

PowerMeA2Z

An Innovation Station Promising Practice

Purpose: This document is intended to support MCH professionals to implement a practice found in Innovation Station. This resource provides the information needed to replicate the practice and is divided into two sections: the first section provides a high-level overview of the practice while the second section describes how to implement the practice. For additional information on any of the content provided below, please reach out to the practice contact located at the bottom of this document.

Section I: Practice Overview

Location:	Austin, TX	Title V/MCH Block Grant Measures Addressed
Category:	Promising Practice	NPM #1: Percent of women with a past year preventive visit
Date Submitted:	October 2015	NPM #3: Percent of very low birth weight (VLBW) infants born in a hospital with a Level III+ Neonatal Intensive Care Unit (NICU) NPM #8: Percent of children ages 6 through 11 years and adolescents ages 12 through 17 years who are physically active at least 60 minutes per day

Practice Description

Created for the Arizona Department of Health Services (ADHS) by SUMA Social Marketing (SUMA), the PowerMeA2Z campaign educates Arizona women of childbearing age about the importance of folic acid consumption regardless of their pregnancy plans, socioeconomic status, race/ethnicity, or geographic location in the state.

PowerMeA2Z takes the innovative approach of meeting non-planning women where they are emotionally and couches folic acid education with information on women’s physical, reproductive, and mental health behaviors, as well as provides free multivitamins with folic acid to women of child-bearing age through an online order form and community partners.

Purpose

Created for the Arizona Department of Health Services (ADHS) by SUMA Social Marketing (SUMA), the PowerMeA2Z campaign educates Arizona women of childbearing age about the importance of folic acid consumption regardless of their pregnancy plans, socioeconomic status, race/ethnicity, or geographic location in the state. The campaign is grounded in extensive formative qualitative and quantitative research. Research findings indicated that woman not planning to become pregnant are more motivated to take folic acid when they learn how it benefits their own health. Thus, PowerMeA2Z takes the innovative approach of meeting non-

planning women where they are emotionally and couches folic acid education with information on women's physical, reproductive, and mental health behaviors. Specifically, the campaign educates women on the positive affect folic acid has on nails, hair, and skin with a motivating call to action: folic acid makes your hair shine, nails grow, and face glow and it reduces neural tube birth defects. According to the ADHS, approximately 34 babies are born annually in Arizona with the neural tube defect spina bifida; this number is declining, but not as quickly as the national average. According to the Centers for Disease Control and Prevention, spina bifida carries a lifetime medical care cost of approximately \$791,900 along with a host of other challenges. However, consuming 400 mcg of folic acid daily is known to prevent the majority of neural tube defects and has a range of health benefits unrelated to pregnancy. Since approximately 50% of pregnancies in the United States are unplanned, it is important to motivate non-planning women to consume folic acid.

Program Objectives: PowerMeA2Z took lessons learned from the successful Power Your Life campaign, created by the State of Utah and SUMA Social Marketing, to reach an even greater percentage of women with an innovative approach to preconception and interconception health promotion. Its health messages and resources apply to women whether or not they are currently planning a pregnancy. As of February 2020, over 225,000 bottles of multivitamins have been distributed to women of child-bearing age through PowerMeA2Z.

Target Audience Served: Women of childbearing age from all backgrounds as well as the healthcare providers and community health programs that serve them. Specifically, women between the ages of 18-45 with an emphasis on women 18-25 who are not planning to become pregnant, women who have a child/children and may have more in the future, and the healthcare providers who serve them.

Practice Foundation

The campaign is grounded in extensive formative qualitative and quantitative research, including focus groups and surveys. Research findings indicated that woman not planning to become pregnant are more motivated to take folic acid when they learn how it benefits their own health. Thus, PowerMeA2Z takes the innovative approach of meeting non-planning women where they are emotionally and couches folic acid education with information on women's physical, reproductive, and mental health behaviors. Specifically, the campaign educates women on the positive affect folic acid has on nails, hair, and skin with a motivating call to action: folic acid makes your hair shine, nails grow, and face glow and it reduces neural tube birth defects.

Core Components

- Expansion of key folic acid messages to include its benefits solely for women's health as well as in preventing birth defects
- Design/development/distribution of PowerPacks with a free 100-day supply of multivitamins containing folic acid, a health magazine, and campaign collateral
- Development of www.PowerMeA2Z.org, where women complete an interactive quiz centered on preconception health behaviors prior to ordering PowerPacks and providers can bulk order vitamins/resources

- Design/development/distribution of provider toolkits with campaign and folic acid information
- Securing a sustainable infrastructure by establishing innovative community partnerships (e.g., Arizona Pharmacy Association, WIC, organizations serving Native Americans, Planned Parenthood, and Health Start) and offering continuing education workshops/webinars to current and future healthcare providers (e.g., pharmacists, OBGYNs, doctors, nurses, community health workers, and students in health fields)
- Paid and earned media (i.e., online/ radio/television/print/Web in English and Spanish) to promote the website, vitamins, and PowerPacks
- PowerMeA2Z continues to have an active website and network of supporters. It has been successful and cost-effective in meeting its goals and safeguarding birth outcomes for future generations.

