General Housekeeping

Please note the following:

All participants will be muted on entry.

To speak to the group, remember to unmute yourself.

1. If you are connected through the computer audio, click the mic in the lower left hand corner of your screen to unmute and mute.

2. If you are connected through the phone press *6 to unmute and mute.

Be sure to mute yourself when you are not speaking.

Please **do not** place call on hold.

Use the chat box, if you would like a moderator to call on you or share your comments with the group.
Agenda for today’s meeting

1. Welcome – Cindy Pellegrini
2. Care Women Deserve – Kristi Martin
3. Prematurity Prevention Summit – Cindy Pellegrini
4. Next steps – All
Care Women Deserve

Presented by Kristi Martin, Senior Vice President

April 3, 2018
Care Women Deserve is a campaign to increase awareness of women’s preventive services

• **Background and Brief History** – Goals of the campaign and why it is important

• **Campaign Partners** – Founding and supporting partner organizations

• **What We Are Doing** – How we are reaching women

• **How You Can Help** – Spread the word or become a supporting partner
Background
The Affordable Care Act (ACA) requires most private health insurance plans cover women’s preventive services without additional out-of-pocket costs to women. Before the ACA was signed into law in 2010, women could be charged more for health insurance based on their gender, women were not guaranteed maternity and prenatal care, and there was no women’s preventive services.
We started this campaign to educate women and increase utilization of covered no-cost preventive services

Our mission is to educate women everywhere about the nine preventive services that are available at no out-of-pocket-cost as a result of the ACA.

• **With the threats to the ACA, as well as, continued disparities in accessing women’s preventive services, we saw a need.** We received support from the Hewlett Foundation to run a one-year public education campaign focused on positive messaging and expanding reach to women of all backgrounds.

• **The campaign launched in January 2018.** With the support of our founding partners and supporting partners, the campaign will run through September 2018.

• **Our activities are largely focused on disseminating information through social and earned media.** We work with our partners to develop content that is accurate and speaks directly to women eligible for services.
Women’s preventive services are covered without extra costs.

Thanks #ACA

Visit www.carewomenscare.org to learn more.
Our Partners
We launched in January 2018 with 7 founding partner organizations. Since the launch, we have received a number of requests from other organizations wanting to be involved. We are currently adding supporting partners who want to share the campaign’s message.
Our founding partners represent the broad spectrum of women’s health care

We identified these organizations based on their interests in promoting women’s health and their bipartisan approach to advancing women’s issues.
What We Are Doing
Our mission is to educate women everywhere about the nine preventive services that are available at no out-of-pocket-cost as a result of the ACA.
Our work is promoting accurate, relevant information to educate about the women’s preventive services and encourage women to take advantage

- **We developed messaging to spread the word.** You can take action by taking advantage of the services. Start by scheduling your well-woman visit and talking to your health care provider about the preventive services you need to stay healthy. Then, spread the word and tell your loved ones to get the care they deserve.

- **Our social media channels share positive, informative messages to reach women where they are.** Each month we provide branded and unbranded social media shareables for the partners to push out.

- **We engage directly with women.** With the help of our partners, we have participated in Twitter chats and national, state, and local events to share information about the women’s preventive services, talk about women’s health, and encourage women to share the information with their loved ones.
Our messaging…

• **Know your services.**
  We have developed messaging to explain the nine preventive services that are covered without cost-sharing as part of the women’s preventive service guidelines.

• **Get the care.**
  Our messaging encourages women to access the women’s preventive services that are right for them. Women can start by scheduling their well woman visit to talk to their provider about which preventive services are right for them.

• **Spread the word.**
  We encourage women to share the word by talking to the women in their life about the nine preventive services.

• **Learning more.**
  We connect women with the resources to learn more about the preventive services and understand what to do if they are charged for these services.
1 in 10 pregnancies are affected by gestational diabetes.

Get a $0 screening test to protect you and your baby.

