

# Take Action!

## Reduce Colorado's Low Birth Weight Rate

### How to Use?

This Maternal Child Health (MCH) Action Guide was created in order to assist local MCH programs with developing their MCH plan. This *"Healthy Baby"* Action Guide is intended to help local health agencies and community partners develop evidence-based Specific Measurable Achievable Realistic Time-framed (SMART) goals and good objectives. This guide identifies strategies and action steps to reduce Colorado's Low Birth Weight (LBW) rate in your community.

MCH Action Guides are divided into four (4) sections:

- **"How to Use"** - includes special instructions;
- **"What's at Stake"** - contains background information & data;
- **"What Works"** - outlines best practices or promising strategies;
- **"Resources and Tools"** - lists resources and tools to implement the Healthy Baby Campaign and write SMART objectives.

MCH consultants can provide technical assistance to incorporate Action Guide information into local MCH operational plans and to consult on specific content material. To contact an MCH consultant about the Healthy Baby campaign call 303-692-2487 or email us at [cdphe.pswomenshealth@state.co.us](mailto:cdphe.pswomenshealth@state.co.us).



### Tip!

Find local data  
and experts  
Contact Your MCH  
Consultant Today!

### What's at Stake?

**Low Birth Weight Rates.** Colorado has one of the highest low birth weight rates in the nation at 9.1 % (2004-2006 data). Healthy People 2010 goal is 5.0%

**Inadequate Weight Gain and Smoking.** These are the top two modifiable risk factors associated with low birth weight among singleton births in Colorado (*Tipping the Scales Report, 2000*).

- 23.7% of Colorado women gain an inadequate amount of weight during pregnancy (2004-2006 data).
- 10.3% of Colorado women report smoking during the last 3 months of pregnancy (2004-2006 data).
- 20.6% of Colorado women report smoking during the 3 months before pregnancy (2004-2006 data).

**Low Birth Weight Infants.** These infants are more likely to have the following health issues:

- Long term disabilities
- Sight and hearing problems
- Learning problems in school
- Death for infants under one year old



#### Questions to Ask:

- ✓ *What is the low birth weight rate in my county?*
- ✓ *How many women smoke during pregnancy in my county?*
- ✓ *What resources are available to assist in smoking cessation?*
- ✓ *What resources are available to encourage appropriate weight gain?*
- ✓ *How many women smoke 3 months before pregnancy?*

# What Works?

## Reduce Colorado's Low Birth Weight Rate

### Strategy #1: Leverage the Strengths and Assets of Partners

Form an advisory group or use an existing coalition to assist in the development of county specific implementation of the Healthy Baby Campaign. Many community and provider partners have an interest in preventing low birth weight. Communities can make changes and build solutions by working collaboratively across all sectors. Use local experts to champion low birth weight prevention efforts. Brainstorm ways to work together to reduce Colorado's low birth weight rate by encouraging appropriate weight gain during pregnancy and by promoting smoking cessation. Consider including the following organizations and providers in developing your advisory group:

- Women Infant and Children (WIC) Staff
- Family Practice Providers
- Pediatricians
- Faith Community Leaders
- Nursing and Medical schools
- Nurse Midwives
- Health Promotion Professionals
- Parents and Families
- Obstetricians and Gynecologists
- Policymakers
- Medical Assistants
- Media Representatives
- Civic and Cultural Leaders
- Local Tobacco Program Coordinators



**ACT!**

- ✓ Include diverse perspectives in your community coalition.
- ✓ Use the information and strategies in this guide to develop and implement a culturally responsive action plan with goals and S.M.A.R.T. objectives.
- ✓ Ask MCH consultants for technical assistance.



#### Questions to Ask:

- ✓ *What is the value of working with a variety of partners?*
- ✓ *What are you trying to accomplish?*
- ✓ *What results demonstrate you are meeting your goals?*
- ✓ *What will your group do to create these outcomes?*

### Strategy #2: Educate Health Care Providers on Low Birth Weight Risk Factors

Just one out of three pregnant women gain the Institute of Medicine's recommended amount of weight during pregnancy while ten percent smoke throughout pregnancy. If all pregnant women gained an appropriate amount of weight and did not smoke during pregnancy, the LBW rate would be reduced by one-third. A promising practice for health care providers for smoking cessation is to ask, advise and refer. When health care providers give recommendations on weight gain and smoking cessation during pregnancy it does make a difference. Develop a list of providers for your county and offer an in-service training on the Healthy Baby campaign.



**ACT!**

- ✓ Contact health clinics and medical offices to offer trainings.
- ✓ Drop off provider packets.
- ✓ Follow-up in two weeks with a phone call offering assistance in systems training and implementation of the Healthy Baby campaign.



