



PFH PARTNERSHIPS
FOR HEALTH

Engaging Partners to Improve Outcomes

Results from a formative evaluation project on breastfeeding

Presenter:

Ashley Tetreault, Partnerships For Health

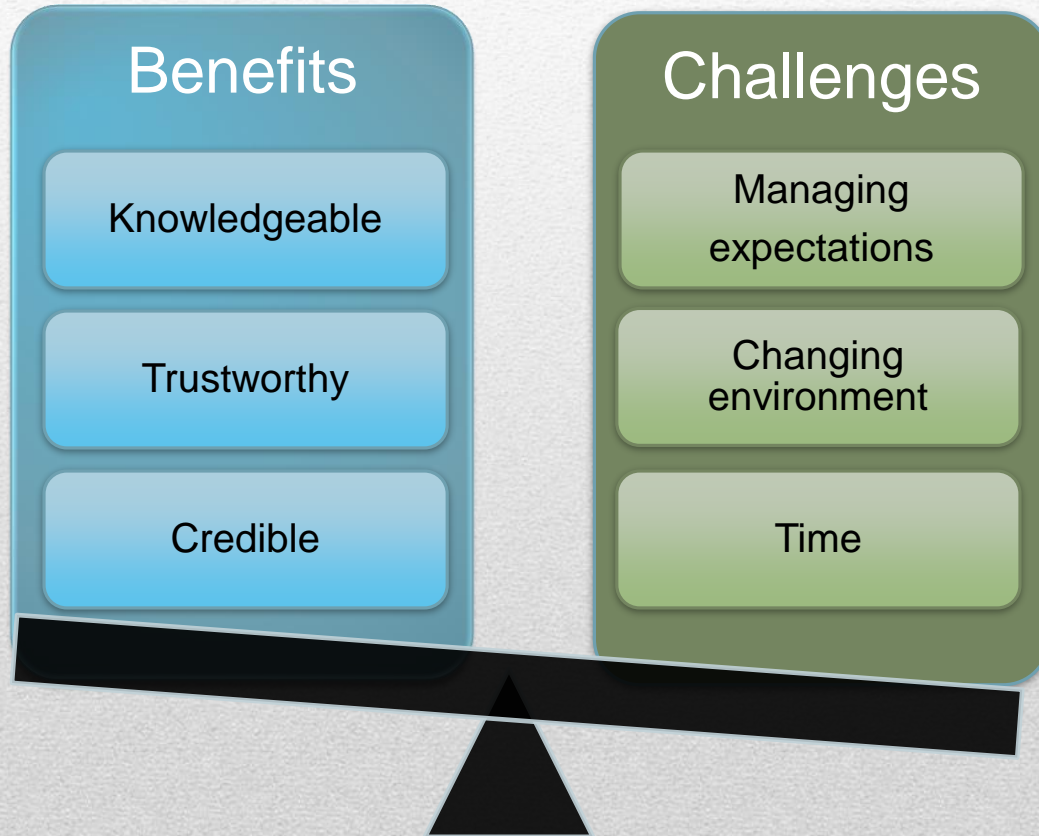
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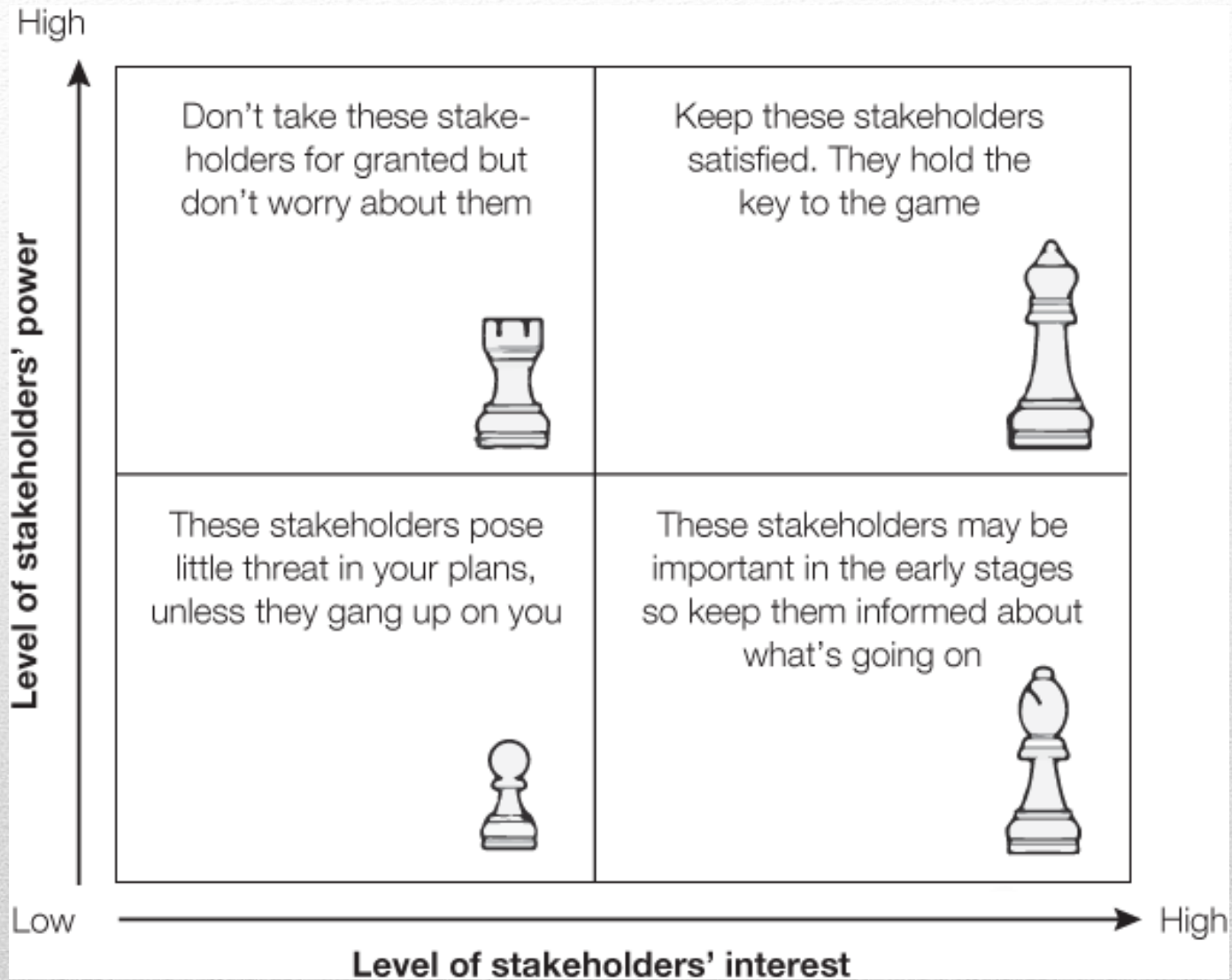
Acknowledgements

