

# Presenter Disclosures

- 1. The following personal financial relationships with commercial interests relevant to this presentation existed during the past 24 months:**

No relationships to disclose

# Outline

- What's in the Data?
- Addressing the Maternal Health Crisis in Harris County, TX
  - Maternal and Child Health Program
  - Bringing in Health Literacy
  - Communication Toolkits
- Crafting the Maternal Health Bill of Rights (MHBoR)
  - Process
  - Results
- How's it Going

## What's In the Data?



50,000 women face severe pregnancy complications each year.



80% of pregnancy-related deaths are preventable with better care.



Harris County's maternal death rate has been higher than the U.S. average since 2016.



54.85 per 100,000 live births – Harris County's maternal death rate in 2020, up from 31.65 in 2019.



Black, non-Hispanic women face the highest maternal death rate: 83.4 per 100,000 live births.



Leading causes of maternal death in Harris County: Complications from existing health conditions during pregnancy.

- Pregnancy-related death rates remain highest among Black, non-Hispanic mothers in Harris County compared to mothers of other racial and ethnic groups, consistent with findings from our previous report.
- The pregnancy-related death rate in Harris County decreased from 57.01 in 2021 to 32.29 per 100,000 live births in 2023, reflecting a decline in pregnancy-related deaths compared to our previous report.



**Pre-pregnancy hypertension** has increased from **1.31%** in 2019 to **1.87%** in 2023



The percent of **mother's smoking** before pregnancy has decreased from **1.50%** in 2019 to **0.53%** in 2023



Between 2019 and 2023, **Medicaid** is the most common source of payment for delivery



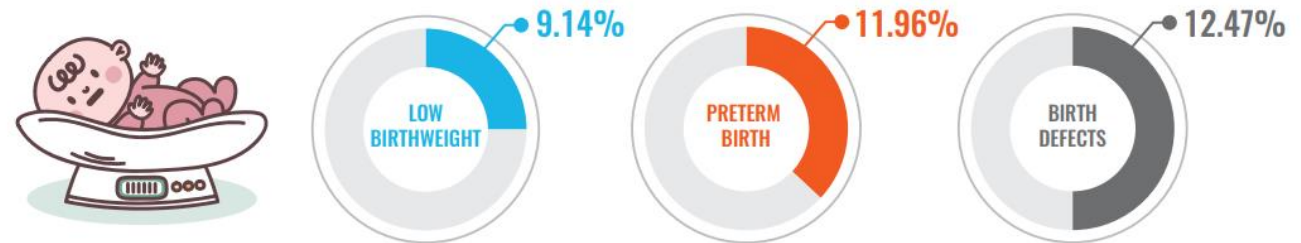
**Gestational hypertension** increased from **5.71%** in 2019 to **7.94%** in 2023



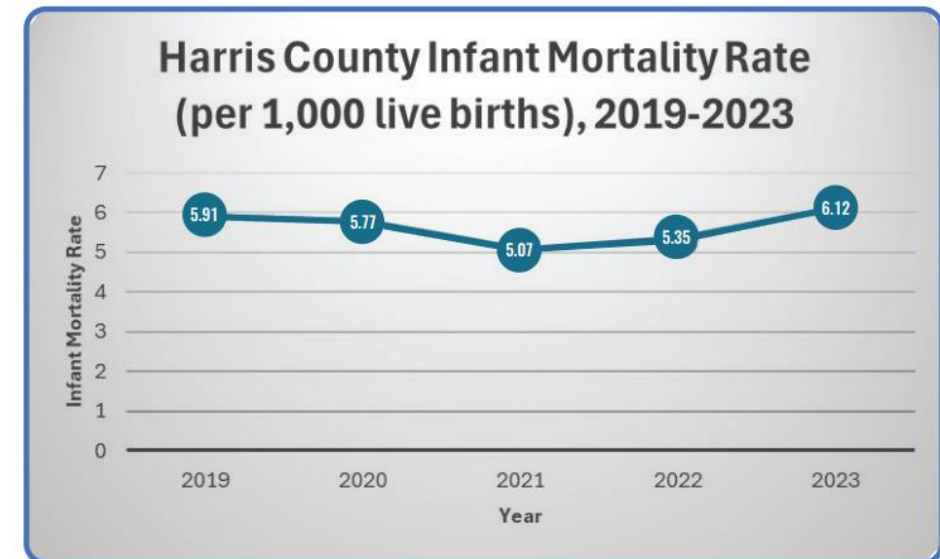
Mothers who have **syphilis during pregnancy** have increased from **0.14%** in 2019 to **0.33%** in 2023

# Infant Population Characteristics

- Infant mortality rates continue to be highest among Black, non-Hispanic infants compared to other races/ethnicities in Harris County, consistent with findings from our previous report.
- The following rates are higher in Harris County compared to the rates observed in Texas and the United States between 2019 and 2023:



- The infant mortality rate in Harris County rose from 5.07 per 1,000 live births in 2021 to 6.12 in 2023, showing an increase in infant death rates compared to our previous report.



