



North Shore Mother Visiting Partnership

Welcome to Motherhood: Navigating Life Beyond Birth
One Region's Attempt at Bridging the Postpartum Care Gap

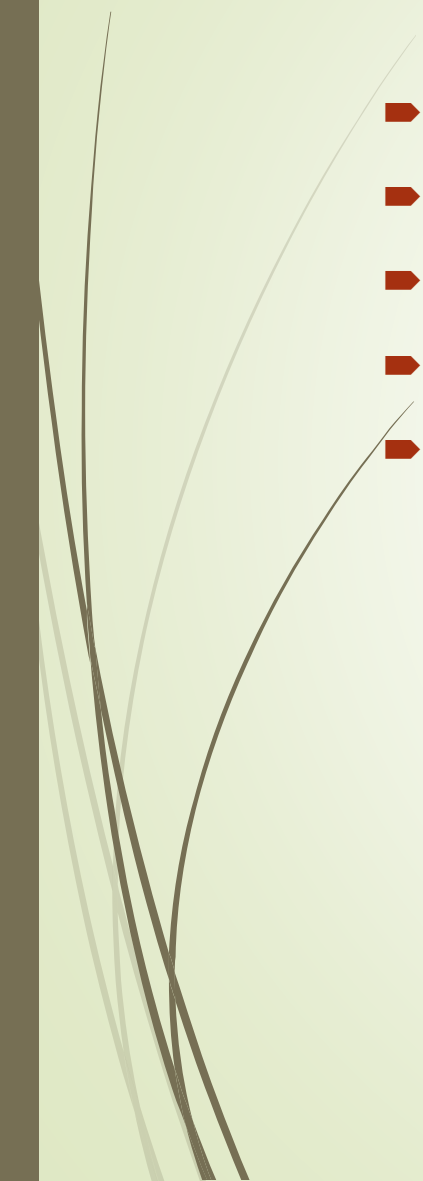
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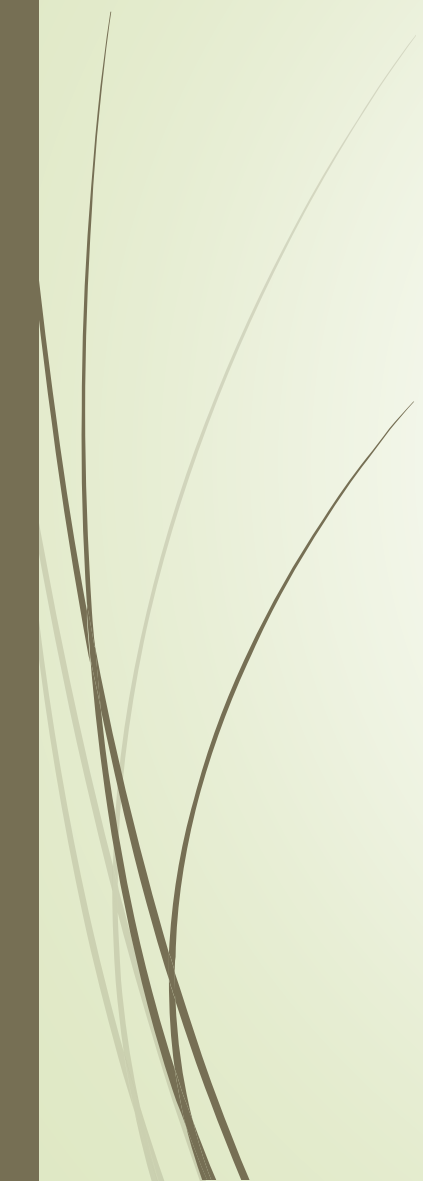


