

Familyhood

Statewide Training

Starting Right

Effective Investments for Growing Families

Introductions

Mendy Spohn

Oklahoma State Department of Health

Candice Jackson

Zero-Three Learning Lab

Omare Jimmerson

Tulsa Birth Equity Initiative

Jessie Purcel

Motherwise



OKLAHOMA
State Department
of Health

Pregnancy Resource Network

Public Health's Role

Topics

1. OSDH – About
2. What is Public Health?
3. Community Health Workers
4. Pregnancy Resources Navigators
5. Choosing Childbirth

About OSDH



Vision

Leading Oklahoma to prosperity through health.



Mission

To protect and promote health, to prevent disease and injury, and to cultivate conditions by which Oklahomans can thrive.



Values

Service
Collaboration
Respect
Accountability

What is Public Health?

Programs | Services | Partnerships

OKLAHOMA STATE DEPARTMENT OF HEALTH

Public Health in OK

Partnerships



OKLAHOMA
State Department
of Health

75 Counties



TULSA HEALTH
Department

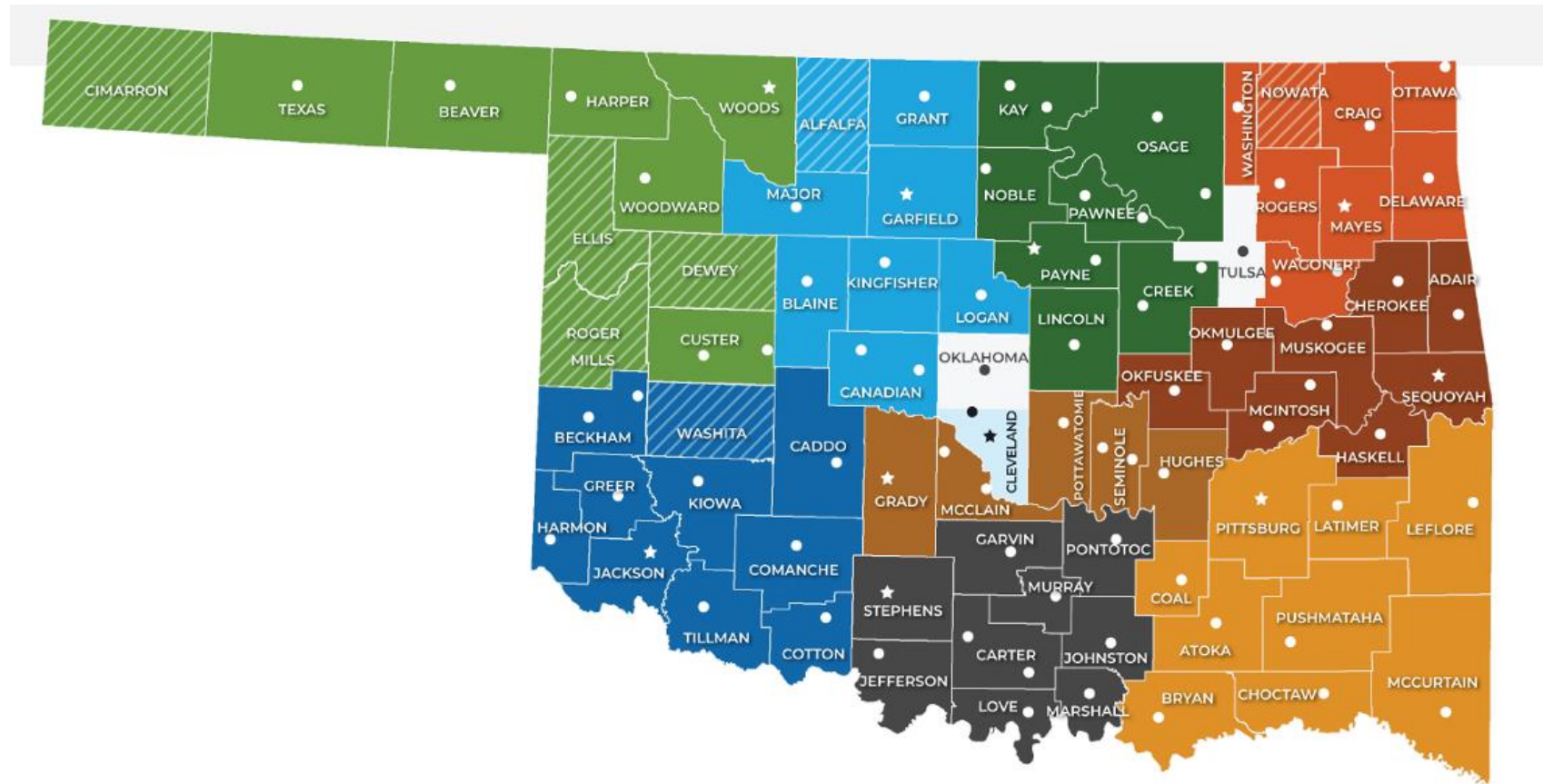
Tulsa County



Oklahoma County

OSDH Health Districts

10 Districts Statewide





Public Health on the Go

OSDH Public Health on the Go mobile units reach some of our state's most rural areas, meeting residents where they are.

Services vary by location but may include:

- Immunizations
- Blood Pressure Checks
- WIC Services
- Adult Health Exams
- Dental Varnish
- Pregnancy Testing

Maternity Clinics

The OSDH operates maternity clinics in areas throughout Oklahoma that are identified as “maternity deserts” — meaning no maternal care is provided within 30 miles or more. Additionally, the OSDH team continues to identify partners to help fill the gap.



