

# 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

Is someone you love hurting you?  
There is someone you can call for help.  
**Do not ever feel**  
Don't do it alone.  
There is help.  
Please call now.

If you live in Bergen County, please call 1-973-759-2154 or 1-201-944-9600

If you live in Essex County, please call 1-973-759-2154 or 1-973-484-4447 or 1-973-740-1233

If you live in Morris County, please call 1-973-759-2154 or 1-973-267-4763

If you live in Passaic County, please call 1-973-881-1450

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.

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 alone. There is help. Please call 1-800-238-3838 and ask to speak to a postpartum depression specialist.

Lipstick Lifeline Sponsoring by:

#### Spanish

¿Esta alguien ser Querido haciéndole daño? Hay alguien que usted puede llamar para pedir ayuda. **No se haga nada solo.**

Si usted vive en el condado de Bergen, por favor llame al 1-201-944-9600

Si usted vive en el condado de Essex, por favor llame al 1-973-759-2154 o 1-973-484-4447 o 1-973-740-1233

Si usted vive en el condado de Morris, por favor llame al 1-973-759-2154 o 1-973-267-4763

Si usted vive en el condado de Passaic, por favor llame al 1-973-881-1450

Si usted está embarazada o está usando alcohol, tabaco, u otros drogas y quiere dejar de usarlos, llame al 1-800-238-3838 y hable con un especialista de depresión postparto.

¿Tiene miedo de hablar sobre esto? **No está solo.**

Usted no tiene la culpa y con ayuda, se sentirá mejor.

Por favor llame al 1-800-238-3838 y pida hablar con un especialista de depresión postparto.

El tubo de lipstik con un especialista de depresión postparto.

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#### Arabic

هل يوجد شخصك انت تعبه و يذالك؟  
بملكك الاصلك بتخمن بسانك  
هذا خذك واين مشكك  
لرحلك لا عمل بفرلك  
يوجد من بسانك  
من هذلك النعل الان  
لو انت ساكن في برجن كونتى  
من هذلك النعل بالرقم التالى  
**12019449600**

لو انت ساكن في ايسكس كونتى  
من هذلك النعل بالرقم التالى  
**19737592154**

لو انت ساكن في موريس كونتى  
من هذلك النعل بالرقم التالى  
**19737401233**

لو انت ساكن في پاسايك كونتى  
من هذلك النعل بالرقم التالى  
**19738811450**

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من هذلك النعل بالرقم التالى  
**12019449600**

### 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

#### Survey

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,

