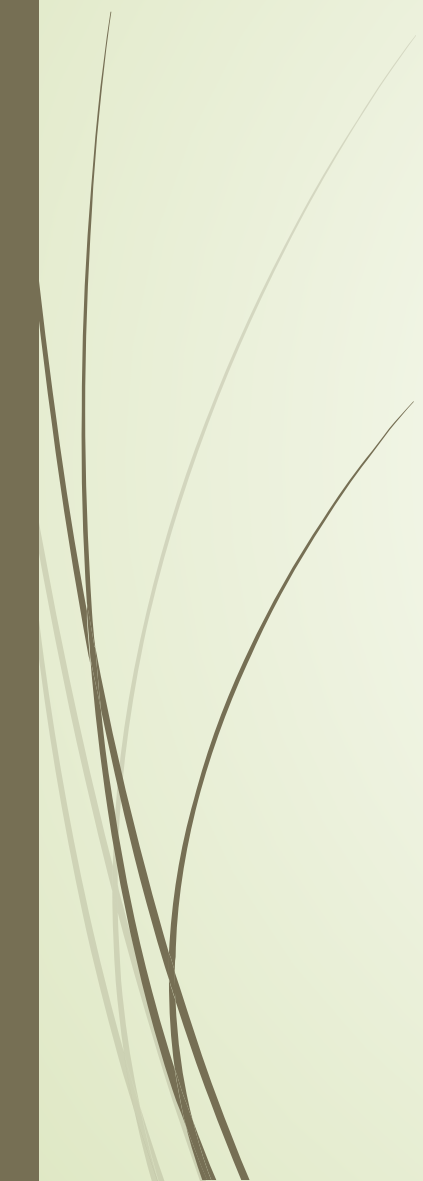
Engaging Women's Health Care Providers



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In This Talk We Will Explore:

- ▶ The purpose and activities of the Community Partnerships program
 - ▶ Discuss the importance of Post Partum Visits In Chronic Disease Prevention
 - ▶ Strategies to partner with women's health medical providers
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Purpose of Community Partnerships for Healthy Mothers and Children

CDC Cooperative agreement

Creates and implements community driven plans to:

- ▶ Increase access to healthy food options
- ▶ Improve access to chronic disease prevention/management/ risk reduction

Work through **Policy, Systems** and **Environmental Change** strategies



Community Coalitions

- Have at least 10 stakeholders representing key community entities
- Have a leadership team composed of
 - Project Coordinator from WIC agency
 - OB/GYN or other medical provider
 - WIC client or patient advocate







Role of Community Coalitions

- Change health provider perception of WIC
- Offer providers a new view of their community
- Increase strategies for patient engagement by health care systems



Date: _____

Prescription for Healthy Families of Oceana County

Patient Name: _____

Date of Birth: _____

Reason for Referral to WIC:

- Pregnant
- Breastfeeding
- Postpartum/Non-Lactating
- Infant
- Child age 1-5

Nutrition Counseling with RD

- Gestational Diabetes
- High Blood Pressure
- Prematurity
- Other (please list)

Health Insurance

- Healthy Michigan/Medicaid
- Affordable Care Act/Marketplace

Nutrition Education

- Prenatal
- Breastfeeding
- Infant Feeding
- Child Nutrition

Signature: _____

Name of Physicians Office: _____

WIC IS MORE THAN FORMULA

The American College of Obstetricians and Gynecologists and the National WIC association have significant ties to healthcare providers and their practice. These organizations serve significant maternal, infant and early childhood populations and help to prevent and reduce chronic diseases.

Some ways that WIC/ACOG tie into OB/GYN practice are:

- Registered Dietitians who work in WIC, work with patients on healthy eating habits and weight issues.
- Pre conception care is also a topic that is closely tied to OB/GYNs that is also addressed by WIC staff.
- WIC/ACOG also support breast feeding initiatives. ACOG strongly supports breast feeding as the preferred method of feeding for newborns. Counseling for breastfeeding is provided by WIC.
- Greatly related to chronic disease prevention, WIC can refer to primary care and OB/GYN care.
- Stressing the importance of post-partum checkups which address weight, and BMI as well as nutrition habits, breast examination, and counseling and referrals for other health issues.



