

Commonsense Childbirth, Inc.
Program Evaluation
August 2009

Overview:

In November 2006, the Winter Park Health Foundation awarded Commonsense Childbirth, Inc. funding to cover prenatal care expenses for 100 pregnant women who were uninsured and underinsured clients of The Birth Place. Additionally, the Foundation provided funding to the Health Council of East Central Florida, Inc. to design and conduct the program evaluation of this pilot project.

The goal of the “JJ Way” prenatal approach is to:

- Achieve positive pregnancy outcomes for low-income, minority women who are uninsured or underinsured.

The grant was provided to begin research on the effects of The Birth Place’s midwifery prenatal care model, “The JJ Way,” on improving birth outcomes to reduce health disparities. According to Florida CHARTS (Community Health Assessment Resource Tracking System), the percentage of African American babies born in Orange County, Florida with low birth weight (<5lbs. 8oz) and pre-term births (those born prior to 37 weeks gestation) is twice the rate observed in births of White women.

The evaluation study began in December 2006 and concluded on December 31, 2007. Clients were enrolled in the study from December 2006 through the summer of 2007 and followed through their pregnancies and deliveries and then contacted a few months after giving birth to provide information on the health of their infant.

Each client signed a consent form for participation in the study. The Health Council staff developed data collection tools for The Birth Place staff to use to collect the outcomes data needed, conducted observational studies and developed and conducted a telephone survey for follow up with the clients after delivery (attached).

The results of the study showed that birth outcomes (percent of pre-term births and low birth weight) improved for all races. The most dramatic improvements were seen among African American women, with **all** babies born full term (37 weeks or greater) and of normal birth weight (>5lbs. 8oz.).

Findings:

Measures:

- Establish a tracking mechanism for 100 uninsured/underinsured clients.
- Track payor source of 100 enrolled clients.
- Track medical compliance of 100 enrolled clients.
- Track gestational age of babies born to clients either at the Center or the hospital during the study period.
- Track birthweight of babies born to clients during the study period.

Outcomes:

- Increase gestation to 37 weeks or greater.
- Increase birthweight to 5 lbs. 8 ounces or greater

Client Population

A total of 100 women were enrolled in the study. 45.9% of the women self-identified as White, 29.4% as African American and 16.5% as Hispanic. The remaining 8.3% were identified as Asian, Haitian and West Indian.

The delivery status of the clients can be found in the table below.

Delivery Status	
Status	Number of Clients
Delivered Live Birth	84
Delivered Stillborn	1
Elective Termination	1
Left Practice	1
Miscarried	1
Moved 1 st Quarter	3
Moved 2 nd Quarter	2
Moved 3 rd Quarter	3
Transferred to High Risk OB Practice at Winnie Palmer	2
Transferred to an obstetrics practice	2
Total Clients	100

Payor Source

The payor source of the enrolled clients was tracked during the study period. Payor source was tracked at first visit, if obtained during the study period, and if dropped during the study period. Only 4.7% of clients had private health insurance at their first visit, but were identified as “underinsured” for their prenatal care needs. A total of 48.2% of clients had Medicaid and 42.4% of clients had no insurance at all. The remaining 4.7% were funded through the Orange County Healthy Start Coalition, which covers undocumented residents. Of those women

who had Medicaid at their first visit, 29.3% were dropped from Medicaid during the study period. Conversely, of those women who did not have Medicaid at the first visit, 97.2% received Medicaid coverage at some point during the study. A total of 89.4% of all clients who delivered a baby had Medicaid coverage at some point during the study period. Additionally, 63.5% of these clients had more than 10 Medicaid visits, which is the payment limit for Medicaid. The remaining visits under Medicaid were identified as uncompensated care and were covered by the Foundation grant.