Today's Agenda

- Background
 - NSMVP origins & what we offer to the community
 - Post-COVID program modifications
 - Funding
 - Program evaluation via the CDC's 2024 Framework Evaluation template
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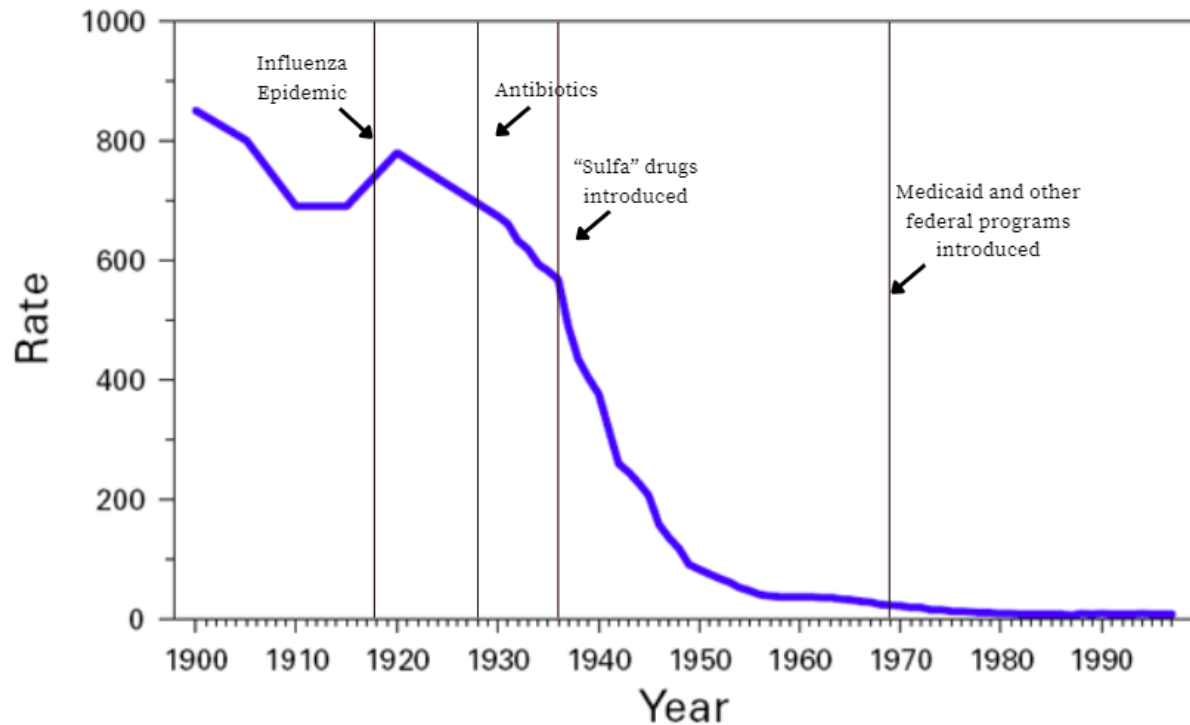


Core Beliefs of NSMVP

- Mothers are critically important to the health of their infants and families
 - Data shows that in many ways, our healthcare system fails women. **We can do better!**
 - Public Health Nurses can play a role in improving maternal and infant health during the perinatal period
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Maternal Mortality

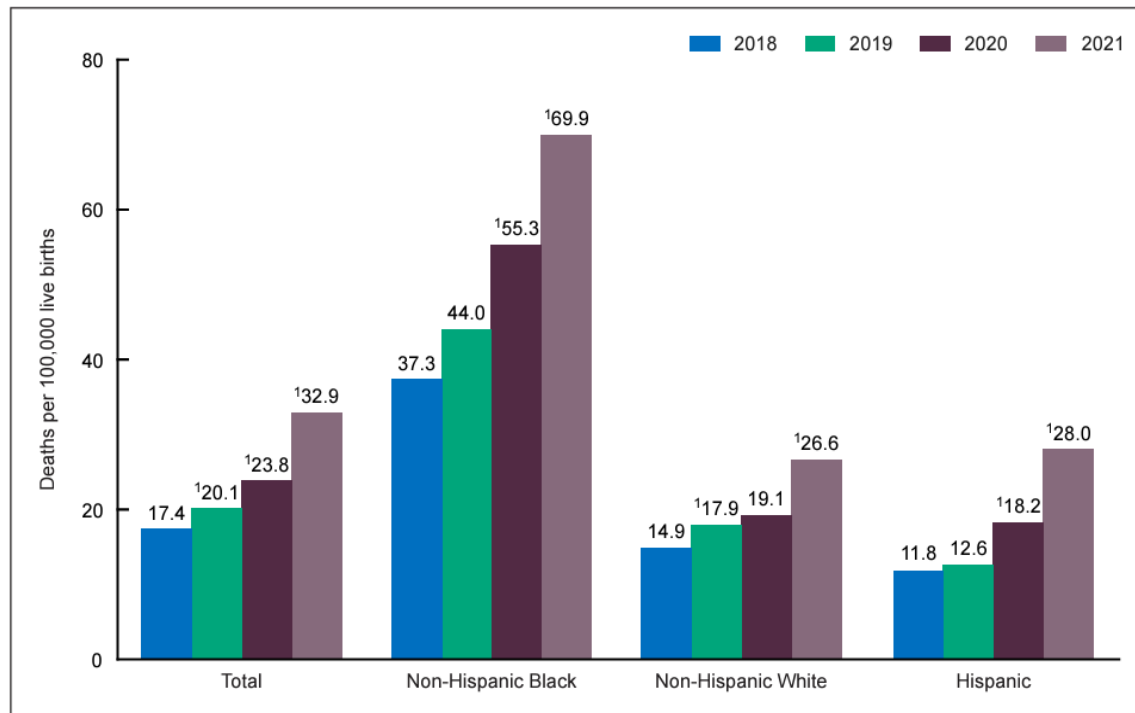
FIGURE 2. Maternal mortality rate,* by year — United States, 1900–1997



* Per 100,000 live births.

