

# HEALTHY MOM, HEALTHY BABY HEALTH RISK ASSESSMENT

[www.healthymomshra.com](http://www.healthymomshra.com)

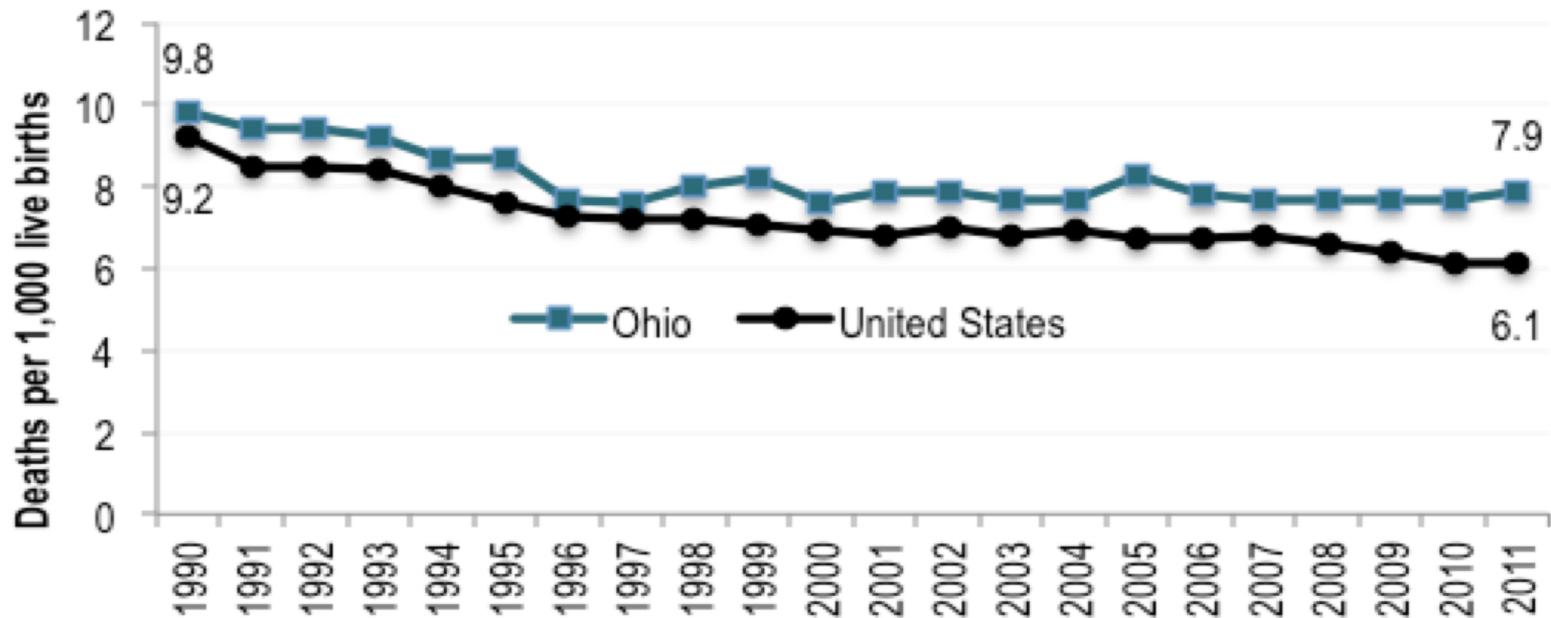


# OHIO IS 47<sup>TH</sup> OUT OF 50 STATES IN INFANT MORTALITY

Neighborhoods Just a Few Miles From Here  
Have Rates Worse Than Those in Developing Countries!

Figure 1

## Infant mortality rate in the United States and Ohio 1990-2014



Source: Policy Matters Ohio, based on Population Reference Bureau analysis of data from the Center for Disease Control, provided by the Kids Count Data Center, Annie Casey Foundation, at <http://bit.ly/1IHA8zQ>.

# HEALTH RISK ASSESSMENT, COMMUNITY EDUCATION & PATIENT EMPOWERMENT BASED ON SCIENTIFIC EVIDENCE

We devised questionnaire and risk level appropriate messages from scientific sources including:

- American Academy of Family Physicians
- American College of Obstetrics and Gynecology
- The Centers for Disease Control and Prevention
- Womenshealth.gov
- Questionnaires, scales, and standardized metrics based on scientific literature

# PUBLIC & COMMUNITY DATA SOURCES

- Federal Communications Commission
- United States Census
- NEOCANDO Database and the CWRU Center on Urban Poverty and Community Development
- Cuyahoga County Invest in Children Program
- Environmental Protection Agency pollution data
- Pixabay for CC0 Public Domain Images

# INFORMED BY KEY STAKEHOLDERS

- Cleveland Department of Public Health
- NICU and Informatics Nurses at the Cleveland Clinic
- Physicians at University Hospitals, CWRU, and MetroHealth
- Community Health Engagement and Health Disparities Experts
- Local non-profit organizations

