Boston Healthy Start Initiative
Preconception Health Dissemination and Partnership Plan
Mission: to eliminate disparities in perinatal health in Boston

Target population
- Pregnant women that self-identify as Black
- Boston neighborhoods of Roxbury, Dorchester, Mattapan, Hyde Park, Jamaica Plain, and the South End
For this campaign, the BHSI target populations are:

- Primary population: Black adolescents ages 13–19 in BHSI target communities
- Secondary population: Black young adults ages 20–24 in BHSI target communities
In Boston in 2009:

- 61% of Black high school students had ever had sexual intercourse
- 41% of Black high school students had sex for the first time between the ages of 14–15
- 21% of high school students that had sex for the first time between the ages of 14–15 have binge drank alcohol
- The birth rate for Black women ages 15–17 was 18.9 per 1,000 people
- The birth rate for Black women ages 18–19 was 35.7 per 1,000 people
- The Chlamydia rates for 15–19 and 20–24 year olds respectively were 3200 and 2179 per 100,000 people
  - 5 of the neighborhoods served by BHSI were included in the neighborhoods with the highest rates in Boston
- The gonorrhea rates for 15–19 and 20–24 year olds respectively were 387 and 354 per 100,000 people
  - All 6 of the neighborhoods BHSI serves were included in the neighborhoods with the highest rates in Boston
Roles we will play in the campaign

- Design social media content, develop social media page
- Form partnerships with other organizations through outreach, collaboration, and memorandums of agreement
- Provide partner organizations with campaign materials, technical assistance, and capacity building
Dissemination Plan
**Target Audience**: Black adolescents (ages 13–19) and young adults (ages 20–24) in BHSI target areas

**Product**: Facebook page, PSAs, targeted fact sheets, posters

**Channel**: Facebook, popular radio stations, partner organizations

**Dissemination objective(s)**:
- Reach 60% of the target population through radio, internet and community organization within a 24 month period
Target Audience: Black adolescents (ages 13–19) and young adults (ages 20–24) in BHSI target areas

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Partnership Plan

- Boston Public Health Commission Programs
  - Boston Area Health Education Center
  - Peer Leadership Institute
  - Start Strong – teen dating violence prevention
  - School Based Health Program
- Community Health Centers
- Popular radio stations
  - Kiss 108
  - JAM’N 94.5
  - AMP 103.3
- Nail salons/beauty/barber shops
US Department of Health and Human Services
Office of Minority Health
  ◦ University preconception peer educator groups
    • Boston University School of Public Health
    • Northeastern University

Other Universities
  ◦ Roxbury Community College
  ◦ Bunker Hill Community College

YMCA/YWCA

NAACP – Boston Branch
Faith-Based Organizations
  ◦ Black Minister’s Alliance
  ◦ Grater Boston Interfaith Alliance
  ◦ Local Black Churches

Urban League of Eastern Massachusetts

Panhellenic Groups (secondary population)
Boston Public Health Commission

Programs

- **Potential reach:** City of Boston

- **Request:**
  - Disseminate campaign materials
  - Promote campaign social media

- **Rationale:**
  - Part of the mission of the BPHC is to promote the health and well-being of all Boston residents
  - Relationships with key stakeholders
  - Access to members of the target population

- **Potential barriers:**
  - Programs may not want to promote anything related to pregnancy within a teen population
  - Potential oversaturation of sexual health messages

- **Engagement strategies:**
  - Framing – the campaign helps to further the overall mission of the commission
Community Health Centers

- **Potential reach:** BHSI target areas

- **Request:**
  - Disseminate campaign materials
  - Promote campaign social media
  - Host preconception health community groups

- **Rationale:**
  - CHCs serve members of the target populations in BHSI target areas

- **Potential barriers:** many CHCs already engaged with BHSI may not want to do another activity for BHSI

- **Engagement strategies:**
  - Low cost to the CHC, high benefit
  - The campaign helps promote health and well-being
  - Partnership with a city campaign
  - Increases CHC visibility
Nail salons/beauty/barber shops