Public Health as a Convener

- Wraparound Services
- Data Collections
- Collaborators
- Stronger Together



Community Health Workers (CHWs)

CHWs are trusted community members who connect clients with providers, programs, and services. They build relationships through outreach, education, social support, and advocacy.

PRAPARE Tool

- Personal Characteristics
- Family & Home
- Money & Resources
- Social & Emotional Health



PRAPARE®: Protocol for Responding to and Assessing Patient Assets, Risks, and Experiences
 Paper Version of PRAPARE® for Implementation as of September 2, 2016

Personal Characteristics	
1. Are you Hispanic or Latino?	
<input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> I choose not to answer this question
2. Which race(s) are you? Check all that apply	
<input type="checkbox"/> Asian	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Pacific Islander	<input type="checkbox"/> Black/African American
<input type="checkbox"/> White	<input type="checkbox"/> American Indian/Alaskan Native
<input type="checkbox"/> Other (please write):	
<input type="checkbox"/> I choose not to answer this question	
3. At any point in the past 2 years, has season or migrant farm work been your or your family's main source of income?	
8. Are you worried about losing your housing?	
<input type="checkbox"/> Yes	<input type="checkbox"/> No <input type="checkbox"/> I choose not to answer this question
9. What address do you live at?	
Street: _____	
City, State, Zip code: _____	
Money & Resources	
10. What is the highest level of school that you have finished?	
<input type="checkbox"/> Less than high school degree	<input type="checkbox"/> High school diploma or GED
<input type="checkbox"/> More than high school	<input type="checkbox"/> I choose not to answer this question

PRAPARE Tool

KEY METRICS

19868

Clients
Screened

17843

Referrals
Made

12937

Completed
Referrals

21074

Medicaid
Applications
Completed

16823

Clients
Enrolled in
Medicaid

6768

3-Month
Follow-
up

1391

Improved
Mental
Health

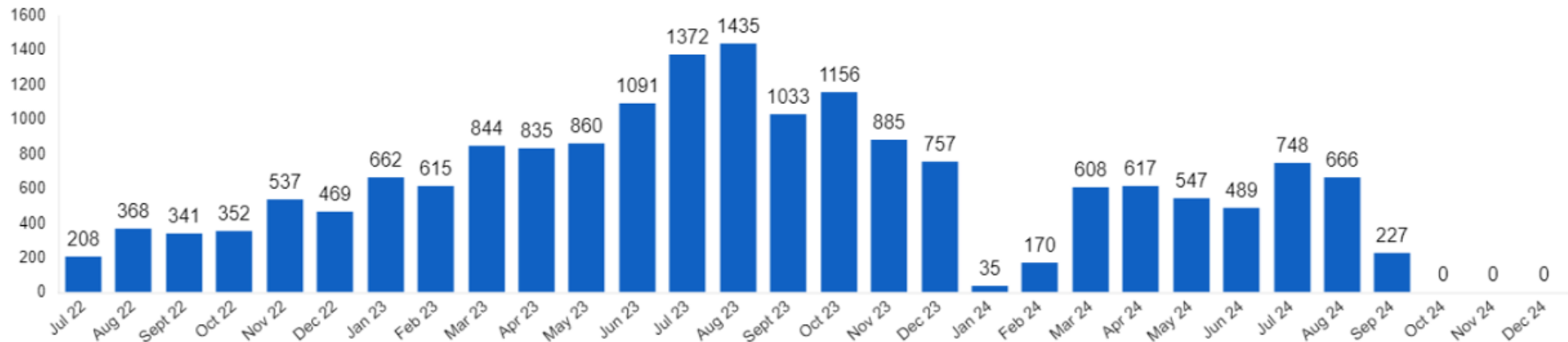
1351

Improved
Physical
Health

1510

Improved
Quality of
Life

Clients Screened by Month





Search



Supporting Oklahoma
parents and babies
before, during *and* after birth.

OKLAHOMA.GOV/LIFE

PREGNANCY

PARENTING

ADOPTION

FINANCIAL
ASSISTANCE

Pregnancy Resource Navigator Program



This innovative program provides one-on-one support to all pregnant women and newly parenting families.



Emphasizes meeting basic needs while prioritizing and promoting protective factors across generations.



Since Jan. 1, more than 2,300 pregnant and newly parenting families have engaged with the PRN program.



Choosing Childbirth

- CCB-funded organizations will provide services that empower women/parents to choose childbirth by providing information, counseling, education, and support services to assist with decision-making.
 - Not-for-profit organizations can apply for grants to fund this program.
-
- Services may include obstetric ultrasounds, transportation, and housing assistance, home visitation model, education and employment assistance and nutritional support services.
 - **Choosing.Childbirth@health.ok.gov**

Family Support & Prevention Services



The evidence-based home visitation model provided home visits to nearly 12,000 homes, with 946 families and 903 children served in 2023.



The OSDH Office of Communications launched the Life website to provide resources in four key areas to assist women and families in decision-making before, during, and after birth.



Family Resource Centers served more than 458 families since Aug. 2023, and the OSDH Maternal & Child Health Services programs served more than one million mothers, children, and families last year.



Zero-Three Learning Lab

Learning Lab Model

- Research-informed
- Rigorous evaluation
- Continued & expanded services
- Identify & document best practice models

Who We Serve

- Individuals and couples 18 years or older
- Pregnant or have a baby 3 months or younger*
- Couples in a committed relationship*
- English speakers
- Spanish speakers
- Single parents

What We Do

Healthy Relationship & Parent Education

- Relationship workshops, resulting in increased self-awareness, better decision-making, positive communication, and conflict resolution skills.
- Parenting workshops and support groups, resulting in increased positive parenting practices and effective communication with their children.