# **Addressing the Maternal Health Crisis in Harris County, TX**

# Public Health Approach

## Increasing Access to Programs and Services

To reduce health disparities in maternal and infant health, HCPH promotes programs and services that focus on reaching mothers and families who need the most help and provides public health services. Harris County Public Health has launched many preventative programs that focus on improving the health of women, babies, and families.



## Health Literacy

*“The degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.”*

<https://www.cdc.gov/healthliteracy/learn/index.html>



# Health Literacy Affects Everyone

Health literacy is important for everyone because, at some point in our lives, we all need to be able to find, understand, and use health information and services.

Even people who read well and are comfortable using number can face health literacy issues when:

- They aren't familiar with medical terms or how their bodies work.
- They have to interpret statistics and evaluate risks and benefits that affect their health and safety.
- They are diagnosed with a serious illness and are scared and confused.
- They have health conditions that require complicated self-care.
- They are voting on an issue affecting the community's health and relying on unfamiliar technical information.

<https://www.cdc.gov/healthliteracy/learn/Understanding.html>

Intention to increase educational efforts for birthing families, providers and other stakeholders.

- Congenital Abnormalities
- Gestational Diabetes
- HIV and Pregnancy
- Kidney Infections
- Maternal Sepsis
- Postpartum
- Preeclampsia
- Preterm Birth and Low Birthweight
- SIDS



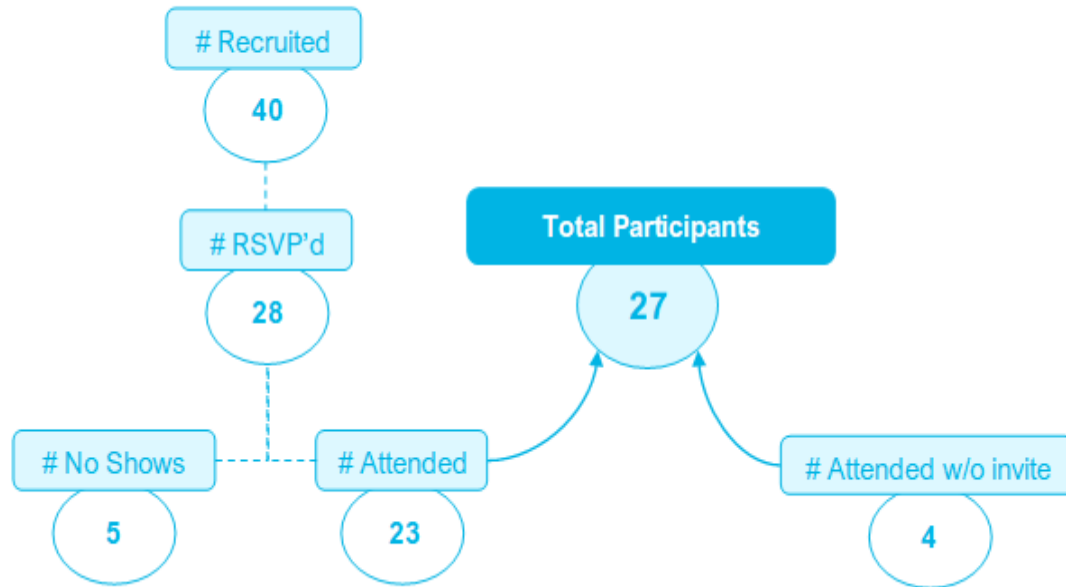
# **Crafting A Maternal Health Bill of Rights**

- **Charge from the Executive Director**
- **Development of a Project Charter**
  - Project Mission
  - Project Methods
  - Implementation Plan
  - Timeline
  - Identified Project Team
  - Identified Stakeholders
- **Content Analysis**
  - Analyzed existing Bill of Rights to identify appropriate content
  - Conducted quality control to ensure content duplications and incorrectly placed information was removed.

