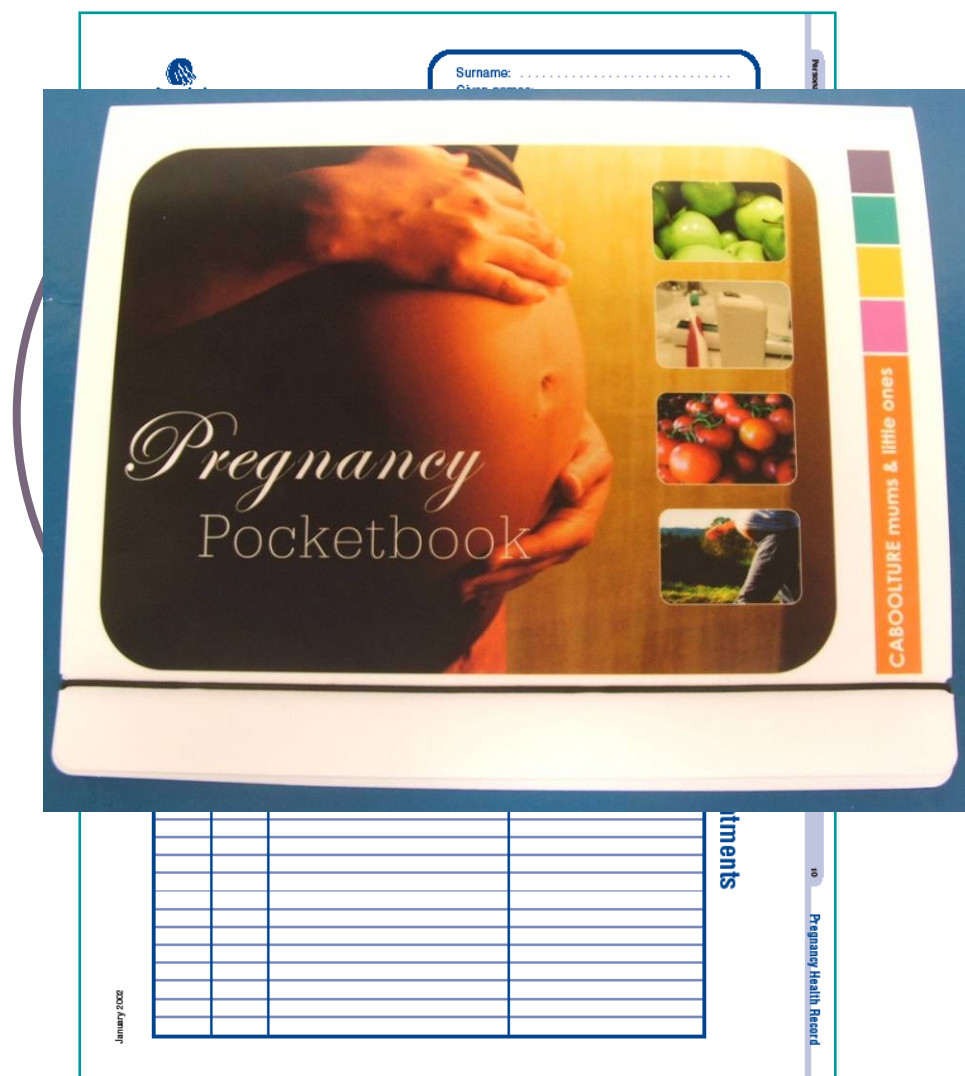


# Integrating the woman-held *"Pregnancy Pocketbook"* into standard antenatal care.

Shelley Wilkinson,  
Dr Yvette Miller & Dr Bernadette Watson  
School of Psychology,  
The University of Queensland

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# An ideal time for change



Health service contact

Motivation for health  
behaviour changes

*"Rebirthing"* (Hirst, 2005)  
recommendations

Women-held Pregnancy  
Health Record

**Pregnancy Pocketbook**

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# Pregnancy Pocketbook: Development

- Evidence

- Identification of health behaviours
- Use of print material in health education

(Doak & Doak, 1985; Paul et al., 1997)

- Social Cognitive Theory (Bandura, 1977)

- 5As framework (Glasgow et al., 2003)

- assess, advise, agree, assist, arrange

- Formative research

- Usability testing



# Pregnancy Pocketbook: Aims

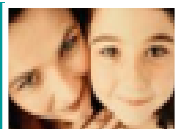
- to determine the **effectiveness** of the Pregnancy Pocketbook in changing:

- smoking cessation rates,
- fruit and vegetable intake, and
- physical activity levels

in pregnant women through inclusion of behaviour-specific self-monitoring techniques

- to evaluate the **implementation** of the Pregnancy Pocketbook

- distribution processes (who, when, how)
- representativeness of participants



# the *Pregnancy* Pocketbook



\* Your first antenatal visit

\* Your health goals

\* Tracking your health goals

Pregnancy Progress

Birth Summary

Glossary

Emergency contacts



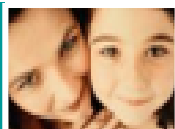
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# Contents