- Breastfeeding Workgroup
- Maine Center for Disease Control and Prevention
- PFH Communication and Evaluation Teams
 - Michelle Mitchell
 - Ashley Tetreault
 - Jonathan Grant
 - John Rooks
 - Rebecca Drewette-Card
 - Sabrina Kurtz-Rossi
 - Alireza Geshnizjani
 - Kristen Jozkowski



Stakeholder Engagement





Identifying Your Stakeholders

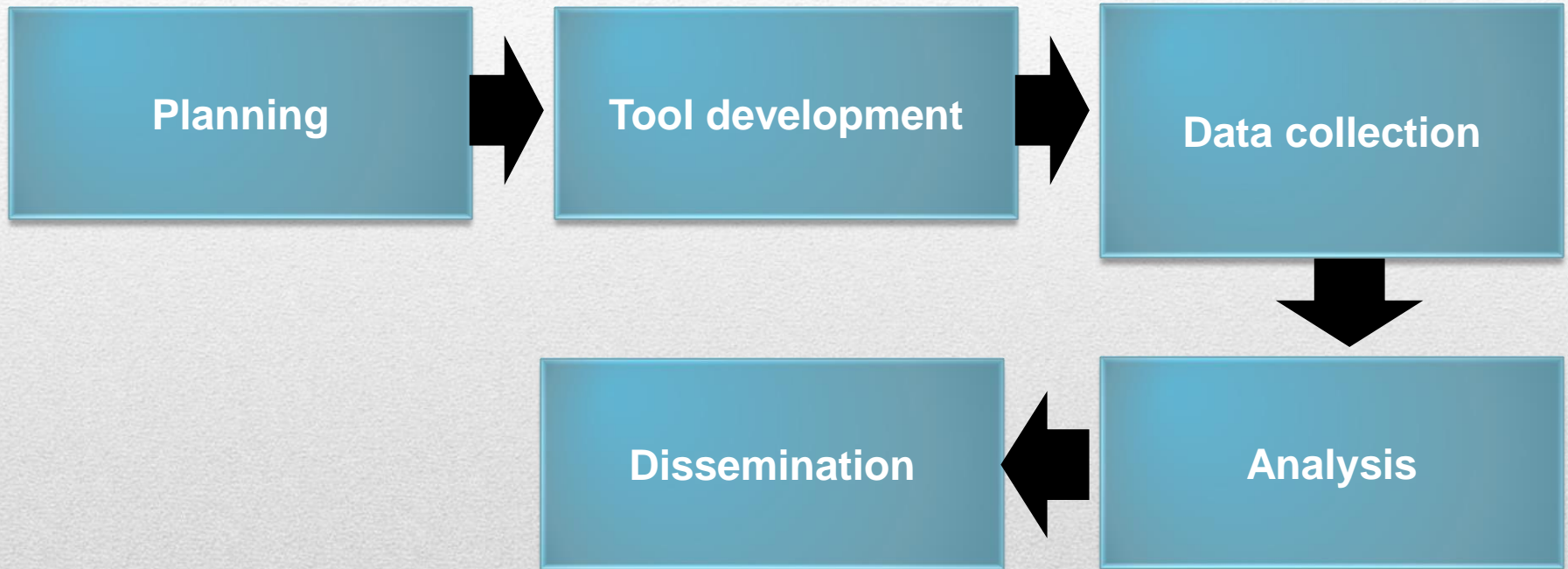
- Who are the 'right' people?
- How does their organization or role support the work?
- What interests them about the evaluation?
- How can they add value to the evaluation?
- How will they use the results?

