NAACP Maternal Experience Survey

Pre-Reading Materials

MAP to Action Work Session
January 27, 2023 at 10:00AM

Survey Data: *1/26/2021 – 1/4/2023*
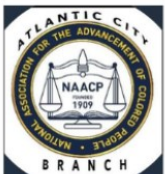
Implementation Activities: January 2020 – January 2023

Report Date:

1/19/2023

Most Recent Survey
End Date:

1/4/2023

Statewide Data:
Live Births: Statewide & Essex County

2020 Statewide Live Births

# Live Births, All Races/ Ethnicities	# Live Births Black, non-Hispanic	% of Live Births Black, non-Hispanic	# Live Births White, non-Hispanic	% of Live Births White, non-Hispanic	# Live Births Hispanic (of any race)	% of Live Births Hispanic (of any race)
97,146	12,587	12.9%	43,392	44.6%	27,074	27.9%

2020 Essex County Live Births

# Live Births, All Races/ Ethnicities	# Live Births Black, non-Hispanic	% of Live Births Black, non-Hispanic	# Live Births White, non-Hispanic	% of Live Births White, non-Hispanic	# Live Births Hispanic (of any race)	% of Live Births Hispanic (of any race)
9,618	3,684	38.3%	2,091	21.7%	2,869	29.8%

Statewide Data:
Live Births: Atlantic County & Camden County

2020 Atlantic County Live Births

# Live Births, All Races/ Ethnicities	# Live Births Black, non-Hispanic	% of Live Births Black, non-Hispanic	# Live Births White, non-Hispanic	% of Live Births White, non-Hispanic	# Live Births Hispanic (of any race)	% of Live Births Hispanic (of any race)
2,789	502	18.0%	1,172	42.0%	805	28.9%

2020 Camden County Live Births

# Live Births, All Races/ Ethnicities	# Live Births Black, non-Hispanic	% of Live Births Black, non-Hispanic	# Live Births White, non-Hispanic	% of Live Births White, non-Hispanic	# Live Births Hispanic (of any race)	% of Live Births Hispanic (of any race)
5,716	1,142	20.0%	2,490	43.6%	1,494	26.1%

Why MES?

In Fall 2019, the Prematurity Prevention Initiative (PPI), a program of Family Health Initiatives, and NAACP Atlantic City Branch collaborated to form the Black Infant and Maternal Mortality (BIMM) task force.
A collaborative team of community members and leaders organized deliverables, such as the Maternal Experience Survey, to build a community-level action response to inequities and birthing injustices in New Jersey.
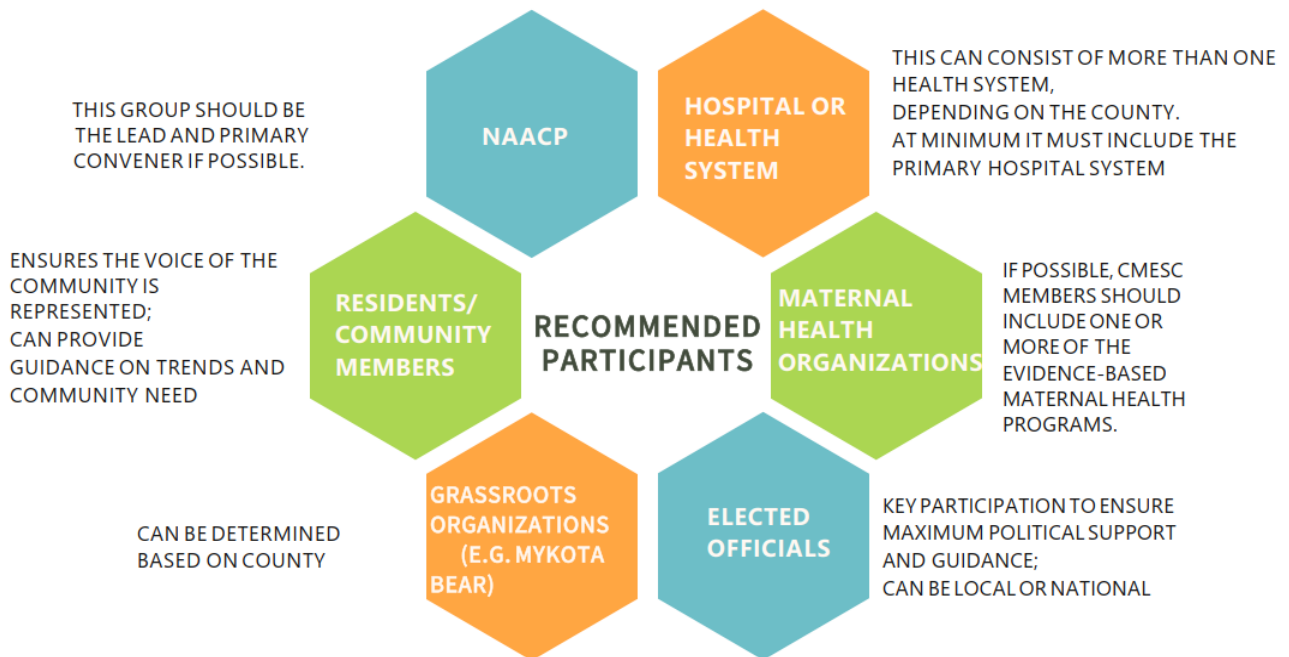
Tell Your Story

