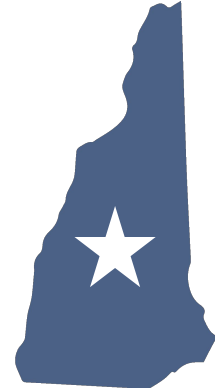


Family Care Planner Pilot Project Update



Purpose & Context

- The Family Care Planner is a physical binder designed to help families collect and organize information during their pregnancy and after the birth of their baby.
- Innovative approach used to help families actively update their Plan and to foster collaboration across their care teams. The approach can be used with any family not just those who have substance use disorders.
- Approach based on implementation in three states: Texas, Oklahoma and New Mexico.



Project Goal



This pilot project aims to support the collaborative development and use of Family Care Plans prenatally in New Hampshire.

Family Care Planners will be tested with a small group of pregnant and new parenting individuals who have substance use disorders with two New Hampshire hospitals and their community partners.

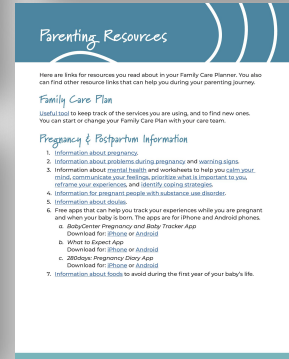
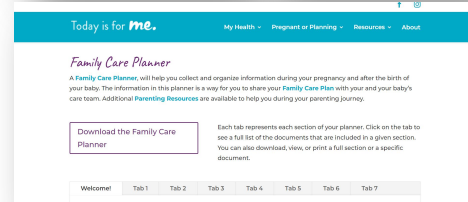
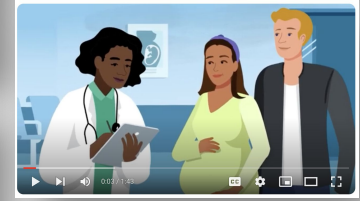
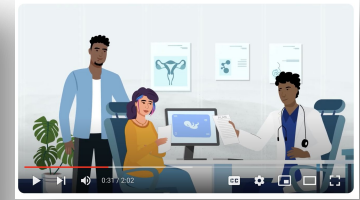
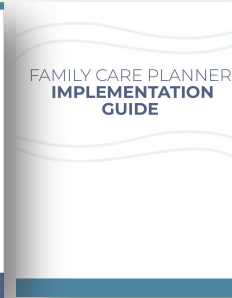
Project Details

- **Timeline:** 4-month pilot (December 2023 - March 2024)
- **Organizations:** Dartmouth-Hitchcock Medical Center and Concord Hospital and their community partners
- **Participants:** Pregnant and newly parenting individuals who have substance use disorders and are seen at Dartmouth-Hitchcock (20 people) and Concord Hospital (5 people)
- **Materials** have have been informed by the Perinatal Substance Exposure Collaborative, pilot organizations, pregnant/parenting Advisory Group, and other partners.
- **Funders:** New Hampshire Charitable Foundation and Maternal and Child Health (MCH) Section of the Division of Public Health Services.



Project Resources

- [Family Care Planner](#)
- [Family Care Plan Video for Professionals](#)
- [Family Care Plan Video for Families](#)
- [Family Care Plan Web Page for Professionals](#)
- [Family Care Plan Web Page for Families](#)
- [Parenting Resources](#)



Family Care Planner Implementation Guide

- Pilot Checklist: List of activities designed to be reviewed in chronological order.
 - Preparing to Use the Planner with Participants
 - Introducing the Planner to Participants
 - Using the Planner During Follow-Up Visits
 - Concluding the Pilot Project
- General Tips
- Evaluation Materials
- Resources
 - Information about Family Care Plans
 - Family Care Planner Overview
 - Sample Scripts



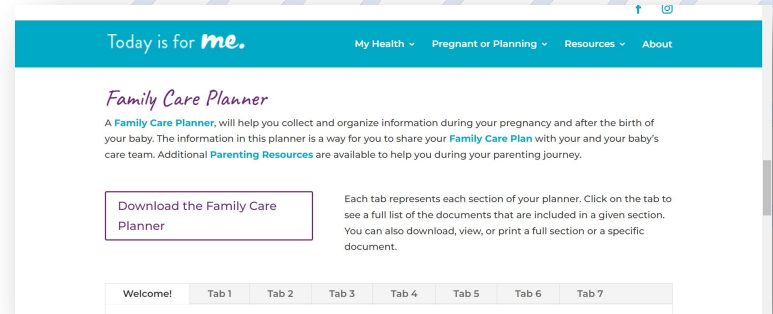
Web Pages

Family Care Plan Web Page for Professionals

- Link: <https://nhcenterforexcellence.org/posc/>

Family Care Plan Web Page for Families

- Link: <https://todayisfor.me/nh-family-care-plan/>



Media Buys

- Advertisements promoting the Family Care Plan are running on both digital/social media and traditional media platforms throughout the winter months and in to the spring.
- The advertisements consist of different edits of the animated family video as well as Google Search advertisements that appear at the top of a users Google results when they search for related keywords.


