



Wisconsin PRAMS

Pregnancy Risk Assessment Monitoring System

PRAMS Quarterly Newsletter

Summer 2017

Highlights

Wisconsin PRAMS **2014 data** are available for analysis. See "How to request PRAMS data" on page 2 for more information!

Wisconsin PRAMS received the CDC PRAMS **Notice of Award for Year 2** of the current five-year competitive grant. Year 2 covers data collection for 2017 births.

PRAMS began **data collection for 2017 births** starting in April 2017 and will go through March 2018.

Looking Ahead

Wisconsin PRAMS worked to develop a **professional brand, which includes newly designed materials**, to better engage with all mothers who are involved in the project. See page 2 for more detailed information on implementation!

Both the **Zika supplement** and the **reward experiment** will end October 2017. The PRAMS team will analyze results as soon as we can!

The next **PRAMS Advisory Committee Meeting** will be held jointly with MCH on October 4, 2017.

Summer 2017 PRAMS Newsletter

The PRAMS team at the Wisconsin Department of Health Services provides quarterly newsletters to continuously engage the PRAMS Advisory Board and other agencies and organizations invested in maternal and infant health outcomes in Wisconsin.

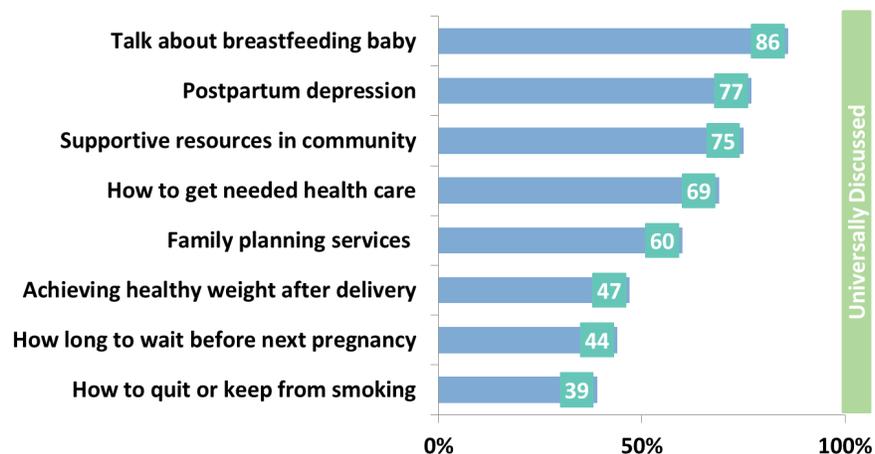
If there is any specific content you would like to see in future newsletters, please contact the Wisconsin PRAMS team at DHSDPHPRAMS@wi.gov.

Featured Data

PRAMS 2012-2013 data on home visiting services were shared with the Family Foundations Home Visiting Grantees. Home visiting programs in Wisconsin aim to support pregnant women and their families, help parents connect with community resources after the birth of their child, and improve both maternal and child health outcomes. Here are some key data points from 2012-2013 PRAMS:

- About **7%** of mothers, approximately **4,000 women** per year, reported receiving a home visit during their pregnancy to help prepare for their new baby.
- During 2012-2013, **14% of mothers**, around **7,500 women** per year, said a home visitor came to their home after their new baby was born to help them learn how to take care of themselves or their baby.
- Approximately **9,500 mothers** receive home visiting services each year. About a **quarter** of these women saw a home visitor both while pregnant and after the birth of their child.

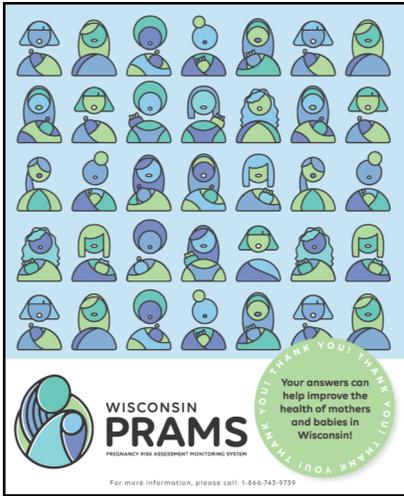
Mothers were asked to report whether a home visitor spoke with them about the topics below following the birth of their baby.



PRAMS Project Updates

New PRAMS Branding

Wisconsin PRAMS worked with Knupp & Watson & Wallman (KW2) to develop a professional brand for the project, including updated materials and templates. These new materials were designed to modernize the project and more broadly engage with all mothers PRAMS attempts to reach.



Updated graphic design work includes: a new Wisconsin PRAMS-specific logo, which can be seen on the first page of this newsletter; a new survey cover, to the left, which will debut in August; and new graphic elements and design templates that can be used for various reports.

The Wisconsin PRAMS team will be working on updating all materials to align with the new branding design, such as the PRAMS website, calendar insert, and resource list included in the mailing packet sent to moms with the survey.

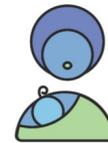
Bringing Data to Action

The Wisconsin PRAMS team is always looking for opportunities to bring data to action. The survey collects data on a wide variety of topics, including: breastfeeding, safe sleep practices, tobacco and alcohol use, stress, social support, and maternity leave.

PRAMS data have been used to update Medicaid policy related to folic acid-containing vitamins, inform the Healthy Smiles for Mom and Baby initiative, and provide baseline and evaluative data for the Lifecourse Initiative for Healthy Families, to name a few.

If your program is interested in using PRAMS data, please see the sidebar for information on how to request aggregate data, presentations, and access to the research file.

Please email the Wisconsin PRAMS team if you would be interested in helping bring PRAMS data to action! We'd be more than happy to work with you and your program.



How to request PRAMS data

If you would like to request **aggregate data or a presentation** on one of the many topics on which PRAMS collects information, please send an email to the PRAMS team with the details of your request. Aggregate data requests may require Division of Public Health Data Governance Board approval.

If you would like to **access the PRAMS research file** for your own analysis using appropriate statistical software, please email the PRAMS team to request an application.

Your completed application will be reviewed by the Division of Public Health Data Governance Board. Upon approval, a Data Use Agreement will be drafted granting you access to PRAMS data for your stated purpose.

If you have any questions about what type of data request would be appropriate based on your research question, email Wisconsin PRAMS and someone from the team will get back to you!



Wisconsin PRAMS Team

Questions or comments? Please send to: DHSDPHPRAMS@wi.gov

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The **Wisconsin Partnership Program**, University of Wisconsin School of Medicine and Public Health, provides invaluable support for PRAMS by funding an oversample of non-Hispanic black mothers in key counties with community collaboratives supported by the **UW Lifecourse Initiative for Healthy Families**.