Thinking about the words you checked off in the last question, please use the box below if you would like to **tell your story about your labor, delivery, and birth experience.**

If you need support after answering any questions on this survey, please text NJ to 741741 for 24/7 crisis support.

In 2021, Prematurity Prevention Initiative and NAACP Black Infant and Maternal Mortality task force strategically launched the MES in 3 New Jersey counties that face the highest rates of Black maternal and infant mortality and prematurity- Atlantic (January 2021), Essex (August 2021), and Camden (December 2021) Counties.

Survey Implementation:
County MES Committee Membership

RECOMMENDED PARTICIPANTS

NAACP
THIS GROUP SHOULD BE THE LEAD AND PRIMARY CONVENER IF POSSIBLE.

HOSPITAL OR HEALTH SYSTEM
THIS CAN CONSIST OF MORE THAN ONE HEALTH SYSTEM, DEPENDING ON THE COUNTY. AT MINIMUM IT MUST INCLUDE THE PRIMARY HOSPITAL SYSTEM

RESIDENTS/ COMMUNITY MEMBERS
ENSURES THE VOICE OF THE COMMUNITY IS REPRESENTED; CAN PROVIDE GUIDANCE ON TRENDS AND COMMUNITY NEED

MATERNAL HEALTH ORGANIZATIONS
IF POSSIBLE, CMESC MEMBERS SHOULD INCLUDE ONE OR MORE OF THE EVIDENCE-BASED MATERNAL HEALTH PROGRAMS.

GRASSROOTS ORGANIZATIONS (E.G. MYKOTA BEAR)
CAN BE DETERMINED BASED ON COUNTY

ELECTED OFFICIALS
KEY PARTICIPATION TO ENSURE MAXIMUM POLITICAL SUPPORT AND GUIDANCE; CAN BE LOCAL OR NATIONAL

County MES Committee Membership

The participant categories above should be fully represented as part of the CMESC membership prior to launch. It will be at the discretion of the committee to determine roles and responsibilities.

Maternal Experience Survey Advisory Board

As the Maternal Experience Survey launches in New Jersey counties, advisory board members are identified to support outreach and advisement strategies. Maternal Experience Survey advisory boards include members of the NAACP, hospital and health systems, maternal health organizations, elected officials, grassroot organizations, and community members. Advisory board members meet quarterly to amplify efforts of the survey.

Survey Implementation:
Community Engagement

The Maternal Experience Survey has officially launched in 3 New Jersey Counties.

The MES launched in **Atlantic County** on January 26, 2021, **Essex County** on August 26, 2021, and in **Camden County** on December 7, 2021.

In June 2022, a **Central New Jersey** region MES Advisory Board was formed. The MES will launch in Central New Jersey in early 2023.

Successful Engagement Processes

Key outreach successes toward Maternal Experience Survey completions consist of collaborative efforts among key partners and stakeholders.

