



Closing the Loop

Enhancing Preconception Health Promotion with an Online PrePregnancy Planner

Shannon Aitchison RN, BScN
Public Health Nurse
Middlesex-London Health Unit

Agenda

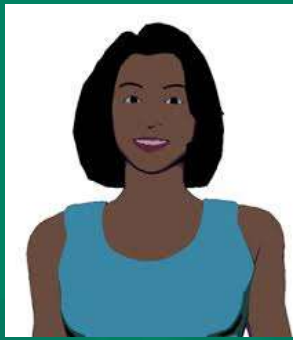
- Preconception at a glance
- Identifying the issue
- What is the PrePregnancy Planner?
- The process
- Highlights of the tool
- Marketing and evaluation
- Lessons learned



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www.healthunit.com/prepregnancy-planner

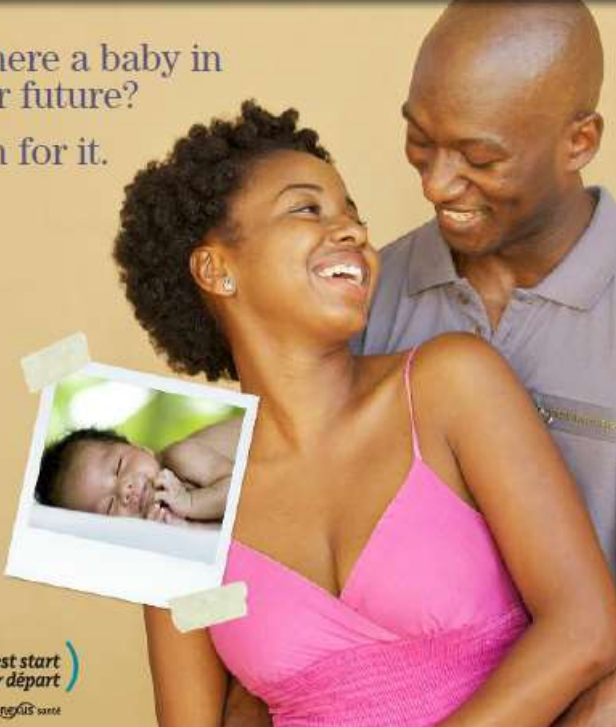


At a glance...


- GABBY
- Reproductive Life Plans
- Best Start
- CDC preconception tool
- Toronto Public Health
- Ontario College of Family Physicians



Is there a baby in your future?
Plan for it.



best start
meilleur départ

by/par health  réseau

The Issue

- Evidence tells us that clients want to receive preconception health information from their Primary Healthcare Provider.
- So how do we close the loop?



The PrePregnancy Planner

This tool can help you to start thinking about your plan for pregnancy.


If you have a partner, they can use it too. Ideally, both men and women should complete the assessment. The PrePregnancy Planner is for you - whether you are hoping to get pregnant soon, or 'someday' in the future. It's never too early to start planning!

This planner is intended for educational and informational purposes only and does not replace advice from, or assessment by, a regulated healthcare provider (Doctor, Nurse Practitioner, Midwife etc.). It is strongly recommended that you discuss the results of this tool with your healthcare provider. In some cases, healthcare providers may suggest that women wait a period of time before trying to get pregnant

Why is this important? 

Please note: The information you enter in The PrePregnancy Planner is not saved, stored or shared.


[Start Planning](#)

- Online self-assessment tool
 - Captures info from a variety of PH program areas
 - Designed to facilitate discussion with PHCP
 - Gives clients options
 - Allows users to set goals
- 

Question #1

26 Remaining

Do you have a healthcare provider?
(E.g., Doctor, Nurse Practitioner,
Midwife etc.)

Why is this important? 

Yes

No

[← Previous Question](#)

[Next Question →](#)

Question #10

17 Remaining

Do you take any medications?
(E.g., prescription, over-the-counter,
herbal supplements or alternative
medicines)

why is this important? +

Yes

No/Not Sure

← Previous Question

Next Question →

Question #8

19 Remaining

Do you or your partner drink any alcohol?