#### Questions to Ask:

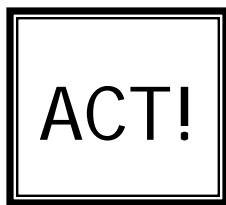
- ✓ *Who provides care to pregnant women in your community?*
- ✓ *Who is willing to advocate for low birth weight prevention in a health care setting?*
- ✓ *Does a nurse, clinical manager, medical assistant or physician have a strong interest in smoking cessation or weight gain recommendations during pregnancy?*

# What Works? *(continued)*

## Reduce Colorado's Low Birth Weight Rate

### Strategy #3: Implement Consumer-Based Outreach in Your Community

Many women do not know how much weight to gain during pregnancy to have a healthy baby. Women may be aware of the adverse effects of smoking but need effective strategies to quit. To spread the word about healthy weight gain and smoking cessation, the state health department has developed radio, television and other media resources to use in your communities, available on [www.healthy-baby.org](http://www.healthy-baby.org) and [www.steppcolorado.com](http://www.steppcolorado.com). Work with organizations to place public service announcements, news articles and radio spots. Train internal agency staff on the goals and resources of the consumer campaign and let them help you with implementation. To obtain feedback on consumer based campaign, implement a key informant interview process and develop next steps.



- ✓ Display campaign posters in local businesses.
- ✓ Create a link to the Healthy Baby website on your agency website.
- ✓ Promote education videos and public service announcements.
- ✓ Provide campaign information to community classes or programs.
- ✓ Submit an article to newsletters or newspapers.

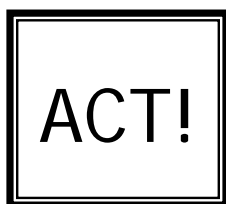
#### Questions to Ask:



- ✓ *What types of media will reach your target audience?*
- ✓ *Which media outlets are willing to promote Healthy Baby messages?*
- ✓ *Where do pregnant women gather in your community?*

### Strategy #4: Use Existing Resources for Support and Coaching

Many resources exist to help women gain an appropriate amount of weight during pregnancy. The Healthy Baby Campaign website, [www.healthy-baby.org](http://www.healthy-baby.org), provides tools to calculate and track recommended weight gain during pregnancy. If a woman does not have enough money for food, she may qualify for the Women, Infants' and Children (WIC) food program. Call 1-800-551-1686 to find out about WIC resources in your community. For smoking cessation assistance, coaches are available at the Colorado QuitLine to provide support and guidance specific to women during pregnancy. Fix Nixer is a free, anonymous and customized program that provides online support to help a person get ready for their quit date.



- ✓ Visit [www.healthy-baby.org](http://www.healthy-baby.org) website for nutrition information during pregnancy.
- ✓ Visit [www.steppitems.com](http://www.steppitems.com) to order cessation posters and Mommy Kits.
- ✓ Involve your local Tobacco Education Prevention Partnership.
- ✓ Refer to QuitLine for coaching at 1-800-QUIT-NOW.
- ✓ Partner with Baby and Me Tobacco Free if available in your county.
- ✓ Visit [www.fixnixer.com](http://www.fixnixer.com) for support, tips and tools to help clients quit smoking

#### Questions to Ask:



- ✓ *What types of resources are available in your county?*
- ✓ *Who currently uses these resources?*
- ✓ *Who is not using these resources?*

# Resources and Tools

## Reduce Colorado's Low Birth Weight Rate

### Data Resources

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- Maternal and Child Health County Data Sets

*Health profiles for the State of Colorado and counties on the Maternal and Child Health performance measures.*

<http://www.cdphe.state.co.us/hs/mchdata/mchdata.html>

- Health Statistics Home Page

*Links to data sets and information on technical assistance available through the Health Statistics Section.*

<http://www.cdphe.state.co.us/hs/datahome.html>

- Colorado Health Information Dataset (COHID)

*COHID has local-level health data compiled by the Colorado Department of Public Health and Environment to help users determine health status of a neighborhood, community, county or region.*

[Colorado Health Information Dataset: CoHID Home page](#)

### Nutrition Resources

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- Healthy Baby Campaign

*Where you can find and order the following materials:*

- Prenatal Weight Gain Grid
- BMI/Gestational Wheel

- BMI Wall Chart
- Patient Education Brochure

[www.healthy-baby.org](http://www.healthy-baby.org)

- Other helpful Websites

*Visit the following websites for tips on healthy eating and physical activity during pregnancy:*

<http://www.mypyramid.gov/mypyramidmoms/>

<http://win.niddk.nih.gov/publications/two.htm#calories>

<http://www.womenshealth.gov/pregnancy/pregnancy/eat.cfm>

<http://www.nal.usda.gov/fnic/pubs/bibs/topics/pregnancy/pregcon.html>

### Smoking Cessation Resources

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- STEPP – State Tobacco Education & Prevention Partnership

*To order STEPP items:*

- Patient Brochure
- Poster
- Mommy Kits
- Office toolkits

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

- Colorado Tobacco Education Site

*To order or download the following materials:*

- Tobacco Cessation and Secondhand Smoke Exposure Guidelines
- Colorado QuitLine Fax Referral Form

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

### Technical Assistance

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- To develop goals & S.M.A.R.T. objectives, visit these interactive websites:

[http://apps.nccd.cdc.gov/dashoet/writing\\_good\\_goals/page002.html](http://apps.nccd.cdc.gov/dashoet/writing_good_goals/page002.html)

[http://www.cdc.gov/phn/communities/resourcekit/docs/Evaluate\\_SMART\\_Objectives\\_Template.doc](http://www.cdc.gov/phn/communities/resourcekit/docs/Evaluate_SMART_Objectives_Template.doc)



**SMART!**

**Specific**  
**Measurable**  
**Achievable**  
**Realistic**  
**Time- framed**