



**UAMS**  
CENTER FOR  
DISTANCE HEALTH  
UNIVERSITY OF ARKANSAS  
FOR MEDICAL SCIENCES



# Prenatal Care – What are we missing?

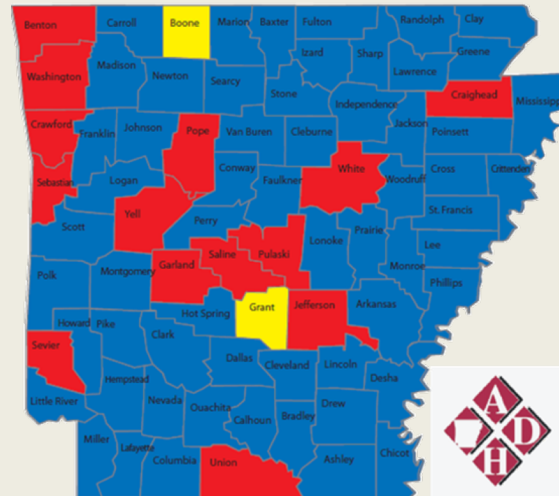
Zenobia Harris, DNP, RN

Sarah Rhoads, PhD, DNP



- Discuss the need for social support interventions for women especially high risk women who are pregnant.
- Describe an innovative social support interventions which can assist in providing culturally competent support to high risk women who are pregnant.
- Discuss ways a social support program can be implemented.

Where you live, should not  
determine whether you live or  
die.”



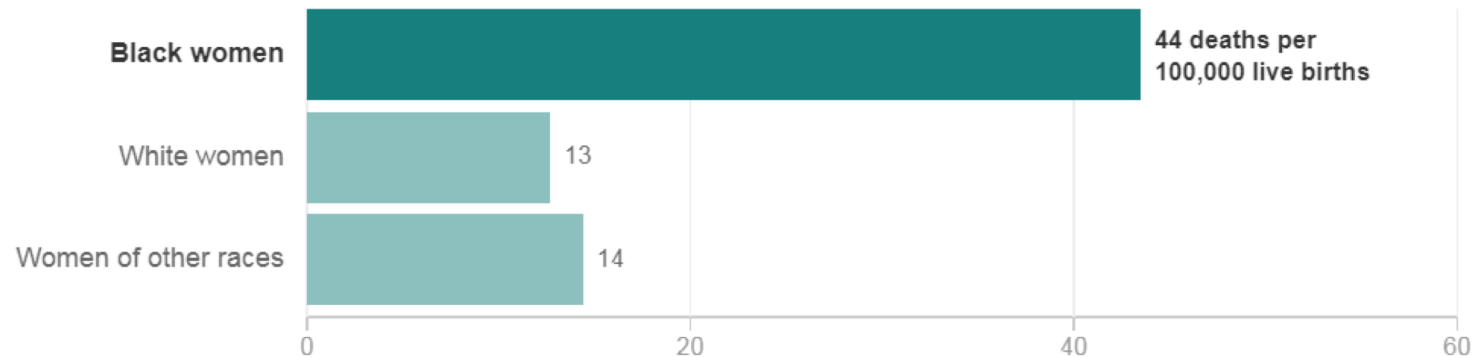
**73 of 75**  
**Arkansas**  
**counties are**  
**medically**  
**underserved**

Sources: Photos – UAMS, Quote - U2 song *Crumbs from the Table*.  
© AR Dept. of Health and Human Services, 2011

# Current Health Care Statistics for Black Women who are Pregnant

## Black women face significantly higher maternal mortality risk

Maternal deaths per 100,000 live births (2011-2013)



Source: [Centers for Disease Control and Prevention](#)