Practice Activities

Core Component	Activities	Operational Details
Messaging	Expansion of key folic acid messages to include its benefits solely for women's health as well as in preventing birth defects	Include messaging in campaign materials, websites, email newsletters, etc.
PowerPacks	Design/development/distribution of PowerPacks with a free 100-day supply of multivitamins containing folic acid, a health magazine, and campaign collateral	Design pieces of PowerPacks including custom labels for multivitamins and print materials. Testing of pieces with target audience. Managing online order forms and mailhouse administration to distribute PowerPacks.
Website	Development of www.PowerMeA2Z.org, where women complete an interactive quiz centered on preconception health behaviors prior to ordering PowerPacks and providers can bulk order vitamins/resources	Engaging graphic designer and web developer to create site. Periodic testing of site with target audience. Managing server accounts. Managing online forms. Periodic updating of content.
Healthcare Provider Toolkits	Design/development/distribution of provider toolkits with campaign and folic acid information	Engaging graphic designer to create print materials. Conduct in-person office visits to deliver toolkits to providers. Conduct phone call follow ups to see if the providers need help ordering campaign materials.
Sustainable Partnership Infrastructure	Securing a sustainable infrastructure by establishing innovative community partnerships (e.g., Arizona Pharmacy Association, WIC, organizations serving Native Americans, Planned Parenthood, and Health Start) and offering continuing education workshops/webinars	Conducting in-person site visits to drop off campaign materials and educate staff on the campaign. Periodic email and phone calls to ask if partners need to reorder materials. Periodic evaluation surveys to assess how the campaign is interfacing with partners. Create and deliver educational presentations, webinars, and recorded videos to train partners on key campaign messaging

	to current and future healthcare providers (e.g., pharmacists, OBGYNs, doctors, nurses, community health workers, and students in health fields)	and best practices for using campaign materials.
Paid and Earned Media	Paid and earned media (i.e., online/ radio/television/print/Web in English and Spanish) to promote the website, vitamins, and PowerPacks	Placing advertising. Using A/B testing to determine which ads are most effective at reaching target audience. Outreach to blogs and website to promote the campaign.

Evidence of Effectiveness (e.g. Evaluation Data)

The evaluation of PowerMeA2Z is based on qualitative research with the target audience and other key stakeholders, quantitative media reach analytics, the number of vitamins/PowerPacks distributed, and a participant survey with a sampling of those who ordered the PowerPacks.

The specific campaign evaluation activities and outcomes include:

- Pre-campaign survey and ongoing qualitative research with the target population and key stakeholders (e.g., healthcare and community health program providers)
- In-depth interviews with a sampling of many community outreach partners
- The number of participants in 5 continuing education training events as well as evaluation surveys collected after 3 of those events
- Field-testing of campaign materials and strategies during development
- Post-campaign survey with a sampling of women who ordered PowerPacks
- Media reach and website analytics
- The number of PowerPacks sent to women and toolkits sent to providers
- Focus groups with women who ordered PowerPacks from PowerMeA2Z.org
- In-depth interviews with healthcare providers who ordered campaign materials to distribute to their OB/GYN patients

Arizona women of childbearing age as well as a range of healthcare providers (including community health program staff) participated in focus groups, surveys, and/or in-depth interviews. SUMA researchers recruited focus group participants from geographic locations in Arizona with a high population density or high health-related risk factors; interview participants represented a segment of identified healthcare providers in the state, scheduled on a voluntary basis.

Prior to the campaign, an additional 403 women (18-30 years old) participated in telephone, web, or mall-intercept surveys regarding health behaviors and health advertising; they were selected on a first-come, voluntary basis. After the major media elements of the campaign ran, an electronic survey link was sent to 14,638 women who had ordered PowerPacks (8,232 in Year 1 and 6,406 in Year 2), and responses were accepted from the first 500 participants each year. It should be noted that the pre- and post-campaign surveys included different methodologies and segments of the population but had certain questions in common. There was no control group and there is a chance of a self-selection bias among participants.

However, trained researchers used standardized questions and approaches that encouraged honest feedback.

In addition, focus groups were conducted with women who ordered multivitamins from the campaign website. Findings indicate that the campaign's call to action is effective and motivated women to go to the website to order the multivitamins. Participants reported reading the health magazine and stated that the content was relevant and motivated positive behavior changes.

Replication

N/A

Section II: Practice Implementation

Internal Capacity

SUMA has 3-5 staff members and contractors at a time working on this campaign. In the initial stages of the campaign, various qualitative researchers were required to conduct interviews and focus groups with target audiences to determine campaign messaging, strategies, and look and feel. In some stages, the work required contracting web developers and graphic designers to create the visual presentation of the website and print materials. The campaign has also required contracting with a professional mailhouse to store inventory and fulfill orders that come from individual women and our grassroots community partners via our website. For the in-person outreach efforts, trained staff were needed to go to healthcare providers' and community partners' offices to educate them about the campaign and drop off materials. Staff have also been needed to conduct trainings, deliver presentations, and record webinars concerning the campaign.