Intended users are more likely to use evaluations if they understand and feel ownership of the evaluation process and findings... [t]hey are more likely to understand and feel ownership if they've been actively involved...

- Michael Q. Patton



When to Engage Stakeholders



Formative Evaluation Project

Topic	Breastfeeding
Setting	Doctor's offices
Issue	Mother's feel the need to ask permission to breastfeed in doctors' offices
Goal	Encourage women to feel comfortable breastfeeding in their doctors office
Product	Visual or written messaging



The Plan

- Formative evaluation - survey women who have or are currently breastfeeding
- Mail 500 surveys packets to partners
- Packets include - cover letter, consent form, survey, sign-up form, postage paid envelope for returning survey
- Partners distribute to the target audience
- Goal = 50 completed surveys (10% response rate)



Workgroup

- Representation: Maine CDC Nutrition program, WIC, Public Health Nurses, Health Systems
- Attended an in-person meeting
- Provided feedback on survey
- Agreed to help implement the survey
- Suggested revisions to implementation plan and survey design



Survey Implementation

FREQUENTLY ASKED QUESTIONS

What is the purpose of this project?
The purpose of this project is to learn from mothers living in Maine about their thoughts and experiences about breastfeeding at a doctor's office. We will use the information gained to develop breastfeeding-related communication messaging and products for doctor's offices.

Who will be in the project?
We are asking mothers in Maine who have had at least one child to complete the survey. You must be at least 18 years old to participate.

What am I being asked to do?
If you agree to be in the project, you will complete a survey reflecting your experience at your last doctor's visit. This includes noting what signage and materials were at the doctor's office as well as your perceptions about the office's breastfeeding practices. There are no right or wrong answers; we are looking for your honest opinions.

How long will it take?
The survey should take about 5-10 minutes to complete, but this is only an estimate. It may take a little more or a little less time.

What are the possible risks of participating in the project?
The risks of being in the project are small. There is a chance you may feel uncomfortable about a question and not want to answer. If you find a question or do not want to answer, you can skip that question. You can also stop participating at any time. You will not be penalized or get in trouble for skipping questions or for not completing the survey.

What are the possible benefits of this project?
Your participation will help to inform the development of signage and messaging that will promote breastfeeding at doctor's offices in Maine.

Will I have to pay for anything?
You will not have to pay anything to be in the project.

