

KANSAS

PERINATAL COMMUNITY COLLABORATIVE

Utilizing the Becoming a Mom® (BaM) Curriculum

Becoming a Mom® (BaM)/Comenzando bien® (Cb) is a prenatal education curriculum (English and Spanish languages) for pregnant women created by the March of Dimes.

- The prenatal curriculum and supplement materials provided by the Kansas Department of Health and Environment (KDHE) and Sunflower Health Plan are designed to improve participants' chances of having a healthy pregnancy and a healthy baby. The program has been implemented in a variety of settings including community-based organizations, hospitals, health departments, clinical care settings, faith-based communities and worksites.

Three-Pronged Approach



Perinatal Care

+



Perinatal Education

+



Perinatal Support

DESIGNED TO PROMOTE HEALTHY PREGNANCIES THROUGH TWO CORE COMPONENTS:

COGNITIVE

Provides accurate and timely information about:



PRENATAL CARE



PREGNANCY



POSTPARTUM



INFANT CARE

BEHAVIORAL

Promotes changes in prenatal health behaviors, such as:



Seeking Prenatal Care



Taking Prenatal Vitamins



Eating Healthy Foods



Avoiding Harmful Substances



Infant Care Support

MOTHERS RECEIVING PRENATAL EDUCATION IN THE KANSAS BaM/Cb PROGRAM WERE:



More likely to be of **racial/ethnic minorities** than all other Kansas mothers giving birth



More likely to have a **lower education level** than all other Kansas mothers giving birth



More likely to be **younger** than all other Kansas mothers giving birth



More likely to have **non-private insurance** than all other Kansas mothers giving birth



More likely to be **enrolled in WIC** than all other Kansas mothers

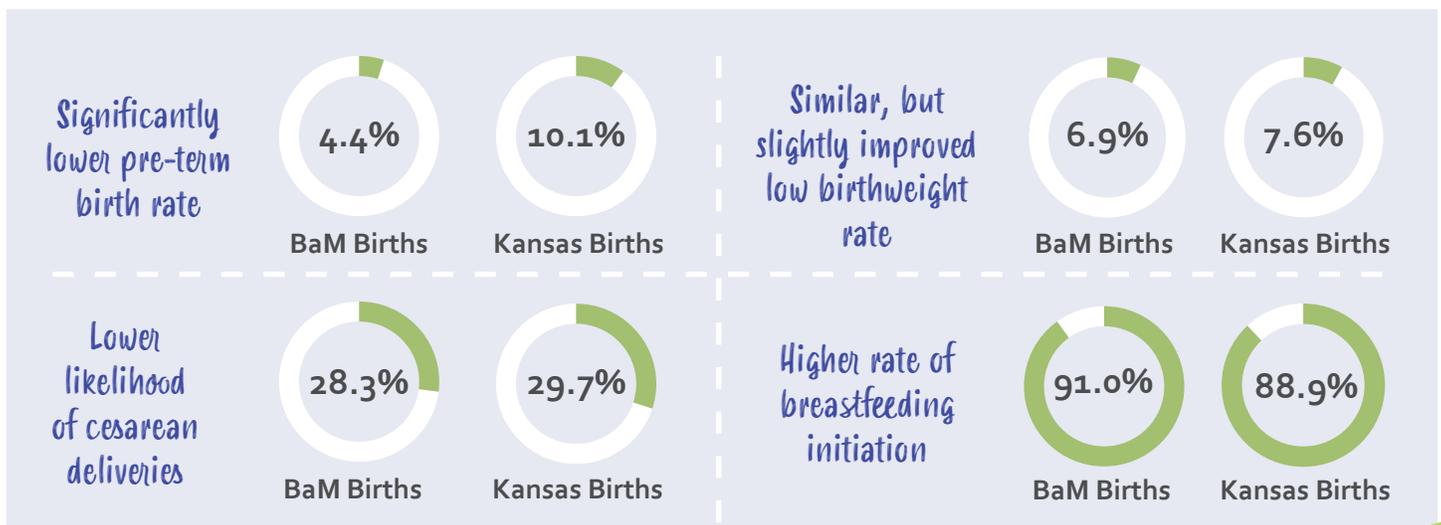


These are all indicators of the program reaching targeted high-risk populations.

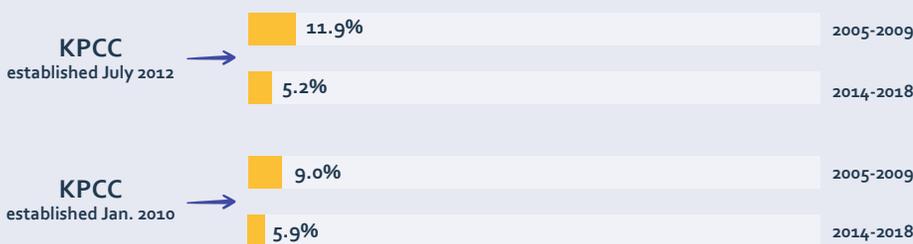
AFTER COMPLETING THE BaM/Cb PROGRAM, MOTHERS REPORTED THEY WERE:

- ✓ Very likely to talk with their healthcare provider if they experience depression or anxiety
- ✓ Very knowledgeable about available resources in their community if they experience depression or anxiety
- ✓ Very likely to breastfeed their baby
- ✓ Very confident or confident in their ability to breastfeed their baby
- ✓ Very likely to report talking to their provider about preventing pregnancy after the birth of their baby
- ✓ Understanding there is great benefit in waiting 18-24 months between pregnancies

FOR BaM/Cb MOTHERS WITH AVAILABLE OUTCOMES DATA, THEY HAD A:



Impactful drop in infant mortality rates in the two longest running KPCC sites



¹KDHE, Bureau of Epidemiology and Public Health Informatics



These outcomes equate to healthier moms and babies and lower healthcare and other associated costs.

Source: Bureau of Epidemiology and Public Health Informatics analysis of Becoming a Mom program data, 2019 and Kansas Department of Health and Environment, Birth data, 2019



For more information, visit www.kdheks.gov/c-f/perinatal_community_collaboratives.