



# Strong Pregnancies



**STRONG**  
Driving Toward Resilience & Opportunity for the Next Generation  
**PARTNERSHIPS**

**UNITE US**

STRONG ACC, MCOs, Health Depts,  
 Nurse Family Partnership, etc.

Ballad  
 Clinic

Non-Ballad  
 Clinic

Ballad  
 Hospital



Patient  
 screened &  
 enrolled




Screening  
 Staff





Patient  
 Needs  
 Stratified  
 &  
 Assigned to  
 Team

Community  
 Navigator

Community  
 Health  
 Worker

Low Risk  Parenting resources,  
 breastfeeding, connect to  
 providers, coach, answer  
 questions, connect to childcare

Moderate Risk  Low risk services plus...  
 Navigate to social needs  
 resources, behavioral health  
 resources, medical resources

High Risk  Low and moderate risk resources plus...  
 Home visiting, transportation, more intensive  
 parenting support, substance use cessation  
 resources, parental ACEs support

Community  
 Navigator

Check ins, pediatric alignment,  
 continuation support,  
 reassessment and developmental  
 milestones, preschool,  
 hands offs to Navigation or CHW as  
 needed



**The Strong Pregnancies Program is FREE.** Our goal is to make sure all mothers and expecting mothers have the necessary resources to experience a happy and healthy start to motherhood.

**Throughout the course of pregnancy and up to three months post-partum, mothers and their babies can have the extra support from a community health worker (CHW).**

**Community Health Workers can:**

- Help mothers ask questions or provide support during doctor's visits.
- Visit homes.
- Help connect mothers to transportation, childcare, insurance, counseling, food assistance, utilities among other resources.

## Universal Screening Tool

1. Did you receive prenatal care during this pregnancy?
2. Are you interested in community resources?
3. Are you interested in lactation support?
4. Do you have everything you need for baby (ex. Safe sleep environment, car seats, feeding supplies such as bottles or breast pump, etc.)?
5. Do you have access to/can afford medical care and/or medication?
6. Do you have stable housing?
7. Do you have reliable transportation to and from doctor's appointments?
8. Do you or anyone in your home use tobacco products?
9. Do you or anyone in your home struggle with addiction, or drink more than 6 ounces of alcohol a day?

## Strong Pregnancies

Tier	Description
Tier 3	<ul style="list-style-type: none"> <li>• Traumatic experiences (incarceration, sexual assault, murder, etc.)</li> <li>• Social/family dysfunction, domestic abuse</li> <li>• Mental illness (diagnosed)</li> <li>• Substance abuse</li> <li>• Housing or job instability</li> <li>• Disabled</li> <li>• Already uses resources like disability check, Parole Officer, case worker (DHS/DCS), working adoption plan, etc.</li> <li>• Comes to the hospital a lot (more than 5 times in 6 months)</li> <li>• Not very motivated to work on Roadmaps, lacks adequate communication skills</li> </ul>
Tier 2	<ul style="list-style-type: none"> <li>• Supportive family</li> <li>• Caregiver burden: lots of friends/family are also sick or have problems. The patient cares for them, often more than they care for themselves</li> <li>• Job stress: patients must get back to work quickly after sickness, lacks PTO, no paid maternity leave, must return to work quickly after delivery</li> <li>• Can't afford medications or medical care, lack of proper infant related medical/furniture needs</li> <li>• Very motivated to work on Roadmaps but struggles to find time</li> </ul>
Tier 1	<ul style="list-style-type: none"> <li>• At risk, can be high risk because of age, or GTPAL outcome (pregnancy outcome assessment)</li> <li>• Gestational diabetes diagnosis, failed glucose test, needs prenatal nutritionist, watching salt intake.</li> <li>• Needs prenatal/perinatal occupational therapy or lactation support</li> <li>• Independent, new mom seeking prenatal counseling, parenting classes</li> <li>• Relatively healthy and may not have a deeply rooted cause of their health problems</li> </ul>
Tier 0	<ul style="list-style-type: none"> <li>• Patient states they have zero needs.</li> </ul>

