

suma

SOCIAL MARKETING

research + campaigns = behavior change

A Little Bit About Us...

- 20+ years of Social Marketing Experience
- Working in Arizona 2 years
- Worked with WIC for 10+ and we know how vital WIC is to women's health.

I felt like with my doctor, once I had the baby... you're done and you're on your own. Whereas with WIC, you're going back and they're seeing how your kid is doing and how you're doing. So that's helpful.

A Little Bit About Us...

Adolescent Health • Breastfeeding Education • Cancer Prevention
Children with Special Needs • Diabetes • Domestic Violence Prevention
• Emergency Rooms • Early Childhood Intervention • Fruits &
Vegetables Education • Flu Prevention • Fit Kids • Gen X
• Home Health • HIV Care • Immunizations Interconception
Health • Juice • Kissing Doesn't Cause AIDS • Legal Aid • Litter
Prevention • Literacy- health • Medicaid • Nurses • Obesity
Prevention • Osteoporosis • Perinatal HIV • Preconception Health
• Questions about all this • Reproductive Health • Suicide
Prevention • Tobacco Cessation • Undocumented Workers •
Vaccinations • WIC • Website Usability for People with Disabilities
• Youth Risk Behavior Survey • Zobe

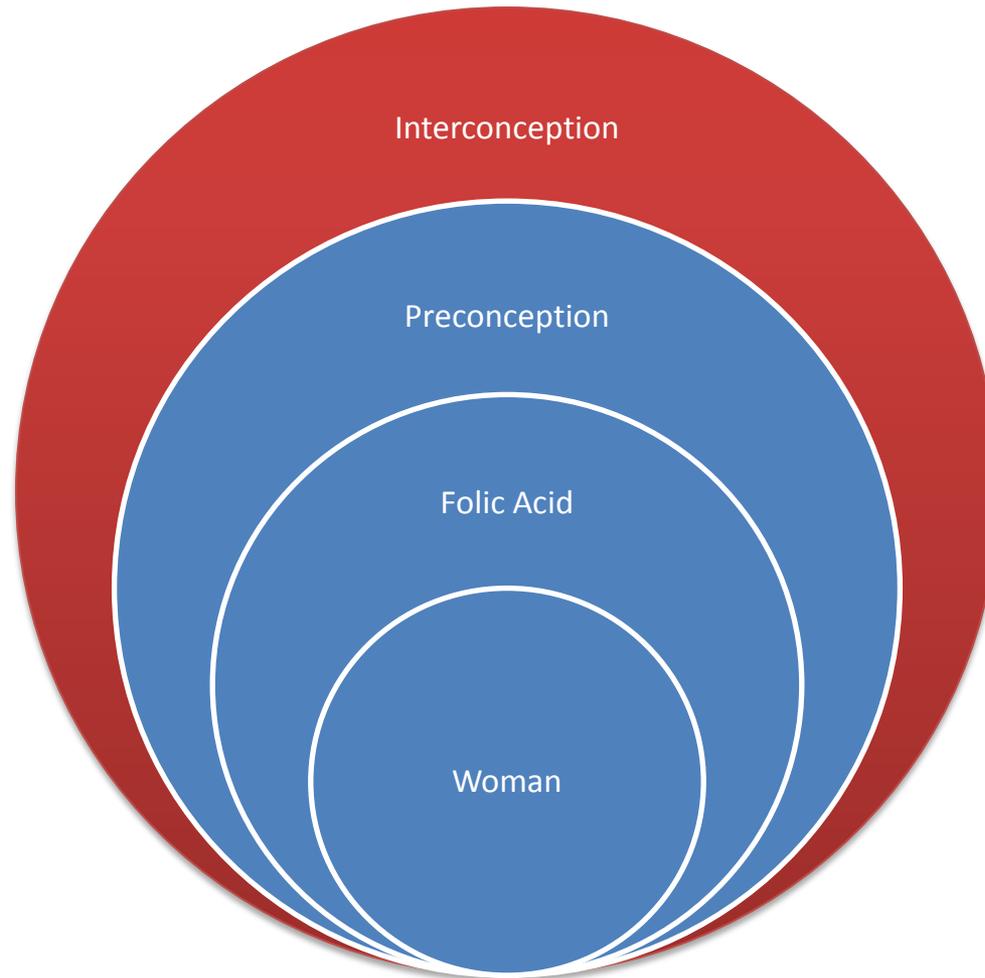
Arizona Department of Health Services

Goals



- Folic Acid Education and Dissemination
- Preconception Health
- Interconception Health

