

**OPQIC
OKLAHOMA MATERNAL HEALTH TASK FORCE
QUARTERLY MEETING**

OCTOBER 15, 2024



**OKLAHOMA
State Department
of Health**



**EVERYONE OKAY
WITH RECORDING
THIS MEETING?**



Agenda

- OSDH/MHTF Updates
- OHCA Updates
- Tulsa Birth Equity Initiative
- OPQIC Updates

Lorri Essary
Director,
Family Support and
Prevention Services

CHOOSING CHILDBIRTH (CCB) GRANT UPDATES



OKLAHOMA
State Department
of Health

Joyce Marshall, MPH
Director,
Maternal Child Health
Service



OKLAHOMA
State Department
of Health

OKLAHOMA MATERNAL HEALTH TASK FORCE

- MCH perinatal Request for Proposal
- CDC and HRSA grant awards
- Preparing for a Lifetime

Refreshed Media Campaign

Three scheduled release phases

Digital ads mirror social media designs

There are two audio spots (15 sec and 30 sec)

All materials have Spanish translations

Preparing for a Lifetime PSA Videos

GENERAL PSA



Social Media Posts (Phase 1)



Prepare for **PREGNANCY**

- Live a healthy lifestyle.
- Take Folic Acid.
- Quit smoking.
- Reduce stress.

Prepare for **BIRTH**

- Maintain regular doctor visits.
- Understand symptoms of PostPartum Depression.
- Prepare a safe sleeping environment to reduce the risk of SIDs.

Prepare for **THE FIRST YEAR**

- Learn about the Period of Purple Crying.
- Don't be afraid to ask for help.
- Make sure your car seat is installed properly and your home is safely prepared for a moving baby.
- Seek support. Many programs are available to help at your county health department.

Carousel

Your decisions before, during, and after pregnancy can have lasting impacts on your baby's health. The good news is you don't have to navigate this alone. We're here to help.

Visit preparingforalifetime.com to find information to help you prepare for a lifetime.

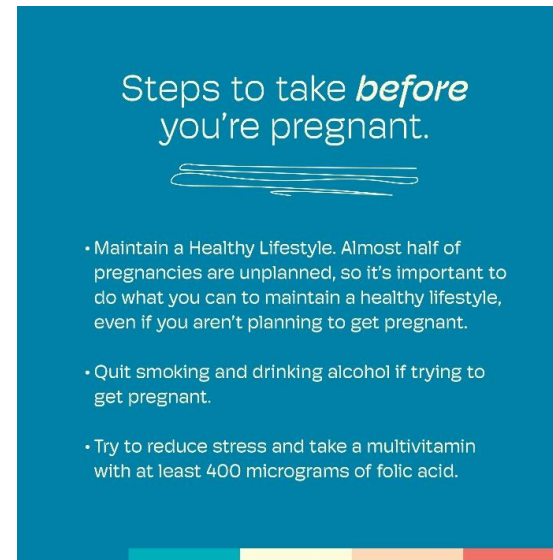
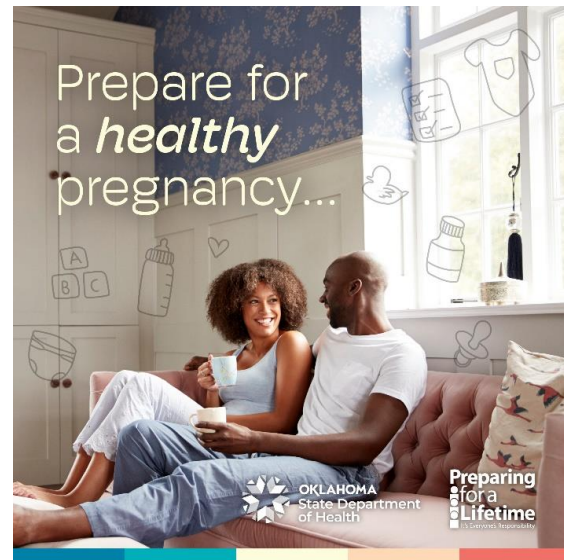
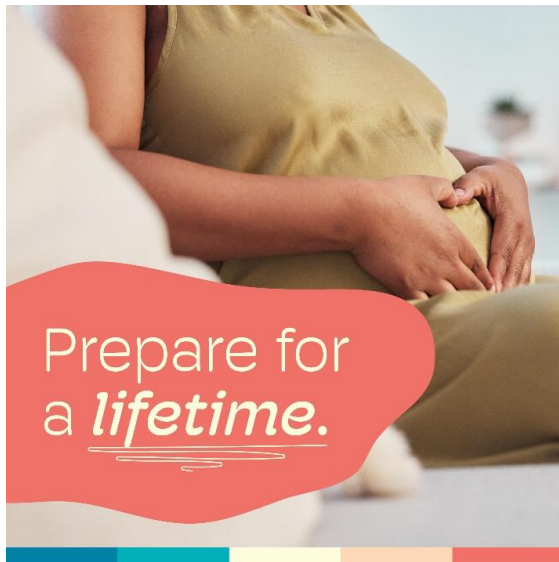
Social Media Posts (Phase 1)