Family Coaching & Case Management

- Support and resources to enhance coping skills and self-sufficiency, leading to improved family well-being and self-esteem.
- Connections to essential social services to improve overall well-being and family stability.

Employment Services

- Access to education and employment skill development opportunities for parents, resulting in increased employability and family income.

How We Do It

Workshops

Workshop content includes communication skills, resolving and managing conflict, problem-solving, stress, managing anger, and the benefits of a healthy relationship—offered in contextualized and culturally appropriate ways that are designed to:

- Increase constructive behaviors
- Build protective factors for families
- Reduce negative behaviors



Coaching

Coaching sessions with a dedicated Family Support Coach (FSC) are scheduled at strategic points during participation to:

- Encourage attendance and engagement
- Assess needs and barriers to participation
- Reinforce curriculum concepts and skills
- Provide linkages to local resources
- Support couples in achieving their individual and family goals

Parenthood

Baby Academy (0-3 mos.)

Baby Academy provides evidence-based information on infant care and the important role parents play in early childhood development.

After their baby is born, couples attend Baby Academy with their newborn, giving parents the opportunity to:

- Immediately apply knowledge about newborn care and self-care to their family life
- Observe and understand infant cues and behaviors in real-time
- Connect with other families immediately after the birth of the baby

Safety & Solids (4-12 mos.)

Safety & Solids provides evidence-based information on child development, safety practices, and nutrition.

Couples attend Safety & Solids when their baby is 4-12 months old, which is the optimal time to:

- Learn about and experience developmental milestones
- Identify common causes of and discuss ways to prevent accidental injuries
- Discuss when to introduce healthy, solid foods

Earn While You Learn

Diapers | Crib Store | Cash Incentives
Meals | Child Care | Center-Based Transportation

Comprehensive Service Delivery

Maximum Service Capacity



Aligned Practices



Individualized Coaching



Consistent High-Quality Service



Stronger Connections

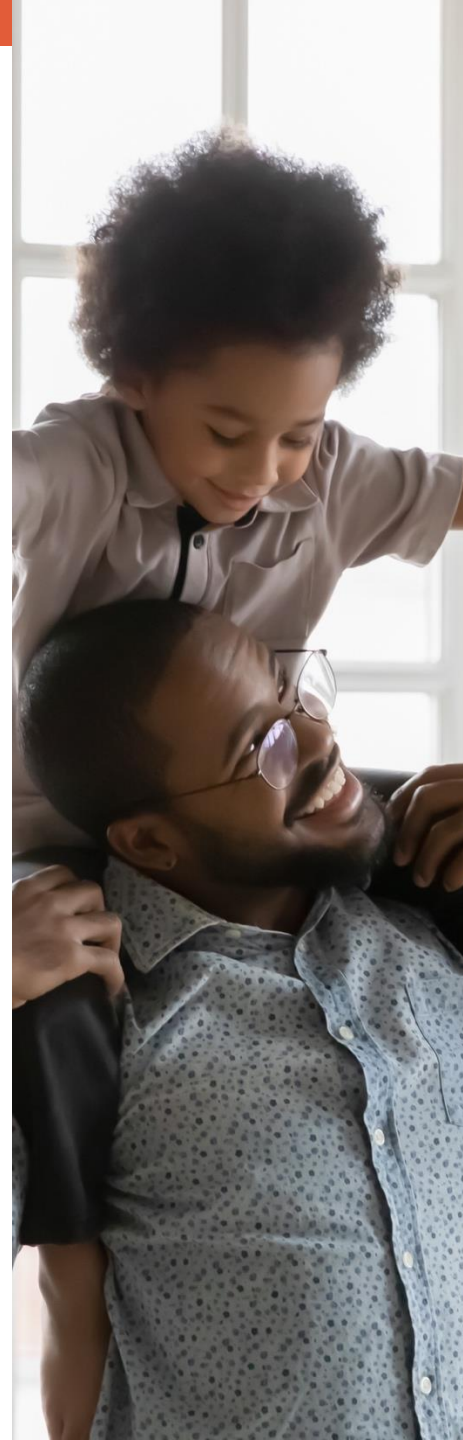


Caseload Management

How Our Program Impacts Couples & Their Families

Research Shows Couples Who Participate in Family Expectations Have:

- A happier and more stable relationship
- Better communication
- Reduced depression for new moms
- Less conflict
- More parenting skills
- And they are more likely to stay together!



Strengthening the Relationship of a New Baby's Parents Has a Lot of Positive Impacts:

- Decreasing conflict and stress in the parents' relationship assists in healthy brain development for the baby
- Baby's learning ability has been linked to the amount of time dad is around
- A stronger and healthier relationship between parents can help avoid premature labor and low birth weight
- Learning how to work better together as a team will help a baby grow in all aspects of their life!

Impacts on Baby



Baby Brain GROWTH

FE Improves Conflict Management

Being surrounded by excessive stress can derail healthy brain development of the baby, with damaging effects on learning behavior and health across the child's life span.



Baby-Father BOND

FE Increases Father Involvement

Early positive father-child interaction reduce cognitive delay.



Healthy BABY

FE Decreases Psychological & Physical Abuse

Physical and emotional abuse during a pregnancy can lead to low birth weight and even miscarriages.



Growing BABY

FE Decreases Maternal Depression

Depressed women produce higher levels of stress chemicals during pregnancy, which reduce fetal growth and are associated with an increased risk for premature labor.



Independent BABY

FE Teaches Healthy Baby Interaction

Learning baby cues, including how and when to respond, helps parents establish positive attachments with their infants and build foundations encouraging independence.