The survey has been able to widen its reach with the help of Community Health Workers, nurses, hospital staff, healthcare providers and practitioners, elected officials, business owners, educators, and community leaders.
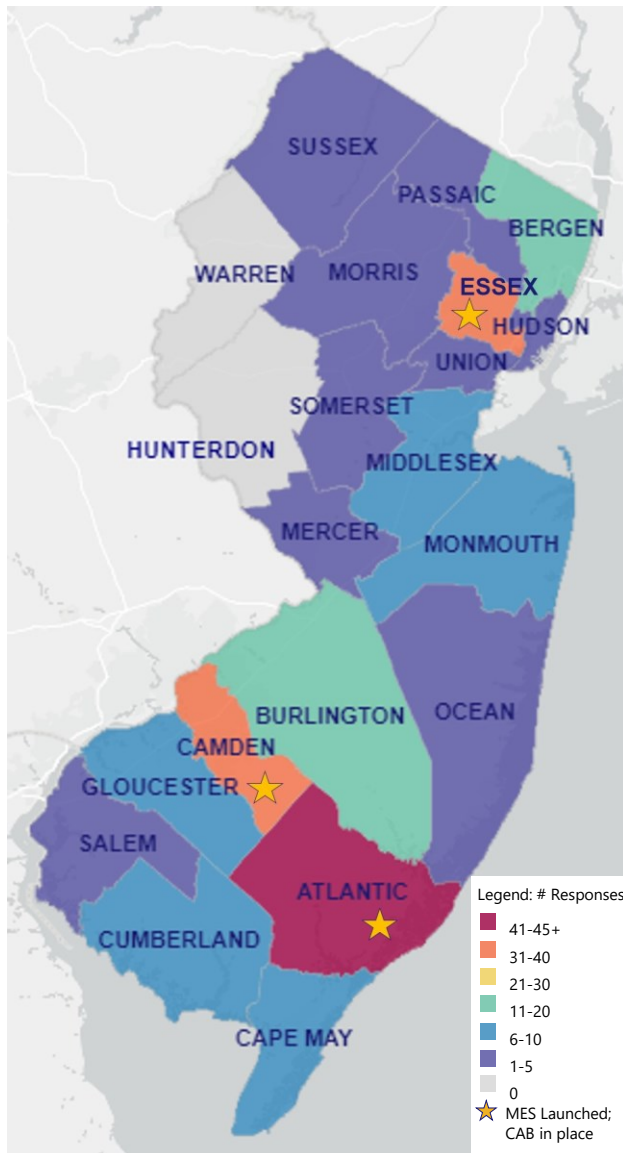
Outreach efforts through email, webinars and presentations, county survey launches, in-person events, and social media have been activated.

With support from Advocates for Children of New Jersey (ACNJ), a pilot MES ambassador program launched in Spring of 2022 to further support survey promotion efforts through women with birthing experience in Atlantic and Camden Counties. Ambassadors also shared pertinent health education with their communities pertaining to hypertension, preeclampsia, Covid-19 and pregnancy, diabetes, and smoking cessation.

Survey Implementation:
MES Responses by County through 1/19/2023

County	Total Complete
Atlantic	20%
Bergen	5%
Burlington	6%
Camden	18%
Cape May	3%
Cumberland	4%
Essex	17%
Gloucester	3%
Hudson	2%
Mercer	2%
Middlesex	5%
Monmouth	3%
Morris	2%
Ocean	1%
Passaic	2%
Salem	2%
Somerset	1%
Sussex	1%
Union	1%
Total	**100%**

Legend: # Responses
- 41-45+
- 31-40
- 21-30
- 11-20
- 6-10
- 1-5
- 0
- ★ MES Launched; CAB in place

As of January 19, 2023
There were **216 responses** across all counties.

55% (*n=118*) responses came from **counties with a County Advisory Board (CAB)** in place where the **MES has launched**.

20% of responses (*n=43*) came from **Atlantic County** residents.
18% of responses (*n=39*) came from **Camden County** residents.
17% (*n=37*) of responses came from **Essex County** residents.

