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Immediate-Past Chair
Maternal & Child Health Section
American Public Health Association

Health Officer
Loudon County Health Department

Medical Director
Women’s Wellness & Maternity Center
Madisonville, Tennessee

Weighing in on Maternal and Child Health
Finding the Missing Pieces

Barbara Levin M.D., M.P.H.
Promoting Healthy Weight Colloquium
University of Tennessee
Friday, March 27

• Changes in population statistics
• Impact of economic issues
• Emphasizing the Positive
• Determining the Future

A PUZZLE WITH TOO MANY PIECES…
AND YET SOME GLARING HOLES!
Finding the Missing pieces

- Background and Experience
- Describing the MCH Population
- Nutrition and MCH
- New Opportunity in Public Health
- Missing Piece - Unifying Policy for MCH
- Bringing the Pieces Together

Background and Experience

- As a clinician, providing services in a family practice setting to multi-generational families in East Tennessee
- As medical director of the Women’s Wellness and Maternity Center
- As a public health officer, working on the local, regional and national level
- As past chair of the APHA Maternal and Child Health Section
Dr. Martha May Eliot
1891-1978
Describing the MCH Population
A look at the numbers:

Changes in Women’s population--2006 Data:

WOMEN UNDER 15 YEARS OF AGE
• 56.4% ARE NON-HISPANIC WHITE
• 14.7% ARE NON-HISPANIC BLACKS
• 21% ARE HISPANIC

WOMEN OVER 65 YEARS OF AGE
• 80.6% ARE NON-HISPANIC WHITE
• 8.9% ARE NON-HISPANIC BLACKS
• 6.3% ARE HISPANIC

Describing the MCH Population
A look at the numbers:

Changing rates of Teen Pregnancy:

TEEN BIRTH RATE IN THE 15-19 YEAR OLD AGE GROUP:
2006: 40.5 PER 1000 WOMEN
1991: 61.8 PER 1000 WOMEN
Down 35%: A SUCCESS STORY!
A look at the numbers:

Describing the MCH Population

Nutrition and MCH

03/27/09
Women’s Fitness

Nutrition and MCH

Student Health

New Opportunity in Public Health
New Opportunity in Public Health

Get With It™ =

Getting East Tennessee Women Involved in Their Health (through) Interactive Teaching/Training

A Project in Monroe and Loudon Counties

Putting the Right Foot Forward

• Getting one woman to exercise is a clinical challenge
• Getting a community of women to work together and exercise is a public health innovation
New Opportunity in Public Health

ASIST 2010
- A project of the Federal Office on Women’s Health
- Funded for three years, with defined populations
- One of 13 projects across the country
- One of two in rural areas, and the only one in the Southeast.

Get With It™ Collaborative
- Women’s Wellness & Maternity Center (grant administrator)
- Monroe & Loudon County Health Depts.
- Monroe & Loudon County Health Councils
- Monroe & Loudon County Coordinated School Health
- East Tennessee Regional Office
- East Tennessee State University
- Chota Community Health Services
Public Health Education...on the Move
• Get With It (GWI)™ focuses on the importance of exercise and nutritional choices on health status
• Weight is underplayed, but the impact of obesity on hypertension and diabetes is key
• Importance of fitness for mental health

What Is Interactive Teaching/Training?
• Focus on each woman’s needs
• Involvement of personal trainers
• Use of the Stage of Change to determine readiness for program
• Importance of personal commitment
• Need for ongoing, individual approach to fitness and health
New Opportunity in Public Health

Targeted Populations

**Year 1:** Post-partum women within two years of pregnancy.

**Years 2 & 3:** Perimenopausal women, and all women receiving well woman care

Matched to public health programs for women, including WIC, breast & cervical cancer program, and family planning

Importance of Volunteers

- Walking emphasized as basis of all exercise
- Use all possible community sites
- Training volunteers to become part of the GWIT™ Team
- Part of the Sustainability Plan
Why Only Women
- Women are the "purchasers of health care" for their families
- Women who are involved in fitness activities, include their children in such activities
- Women make most of the nutrition decisions for a family
- GWI™ = a family-based approach to health