Why is this important? 

Yes

No

[← Previous Question](#)

[Next Question →](#)

Question #25

2 Remaining

Do you have strong, supportive relationships with your partner, friends and family?

why is this important? 

Yes

No/Not Sure

[← Previous Question](#)

[Next Question →](#)

The PrePregnancy Planner: Results

Congratulations! You are on your way to planning your pregnancy. There are a lot of factors that influence a pregnancy and this can seem overwhelming for some people. This planner will help you learn about these factors and decide what is most important for you and/or your partner. We recognize that there is a lot of information here – try choosing a few goals to get started.

You are on your way to starting a plan for pregnancy! Here are some of the positive things you are already doing:

- Starting your plan for a healthy pregnancy before you get pregnant! +
 - Looking for information about healthy pregnancies and knowing where to get help. +
 - Protecting yourself and your baby from the harmful effects of alcohol. +
 - Being smoke-free +
 - Being drug-free.
-

There is more to think about! You may want to talk to your healthcare provider about the following before you start trying to get pregnant:

- Whether your healthcare provider (e.g., Doctor, Nurse Practitioner, Midwife etc.) offers prenatal care. If they do not, talk with them about your options for regular health care during pregnancy. +
- Birth control. +
- Folic acid. +

Getting tested for STIs (Sexually Transmitted Infections) +

How did we get here?

- Determining the issue
- Creating the vision
- Initial meeting with software developers
- Writing if/then statements
- Revisions and more revisions
- Focus testing




Building on What We Knew

- Who sees themselves in the target group?
- Serious tone
- Overwhelming
- Anxiety provoking

The Vision


- A discussion tool for clients and their healthcare providers
- Meaningful
- Personalized
- Interactive
- Website graphic standards
- Campaign focus testing



GOT A PLAN?

You plan everything else – your pregnancy is no different.
Get the facts and **make the plan** that's right for you.

Use the PrePregnancy Planner on our website to get started.

 www.healthunit.com/before-pregnancy
Health Connectors: 519-850-2280

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If/Then Statements?



1. Do you have a healthcare provider?

○ Yes

- 2) Whether your healthcare provider offers prenatal care. If they do not, talk with them about your options for regular health care during pregnancy.

? Seeing a healthcare provider before you start trying to get pregnant is advised. It is also recommended to have regular prenatal care when you are pregnant. Learn more about [prenatal care providers](#).

- [London Health Sciences Centre](#)
- [The College of Midwives of Ontario](#)
- [The Fertility Clinic](#)
- [The Society of Obstetricians & Gynecologists of Canada](#)

○ No

- 3) Call [Health Connection](#) for help with finding a healthcare provider in London & Middlesex at 519-850-2280.

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- [London Health Sciences Centre](#)
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- [The Fertility Clinic](#)
- [The Society of Obstetricians & Gynecologists of Canada](#)

2. Do you know the factors that may affect a woman's or a man's fertility?

Comment [SA1]: If yes then – the following would go in section #2, etc. etc.

Comment [SA2]: The text in blue denotes additional information that could be hidden behind a ? icon or another icon or a text bubble off to the side as discussed at our last meeting.

Comment [SA3]: If yes then the following statement would go in section #3

Markup Area

How did we get here?

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Question #1 27 Remaining

Do you have a healthcare provider

Yes No

[Previous Question](#) [Next Question](#)

Black on green and green on green is hard to read. Perhaps make it the same as "next question" (white)

Insert paragraph break after "pregnancy" before "if you have"

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HEALTH UNIT

The Pregnancy Planner

This tool can help you to start thinking about your plan for pregnancy. If you have a partner, they can use it too. The Pregnancy Planner is for you - whether you are hoping to get pregnant soon, or 'someday' in the future. It's never too early to start planning!