Maternal Mortality

Figure 1. Maternal mortality rates, by race and Hispanic origin: United States, 2018–2021



¹Statistically significant increase from previous year ($p < 0.05$).

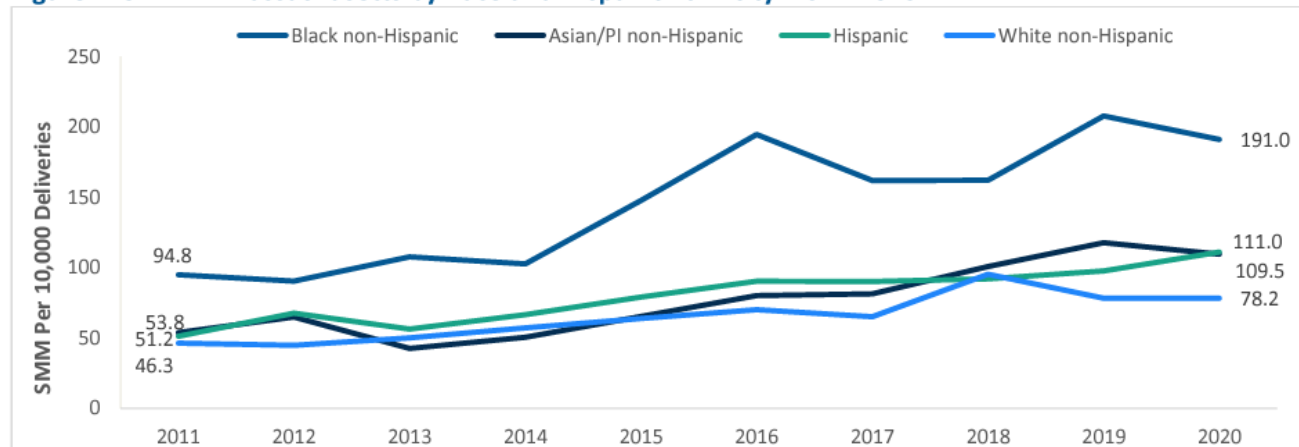
NOTE: Race groups are single race.

SOURCE: National Center for Health Statistics, National Vital Statistics System, Mortality.

Information available from: [CDC Report on Maternal Mortality Rates in the United States, 2021](#)

Severe Maternal Morbidity

Figure 4. SMM in Massachusetts by Race and Hispanic Ethnicity: 2011-2020



Note: Rates for American Indian and Other non-Hispanic birthing people are not shown because these are based on a total of 39 events

Information available from: : [MDPH Data Brief, An Assessment of Severe Maternal Morbidity in Massachusetts: 2011-2020](#)



NSMVP Origins

- ▶ 2017: PHN, Chassea Robinson, pitched to her fellow colleagues in the North Shore:
 - ▶ We do home visits for TB patients
 - ▶ VNAs do not pick up all maternal referrals
 - ▶ Many women do not return for their 6 week OBGYN check-up
 - ▶ Many providers do not screen for postpartum depression

"We **can** and **should** do something about this"



What We Do



- Provide all new parents, or caregivers, with a free, one-time home visit from a PHN
- All visits are free and confidential. Insurance is **not** needed
- Each family receives a gift bag filled with essentials, such as diapers, wipes, and other freebies
- Resources and referrals are tailored to the individual parent: both for parent and baby
- Infant CPR demonstration is also provided
- Most importantly, we screen all mothers/caregivers for depression and anxiety using the Edinburgh Scale and Karitane Parent Confidence Scale

WHAT TO EXPECT DURING YOUR VISIT:



A gift bag filled with essentials like diapers, wipes, and other freebies!



Recommended resources for both parent and baby.



A demonstration of how to perform CPR on an infant.



A conversation with a Public Health Nurse about how you are doing and feeling, including a depression and anxiety assessment.



A non-judgemental discussion focused on parent and baby; centering the health of both.



Who We Are

- ▶ 2017: NSMVP forms with PHNs from
 - Beverly
 - Gloucester
 - Hamilton
 - Newburyport
 - Peabody

- ▶ 2023: Restarts after COVID-19 hiatus. Expanded to include PHNs from

Beverly	Peabody
Danvers	Rockport
Essex	Manchester
Gloucester	Marblehead
Hamilton	Swampscott
Lynn	Salem
	Wenham



Outreach

- PHNs send welcome cards inviting families to schedule a visit. PHNs work with municipal clerks to get a list of addresses from each month's birth certificates
- Families can contact their community's PHN directly or fill out a visit request form



Request a Visit

To request a visit, please complete this form or contact your community's Public Health Nurse.

