

NATIONAL FRIENDLY ACCESSSM

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies
College of Public Health, University of South Florida



RESPECT.

DIGNITY.

COMPASSION.

Semi-Annual Progress Report
U58/CCU420042-02
August 10, 2003 – April 30, 2004

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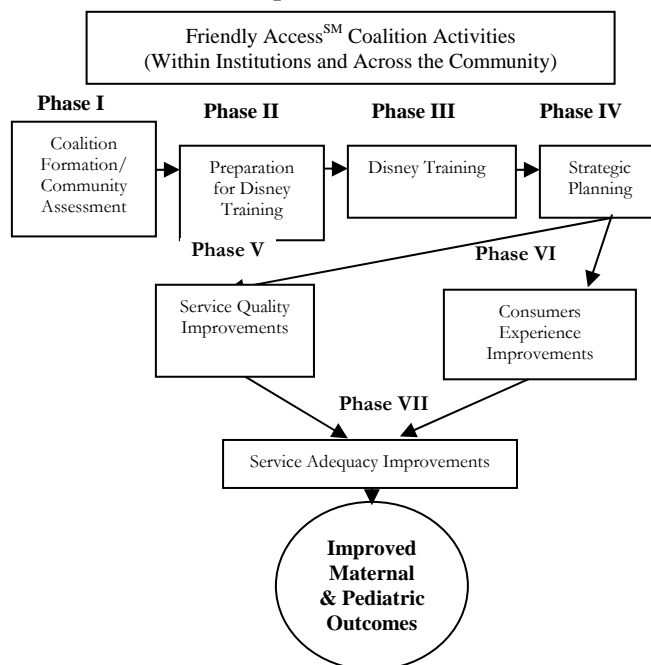
Focused on decreasing racial and ethnic disparities in the quality of maternal and child health care and outcomes, the Chiles Center in collaboration with The Centers for Disease Control and Prevention (CDC), Health Resources and Services Administration (HRSA), and the *Disney Institute*, designed the *National Friendly AccessSM Program* to demonstrate a model community process for changing maternal and child health services to achieve the desired outcomes. The community model developed is a value-based and evidence-supported set of sequential activities featuring coalition and community development, leadership development, formative research, quality service training for community teams at the *Disney Institute*, strategic planning to improve quality of maternal and child health services, and systematic evaluation to assess the short and long term impact of interventions designed and implemented at the community and institutional level to improve consumers' access, satisfaction, use, and outcomes. Program activities at the national and community level are based on a set of values:

Friendly AccessSM Program Values:

- Services are available, easy to obtain and conveniently located.
- Consumers and providers are treated with dignity and respect.
- Service providers are sensitive and responsive to the individual's values with an understanding of and respect of their personal, cultural and social background.
- Services are provided with respect for the consumer's time and the economical use of resources.
- Services meet the unique needs of consumers and are integrated across providers and disciplines to assure continuity of care.
- Services are provided in safe, reassuring and supportive environments by providers who have appropriate clinical skills and knowledge.

Below is a diagram that outlines the sequential phases of the program, objectives, expected outcomes (community, system, maternal and child), and related evaluation methods.

**Friendly AccessSM National Collaborative
Community Project and Evaluation Model – Activities and
Expected Outcomes**



By the end of the current project fiscal year, each of the four funded projects will have completed the following demonstration activities in accordance with a detailed Memorandum of Understanding negotiated between the National Friendly AccessSM Program Office and the Community Friendly AccessSM Coalitions:

- Organizational and community development activities including:
 - Establishment of a Community Friendly AccessSM Coalition to oversee the project and coordinate community strategic planning and intervention design processes
 - Formation of an interdisciplinary Leadership Team to lead the strategic planning process for the Community Coalition
 - Creation of Internal Teams within participating organizations and agencies committed to changing the culture of their organization and implementing the community strategic plan
 - Creation of related work groups and committees deemed necessary by the Coalition to carry out the work of the project
- Comprehensive community baseline assessments and testing of tools for the collection, analysis, and interpretation of primary and secondary data measuring consumers' access, use, and satisfaction. Each Community Project conducted:
 - Surveys of hundreds of families to assess prenatal and pediatric consumers' experiences and perceptions when accessing and using health services for themselves and their infants and young children
 - Surveys of hundreds of families to assess prenatal and pediatric providers' perceptions of health services for mothers, infants and young children
 - Surveys of front line workers to assess their perception of prenatal and pediatric care
 - Surveys of individuals participating in the Coalition to assess their perceptions of the Coalition, the role they and their organization play in the project, and the extent to which various Coalition members and member organizations influence project-related decisions
 - An extensive analysis of baseline secondary data derived from three consecutive years of birth records to identify and describe populations most at risk for receiving inadequate or no prenatal care
- Participation of interdisciplinary Leadership Teams (i.e., providers, consumers, and administrators) in a series of leadership seminars conducted by the National Friendly AccessSM Program Office. These seminars were designed to facilitate the development of competencies necessary to implement a Community Friendly AccessSM Project. Seminar topics included:
 - Change process
 - Leadership skills
 - Coalition building
 - Maternal and child health data collection, analysis, and use
 - Social marketing
 - Strategic planning
 - Quality service improvement (including Disney quality service and management principles)
 - Evaluation and research methods and application
- Organization and coordination of community teams to attend quality service training provided by the *Disney Institute* and subsequent participation in community and institutional strategic planning to design and implement interventions for improving the quality of maternal and child health services. Each Coalition selected the team, designed and implemented pre and post training sessions to prepare the team members in the community strategic planning and subsequent implementation of change strategies developed by the Coalition and their respective institutions.
- Arranging for consultation and technical assistance from a project officer and reporting progress of the project to the National Office on a regular basis.