1. How old are you?
 18-24 25-30
 31-40 41 and older

2. How many children do you have?
 1 2 3
 4 5 6 or more

3. How many of these children did you ever breastfeed?
 0 1 2
 3 4 5 or more

4. What is the longest time you breastfed your child(ren)? (Check all that apply)
 CHA- Never breastfed
 Current breastfeeding
 Less than 1 month
 1-3 months
 4-6 months
 7-12 months
 More than 1 year

5. Who in your life has been supportive of you breastfeeding your child(ren)? (Check all that apply)
 No one
 Partner
 Mother
 Doctor
 Employer
 Other family member
 Lactation consultant
 Other _____

6. Where are you completing this survey?
 At the doctor's office
 At home
 Somewhere else

7. Which of the following types of doctor's office are you describing?
 Family Medicine Pediatrician
 Obstetrician/Gynecologist Midwife
 Other _____

FREQUENTLY ASKED QUESTIONS

What if I do not want to be in the project?
Your involvement in the project is completely voluntary. This means you do not have to be in the project if you do not want to. If you start the survey, but do not finish, you can stop at any time. You can choose to stop the survey at any time. Your choice to stop the survey at any time will not affect your relationship with Partnerships For Health. The Maine Center for Disease Control and Prevention (Maine CDC) and your healthcare provider will not be affected in any way if you choose not to complete the survey.

How will my name be kept private?
The survey is anonymous, which means that we will not know your name when you return the survey. We will use a number system to identify the information we collect from the survey and it will be kept encrypted. This means that no one will be able to get the information from the computer. These files will only be seen by Partnerships For Health staff working on the project. All information will be kept confidential to the extent allowed by state and federal law. All information collected will be kept confidential to the extent allowed by state and federal law. All information collected will be kept confidential to the extent allowed by state and federal law. All information collected will be kept confidential to the extent allowed by state and federal law.

Who will see the results of the project?
Partnerships For Health plans to share the results of the project with the Maine CDC. There is a chance we may also publish the findings in scientific journals or present the findings at workshops or conferences. Because the survey is anonymous, we will not include your name or other identifying information when we present the results of the project.

What if I have more questions about the project?
You may contact Michelle Mitchell at Partnerships For Health. You may also call the Maine CDC. There is a chance we may also publish the findings in scientific journals or present the findings at workshops or conferences. Because the survey is anonymous, we will not include your name or other identifying information when we present the results of the project.

How will I know the results of the project?
At the end of the project, you will have the right to ask for results of the project. To get the results, please contact Michelle Mitchell at Partnerships For Health.

8. At your doctor's office, is there a private and clean space, other than a bathroom, where you can breastfeed or express milk?
 Yes No I don't know

9. Which of the following signs or pictures have you seen in your doctor's office? (Check all that apply)

- All I've seen for infant formula
- Images of breastfeeding mothers and their infants
- Images that show skin-to-skin contact
- Images of other bottles feeding their infant
- Images of other staff who can support women who are breastfeeding
- Signs encouraging mothers to breastfeed their children or infant
- Signs identifying the availability of private space for breastfeeding mothers
- Telephone number for breastfeeding support
- Breastfeeding information or similar signs
- Information about breastfeeding in the Workplace Law
- None of the above
- Other _____

10. Which of the following materials or products have you seen in your doctor's office? (Check all that apply)

- Formula samples
- Give-aways from formula companies
- Give-aways encouraging breastfeeding
- Parenting magazines with formula advice in them
- Educational materials on formula feeding
- Educational materials on breastfeeding
- Information about Maine's Nursing in the Workplace Law
- Lactation support
- Information about breastfeeding support groups
- Information about WIC
- Lactation support (lactation) consultant
- None of the above
- Other _____



You are invited to share your thoughts and experiences about breastfeeding at a doctor's office with Partnerships For Health. This project is funded through a contract with the Maine Center for Disease Control and Prevention (Maine CDC). If you consent (agree) to participate, you will be asked to complete a survey.

The survey will take about 5-10 minutes to complete. The survey asks you to reflect on how your doctor's office encourages or discourages breastfeeding. Think back to your last visit to your doctor OR take the survey during your next visit.

The information you provide will help us better understand what the breastfeeding environment in doctors' offices is really like.

If you would like to complete another survey for a different doctor's office, or have any questions, please email or call Michelle Mitchell at Partnerships For Health.


Telephone: (207) 620-1113
Email: Michelle.Mitchell@PartnershipsForHealth.org

Take the survey online in 3 easy steps:

1. Download a QR Reader app on your smart phone or tablet.
2. Scan the QR code.
3. Complete the survey.

Visit <https://www.partnershipsforhealth.org/qr> for more information.





295 Water Street, Suite 201, Augusta Maine 04330

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3. Complete the survey.





135 in 48
hours



Response Rate

Distribution Method	Number of Responses	% of Total Responses
Facebook	151	63.4%
In-Person*	58	24.3%
Email	17	7.1%
QR Code	12	5.4%

* Since the survey closed additional 30+ responses have been received.



Next Steps



Discussion Questions

- What innovative methods have you used to implement surveys or other evaluation tools?



Questions?



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