Oklahoma Birth Equity Initiative



Oklahoma Birth Equity Initiative

Equips families to have healthy births with dignity and reduce maternal health disparities.

We envision a world in which all people are centered and respected before, during, and after pregnancy.

Disparities in Outcomes

BLACK WOMEN

3.2X

pregnancy-related mortality rate
as white women

Nationally,
college-educated Black women
and birthing people have a
pregnancy-related mortality

RATE

5X

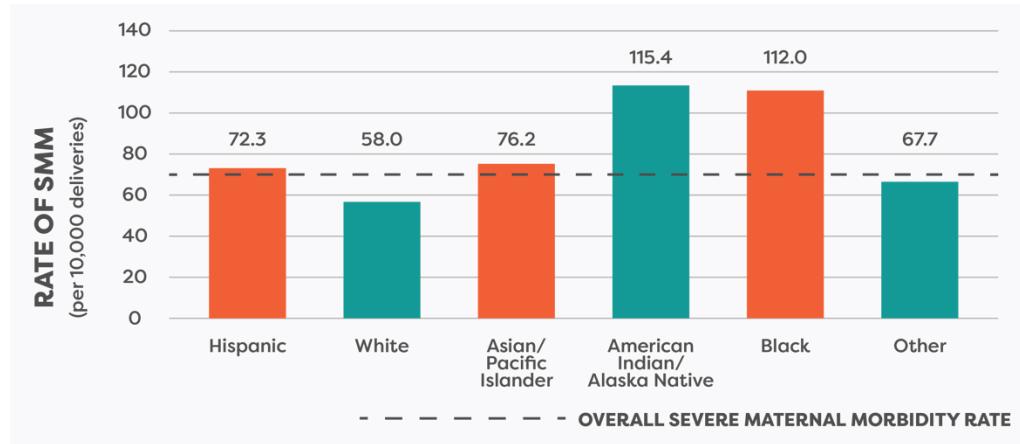
that of white
birthing people

NATIVE WOMEN

2.8X

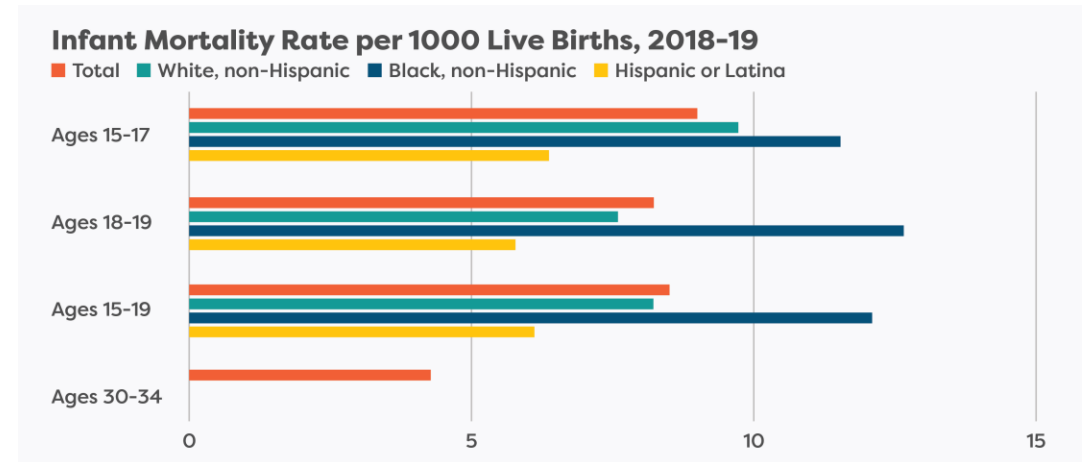
pregnancy-related mortality rate
as white women

Severe Maternal Morbidity Impacts ~60,000 Annually



The Surgeon General's Call to Action to Improve Maternal Health [Internet]. Washington (DC): US Department of Health and Human Services; 2020 Dec. 2.
 THE CURRENT STATE: MATERNAL MORTALITY AND MORBIDITY IN THE UNITED STATES. Available from <https://www.ncbi.nlm.nih.gov/books/NBK568226/>

Infant Mortality Rates Are Highest for Babies Born to Teen Mothers & Highest of Black Teen Parents



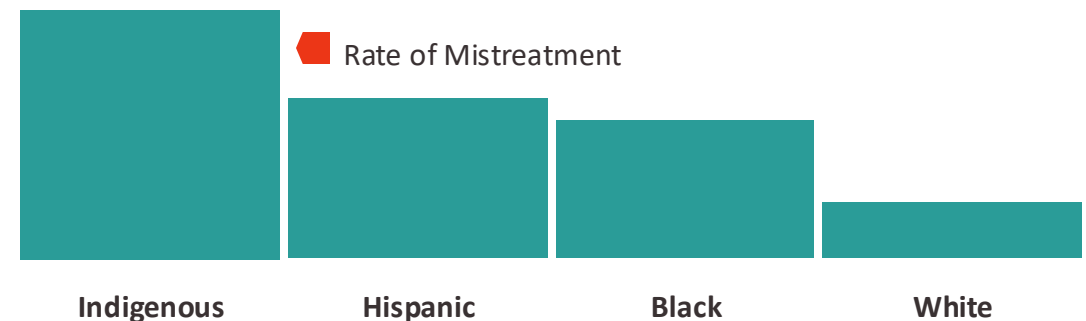
BIPOC Patients Experience the Healthcare System Differently

www.birthplacelab.org/mistreatment

Top Four Types of Mistreatment During Childbirth by Health Care Providers

1. **Being shouted at** or scolding
2. Ignoring women, **refusing their request for help**, or failing to respond to requests for help in a reasonable amount of time
3. **Violation of physical privacy**
4. **Threatening to withhold treatment** or forcing them to accept treatment they did not want

People of Color Experience More Mistreatment in Birth





How OKBEI is Addressing Systemic Maternal Health Issues

Community-Based Doula Program

The Community-Based Doula Program begins early in pregnancy through home visits and center-based activities, a community-based doula supports families throughout pregnancy, during the birth and then into the postpartum period.