Visit www.carewomendeserve.org
Our social media...

http://facebook.com/CareWomenDeserve

https://twitter.com/CareWeDeserve

https://instagram.com/CareWomenDeserve
We can all agree - pap smears are more pleasant when they’re free.

Visit www.carewomendeserve.org to learn more about $0 preventive services.
How You Can Help
We welcome new partners – the more women we reach the better. We understand the power of connecting with women through their trusted channels.
You can join us – spreading the word, being part of the movement

- **Follow us on social media.** You can follow us on social media and share our messages.

- **Join us at events.** We are holding various events to spread the word, including Capitol Hill briefings, partner events, and social media events.

- **Become a supporting partner.** You can join the campaign as a supporting partner.

- **For more information** – Email kristi@waxmanstrategies.com or sophia@waxmanstrategies.com
Meet challenges head-on. Question everything. Don’t accept silence. Be ready for a fight at every turn, and be prepared to spend a lifetime getting it right.

That’s the code Henry Waxman lives by. Us too.
Prematurity Prevention Summit
Prematurity Prevention Summit

Date: May 21–22, 2018
Location: Renaissance Arlington Capital View, Arlington, VA
Day 1: Plenary speakers, breakout sessions, social event
Day 2: Collaborative Workgroup meetings and plenary lunch
Prematurity Prevention Summit

Purpose
Convene thought leaders to advance policy and practice, mobilize community leadership, share and spread emerging ideas and promising practices, and energize stakeholders to achieve equity and reduce preterm birth.

Goals
- Present opportunities to take action; motivate participants to pursue them.
- Strengthen the Prematurity Campaign Collaborative, share early successes, and recruit more participants.
Plenary Sessions

May 21, 2018
• Welcome & Introduction to the Prematurity Prevention Summit
• Opening Plenary - Jerome M. Adams, VADM, MD, MPH, Surgeon General, United States Department of Health and Human Services (INVITED)
• Lunch Plenary - Julie Sweetland, PhD, MA, Vice President for Strategy and Innovation, FrameWorks Institute

May 22, 2018
• Opening Plenary - Michael McAfee, EdD, EMPA, President PolicyLink
• Lunch Plenary - Michael McAfee, EdD, EMPA, President PolicyLink and Kimberlydawn Wisdom, MD, MS, Senior Vice President of Community Health & Equity Chief Wellness & Diversity Officer, Henry Ford Health System (INVITED)
• Closing Remarks and Next Steps
Breakout Sessions

Morning Breakout Sessions:
• Communities, Clinicians, and Collective Action: Opportunities to Reduce Preterm Birth and Maternal Mortality
• How Genetic and Social Influences Drive Poor Birth Outcomes and Disparities: Current Debates

Early Afternoon Breakout Sessions:
• Spotlight on Promising Practices: Affecting Change in the Social Determinants of Health to Drive Improvements in Birth Outcomes
• Pre and Interconception Health, Intentionality and Birth Spacing: Emerging Issues

Late Afternoon Breakout Sessions:
• Meeting Women where they Live, Work and Play: Clinical and Public Health Best Practices in Community Settings
• Social Determinants of Health and Policy Change: An Interdisciplinary Approach
Possible Policy Areas

Access to Health Care
Food and Nutrition
Housing
Economic Opportunity/Income Inequity
Transportation
Public Safety/Violence Prevention
Environmental concerns
Family Support and Child Development
WORKGROUP FEEDBACK
Join Us

• Register Here: http://www.cvent.com/d/ztqtd8

• Visit the website for more information: https://www.marchofdimes.org/professionals/prematurity-campaign-collaborative.aspx
marchofdimes.org/collaborative
In the chat box, you will see a link to a brief post-meeting survey that will take you less than 5 minutes to complete. Your feedback is very important to us, so thank you in advance.

The link for the survey is:
https://marchofdimes.az1.qualtrics.com/jfe/form/SV_4YeRgF3U48GCLPf

Click on the Chat icon in your toolbox to access the survey link.