

**MFC**

Mother-Focused Care

# *Listening to Mothers' Voices*

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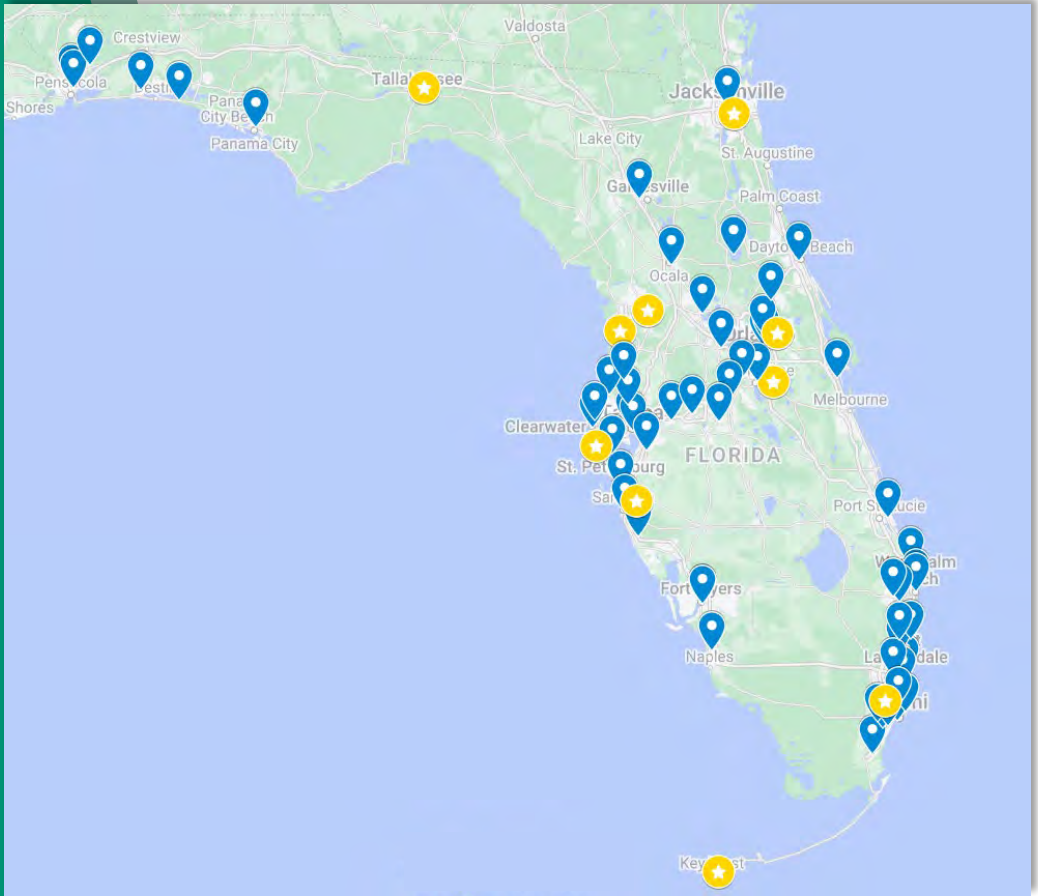


# FPQC's Vision & Values

*“All of Florida’s mothers, infants & families will have the best health outcomes possible through receiving respectful, equitable, high quality, evidence-based perinatal care.”*



- Voluntary
- Data-Driven
- Population-Based
- Evidence-Based
- Equity-Centered
- Value-Added



68 Participating Birthing Hospitals  
64% of Florida Births



# FPQC Partners & Funders



AGENCY FOR HEALTH CARE ADMINISTRATION



ALLIANCE FOR INNOVATION ON MATERNAL HEALTH



The American College of Obstetricians and Gynecologists  
WOMEN'S HEALTH CARE PHYSICIANS



**AWHONN**  
FLORIDA  
PROMOTING THE HEALTH OF WOMEN AND NEWBORNS



FLORIDA AFFILIATE of the AMERICAN COLLEGE of NURSE-MIDWIVES  
With women, for a lifetime®



Florida Association of **Healthy Start**  
COALITIONS, INC.  
*Every baby deserves a healthy start*

Florida Society of Neonatologists

Advancing the Care of Neonates in the Sunshine State



FLORIDA ACADEMY OF FAMILY PHYSICIANS  
SUPPORT FLORIDA'S FAMILY PHYSICIANS



Mission to Care. Vision to Lead.