# THE VALUE OF THE HEALTHY MOMS HRA

- The software is simultaneously an assessment and an educational tool, designed to link women to resources and services that they need.
- Even a small reduction in the rate of risks like smoking, alcohol use, and family violence can have a dramatic effect on overall infant mortality.
- The Healthy Moms HRA aligns directly with the goals of payment reform and community engagement.
- The application is financially viable as a direct to consumer tool, providing value to patients, payers and providers.
- Can be adapted to the needs of participating organization (e.g., offer neighborhood needs assessment for case managers prior to on-site visit & HRA implementation)

# SOFTWARE STRUCTURE

- 29 Questions on critical health issues including:
  - Smoking
  - Personal and Family substance use
  - Prenatal Vitamins
  - Diet
  - Exercise
  - Social Support
  - Mental Health
- Risk level appropriate educational messaging for each answer choice for each question
- Database driven with data storage option for future analytics

How does it work?

## Pregnancy Plans



How soon do you plan to get pregnant?

In the next 30 days

1-12 months

More than a year from now

Never

I'm already pregnant!

next

## Pregnancy Plans



How soon do you plan to get pregnant?

In the next 30 days

1-12 months

More than a year from now

Never

I'm already pregnant!

Even if you do not plan to have kids, make a plan that works with your goals. Talk to your doctor about birth control including long term options like an IUD. If you have fertility issues or are unable to conceive, don't be ashamed to talk to a counselor if it is a tough issue for you. In either case, still take a multivitamin, eat well, exercise, don't smoke and take care of your health.

next

## Pregnancy Plans



How soon do you plan to get pregnant?

In the next 30 days

1-12 months

More than a year from now

Never

I'm already pregnant!

You're in control! Planning ahead will help you have a successful pregnancy. Set up an appointment with your doctor to create a game plan.

next

# Health Habits



Do you take a women's multivitamin every day?

Yes

No

Did you know that 40-50% of pregnancies are unplanned? If you are of childbearing age it important to take a multivitamin, and if you are trying to conceive a prenatal vitamin is best. Talk to your doctor about your specific needs and which vitamin is the best choice for you.

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# Health Habits



Do you take a women's multivitamin every day?

Yes

No

Excellent choice! It is important to make sure you are taking a multivitamin that includes at least 400 micrograms of folic acid and also include iron and calcium. Most women's vitamins are formulated to support a healthy pregnancy, but consider switching to a prenatal vitamin.

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## Mental Health



Over the last 2 weeks, how often have you been bothered by little interest or pleasure in doing things?

Not at all

Several days

More than half the days

Nearly every day

Over the last 2 weeks, how often have you been bothered by feeling down, depressed, or hopeless?

Not at all

Several days

More than half the days

Nearly every day

Poor mental health may negatively affect your pregnancy, your relationship with your baby, and your child's development. Talk to your doctor about being screened for, and if necessary treated for any mental health issues you encounter.

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## Smoking



How would you describe your smoking habits?

Never Smoked

Used to Smoke

Still Smoke

Smoking damages your health and can cause serious complications with pregnancy, including low birth weight. It is best to quit smoking at least ONE YEAR before attempting to get pregnant. If you learn you are pregnant, get the support you need to quit IMMEDIATELY because the first trimester is very important for fetal development and each day/week counts. You can do this! Call 1-800-QUIT NOW or talk to your doctor for help.

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## Driving



**Do you follow safe driving practices? (Always wear your seat belt; drive within 5 mph of the speed limit; Never text or talk on the phone while driving; Never drink and drive)**

Yes

No

It can wait! Drunk or distracted driving puts your and other people's lives and health at risk. If you need to put your phone in the trunk of the car, set the music before you start driving, or take a cab or Uber after drinking, do it! It is important to break these habits before conception so that you don't put your baby at risk.