Campaign Elements



Preconception Health Campaign Goals

- Preconception health is the time prior to getting pregnant.
- Educate young women on preconception behaviors:
 - Daily multivitamin with 400 mcg of folic acid.
 - Exercise
 - Proper nutrition
 - Reduced stress
 - What to avoid (drugs, cigarettes, excessive alcohol)
 - Appropriate sleep
 - Importance of regular health check-ups
 - Maintaining a healthy weight
 - Knowing family history

Formative Research

- Internal Communications Assessment (January and February 2012)
- 40 in-depth one-on-one stakeholder interviews (April and May 2012)
- 10 focus groups with Arizona women between ages of 18-25 (June 2012)
- 5 focus groups with Arizona healthcare providers (June 2012)
- Telephone/web/mall intercepts with 403 women ages 18-30 (August 2012)

PROFILES OF ARIZONA WOMEN IN THE PRECONCEPTION PHASE

WHO IS THE TARGET AUDIENCE?



Motivation and Influencers for Healthier Behavior

- Look better and feel better
- Avoid negative outcomes witnessed in family and friends
- Having a buddy or friend with whom to share activities and/or goals
- Advice from health care providers and mothers

Website

The screenshot shows the homepage of the Power Me A2Z website. The background is a stylized landscape with green hills and cactars under an orange sky. At the top left is the logo "Power Me A2Z". To the right are links for "En Español" and "Contact Us". Below the logo is a navigation menu with "Home", "Know", "Feel", "Do", "Avoid", and "Plan". A yellow banner at the top contains a checkmark icon and the text "All women need folic acid in their bodies before they get pregnant." Below this are three green boxes: "Power Yourself" (with a photo of three women), "Power of Two" (with a photo of a couple), and "Power Your Family" (with a photo of a family). A yellow banner below these boxes promotes a quiz and a free 90-day supply of vitamins, accompanied by an image of the Power Me A2Z product. The bottom section is titled "Power Your Body and Mind" and "What Vitamins Should Women Take?", with a "Vitamin Chart" section featuring a product image and a "Did You Know?" section with a fact about folic acid.

Power Me A2Z

En Español | Contact Us

Home Know Feel Do Avoid Plan

✓ All women need folic acid in their bodies before they get pregnant.

Power Yourself
Are you taking good care of yourself?
A healthy today is a happy tomorrow!

Power of Two
Have you found someone special?
A healthy you for a healthy relationship.

Power Your Family
Expanding your family?
A healthy Mom for a healthy family.

Take the Power Me A2Z quiz and order a free 90 day supply of vitamins

See how your knowledge stacks up with our quick and interesting quiz. Then, order your Power Me Pack with free vitamins, cool health magazine and more!

Power Your Body and Mind
What Vitamins Should Women Take?

Getting healthy and feeling great starts with making sure your body has what it needs – nutrients and vitamins. For young women, a daily multivitamin with folic acid is a great way to start establishing healthy habits in your busy life.

It's all about the small changes. Drink more water, go for a walk with friends, eat more fruits and vegetables and remember to take your vitamin every day. Good vitamins for young women are included in a daily multivitamin: calcium for strong bones and teeth, vitamin C for a healthy immune system, iron for preventing anemia, and plenty of folic acid. Taking a daily vitamin makes sure that you get enough of each nutrient – even if you can't get it through

Vitamin Chart

Take a look at this vitamin chart and get the facts. Are you getting enough?
[Learn More »](#)

Did You Know?
All women 18-45 should take a daily vitamin with folic acid!