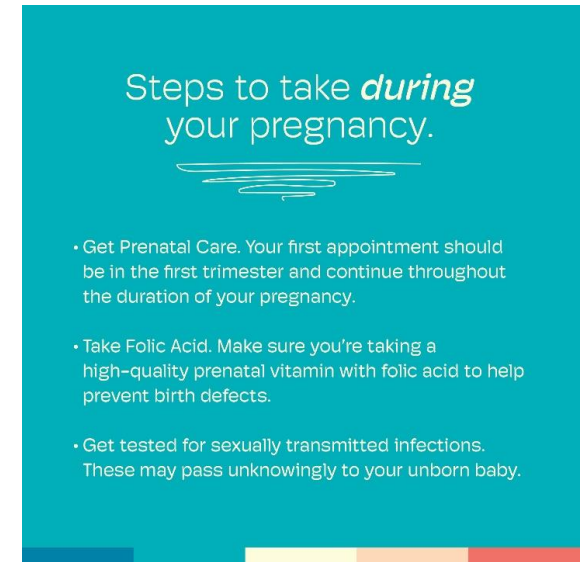
Static post

You're doing great, mom and dad. But knowing what to do with your new baby can be confusing and hard. We're here to help. The small choices you make before, during and after pregnancy can have a big impact on the rest of your baby's life. It's more than just one moment. You're preparing for a lifetime. Visit preparingforalifetime.com to find resources to help you prepare for a lifetime.

Social Media Posts (Phase 2)



- Maintain a Healthy Lifestyle. Almost half of pregnancies are unplanned, so it's important to do what you can to maintain a healthy lifestyle, even if you aren't planning to get pregnant.
- Quit smoking and drinking alcohol if trying to get pregnant.
- Try to reduce stress and take a multivitamin with at least 400 micrograms of folic acid.



- Get Prenatal Care. Your first appointment should be in the first trimester and continue throughout the duration of your pregnancy.
- Take Folic Acid. Make sure you're taking a high-quality prenatal vitamin with folic acid to help prevent birth defects.
- Get tested for sexually transmitted infections. These may pass unknowingly to your unborn baby.