## Strong Pregnancies Team

**Kelcie Cornett** – FWCH L&D & Tier 1's

**Sarah Brown** – BRMC L&D & Tier 1's

**Carrie McKinney** – BHMA Kingsport OBGYN & IPCH L&D

**Kathy Hodges** - BHMA Kingsport OBGYN & IPCH L&D

**Allison Lawson** – BHMA Norton OBGYN & NCH L&D

**Monica Murphy** – BHMA OBGYN Abingdon & JMH L&D

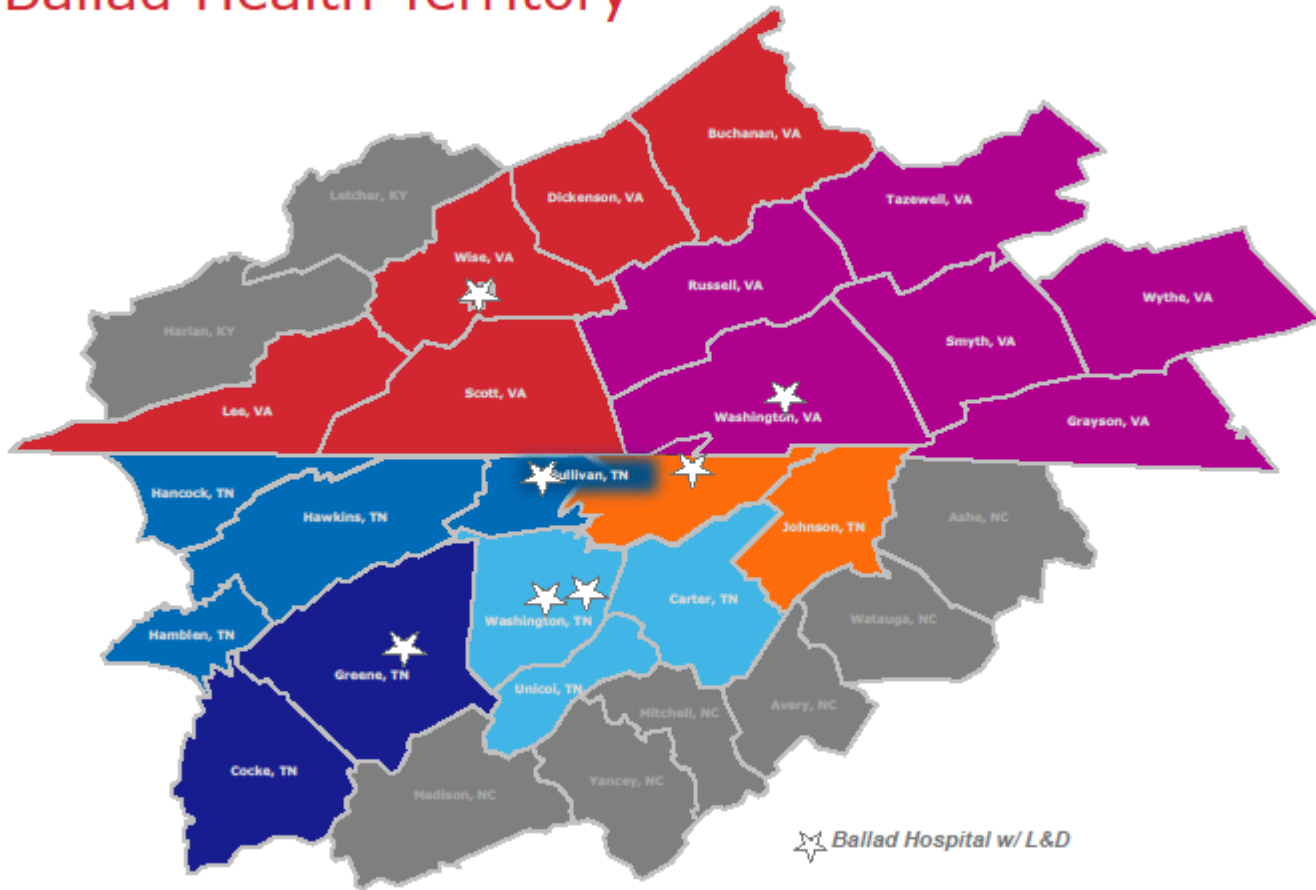
**Crystal Lindsey** – BHMA OBGYN Greeneville & GCH East L&D

**Brittany Alexander** – NEW HIRE! Plan to cover ETSU OBGYN & JCMC L&D

**Manager: Kimberly James** – JCMC L&D Currently

[Kimberly.James@balladhealth.org](mailto:Kimberly.James@balladhealth.org)

