

Beyond Immunizations; Improving Well-Child Visits Through Parent Education

Community Partner:

Edgewood Center for Children and Families – Parent University

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University Partner:

UCSF Pediatrics; Pediatrics Leadership for the UnderServed (PLUS)

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Neighborhood Served: Bayview Hunters Point

Population Served: Children 0-5 years old and Parents of children 0-5 years old

Progress and Accomplishments: Our project aimed to improve the quality and use of primary care visits by expanding the primary care model outside of the clinic, helping parents become more active members in their child's health care visit, and strengthening the community support system. Specifically our goals were to:

- 1) Strengthen the medical home by increasing parent's involvement, understanding, and utilization of well-child visits through Pediatric Wellness Workshops. Based on the principle that an informed parent is more likely to be an inquisitive, active member in shared decision making with their physician, each workshop aims to encourage parent engagement in the well-child visit.

To accomplish this goal we:

- **Conducted Outreach:** Using Community Resource Ambassadors from Parent University, community leaders and gift card incentives, our goal was to have 8-10 families attend each session.
- **Designed Pediatric Wellness Workshop Curriculum:** Using Bright Futures as a guideline, we created a curriculum for 5 Health Promotion Topics: Development, Nutrition, Safety, Dental Health, and Asthma/Eczema.
 - For each workshop, we designed a lesson plan, presentation, and interactive activities.
 - Each workshop also concludes with parents filling out a question card to bring to their child's pediatrician with questions they have thought of during that session.
 - We produced an electronic and hard copy toolkit with these 5 workshops.
- **Implemented 5 Workshops:** Over the last 9 months we have conducted 5 workshops at Parent University.
- **Trained-the-Trainer:** For the last 4 months of the grant, we "training-the-trainer." Parent University parent educators, Erica Rath and Karla Brody recently led workshops on Development and Nutrition in April and May.

- 2) Build upon existing community resources and support Parent University in becoming a resource for families in Bayview Hunters Point. Parents and physicians have identified the need to utilize resources outside the doctors' office to promote health.

To accomplish this goal we:

- **Built Capacity at Parent University:** Provided Parent University with curriculum for 5 Health Promotion Topics, including flyers, handouts, presentations, and activities.
- **Assisted with Community Health Fair:** We attended the Bayview Community Health Fair, provided development screenings to children and families and did outreach for Parent University.
- **Connected Parent University with Local Health Centers:** Introduced Parent University to incoming director of South East Health Center, facilitating further collaboration.

Impact: We have developed a sustainable, replicable curriculum to improve parent engagement, utilization and perception of well-child care. We measured the feasibility and acceptability of implementing this curriculum.

- **Feasibility:** Over the course of this grant we held 10 Parent Wellness Workshops, 3 Training Sessions for Parent University staff. Pediatric residents led eight workshops, and Parent University parent educators led two workshops. Between 3 and 7 families attended each workshop (mean 4).
- **Acceptability:**
 - Parent Perspectives: Qualitative feedback from the parents showed that parents found the sessions valuable; they liked having a forum to share problems and come up with solutions that were applicable to their community. Parents also expressed that these workshops gave them the time and space to voice concerns and seemed to increase awareness that their pediatrician can be an advisor on these topics.
 - Community Organization: Parent University staff felt that the workshops met their stated goals, specifically that they helped to get parents thinking about how they can better advocate for their children and take advantage of the time that they have with their primary care providers.

Through this program, we demonstrated that caregiver-focused training, aimed at strengthening the medical home by increasing parents' involvement in well-child visits and fostering an improved understanding of preventive care, is feasible and acceptable to the community.

Challenges:

- **Recruitment:** When we first began our partnership, Parent University was developing a Community Ambassadors Program, which involved community leaders going door-to-door to recruit families to attend activities at Parent University. We had initially planned on using this program for the Pediatric Wellness Workshop outreach, however the Community Ambassadors Program did not come to fruition.
 - To meet this challenge, we relied on Parent University staff for outreach. Additionally, we changed the incentive structure of our initial grant to offer gift cards for attendance at each workshop.
 - Outreach remained a challenge and we had small workshops with few families, however there was some momentum and our later workshops had more families in attendance.
- **Childcare:** We had planned on providing childcare during the workshops, however this was not feasible given the variable turnout and financial cost.
 - To meet this challenge, we involved the children in the workshop when possible. If the children were distracting, one of the parent educators took the responsibility of "child care" during each workshop.

Technical Assistance/Capacity Building: Parent University did not have a projector to display the presentations for the workshops. To address this, we modified our budget to allow a projector to be purchased. This was a key modification that allowed Parent University to continue these workshops and use the projector for other activities.

Ongoing Partnership:

Sarah Libecap and Julie O'Brien will continue to be a resource for Parent University as Pediatricians in the community. Dr. Jamal Harris, who recently took over as the director of South East Health Center, has met with the Parent University staff and will hopefully continue to build on this partnership.

Funding and Finances:

Activity	Description	Proposed Amount	Actual
Outreach & Retention	<ul style="list-style-type: none"> - Flyers for PU & Wellness Workshops in local primary care offices, schools, and community organizations - Ambassador incentives recruiting >3 families; ie gift cards - Gift cards for participants attending > 3 workshops 	\$499	<ul style="list-style-type: none"> - Flyer production (\$99) - \$10 grocery store gift cards ~4 cards /session x 10 workshops (\$400)
Implement Workshops	<ul style="list-style-type: none"> - Qualified child care providers per session - Healthy snacks during workshops - Replication of handouts, recipe books, toolkits, etc. - Health promoting activities ie books, toothbrushes - Translation of materials 	\$1,000	<ul style="list-style-type: none"> - Snacks for workshops \$25/session x10 (\$250) - Replication of materials \$15 x 10 (\$150) - Activities, including developmental screening tool (\$400) - Spanish materials (\$200)
Sustainability Efforts	<ul style="list-style-type: none"> - Projector and screen - Props, development tools, parent activity sets -Toolkit creation for PU with DVD and templates for workshops 	\$1,000	<ul style="list-style-type: none"> - Projector (\$400) - Activities, including developmental screening tool (\$400) - Toolkit replication (\$200)
<i>Total</i>		\$2,499	\$2,499

Modifications/Explanations:

- The Community Ambassador program was not well established at Parent University, therefore the to improve outreach, we modified our gift card incentive program – providing all attendees with \$10 gift cards to a local grocery store.
- Childcare was not provided during the workshops; these funds were instead directed toward replication.