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

| Cincinnati Health Department: | Ohio Department of Health:  |
| Martha Walter                | Michelle Clark, Angie Norton  |
| Cradle Cincinnati: Jessica Seeberger | Ohio March of Dimes: Lisa Holloway |
| Nationwide Children’s Hospital, Ohio Better Birth Outcomes: Angela Abenaim | The Center for Community Solutions: Melissa Federman |
| Ohio Colleges of Medicine Government Resource Center: Allison Lorenz | 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 whoopproof.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. 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.