The effectiveness of the program emerges out of the trusting relationship between the community-based doula and the participant, the duration of the relationship, and the continuous presence of the doula during labor and birth.



Doulas Provide Educational, Emotional, and Physical Support

All doulas provide:

- Continuous presence during labor and delivery
- Comfort measures
- Amplify the voice of the client
- Childbirth and breastfeeding education

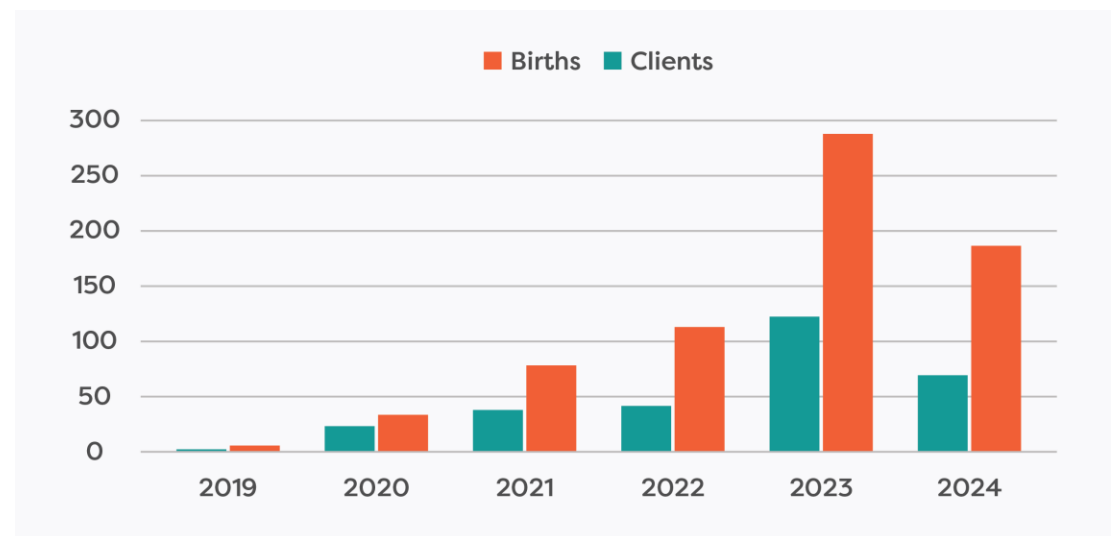
Doulas **do not** perform clinical tasks or give medical advice.



Doulas Benefit the Entire Family

- Less likely to have a baby with low birth weight
- 2X less likely to have complication
- Reduced perinatal mood and anxiety disorders
- Higher breastfeeding rates at 6 weeks
- Increased satisfaction with birth experience

OKBEI Doulas Have Supported 375+ Families



9700 +

Client Encounters

5200 +

In-Person Visits

345

Births

Communities Served

Black | Native | Teens | Latine | Justice-Involved
Navigating Substance Recovery

Community-Based Doula Training



Community-Based Doula Training

Co-developed with SisterWeb as both Training-of-Trainers and module-based curriculum adaptable to different audiences.

20-Session program (60 contact hours) that includes training on:

- Communication techniques
- Attitudes, beliefs, & values
- Emotional & physical labor support techniques
- Providing culturally congruent care

140 Trained; 58 Certified



Path to Certification

What is required for training graduation?

- 90% attendance
- Class participation
- Complete homework assignments

What is required for certification?

- Graduate training
- 3 prenatal visits
- 3 births supported or observed
- 3 postpartum visits
- 1 introductory breastfeeding class
- 1 introductory childbirth class
- Write & submit all visits/observations



OKLAHOMA
Health Care Authority

Why Get & Stay Certified?



INDEPENDENT TBEI TRAINED AND CERTIFIED DOULA DIRECTORY

FIND A COMMUNITY BASED DOULA NEAR TULSA, OKLAHOMA

[Am I eligible for free doula services?](#)

The TBEI directory is made up of independent Doulas trained and certified through TBEI's Community Based Doula training program. Contact the Doula of your choice directly for services.

Showing 3 of 3 results

Choose Communities: [Clear](#)

Black Hispanic Justice-involved

LGBT+ Native

Perinatal mood disorders

Postpartum Pregnancy after loss

Single parents Substance abuse

Teens Victims of domestic violence

Choose Languages Spoken: [Clear](#)

English Other Language

Spanish

Choose Location [Clear](#)

Bixby Broken Arrow Catoosa

Claremore Fair Oaks Jenks

Other Owasso Sand Springs

Sapulpa Tulsa

JA MCGEE

Tulsa, English

Tulsa, Jenks, Broken Arrow, Owasso, Sand Springs

Victims of domestic violence Single parents

Postpartum LGBT+ Hispanic Pregnancy after loss

Justice-involved Native Black

I am a Doula who advocates for mothers while encouraging and helping her to fulfill specific desires she may have for her birth.

[More Info](#) [Contact](#)

ASHLEY RIDGE

Tulsa, English

Tulsa, Jenks, Broken Arrow, Sand Springs

Single parents Postpartum Black

As a mother, I have experienced lots of struggles myself. I am here to provide the support I needed throughout my motherhood journey.