- Strategic planning within and across community coalition member organizations and groups leading to the development of Community Friendly AccessSM strategic plans based on consumer and provider input.
- Identification of change strategies and interventions designed to increase consumers' access, use, and satisfaction with maternal and child health care.

CURRENT STATUS OF PROGRAM ACTIVITIES:

Summary of National Program Activities to Date

- Completed contractual negotiations with community organizations that serve as fiscal and administrative agents for receipt and management of Friendly AccessSM Project funds.
- Memorandum of Understanding with Friendly AccessSM Coalitions were signed and returned to the NFA Office.
- Web-based data entry system designed and operational
- Secondary data submission by demonstration sites
- Secondary data analyzed by national office
- Portal to Portal research document update initiated
 - Literature review underway
 - Use of honors undergraduate students to serve as secondary reviewers
- Software purchased and being configured to allow program partners to collect and manage bibliographic data, as well as generate citations and bibliographies for publication.
- ASPH grant application submitted and awarded
- Two day internal retreat conducted for program review (lessons learned)
- Initiation of bi-monthly conference calls with national staff, local project staff and affiliate representatives
- Development and operation of Friendly AccessSM blackboard site
 - Post meeting proceedings
 - Post articles of interest to MCH professionals
 - Post materials and documents to share with all program partners
- Conducted 4th Leadership Development Seminar in conjunction with the 2nd National Advisory Council in Atlanta, GA – September 2003. The Leadership Seminar Series is offered to multidisciplinary teams of up to 8 representatives from demonstration Community Friendly AccessSM Projects and up to two representatives from the remaining affiliate finalist projects.
 - Seminar allowed opportunities for local project staff to interact with national staff and advisory council. There were several “round table” discussions concerning the program’s progress and future direction of the project.
 - Topics: methods of measuring change in communities and institutions, maternal depression, case study of a national maternal consumer survey, project presentations on how each local project applied knowledge from Disney training at the local level.
- Site visits to all 4 project sites to evaluate current status of the project, successes and challenges: Jacksonville and East Tennessee – July 03, Indianapolis – October 03, Flint/Genesee County – February 04
- Ongoing technical assistance as requested by project staff

Summary of Community Project Activities to Date:

- Developed and submitted statement of Project Vision, Mission, and Values developed by the Community Friendly AccessSM Initiative

- Submitted community access and use data statements based on initial examinations of secondary data
- Ongoing submission of field notes and meeting minutes
- Ongoing collection of primary data from surveys (consumer, provider and coalition surveys)
- Ongoing survey data entry into web-based data entry system
- Analyzed primary data results for use to formulate interventions
- Ongoing conduction of consumer focus groups
- Ongoing analysis of secondary data
- Submitted draft list of critical issues, preliminary root cause analysis, and priority issues
- Submitted draft of interventions and investment strategies – including the logic model
- Conducted strategic planning retreats
- Developed draft strategic plan
- Ongoing convening meetings of various teams and committees involved in local project: founding partners, steering committee, coalition, leadership teams and internal teams.

Association of Schools of Public Health - Maternal and Child Health Care Delivery Systems

In addition to the funds received from CDC, The Lawton and Rhea Chiles Center for Healthy Mothers and Babies (The Chiles Center) at the University of South Florida requested and received ASPH/CDC Cooperative Agreement funding to continue the development of the National Friendly AccessSM Program through the implementation of four community-based demonstration projects in the 2003-2004 project year.