What is your name? *

What community do you live in? *

What is your general availability for a visit? *

e.g. mornings, afternoons, Thursdays

How should we contact you? *

- phone call
 e-mail
 text message

What is your preferred language? *

What pronouns do you use?

What is your race/ethnicity?

What is your baby's date of birth?

Are there any specific concerns or needs we should be aware of?

Focus Groups

- Low number of visit requests initially; held a focus group with moms who gave birth within the past year
- Virtual group with four participants; reviewed promotional materials, program structure, outreach methods, etc.
- The "request a visit" form was added to our website based on this feedback

NS MVP
North Shore
Mother Visiting
Partnership

Focus Group

We want to hear from you!

Seeking individuals who are pregnant or have given birth within the past year

Thursday, May 2nd
5-6:30pm
Online Session

The North Shore Mother Visiting Partnership is looking for focus group participants. We'll ask for your feedback about our program and promotion activities.

Participants will receive a \$100 Amazon gift card

RSVP required
email northshoreregionalph@gmail.com
with questions

Additional Outreach

- Hired a local communications team to update our website, make social media posts, and promote the program through local networks

Essex County OB/GYN Partners with North Shore Mother Visiting Partnership

SEPTEMBER 4, 2024 BY FOR THE WEEKLY NEWS

5 Ways a FREE Public Health Nurse Visit Can Help New Parents

Sep 18, 2024 | Around Town, Blog, Tried & True

- Invite organizations to attend monthly NSMVP meetings to exchange information (ex: Aspire Developmental Services)
- Monthly postpartum provider groups; community events



Funding

- Sample budget based on 300 visits/year
- Currently funded through a combination of private grant funding and Public Health Excellence funds
 - PHE funds have covered portions of promotional materials, nursing supplies, and training
 - ECCF grant covers expenses not approved by PHE (including non-PHE communities)
- Some communities receive donations of board books and infant hats through partnerships with libraries and senior centers

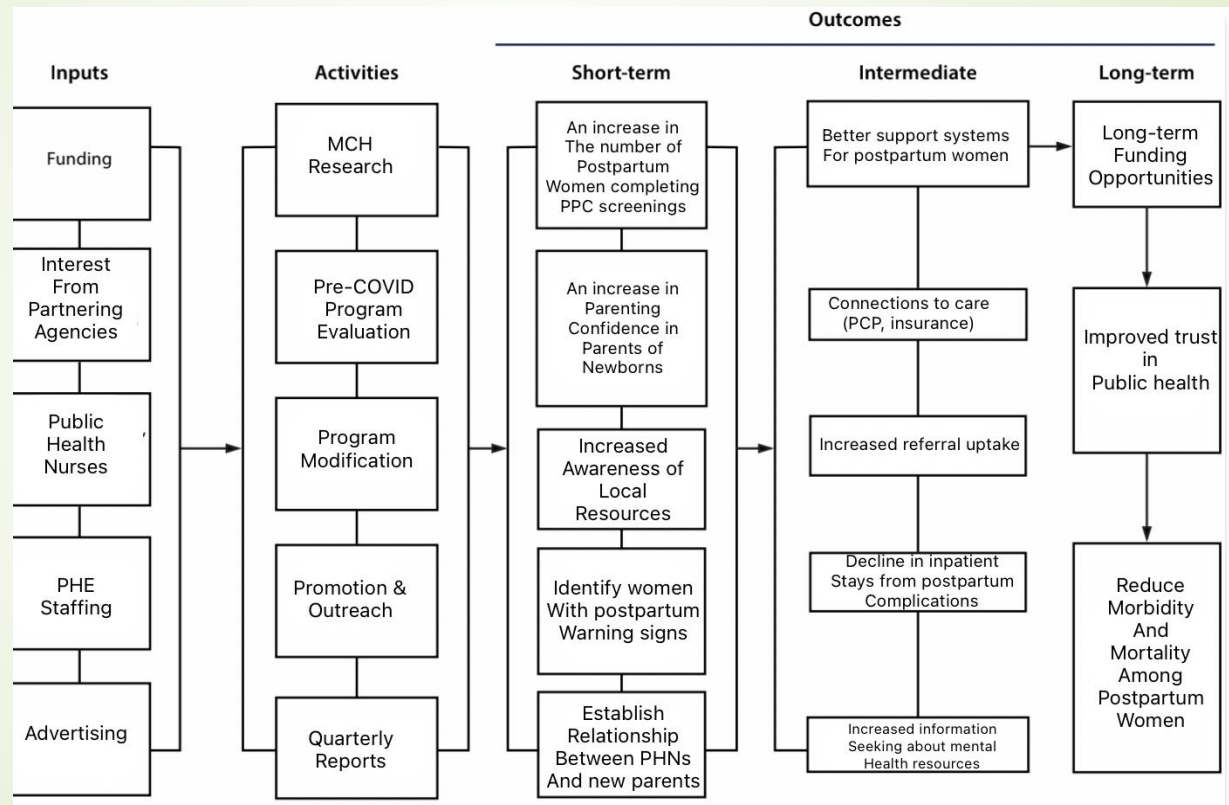
Budget Item	Projected Cost
Promotional Materials	
1000 welcome cards	\$ 756.00
1000 rack cards	\$ 370.00
1000 fliers	\$ 360.00
300 resource guides	\$ 650.00
website platform (ex: Squarespace)	\$ 276.00
<i>Promotional Materials Subtotal</i>	<i>\$ 2,412.00</i>
Supplies	
Infant scale	\$ 48.00
Infant scale liner	\$ 27.00
Supply bag	\$ 59.00
Infant CPR Mannequin	\$ 155.00
Interpreter Services (\$0.87/min x 50 hr)	\$ 2,610.00
<i>Supplies Subtotal</i>	<i>\$ 2,899.00</i>
Incentives	
300 tote bags	\$ 3,000.00
300 packs of diapers	\$ 300.00
300 packs of wipes	\$ 822.00
300 board books	\$ 1,800.00
300 infant toothbrushes	\$ 435.00
300 CPR manuals	\$ 675.00
<i>Incentives Subtotal</i>	<i>\$ 7,032.00</i>
Training	
Brazelton Newborn Behavioral Observation Training	\$ 685.00
Certified Lactation Counselor Certification	\$ 796.00
<i>Training Subtotal</i>	<i>\$ 1,481.00</i>
Sample Annual Total for 300 visits	\$ 13,824.00