[More Info](#) [Contact](#)

PEYTON SIFUENTES

Tulsa, English

Tulsa, Catoosa, Jenks, Broken Arrow, Bixby

Perinatal mood disorders Pregnancy after loss Teens

Peyton aims to cultivate confidence through education. She is passionate and experienced in chestfeeding, baby wearing and cloth diapering.

[More Info](#) [Contact](#)



Tulsa Birth Equity Initiative – Community Doula Portal

This is a safe and supportive place for community-building, communication, related doula content and resources. [Start here](#)

Hospital Quality Improvement

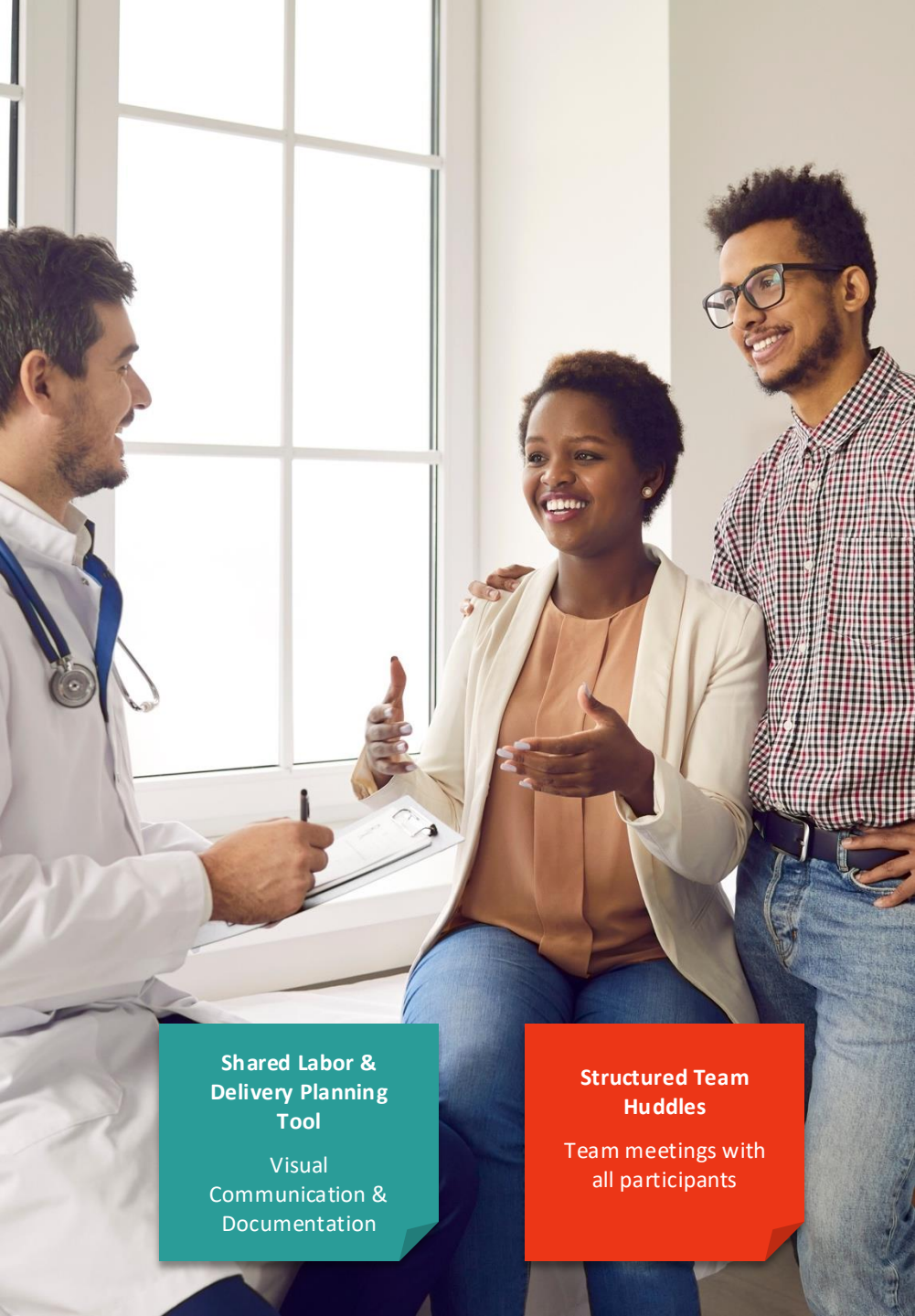
Doctors' offices, hospitals, and other health care programs play a vital, powerful role in ensuring equitable health outcomes for all Tulsans.

- **Quality Improvement Initiatives**

- TeamBirth
- OBCOAP

- **Training**

- Future Equity Trainings



Shared Labor &
Delivery Planning
Tool

Visual
Communication &
Documentation

Structured Team
Huddles

Team meetings with
all participants

Partnership Spotlight: TeamBirth / Ariadne Labs

“I am extremely impressed with the amount of care and compassion I received during labor as well as postpartum. I was able to make informed decisions and ask any questions comfortably. My entire care team made me feel heard and considered every step of the way!”