Carousel

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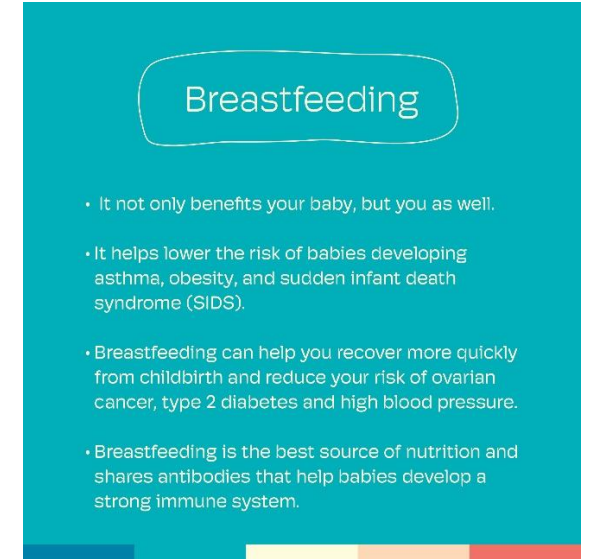
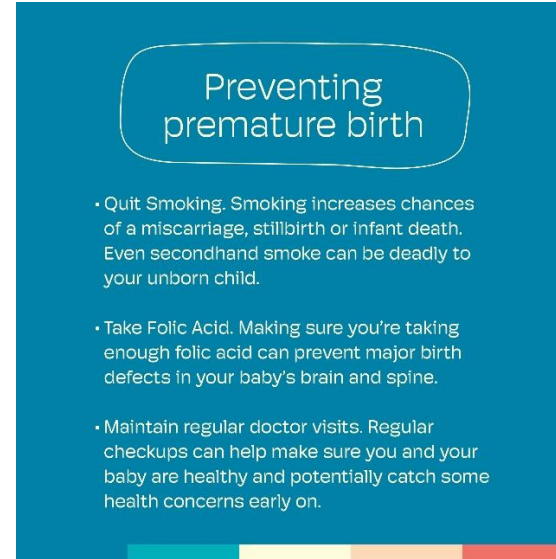
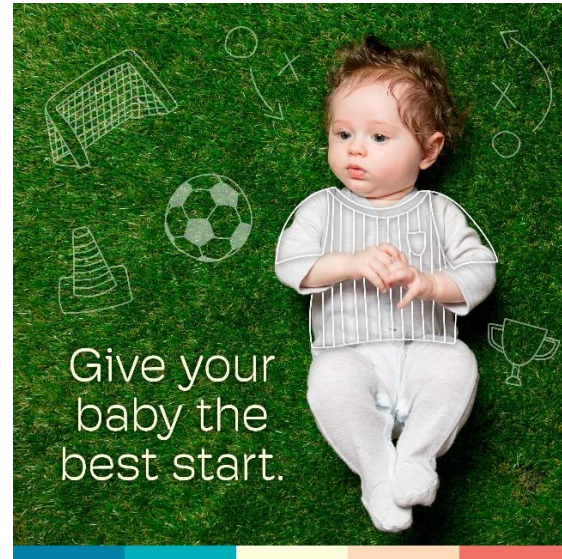
Social Media Posts (Phase 2)



You don't know what you don't know.
It's ok to ask for help. Knowing what to
do with your new baby can be confusing
and hard. We're here to help. Visit
www.preparingforalifetime.com to find
resources.

Static post

Social Media Posts (Phase 3)



Carousel

Your decisions before, during, and after pregnancy can have lasting impacts on your baby's health. The good news is you don't have to navigate this alone. We're here to help.

Visit preparingforalifetime.com to find information to help you prepare for a lifetime.

Social Media Posts (Phase 3)



Your decisions now can have lasting impacts on your baby's health. Knowing what to do with your new baby can be confusing and hard. We're here to help. Visit www.preparingforalifetime.com to find resources.

Static post

Social Media Posts (Phase 3)



Static post



Your decisions now can have lasting impacts on your baby's health. Knowing what to do with your new baby can be confusing and hard. We're here to help. Visit www.preparingforalifetime.com to find resources.

Preparing for a Lifetime

It's *everyone's* responsibility.



It's more than one moment, you're
preparing for a lifetime.

Your decisions before, during, and after pregnancy can have lasting impacts on your baby's health. The good news is, you don't have to navigate this alone. It's the little steps now that make the big steps possible, and we're here to help.



CREATING SAFE
MOMENTS



MOM'S HEALTH BEFORE,
DURING, AND AFTER PREGNANCY



BABY'S HEALTH

NEW WEBSITE

www.preparingforalifetime.com

Expanded SoonerCare Coverage for Pregnant and Postpartum Women



Dads and Caregivers Matter, too!

Preparing for a lifetime is everyone's responsibility. That's why we have extra resources for those who might not be a mom but still play an important role in baby's life:

- [Toolkit for New Dads](#)
- [National Responsible Fatherhood Clearinghouse](#)
- [SoonerStart](#)
- [ParentPRO](#)
- [WIC](#)
- [Child Guidance](#)
- [Parents as Teachers](#)
- [Sooner Success](#)
- [Grandparent Toolkit](#)

Preparing for a Lifetime PSA Videos

BALLERINA PSA



ASTRONAUT PSA



Preparing for a Lifetime PSA Videos

DOCTOR PSA



Questions?

The future depends on what we do in
the present

What steps will YOU take?