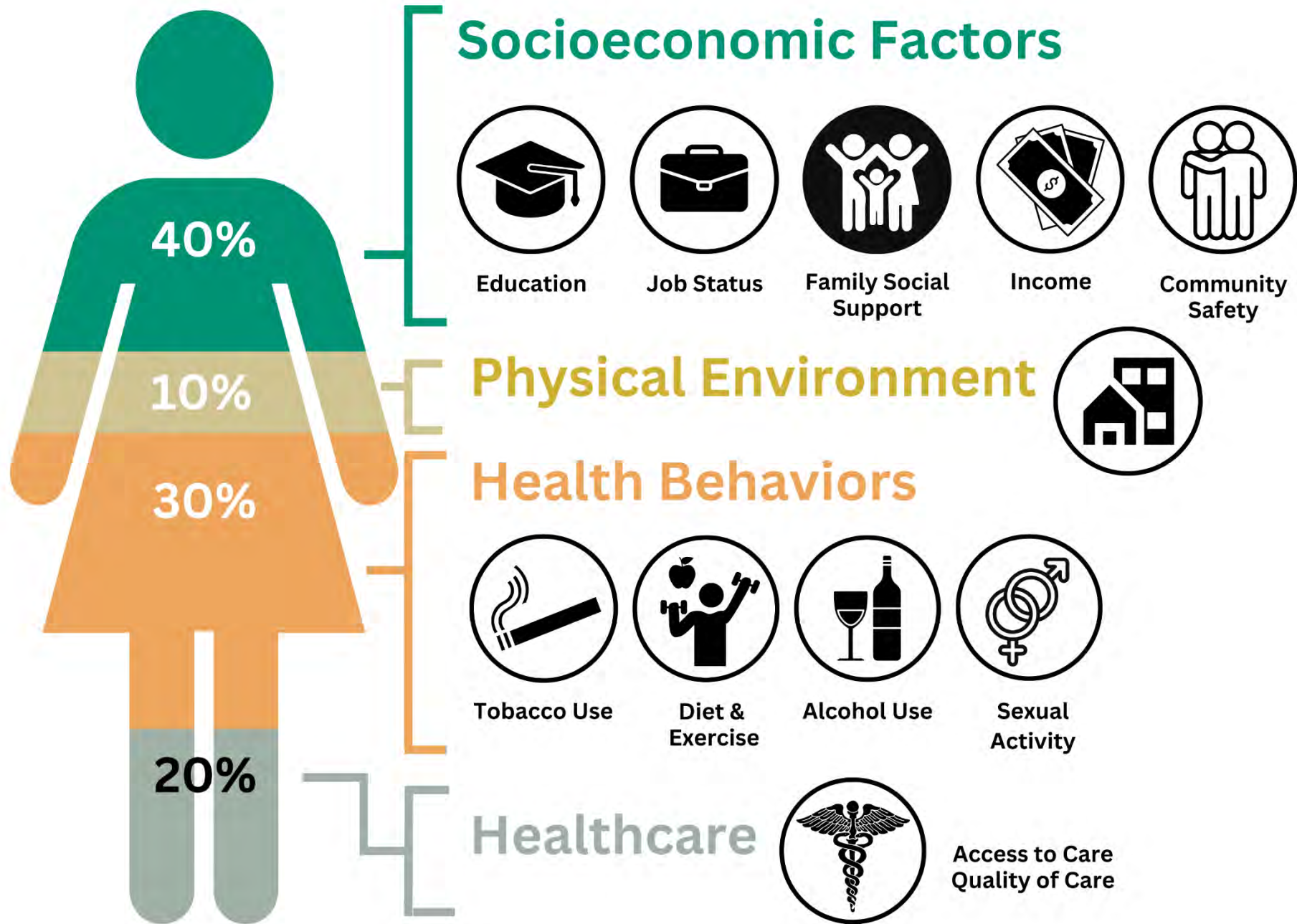


FLORIDA ALLIANCE FOR HEALTHCARE VALUE



PREECLAMPSIA foundation





Improve maternal health by transforming hospital culture and environments to respectfully serve all mothers and their families, and by helping them meet needs related to social determinants of health.

# Mother's Voices

- To support hospital efforts, FPQC worked with Healthy Start to anonymously capture diverse mothers' voices on their recent delivery care experience in their community.
- Addressing Health Related Social Needs includes understanding challenges faced by women during pregnancy and postpartum.
- Audio recordings are available to enable hospital teams to hear directly from mothers and share with others.