This planner is intended for educational and informational purposes only and does not replace advice from, or assessment by, a regulated healthcare provider. It is strongly recommended that you discuss the results of this tool with your healthcare provider. In some cases, healthcare providers may suggest that women wait 3 months to one year or more before trying to get pregnant.

[Start Planning](#)

© 2014 Pregnancy Planner

Change Title to "The PrePregnancy Planner". Please note there is no space or hyphen in PrePregnancy.

Also change url and copyright

Insert sentence:

"Please note: The information you enter in The PrePregnancy Planner is not saved, stored or shared."





Explorer this box appears incorrectly (as seen) and it appears to get hung loading



This text should read:
Congratulations! You are on your way to planning your pregnancy. There are a lot of factors that influence a pregnancy and this can seem overwhelming for some people. This planner will help you learn about these factors and decide what is most important for you and/or your partner. We recognize that there is a lot of information here – try choosing a few goals to get started.

The text as it appears now is also at the bottom of the screen and it should remain there as is.



behind the "+" the same way the other recommendations are formatted.



The highlighted text should be hidden behind the "+" the same way the other recommendations are formatted.
 Should read:
 Visit www.healthunit.com/pregnancy for more information...



This pop-up appears whenever you click on a hyperlink on the results page. After you click "OK" it will direct you to the correct destination page.



How did we get here?

- Determining the issue
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- **Focus and Field testing**



Formative Evaluation with Healthcare Providers

Research Questions for the Formative Evaluation of the PrePregnancy Planner

Question 1

- Does the PrePregnancy Planner encompass all the preconception knowledge and behaviours HCPs would like their clients to be aware of and engage in?

Question 2

- What recommendations do HCPs have to address any knowledge or implementation gaps with the PrePregnancy Planner ?

Question 3

- How can public health support HCPs in the implementation of the PrePregnancy Planner?

Key Findings

- Only ask questions that allow intervention by HCP
- *Why is this important?* feature
- Vocabulary and literacy level
- Missed opportunities
- Increased demand for services



Clinic Client Feedback

Do you think people will
have trouble answering
this question?



Do you think people will
understand all the words
in this question?

Clinic Client Feedback

“Might not know what a healthcare provider is/ might be too vague”

“I personally don’t know the answer to this question, nor how to determine the answer”



“Define fertility”


“Men may be confused – perhaps list examples”

Key Elements

- Order and numbering
- Why is this important? ⊕
- Evaluation
- Privacy
- Personalized results page



Have you been pregnant before?

Why is this important? 

It is important that your healthcare provider knows about all of your past pregnancies, including miscarriages, abortions and stillbirths.

Have you been taking a multivitamin with at least 0.4mg of folic acid every day for at least 3 months before trying for pregnancy?

Why is this important? 

Taking folic acid supplements for at least 3 months before pregnancy, and in early pregnancy, is important for the development of your baby's eyesight, spine and brain. Taking a folic acid supplement and eating a diet rich in folate can prevent neural tube defects (birth defects of the brain, spine, or spinal cord). These defects happen in the first month of pregnancy, often before a woman even knows that she is pregnant.



We are interested in making our website content the best that it can be and we may want to contact you about your experiences using “The Pre-Pregnancy Planner”. May we send you an email within the next year to ask you some questions about using “The Pre-Pregnancy Planner” and what you are doing/did to plan for a healthy pregnancy?

The personal information on this form is collected under the authority of the Health Protection and Promotion Act and applicable privacy legislation. This information will be used to contact you about your interest in participating in an evaluation of “The Pre-Pregnancy Planner”. We will keep your information private. Any questions about the collection of this information should be directed to the Manager of the Reproductive Health Team – Family Health Services at 519-663-5317.

Yes

No

Please Provide Your Email Address

Submit



The PrePregnancy Planner: Results

Congratulations! You are on your way to planning your pregnancy. There are a lot of factors that influence a pregnancy and this can seem overwhelming for some people. This planner will help you learn about these factors and decide what is most important for you and/or your partner. We recognize that there is a lot of information here – try choosing a few goals to get started.

