



Healthy on Track: Preconception through Childhood:

A Partnership with the March of Dimes

The Arizona Partnership for Immunization

May 23, 2014



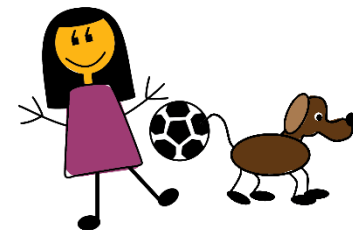
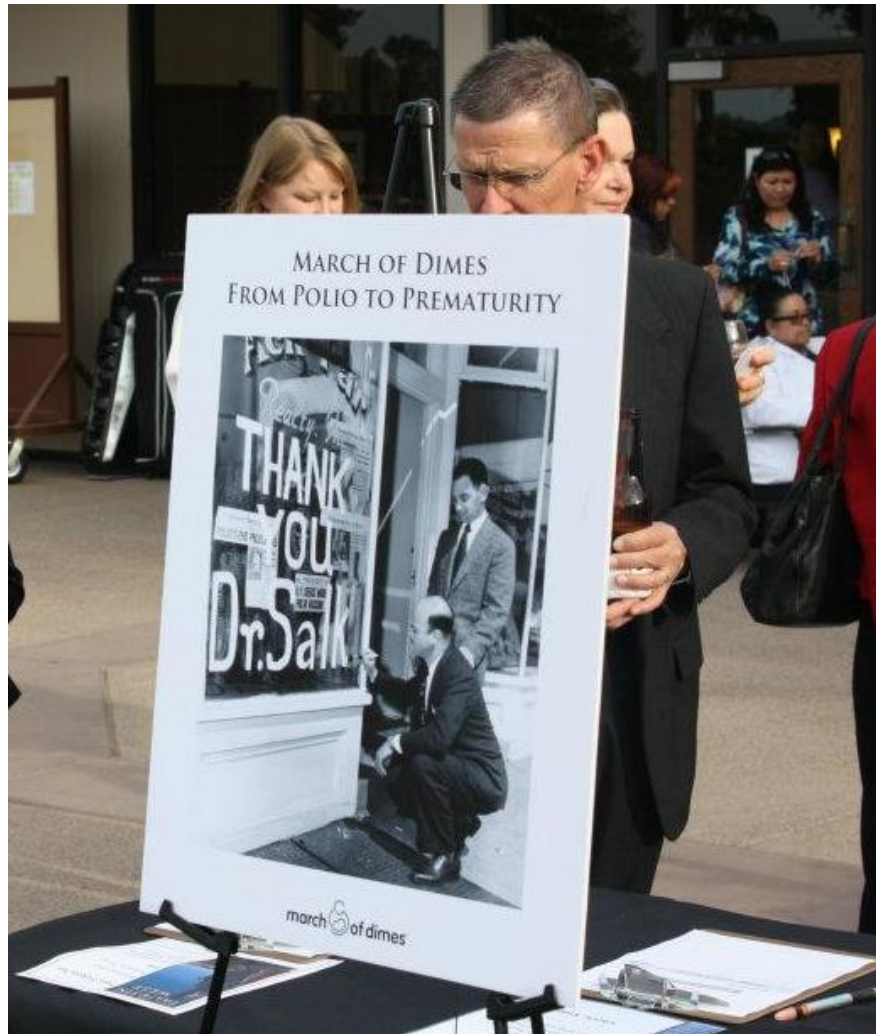


march  of dimes®




tapi







Critical Partnerships – Common Goals







March For Babies Information Table





Growing Healthy Babies Healthy Kids Growing Up



- Funding via March of Dimes Community Grant
- Focus on preconception health & immunizations
- Tool for providers to use with women & families
- Pilot with Adelante Healthcare





Growing Healthy Babies Healthy Kids Growing Up



ADELANTE
HEALTHCARE



- Initial meeting to discuss needs
 - Pertussis speaker and grant overview
- Second meeting to review the completed chart, QR Codes, back end website & implementation
- Third meeting to collect feedback from Adelante Healthcare staff





Make Healthy Choices Before You Get Pregnant

- Take a multivitamin with folic acid
- Eat right and stay active and fit
- Visit your health care provider for regular checkups
- Get your dentist for regular exams and cleanings
- Make sure your immunizations are up to date

Keep You and Your Baby Healthy During Your Pregnancy

COMMUNITY RESOURCES INFORMATION

SLEEP FOR MOM

HEALTHY EATING

PHYSICAL ACTIVITY

YOUR PREGNANT BODY

Where to Go for Help!

There are many options for getting help. In the United States, you can go to a local health department, a community health center, or a public health department. In other countries, you can go to a local health department, a community health center, or a public health department. In other countries, you can go to a local health department, a community health center, or a public health department.

Talk to Your Doctor About:

• How often you should get a prenatal visit

• What you should eat and drink

• How often you should get a prenatal visit

• What you should eat and drink

It's All Feels New!

