Health eMoms in Action:
A new and innovative tool for longitudinal maternal and child health surveillance in Colorado

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Outline

- Background
- What is Health eMoms?
- How does Health eMoms work?
- How’s it going?
- What’s next for Health eMoms?
- How can you get involved?
What is Health eMoms?

An online, longitudinal surveillance system that draws a monthly sample of recent mothers from the live birth certificate record and recruits these mothers by mail to join an online survey platform.

Enrolled mothers receive six online surveys every 6-8 months by email and Short Message Service from shortly after they give birth up until their child’s third birthday.

Health eMoms introductory video
How does Health eMoms work?

Sampling

Birth certificates provide the sampling frame of live births.

PRAMS inclusion and exclusion criteria are applied and the PRAMS sample is drawn.

Health eMoms exclusions are applied and a monthly sample of 200 is drawn.
Recruitment

Mothers receive a mailed recruitment packet 3-4 months after they give birth
Mothers self-enroll online using a web link or short code

*Paper enrollment option provided with the 2nd reminder.
Survey timing

- Mothers receive the first survey upon enrollment.
- Enrolled mothers receive web-based survey links by email or SMS every 6-8 months thereafter until shortly after their child’s third birthday.

Ongoing data collection

- Mothers receive the first survey upon enrollment.
- Enrolled mothers receive web-based survey links by email or SMS every 6-8 months thereafter until shortly after their child’s third birthday.
Topic areas covered on first three surveys

- Breastfeeding initiation and duration
- Vaccine confidence and hesitancy, approach, sources of information
- Pregnancy-related depression, stigma, resources, coping, care, barriers to care
- Marijuana and other substance use
- Social determinants of health: parental leave, employment and family-friendly practices, resource insecurities, child care, health insurance, social and parenting support, discrimination
- Miscellaneous
  - Developmental screening
  - Lead risk
  - WIC-status
  - Pregnancy-related conditions
  - Weight
  - Current pregnancy

Development of remaining surveys

- Survey 2.1 (18 months postpartum)
  - Currently finalizing content before testing
  - First batch of mothers will receive Survey 2.1 in July 2019
- Surveys 2.2-3.2
  - Open to proposals for content on these surveys at any time
  - Will be rolled out about every 6 months

<table>
<thead>
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<th>Survey</th>
<th>Months Postpartum</th>
<th>Content Finalized</th>
<th>In Field</th>
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<td>Survey 1.1</td>
<td>3-6</td>
<td>9/2017</td>
<td>4/2018</td>
</tr>
<tr>
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<td>12</td>
<td>9/2018</td>
<td>1/2019</td>
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<tr>
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<td>18</td>
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<td>36</td>
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How’s it going?

As of 4/15/2019…
- Sampled: 2400
- Enrolled: 1128 (~47%)
- Responded to Survey 1.1: 1099 (~46%)

Recruitment and response rates

- Highest monthly enrollment:
  104 out of 200 mothers (52.0%)

- Lowest monthly enrollment:
  85 out of 200 mothers (42.5%)
Survey 1.2: Batch 1 and 2 Retention

Goal retention/response rate: 80%

- **Batch 1**: Respondent 81%, Non-respondent 17%, Ineligible 2%, 95 mothers
- **Batch 2**: Respondent 83%, Non-respondent 14%, Ineligible 3%, 86 mothers
- **Batch 3**: Respondent 85%, Non-respondent 13%, Ineligible 2%, 98 mothers

What’s next for Health eMoms?
In the short-term

- Survey 1.1 (3-4 months postpartum) data for the 2018 birth cohort will be weighted, analyzed, and shared in summer 2019
- Moms who gave birth in 2019 are currently being recruited into Health eMoms
- Survey 1.2 (12 months postpartum) is being sent to new batches of enrolled mothers every month
- Survey 2.1 (18 months postpartum) will be distributed to the first Health eMoms batch (Jan 2018 births) in July 2019
- Survey 2.2 (24 months postpartum) development will begin soon

In the long-term

- All survey data will be weighted to represent an annual birth cohort for that survey.
- New surveys will continue to roll out every six months until February 2021 when all six surveys are in the field continuously
- After a few years of data collection, Health eMoms will be able to subset and provide data to partners on survey content areas by:
  - Geography
  - Demographics
  - Program/service participation
  - Health behaviors and social circumstances
  - And more
- Health eMoms may adapt online panel methods
How can you get involved?

Opportunities to collaborate

- Data collection and use
  - Health eMoms will provide partners with reports and fulfill data requests related to established survey content
  - Partners can propose and support survey content on key topics for their program or agency or support Health eMoms as an annual sponsor

- Partnership and promotion
  - Contribute expert input on survey development
  - Identify potential funding sources
  - Promote Health eMoms to potential funders, data users, and mothers
  - Sign up for Health eMoms newsletters
Acknowledgements

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- The Colorado Health Foundation
- CDPHE
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  - Immunizations program
  - The Violence and Injury Prevention – Mental Health Promotion Branch
    - Marijuana Program
- Children’s Hospital Colorado

Questions?

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