# Ballad Health Territory



Updated: 01/05/2022

**BalladHealth** 

**BalladHealth**   
Strong Pregnancies



## Strong Pregnancies Data Summary

### Total Enrollment

Start of the program – 1,810

Fiscal Year – 203

### Number of Screenings

Start of the program – 4,034

Fiscal Year – 610



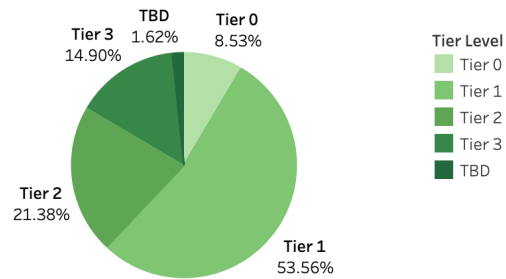
**Acceptance Rate (All Tiers) = 51.36%**

**Acceptance Rate for Higher-Level Needs (Tier's 2&3) = 76.73%**

**Percent of Women who Declined that are in Tier 0 or Tier 1 = 84.8%**

**Percent Engagement for Currently Enrolled Women = 96.43%**

Tier Level of Women who are Currently Enrolled

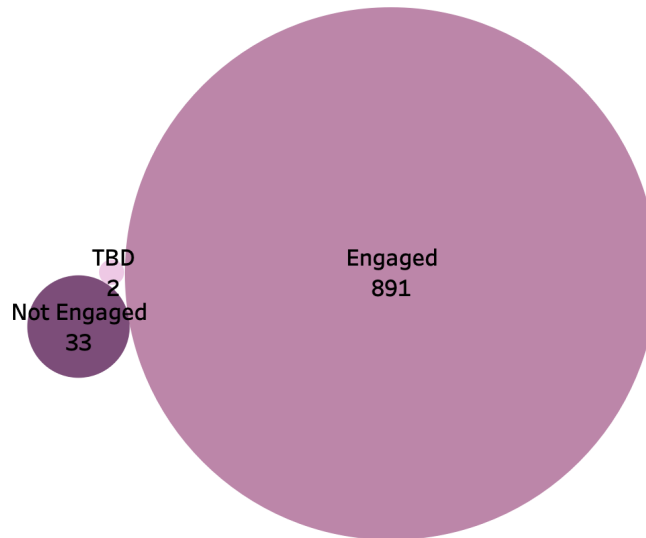


Enrollme..	Tier Level	Number	Percent
Currently Enrolled	Tier 0	79	8.5%
	Tier 1	496	53.6%
	Tier 2	198	21.4%
	Tier 3	138	14.9%
	TBD	15	1.6%
Total Number of Women who are Currently Enrolled		926	100.0%