## • Your First Antenatal Visit

- Smoking screening questions
- Fruit and vegetable screening question
- Physical activity screening question
- Alcohol screening question
- Calculation of pre-pregnancy body mass index



# Contents



- Your health goals
- Tracking your health goals

It's important to quit smoking

- Fresh Start™ to quit smoking
- Fruit and vegetable planner
- Physical activity planner
- Weight tracker

Start to think about breastfeeding

Go for 4 & 5 fruit and vegetables

(Walsh et al., 1997)

30 minutes of physical activity on most days

Oral health is important

Goal setting  
Self- monitoring



# Pregnancy Pocketbook: Study design

Intervention:

Delivered at 'booking visit' by midwives  
Screening tools, goal setting & weekly self-monitoring  
(individual & midwife-assisted)

~12wks

time 1

~24wks

time 2

~36wks

time 3

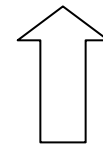
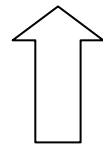
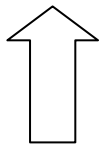
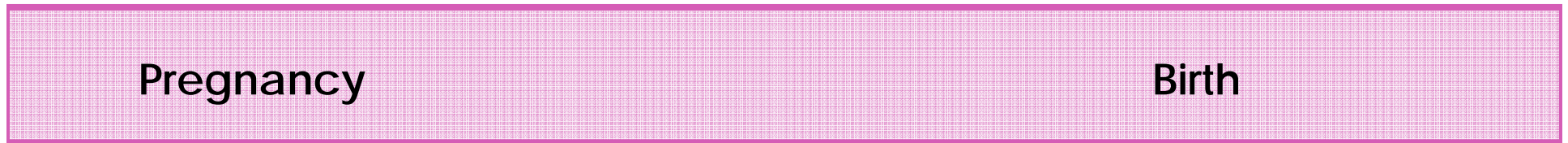
Effectiveness Measures:

**Pregnancy Pocketbook**

Self-reported health measures and self-efficacy

Process Measures:

Who? When? How?