Trainings

All PHNs complete training for each competency (based on Welcome Family model):

- Crosscutting
- Cultural sensitivity
- Infant feeding
- Motivational Interviewing
- Fundamentals of Home Visiting
- Family Engagement
- Trauma-Informed Care
- Postpartum Depression and Anxiety
- Substance Use
- Domestic Violence
- Maternal and Postpartum Care
- Knowledge of Newborn Care
- Child Abuse and Neglect
- Reflective Practice
- Community Resources

Framework Evaluation



Assessment Materials

- Intake form from website
 - Name, preferred pronouns, language, availability
- Assessment form
 - Demographics, concerns, NBO, physical examination, ***tailored to the individual NOT all questions filled out***
- Edinburgh postnatal depression scale
- Karitane parenting confidence scale
- Satisfaction survey
 - Available in multiple languages



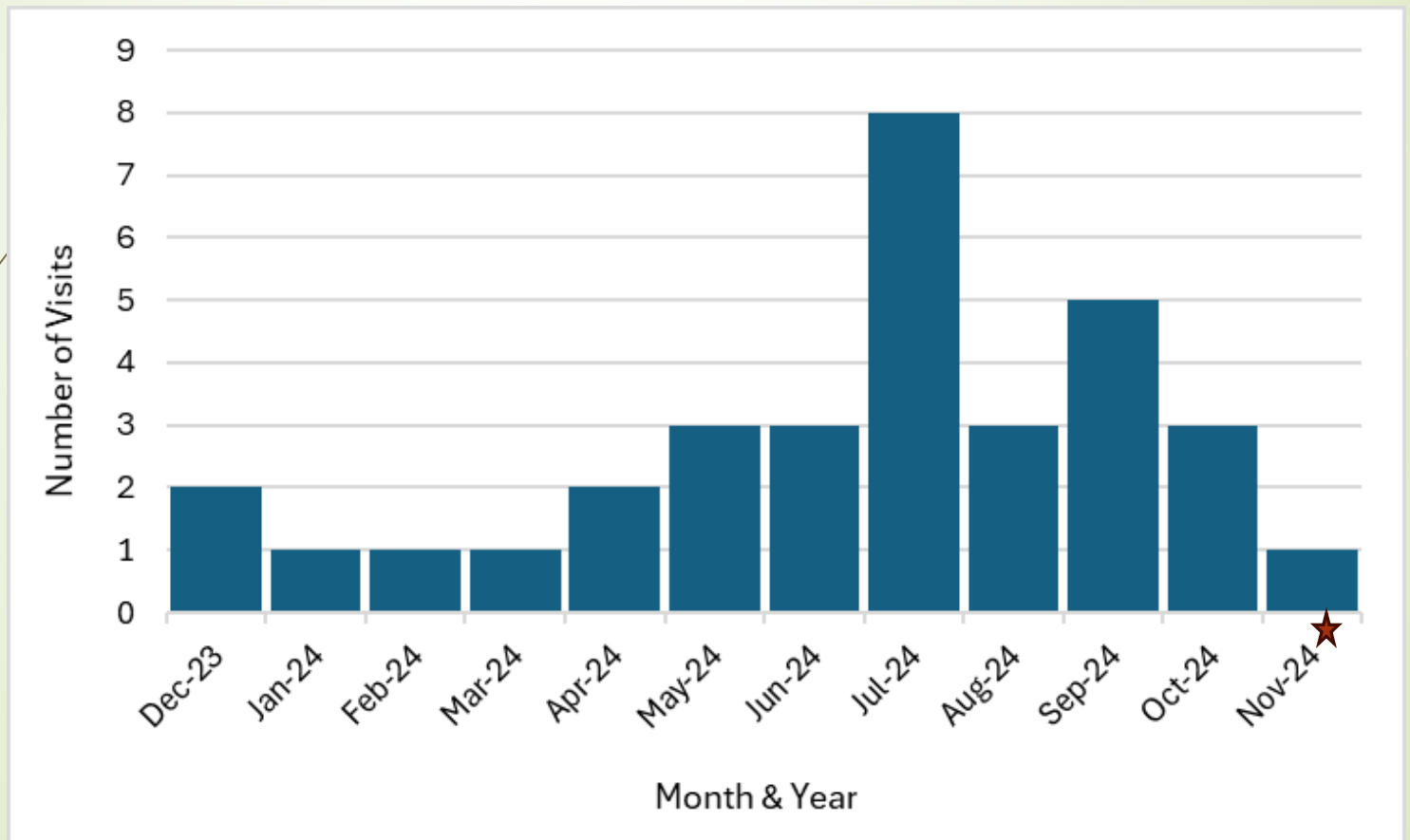
*Indicates that the parent fills this out themselves



Key Findings – 2024 YTD*

- ▶ Caregivers experiencing heightened anxiety
 - ▶ Expressed in Edinburgh & Karitane Scales
- ▶ Concerns over housing and employment opportunities
 - ▶ Participants living in temporary housing
- ▶ Infants having prolonged stays in the hospital
 - ▶ Ranged from 1 day through 32 days