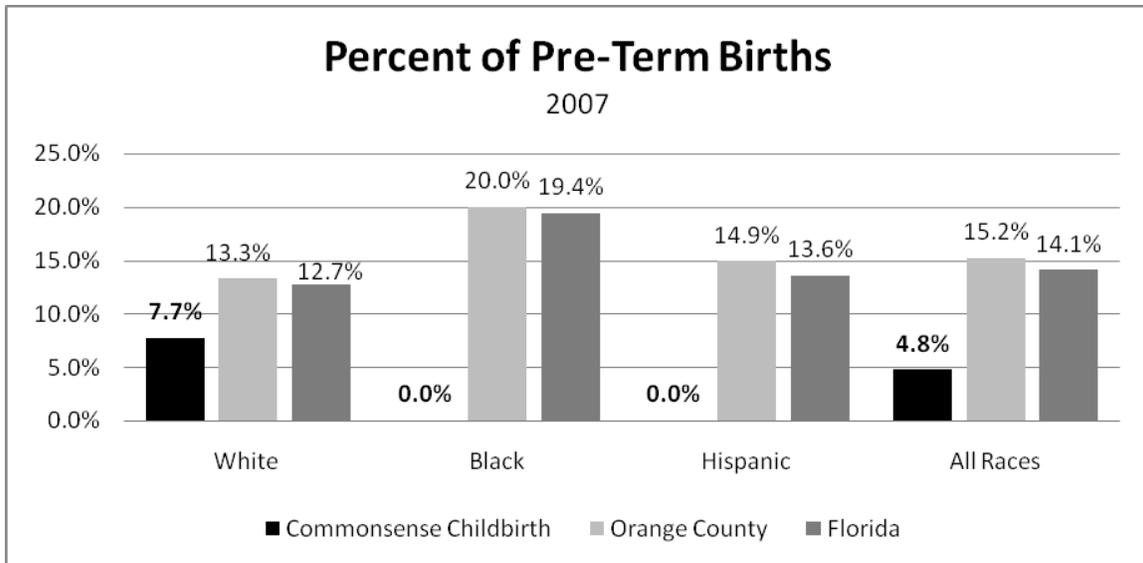
Compliance

Integral to “The JJ Way” for improved birth outcomes is the compliance of the client to follow the instructions of the mid-wife and keep appointments. A total of 90.6% of clients were determined by Jennie Joseph and staff to be compliant with the requirements and expectations of the program.

Gestational Age

The targeted outcome gestation age for the clients enrolled in the study was set at 37 weeks or greater. Babies born prior to 37 weeks are considered pre-term. A total of 95.2% of clients carried their babies for at least 37 weeks. In all, only 4 babies (4.8%) were born before the 37-week gestation target. This rate is well below the pre-term percentage for babies born in Orange County and the State, 15.2% and 14.1%, respectively. Among African American and Hispanic clients enrolled in the study, all babies were born at 37 weeks or greater. None of the babies born via “The JJ Way” experienced any health disparities.

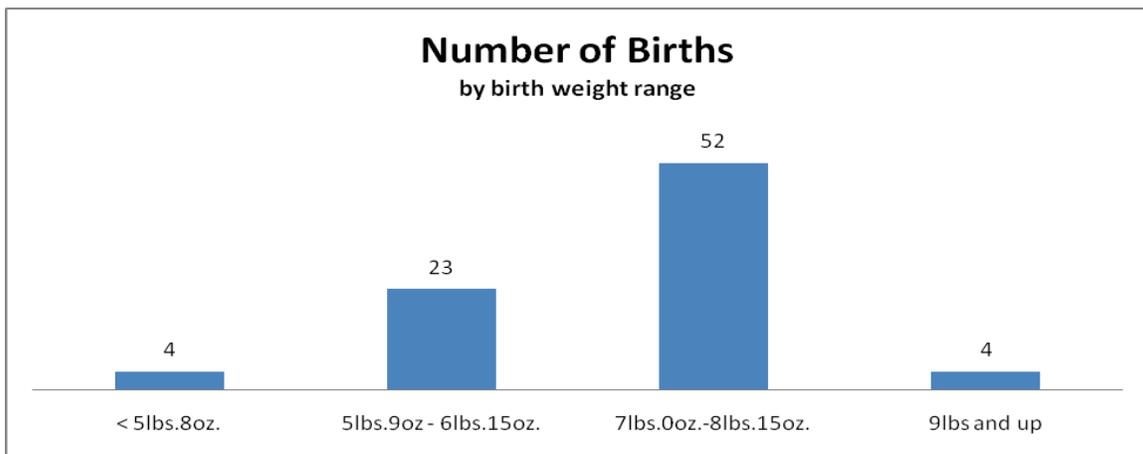
The average gestation for clients with a status of “delivered” was 38.9 weeks. It should be noted that one of the four pre-term babies was delivered at 23 weeks and was stillborn. The client had been compliant and no determination was made as the cause of the fetus’ demise. The chart below depicts the percentage of pre-term births by race for Commonsense Childbirth, Orange County and Florida.