OBCOAP – Abstracted Chart Data with OSU & Hillcrest

Wins

- Strong engagement with OSU
- Identified glow and growth areas
 - PPH and Hypertension QI Projects

Challenges

- Slow process at Hillcrest — staff turnover; cyberattack
- Out-of-state comparisons

QUEENS
VILLAGE



Enhancing Access & Visibility in Our Community

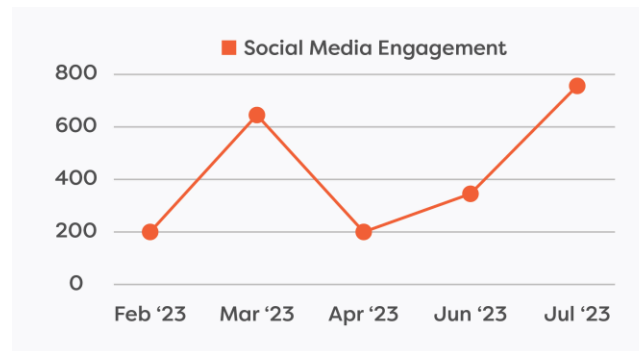
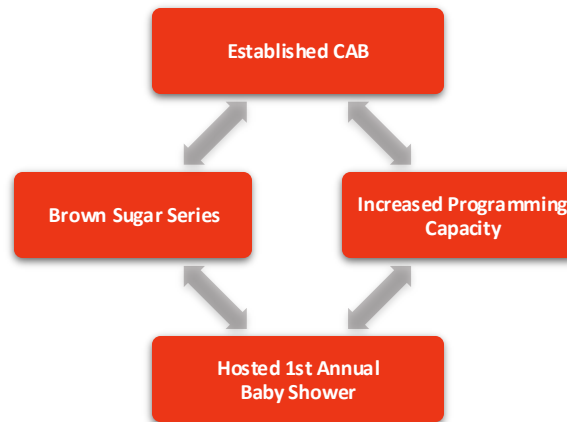
Who We Are

In the unfortunate birthplace of the 1921 Tulsa Race Massacre, Queens Village Tulsa has approached this work strategically by amplifying the voice of Black women in the community, allowing their voices to guide the programming and services we provide.

Our Vision

Expansion is underway for Queens Village Tulsa as we prepare to launch our very first Queens Corner in the North Tulsa Health Department. This will allow us to reach the 5,146 Black women of childbearing age who come through this location.

Big Wins



Outcomes



Established 19 mutual community partnerships



Supported over 12 Black-owned businesses



Reached over 800 Black women in the Tulsa Metro

“Such an amazing event! I love the way y’all love on Black women. So necessary and appreciated!”

- Queens Village Testimonial

Policy & Data

Partnerships

BEST. Metriarch, State Health Department, Oklahoma Perinatal Quality Improvement Collaborative

Legislative Agenda

Doula reimbursement, Maternal Mortality Review Committee Improvements



Recognizing Doulas Through Medicaid

12
STATES

Currently reimburse for doula services

28
STATES

With proposed or in progress legislation



**Cost of a Doula is ~\$2,000;
OK Reimbursement \$1,062**

53%

Medicaid covers ~53% of the cost

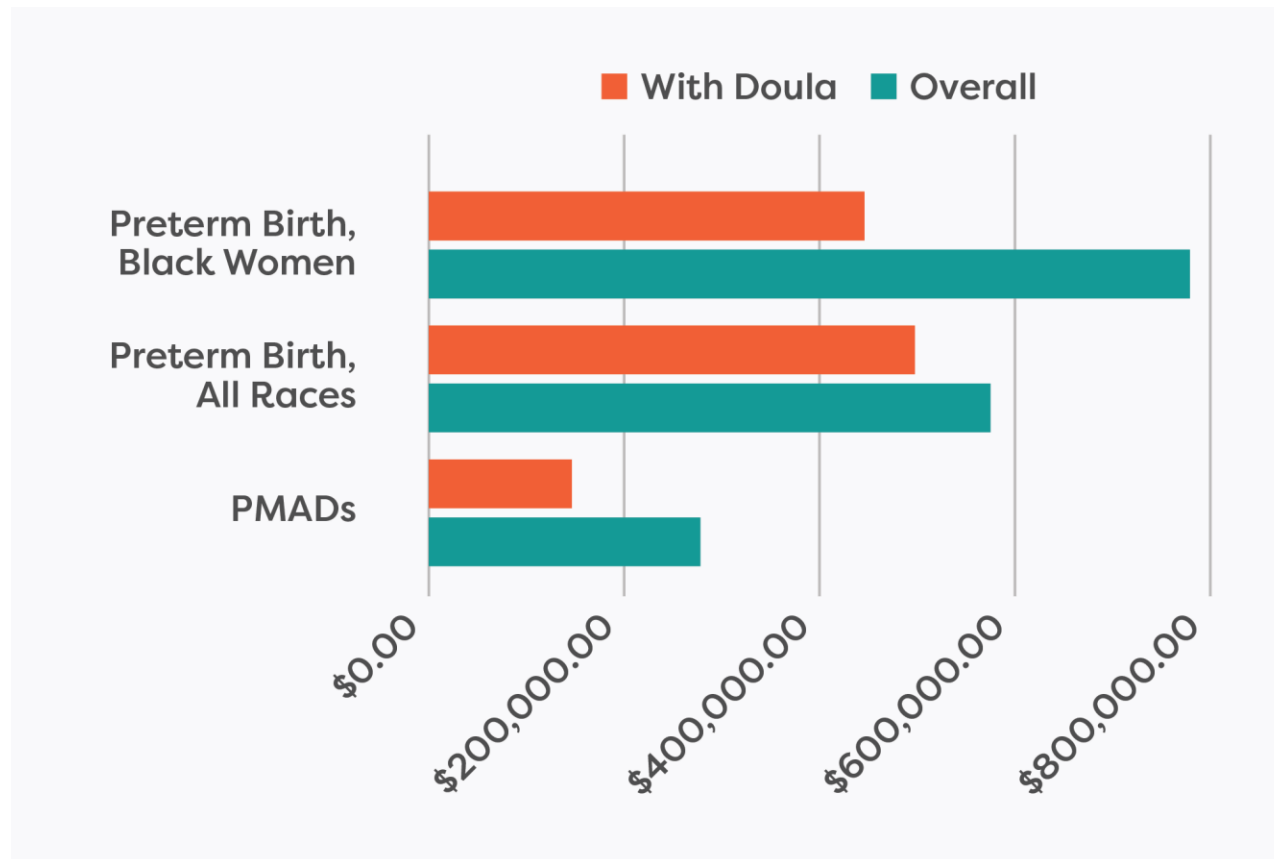
- Funding Gap of 47% for an individual birth
- Gap of 20+ Visits
- 75% of OKBEI clients are Medicaid eligible