- ▶ Food insecurity
 - ▶ ½ of parents in visits were given referrals for food banks

Visits Per Month, December 2023 – November 2024



Demographics of Mothers

Race	Frequency (n = 30)	Cumulative Frequency
Asian	1	3%
Black/African American	4	14%
White	18	60%
Declined to answer	1	3%
Did not ask	6	20%
Ethnicity	Frequency (n = 32)	Cumulative Frequency
Hispanic	10	31%
Non-Hispanic	19	59%
Did not ask	3	10%
Marital Status	Frequency (n = 33)	Cumulative Frequency
Married	25	76%
Never Married	4	12%
Engaged	2	6%
Domestic Partner	1	3%
Divorced	1	3%
Educational Attainment	Frequency (n = 33)	Cumulative Frequency
High School Diploma or GED	4	12%
Bachelor's Degree	6	19%
Master's Degree	4	13%
Professional Degree	1	3%
Did not ask	17	53%

- Predominantly white, non-Hispanic women
- Most are married, have some form of higher education

Demographics of Mothers

Employment Status	Frequency (n = 33)	Cumulative Frequency
Full-Time	19	58%
Part-Time	2	6%
Unemployed	7	21%
Stay at Home	1	3%
Did not ask	3	9%
Other	1	3%
Income	Frequency (n = 16)	Cumulative Frequency
>\$19,999	-	-
\$20,000 - \$49,000	2	13%
\$50,000 - \$79,000	2	13%
\$80,000 - \$99,999	1	6%
\$100,000 - \$119,999	-	-
\$120,000 - \$139,999	1	6%
>\$140,000	7	43%
Prefer not to say	3	19%