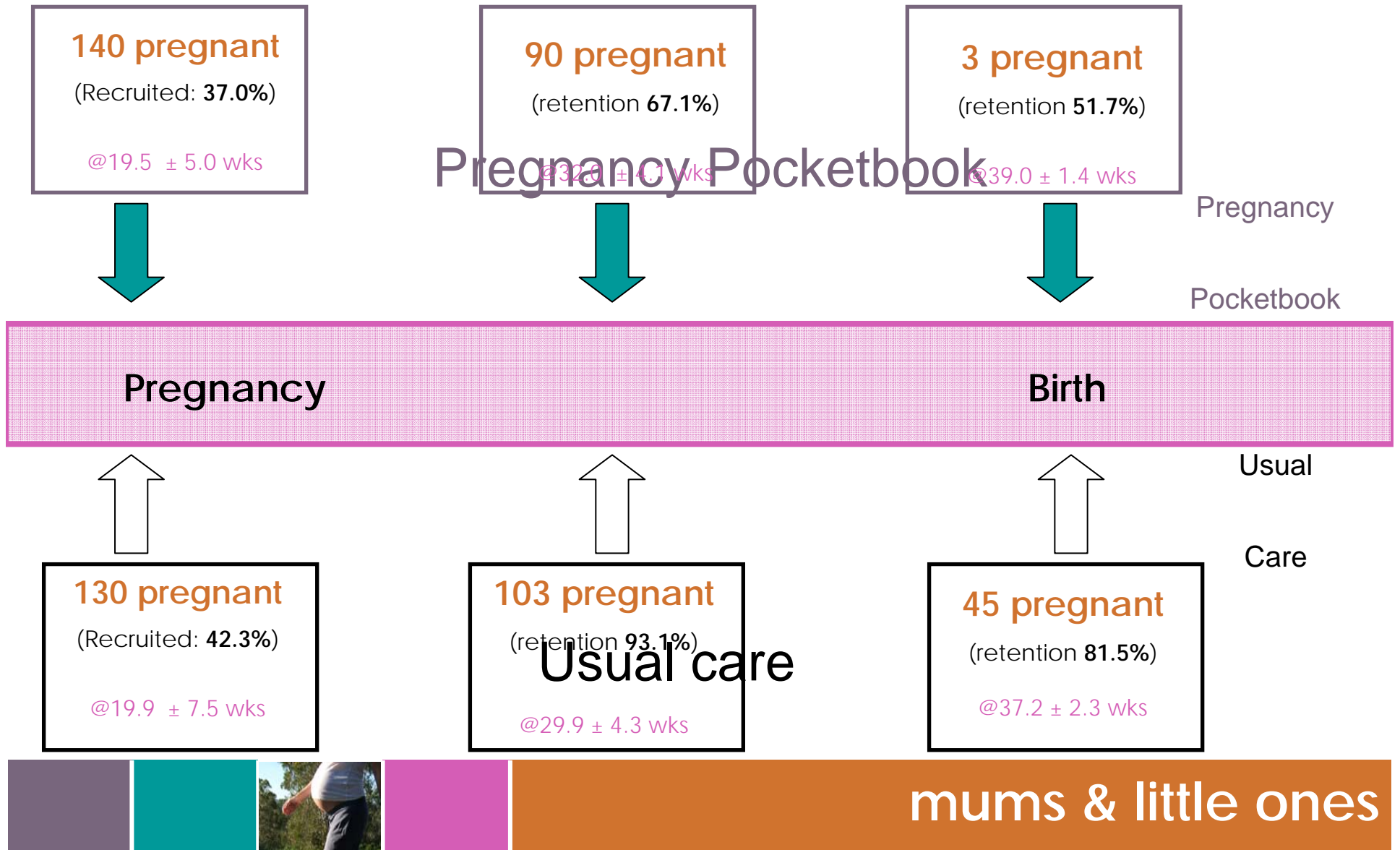


Usual care



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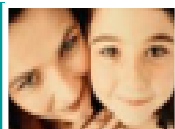
# Pregnancy Pocketbook: Demographics



# Results

## Impact evaluation

- A *greater proportion* of women *stopped smoking* (7.6% vs 2.1% quit)
- *Increase of 5% more* women meeting *physical activity guidelines* (1.2% increase vs 3.5% decrease)
- *20 minute difference in median minutes of physical activity* (10 minute increase vs 10 minute decrease)
- Effects on *fruit or vegetable intake* masked by 'Go for 2&5' campaign (both groups improved)



# Results

## Process evaluation

- Distribution – by **midwives**
- Many **without introduction** or **explanation**, often in 'Bounty Bag'
- Few women
  - took it to hospital or GP appointments
  - completed sections requiring HP assistance
- **Two-thirds** of women reported receiving the PP
  - **Most read:** '**Being Active**' and '**How to go for 4 & 5**' fruit and vegetables
  - **Most written in:** '**Pregnancy Weight Tracker**'
  - **Most discussed:** '**Pregnancy Weight Tracker**'

# Discussion and future directions

## What we did

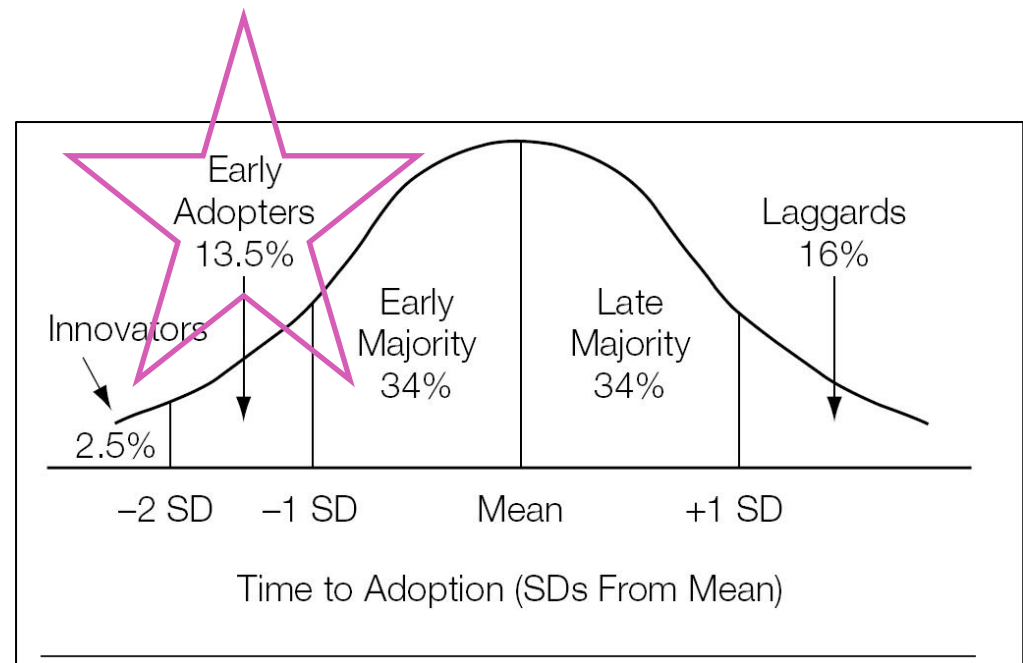
- Importance of process evaluation
- The Pregnancy Pocketbook study did :
  - have management support for the innovation
  - engage antenatal clinic staff in resource development
  - have well attended training sessions
  - use extensive promotion within the clinic



# Discussion and future directions

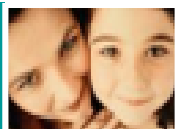
## What to do next time

- Translation and dissemination of research (Berwick, 2003; Stetler, 2003; Sussman et al., 2006)
  - Perception of the project
  - Contextual factors
    - Management support
    - Flexibility of work practices allowed
    - Pilot innovations/ demonstration teams
  - People power
    - Early adopters



# Significance & Applications

- First **longitudinal** documentation of these behaviours during pregnancy
- Health behaviour change in pregnancy has short and long term **health benefits** for pregnant women and their children
- Use of **existing services** can be a valuable delivery method of an health promotion intervention
- Importance of **dissemination** planning and **impact** and **process** evaluation



# the *Pregnancy* Pocketbook

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**Queensland Government**  
Queensland Health

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