Power Pack



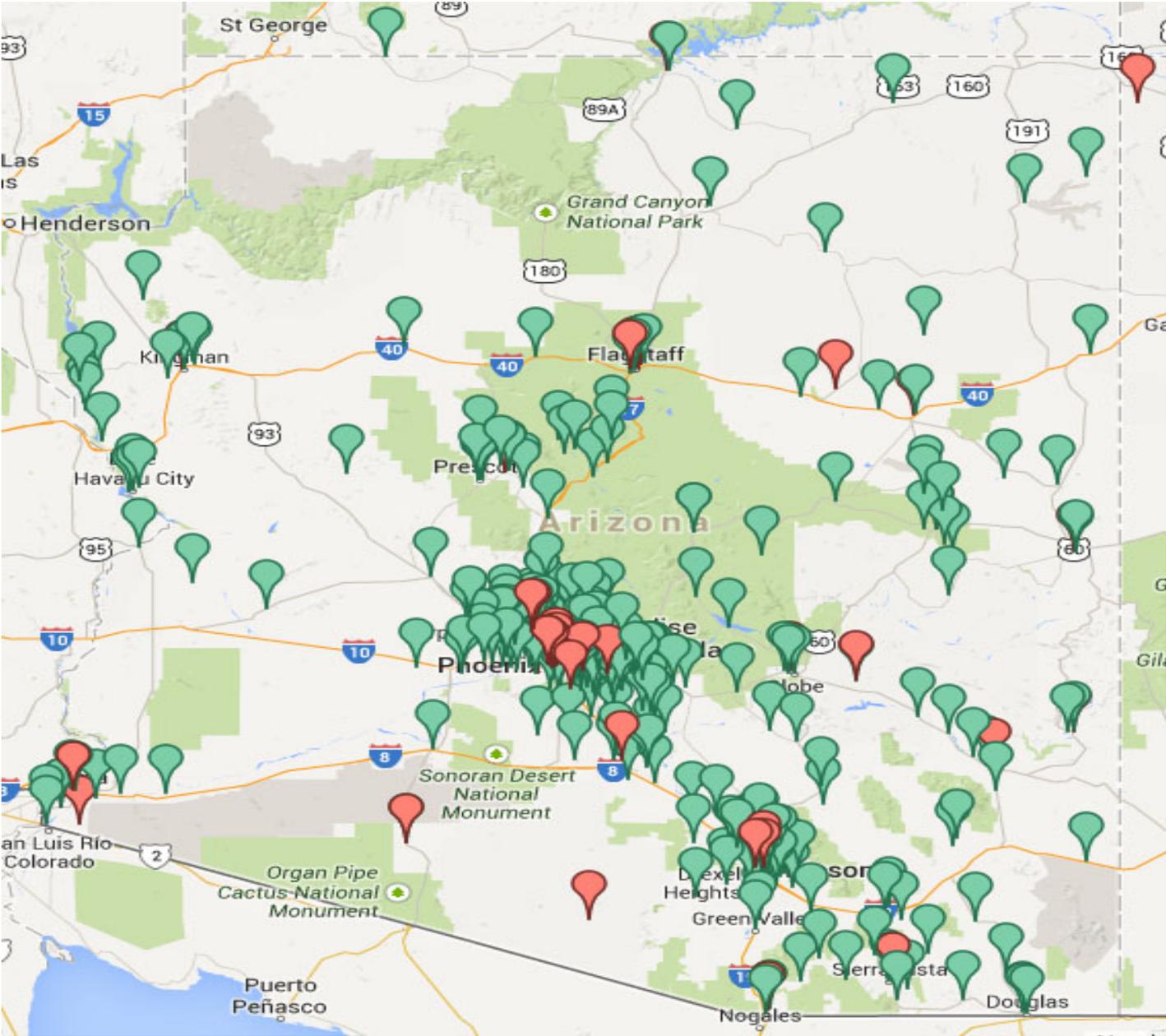
Campaign Tactics

- Television and radio advertisements directing women to the website
- Interactive and educational website – 100 day supply of multivitamins with 400mcg of folic acid and health magazine
- Community events- college campuses and cultural events
- Continuing education
- Medical student training
- Strategic Partnerships