- Most women are working full-time
- Have combined incomes of >\$140,000



Characteristics of Infants

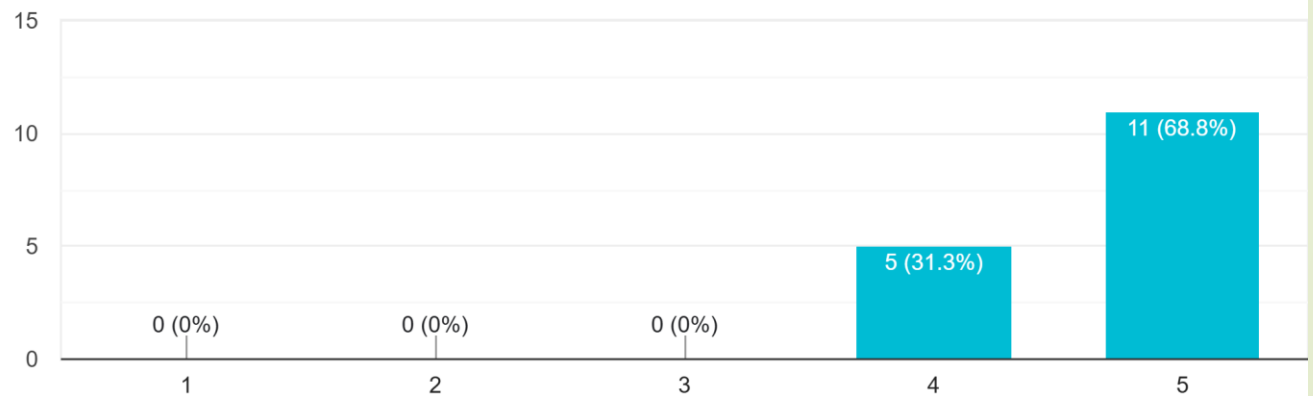


- The average age of babies at a visit was 7.8 weeks of age (roughly 2 months old)
- Average hospital stay of infants was 6.1 days after being born
- Hospitals where babies were born
 - Beverly Hospital, 45%
 - Boston Medical Center, 10%
 - Mass General Hospital, 20%
 - Salem Hospital, 20%
 - Other, 5%

Input from Parents

10. Now that you have completed this visit, how would you rate your confidence as a parent ?

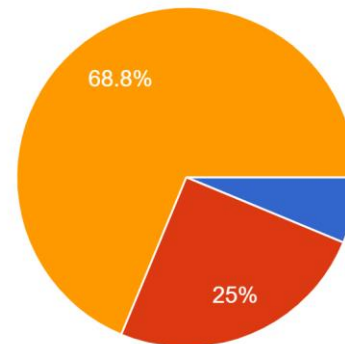
16 responses



Input from Parents

11. How does this compare to before the visit?

16 responses

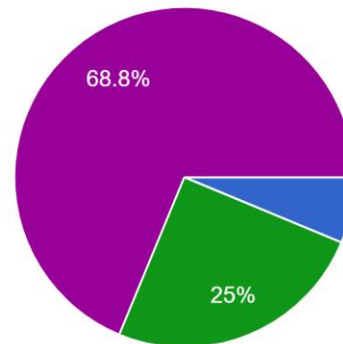


- Less confidence
- Same confidence
- More confidence

Input from Parents

12. Compared to before the visit, how would you now rate your awareness of community resources?

16 responses

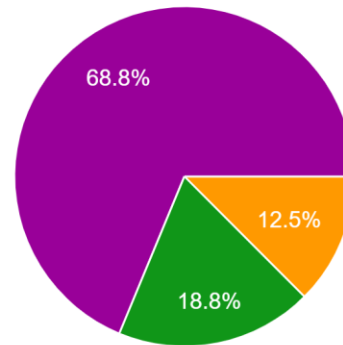


- Much less aware
- Slightly less aware
- About the same awareness
- Slightly more aware
- Much more aware