Collaboration/Partners

Collaboration for the PowerMeA2AZ campaign includes multiple state programs, non-profits, universities and professional schools, local health departments, and medical associations. A few collaborating entities include:

- Arizona Pharmacy Association
- Arizona Section of ACOG
- Several local health departments
- WIC
- University of Arizona
- Midwestern University
- Regional Center for Border Health
- Health Start
- Native Health
- YMCA
- Spina Bifida Association
- March of Dimes

These collaborations allowed for message dissemination, sustainability, and continuous quality improvement.

- Sustainability through educating the next generation of healthcare providers
- Quality improvement by evaluative research with some collaborative partners

Practice Cost

The program cost is \$400,000 annually. SUMA estimates that a minimum of 7,534,253 market impressions with educational awareness messaging regarding the importance of folic acid were delivered to women in the target audience between October 1, 2014, and June 20, 2015. In addition, 29,578 PowerPacks were distributed to women of child-bearing age in Arizona. The CDC estimated the lifetime medical cost of caring for one child with spina bifida at \$ \$791,900. Replication of this program would require formative research costs to ensure relevance for the specific geographic location, as well as creative costs to ensure that materials are updated appropriately. PowerMeA2Z start-up costs totaled approximately \$400,000.

Activity/Item	Brief Description	Total
Fulfillment	Vitamin and Educational Material Purchase and Storage	\$189,906.80
Campaign Outreach	Expanded Network Building Email and Website Hosting Stakeholder Collaboration	\$39,850.
Media/Public Relations	Media Promotion	\$87,898.20
Campaign Evaluation	WIC and home visiting program Evaluation Tool Development Topline Report	\$18,620.
Continuing Education for Professionals	Presentations at conferences Grand Rounds Presentations	\$63,725.
Total Cost: \$400,000		

Practice Timeline

Phase	Description of Activity	Date/Timeframe	Person(s) Responsible
Planning/Pre-implementation	Meetings with client, approval process for all plans, guides, etc.	Month 1	SUMA
	Stakeholder Interview guide, logistical plan for focus groups	Months 2/3	SUMA
	Focus group guides	Month 4	SUMA
Implementation	Survey instrument, key word analysis and mining, focus group implementation and report	Months 5/6	SUMA
	Written report of focus group findings	Month 7	SUMA
	Draft mock ups, storyboards, scripts, website as directed by research findings, field test questionnaires, logistical plan for field test	Month 8	SUMA
	Campaign concepts, strategic communications/campaign plan	Month 9	SUMA
	Development on website, print collateral, training materials for providers, earned media messages, radio/TV spots	Months 10-12	SUMA
	Proof of performance report, detailed outline of media and match, total number of spots aired, as well as grassroots partnerships	Month 13	SUMA

Sustainability	Outreach and education, campaign management, evaluation of health care provider training	Month 14	SUMA
	Outreach and education, campaign management/project management	Months 15-22	SUMA
	Survey instrument post phone survey, survey instrument website survey, WIC survey instrument, survey instrument Medicaid provider evaluation, analyze partner evaluation of program, digital advance data mining and report	Month 23/24	SUMA

Resources Provided

PowerMeA2Z features an interactive website filled with health information for women as well as their partners and families. As noted, women can order free PowerPacks that include a 100-day supply of multivitamins with folic acid, a health magazine, and additional campaign collateral.

The campaign marketing included radio and television commercials, an online banner, flyers and brochures (English/Spanish), and a nail file with a vitamin reminder message. Provider toolkits and continuing education training events were key outreach strategies, including a recorded webinar for nursing students on the campaign and importance of folic acid.

- Campaign website: <https://www.powermea2z.org> and <https://www.powermea2z.org/es/>
- Nursing student webinar: <https://www.youtube.com/watch?v=6ijJY8381Wg>

Lessons Learned

Formative research indicated that including the ADHS logo or name on campaign materials added legitimacy to the campaign collateral (i.e. free multivitamins). Without the state logo or name, women expressed skepticism over a free health product. Evaluative research indicated that women continued to be skeptical of the campaign because it seemed “too good to be true.” Their questions and concerns included:

- Who is offering the vitamins?
- Why are they offering them?
- Are there any hidden costs?

The website was updated to address these concerns.

Another lesson learned is the importance of the website not only being mobile responsive but also mobile friendly. The primary way in which the target audience accesses the website is via their mobile phones. It is paramount that the ordering process and campaign call to action be appealing on a mobile platform.

Next Steps

PowerMeA2Z continues to have an active website and network of supporters. It has been successful and cost-effective in meeting its goals and safeguarding birth outcomes for future generations. ADHS remains dedicated to maintaining the campaign's momentum, free vitamin supply, and outreach partnerships. As of February 2020, over 225,000 bottles of multivitamins have been distributed through PowerMeA2Z.

Practice Contact Information

For more information about this practice, please contact:

Name: Susan Poag

Number: 512-371-7585

Email: spoag@sumasocialmarketing.com