

Develop Multiple Prevention Materials to Reach At-Risk Pregnant Women

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Background

Studies indicate that repeated exposures to prevention messages regarding smoking, substance use, domestic violence, etc. are effective strategies to inform the general population about their inherent risks. However, it is unknown whether targeted prevention messages have an impact on women who are pregnant and *currently* at risk for substance use and partner violence. The Lipstick Tube Lifeline Pilot Project was launched by the Northern New Jersey Maternal/Child Health Consortium's Perinatal Addiction Prevention Project to evaluate whether a discrete, portable item containing a prevention message listing hotline information for immediate services for substance use, domestic violence, and postpartum depression would make an impact and prompt pregnant women to reach out for help.

The Perinatal Addiction Project is funded by the New Jersey Department of Health & Senior Services to encourage prenatal care providers to screen all pregnant women for substance use and domestic violence. Currently, prenatal clinics and federally qualified health centers throughout New Jersey screen pregnant women with the 4 P's Plus, a screening tool designed for pregnant women. In addition, prenatal care sites receive a local and statewide Directory of substance abuse and domestic violence services in order to refer patients if identified at risk.

Method

The Lipstick Tube Lifeline Pilot Project was launched from July through September 2009 at twenty-five prenatal care clinics.

Distribution Sites: Prenatal Care Clinics



Hot Lines

All state and local hotline centers providing substance use, domestic violence, and postpartum depression emergency services were contacted by phone and letter introducing the Lipstick Tube Lifeline Pilot Project. Each Center agreed to monitor and tally any calls received from July through September 2009 as a result of women responding to the Lipstick tubes.

Translated Lifeline Strips

English	Spanish	Arabic
<p>Is someone you love having you? There is someone you can call for help. Do not ever feel. Don't do it alone. There is help. Please call now.</p> <p>If you live in Bergen County, please call 1-973-759-2154 or 1-973-484-4447 or 1-973-740-1233</p> <p>If you live in Essex County, please call 1-973-759-2154 or 1-973-484-4447 or 1-973-740-1233</p> <p>If you live in Morris County, please call 1-973-759-2154 or 1-973-267-4763</p> <p>If you live in Passaic County, please call 1-973-881-1450</p> <p>If you are pregnant and using alcohol, tobacco, or other drugs and want to stop, please call 1-800-238-3838 and speak with someone.</p> <p>Are you pregnant or have you recently had a baby? Are you feeling sad or depressed? Are you feeling alone? Are you afraid to talk about it? You're not alone. You're not to blame. There is help. Please call 1-800-238-3838 and ask to speak to a postpartum depression specialist.</p> <p>Lipstick Lifeline Sponsored by:</p>	<p>¿Esta algún ser Querido haciéndole daño? Hay alguien que usted puede llamar para pedir ayuda. No intente solo. No enfrentes este problema solo. Hay ayuda disponible. Llame ahora mismo.</p> <p>Si usted vive en el condado de Bergen, por favor llame al 1-201-948-9600</p> <p>Si vive en el condado de Essex, por favor llame al 1-973-759-2154 o 1-973-484-4447 o 1-973-740-1233</p> <p>Si vive en el condado de Morris, por favor llame al 1-973-759-2154 o 1-973-267-4763</p> <p>Si vive en el condado de Passaic, por favor llame al 1-973-881-1450</p> <p>Si usted está embarazada o está usando alcohol, tabaco, u otros drogas y desea dejar de usarlos, llame al 1-800-238-3838 y habla con un especialista de depresión postparto.</p> <p>¿Tiene miedo de hablar sobre esto? No está solo. Usted no tiene la culpa y con ayuda, se mejorará.</p> <p>¿Por favor llame al 1-800-238-3838 y habla con un especialista de depresión postparto.</p> <p>El tubo de lipos de hecho dado por:</p>	<p>هل يوجد شخصك الذي تحبه و يذاك؟ يمكنك الاتصال بشخص يساعدك هذا خطك وليس مشاكلك. لا تحاول ان تفعل ذلك وحدك. من هناك اتصل الان.</p> <p>لو انت ساكن في برجن كونتى من هناك اتصل بالارقام التاليه 12019449600</p> <p>لو انت ساكن في ايسكس كونتى من هناك اتصل بالارقام التاليه 19737592154</p> <p>لو انت ساكن في موريس كونتى من هناك اتصل بالارقام التاليه 19737401233</p> <p>لو انت ساكن في پاسايك كونتى من هناك اتصل بالارقام التاليه 19738811450</p> <p>لو انت حامل او اى نوع اخرى من المخدرات وتريدى التوقف عن تعاطيها من هناك اتصل بالارقام التاليه 18002382333</p> <p>التحدث مع شخص يساعدك لن يذنبك ولا يذنبك. لا تكن وحيداً. هناك من يهتمون بك وتشرى بالكلام والفرح.</p> <p>هل تشعرى بالوحده؟ هل تعلمى التحدث معك؟ فانت لست بعزله. لا تكن وحيداً. هناك من يهتمون بك وتشرى بالكلام والفرح.</p> <p>من هناك اتصل بالارقام التاليه 18002383838</p> <p>التحدث مع شخص يساعدك</p>