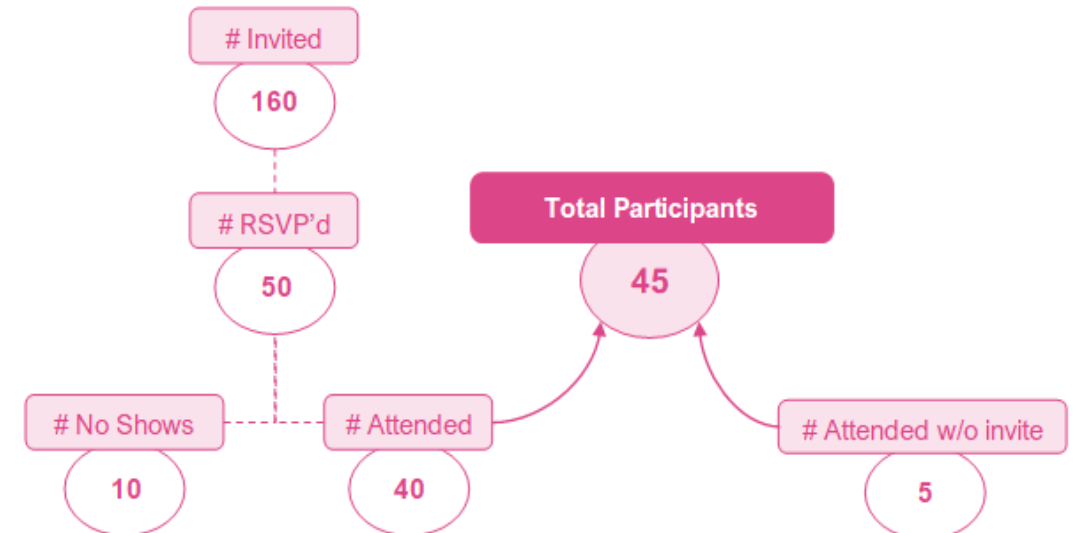


# Stakeholder Engagement

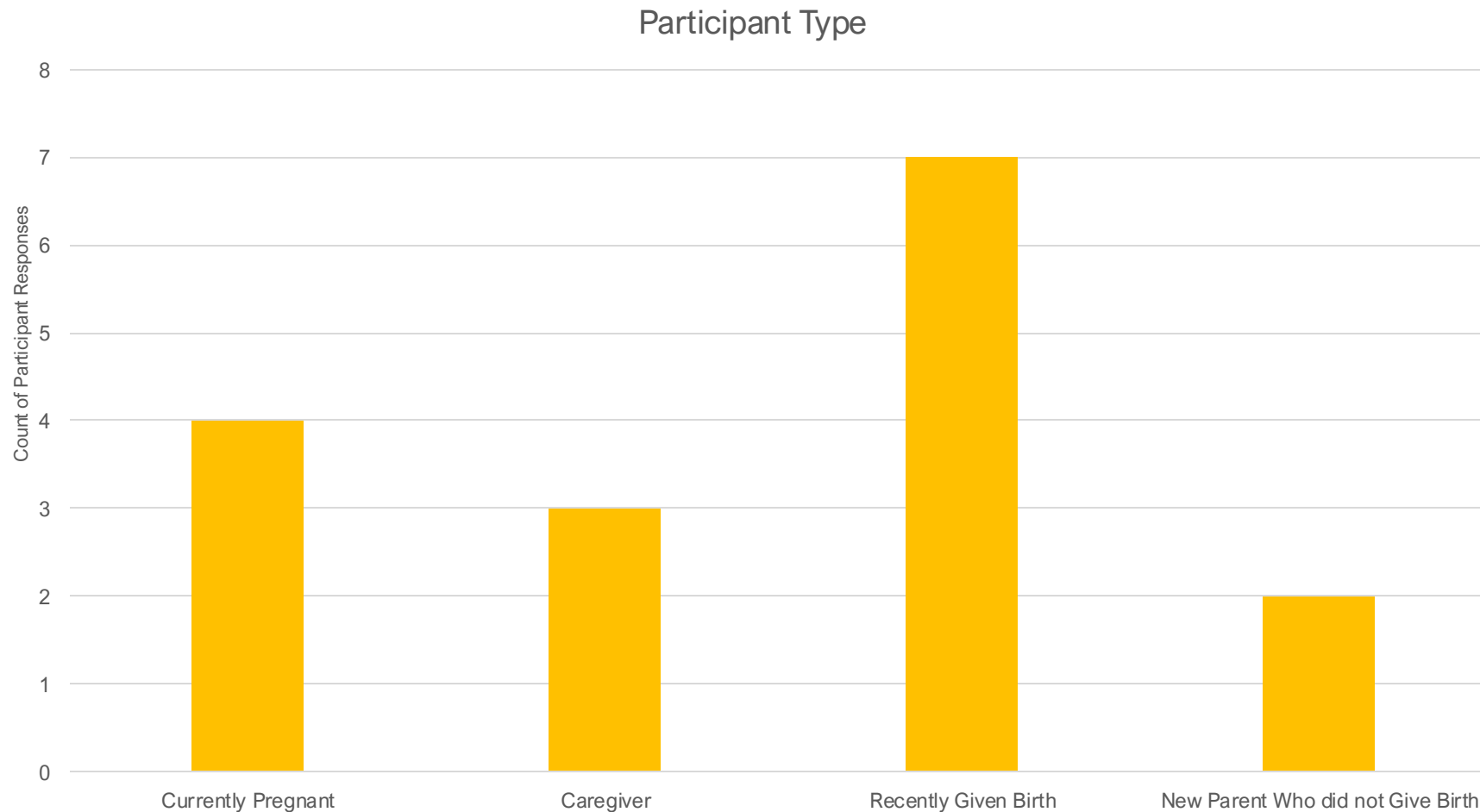
Community Member Participation



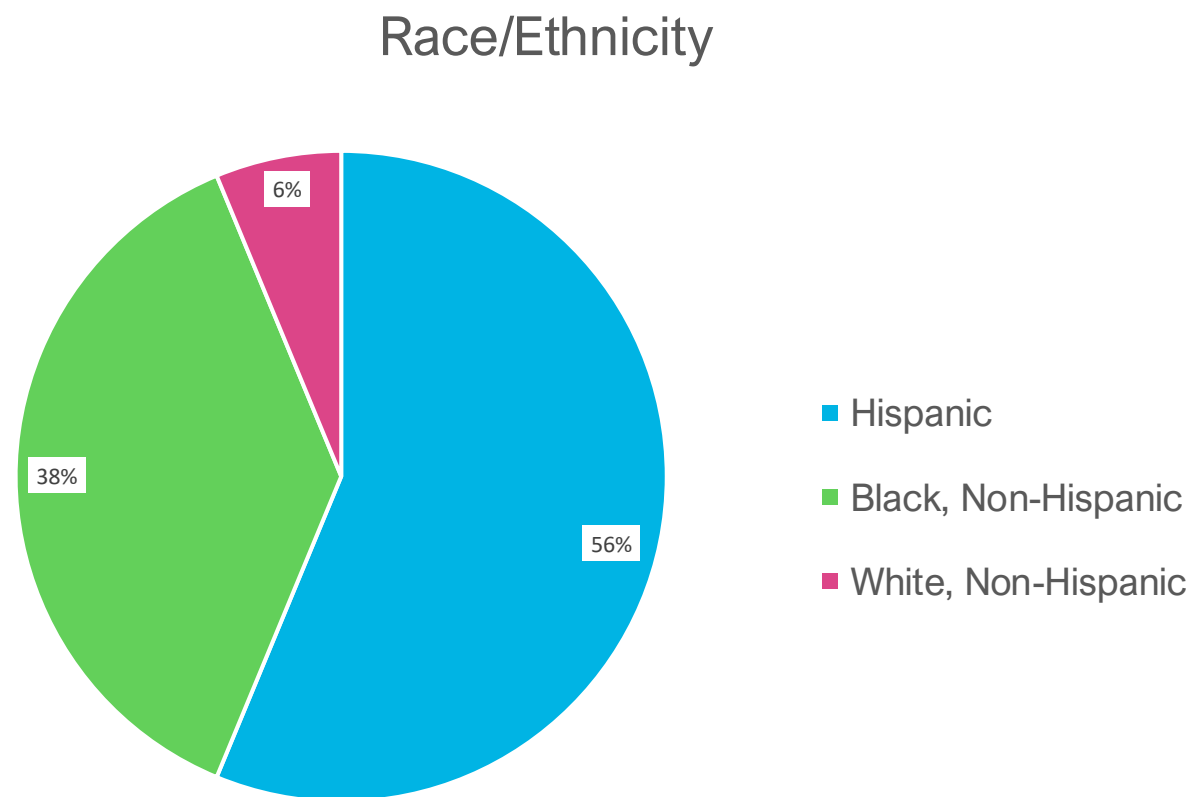
Experts/Organizations Participation



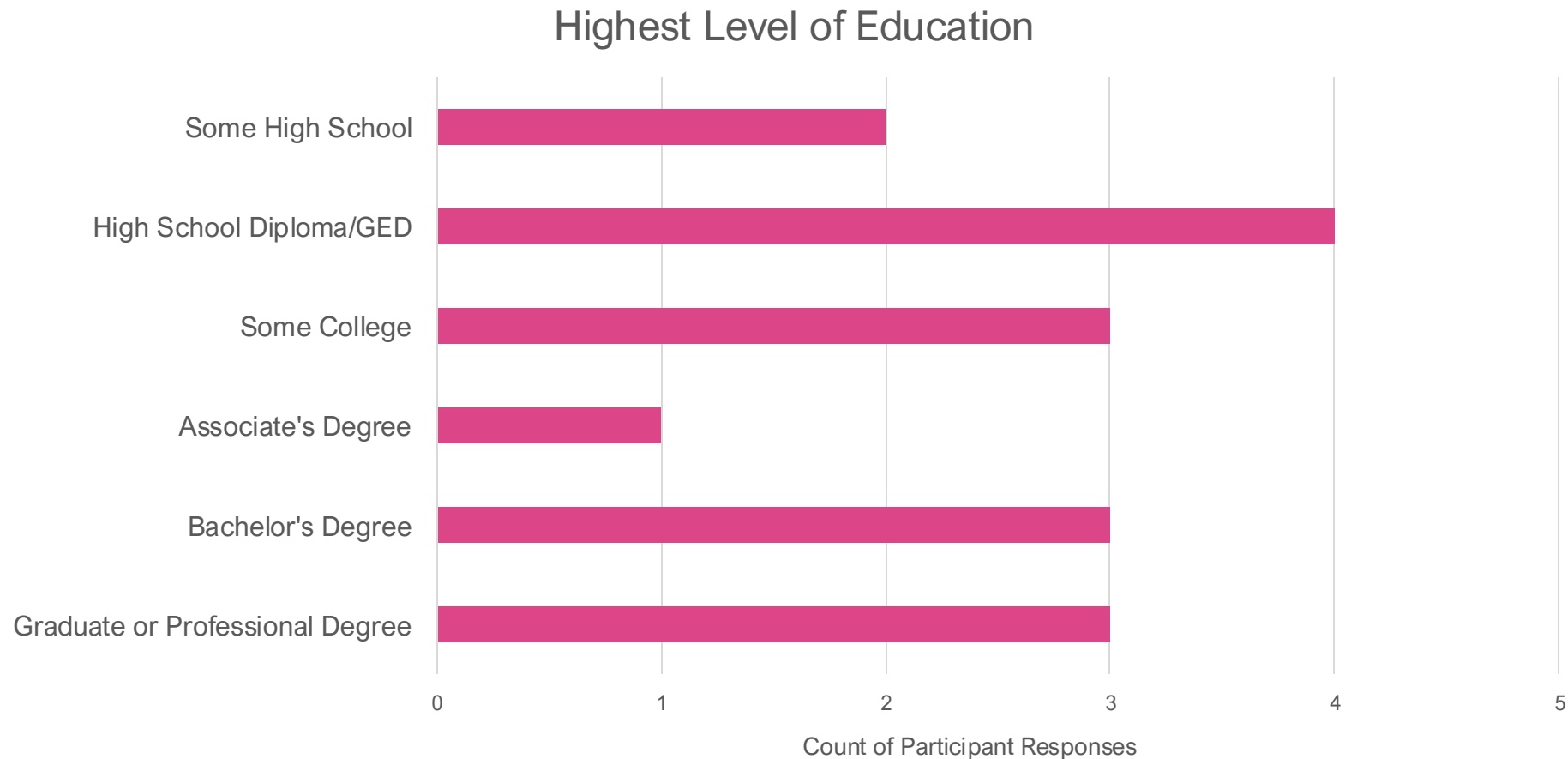
# Participant Demographics



# Participant Demographics: Race/Ethnicity

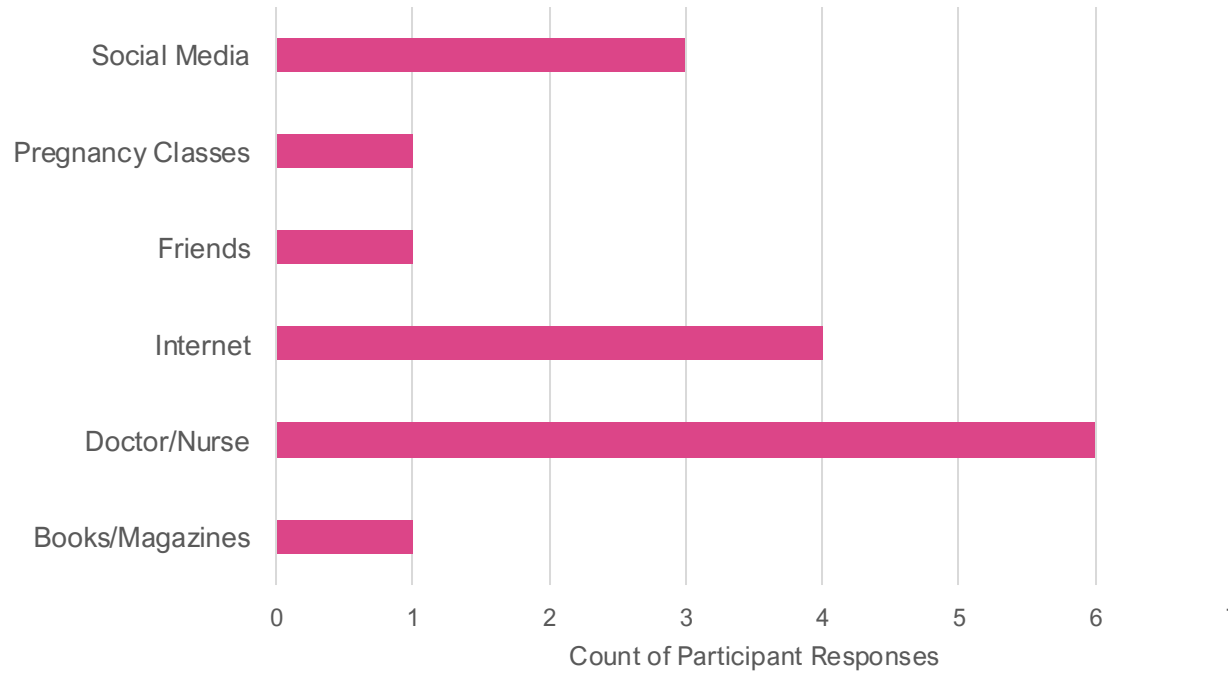


# Participant Demographics: Education

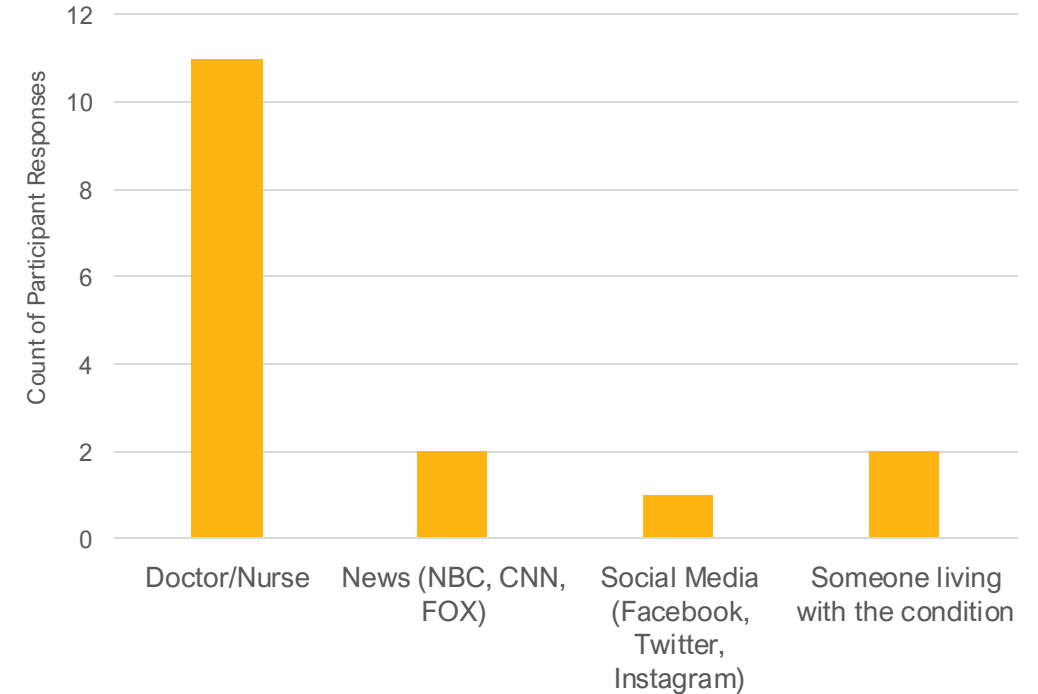


# Communication Preferences

Sources of Pregnancy Information

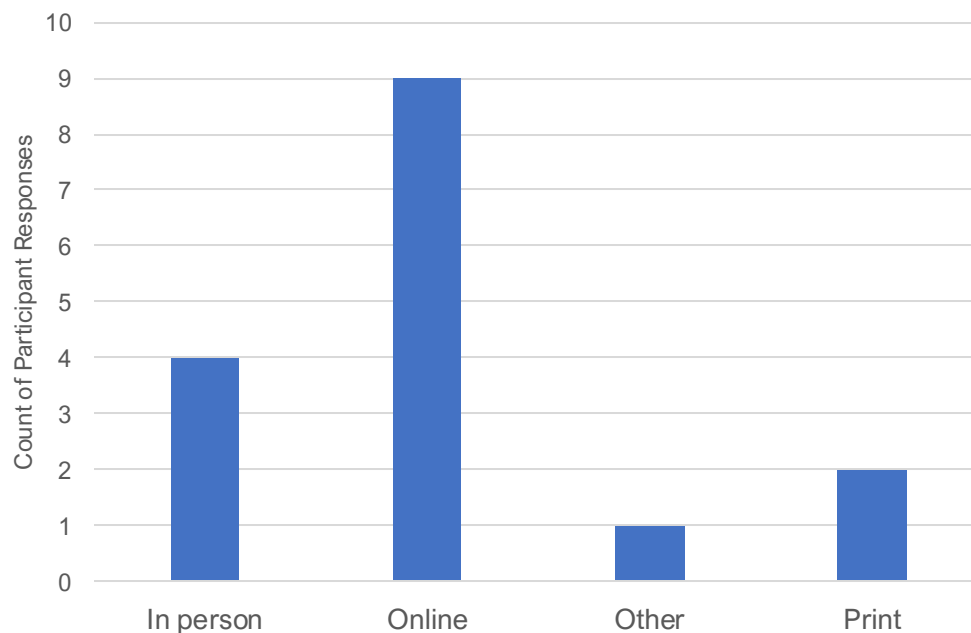