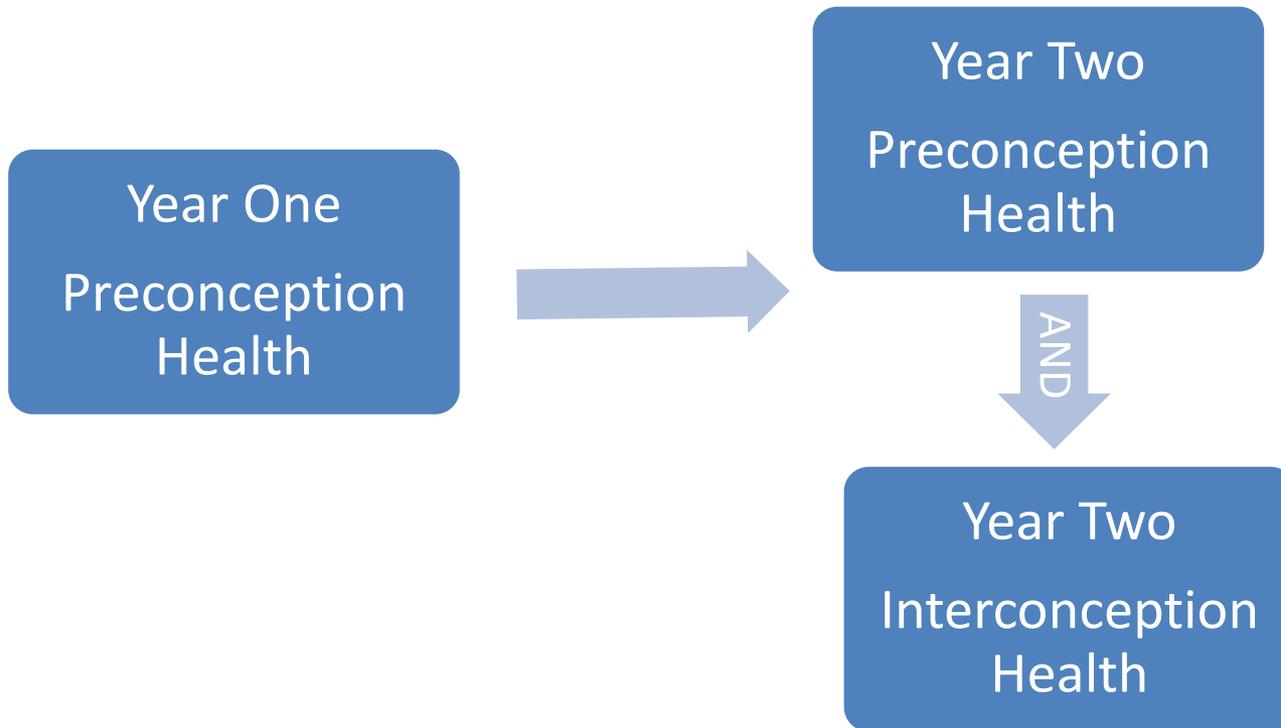
Year One Campaign Success

- Distributed close to 30,000 Power Packs
- Statewide reach from Ajo to Yuma to Flagstaff to Sells to Phoenix and Tucson
- Trained pharmacists, clinic staff, medical students, professionals and student health workers
- First Prize Arizona Public Health (AzPHA) Award

Every
Corner
Of the
State



Campaign Focus



Interconception Health

- Interconception Health

- What is it?

- Interconception care is the time between pregnancies. This is about the woman's health in between her pregnancies both for her health and for the health of any future children she may have.*

- Why focus on it?

- Improve birth outcomes*

- Improve women's health*

PROFILES OF ARIZONA WOMEN IN THE INTERCONCEPTION PHASE

WHO IS THE TARGET AUDIENCE?



Interconception Health

- Interconception Health Includes
 - Vitamins with folic acid
 - Baby spacing
 - Postpartum depression screening
 - Timely medical check-ups
 - Stress management
 - Physical activity
 - Healthy weight
 - Nutrition
 - Sleep
 - Healthy relationships

Baby Spacing

Many experts say you should wait at least 18 months to 24 months to get pregnant after the birth of your child. A mother who gets pregnant within six months of her last pregnancy is more likely to have a premature delivery and a low birth weight baby. Low birth weight is the cause of 1 in 4 of newborn deaths in the United States.