NOTE: Of the four babies born pre-term in the Commonsense Childbirth Study, 1 baby was Asian and 3 babies were White.

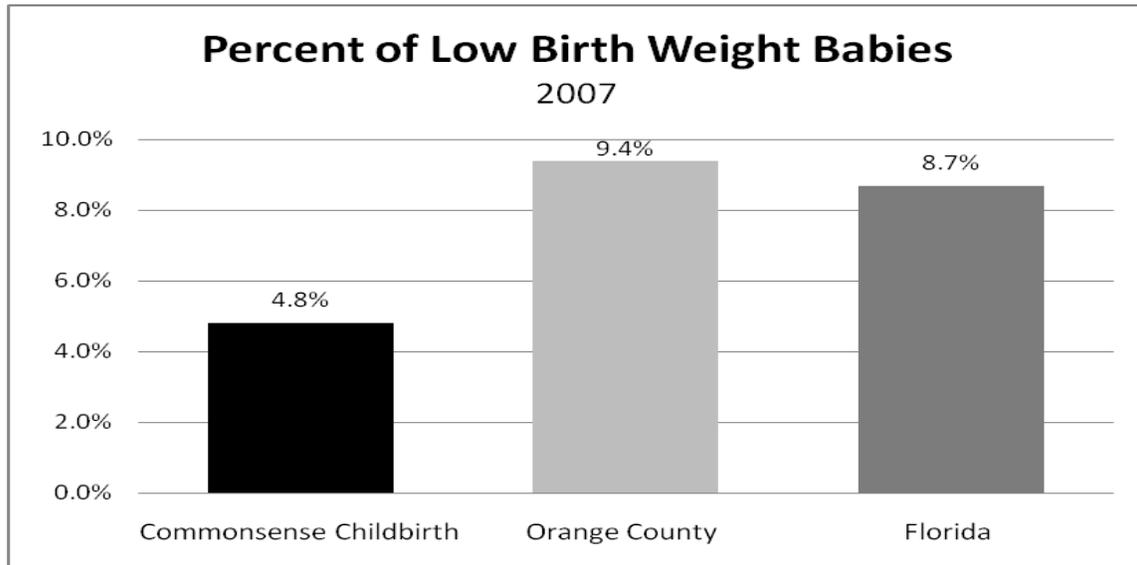
Birth Weight

The targeted outcome birthweight for all births was set at 5lbs. 8oz. or greater for this study. A baby born below this weight is considered to be of a low birthweight. Over 95% of all births in this study were of normal weight. The average birthweight for the group was 7lbs. 7ounces.



There exists wide racial disparity as it relates to the birthweight of babies born in Orange County, Florida and the State. The percent of low birthweight babies born to Black mothers is nearly double that of low birthweight babies born to White mothers. Comparing the birthweights of the study group babies to live births in Orange County and the State by race illustrates the improvement that was achieved using “The JJ Way” model. Among African American women, all

babies were born at or above 5lbs. 8 oz. None of the babies experienced a health disparity.



NOTE: Of the 4 babies born with low birth weight in the Commonsense Childbirth Study, all 4 were White.

Birth Status

The birth status of the enrolled clients was tracked during the study period. A total of 62% of clients delivered their babies vaginally, 25% of clients delivered by Cesarean Section, 11% left the practice and 2% terminated the pregnancy or had a miscarriage. The percentage of clients enrolled in the study that delivered by Cesarean Section were below the 2006 c-section rate for the state and county at 36% and 35.1%, respectively.

The Birth Place Follow-up Survey Results

As part of the evaluation of “The JJ Way” model, study participants were asked to complete a follow-up survey regarding their birthing experience. A \$10 incentive was offered to each participant for completion of the survey instrument. The Health Council staff used the telephone numbers in the patient records to contact the mothers, including the emergency contact numbers. In many cases, the phone numbers were no longer in service. A request for participation in the survey was mailed to the addresses of record if the mothers were not reached by telephone. After two months of exhaustive effort tracking the patients, the Health Council was able to reach 42 participants and their results are analyzed below.

- 48% of surveyed women stated that this was their first pregnancy.
- Participants were asked to rate the care that they received at the Birth Place on a scale of 1-5, with 5 being the highest. The highest satisfaction rating was given by 93% of the women surveyed.

