

## HANDS Promotion Storyboard

Lake Cumberland District Health Department  
500 Bourne Avenue  
Somerset, KY 42501



### Quality Improvement Story Board

Team Members: **Sylvia Ferrell**, Michelle Wesley, Sabrina Merrick, Whitney Jones, Connie Arnold, Angela Simpson, Janae Tucker



## PLAN

### Problem Statement

HANDS program referrals have been decreasing since the loss of the prenatal program/clinics offered through the local health departments.

### Aim Statement

Increase HANDS enrollment rates 10% by December 30, 2020. Currently an average of ~ 450 participants enroll in the program per year. Outreach to all expectant/new mothers by providing education and program incentive vouchers in prenatal/postpartum bags in collaboration with the local obstetricians and birthing hospitals will occur via our Maternal Child Health (MCH) Coordinator.

### Process Outline & Relevant Data

The Lake Cumberland District Health Department (LCDHD) is working to improve its referrals to the Health Access Nurturing Development Services (HANDS) program. HANDS is a voluntary home visitation program for expectant parents. The HANDS program aims to improve maternal and child health outcomes through the home visitation program. Utilizing the PDCA cycle LCDHD will implement an incentive program to increase referral rates to the program.

### Identify Potential Causes

Potential reasons for decrease of incoming referrals:

- ✚ loss of referrals from health dept prenatal clinics
- ✚ loss of referrals from other prenatal providers
- ✚ # of pregnancy tests provided at HD has decreased
- ✚ prenatal enrollment rates have decreased because parents are not coming in for WIC until infant is born
- ✚ potential participants are not aware of the program

### Identify Potential Solutions

Potential ways to increase incoming referrals/participation:

- ✚ provide prenatal education bags to local providers and include HD information and an incentive to come learn more about the program's benefits
- ✚ partner with local birthing hospitals to provide postpartum educational bags which would include an incentive to come learn more about the program

### Improvement Theory

If an incentive is offered to get parents in the office providing an opportunity to explain the program benefits to them, then enrollment rates will increase, resulting in an overall improvement of maternal and child health outcomes.

## DO

### Test the Theory

The team implemented the diaper incentive process in January 2020 with the assistance of the LCDHD MCH Coordinator. Certificates & flyers for free packs of 200 diapers were printed and distributed in prenatal and postpartum educational bags via the MCH program in collaboration with local prenatal providers and birthing hospitals. When a parent brought the voucher in, a HANDS worker explained the benefits of the program and offered to enroll them. When this project was implemented a flyer about the current ongoing free car seat promotion for participants was also added to the PN/PP bags. The Do phase ran through the end of calendar year 2020, after which, the data was reexamined.

## CHECK

### Study the Results

Due to the COVID-19 pandemic restrictions for person-to-person interactions starting in March 2020 the ties our MCH Coordinator had developed with prenatal and postnatal medical providers were limited. Some providers, including a hospital and a physician's office withdrew from the promotion completely during the pandemic.

For patients that had already received the voucher, the ability to present the voucher in person was also limited due to COVID-19 guidelines/restrictions at that time. From February 2020 until April 2021, a total of 1500 HANDS diaper promotion cards were given out at partnering medical facilities with only 53 being returned to an LCDHD health department for diapers, equaling a return rate of only 3.5%. Zero referrals were obtained as a result of the returned vouchers.

## ACT

### Standardize or Develop New Theory

This project was concluded and vouchers for free diapers will no longer be printed due to limited outreach and the fact that we only had a 3.5% return rate and no referrals were obtained via this effort.

Diapers that were purchased for this effort will be used as incentives for participation in the program or given to HANDS families in need in the future.

### Future Plans

There are no plans to research this promotion any further. However, we will be implementing a new project in July 2021 that will offer incentives to families for continued HANDS program participation.