The scope of work is to conduct one year of community-based research and evaluation activity for the National Friendly AccessSM (NFA) Program. Each Community Friendly AccessSM Project has been involved in baseline assessment activities initiated during the first year of this multi-year project. The baseline assessment entails the compilation and analysis of existing secondary data on community and service population characteristics and the collection of primary data from health care service users and providers. Analyses of these data will help each community coalition begin to identify service problem areas in their communities and suggest directions for further research. Concurrent with the first analyses of data is the implementation of a coalition-directed strategic planning process to guide system changes in the dynamics between consumers and providers.

During this reporting period, each community was required to submit to the national program a progress report on their secondary data compilation and analysis and strategic planning activities. They also were required to engage in and report on baseline data collection by administering, entering and analyzing the following surveys: prenatal and pediatric consumer surveys, coalition surveys and service provider checklists. This report includes a list of progress to date from each Community Friendly AccessSM Project and a summary of activities by the National Friendly AccessSM evaluation team.

EAST TENNESSEE

Data Collection Status

- IRB approvals received
- Submitted coalition survey data to national office
- Initiated and completed prenatal consumer surveys in 3 facilities
- Initiated pediatric consumer surveys in 4 facilities (30%)
- Ongoing survey data entry into national online data entry system

Strategic Planning Status

- Subcommittee established to work on developing a draft strategic plan

- Finalized plans to convene three strategic planning events to be held in April 2004
- Coordinated with the March of Dimes to plan a Perinatal Periods of Risks seminar in Knoxville
- Initiated and progressing to establishing 501(c) status

FLINT/GENESEE COUNTY

Data Collection Status

- IRB approvals received
- Submitted raw secondary data to national office
- Submitted coalition survey data to national office
- Initiated and completed collection of prenatal consumer surveys
- Initiated and completed collection of pediatric consumer surveys
- Initiated collection of prenatal and pediatric provider surveys
- Ongoing survey data entry into national online data entry system

Strategic Planning Status

- Conducted several strategic planning retreats
- Restructured committees to facilitate engagement with a broader audience
- Finalized plan for continuing education seminar with area physicians to share results from prenatal consumer surveys
- Took responsibility for planning and hosting a Friendly AccessSM Program community conference to be held in June 2004

INDIANAPOLIS

Data Collection Status

- IRB approvals received
- Initiated and completed collection of prenatal consumer surveys
- Initiated and completed collection of pediatric consumer surveys
- Initiated collection of prenatal and pediatric provider surveys
- Submitted coalition survey data to national office
- Submitted raw secondary data to national office
- Conducted odds ratio, etiologic fraction and multiple regression analysis on secondary data

Strategic Planning Status

- Subcommittee met to review FIMR project and mini PRAMS survey data
- Pilot health care sites have drafted action plans as a result of service training
- Held strategic planning meetings with inpatient team and two outpatient teams

JACKSONVILLE

Data Collection Status

- IRB approvals received
- Completed collection of prenatal consumer surveys
- Completed collection of pediatric consumer surveys
- Submitted prenatal and pediatric consumer data to national office (used an alternative data entry system)
- Submitted coalition survey data to national office
- Completed collection of service provider checklist
- Ongoing collection of direct support staff surveys (80% complete)
- Initiated local analysis of secondary data

Strategic Planning Status

- Held meetings to develop vision, mission and value statements
- Conducted strategic planning retreat
- Subcommittees established around interventions proposed during retreat: Medicaid education, patient materials, transportation, client-centered care
- Held consumer focus groups around interventions proposed from retreat
- Patient satisfaction steering committee identified three interventions to impact satisfaction: develop hiring criteria and expectations, require management personnel to periodically work at all staff levels, and require providers and staff to provide “client-centered” care

National Friendly AccessSM Program Evaluation—Progress to Date

The following were tasks initiated by the National Friendly AccessSM Program Evaluation during this time period.

Continuing

- Disney experience follow-up telephone interviews
- Overseeing design, testing, and implementation of web-based data entry system
- Technical assistance to community projects
 - Bi-weekly two-hour conference calls
 - 24-hour response to email inquiries
 - Consultations on web-based data entry system
 - Human research subject protections, FWA application and HIPAA oversight
 - IRB modifications
- Submission and approval of IRB protocol modifications
- Refinement of Evaluation Plan protocols and procedures
- Ongoing analysis of community prenatal and pediatric consumer survey data
- Consultation with individual communities on data analysis/interpretation

Completed

- Data collection—Disney experience follow-up telephone interviews
- Analysis of Disney interviews and supplied a report to the communities
- Overseeing design, testing, and implementation of web-based data entry system
- Presented prenatal consumer survey data analysis results/interpretations to Jacksonville
- Development and refinement of tools and surveys
 - Prenatal and pediatric provider surveys
 - Direct patient support staff survey
 - Spanish versions of prenatal and pediatric consumer surveys
- Analysis of submitted coalition survey data and reports to communities