## Program Engagement

### Engagement Status of Women who are Currently Enrolled

\*Program Status of TBD NOT Included\*



### Percent of Currently Enrolled Women Who Are Engaged

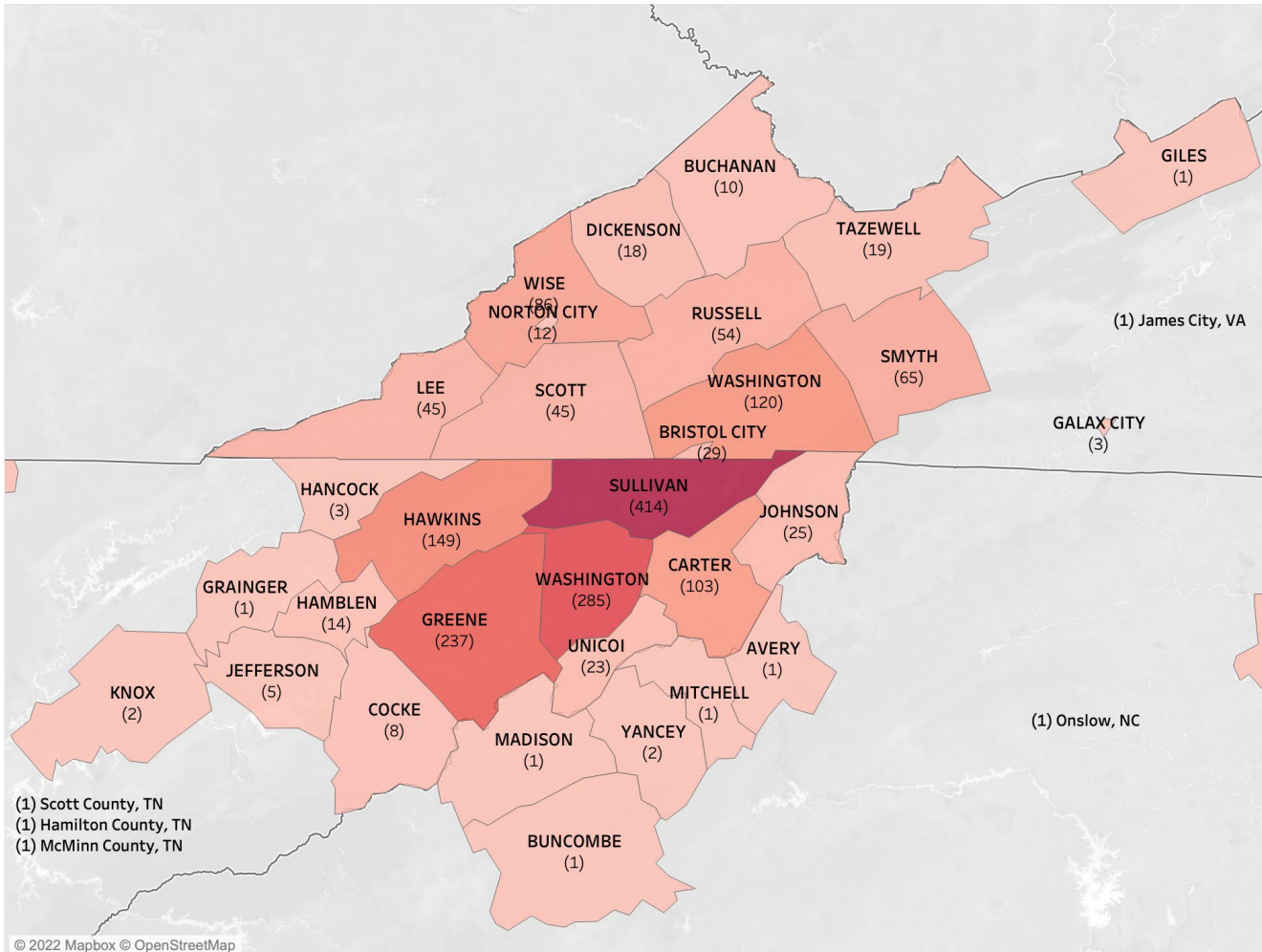
\*Percent of Women who are Engaged = Total Number of Women Engaged / Total Number of Women Currently Enrolled\*

**96.43%**

*\*Women with TBD Engagement Status were excluded from calculation\**

Enrollment ..	Engagement	Number	Percent
Currently Enrolled	Engaged	891	96.2%
	Not Engaged	33	3.6%
	TBD	2	0.2%
Total Number of Women who are Currently Enrolled		926	100.0%

County of Residence for All Women Who Have Been Enrolled (currently enrolled, graduated, unenrolled) 1 414



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## Strong Pregnancies

### Program Breakdown by Age

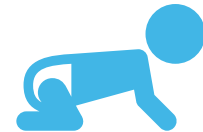
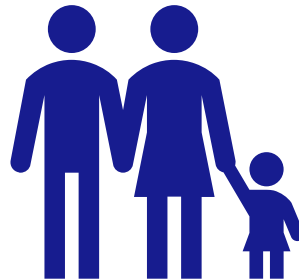
Enrollment ..	Age (5-Year..	Number	Percent
Currently Enrolled	15-19	86	9.3%
	20-24	289	31.2%
	25-29	280	30.2%
	30-34	178	19.2%
	35-39	75	8.1%
	40-44	15	1.6%
	Unknown	1	0.1%
Total Number of Women who are Currently Enrolled		926	100.0%

# Strong Starts

# Ballad Health Strong Starts Program:

Strong Starts is a program for caregivers of children from newborn to 5 years of age. The program's focus is to link caregivers with resources for them and their family.