# Who are We Hearing?

- Women were recruited through a wide variety of partner networks, community organizations, parent/child groups and others.
- Some-but not all-are Healthy Start participants.
- Healthy Start Coalitions did recruitment only, and had no role in collecting or conducting actual interviews.
- Hospitals and Healthy Start Coalitions have not heard the interviews yet.
- All information is provided by women who have been promised anonymity and all identifying information is scrubbed from the recordings.



# Mother's Voices: Understanding the Postpartum Hospital Experience

2023 Postpartum Interviews

Dr. Jennifer Marshall, USF College of Public Health

[jm@usf.edu](mailto:jm@usf.edu)



# Statewide initiatives collaborated to improve the healthcare experiences of postpartum individuals.



## Early Childhood Comprehensive Systems

Improving the developmental health of Florida's youngest children (ECCS P-3)



## Florida Perinatal Quality Collaborative (FPQC)

A consortium of professionals dedicated to the advancement of perinatal health care.



# Our Team



Dr. Jennifer Marshall  
jm@usf.edu



Dr. Kimberly Fryer



Dr. Tara Foti



Dr. Chinyere Reid



Rafaella Stein Elger



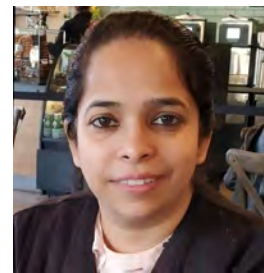
Maria Pacheco  
(Spanish interviews)



Rhosemalindha Louis  
(Haitian-Creole interviews)



Kinjal Shah



Amandeep Ratta

- Hannah Latif (Spanish interviews)
- Arabel Severe (Haitian-Creole interviews)
- Neha Dantuluri (maps)
- Julia Finster
- Alimot Alofabe
- Zara Ladd

# Project Steps

## 1. Identify eligible participants (Healthy Start)

1. Gave birth in a Florida hospital in past one year, ideally >6 months
2. One or more SDOH needs (HS risk screen)

## 2. Register Participants (Healthy Start, Qualtrics)

- First Name
- Email
- Telephone
- Permission to text or call with interview appointment reminders? (Y/N)
- Month/Year of delivery (within one year)
- Delivery hospital
- County of residence (drop down)
- Zip code of residence
- Message re: gift card allowed items
- Agree to participate in interview (Y/N)
  - if met criteria and agreed -> Calendly link/QR code
  - If doesn't meet criteria -> survey closes



Have you recently delivered a child?  
Please share feedback on your experience!

Healthy Start would like to hear your experience, and has partnered with the Florida Perinatal Quality Collaborative (FPQC) in an effort to improve birthing experiences.



SCAN ME

If you are interested in this anonymous interview, sign up here or scan code:  
<https://calendly.com/coph-listening/interview>

Participants will receive a \$25 gift card



que nos gustaria escuchar tu historia.

¿Sientemente?  
nencias del parto!

Perinatal Quality  
ido esfuerzos para  
parto, es por ello,



SCAN ME

Si estás interesada en esta entrevista anónima, regístrate aquí o escane el código:  
<https://calendly.com/coph-listening/interview>

Las participantes recibirán una tarjeta de regalo de \$25



### 3. Schedule Interviews (Healthy Start, Calendly)

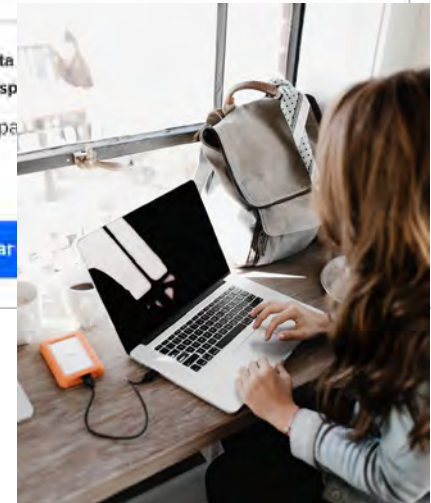
- English –select day/time up to 2 weeks ahead
- Spanish or Haitian Creole email to schedule

### 4. Conduct Interviews (USF)

- Interview via Microsoft Teams or phone.
- Camera optional; interviewer camera on to build rapport.
- Interviews last 5-15 minutes.
- Interviews recorded and transcribed.
- Potentially identifiable information (names, dates, hospital) noted and removed from recordings.