Folake Adedeji
Chief Quality Officer



OKLAHOMA
Health Care Authority

UPDATES FROM THE OKLAHOMA HEALTH CARE AUTHORITY

- CMS's Transforming Maternal Health Model (Submission)
- Health Plans: Value Based Payment Arrangements (1/1/25)
- Patient Centered Medical Home Redesign
- SB 1739: OHCA Workgroup Of Internal & External Stakeholders

Barbara O'Brien, MS, RN
Director, OPQIC



UPDATES FROM THE OKLAHOMA PERINATAL QUALITY IMPROVEMENT COLLABORATIVE

LIVE

BREAKING NEWS

OPQIC HAS TRANSITIONED TO THE OKLAHOMA HOSPITAL ASSOCIATION (OHA) EFFECTIVE OCTOBER 1, 2024!

This move strengthens our ability to advocate for and improve maternal and infant health outcomes across Oklahoma. We want to assure you that OPQIC is not closing, but rather continuing our important work under a new roof.



Stay tuned for more updates as we embark on this exciting new chapter!

10th Annual OPQIC Summit



Registration Open!

Tuesday November 19, 2024

Keynote Speaker:



Nancy Byatt, DO, MS, MBA, DFAPA, FACLP (she/her/hers)
Executive Director, [Lifeline for Families Center](#) and [Lifeline for Moms](#)

Location: Oklahoma City Convention Center
100 Mick Cornett Dr.
Oklahoma City, OK 73109

Register Here:

opqic.org/summit2024/registration/

**YOU'RE
INVITED**

**REGISTER
NOW**





Oklahoma Birth Equity Initiative

Equips families in 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.

Community-Based Doula Training





Community-Based Doula Training

Blossoming Birth 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

143 Trained; 65 Certified



*Certified doulas must complete recertification requirements every fiscal year in order to maintain certification.

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 and submit all visits/ observations

RENEWING OUR COMMITMENT to Birth Equity

UNIVERSAL GOALS

- Eliminate maternal and infant health disparities in Oklahoma.
- Ensure all Oklahomans have clear and accessible options to engage with a movement for equitable and joyful birthing experiences.
- Increase access to Community Birth Workers for women in Oklahoma, so that they feel empowered to advocate for the birthing experience that brings them and their family joy.
- Spark a collaborative effort to support and hold the health care system accountable to serving all their birthing clients equitably by valuing the expertise of community members and community organizations.



STRATEGIC GOALS

IN 5 YEARS

- Increase the number of Black birthing people **utilizing culturally competent doula services** to 10%.
- Increase the number of **Certified Nurse Midwives** practicing in Tulsa that mirror the population to at least 2.

IN 10 YEARS

- **Decrease Black infant mortality rate** in Tulsa County by 50%.
- **Decrease the rate of preterm births** amongst Black birthing people in Oklahoma from 16.3% to 11.0%.
- **Decrease the rate of low birth weight** amongst Black birthing people in Oklahoma from 15.6% to 7.9%.