Most Trusted Information Sources

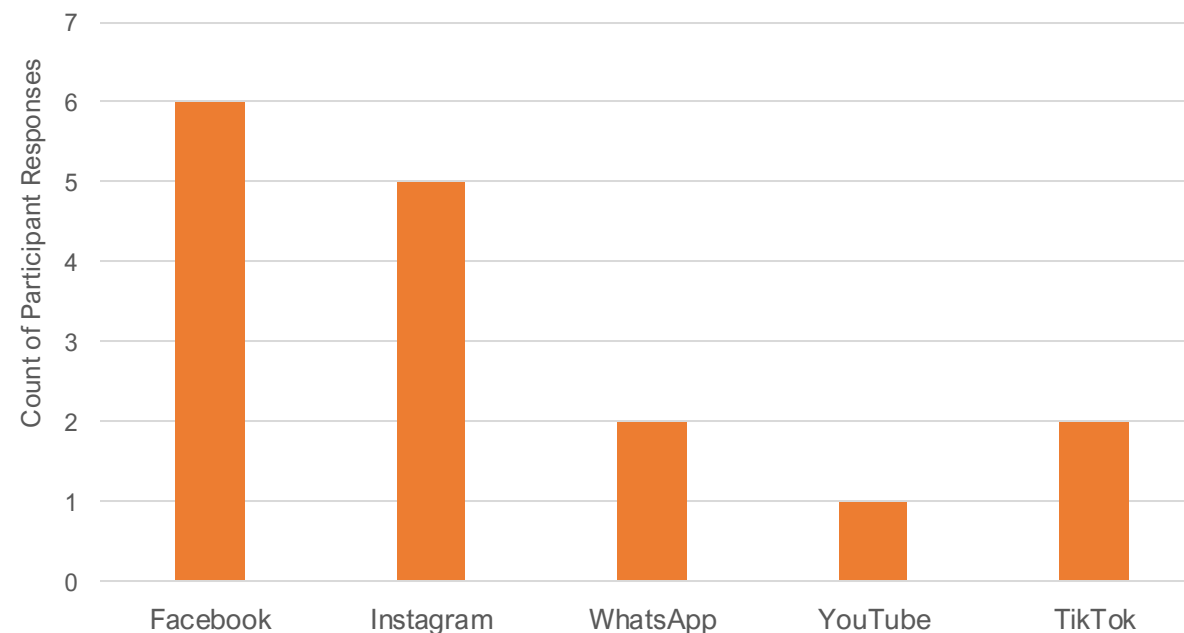


# Communication Preferences

Health Information Mediums



Most Popular Social Media Platforms



# Stakeholder Engagement Results

## Section 1: Challenges and What Works in Supporting Birthing Persons and Their Families

- Challenges
  - Lack of Information Awareness and Education
  - **Lack of Rights Awareness**
  - **Provider Information Communication**
  - Healthcare Disparities
  - Language/Literacy Barriers
  - Stigma
  - Health Insurance Coverage
- What Works