A screenshot of a Calendly booking page. The event title is "Birthing Experience Interview - Spanish" under the category "COPH Listening". The duration is 30 minutes. The details state: "Los detalles de la conferencia web se proporcionan en la confirmación." The time is "9:00am - 9:30am, jueves, 22 de junio de 2023" and the time zone is "Hora del este (EE.UU. y Canadá)". The description includes: "Birth Experience Interviews for Florida Perinatal Quality Collaborative - Spanish only" and "Entrevistas de su experiencia de nacimiento para Florida Perinatal Quality Collaborative en Español." Instructions say: "Instrucciones: Puede elegir una fecha del calendario y después una tiempo. Por favor, en la siguiente página complete su nombre y correo electrónico." There is a "Configuración de cookies" link at the bottom left. On the right, there is a form titled "Introduzca los detalles" with fields for "Nombre \*", "Correo electrónico \*", and "Añadir invitados" button. Below that are questions: "En que mes y año diste a luz?", "En que hospital diste a luz?", and "Cuál es su código postal?". At the bottom right of the form is a "Programar" button and a checkbox for "Esta entrevista audio con hosp" with the text "Acepto pa".

[COPH-listening@usf.edu](mailto:COPH-listening@usf.edu)



- **5. Weekly Feedback to coalitions (USF)**

- Number of completed and remaining interviews by county/coalition.
- Secure Box folder with participant names
  - To verify eligibility/registration
  - To provide \$25 Walmart gift card sent by local coalition

- **6. Compile results and audio clips (USF)**

- As we near completion, we will compile participant response themes.
- We'll compile audio clips and share them back with the FPQC and birth hospitals.
- We will analyze and summarize all interviews to provide a statewide perspective to ECCS and others



# Interview Guide

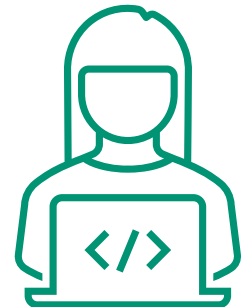
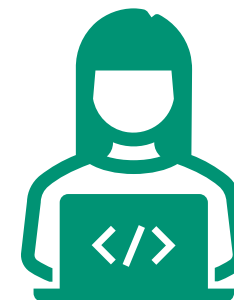
**Introduction:** I'm \_\_\_ from the University of South Florida, and I want to thank you for talking with me today! Soon, hospitals across Florida will begin a focused effort to ask all postpartum patients what non-medical needs they have before they go home so that parents feel prepared and supported. So, we are talking with parents across the state who recently gave birth and would love to hear from you about your care.

If it is okay with you, we would like to record this conversation to make sure we do not forget or miss out on anything you say. We will share audio recordings from our interviews with the hospitals, but will remove all personal information, such as your name and identifying information, from the recording. In fact, please don't mention the name of the hospital when we start recording. Is that okay with you? I want you to know that there are no right or wrong answers and you can skip a question or stop the interview at any time. Your feedback will not impact any services you receive.

Do you have any questions before we begin?