Oklahoma Birth Equity Initiative



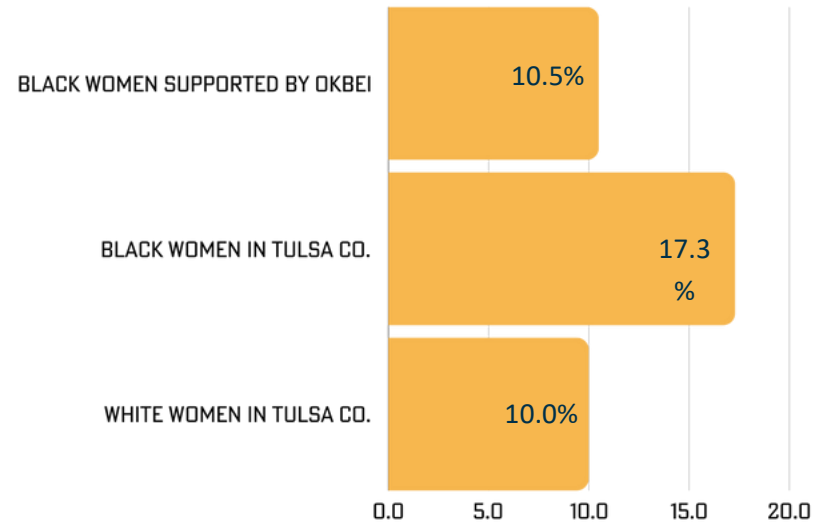
reflections
& Wins

Birth Equity By the Numbers

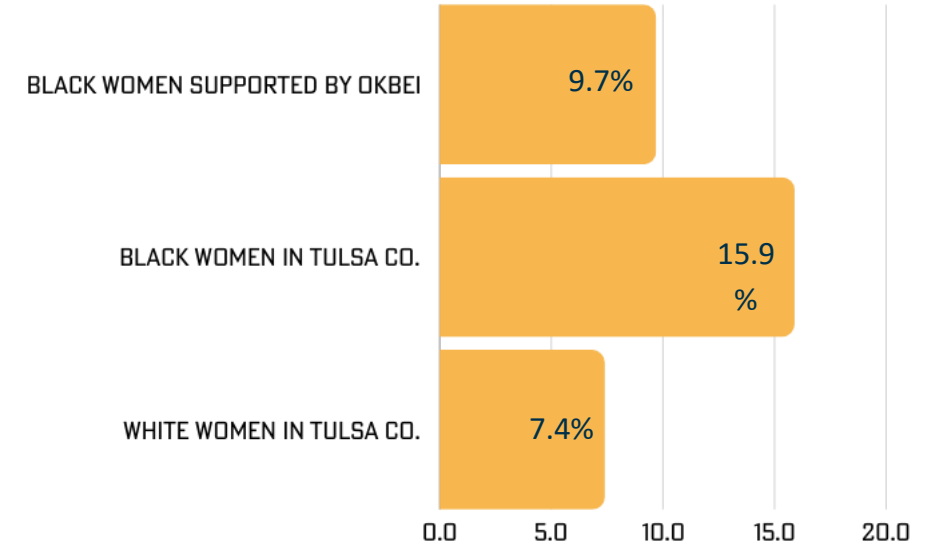


Despite increasing national and local attention and efforts to address the maternal health crisis, severe disparities remain between women of color, particularly Black women, and their white counterparts for outcomes and treatment in birth.

Preterm Birth Rate

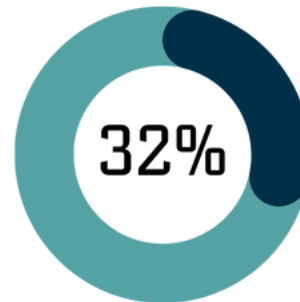


Low-Birth Weight

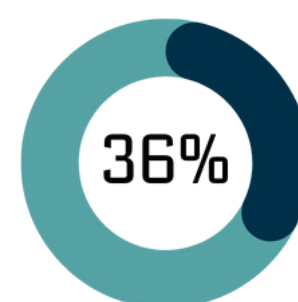


In OK, there were 67.5 maternal deaths for Black women and 59.8 maternal deaths for Native women per 100K live births compared to 21.2 for white women, reported by the Maternal Mortality Review Committee in 2023.

Cesarean Rate for TBEI-Supported clients



Cesarean Rate for Tulsa County Black Women



OKBEI makes a difference



Questions?

OPQIC and Oklahoma Grant Applications

- OPQIC – Choosing Childbirth
 - Support statewide implementation of AIM Bundles
 - Care for Pregnant and Postpartum People with Substance Use Disorder
 - Perinatal Mental Health Conditions
- OHCA – TMaH
 - Transforming Maternal Health

OPQIC Statewide TeamBirth Initiative Supported by HRSA/OSDH Funding

Cohort 5 Hospitals

Launched October 3, 2024

- Weatherford Regional Hospital
- Great Plains Regional Medical Center

Launching later in 2024/2025

- Choctaw Nation Health Services Authority
- Claremore Indian Hospital
- INTEGRIS Health Southwest Medical Center
- INTEGRIS Health Woodward Hospital
- Lakeside Women's Hospital



Upcoming events related to Perinatal Substance Use and Mental Health

- <https://www.chcs.org/resource/improving-health-outcomes-for-pregnant-and-postpartum-individuals-with-substance-use-disorder/>



Focus Areas

Resources

Blog

Projects

About

WEBINAR • OCTOBER 30, 1:00 – 2:15 PM ET

Improving Health Outcomes for Pregnant and Postpartum Individuals with Mental Health and Substance Use Disorders





Join us at Momentum, a three-day conference dedicated to mental health, prevention, recovery, and criminal justice behavioral health hosted by the Oklahoma Department of Mental Health and Substance Abuse Services.