Total Responses
216

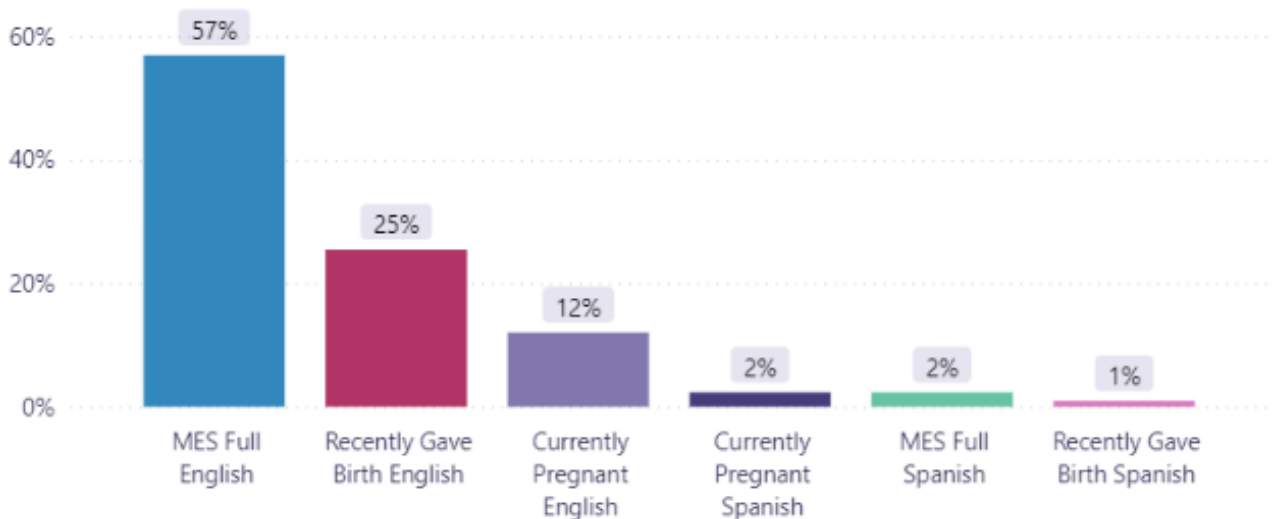**Most Recent Survey End Date:**
1/4/2023

Survey Implementation:
MES Responses by Survey Breakout through 1/19/2023

As of **January 19, 2023** there were **216 responses** across all MES Breakouts.

59% (*n=128*) of responses came through the MES Full Survey- English or Spanish.

41% (*n=88*) of responses came through one of the MES Breakouts, English or Spanish.

% Responses by Survey Breakout

	57%	25%	12%	2%	2%	1%
	MES Full English	Recently Gave Birth English	Currently Pregnant English	Currently Pregnant Spanish	MES Full Spanish	Recently Gave Birth Spanish

Name of Survey Breakout (groups)	Total Complete
Currently Pregnant English	12%
Currently Pregnant Spanish	2%
MES Full English	56%
MES Full Spanish	2%
Recently Gave Birth English	26%
Recently Gave Birth Spanish	1%
Total	**100%**