Coalition Engagement in Chronic Disease Prevention

- Provide information on the need for postpartum care and regular women's health care
- Increase access to women's health care providers to build a medical home
- Identify options for health care coverage



Pregnancy is the window of women's future health.

- Conditions of pregnancy often return in subsequent pregnancies and later in life.
 - Diabetes
 - High Blood Pressure
 - Infection
 - Heart problems
 - Intensive weight gain
- They can usually be modified by changing diet and physical activity



Importance of Post Partum Visit

Post partum visits identify issues that may cause or contribute to significant, life threatening conditions.



Postpartum Contraception/ Birth Spacing

Particularly important if pregnancy resulted in:

- Still birth
- Premature baby
- Low birth weight or small for gestational age
- Need for Neonatal Intensive Care
- Conditions of pregnancy (HBP, diabetes, blood clots)

And if mother has

- Severe maternal mood disorder
- Tobacco, at-risk alcohol use, or drug abuse





Post Partum Visits Address:

- ▶ Weight and BMI
- ▶ Getting back to shape with healthy eating and physical activity
- ▶ Rest and sleep
- ▶ Blood Pressure
- ▶ Breast Examination/Self Examination
- ▶ Review of Immunization Status and Vaccinations
- ▶ Counseling on Breast Feeding
- ▶ Psychosocial Evaluation
- ▶ Counseling and referrals for other health issues such as: tobacco use, substance abuse, birth spacing, family history of heart disease etc.



Barriers to Post Partum Care

- **Less than half** of U.S. postpartum women attend follow up care.
- Barriers include:
 1. Perception of being in good health already – why bother??
 2. Forget – Never make the appointment
 3. Lack of child care
 4. Long office visit wait times
 5. Distance/transportation

What Is The Role of the Clinical Service Provider in the Coalition?

1. Advise the development and implementation of community chronic disease prevention/reduction intervention strategies.
2. Build partnerships in the coalition with other community clinical service providers.
3. Use community standing to advocate for healthy changes.



Clinical Services Providers and Breast Feeding

ACOG STRONGLY supports breastfeeding
OB/GYNS make great breastfeeding
partners with WIC.



The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS

COMMITTEE OPINION

Number 658 • February 2016

(Replaces Committee Opinion Number 361, February 2007)

Committee on Obstetric Practice

This Committee Opinion was developed by the American College of Obstetricians and Gynecologists' Committee on Obstetric Practice and Breastfeeding Expert Work Group. Member contributors included Alison Stuebe, MD. This document reflects emerging clinical and scientific advances as of the date issued and is subject to change. This information should not be construed as dictating an exclusive course of treatment or procedure to be followed.

Optimizing Support for Breastfeeding as Part of Obstetric Practice

ABSTRACT: Although most women in the United States initiate breastfeeding, more than one half wean earlier than they desire. As reproductive health experts and advocates for women's health who work in conjunction with other obstetric and pediatric health care providers, obstetrician-gynecologists are uniquely positioned

How to Engage Clinical Services Providers

- Identify the objectives for the coalition
- Identify the specifics of their role
- Identify the benefits of engagement and what they will bring to the community

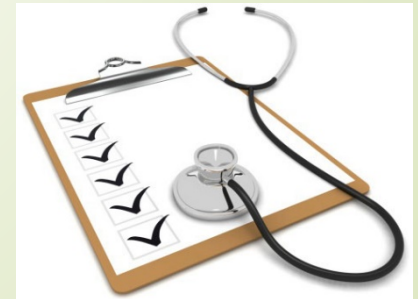


How to KEEP Service Providers

- Providers are a great resource to your coalition. They serve as the linkage to patients and the direct needs regarding women's health.

BUT

- They are busy and won't be at every coalition meetings.
- Keep them informed and relay any information that was shared during coalition meetings and presentations.





Maintenance of Certification

OB/GYNS must complete activities yearly to maintain their status as “Board Certified”

CPHMC awarded sponsorship of OB/GYNS participating in community coalitions to receive credit toward Part IV MOC – Practice Improvement.

(This is much better and bigger than CMEs!!)



Strategies For Integrating Providers with WIC

- Identify provider clinic hours and post them in the WIC office
- Offer trainings for providers regarding WIC and WIC benefits
- Create a referral system for referring clients to post partum and primary care

How can you use the strengths of your provider?



THANK YOU

Questions?

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