



Well Woman Committee and Black Maternal Health

Meeting Minutes

Date: June 14, 2022
Speaker: Tiffany Chalk
Recorder: Vonnetta Graves-Brooks
Location: Zoom

Members Present: Tiffany Chalk, Jennifer Buchman, and Susan Noyes

Well Women Committee's Primary Focus:

- Focuses on comprehensive and evidence-based approach to reproductive health and the health of women before during and after pregnancy
- Focus that is women centered a clinician engaged.

Black Maternal Health Workgroup's Primary Focus:

- The Black Maternal Health Workgroup focuses on how to bridge the stubborn and persistent disparities gap, by bringing awareness through grassroots organizations, educating consumers so educators and black women can have better outcomes before during and after pregnancy.
- Focuses on maternal mental health

Welcome and Introductions- Meeting was called to order by Tiffany Chalk at 1:06 pm.

Susan Noyes, Leah Woodall, Chelsea Manwiller, Mikey Strickler, Alex Parkowski, Krissy McMahon, Toni Sinibaldi, Racheal S., Jennifer Buchman, Erin Rideout, Lakeesha Johns, Ann DeCaire, Ruth Lytle-Barnaby, Shane' Darby, Yvonne Fletcher, Leora Sansone, Carla Aponte Johnson, Michelle Mathew, Joan Kelley, Dr. Marshala Lee, Mona Hamlin, Charmaine Sampson, Ida Lewis, Dr. Tracey Harpe, Lisa Klein, Tana Connell, Cynthia Guy, Vonnetta Graves-Brooks, Khaleel Hussaini, Jasmine H., JoEllen Kimmey.

Review of Minutes - Review September 20th Minutes next meeting. All minutes will be posted at the following link:

[Meeting Information & Materials | Delaware Healthy Mother and Infant Consortium - Delaware Thrives \(dethrives.com\)](https://dethrives.com)

Goal of Meeting: Bridge the disparities gap in black maternal health outcomes by expanding a broader reach of our target market through the means of addressing key focus areas and using creative communication tactics to engage the community.

ABC: Received great feedback and input from the DHMIC Annual Summit and the Black Awareness Webinar. ABC developed communication recommendations to include, media relations, grassroots initiatives and social media influence and marketing tactics.

ABC requested input on communication recommendation tactics and topics from the Well Women Committee and the Black Maternal Health Workgroup.

ABC Key Areas of Focus:

Topics:

- Mental health and emotional wellness/perinatal depression/postpartum appt./maternal health warning signs
- Teen life planning/teen pregnancy
- Black Breastfeeding Week
- Fatherhood and partner engagement

Focus Areas:

Natural dialogue-starting the conversation from the ground up

Teen Panel Discussion Series: Partner with teen organizations (i.e., Teen Warehouse), promote through schools, anonymous submission of questions and streaming on social media with live Q &A

Bringing expert advice into your everyday

Quarterly Opportunities: Radio: Ask the Expert, Webinars, Panel discussions, Man on the street interviews

Broadcast Partnerships: Investigate additional opportunities with DETV, Explore new opportunities with WBOC or WRDE (extension through social media channels)

Print Partnerships: Op-ed series with News Journal (syndicated through Dover Post, Hockessin Community News, Middletown Transcript, Milford Beacon, and Smyrna/Clayton Sun Times)

DelmarvaLife Profile Segment

- 3–5-minute story
- Introduce and discuss different hot topics and stories
- Segment appears on the show and a link to your story on DelmarvaLife.com
- YouTube link to the segment will be shared on social media and embed onto our website

Mallory Metzner's Weekly Segment

Ventas Latina's Month-Long Engagement

Expert knowledge and resource sharing

Ripple of Hope Sessions at DHMIC Quarterly Meetings: A deep dive on breaking down current health news by those in the know. A 10-minute discussion of current event (updates on legislature, Healthy Women, Healthy Babies program updates, etc.). Creative representation.

Recommendations:

Shane' Darby- Address abortion, implicit bias and racism focusing on addressing the health care systems. (Provider focused)

Tiffany Chalk-The current initiative is consumer focused. Addressing implicit bias and racism within the healthcare system requires a different strategic initiative.

Leah Woodall- On the topic on abortion as a state agency we do not provide or deliver any abortion services. The agency has taken the approach of preventing unplanned pregnancies by providing education and increase access to all methods of contraception. Title X grant prohibits the advocacy of abortion, doing so would put the Title X planning grant in jeopardy.