- **Potential reach:** local, the 16 neighborhoods of Boston
- **Request:**
  - Disseminate campaign materials
  - Promote campaign social media
- **Rationale:**
  - They have a clientele within the target areas
  - Safe spaces
  - Have trusted relationships with clients
- **Potential barriers:**
  - Possible unwillingness to work with a BPHC program
  - May not think PCH is important
- **Engagement strategies:**
  - Sense of giving back to the community
  - Being proactive in health and wellness issues
  - Build broader community alliances/atypical community alliances
Potential reach: City of Boston

Request:
  ◦ Air campaign PSAs
  ◦ Air paid ads
  ◦ Guest spot on a popular show

Rationale:
  ◦ Many adolescents and young adults listen to pop radio (i.e. hip-hop, R&B, top 40)

Potential barriers: may not want to give up ad slots for PSAs

Engagement strategies:
  ◦ Sense of giving back to the community
  ◦ Health and wellness of the community
  ◦ Be part of a bigger movement
Office of Minority Health – University Preconception Peer Educator Groups

- **Potential reach:** college students
- **Request:**
  - reach out to members of the target population that are part of the college
- **Rationale:**
  - groups are located on college campuses
  - have access to college students
- **Potential barriers:** students in the groups have competing time interests
- **Engagement strategies:**
  - Increase group visibility
  - Partnership on mutual issues
  - Collaborate on health fairs, campus events, etc
Potential reach: members of the target population enrolled in the college

Request:
- Disseminate campaign materials
- Promote campaign social media

Rationale:
- Have access to part of the target population

Potential barriers:
- They already provide students with health information

Engagement strategies:
- Sense of giving back to the community
- Being proactive in health and wellness issues
- Increase visibility by partnering with a city campaign
  Low cost/high reward
**YMCA/YWCA**

- **Potential reach:** City of Boston
- **Request:**
  - Disseminate campaign materials
  - Promote social media and the campaign
- **Rationale:**
  - Access to primary and secondary target populations
- **Potential barriers:**
  - Reluctance to partner with the BPHC
- **Engagement strategies:**
  - Furthers the mission of the YMCA to “improve the health of mind, body and spirit of individuals and families in our communities”
  - Sense of giving back to the community
  - Being proactive in health and wellness issues
  - Increase visibility by partnering with a city campaign
  - Low cost/high reward
Faith-Based Organizations

- **Potential reach:** their congregations and neighborhoods

- **Request:**
  - Disseminate campaign materials
  - Promote social media and the campaign

- **Rationale:**
  - Have strong, trusting relationships with congregations
  - Have access to the target population

- **Potential barriers:**
  - May be reluctant to work with BPHC
  - May be reluctant to discuss pregnancy in any context with teens

- **Engagement strategies:**
  - Sense of giving back to the community
  - Being proactive in health and wellness issues
  - Increase visibility by partnering with a city campaign
  - Low cost/high reward
NAACP Boston Branch

- **Potential reach:** Black community of Boston
- **Request:**
  - Disseminate campaign materials
  - Promote social media and the campaign
- **Rationale:**
  - Has access to the target population
  - Is a visible organization within the Black community
- **Potential barriers:**
  - May be reluctant to work with the BPHC
- **Engagement strategies:**
  - Sense of giving back to the community
  - Being proactive in health and wellness issues
  - Increase visibility by partnering with a city campaign
  - Low cost/high reward
Urban League of Eastern Massachusetts

- **Potential reach:** neighborhoods of Boston

- **Request:**
  - Disseminate campaign materials
  - Promote campaign social media

- **Rationale:**
  - Have access to middle and high school students

- **Potential barriers:**
  - Potential reluctance to partner with BPHC

- **Engagement strategies:**
  - Sense of giving back to the community
  - Being proactive in health and wellness issues
  - Increase visibility by partnering with a city campaign
  - Low cost/high reward
Panhellenic groups

- **Potential reach:** college students on their campus
- **Request:**
  - reach out to members of the target population that are part of the college
- **Rationale:**
  - Groups are located on college campuses
  - Have access to college students
- **Potential barriers:**
  - Students have competing time interests
- **Engagement strategies:**
  - Low cost/high reward
  - Increase group visibility
  - Partnership on mutual issues
  - Collaborate on health fairs, campus events
Thank you!

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