  - Education and Information
  - Supportive and Communicative Healthcare Providers
  - Autonomy and Self-Advocacy
  - Holistic Care

**Participant Quote:** *“But one thing I didn't know with my first birth was the, the tool of a birthing plan. And that was something that I used on my second birth, and it made it so much more easier.”*

**Participant Quote:** *“I have a whole bunch of questions; why are y'all rushing me? I'm not just an insurance claim.”*

# Stakeholder Engagement Results

## Section 2: Improving Birthing Persons' Experiences

- Education
- Healthcare Access and Disparities
- Language Access
- Prenatal Care
- Access to Health Insurance and Pregnancy Care Insurance Coverage
- Support
- Holistic Care
- Autonomy and Empowerment

## Section 3: Improving the Maternal Health Bill of Rights

- **Wording**
- **Design**
- Specific Needs for Different Communities
- Additional Content to Include in the Bill of Rights

**Recommendation:** Consider using the statement "I have the right" instead of "Birthing persons have the right" at the beginning of each sentence.

**Recommendation:** Categorize the rights into clusters, prioritizing them based on significance and subsequently organizing the remaining rights by relevant topics (doctor-patient relationships, mental health, and financial support).

## Content Finalization

- Conducted two additional focus groups with expectant persons and parents of children under 5 years.
- Over the course of two days, 21 total participants were asked two questions and took part in a Bill of Rights content post-it note session
  - What terms did you search during the pregnancy journey?
  - What do you feel is missing or can be added?