Total Responses

216

Most Recent Survey End Date:
1/4/2023

Survey Demographics:
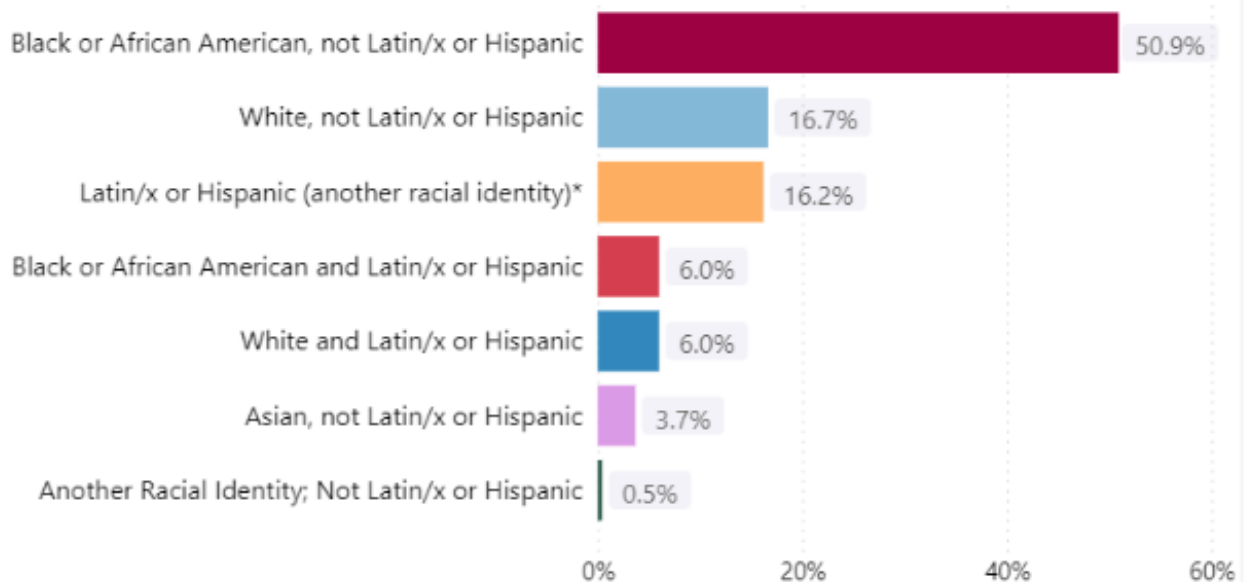MES Responses by Race/Ethnicity Combined through 1/19/2023

% Responses by Race/Ethnicity

Race/Ethnicity	%
Black or African American, not Latin/x or Hispanic	50.9%
White, not Latin/x or Hispanic	16.7%
Latin/x or Hispanic (another racial identity)*	16.2%
Black or African American and Latin/x or Hispanic	6.0%
White and Latin/x or Hispanic	6.0%
Asian, not Latin/x or Hispanic	3.7%
Another Racial Identity; Not Latin/x or Hispanic	0.5%

As of January 19, 2023
57% of respondents (*n=123*)
identified as Black or African American.

57% of respondents (*n=123)* identified as **Black or African American** (of any ethnicity).

28% of respondents (*n=61)* identified as **Latin/x, Latina or Hispanic** (of any race).

23% of respondents (*n=49)* identified as **white** (of any ethnicity).

"Black or African American" includes respondents who chose "Another Racial Identity" and wrote in responses such as "Black" or "African American".

"Latin/x, Latina, or Hispanic" includes respondents who chose "Latin/x, Latina, or Hispanic," "Latino/a/x o hispano/a/x," and/or wrote in a response that fell in this category including "Mexican" or "Guatemalteca".

Racial/ethnic categories are not mutually exclusive.

Call to Action

Share the MES flyer with all NJ parents who have had a pregnancy or birthing experience.

Link to **complete or share** the MES survey:
https://www.njpreterm.org/mes

Share this flyer with any New Jersey mothers who would like to take the survey

Link to **browse** the MES:
https://bit.ly/MESBrowseSurvey

Healthcare providers and professionals can take a "test drive" to **browse** the survey.

The MES is available in English and Spanish. There are 3 survey options:

Currently Pregnant- Parents share their experiences during pregnancy
Recently Gave Birth- Parents share their experience after giving birth
Full Survey- Parents share their full journey

How to Access the Maternal Experience Survey

1

STEP 1

Visit

https://www.njpreterm.org/mes

2

STEP 2

Choose the survey breakout category and language type

3

STEP 3

Complete the Maternal Experience Survey

NOTE: The survey can be completed in multiple sittings
(must use the same device)

Acknowledgments

National Association for the Advancement of Colored People (NAACP)

NAACP vision is to ensure a society in which all individuals have equal rights and there is no racial hatred or racial discrimination.

Prematurity Prevention Initiative (PPI)

The Prematurity Prevention Initiative is a collaborative effort focused on reducing the number of early births in New Jersey.
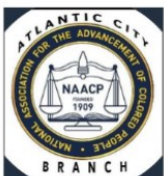
The Prematurity Prevention Initiative is a program of Family Health Initiatives (FHI) supported by funding from the NJ Department of Health. FHI is a subsidiary agency of the Southern New Jersey Perinatal Cooperative 2022.

