The Postpartum Weight Management Study

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Today’s Agenda

1. Introduction to Maternity Care Coalition

2. The Postpartum Weight Management Study

3. Development of a Community-Academic Partnership

4. Benefits and Challenges of Partnerships

5. Recommendations for forming Partnerships
The mission of Maternity Care Coalition (MCC) is to improve maternal and child health and wellbeing through the collaborative efforts of individuals, families, providers and communities.
MCC’s Comprehensive Approach

Direct Services to Families

Community-Based Participatory Research (CBPR)

Public Policy and Advocacy

Maternity Care Coalition
MCC’s Direct Services to Families

- Parenting support through home visiting
- Serving pregnant women and families with young children in Southeastern Pennsylvania
- MOMobile® Model
  - Healthy Families America
  - Early Head Start
  - Healthy Start
  - HMO Outreach
  - Cribs for Kids
Maternal Obesity and Postpartum Weight Retention

- Two-generation problem: Long-term effects on mom and baby
- No postpartum weight guidelines
- Little recommended care for mothers beyond one 6-week post-delivery obstetrical visit
- Low income populations are at great risk for postpartum weight retention, with highest rates among Latina and African-American mothers
The Postpartum Weight Management Study

- Motivational Texting
- Social Support: home visiting and workshops
- Baby Carrier, Pedometers
- Wellness Education

Supported by the Healthy Weight Program at The Children’s Hospital of Philadelphia and Aetna Foundation

MCC’s first randomized trial: 220 clients assigned to intervention or comparison group
Hi Everyone,
The Postpartum Weight Management Study is currently recruiting women who are in their third trimester or who have had their babies since January 1, 2014. If you have any questions, please feel free to contact us. We wanted to share an e-mail we recently received from a study participant:

“Hi, how have you been?? I'm doing alright & so is the baby, we've both been eating very healthy foods, he even eats fruits & veggies. It's very overwhelming how time flies by so quickly. I am still exercising & I've lost 75lbs - 80lbs from when I was 300lbs. I'm so proud of myself. & thank you for everything. I hope all is well & look forward to see you soon.

(smiles) Mom & Baby”
Study Outcomes

- Weight Retention
- Texting Engagement
- Decreased Depression
**Implementation: Fit Beginnings for Mom**

New program inside the Philadelphia county jail:

*Empower incarcerated pregnant women to create a healthy lifestyle environment for themselves and their children*

<table>
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<tr>
<th>Please choose goals you plan to work on for a healthy lifestyle</th>
<th>Date Created</th>
<th>Date Accomplished</th>
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| **Goal:** Walking
I will take __________ steps each day. |              |                   |
Development of the Partnership

• Staff identified maternal obesity as a concern

• Approached by Pediatrician and RWJ Clinical Scholar Dr. Charmaine Smith Wright

• Met with staff and attended staff meetings, including via Skype

• Worked jointly to develop intervention targeted to our needs

• Helped with funding

• Provided training and support

• Language
Challenges of Community Research: Clients

- Why me?
- How does this effect me?
- What do I get out of this?
- What will you do with the information I give you?
- Can I trust you?
Challenges of Community Research: Advocates

- Is my client being taken advantage of?
- How does this benefit my client?
- Does my client fully understand what they are consenting to?
- How does this effect my relationship with my client?
- How does this effect my already full work load
Benefits of Community Research

For Clients:
• What makes clients want to participate?
  o Clients trust that Advocates have their best interest at heart
  o They know they are getting “something out of it”
  o They feel included in the process

For Community:
• Long-term impact on families and communities

For Agency:
• Capacity building agency-wide
• Knowledge development for programs, research and advocacy
  o Ongoing training
  o Increased funding opportunities
Lessons Learned

• Research is not just about numbers, figures and statistics
• Research can lead to change
• Build in time for relationship-building
  o Learn each others’ institutional cultures
  o Emphasize the “process”

• Set up systems for communication and problem-solving
• Discuss funding up front
• Discuss data ownership up front
Next Steps

Direct Services to Families
• Implement findings into programs

Research
• Continue to evaluate, implement and translate findings

Advocacy
• Disseminate findings to key stakeholders to influence policy and legislation
• Serve on key local, state and national coalitions
Is It Worthwhile to Participate in Community-Academic Research?

Yes, but be prepared:

- There will be setbacks and frustrations
- Requires commitment by all partners