Engage with leaders, gain practical tools, and learn leading strategies in over 70 sessions. Help us continue to make our great state even greater by reducing suicide and substance abuse rates and build upon the continuum of care!

December 4th, 5th and 6th, 2024

Register: oklahoma.gov/odmhsas/trainings/conferences/momentum-conference.html

Nurturing Recovery: Maternal Substance Use and Trauma- Informed Care

A 4-Part Webinar Series



opqic.org/omno/

Resources

Maternal Resources

Trauma-Informed Care for the Maternal Patient +

Newborn Resources

Part 1: Trauma-Informed Care for the Maternal Patient +

Resources & Education

Part 2: Equitable Toxicology and Testing of Birthing People +

Guidelines

Part 3: Storytelling and Stigma +

Patient Materials/Education

Part 4: Perinatal Cannabis Use and Breastfeeding +

Hospital Implementation

OMNO Data Reports

Nuturing Recovery Webinars

Addressing the Syphilis Crisis in Oklahoma

A PROVIDER CALL TO ACTION

THURSDAY, NOVEMBER 7, 2024 | 6:00 – 8:00 PM

Space is limited for this event. You will receive an email when your registration is approved.

This 90-minute symposium for clinical providers will provide a case-based discussion about syphilis in Oklahoma and how to prevent syphilis in pregnancy.

North Regional Health Center

5635 M.L.K. Jr Blvd.
Tulsa, OK 74126

Who should attend

MDs, DOs, NPs, PAs, CNMs
and other Health Professionals

Scan or click here to register



Please email
hivstdtests@health.ok.gov
for more information

Speakers



Casey Van Woerkom, MPH
STI Surveillance Manager,
Sexual Health and Harm Reduction Service



Jennifer Smith MD, PhD
Maternal Fetal Medicine,
INTEGRIS Health Clinical Program Medical
Director for Women's Services



