

Purpose

To improve awareness of and access to LARC methods in Ohio as a strategy to impact factors associated with infant mortality.

Record of Learning

1) Work Session Participants

<ul style="list-style-type: none">• Cincinnati Health Department: Martha Walter• Cradle Cincinnati: Jessica Seeberger• Nationwide Children’s Hospital, Ohio Better Birth Outcomes: Angela Abenaim• Ohio Colleges of Medicine Government Resource Center: Allison Lorenz	<ul style="list-style-type: none">• Ohio Department of Health: Michelle Clark, Angie Norton• Ohio March of Dimes: Lisa Holloway• The Center for Community Solutions: Melissa Federman• The Ohio State University College of Public Health: Alison Norris MD
--	--

2) Awareness – sharing by LARC Access Ohio participants

a) Discussion: What are we learning from national, state, and regional LARC activity?

- i) Martha shared they are swapping out for the new [Liletta inserter \(less cumbersome for providers\)](#). [There is a 20% restocking fee.](#)
- ii) Jessica shared progress on advancing birth spacing education with Catholic hospitals.
- iii) Angela shared:
 - Information on recent CDC survey ([Sexual Activity and Contraceptive Use Among Teenagers in the United States, 2011–2015](#)).
 - CelebrateOne is implementing a safe spacing campaign. It is a social media campaign that is run on Pinterest, Google, Facebook and Instagram and radio. There is also an [insert with safe spacing information](#) and safe sleep information that is disseminated with every birth certificate request in Franklin County.
- iv) Allison shared data collection has started for the Ohio FQHC IVI (Infant Vitality Initiative). Additional information should be available in the Fall.
- v) Angie shared the ODH is working on strategic planning for competitive Title X grant. A meeting of the Family Planning Advisory Group was recently held to provide input into the planning process.
- vi) Lisa shared a national peer to peer network emerging across March of Dimes. There will be learning emerging from this network that may be beneficial to our work in Ohio. An Implicit (IMPLICIT - Interventions to Minimize Preterm and Low Birth Weight Infants through Continuous Improvement Technique) Toolkit is a promising best practice, and includes smoking/vitamin use/contraception/depression screening interventions at well child visits. It will be shared with the group at our August session.

- vii) Melissa shared:
 - University Hospitals piloted an immediate postpartum IUD insertion project. They are currently seeking funding for a study from Patient-Centered Outcomes Research to assess contraceptive counseling method effectiveness leading to postpartum LARC provision.
 - First Year Cleveland is releasing its strategic plan this week; it may include a LARC component.
 - viii) Alison shared OSU applied for three-year research funding to study the impact of Ohio's policies on reproductive health care (including LARC-related care).
- 3) Exploration - Shape media purchase based on lessons learned and evaluation from other communities
- a) Discussion: What can we learn from other LARC campaigns to help inform regional media campaigns emerging in Ohio?
 - i) Group reviewed [summary of learning](#) included in the meeting packet.
 - [“Whoops Proof in NEO: Contraception Awareness Campaign Implementation and Findings”](#)
 - [Whoops Proof Tulsa Summary of Findings](#)
 - [National Campaign presentation](#).
 - Additional information will be shared from Tulsa and South Carolina.
 - ii) [Please click here](#) to view LARC Marketing Campaign Evaluation that includes 4 focus groups at locations across Cleveland.
- 4) Exploration - Regional media purchases for campaign with consistent messaging across the state
- a) Discussion: What is the process for accessing the Whoops Proof creative content licensed by OACHC for use statewide (licensing funded by ODH)?
 - i) At least two regions (Cincinnati and Columbus) have campaigns emerging and would like to use the Whoops Proof content. Jeff will follow-up with OACHC and request guidance on the process.
 - b) Discussion: What regional media purchases and campaigns are active/emerging in Ohio?
 - i) NEO is launching its next campaign in Cuyahoga County based on Whoops Proof content with emphasis on digital/social media (Facebook and adding Instagram) along with some outdoor transportation ads, running from July – September.
 - ii) Melissa shared that if a campaign is using Facebook, ensure that a project partner has an active Facebook account for purposes of accessing metrics. ([Click here](#) to view Facebook site from NEO).
 - iii) Cradle Cincinnati and Cincinnati Health Department are exploring a campaign aligned with Title X outreach.
 - iv) CelebrateOne/OBBO are exploring a campaign in Franklin County.
 - v) Note: ODH grants (Title X and others) that include outreach requirements can be used to support media campaigns – including whoopsproof.org – if aligned with the intent of the funding.

- 5) Exploration - Learning from practice transformation projects
 - a) Discussion: What are we learning from Ohio FQHC IVI (Infant Vitality Initiative) and other practice transformation projects?
 - i) Group asked for an update on measures being used by the Ohio FQHC IVI project at its August meeting.
 - ii) OBBO is exploring providing technical assistance to an FQHC in Columbus aligned with the Ohio FQHC IVI practice transformation methodology.
 - iii) ODH intends to fund additional practice transformation waves, e.g. Title X (based on next budget).

- 6) Exploration - Measuring regional and statewide impact of aligned LARC improvement activities
 - a) Discussion: What are we learning about establishing baseline measures in four areas of impact?
 - i) Measure: Access to LARC - for Medicaid beneficiaries between ages 15-44, based on evidence of LARC provided via Medicaid claims data
 - OBBO is working to include all counties in monthly data feed they receive from Medicaid.
 - The data will identify IUDs and Implants only.
 - Due to the complexity of the data, we will not be able to differentiate between new inserts and substitution of inserts.
 - ii) Measure: % of unintended pregnancies - using the [Ohio Pregnancy Assessment \(OPAS\)](#) is a statewide, ongoing, targeted population-based survey that utilizes the Center for Disease Control (CDC) Pregnancy Risk Assessment Monitoring System methodology to collect information and attitudes on residential women who give birth in Ohio.
 - GRC is compiling the 2016 data that should be available later in 2017 (this is much sooner than previous surveys of similar data)
 - Request made to ODH to receive questions used in the 2017 survey.
 - iii) Measures: Infant Mortality Rate based on vital statistics data & % of births safely spaced using 18 months based on vital statistics data.
 - ODH is updating its data warehouse and recommended we invite an ODH informatics representative to provide an update on available information at our next work session.
 - ODH shared the birth spacing data is based on CDC's definition of 18 months from birth to birth.

7) Other updates

- a) Ohio Better Birth Outcomes has established and will maintain [a website for LARC Access Ohio](http://www.larcaccessohio.org). The Center for Community Solutions purchased a URL (www.larcaccessohio.org) for the website. The group can use the website to inventory learning, track collective impact, and share information with other partners. Note: This website is not intended to be a consumer-facing site.