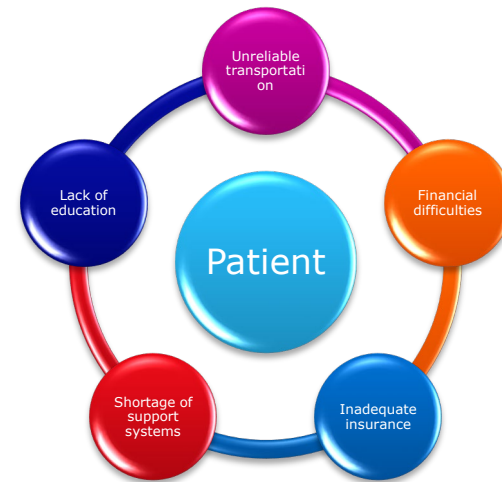
Our enrolled caregivers are paired with a community health navigator that will connect them with resources, provide social support, and work with them to create goals for themselves and their family.



# Ballad Health Strong Starts Program:

Resources available in the Strong Starts program could include:

- Childcare
- Early intervention
- Food assistance
- Government assistance programs
- Housing insecurity
- Social support





# Ballad Health Strong Starts Program:

Screener will be completed:

Year 1: 3m, 6m, 12m

Year 2: Around 2<sup>nd</sup> Birthdate

Year 3: Around 3<sup>rd</sup> Birthdate

Year 5: Graduation Screener

Examples of Questions:

- Food insecurity?
- Reliable Transportation?
- Anyone in the home use tobacco?
- Substance abuse?
- Anyone in the home enrolled in any government support groups?
- Are you involved in any court ordered parenting plans?

# Ballad Health Strong Starts Program:

Tier	Description
<b>Tier 3</b>	<ul style="list-style-type: none"> <li>• Traumatic experiences (incarceration, sexual assault, murder, etc.)</li> <li>• Social/family dysfunction, domestic abuse</li> <li>• Mental illness (diagnosed)</li> <li>• Substance abuse</li> <li>• Housing or job instability</li> <li>• Food insecurity</li> <li>• Disabled</li> <li>• Already uses resources like disability check, Parole Officer, case worker (DHS/DCS), working adoption plan, etc.</li> <li>• Comes to the hospital a lot (more than 5 times in 6 months)</li> <li>• Not very motivated to work on Roadmaps, lacks adequate communication skills</li> </ul>
<b>Tier 2</b>	<ul style="list-style-type: none"> <li>• Supportive family</li> <li>• Caregiver burden: lots of friends/family are also sick or have problems. The patient cares for them, often more than they care for themselves</li> <li>• Job stress: patients must get back to work quickly after sickness, lacks PTO, no paid maternity leave, must return to work quickly after delivery</li> <li>• Needs childcare</li> <li>• Can't afford medications or medical care, lack of proper infant related medical/furniture needs</li> <li>• Very motivated to work on Roadmaps but struggles to find time</li> </ul>
<b>Tier 1</b>	<ul style="list-style-type: none"> <li>• Independent, new mom seeking prenatal counseling, parenting classes</li> <li>• Relatively healthy and may not have a deeply rooted cause of their health problems</li> <li>• Needs help assessing Literacy resources (Imagination Library)</li> <li>• Wants help finding/navigating community events (farmers markets, festivals, story times, etc.)</li> </ul>
<b>Tier 0</b>	<ul style="list-style-type: none"> <li>• Patient states they have zero needs.</li> </ul>

# Ballad Health Strong Starts Team:

**Angie Blankenship** - Lee, Wise, Scott, Dickenson, Buchanan, & City of Norton

**Sarah Milhorn** – Cocke, Hamblen, Hancock, Hawkins, & Sullivan

**Logan Jackson** – Greene, Johnson, & Sullivan

**Carol Wyatt** – Washington, Unicoi, & Carter

**Heather McConnell** – Russell, Tazewell, Wythe, Smyth, Grayson, & Washington

**Manger: Meagan Yarnall Meisenzahl**

**[Meagan.Yarnall@balladhealth.org](mailto:Meagan.Yarnall@balladhealth.org)**

# Ballad Health Strong Starts Program:

## Strong Starts Data Summary

**Total Enrollment Since Start of Program = 833**

**Total Number of ACTIVELY Enrolled Women = 365**

**Percent of Enrolled Women who Graduated from  
Strong Pregnancies = 96.4%**

**Total Number of Screenings Completed = 155**

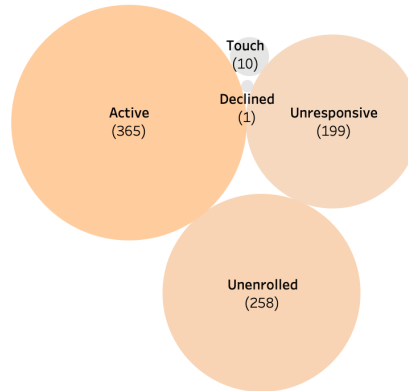
**Percent Engagement for Actively Enrolled Women =  
89.9%**

