

suma

SOCIAL MARKETING

research + campaigns = behavior change

Campaign Goals

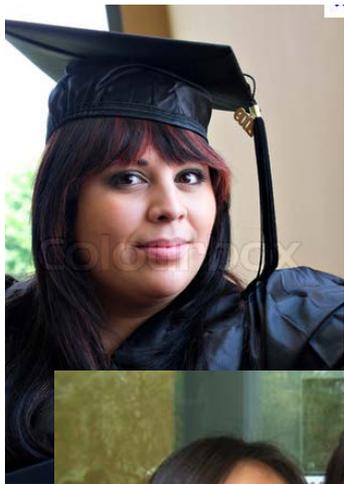
- Educate young women on the importance of adopting preconception health behaviors, including the consumption of a daily multivitamin with 400mcg of folic acid.
- Preconception behaviors include:
 - Exercise
 - Proper nutrition
 - Reduced stress
 - What to avoid (drugs, cigarettes, excessive alcohol)
 - 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

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 by national expert Merry-K Moos
- Medical student training

Campaign Tactics

- Partnerships and Dissemination
 - Arizona Pharmacy Association
 - Regional Center for Border Health
 - Planned Parenthood
 - Spina Bifida Association
 - Campesinos Sin Fronteras
 - Alliance for Community Health Centers
 - Maricopa Integrated Health Systems
 - Numerous local health departments
 - Native Health
 - Navajo Project
 - Refugee Population

Campaign Tactics

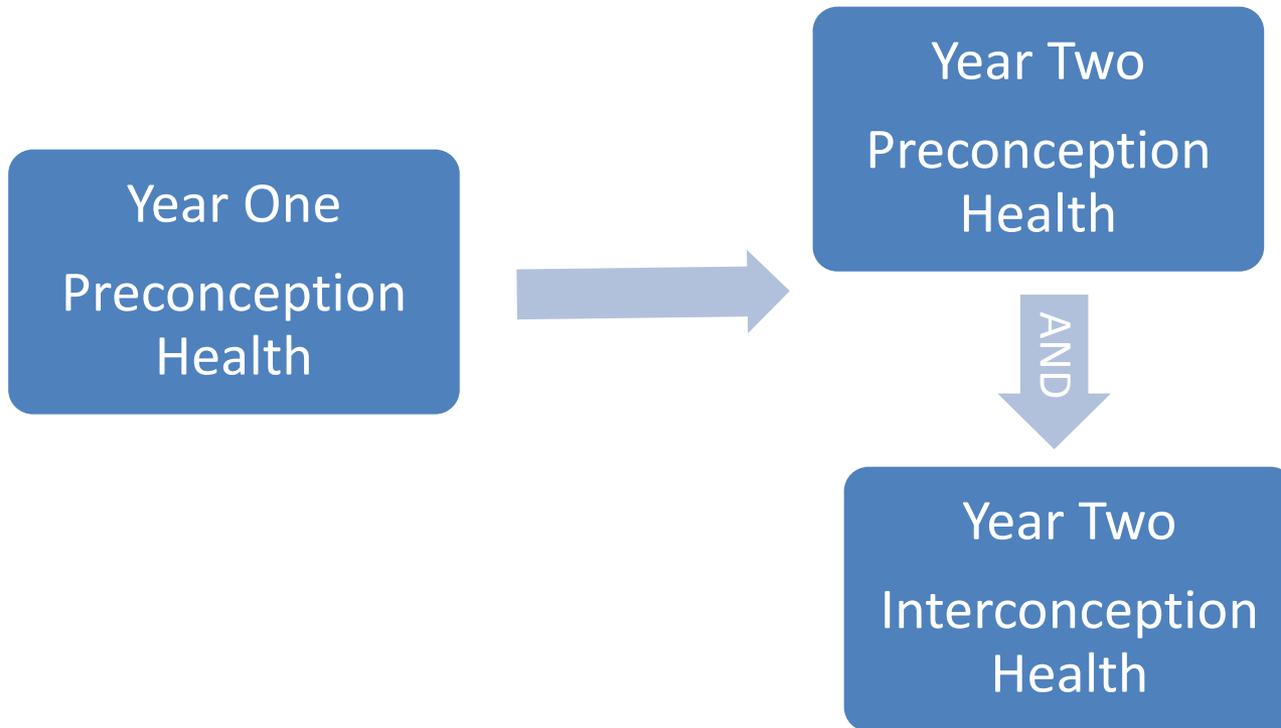
Pharmacy outreach= sustainability

- Education training for professionals and students
 - Midwestern University
 - University of Arizona
 - Walgreens Flyer Distribution
 - Arizona Pharmacy Association Conference

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

Campaign Focus



Interconception Research

- 15 Stakeholder Interviews
- Focus Groups with Women
- Focus Groups with Providers
- Focus Groups with WIC Staff
 - Focus groups in Phoenix, Tucson, and Flagstaff
- And You!- Power Pack for each agency- educate staff- encourage website visits.

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*

Interconception Health

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

Questions



Exercise

- Each table will work together and if you are not at a table, please join one.
- Work together as a group and answer the following questions:
 - What concerns and questions do you typically hear from new moms about the interconception topics we discussed?
 - What are the benefits to including interconception care education in WIC visits?
 - What are the barriers to including interconception care education in WIC visits?
 - Create a strategy to include interconception care education in WIC visits.
 - What kinds of training and tools do you need and want to be able to include interconception care education in WIC visits?