Interconception Research

- 15 Stakeholder Interviews (December 2013)
- Focus Groups with Women N=35 (December 2013 and January 2014)
- Focus Groups with Providers (January 2014)
- Focus Groups with WIC Staff N=24 (December 2013 and January 2014)
 - Focus groups in Phoenix, Tucson, and Flagstaff

Research Findings

What women think & feel postpartum?

- Express love for baby and children
- Common themes
 - feelings of isolation, anxiety, and depression
 - dealing with weight gain and the difficulties of losing their “baby weight”
 - feelings of “not being themselves anymore”
 - desire to “be there” for their children

Research Findings

Influence of WIC Appointment

So raise your hand again if you did have a conversation about folic acid, vitamins with folic acid. **Three of you.**

And who did you have those conversations with?

I had it with WIC and my doctor

Research Findings

Provider Appointments

- The vast majority of women stated that they went to their postpartum appointments
- Family Planning conversations not as detailed and comprehensive as women wanted
- Some women were told to continue taking their prenatal vitamins, some were told to take a multivitamin with folic acid, and some were not told anything specific about continuing with vitamins
- Wanted more time to discuss feelings - specifically anxiety, depression, worry

Research Findings

Pregnancy Spacing

- Most women were unfamiliar with the concept of ideal pregnancy spacing. Some reported being told by their doctor or nurse **after** they presented with another pregnancy.

Not before, because I switched providers in between. But my OB/GYN was the first one to say I should probably wait a while before another one. And when I came in, he was almost like, shaming – like, “Oh, you should have waited two years.”

When I came in to my doctor with my second child – my kids are twenty-two months apart – he said that it wasn't good that I got pregnant so fast.

Research Findings

Provider Appointments- Pregnancy Spacing

- Participant 1: *I have no business telling them what's better.*
- Participant 2: *There is no right or wrong.*
- Participant 3: *Right, but they ask us all the time.*
- Participant 4: *I don't even bring it up.*
- Participant 5: *... I don't bring it up. They bring it up. They're the ones that ask, and my response is, "Whatever you feel comfortable with."*

Research Findings

WIC and Pregnancy Spacing

- **How do you all know this? Because when we talked about what you were talking about at your postpartum appointment, none of you mentioned this. So how do you all know this?**

My mom.

The WIC clinic.

What To Expect When You're Expecting.

Motivation and Influencers for Healthier Behavior

- Be healthy for the baby
- Feel better and back to “myself”
- Get back to “normal”
- Healthier baby
- Lose pregnancy weight

Merry-K Moos Presentation

Educational Messages from Research

- Frame pregnancy spacing messages in a positive way and include the benefits to the mother and to her future babies as reasons to adhere to this recommendation.
- Increase educational messages about the importance of folic acid
- Provide family planning information including comprehensive birth control options

Campaign Materials

WIC Poster

Renew, re-energize **TAKE FOLIC ACID**. It's a stress buster, natural antidepressant, prevents birth defects, and lowers risk of cancer.

NEW
MOM.
NEW
YOU.

FREE Vitamins!

(3 month supply)

visit [Power Me A²Z.org](http://PowerMeAZ.org)



Campaign Materials

WIC Talking Points

Pin



WIC Folic Acid Talking Points

The Arizona Department of Health Services Bureau of Nutrition and Physical Activity is working through the Arizona WIC Program to help more postpartum women get folic acid. Please encourage your participants to go to the website PowerMeA2Z.org, where they can get a free three-month supply of multivitamins with folic acid. If you have promotional items from the **PowerMeA2Z** campaign, such as the nail file, please give them to women and encourage them to go to the website.

What You Need to Know About the Website

- Please go to the website yourself to see how it works. You can register to receive the Power Pack with the vitamins.
- This is for ALL women of childbearing age in Arizona (ages 18-45).
- Women must answer five short questions about health behaviors before they can sign up to receive the multivitamins. Their answers do not impact their eligibility to receive the vitamins.
- Women must provide a mailing address in order to receive the vitamins.
- There is no connection between the website and WIC. When women sign up on the website, their information is not shared with WIC and nobody will be informed that they are on WIC.
- Women may reorder their vitamins after 90 days.
- Women have the **OPTION** of providing their e-mail address if they would like to receive additional informative e-mails. This is their choice, not a requirement.