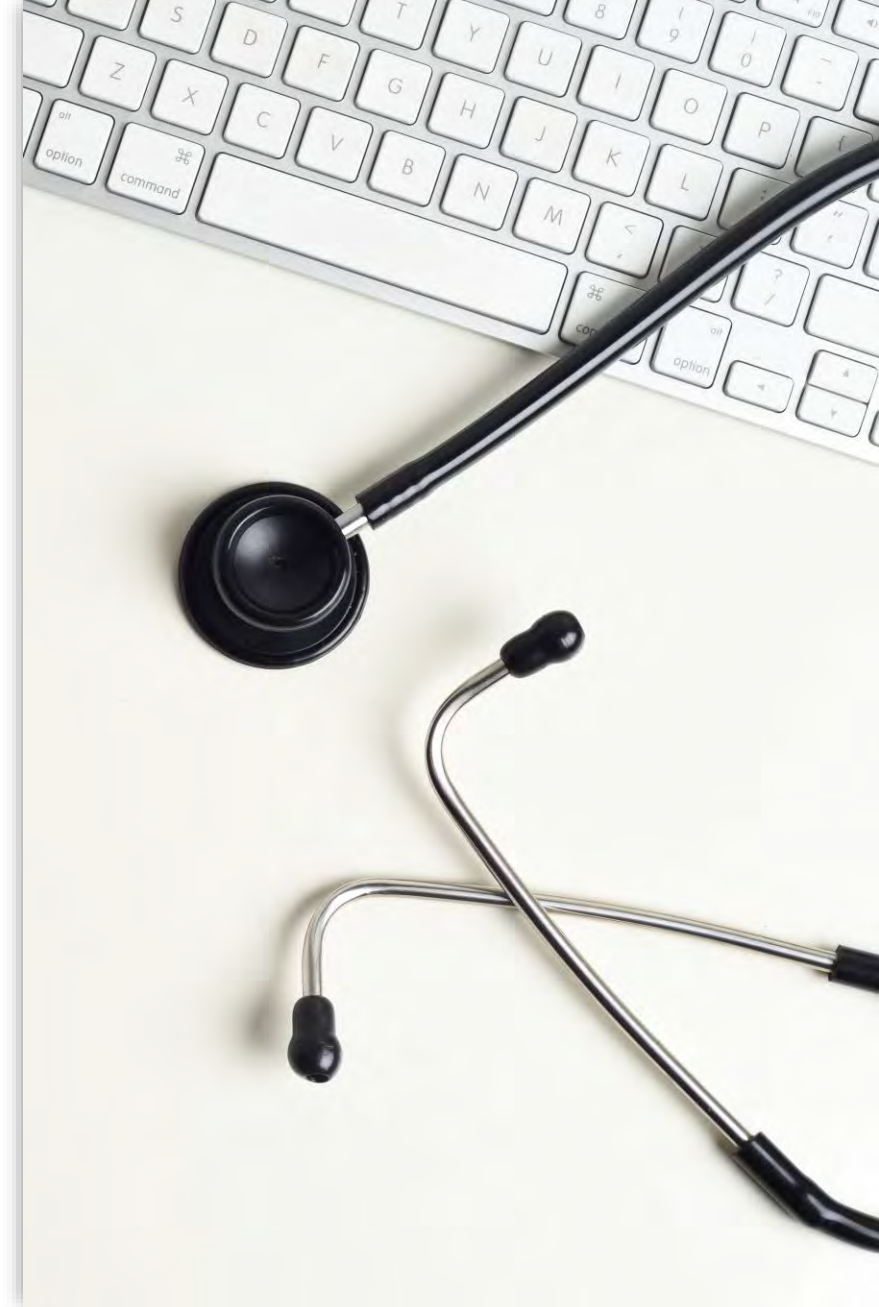
**Before we move forward with the questions and recording, I'd like to verify your information from the appointment:**

- first initial
- month and year you gave birth
- hospital
- zip code and county that you live in
- email address
- consent to participate
- Healthy Start will send you a gift card for your participation



