

Healthy Babies are Worth the Wait® Texas



Healthy Babies Are Worth the Wait® (HBWW) is a community intervention focused on decreasing preventable preterm birth. The goal of HBWW is to change the community's knowledge, attitudes and behavior regarding preterm birth, and its risk factors and strategies to prevent it. In order to affect the entire community, HBWW utilizes a multi-level model, bundling interventions and education strategies for patients, perinatal providers and the general public. The program includes five core components, the 5 P's: Partnerships and Collaborations, Provider Initiatives, Patient Support, Public Engagement, and Measuring Progress/Evaluation.

Partners

The Houston HBWW program is a partnership among March of Dimes; three hospitals: Memorial Hermann Southwest Hospital, The Woman's Hospital of Texas, and St. Joseph Medical Center; three clinics: Clinica Hispana, Kelsey-Seybold Clinic, and Legacy Southwest Clinic; and the Harris County Hospital District. The three hospital partners collectively deliver more than 16,000 babies annually.

Houston Program Goals

- Reduce the singleton late preterm birth rate by 12% by 2014 in HBWW sites.
- Reduce elective inductions & cesarean sections conducted prior to 39 weeks gestation.
- Measure positive change in provider knowledge, attitudes and behaviors regarding elective procedures and the management of preterm birth.
- Measure positive change in consumer knowledge, attitudes, and behaviors regarding preterm birth and elective procedures.
- Increase patient entry into prenatal care in the first trimester of pregnancy.

Houston Prematurity Prevention Programs & Services

All three of the Houston HBWW sites will be utilizing the same evidence-based practices and interventions that have shown to decrease prematurity.

- Reduce elective deliveries conducted prior to 39 weeks gestation by implementing policies in each of the partnering hospitals.
- Improve support services by enhancing referral systems among hospitals and service providers and by educating all partners about available services. In addition, a focus will be on early prenatal care and continuing that care throughout pregnancy.
- Screen for stress in pregnant women and provide support services for stress management and reduction.

Leadership

Texas HBWW leadership is comprised of multidisciplinary statewide and local committees that include healthcare professionals, State Health Department representatives, community members and March of Dimes volunteers.