Input from Parents

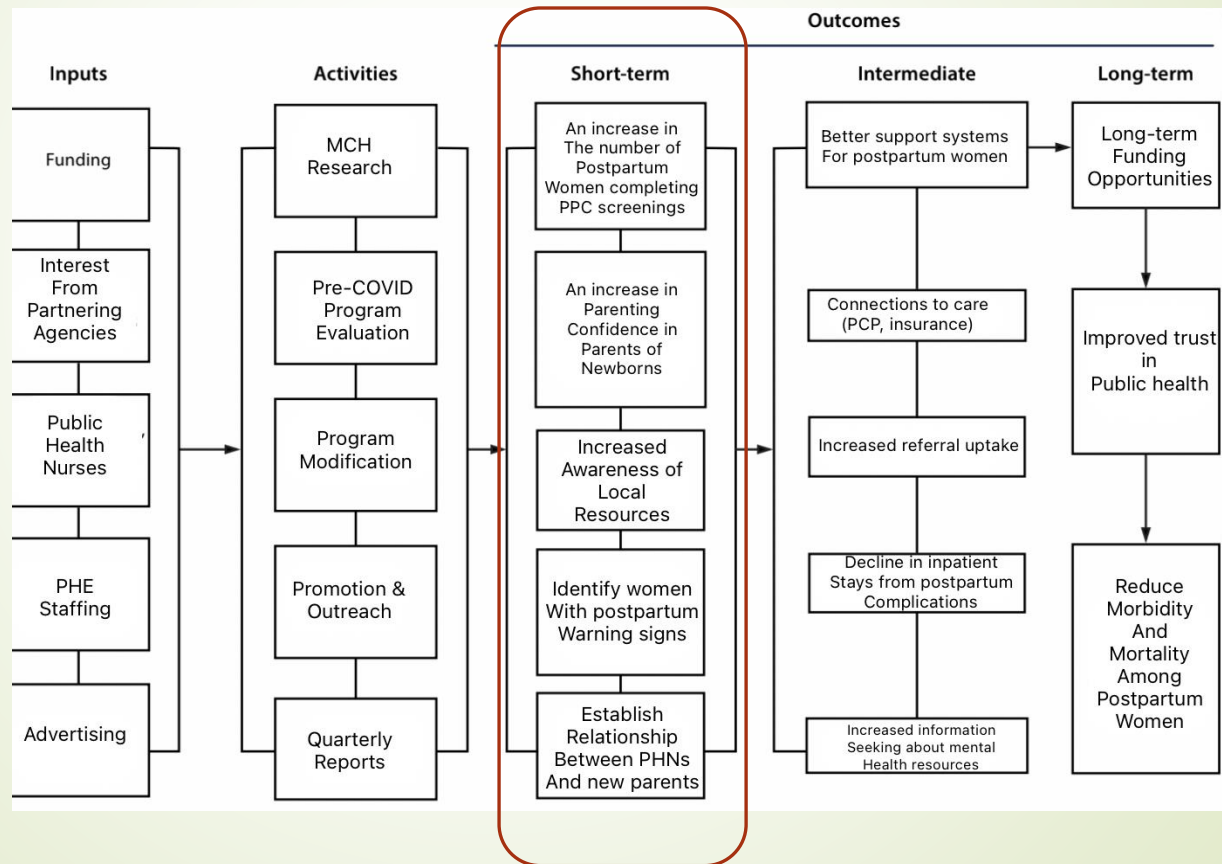
13. Compared to before the visit, how you would rate your comfort of accessing and using these community resources?

16 responses



- Much less comfort
- Slightly less comfort
- About the same comfort
- Slightly more comfort
- Much more comfort

Takeaways from Evaluation





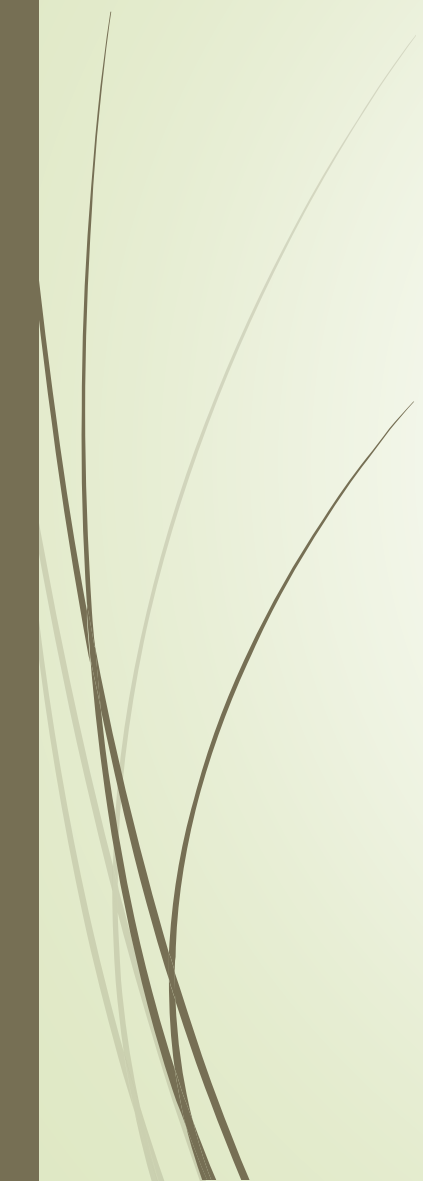
Participant Feedback

What was most helpful about the visit?

- "All of the printed resources made the visit worth much more than 90 minutes."
- "Understanding that what we're doing is on the right track. Reminder to take it easy during c-section recovery."
- "The hands on services (BP check, weight check, CPR training)"
- "[The PHN] was very personable and easy to talk to. She was encouraging and made me feel comfortable and secure in my role as a parent. Thank you very much for this program!"



PHN quotes (to add 11/12)

- PHNS: Takeaways/lessons learned/recommendations for other communities looking to implement similar program
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Thank you!

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