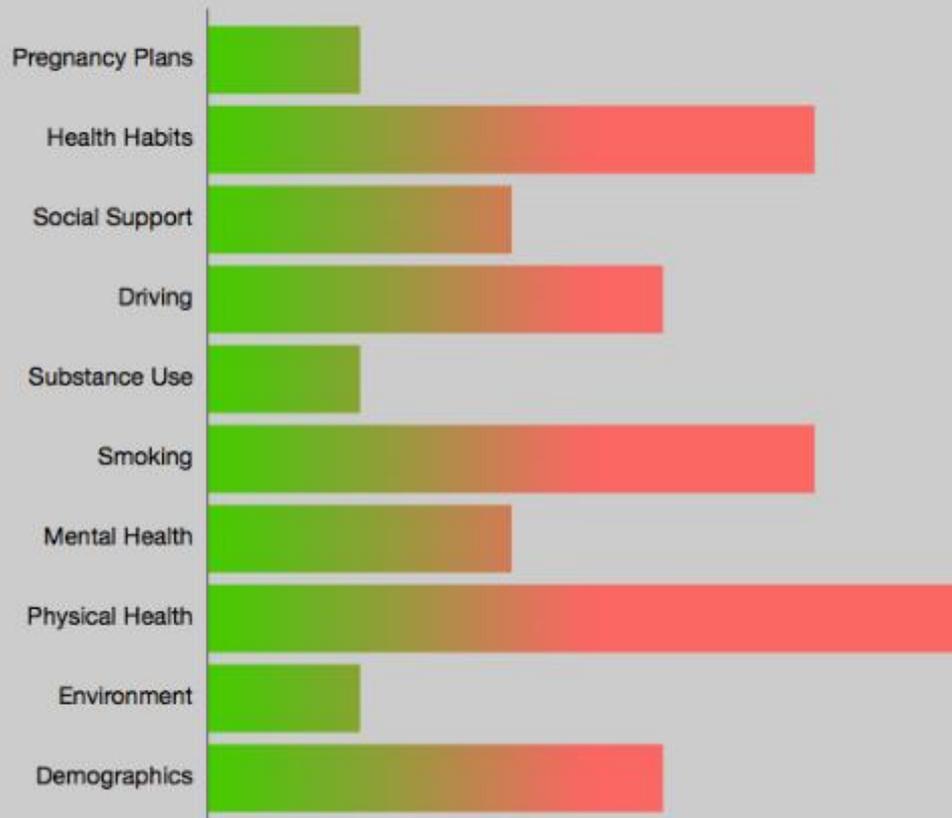
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# COMPOSITE VISUALIZATION OF GENERAL RISKS

## Your report

This chart shows your health risks by category. Red indicates a warning of higher risk to your health.

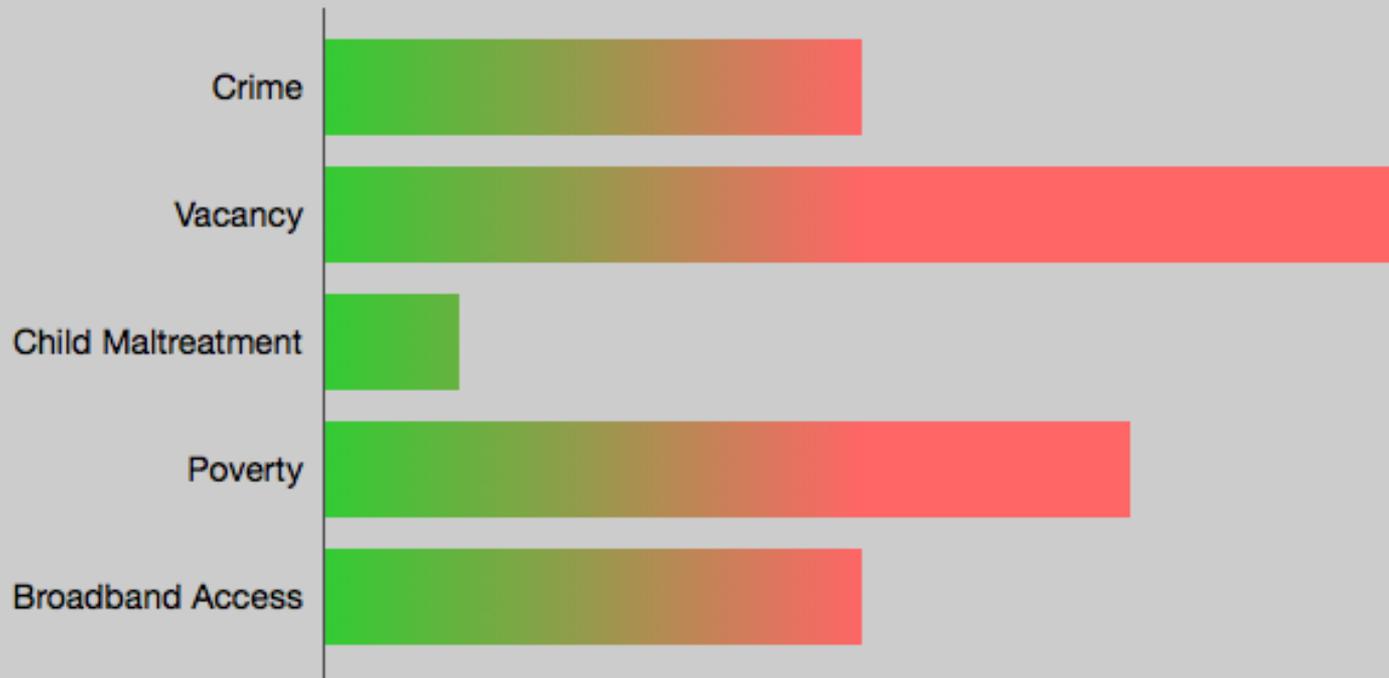


[Show Neighborhood Risks](#)

# COMPOSITE VISUALIZATION OF NEIGHBORHOOD RISKS

## Neighborhood Risks

Where you live affects your health. Red indicates a warning of higher risk to your health.



[Show Risk Report](#)

# THE HEALTHY MOM, HEALTHY BABY TEAM

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Global Health Metrics



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