Alexandra Parkowski-Advised people from within the communities would be representing and helping to get the message out to their communities. The people that are doing the work are representative of the population that they are trying to reach.

Shane' Darby- Regarding Black Breastfeeding Week. In Delaware there are three to four black led organizations who focus on reproductive justice and maternal issues. Shane' suggested to extend an invitation to these black led organizations to participate in the planning.

Tiffany Chalk- Agreed that extending an invitation to black led organizations who do work in the same space would be beneficial. Tiffany requested that Shane' bridge the gap with her community contacts to form new partnerships

Shane Darby- Inquired if people from the community would be paid for their participation in the awareness activities.

Tiffany Chalk-Advised DHMIC being a state-run organization does not typically pay community members to participate in awareness activities. Incentives for participation are provided for focus groups and key informant interviews. For budgetary reasons awareness participation is not paid, there are other avenues that they pay for.

Dr. Marshala- Advised funding for community members is needed to show their expertise is valued and supported, just as much as those who are curating the videos

Tiffany Chalk- Agreed that extending an invitation to black led organizations who do work in the same space would be beneficial. Tiffany requested that Shane' bridge the gap with her community contacts

Shane' Darby-Infographic looks great, however, in the "How We're Inspiring Change and Closing Disparity Gaps", section does not address the hospitals and healthcare professionals, which is the source of the problem. How can this infographic highlight Black maternal health disparities prevalent across all social economical classes?

Dr. Marshala Lee- Advised she could not allow the infographic to be released. The directional arrows used indicate behaviors equating to specific outcomes. This information is offensive. The issue has been overly simplified. She advised ABC to connect with Carla Aponte and Jackie Ortiz in the office of Health Equity who have expertise in creating health disparities messaging. She advised the infographic esthetically looks great; the messaging needs to be corrected.

Khaleel Hussaini- Regarding the infographic Khaleel agrees with Shane' and Dr. Marshala Lee about the infographic's messaging. He stated, focusing on the positive will get us to where we want to be. (i.e., Talk about Intended Pregnancy Rate instead of Unintended Pregnancy Rate. The stat of exercise less than 3 times a week is supposed to be exercised more than 3 times a week. He suggested picking one message and focusing on that instead of putting a whole bunch of statistics in an infographic. Focus on one thing, example: maternal mental health.

Joan Kelley-Regarding the infographic's message about women having an annual visit, should communicate the key point of the mother needing to establish a medical home regardless of if she needs a pap smear or not.

Timeline:

Q1: July 1- September 30, 2022

- WBOC DelmarvaLife Profile (1)
- Man on the street interviews
- Quarterly Meetings: The Ripple of Hope Session
- Delaware News Journal Op-ed series (1)

Q2: October 1- December 31,2022

- WRDE Weekly Segments (2-3)
- Ventas Latina Delaware (month of activities)
- Quarterly Meetings: The Ripple of Hope Session
- Delaware News Journal Op-ed series (1)

Note: Q4 is annual summit.

Well Woman Infographic:

- Three options: Healthcare options and one consumer option

DHMIC ANNUAL SUMMIT DEBRIEF:

- 423 registrants
- 340 attendees
- 280 peak active attendees (maximum number of concurrent users)
- Attendees spent on average **4 hours and 45 minutes** on-screen

***80% turnout**, which is above industry-average attendance for virtual events (approximately 68%)

Key Highlights:

- **94.7%** of attendees felt that the presentations were well organized, and the amount of information covered in each session was sufficient
- **93.4%** of attendees felt that the teaching methods were effective
- **96.4%** of attendees felt that their personal education objectives were met
- **88.4%** of attendees felt that the event platform supported and enhanced their learning

What Attendees Liked:

- Engaging and well-organized events
- Best speakers the DHMIC Summit had in years
- Topics were very educational
- Keep up the amazing work and dedication to maternal mental health

Update: Maternal Health Warning Signs:

- Received feedback from consumers addressing word choices used
- Received feedback from providers directing consumers when to utilize other resources such as calling 911
- Create equity by translating Maternal Health Warning Signs flyer into Spanish and Haitian creole. In New Castle County there may be a need to have the flyer also translated into Mandarin.

Announcements

Ida Lewis of DE WIC shared they will be having their virtual annual world breast feeding event on August 4, 2022. The link for registration is not available yet. A save the date invitation has been sent out to those who registered in previous years.

Meeting Frequency for WW Committee and BMH Workgroup (moving to Quarterly)

- Requested email contact information be shared in chat to assist with updating DHMIC distribution list.

Adjournment

The meeting was adjourned at 2:17pm