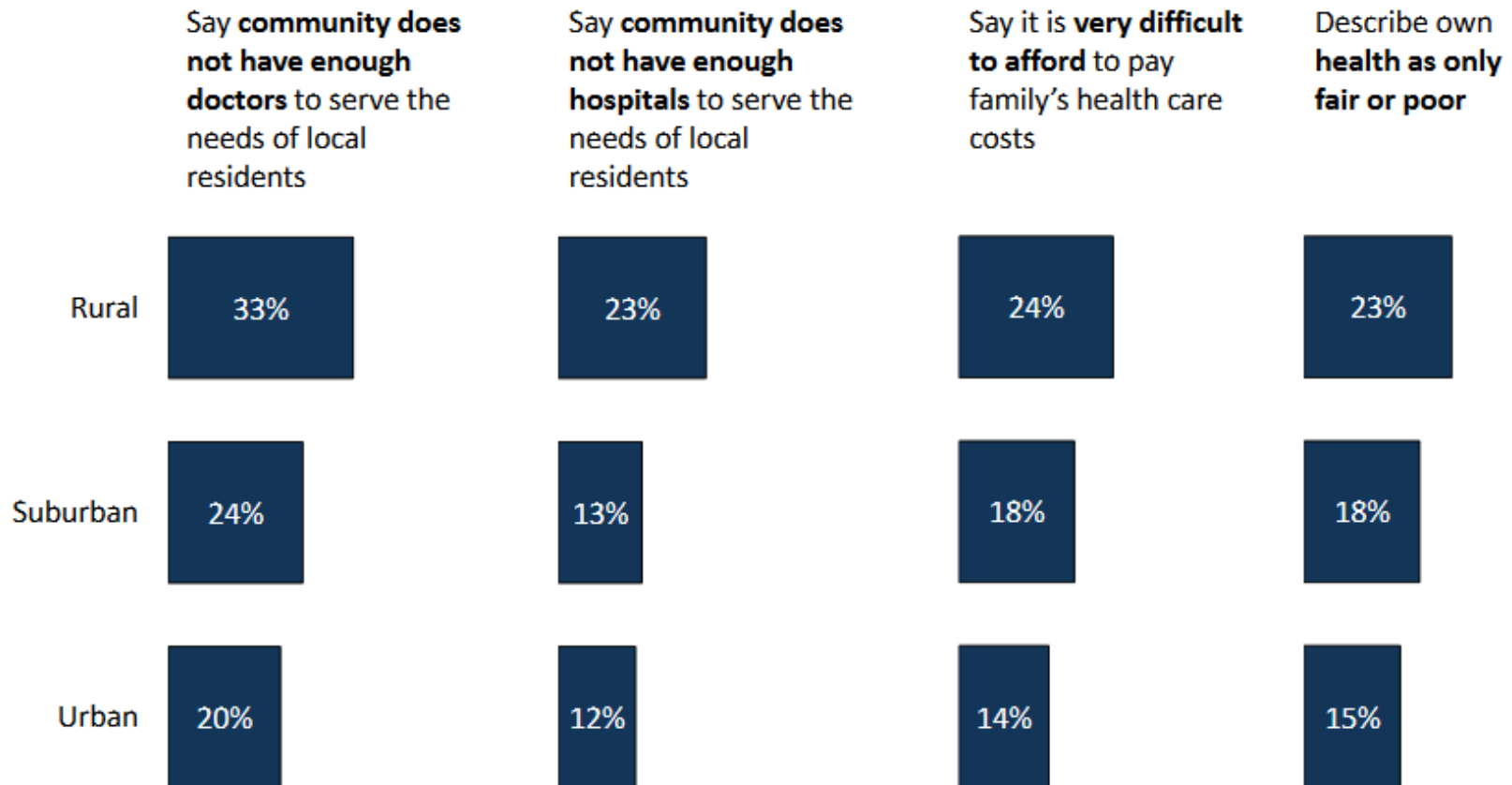
Credit: Alyson Hurt/NPR

Source - <https://www.npr.org/2017/12/07/568948782/black-mothers-keep-dying-after-giving-birth-shalon-irvings-story-explains-why>



# Rural Residents Report Facing More Health Care Challenges than Urban/Suburban Residents

Percent who:



SOURCE: The Washington Post/Kaiser Family Foundation Survey of Rural America (conducted April 13-May 1, 2017)

# Rural Health Disparities – Obstetrics

## Higher Rates compared to Urban/Suburban Women

Greater distance to a hospital with obstetric services

Late Prenatal Care (2<sup>nd</sup> or 3<sup>rd</sup> Trimester)

Hospitalizations with complications during pregnancy

Low birth weight

Preterm birth

Infant mortality

Delivery in a lower level facility when needed a higher level facility

Inadequate transportation to prenatal care services

Inadequate family planning services

Unplanned pregnancies

Sources - The American College of Obstetricians and Gynecologists Committee Opinion, Health Disparities in Rural Women (2014)

Rural Health Congress (2013). Rural Women's Health National Rural Health Association Policy Brief Policy Brief

# Rural Health Inequities

## Mississippi River Delta Counties

P7

Maternal mortality is significantly greater in the Delta region of the United States compared with the non-Delta United States.