MCOs can fill some gaps

- Opportunity for Value-Added Benefits
 - Additional visits
 - Incentives for follow-up care

Doulas Provide Value of \$4,800+ Per Client

Cost for 100 Births



Medicaid ROI

4.5X
FOR BLACK WOMEN

Preterm Birth | \$34K

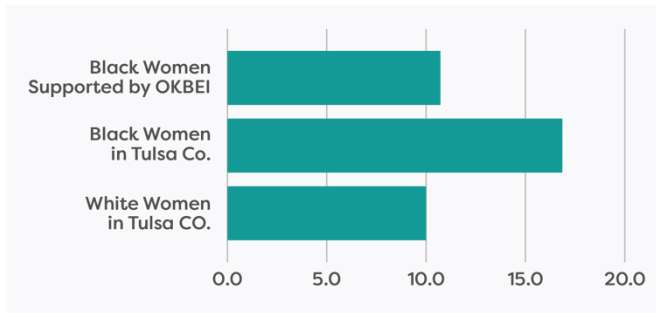
PMADs | \$31K

2.2X
OVERALL

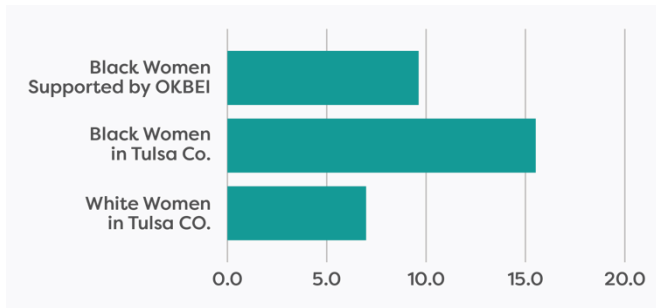
Reflections & Wins

Birth Equity by the Numbers

Despite increasing national and local attention and efforts to address the maternal health crisis, severe disparities remain between women of color, particularly Black women, and their white counterparts for outcomes and treatment in birth.



Preterm Birth Weight

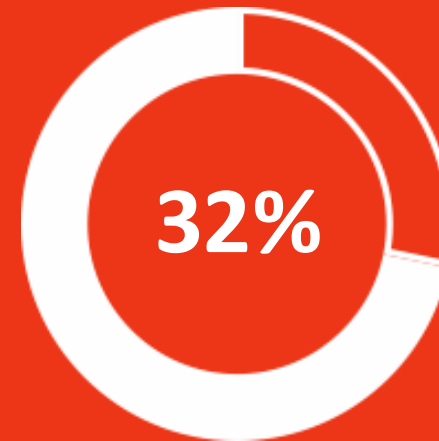


Low Birth Weight

Maternal Deaths by Ethnicity

In OK, there were 67.5 maternal deaths for Black women and 59.8 maternal deaths for Native women per 100K live births compared to 21.2 for white women, reported by the Maternal Mortality Review Committee in 2023.

Cesarean Rate for TBEI-Supported Clients



Cesarean Rate for Tulsa County Black Women



OKBEI Makes A Difference



Thriving Families



Jessie Purcel

Director of Programs &
Community Outreach



Program Overview

- Six weeks, 24 hours total
 - Available in English and Spanish
 - Virtual and in-person
 - One-on-one coaching and case management
- Women and teens who are pregnant or recently postpartum. In addition to their baby, many have older children (65%). Not just for first time moms!
- ***WithinMyReach*** curriculum focuses on building healthy relationships with all the people in your life: romantic, familial, professional, and relationships with your kids!
- Support for attendance
 - On-site childcare, transportation, a healthy meal, direct client assistance

Research Outcomes

Four published papers and two reports from a large randomized controlled trial of MotherWise demonstrate that the program:

- Reduces preterm birth 55%
- Improves baby's birth weight

Long-term, the program reduces:

- Maternal depression
- Conflict with the baby's father
- Participants' ratings of whether violence is acceptable in relationships
- The number of relationship transitions (family instability) a baby experiences before age 3

Additionally, MotherWise makes it more likely a mother attends her 6-week postpartum checkup and that she is on a long-acting contraceptive by then.

Lastly, those assigned to MotherWise were less likely to have an unintended pregnancy in the year following enrollment.

Additional Programs

- **Case Management/
Resource Navigation:**
 - Perinatal and pediatric care
 - Food assistance
 - WIC, SNAP, TANF
 - Housing
 - On-site dental clinic
 - Immigration
- **Postpartum depression prevention groups**
- **Long-term mental health care**
 - Adult, child, couple, and family



Contact Us!



www.ThrivingFamiliesColorado.org



www.MotherWiseColorado.org



Jessica Purcel
@thrivingfamiliescolorado.org

Questions?



Familyhood

Statewide Training