**Percent of Women who Graduate from Strong  
Pregnancies and are automatically enrolled in Strong  
Starts = 97.5%**



# Ballad Health Strong Starts Program:

STRONG Starts Enrollment Status

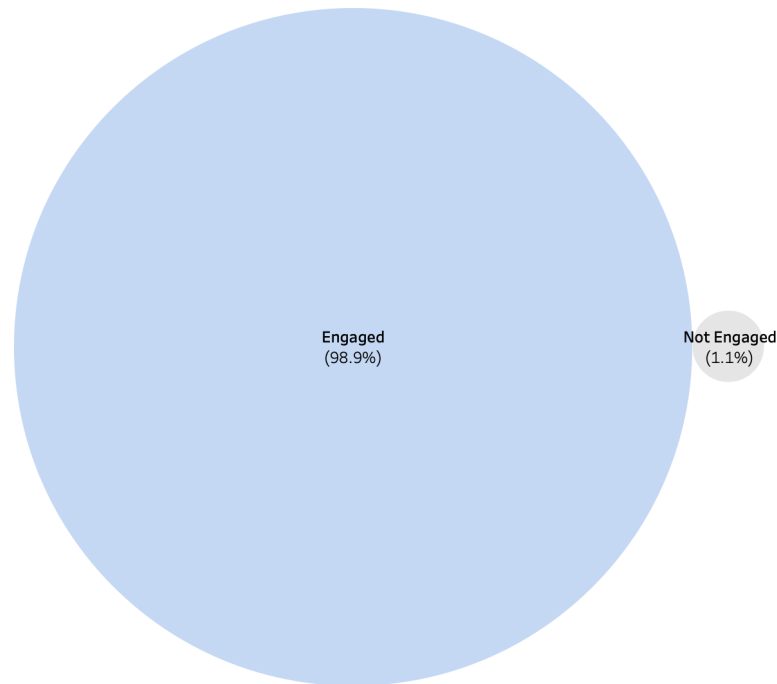


STRONG Starts Enrollment Status

Current Status	Count	Percentage
Active	365	43.8%
Unenrolled	258	31.0%
Unresponsive	199	23.9%
Declined	1	0.1%
Touch	10	1.2%
Total Number of Women Encountered	833	100.0%