GWI survey responses

<table>
<thead>
<tr>
<th>Reason for Joining</th>
<th>Frequency</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>10.7%</td>
<td>12</td>
</tr>
<tr>
<td>Exercise classes</td>
<td>11.6%</td>
<td>13</td>
</tr>
<tr>
<td>Relationship issues</td>
<td>15.7%</td>
<td>19</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>12.7%</td>
<td>13</td>
</tr>
<tr>
<td>In order to support</td>
<td>8.6%</td>
<td>10</td>
</tr>
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</table>

New Opportunity in Public Health

New Opportunity in Public Health

New Opportunity in Public Health

New Opportunity in Public Health
GWI survey responses
What activities do you find most valuable?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise/Fitness</td>
<td>14</td>
</tr>
<tr>
<td>water aerobics</td>
<td>2</td>
</tr>
<tr>
<td>Body sculpt and full body classes</td>
<td>6</td>
</tr>
<tr>
<td>Zumba, aerobics, weight training</td>
<td>2</td>
</tr>
<tr>
<td>Yoga</td>
<td>2</td>
</tr>
<tr>
<td>Wellness</td>
<td>1</td>
</tr>
<tr>
<td>Pilates, Step Class, Zumba, Yoga and Aerobics</td>
<td>1</td>
</tr>
<tr>
<td>Walking</td>
<td>1</td>
</tr>
</tbody>
</table>

GWI survey responses
How often do you visit the Get With It website?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Frequency</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>13%</td>
<td>1</td>
</tr>
<tr>
<td>1-3 times a week</td>
<td>28%</td>
<td>3</td>
</tr>
<tr>
<td>4-5 times a week</td>
<td>25%</td>
<td>3</td>
</tr>
<tr>
<td>More than once a week</td>
<td>22%</td>
<td>2</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>33%</td>
<td>3</td>
</tr>
<tr>
<td>Never (please justify)</td>
<td>46%</td>
<td>6</td>
</tr>
</tbody>
</table>

GWI survey responses
Which of the following best describes you?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Frequency</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I lost weight in the last 3 months ago</td>
<td>10%</td>
<td>1</td>
</tr>
<tr>
<td>I am 18 years or older</td>
<td>21%</td>
<td>15</td>
</tr>
<tr>
<td>I am pre-menopausal</td>
<td>9%</td>
<td>7</td>
</tr>
<tr>
<td>I am post-menopausal</td>
<td>41%</td>
<td>30</td>
</tr>
</tbody>
</table>

GWI survey responses

GWI survey responses

GWI survey responses

GWI survey responses
New Opportunity in Public Health

GWI survey responses

Which of the following age categories describes you?

<table>
<thead>
<tr>
<th>Response Options</th>
<th>Frequency</th>
<th>Response Count</th>
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</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>50%</td>
<td>25</td>
</tr>
<tr>
<td>25-39 years</td>
<td>30%</td>
<td>15</td>
</tr>
<tr>
<td>40-49 years</td>
<td>20%</td>
<td>10</td>
</tr>
<tr>
<td>50+ years</td>
<td>10%</td>
<td>5</td>
</tr>
<tr>
<td>Advanced question</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Skipped question</td>
<td>0%</td>
<td>0</td>
</tr>
</tbody>
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Missing Piece

Unifying Policy for MCH

The Six Principles
- Food and shelter
- The context of family
- The context of environment
- Available assets
- Access to healthcare
- Addressing special needs
New APHA Child Health Policy developed by the Maternal and Child Health Section
Available at www.APHA.org under Sections.
Written by Jane Pearson, Holly Grason et al.

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Background and Experience
Describing the MCH Population
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Bringing the Pieces Together

*If I am not for myself, who will be?*
*If I am just for myself, what am I?*

**IF NOT NOW, WHEN?**
-Hillel, First Century Jewish Scholar