Maternal Experience Survey Advisory Boards
- Atlantic County
- Essex County
- Camden County
- Central New Jersey Region

Christine Ivery, MPH, CHES®

Family Health Initiatives would like to acknowledge the work of Christine Ivery as a leader of the Maternal Experience Survey initiative.

References

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Purpose of Document, Intended Audience, & Data Sharing

Purpose of MES Statewide Implementation Report

The purpose of the NAACP Maternal Experience Survey (MES) Statewide Implementation Report is to share initial survey implementation data, community engagement information, survey background, and purpose of use. This report refers to publicly available data and statewide reports.

Intended Audience

The intended audience of this MES Statewide Implementation Report is maternal and child health professionals, hospital or hospital system representatives, state representatives, grassroots organization representatives, and other stakeholders interested in MES implementation to date.

Data Sharing

MES responses are confidential and anonymous. The MES is intended to offer birthing people an opportunity to provide feedback on their birth experiences and to tell their stories. It is not intended to be a representative sample of women in New Jersey or the counties. To inquire about receiving this or related reports, or to find out more about the MES in your area, please visit this page of the PPI website.

MATERNAL EXPERIENCE SURVEY

COUNTY LAUNCH PACKET

WHAT IS THE PURPOSE OF THE MATERNAL EXPERIENCE SURVEY?

- To improve care and reduce childbirth-related disparities for women of color by providing a tool which records and reports their maternal care experiences
  - divided by prenatal, labor & delivery, postpartum
  - across multiple providers
  - flexible survey tool
  - user-friendly format; ease of use with any mobile device
  - available in English and Spanish

STEPS REQUIRED FOR COUNTY LAUNCH

These are the high-level steps required to help ensure a seamless county-level launch of the MES. Each member of the County MES Committee should sign a usage and confidentiality agreement prior to the launch meeting with the State MES Advisory Group.

1 County MES lead should assemble County MES Committee which is comprised of key participant stakeholders.
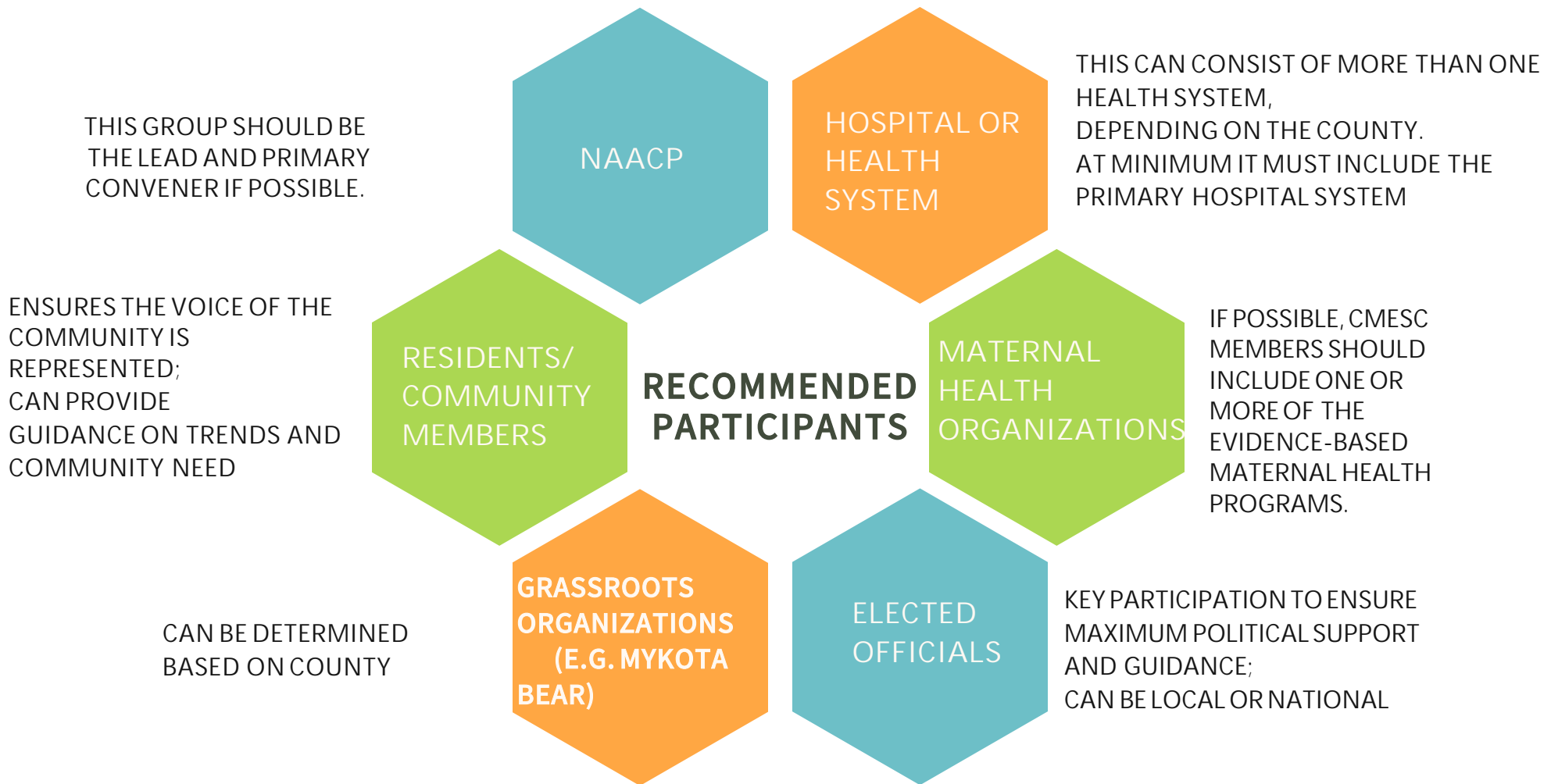
2 County MES Committee schedules launch meeting with State MES Advisory Group. (Invite template will be provided.)