***[I will start recording now]***

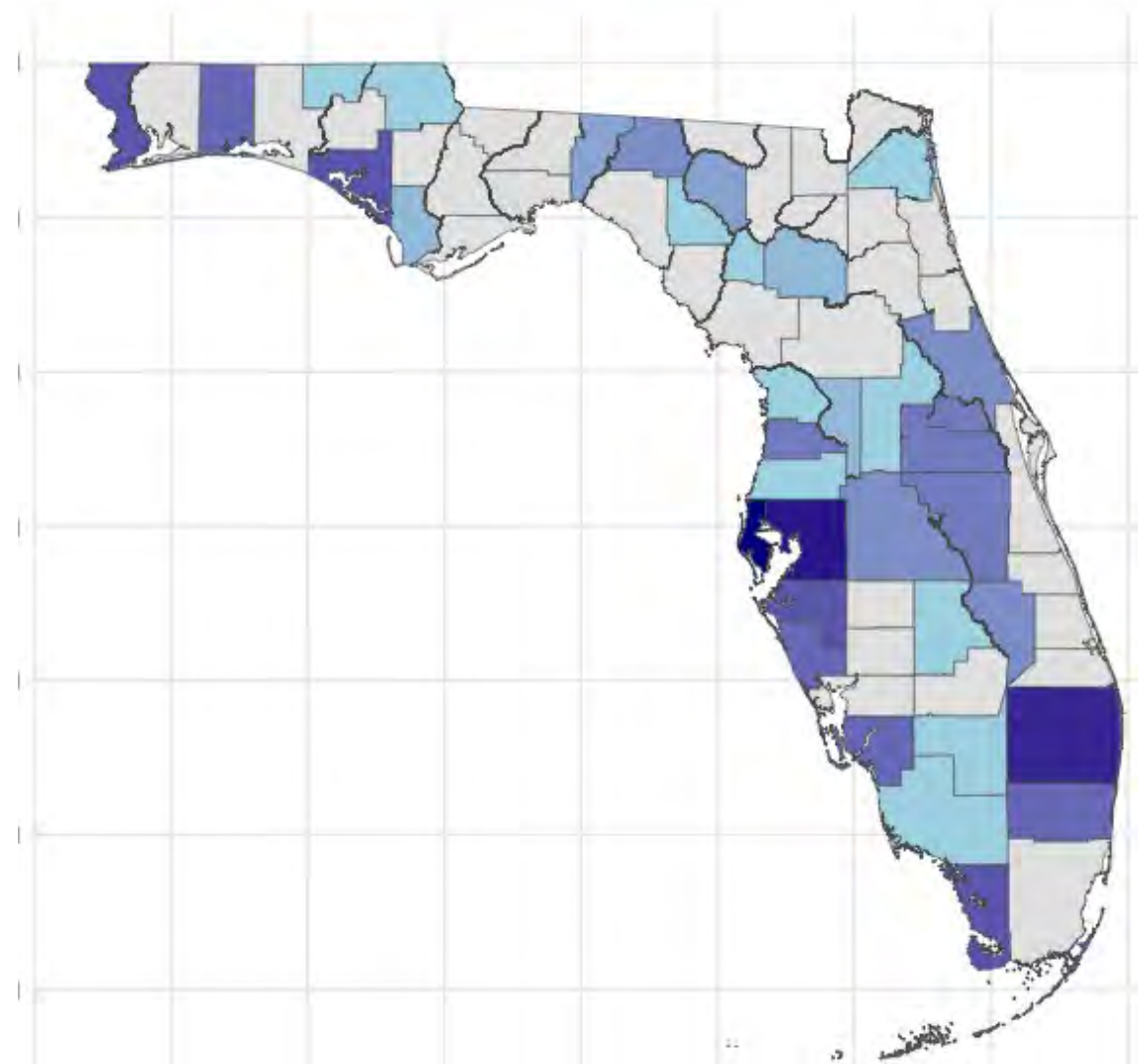
- Think back to your experience in the hospital after your baby was born....What was one thing that went well for you in the hospital?
- Overall, what would be your rating for how well the hospital supported you, from 0 (not at all) to 10 (perfectly)?
  - Could you tell me more about your rating? Were you asked about your need for additional supports with community resources, such as transportation, housing, counseling, safety, food, etc.?
- Can you share any more about how you were asked about this and what resources were shared? What, if anything, would have helped to ease your transition back home? (e.g. items for you, the baby, or your family/household).
- Were you connected with the resources you needed?
  - If you were connected to resources, did you have to ask for them? What was the process like?
- Do you feel that you were treated with respect? Why/why not?
- Thinking about information you may have needed, were your questions answered? Did you feel you were given the appropriate information to assist you with:
  - Feeding the baby
  - Taking care of the baby
  - Caring for yourself physically
  - Caring for yourself mentally and emotionally
- Do you have any suggestions for improvements regarding your care in the hospital? Or anything else you'd like to mention?
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# Completed Interviews

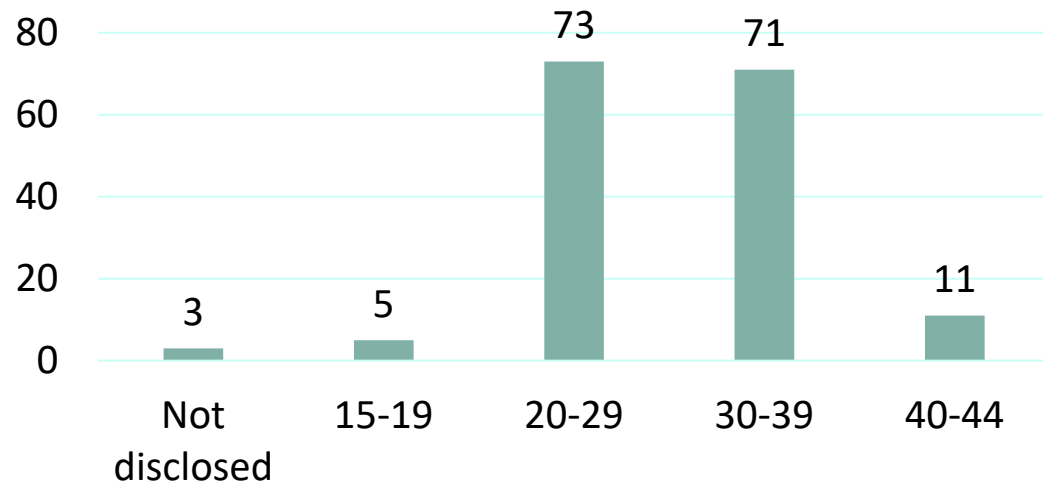
- **163 interviews completed**
  - Conducted June 26-August 25
  - 85 slots available in June, 405 in July, 275 in Aug
  - 25 Spanish, 3 Haitian-Creole
  - Ranged 4-36 minutes (9 >15min, 7 >20min, avg. 9min)
- **25 coalitions, 1-14 per coalition**
  - Range 1-14 per coalition
  - 261 registered between June 27-Aug 25 [+10 registered after study closed]