Dinner Provided | All Attendees Must Register | CE Offered | Class Limit: 100

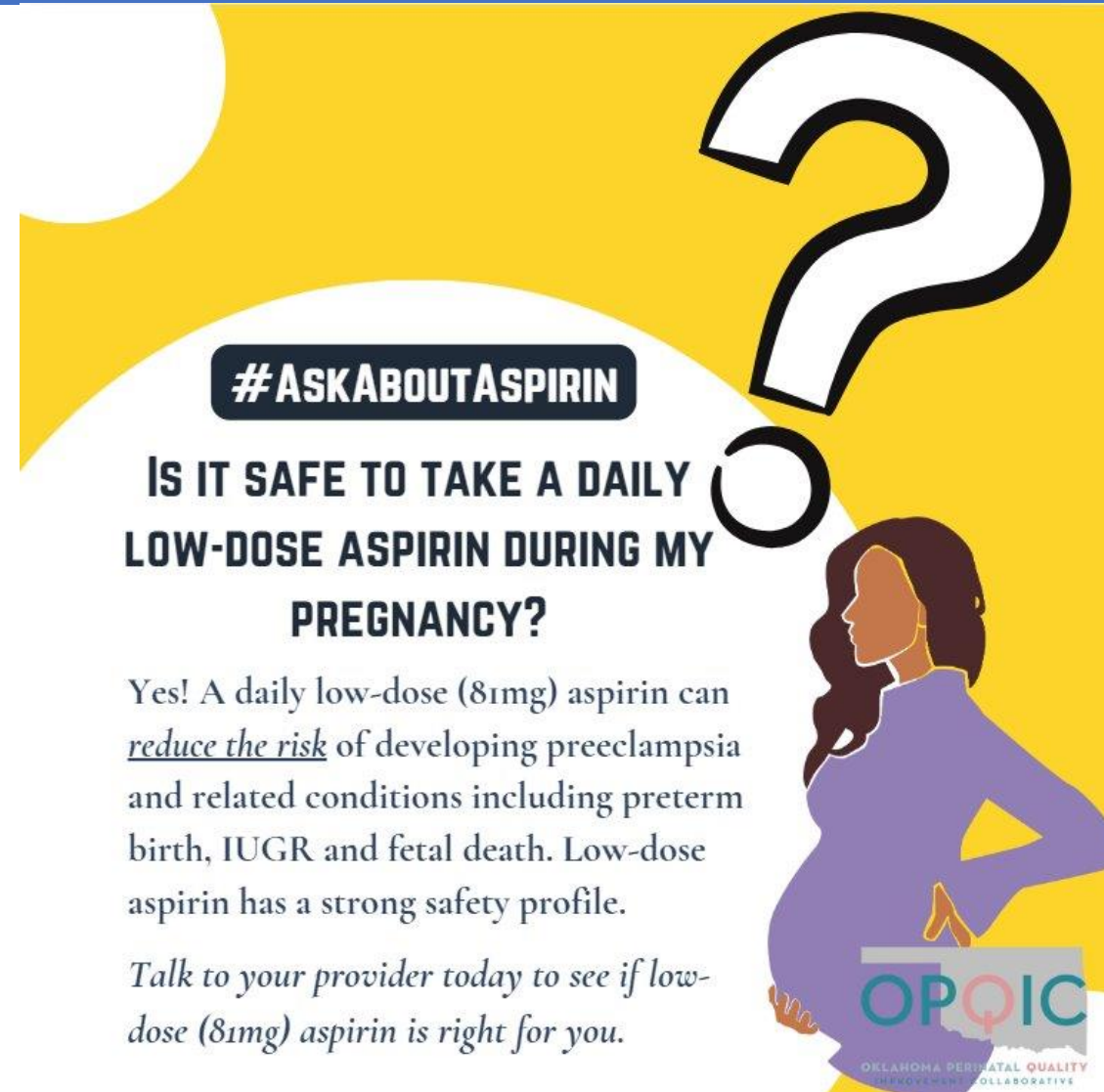


The Denver Prevention Training Center is accredited by the Colorado Medical Society to provide continuing medical education for physicians. The Denver Prevention Training Center designates this educational activity for a maximum of 1 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Denver Prevention Training Center is approved as a provider of nursing continuing professional development by the Colorado Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This activity is designated for a maximum of 1 nursing continuing professional development contact hours.

Low-Dose Aspirin in Pregnancy

- Effort to reduce rates of prematurity and preeclampsia in Oklahoma
- Built toolkit to improve QI implementation efforts and improve patient education/understanding of LDA therapy
- Have educated dozens of groups across the state on initiative and how to direct patients to resources.
 - Access resources at opqic.org/lda
 - Request presentation – Melissa@okoha.com
- Campaign materials featured in AHA Hypertension in Pregnancy Change Package: [Click here](#)
- Social media campaign
 - 914K+ Oklahoma women aged 18-50



#ASKABOUTASPIRIN

IS IT SAFE TO TAKE A DAILY LOW-DOSE ASPIRIN DURING MY PREGNANCY?

Yes! A daily low-dose (81mg) aspirin can *reduce the risk* of developing preeclampsia and related conditions including preterm birth, IUGR and fetal death. Low-dose aspirin has a strong safety profile.

Talk to your provider today to see if low-dose (81mg) aspirin is right for you.

OPQIC
OKLAHOMA PERINATAL QUALITY
IMPROVEMENT COLLABORATIVE

QUESTIONS/OTHER BUSINESS?

- You may unmute to ask any questions or address any other business items
- If joining on a phone, press *6 to unmute

Future Meetings

Register now to be added to all upcoming OPQIC Quarterly Meetings.

You will be added to a recurring Outlook invite.

Go to <https://opqic.org/register>

Future Meeting Dates:

- January 21, 2025
- April 15, 2025

5:00pm – 7:00pm

Quarterly Meeting Registration

FIELDS

After completion of this registration form, the participant will receive the Zoom meeting information in an email.

Please select the meeting:*

- April 23, 2024; 5 PM - 7 PM ONLY
- Please sign me up for all upcoming quarterly meetings (a recurring Outlook meeting invite will be sent)

Participant Name*

First

Last

Participant Email*

Upcoming Events

- **Congenital Syphilis Education Event**
 - November 7 @ North Regional Health Center, Tulsa
 - 6 – 8 PM, Dinner Provided
 - CEs offered

- **OPQIC Annual Summit**
 - Register Now!
 - Tuesday, November 19th
OKC Convention Center

THANK YOU FOR JOINING US!

THANK YOU FOR YOUR ENGAGEMENT!



info@opqic.org