3 County MES Committee establishes meeting schedule and key roles

4 County MES Committee implements Marketing/ Outreach Strategy

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NAACP

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LAUNCH MEETING DISCUSSION ITEMS

01 Review of MES Purpose, Messaging and Strategy

02 Outreach and Marketing

02 Next steps, reporting, meeting structure and timeline

COMMUNICATION PLAN

	REACH	ACT	CONVERT	ENGAGE
Launch	Add link to survey on key websites (0-7 days of launch) Provide link and hard copies of survey to key community stakeholders (1-5 days of launch) Implement media campaign (1-14 days of launch) Implement social media campaign (1-14 days of launch) Create and distribute related press releases (within1-2 days of launch)	Design dashboard and reporting according to community and stakeholder needs Invite maternal health stakeholders to ongoing meetings	Monitor number of survey completions to ensure appropriate level of completion	
Implementation	Search engine optimization (as required) Ongoing social media presence (14+ days after launch) Replenish inventory of hard copy surveys and posters for community stakeholders (as needed) 120-day media campaign (survey update)	Conduct quarterly maternal health stakeholder meeting touchpoints Distribute and post reporting as required 'Periodically review stakeholder links to ensure they are operational	Monitor number of survey completions to ensure appropriate level of completion.	Post infographics and survey results for public review

PARTICIPATION IS KEY.

Monthly CMESC
Meetings

Quarterly Statewide
Meetings

Regular Results
Reporting

Identify Community Insiders

Directions: Consider the following columns as you develop your community insider list and outreach methods

Column (1) lists diverse insider organizations; Column (2) are examples of key implementation qualities (3) demonstrates contact strategies for insider outreach