Predictive Model Estimating Mortality Risk for Two Diverse Demographic Profiles

Demographic Profile	Predicted Mortality Rate per/100,000	95% CI
White, 15 to 19 years of age, married, living in non-Delta region	4.1	3.5-4.7
Black, over 40 years of age, unmarried, living in Delta Region	<b>352.4</b>	290.7-414.1

After controlling for maternal race/ethnicity, age, marital status, and education, the risk of maternal death is 16% higher in the Delta region of the United States.







What is the  
Birthing Project  
USA and Arkansas  
Birthing Project?





## Social Support Intervention versus a Medical Intervention



Structure of the Program

Bunch Managers

Sister Friends

Little Sisters



Community Engagement  
Website Launch  
Blogs




## Celebrations





Breastfeeding 101


Resources | Help





ANGELS

Menu Closed Captioning

- ▼ Introduction
  - Breastfeeding 101
  - Breastfeeding Menu
- ▼ Benefits of Breastfeeding
  - Benefits of Breastfeeding
  - Benefits for Baby
  - Protection from Chronic Illness
  - Benefits for Mom
  - Good for Mom
  - Physical Benefits
  - Benefits for Earth
  - Environment
  - Convenience
  - Keep in Mind...
- ▼ Breastfeeding How-To
  - Breastfeeding How-To
  - How it Works
  - Anatomy of Breast
  - Skin to Skin
  - Procedures



# Breastfeeding 101



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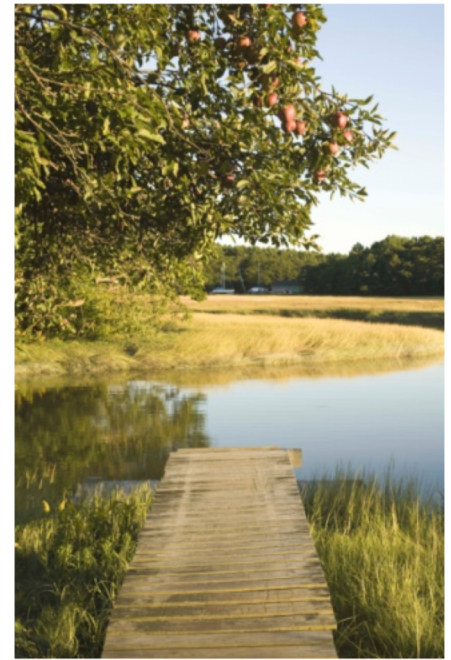
ANGELS

Speaker icon | Play/Pause | Progress bar | Refresh | < PREV | NEXT >

Online course modules



# Questions?







## References

1. CDC 2015. Infant Mortality Statistics from the 2013 Period Linked Birth/Infant Death Data Set. *National Vital Statistics Reports*. Table A.  
[http://www.cdc.gov/nchs/data/nvsr/nvsr64/nvsr64\\_09.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr64/nvsr64_09.pdf) [PDF | 994KB]
2. Birthing Project USA <http://www.birthingprojectusa.org/>
3. Arkansas Department of Health PRAMS Survey based on the Centers for Disease Control PRAMS 2012 Survey. <http://www.cdc.gov/prams/questionnaire.htm>
4. Stanford Medicine (2015) Communication Assessment Tool adapted from the Communication Assessment Tool by Gregory Makoul, PhD, copyright 2004.  
<https://med.stanford.edu/md/faculty-resources/information-tools-forms.html>
5. RAND Health Social Support Survey Instrument  
[http://www.rand.org/health/surveys\\_tools/mos/social-support/survey-instrument.html](http://www.rand.org/health/surveys_tools/mos/social-support/survey-instrument.html) Usabilitynet.org System Usability Scale <https://www.usability.gov/how-to-and-tools/resources/templates/system-usability-scale-sus.html>

# Perinatal Quality Improvement



**PERINATAL QUALITY IMPROVEMENT**

The mission of the Institute for Perinatal Quality Improvement (PQI) is to eliminate preventable perinatal morbidity and mortality and end perinatal racial and ethnic disparities.

We will accomplish this mission by:

- 1) Increasing the effectiveness and transparency of perinatal quality improvement efforts;
- 2) Enhancing communication and collaboration among perinatal quality improvement leaders;
- 3) Disseminating the lessons learned from morbidity and mortality reviews; and
- 4) Supporting the development and implementation of customized action plans that are designed to improve perinatal outcomes, in particular the birth outcomes of African American mothers and newborns.

PERINATALQI.ORG — @PERINATALQI

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Source - <http://www.perinatalqi.org/>

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