• How often you should get a prenatal visit

• What you should eat and drink

• How often you should get a prenatal visit

• What you should eat and drink

Things to Think About!

• How often you should get a prenatal visit

• What you should eat and drink

• How often you should get a prenatal visit

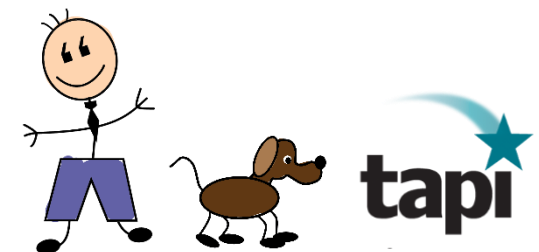
• What you should eat and drink

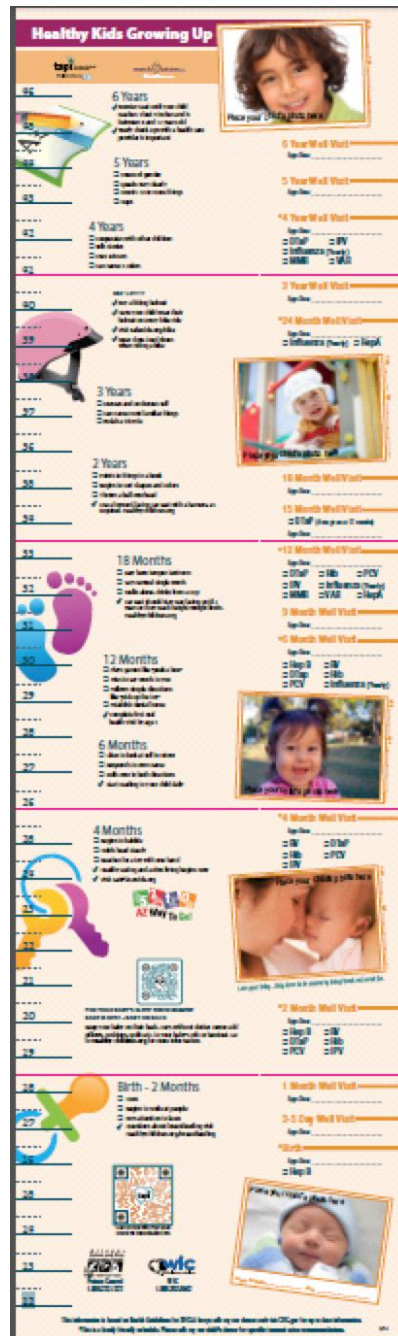
It's Almost Time!

Birth Plan

Now it's your chance to share your ideas, feelings, and wishes with your doctor. You can make a birth plan that works for you. You can make a birth plan that works for you. You can make a birth plan that works for you.

- Initial development of preconception side of growth chart.





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Growing Healthy Babies tapi The Arizona Partnership for Immunization

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[Take the quiz](#) [Download app](#)



Keep You and Your Baby Healthy During Your Pregnancy

Where to Go for Help?

There are many organizations that can help answer your questions and help you with how to deliver your newborn.

- Women, Infant and Children (WIC) at 1-800-362-6862. A USDA government program that provides and distributes information for women, infants and children.
- Pregnancy and Breastfeeding Helpline at 1-800-633-6622. A confidential pregnancy and breastfeeding helpline.
- Arizona Alliance for Community Health Centers (AACHC.org). Community health centers are free or low-cost clinics located in rural and urban areas throughout Arizona. They provide medical services and other support services.
- Arizona Department of Health Services Healthy Choices. ACHS.gov/HealthyChoices provides information and resources about WIC, safe sleep, maternal health, eating, vitamins and more.

Talk to Your Doctor About

- Having healthy and active
- Weight gain questions
- Managing stress
- Family Planning
- 8 months checkups and checkups
- Getting a sleep routine with each pregnancy

Eating Healthy For You & Your Baby

- It's important to eat healthy foods while you are pregnant and even after baby arrives.
- Visit ChooseMyPlate.gov for healthy and balanced food choices for you during your pregnancy and for your growing family.
- Vitamins are also important - your daily prenatal vitamins don't forget to take fish oil too.

It All Feels New!

Scan this QR code for important information and links.

Download this to learn all about pregnancy changes, how to manage any stress, what foods should I eat and how much more.

Things to Think About

Scan this QR code for important information and links.

Get up a safe sleep routine for your baby and visit ACHS.gov/HealthyChoices for more information.

Child Safety Seats - visit NHTSA.gov to find a location near you to inspect your car seat.

Download this - Call 1-800-452-6247 with any questions.



It's Almost Time!




Birth Plan

Fill out the birth plan to get your baby home safely and make sure you have everything you need for the hospital stay.



Download this to learn all about pregnancy changes, how to manage any stress, what foods should I eat and how much more.

Call 1-800-452-6247 with any questions.

Download this to learn all about pregnancy changes, how to manage any stress, what foods should I eat and how much more.

Call 1-800-452-6247 with any questions.

