

Promoting Preconception Health – Case Study of a Community-Wide Campaign in Southern Oregon

AUTHOR(S): Maggie Sullivan, MPH --Director -- Health Care Coalition of Southern Oregon (HCCSO), Aubra Johnson -- Josephine County Preconception Health Coordinator (HCCSO), Martha Rivera -- Jackson County Preconception Health Coordinator (HCCSO)

PRESENTATION FORMAT: 15 minute oral presentation

TOPIC/TARGET AUDIENCE: Primary Care Professionals, Dental Professionals, Maternal and Child Health Advocates, CCOs, Public Health Agencies

ABSTRACT: Approximately half of all pregnancies are unintended and over half of deliveries in Oregon are paid for by Medicaid. Most unintended pregnancies are unwanted or mistimed, and most could be prevented or better timed with improved access to contraception. Some unintended pregnancies are wanted, and these could be better prepared for with access to preconception care. All women of reproductive age should be screened for their pregnancy intentions on a routine basis, and many clinical and social service settings present an opportunity to screen women and promote preconception health. Follow-up care, either by direct service or referral, should be evidence-based preventive reproductive health care.

The Health Care Coalition of Southern Oregon has spearheaded a successful Preconception Health Campaign in Jackson and Josephine Counties over the last two years. It has successfully integrated the One Key Question, an evidence-based initiative for pregnancy intention screening, into primary care settings, dental clinics, social service agencies, WIC Clinics, School-based health clinics, and other settings in Jackson and Josephine Counties. A toolkit has been developed which includes an algorithm for implementation, screening forms, and culturally appropriate educational materials. Data from implementation sites has been collected and analyzed.

OBJECTIVE(S): 1. Describe the value of pregnancy intention screening and preconception health promotion as a key strategy for addressing unintended pregnancies, effective contraceptive use, and practices to promote pregnancies that are as healthy as possible.
2. Discuss various models of implementation of Pregnancy Intention Screening and Preconception Health Screening in clinics and as a system-wide public health strategy.

PRIMARY CONTACT INFORMATION:

Maggie Sullivan, MPH
Executive Director
Health Care Coalition of Southern Oregon
Medford, OR
541-774-8095 | maggie.sullivan@hccso.org

CO-PRESENTER(S):

Martha Rivera | martha.rivera@hccso.org
Aubra Johnson | aubra.johnson@hccso.org