Lipstick Tubes Hat Boxes FIMRR Bookmarks



4,600 lipstick tubes were distributed to 24 prenatal clinics in **hat boxes** throughout 4 counties. Social Workers and Nurses were asked to give each patient a lipstick tube after they were screened. They also agreed to distribute the Kick Count FIMR Book Marks

Gift Bags Hand Sanitizer



The 25th site distributed the lipstick tubes to patients following an ultrasound exam at the Maternal/Fetal Department. The lipstick tubes **gift bags** along with a **hand sanitizer**, and translated **postcards** with prevention information. The Ultrasound technician was instructed to provide these gift pouches to all pregnant women during their first ultrasound appointment at the 13th week and/or the 20th week gestation.

Thin strips of paper containing hotline numbers for addiction, domestic violence, and postpartum depression, were translated from English into 8 languages, including Polish, Arabic, Spanish, Albanian, Portuguese, Russian, Korean, Creole, and rolled by members of **The ARC of Bergen County, N.J.** into 4,600 empty lipstick tubes.

Postcards

300 postcards containing prevention information in 5 languages including Spanish, Creole, Polish, Arabic, and English were added to the gift bags and distributed to patients by the ultrasound department technician.



Brochures

The Perinatal Addiction Prevention Project routinely supplies prenatal clinics with prevention brochures in order to provide pregnant women with prevention information.



FIMR Book Marks

Designed by the Fetal Infant Mortality Review Program, bookmarks were designed to help mothers monitor fetal movement and understand warning signs of possible risk of preterm labor or other complications.



Evaluation

A survey was conducted with the 25 providers regarding their perceptions of the Lipstick Tubes Lifeline Pilot Project's effectiveness. The following comments from the survey were made by the prenatal care providers:

- The lipstick tubes helped clinicians introduce the topics more comfortably to patients.
- Patients expressed surprise and appreciation for the way the message was presented in the 'discrete' lipstick tube.
- Clinicians noted that patients seemed more willing to discuss these issues than through the standard interview format.

All prenatal care providers expressed interest in incorporating the lipstick tubes for all patients, after the Pilot is completed.

Hot Line Center Tallies

Each of the hotline centers reported "no calls" as a result of the Lipstick Tube Lifeline Pilot Project.

Conclusions

The Lipstick Tube Lifeline Pilot Project While patients and clinicians responded positively to this prevention approach, no calls to the hot line numbers were documented from July through September. It is unknown whether extending the time frame of the implementation plan would have produced calls to the centers, as a direct result of the lipstick tubes. However, the responses by both patients and clinicians receiving lipstick tubes, FIMR Book Marks, postcards, hand sanitizers, and gift bags were well received. As a result of this Pilot Project, it is recommended that prevention programs consider multiple approaches to increase awareness by pregnant women at-risk for domestic violence, substance use, and postpartum depression.

Lipstick Tube Lifeline Pilot Project Sponsored by,