• After feedback – Growing Healthy Babies

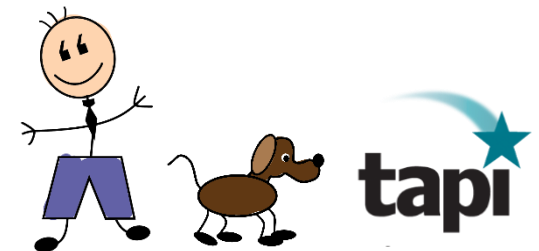
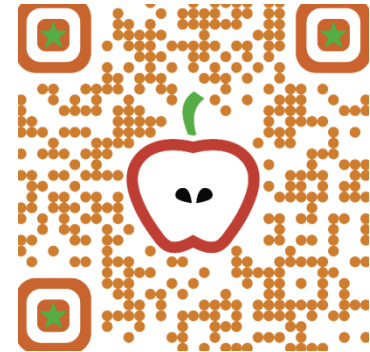
- Lighter
- Less content
- Easier to read format
- QR code placement





Growing Healthy on Track – QR Code tracking

45 scans during pilot – barriers experienced





Internal Webpages

tapi The Arizona Partnership for Immunization

PARENT EMPLOYER CHILD CARE PROVIDER

Search: GO

About Us | Why Immunize | Vaccine Safety | Vaccine Preventable Diseases | Donations | Free Materials | CDC en Español | Contact Us

Safe Sleep Information

[En Español](#)

Safe Sleep - An Important Thing To Think About!

As you get ready to invite your baby into his or her new family, don't forget to prepare a safe sleep environment for them.

Below you will find a few facts and some great links to learn more about how you can create that safe sleep environment that you have heard a little about.

Also, please take a moment to click the link below and tell us how you like the growth chart and the info that TAPI and our partners have provided you. We hope this information will help you each little step of the way, from wanting to be a mom, to having a 6 year old child! Thank you and enjoy!



Please take a moment and provide us with your feedback.....

Is Your Baby's Sleep Environment Safe?

Safe Sleep Environment Information

- Place your baby on a firm mattress, covered by a fitted sheet that meets current safety standards.
- Place the crib in an area that is always smoke free.
- Don't place babies to sleep on adult beds, chairs, sofas, waterbeds, pillows, or cushions.
- TOYS and other soft bedding, including fluffy blankets, comforters, pillows, stuffed animals, bumper pads, and wedges **should not be placed in the crib** with the baby.
- Loose bedding, such as sheets and blankets, **should not be used** as these items can impair the infant's ability to breathe if they are close to his face.
- Sleep clothing, such as sleepers, sleep sacks, and wearable blankets are better alternatives to blankets.

The information above was referenced from HealthyChildren.org. Visit their website for more information: www.healthychildren.org.



AZDHS has an excellent flyer with TIPS and RESOURCES for you to learn about how to set up a safe sleep environment for your baby. Click the link below for the flyer in PDF form.

[SAFE SLEEP FLYER](#)

Please take a moment and provide us with your feedback, if you have not already.

Is Your Baby's Sleep Environment Safe?

tapi The Arizona Partnership for Immunization whyimmunize.org

ADELANTE Arizona's HealthCare Team adelantehealthcare.com

march of dimes MarchOfDimes.com

- The QR codes linked to internal pages with additional partner resources and links.





Growing Healthy Babies Healthy Kids Growing Up

Growing Healthy on Track - physician feedback

- 83% responded that they felt the tool increased their patient's knowledge of the immunization schedule and understanding
- 100% felt the tool was overall useful
- 100% felt this tool supported or enhanced existing conversations with patients regarding its content
- 75% responded that they utilized the tool to discuss growth chart concepts with their patients

"It's a great tool to have. Thank you!"

- Adelante Healthcare Staff Member





February 14, 2014

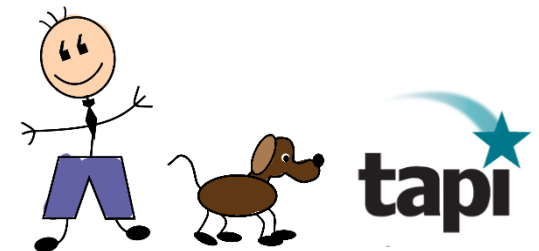
We would like to express our gratefulness for participating in the 'Growth Chart March of Dimes' program. We found this tool to be very useful in connecting intimately with our patients parent's as they get excited to watch their children grow and stay healthy I have attached a photo that speaks volume. This is a photo of our (Adelante's) Chief of Pediatrics talking to a child about eating right to grow up healthy and strong. She used the chart to motivate them.





Opening The Door

- OB/GYN's
- March of Dimes Board Members
- FREE Tdap clinics for adults
- Logo recognition
- Grand Rounds
- Billboards
- Grant funding
- **STRONG PARTNERSHIPS!**





Thank You

Junior Vaccine Advocate

- Contact Information
 - WhyImmunize.org
 - DebbieD@tapi.org
 - Karins@tapi.org

