

Accessible and effective perinatal care for women with low health literacy skills

Intervention development, implementation and evaluation

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Topics

- Importance of health literacy in maternal and child health (from preconception to early life)
- Systematic intervention development in various targetgroups and settings
- Implementation standard preconception care and use of new technologies

Presentations

1. Assessing Health Literacy and Preconception Healthcare (PCH) Risk amongst Black/African-American Women via web-based Conversational Agent Technology. **Brian Penti, Boston University**
2. Accessible preconception counseling for women with low health literacy: Systematic Intervention Development. **Mirjam Fransen, Academic Medical Centre, University of Amsterdam**
3. Modifying a Preconception Counseling Program to Prevent Unplanned Pregnancies in Minority Teens with Diabetes: READY-Girls. **Denise Charron-Prochownik, University of Pittsburgh**
4. Improving Maternal Health Literacy. Complexity of Everyday Life Guides Intervention. **Sandra Smith, Centre for Health Literacy Promotion, University of Washington**

Discussion

1. Accessible preconception care for all

- a) What do we need for implementation in standard care in US and other countries?
- b) Should we screen for low health literacy in preconception care?
- c) Is pre-screening participants for health literacy necessary if the program was evaluated for it?
- d) Mandatory participation in preconception care or informed decision?
- e) Who should do preconception counseling?
(FPs, NPs, PAs, Midwives, home visitors, child care providers, hairdressers, school health nurses...?)
- f) Could preconception care be integrated into other services/interventions?
- g) What are opportunities for intrapartum care?

Discussion

2. Use of new information technology

- a) Other channels and strategies for effective preconception care for low health literate populations?
- b) What are the best strategies for teens to attain and retain information?
- c) Should we be relying on information technology to provide services (ie screening and providing education about preconception care risks) that human beings have historically performed?
- d) While efficient and easy to use, does removing the human contact result in unforeseen problems? If it did, how would we know?