You are on your way to starting a plan for pregnancy! Here are some of the positive things you are already doing:

- Starting your plan for a healthy pregnancy before you get pregnant! Ⓜ

Deciding to get pregnant is one of the biggest decisions you will ever make. [Planning](#) for it will help you to prepare and make informed choices to have the healthiest pregnancy possible.

- Looking for information about healthy pregnancies and knowing where to get help. Ⓡ
- Protecting yourself and your baby from the harmful effects of alcohol. Ⓡ
- Being smoke-free Ⓡ
- Being drug-free.

There is more to think about! You may want to talk to your healthcare provider about the following before you start trying to get pregnant:


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- Your past pregnancies. +
- Birth control. +
- Folic acid. +
- Getting tested for STI's (Sexually Transmitted Infections) -

You can have an [STI \(Sexually Transmitted Infections\)](#) and not even know it. Some STI's can affect your ability to get pregnant or cause problems in your pregnancy. Talk to your healthcare provider about you and your partner getting tested before you get pregnant. The [Sexually Transmitted Infections \(STI\) Clinic](#) is a drop-in clinic, which offers a safe, confidential atmosphere where you can receive free testing and treatment of STIs for you and your partner(s).

- Your vaccinations +
- Remember to talk to your healthcare provider before starting any prescription, over-the-counter, or herbal medications. +
- Food choices and healthy eating. You can also speak to a registered dietitian about nutrition and healthy eating at [Eat Right Ontario](#) +
- Achieving a healthy body weight before you get pregnant +

You can take action! Here are some things you could do to improve your health before getting pregnant:

- Learn more about how you can protect your fertility. 

You may not have thought much about your [fertility](#) in the past. Or, if you are planning a pregnancy, maybe you've thought a lot about it. For women: your general health, age, weight, and other lifestyle factors can impact your fertility. Keep a calendar of your [menstrual cycle](#) as this will help you know if something is not quite right. It will also help you talk to your healthcare provider about planning a pregnancy. For men: your general health, age, weight, and other lifestyle factors can impact your fertility.

- Learn more about which foods you need to avoid when you are pregnant. Make sure you know how to handle food safely. 
- Wash your hands! 
- Make sure you are aware of any new information about environmental hazards. Know about your risk of exposure where you live, work and play. 
- Get moving! 
- Find out if your immediate family has any medical or genetic conditions. 
- Find a dentist near you. You can search online or in the yellow pages. Most dentists will accept new patients. 
- Understand the symptoms of depression. 
- Consider your age and how many children you would like to have when

My Goals

Planning whether and when to have a family can be overwhelming! Try choosing 4 things from the list above, and set some goals for yourself to get started. Remember, if you have a partner, they can set goals, too!

-
-
-
-


[Print Results](#)

If you have any questions or concerns about information provided in 'The PrePregnancy Planner', or if you would like to talk more with a Public Health Nurse about creating your pregnancy plan, please call the Health Connection at 519-850-2280.



Marketing


- Movie theatre ads
- Facebook post ads
- Twitter
- LinkedIn
- Google Ad words
- Healthcare Provider Outreach
- GAP? Day for high schools
- Community presentations to targeted groups



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February 5 · 🌐

Don't leave it up to cupid this Valentine's Day! Start thinking about your plan for pregnancy. Try the PrePregnancy Planner.



PrePregnancy Planner

Make the plan that's right for you.

WWW.HEALTHUNIT.COM

➦ Share



WLHealthUnit @MLHealthUnit Mar 24

Planning your **#pregnancy**? Try the PrePregnancy Planner & start thinking about your plan: bit.ly/1RzBQUi



Google Analytics



Pageviews: 5965

Unique Pageviews: 4951

Average Time: 4:24 vs. 1:19

Lessons Learned

- Time: it's more than you think
- Learn to speak *Nerdish*
- Maintenance required
- Glitches
- Promotion or bust
- Digital media needs digital marketing
- Tricky to evaluate



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Questions?