- 98% of the women said they would recommend The Birth Place to their family and friends.
- 63% of the women are currently using a form of birth control. In the “JJ Way,” the women are taught about how important it is to let their bodies recover from birth before becoming pregnant again.
- Of the women using birth control, 29% reported that they are using birth control pills, 32% reported that they are using IUD (specifically Mirena), 14% reported using condoms alone, 4% reported using condoms and spermicidal and the remaining 21% reported using another form of birth control not listed.
- 100% of the women reported that their babies were healthy.
- 100% of the women reported that their baby sees a doctor regularly (i.e., for healthy visits, immunizations). In the “JJ Way,” the mothers are taught about the importance of postnatal care and well baby care.
- 69% of the women responded that they have and/or are currently breastfeeding their baby. In the “JJ Way,” the mothers are encouraged to breastfeed their baby as long as possible.

Open ended comments from the survey respondents:

A lot better than the hospital.
Every woman should have a natural childbirth.
Good. Will go back.
Great experience
Great. Outstanding.
Had no problems. Liked it. Real nice. Real calm. Liked the fact that they threw a baby shower.
Happy. I think everyone should try it. Much smoother.
Highest regard. Recommend. Tentative care, more informed, help you make your own experiences.
It was a very good experience. They were very personal. Would recommend to anyone.
It was absolutely fabulous. Everyone was wonderful.
Loved it, and recommend it to everyone.
Really enjoyed. Prefer over OB/GYN.
Really nice and personable. Very informative.
Really nice. Different frame of mind.
Really sweet. Really like them. Think it is important work. However, it is not recognized. Natural way for birth.

Really wonderful place. They took their time and were very informative.
Received excellent care. Warm and happy people. Would recommend and go back if I was pregnant again and still living in area.
Recommended to friends who are currently pregnant. Very good experience.
Very good people
Very good. If I had any problem, I would call the emergency line and they would call back right away.
Very impressed with the amount of time and effort. Would have had a C-section if not for their help with the delivery.
Very positive. Would recommend to anyone.
Waiting room women very educational. Health clinic depressing. The Birth Place wants you to feel confident.
Wish there were 100 Jennie's; best mid-fife; takes care of patient.
Wonderful experience. Would go back it I had another baby.
Would have preferred an OB/GYN.

Next steps with the research:

The excellent results of this study's population birth outcomes encourage continued studies of the "JJ Way" prenatal approach. This technique is slowly being introduced in limited settings and results will be compiled and evaluated to determine its continued effectiveness in a variety of venues.

The Birth Place Follow-up Survey

Introduction: Hello. My name is _____ and I am from the Health Council of East Central Florida. I understand that you were enrolled in a research study with The Birthplace. As part of the study, we are required to conduct a short follow-up survey regarding your birth experience. You will receive a \$10 Wal-Mart gift card for completing the survey. The gift card is being held for you at The Birthplace by Kaevon. Do you have about 10 minutes today to complete the survey?

1. Was this your first pregnancy? Yes No

1a. If not, what number pregnancy was it? _____

2. Have you ever received prenatal care other than the care you recently received at The Birthplace?

Yes No

2a. If yes, how did the care you received at the two places compare?

3. Rating on a scale of 1 – 5 with 5 being the highest, how happy were you with the care you received at The Birthplace? 1 2 3 4 5

4. Would you recommend care at The Birthplace to your family and friends?

Yes No

5. Are you currently pregnant? Yes No

6. Are you currently using some form of birth control? Yes No

6a. If yes, which form(s) are you using?

Birth control pills

Diaphragm

Cervical Cap

IUD

Essure

Condoms alone

Condoms and spermicide
Spermicide alone
Natural family planning

The next few questions are about the baby you were carrying when you received prenatal care from the Birthplace.

7. How old is the baby now? _____

8. Is the baby healthy? Yes No

9. Does the baby have any health problems? Yes No

9a. If yes, what are the problems?

10. Does the baby see a doctor regularly? Yes No

11. Did you breastfeed this baby? Yes No

11a. If yes, for how many months did you breastfeed? _____

12. Is there any other information you would like to share regarding your experience at Birthplace?

Thank you for your time. Please remember to pick up your \$10 Wal-Mart gift card from Kaevon at The Birthplace.