Platform	Location
Facebook	New Hampshire
Instagram	New Hampshire
YouTube	New Hampshire
Google Search	New Hampshire
TikTok	New Hampshire
TV	Concord & Lebanon
Streaming	Concord & Lebanon



Media Buy Results



- The advertising campaign on social media has generated over 350,000 impressions in New Hampshire since it launched in late November 2023.

Sponsored

 www.todayisfor.me/family/careplan


The NH Family Care Plan - Your Family, Your Care Plan

Care that grows with you and your baby. A Family Care Plan helps you keep track of the services you use during and after pregnancy.

 **Today is For Me**
Sponsored · 

✕ ⋮

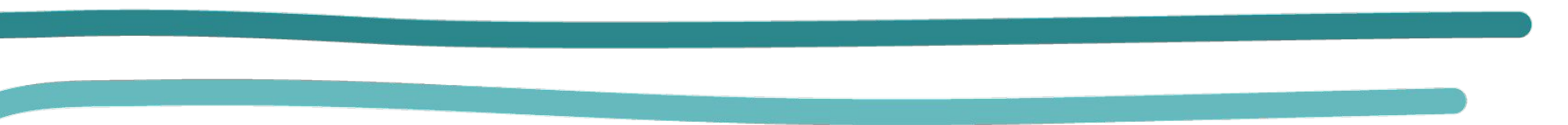
A Family Care Plan is a useful tool that helps you keep track of the services you are using during and after pregnancy and helps you find new services and programs that are the best fit for your family.



todayisfor.me
Talk to your prenatal care team about a Family Care [Learn more](#)

Inclusion Criteria

Participants of the Family Care Planner pilot project **must**:

- Be 18 years of age or older at the time of recruitment
 - Be pregnant or newly parenting
 - Have a Substance Use Disorder
 - Verbally agree to the consent
- 

Evaluation Goals



1. Identify improvements and additional guidance that may be needed to enhance implementation processes of the planners.
2. Understand participant engagement.
3. Identify improvements specific to the planner's contents.

Evaluation Methods

- Three methods will be used to gather data
 - Engagement Tracking Form
 - Improvements Tracking Sheet
 - Feedback Surveys
 - Care Team Survey
 - Participant Survey

Family Care Planner Pilot Project: Care Team Feedback Survey

Thank you for participating in the Family Care Planner Pilot Project. We appreciate you taking the time to test this planner with pregnant individuals.

In order to evaluate the strengths and gaps of the Family Care Planner pilot process, please complete this survey which has been developed to capture thoughts about your overall experiences with the planner. The survey should take about 5-10 minutes to complete. All responses will be anonymous, and information will be used to improve the process. Participation in the survey is completely voluntary, and by answering the questions, you are consenting to participate in the survey. If you have any questions please email Hannah Lessels at hannah_lessels@jsi.com.

Next

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How has it gone so far?

- Consent Checklist
- Planner usage
- Challenges

Family Care Planner Pilot Project Participation Information

The Family Care Planner Pilot Project is looking for a small group of people, who are pregnant or newly parenting, to use and provide feedback on a family care planner from December 2023 through March 2024.

In order to be a part of this project, you will need to confirm that you understand and agree to the following:

I agree that I...

- Am 18 years of age or older
- Am currently pregnant or newly parenting
- Have a substance use disorder

I understand that this project aims to provide me with a Family Care Planner to support my creation and use of my Family Care Plan.

The Family Care Planner is a binder which will help you collect and organize information during your pregnancy and after the birth of your baby. It is a way for you to share your Family Care Plan with your and your baby's care team.

I agree to participate in the following project activities...

- I will use the planner with my care team to support the development of my Family Care Plan. I understand that I will receive a \$25 gift card when I first receive my planner *and* when one of my care team members enters my unique planner ID code into an "Engagement Tracking Form" using the QR code at the back of my planner.
- I will share my planner with my and my baby's care team during visits that occur during the pilot project period *and* I will ask care team members to fill out the "Engagement Tracking Form" at the back of my planner using my unique planner ID and QR code.
- I understand that I will receive a \$5 credit towards an additional gift card for each visit that I use my planner with my care team, and my care team member completes the "Engagement Tracking Form". I understand that I can receive up to a \$75 gift card depending on the number of visits that I use my planner at and that my care team tracks our use together.
- I will use my Family Care Planner with as many care team members as possible that can include: prenatal providers, addiction treatment and mental health providers, community health workers, recovery and parenting coaches, social workers, case managers, inpatient medical providers, lactation consultants, family resource center/parent child center home visitors, home visiting nurses, primary care providers, and WIC providers.

QUESTIONS?



NEW HAMPSHIRE
**Perinatal Substance
Exposure Collaborative**