How and When to Talk to Women About Folic Acid

- The postpartum certification visit is the perfect time to talk about folic acid.
- During the assessment/education, when you are asking about vitamins, you can slip in the information about going to the website PowerMeA2Z.org to get free vitamins once they run out of their prenatal vitamins.
- This can also be an excellent topic to cover at the second nutrition contact, or when the participant returns for her blood work visit and you are already talking about anemia screening.
- Encourage women to use their smartphones to go to the website while they are at the WIC clinic. They can sign up for the vitamins while they are waiting.

Campaign Materials

Pamphlet

Would your body be ready?
Or do you feel like you are running on empty?

If you're running on empty, you need to fill up so you can stay healthy for your new family. Consider this: It took your whole life to build up enough iron and calcium to be able to nourish your first pregnancy. Do you know, though, how much time it takes for your body to fill up again for you to be at your healthiest?

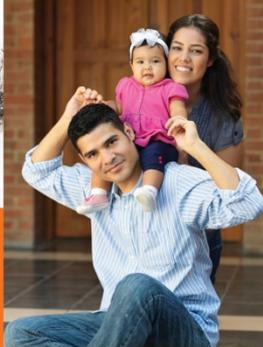
How soon is too soon?

Planning to wait at least two years after giving birth before trying to get pregnant again is healthier for mothers and babies.

Why Wait?

- Improve your health and the health of your baby
- Give yourself time to heal and get back to normal
- Give special attention to each child
- Have time to lose your pregnancy weight

Be sure to talk to your health care provider about birth control options that will work best for you and your family.

Renew your body and your mind so if you get pregnant again, your next baby will be a healthy baby. Talk about family planning with your partner and doctor.

Take charge of your health and refuel your body with vital nutrients, like iron in your blood.

Keep taking your vitamins! Make sure you get at least 400 mcg of folic acid every day.

Power Me A2Z
www.PowerMeA2Z.org

POWER
your family plan

www.PowerMeA2Z.org

Am I ready for another baby?

It can be a tough question to think about. You may think of your partner, the size of your living space, or whether you could provide enough attention to another child if you were to become pregnant. You may also wonder whether you could handle another child emotionally. But while you're thinking of everyone else in your family, don't forget to ask yourself the most important question of all: am I ready for another baby?



1 What is best for me?

Do I already feel overwhelmed at the end of the day?

Can I give a new baby the attention it deserves? *(If you recently had a miscarriage, ask yourself)*

Have I taken the time to grieve?

Have I checked with my doctor to see if my body is ready for another pregnancy?

2 Would my partner be ready?

Could we afford another child right now?

Could my partner handle it emotionally?

3 What is best for the children I already have?

How will they react to a new sibling?

If I get pregnant, will that take energy away from being the great mom I want to be for them?

It is important to consider everyone in your family—your partner, your children, and most importantly yourself—if you were to become pregnant again. Consider these questions.

Can I get pregnant if I am still breastfeeding?