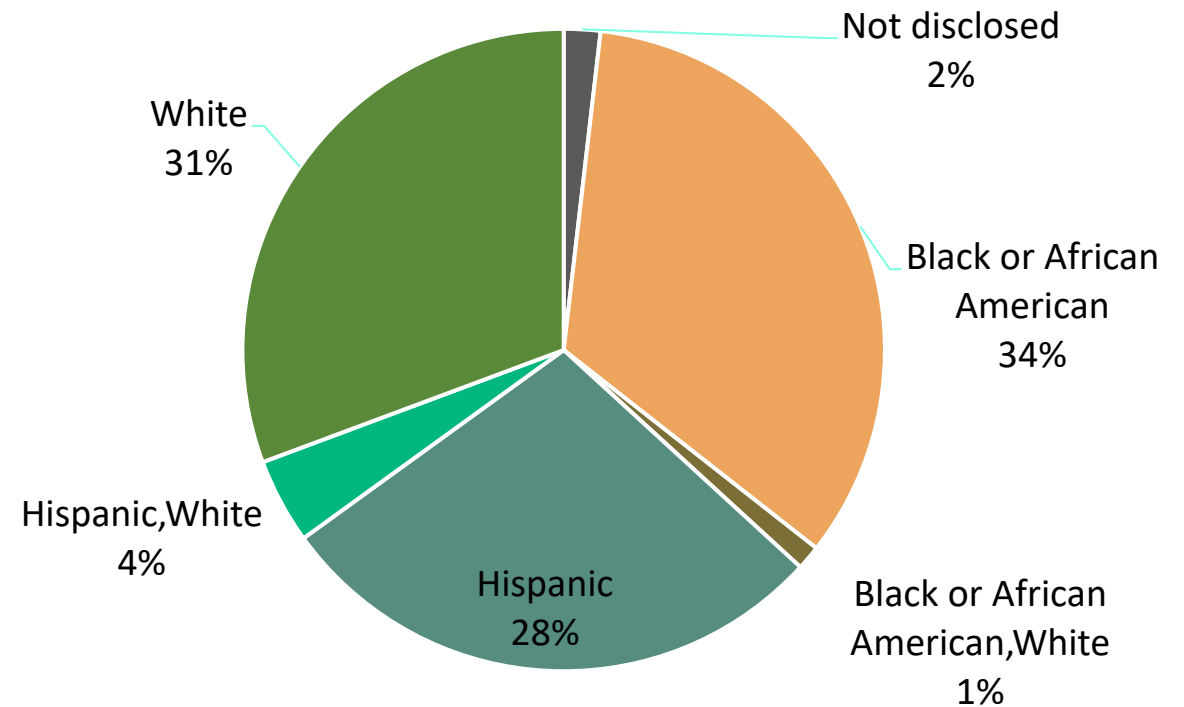
# Completed Interviews

- 163 interviews
  - 45% had given birth within 1 month
  - 46% single, 50% married
  - 9% <HS, 29% HS graduate, 61% >HS/College

### Age of Interview Participants



### Race/Ethnicity of Interview Participants (select all that apply)



# What we hoped to learn....

What are Florida parents' experiences in birth hospitals?

What do postpartum parents need?

How can we improve respectful maternity care?



