

PRECONCEPTION HEALTH CAMPAIGN – JACKSON & JOSEPHINE COUNTIES



Project Team:

Project Management: Health Care Coalition of Southern Oregon

Technical Assistance: Oregon Foundation for Reproductive Health

Consortium Members:

Public Health Depts: Jackson & Josephine County

CCOs: All Care, Jackson Care Connect, Primary Health of Jo County

Others: FQHCs, Private Clinics, Early Childhood Programs

Lead Staff:

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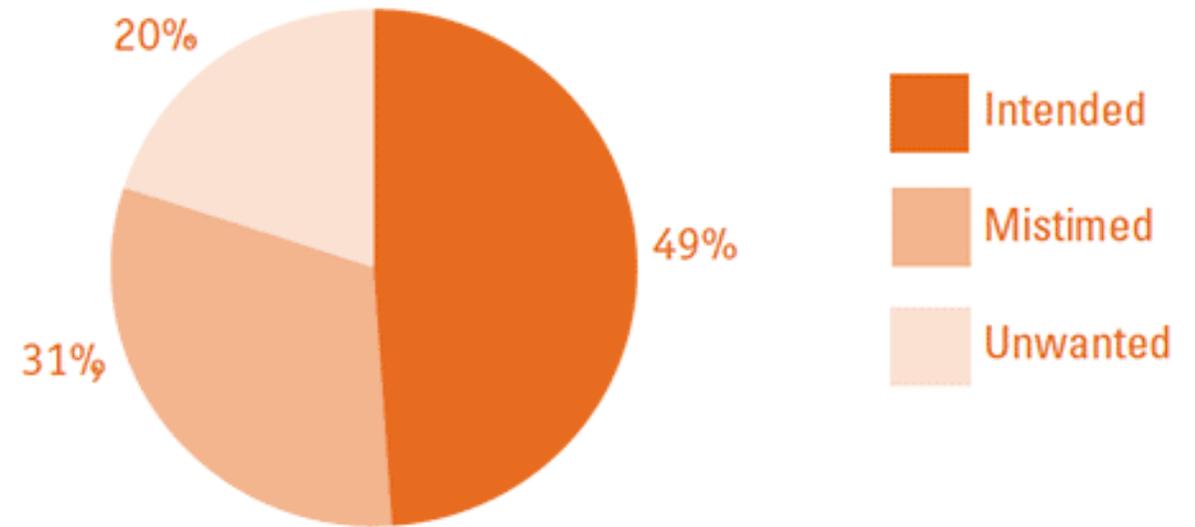
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Approximately half of all pregnancies are unintended and over half of deliveries in Oregon are paid for by Medicaid.

- Most unintended pregnancies are unwanted or mistimed, and most could be prevented or better timed with improved access to contraception.
- Some unintended pregnancies are wanted, these could be better prepared for with access to preconception care

Pregnancies by Intention Status

More than half of pregnancies are unintended.



Guttmacher, Unintended Pregnancy in US, 2012

Project goals



- All women of reproductive age should be screened for their pregnancy intentions, on a routine basis as part of high-quality primary care.
- Follow-up care, either by direct service or referral, should be evidence-based preventive reproductive health care.
- Health Literacy and Cultural Competency training
- Community-based Preconception Health Campaign, including Social Marketing Campaign, outreach through School-based Health Centers, Outreach to the Latino community

Implementation: One Key Question – “Would you like to become pregnant in the next year?”

“Yes” – Preconception Care

“No” – Contraceptive Services

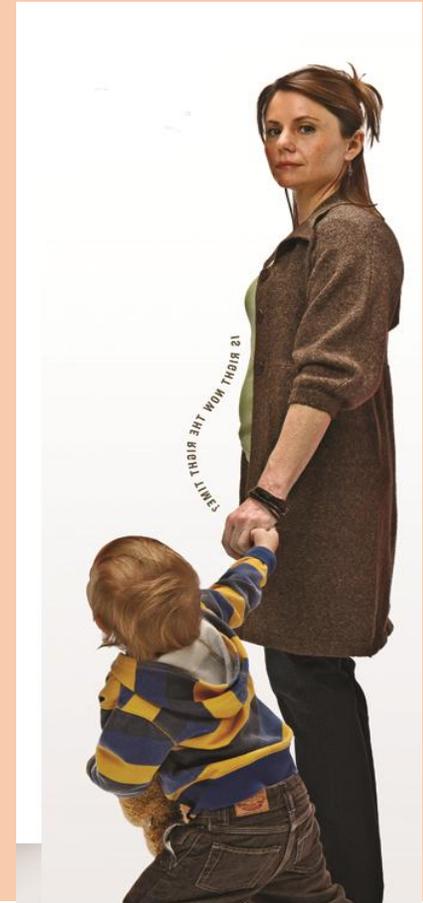
“Not Sure” or “Ok Either Way” – Offer a combination of Preconception Care and Contraceptive Services

If not using Contraception,
“Act Pregnant before you become pregnant”



Health Outcome Measures to be Tracked

- Early Entry into Pre-natal Care
- Teen Pregnancy Rate
- Teen Birth Rate
- Unintended Pregnancy Rate
- Contraceptive Use Rate



Next steps



- Embed Pregnancy Intention Screening in EMRs
- Roll out Implementation of One Key Question at Early Head Start, WIC, FQHCs, & Private Clinics
- Gather Data from Pilot sites to ensure that proper referrals are taking place
- Contraceptive Update Training – November 2014
- Community Preconception Health Campaign
- Health Literacy Training – April 2015