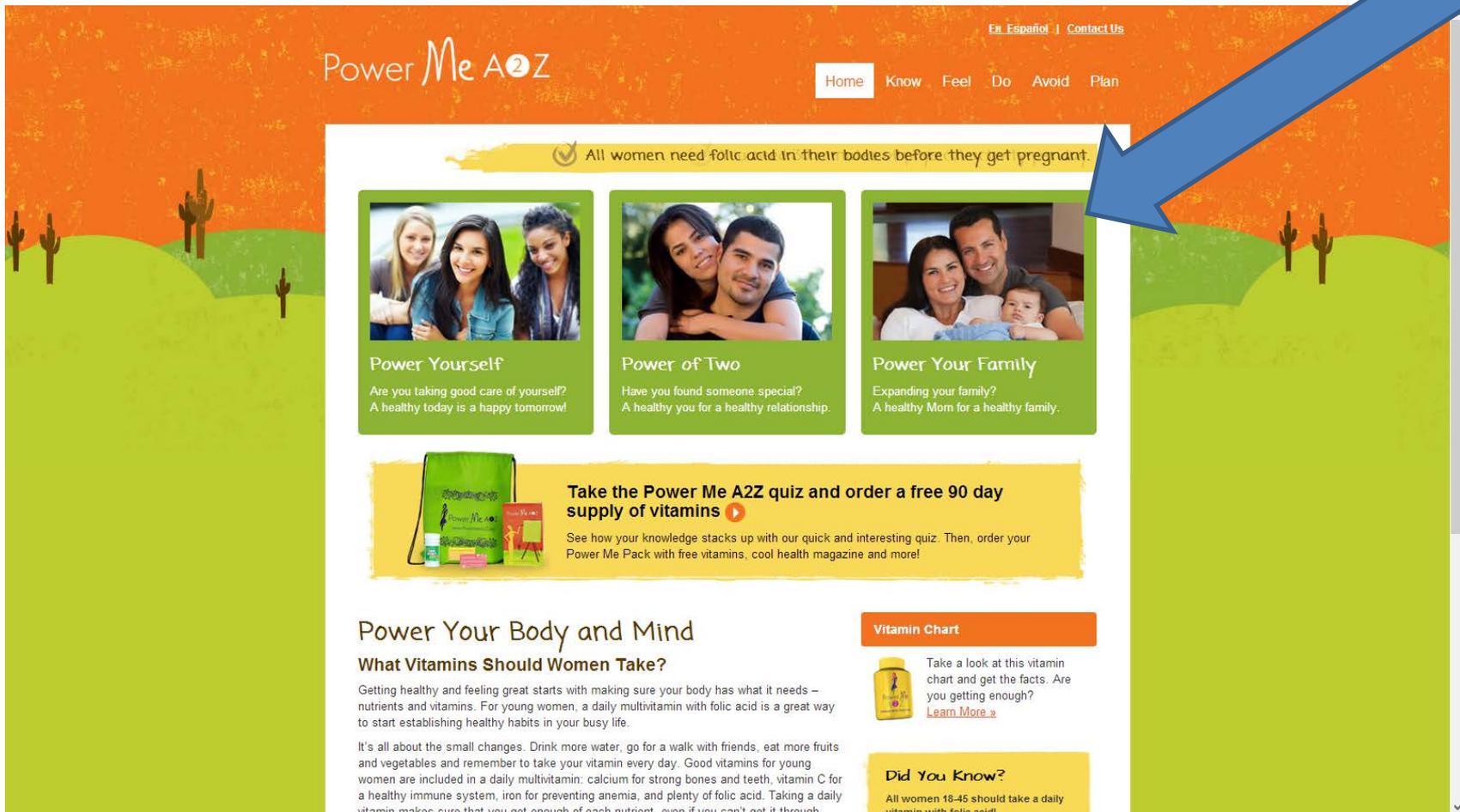
Women who breastfeed around the clock for the first six months of the baby's life typically do not ovulate. However, there is still a chance that you can get pregnant while breastfeeding, and the chances increase as your baby breast-feeds less. Talk to your health care provider about your birth control options while breastfeeding so that you can take care of yourself while taking care of your baby!




PowerMeA2Z.org

Campaign Materials

Website



The screenshot shows the Power Me A2Z website with a blue arrow pointing to a banner that reads: "All women need folic acid in their bodies before they get pregnant." The website features a navigation menu with "Home", "Know", "Feel", "Do", "Avoid", and "Plan". The main content area includes three sections: "Power Yourself", "Power of Two", and "Power Your Family". Below these is a promotional banner for a quiz and vitamins. The footer contains sections for "Power Your Body and Mind" and "Vitamin Chart".

En Español | Contact Us

Power Me A2Z

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Vitamin Chart
Take a look at this vitamin chart and get the facts. Are you getting enough?
[Learn More >](#)

Did You Know?
All women 18-45 should take a daily vitamin with folic acid!

Campaign Materials

Power Pack



Research Findings

WIC as a Resource and Support System

WIC has a lot of information. That's where I got most of my information, was from WIC itself. They give you a list of resources if you're feeling this way. They ask you those questions.

I thought the support was from the WIC program.

Questions