# Opportunities

Those who rated below 9-10

- needed resources (lactation support, insurance, supplies)
- noted less follow-up or individualized, prompt care
- felt rushed or ignored
- wanted choice, respect



# “Maybe a 6...”

“I would say that they were super helpful before the delivery but **after the delivery. I felt like they kind of just left me hanging.** ... the nurses didn't really check very often. [So were you asked about any about your need for additional supports...?] No, I didn't really need any of those services. But I wasn't really asked about them either. [Suggestion for improvement?] I would just say to **check on the patient more often.** I mean, I know that they want to give the new mom a chance to bond with the baby but a lot of times maybe the **mom needs more support from the nurse without being alone.**”



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# Preliminary Results: What do postpartum parents need?

- **Responsiveness**

- alert, prompt, follow-up

- **Information & resources**

- items stocked and prepared, listening, offering

- **Supplies**

- Formula, diapers, housing, schooling, snacks, mothers' postpartum care

- **Lactation support**

- ...ask the consultant right there; sometimes Google can be all over the place*

- ...I was ready to go home, and the baby was ready to go home. But I feel like I was not at 100% ready with breastfeeding. ...needed to see a lactation lady just to ease my own my own fears*

- **Considerations for home, safety, work**

- *...I was in a bad relationship. So, I was asking them about housing and stuff.*

- *...I won't be getting paid tomorrow.*

- **Accommodation & welcome for family members**



# What do postpartum parents need?

“Yes, they gave me a booklet and they **went over the booklet with me**. They also have iPad at the end when I when I was getting discharged. We kind of **talked about pregnancy and then after having the baby postpartum** and the **books they went over each and every single page** for like about an hour. And they **spoke about anything if I had a question.**”





# How can we improve respectful maternity care?



I mean, everybody was nice to me. It didn't matter like, like what race or anything like that. Like everybody just treated me equally.

The doctor in the NICU and he came and checked on me and the baby every single day and made sure that everything was going well. He was very supportive. And he made sure to answer every question that I had when it came to my baby, be in there.

It was really good. It wasn't feel like anything said was that I was being judged upon or anything. It's just like, they were genuinely there just to help.

“I love the way that they treated me. A lot of women told me, like a lot of my friends tell me, like, “oh, they don't really pays any attention.” You just say, it's just a job for them or whatever. No, **they treated me like I was number one priority** and I loved it! Right, every single nurse every single doctor, everybody... like it was it was great. So, as I walked into the emergency, they sent me straight to the back. It was no waiting. Nothing. I love everything about it. Awesome. My first baby. That really made me want to have more kids, as long as I could have... like if I could take everybody again. That'd be great.”

# Next steps...

- USF Data Cleaning
  - Verifying transcripts
  - Filling in missing information
- USF Data Preparation
  - Removing identifiers in audio clip and transcript
  - Converting audio to MP3
  - Grouping files by county or region
- Coalitions send gift cards to participants
  - Check folder in Box!
- USF will transfer audio files
- Coalitions schedule with hospitals and share files
  - End of September, early October

Planning - May/June



Recruiting & Conducting Interviews - July/August



Data Cleaning & File Sharing - September



Meetings with Hospitals - Late September/ Early October

# The Power of Voices

- Hospital teams working on the Mother-Focused Care initiative can benefit from hearing from women about their successes and challenges related to health-related social needs, respectful care, and their overall experience
- Audio recordings represent select voices from your community putting voices behind hospital survey findings.
- The mother's recording may not necessarily be from your specific hospital.

# Private Hospital & Healthy Start Meeting

- Share recordings
- Discuss findings
- How can hospitals use this information to improve care in their hospital, their community and Florida?

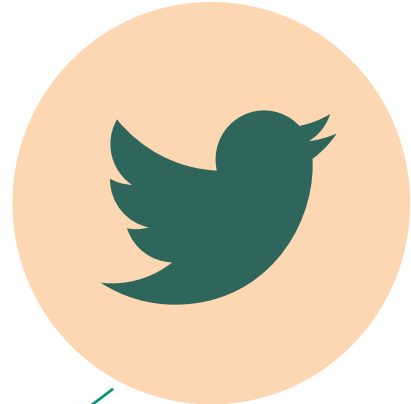
# Additional Resources & Contact

- Health Literacy Training:  
<https://cmeonline.baptisthealth.net/content/florida-perinatal-quality-collaborative-postpartum-care-and-health-literacy>
- Dr. Jennifer Marshall: [jm@usf.edu](mailto:jm@usf.edu)
- FPQC: [FPQC@usf.edu](mailto:FPQC@usf.edu)

# Thank you!

[fpqc.org/mfc](http://fpqc.org/mfc)

## Find us on social media!



Florida Perinatal Quality Collaborative

@thefpqc