What Are Types of Assets The Community Possesses?	Key Qualities Needed for Project Implementation	Locate Name and Title Of Community Insiders
	Examples	List each
Artistic Groups: musical, theater, writing **Business Groups**: local chamber, local cooperatives; charitable/ philanthropic groups **Civic Event Groups:** fair, festivals **Educational/ Vocational Groups**: National Association of Hispanic Nurses, National Medical Association, university alumni groups **Ethnic/ Cultural Associations:** National Association for the Advancement of Colored People (NAACP), International Work Group for Indigenous Affairs **Professional Associations:** AMCHP, APHA, Sororities and Fraternities **Faith- Based Organizations:** Church committees (health, community development), First lady's committee **Interest Clubs**: books, recycling, birding, health & fitness, nutrition, gardening **Local Media:** commercial newspaper, radio, cable TV health Groups: cultural, political, social, educational, vocational, blogs, social media outlets **Neighborhood Groups:** crime watch, block clubs, neighborhood associations, collector groups, community building **Organization Support Groups:** environmental/ Conservation organizations, Political/Citizenship Parties, League of Women Voters **Youth and School Groups:** 4H clubs, Girl/ Boy Scouts, PTA, recreation services **Clubs:** Kiwanis, Rotary Social Cause Groups: peace, civil rights, advocacy sports leagues **Support/Self-Help Groups**: Postpartum Depression, Alcoholics Anonymous, La Leche League, empowerment	- Mission aligns with project - Openly communicates - Interest in population - Track record of effective partnerships - Strong leadership - Strong informal relationships - Willingness to be a part of a collective group - Longstanding presence - Understands the importance of community to solve its own problems - Desire to avoid duplication of services in community - Willingness to work with experts - Strong community connections with political stakeholders - Influential community leader	Name Title Email Telephone --- **Outreach Tips:** - If you are unsure of title or name of the person you that will help your project, call the front desk staff or receptionist. This first response contact can serve as a valued gatekeeper in the outreach process - After making outreach to contact through phone, be sure to follow up on the same day by email with any next steps, confirmations, or deliverables

Community Plan Template	
List goals and objectives	
Describe the intended audience	
Purpose or Promotional Statement *Consider the cultural background, language type(s), literacy level and of your audience*	
Marketing Method *ie: flyers, social media, phone, in-person*	
Evaluation Plan	
Resources	

Timeframe of Activities
 	
    Sample Timeline
 	
      • *Develop list of potential stakeholders (Week 1-2)*
 	
      • *Contact by phone five Insiders (Week 3-4)*
 	
      • *Schedule Meeting (Virtual, Face-to-Face) (Week 3-4)*
 	
      • *Prepare talking points for meeting (Week 4-5)*	

Evaluation Plan Reflection
Adapted from [*A Framework for Program Evaluation from the CDC*](#)

Steps & Summary Question	Reflection Questions
• **Engage stakeholders** *Who are community insiders and stakeholders who are already engaged around these issues within their community? Who is most affected by the issues?*	• Who are community insiders and stakeholders, and what are their diverse needs? • What are stakeholders' personal and community values, implicit and explicit? • What are ways of knowing that are specific to this community? • How are stakeholders overcoming challenges related to what the program is trying to accomplish? • How is your program ensuring everyone gets a seat at the table, particularly if their voice has been softened regarding this issue? • Who is missing from the table?
• **Describe the program** *How will you know your program was successful?*	• What are the environmental, cultural, political, and economic contexts in the community where the program will work? • What activities need to be considered to conduct evaluation throughout the program? • What are the program goals, according to various stakeholders? • How will you measure success? • How does the program's logic model apply to the sequence of events you hope will affect change?
• **Focus the evaluation design** *What are the diverse ways you can measure success based on stakeholder needs?*	• How will your evaluation meet stakeholder and program needs? • How will your program measure success? • How will your program measure change and program effectiveness? • How will the evaluation empower program participants and other stakeholders, particularly those who have been disempowered, especially as a result of issues around which the program is trying to affect change.
• **Gather credible evidence** *What diverse sources of evidence help tell the story?*	• How will your program consult diverse sources of evidence? • How will program and stakeholder goals be translated into indicators? • When considering sources of data that may illustrate community issues, consider national, statewide, and community-level data sources. • Are there other engaged communities who have looked at the issue such as a local university or taskforce? What stories are not being told within the evidence?
• **Justify conclusions** *What did you learn, and what does it mean?*	• How does what you learned throughout program implementation connect with the evidence and stakeholder views, experiences, and discussions? • How will you measure success within the designed indicators and measures? • What recommended actions may be considered as a result of the evaluation?
• **Ensure use and lessons learned** *How will the program and evaluation affect the community and surrounding communities?*	• How will you continuously engage diverse stakeholders throughout the program and evaluation processes? • How are you providing various opportunities for program participants and stakeholders to provide feedback? • How will you follow back up with participants? How will you reflect with stakeholders and participants?