## Dissemination and Implementation

- Organic and paid social media
- News releases and paid marketing
- Attending community events per month in priority zip codes
- Conducting canvassing trips to local organizations and businesses
- Host/facilitating community events, informational workshops, community baby showers, and block parties for community members
- Delivering an educational workshop series to engage stakeholders
- Implementing a comprehensive train-the-trainer strategy with stakeholders

## Evaluation and Continuous Improvement

- Conducting monthly feedback session opportunities with stakeholders

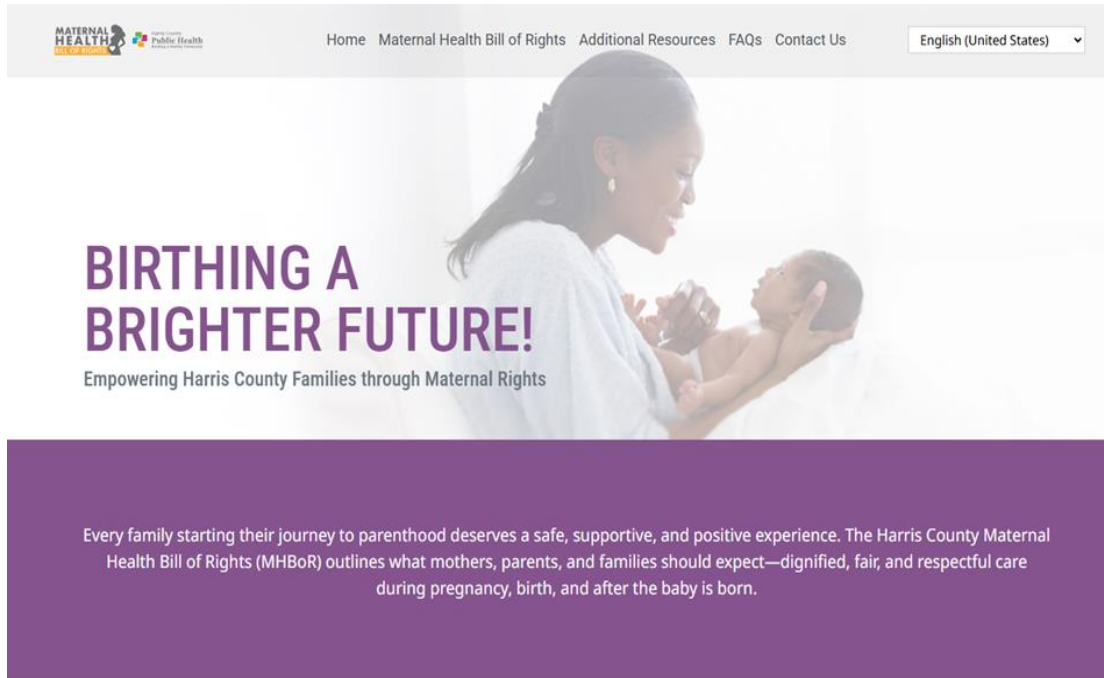


## How it's Going: 2024 Campaign

- **Total TV Impressions:** 1,160,655
- **Total Radio Impressions:** 1,048,201
  - **Streaming Radio:** 723,100
  - **Podcasts:** 325,101
- **Total Billboard Impressions:** 20,324,426
- **Digital Ads Impressions:** 2,052,348
- **Text messages:** 153,509 phone numbers
- **Total Social Media Impressions:** 2,079,236 (84% Female/16% Male)
  - **English:** 954,396
    - Females ages 25-34                      Males ages 55-65
  - **Spanish:** 1,124,303
    - Females ages 35-44                      Males ages 25-34



# How it's Going: 2025 Campaign



- **Streaming TV Total Impressions (FEB 08 – MAY 31):** 754,184
  - English: 377,098
  - Spanish: 377,086
- **Google Ads (JAN 6 – JUNE 30)**
  - Clicks: 2,816
  - Impressions: 58,801
  - CTR: 4.79%
- **Paid Social Media (JANUARY 1, 2025 – JUNE 30, 2025)**
  - **Total Reach:** 689,836
    - English: 356,036 (Male: 248,163/Female: 117,961)
    - Spanish: 598,845 (Male: 399,856/Female: 219,375)
  - **Total Impressions:** 1,860,217
    - English: 623,928 (Male: 443,594/Female: 176,730)
    - Spanish: 1,236,289 (Male: 1,210,716/Female: 405,344)
    - **Total Clicks:** 2,335
    - **Link Clicks:** 1,455
    - **Page engagement:** 1,760
- **High Impact Display Ad (Houston Chronicle)**
  - Impressions Delivered: 875,000
  - Total Clicks: 1,818
  - Click Thru Rate: .21%
- **Branded Content Story (Houston Chronicle)**
  - Story Impressions: 2,313,847 (guaranteed 2,000,000)
  - Engagement: 7,943 (:30s or more read time) (guaranteed 5,500)
  - Click Thru Rate: .27%
  - Average Read Time: 6:31s (1:03s industry average)

## QR Codes



Maternal and Infant  
Health Report



Maternal Health Bill of  
Rights Website

Coming Soon!

**Loteria Mexicana  
Maternal Health Bill of Rights (MHBoR)  
Edition**