# Ballad Health Strong Starts Program:

Engagement Status of Women Who Are Actively Enrolled in STRONG Starts

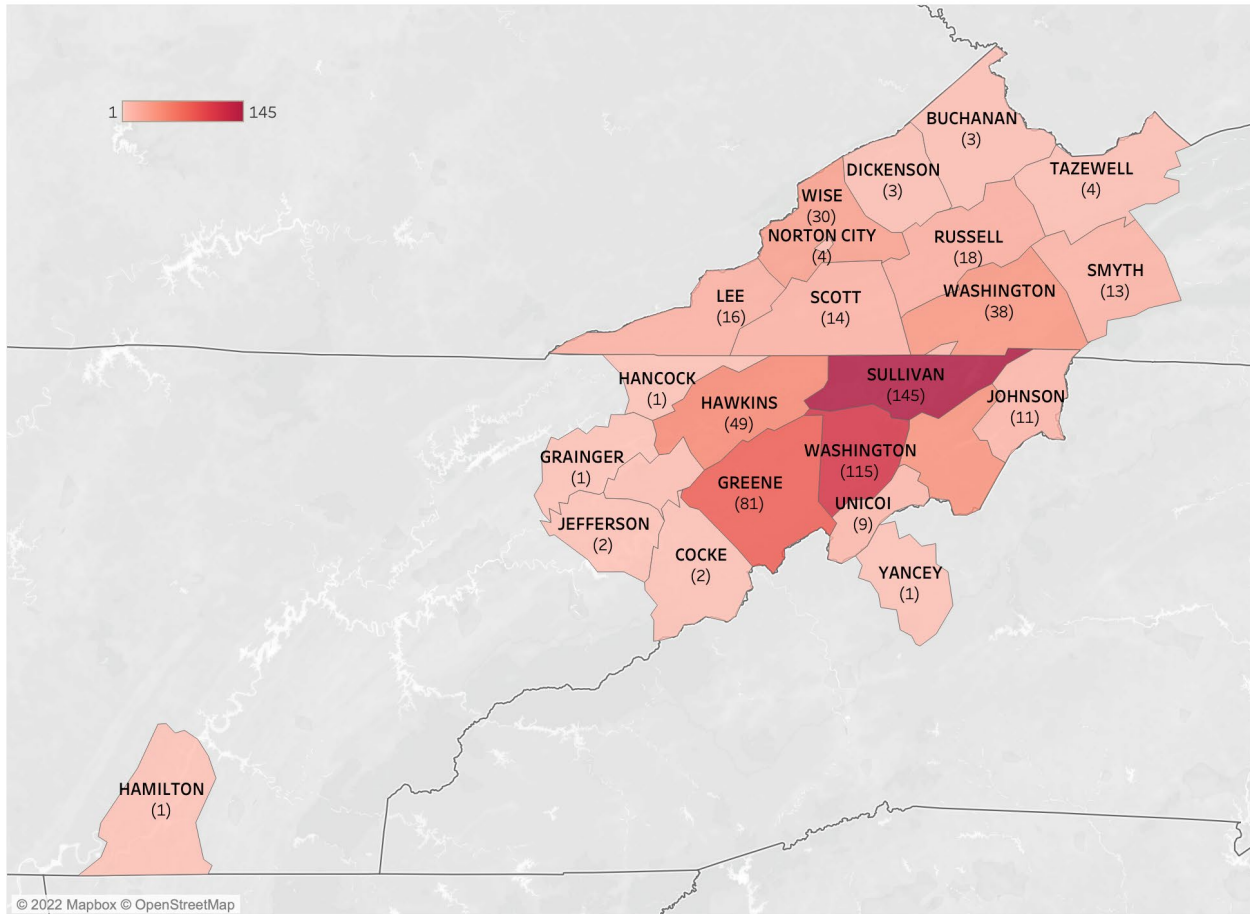


Current Status	Engagement	Count	Percent
Active	Engaged	361	98.9%
	Not Engaged	4	1.1%
Total Number of Actively Enrolled Women		365	100.0%

# Ballad Health Strong Starts Program:

County of Residence for All Women Who Have Been Enrolled Since the Start of the Program

\*This map provides counts for county of residence for actively enrolled, graduated, and unenrolled women\*



# Ballad Health Tobacco Cessation Program

Ballad Health's **STRONG** Pregnancies program provides one-on-one counseling to assist any woman become tobacco free. This includes vaping. Your cessation team member will work with you to develop an individualized plan and support you along your quit journey. They will also continue with you after your child is born to ensure your success.

- Women who smoke have more difficulty becoming pregnant and have a higher risk of never becoming pregnant.
- Smoking during pregnancy can cause tissue damage in the unborn baby, particularly in the lung and brain, and some studies suggest a link between maternal smoking and cleft lip.
- Studies also suggest a relationship between tobacco and miscarriage. Carbon monoxide in tobacco smoke can keep the developing baby from getting enough oxygen. Tobacco smoke also contains other chemicals that can harm unborn babies.
- Smoking can cause your baby to grow more slowly and gain less weight in the womb. Smoking during pregnancy has also been linked to preterm labor and other pregnancy complications.
- Because the brain continues to grow rapidly until the baby's second year, any tobacco or drug use at home can continue to affect your baby's development. Secondhand smoke from tobacco, marijuana or methamphetamine can also negatively affect growth and cause asthma or other lung problems

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Referrals or community members can email [strongcessation@balladhealth.org](mailto:strongcessation@balladhealth.org) and our team will connect you with someone.

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Anyone is eligible  
for support and  
counseling to help  
you say goodbye  
to tobacco



# Questions?

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**423-302-3085**

**Tara Chadwell, Director – Strong Pregnancies, Strong Starts, CRC**  
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**423-431-4891**