

EVALUATION OF HEALTHY BABIES ARE WORTH THE WAIT: A PREMATURITY PREVENTION PARTNERSHIP

Healthy Babies Are Worth the Wait: A Prematurity Prevention Partnership is a demonstration project that is aiming to reduce preterm birth rates in selected Kentucky (KY) communities. Specifically, it involves a 3.5-year collaboration among the March of Dimes (MOD), Johnson & Johnson Pediatric Institute (JJPI), and clinical and public health partners to decrease by 15% the singleton preterm birth rate in targeted geographic areas in KY, using an integrated clinical/public health/consumer model. A multicomponent intervention is being conducted in three KY hospital sites and the catchment areas that they serve; these sites collectively comprise the project's intervention group. Three additional KY sites that are collectively matched as closely as possible to the intervention sites, but do not receive the intervention during the project period, are serving as the project's comparison group. Sociometrics has been contracted as the project's external evaluator. The project evaluation is employing practical, "real world" methodologies that assess overall project outcomes, provide input to mid-course corrections, and afford ongoing feedback to intervention sites on their progress. The primary sources of outcome data will be State of KY birth certificate and hospital discharge databases; surveys of perinatal providers and pregnant women; and ongoing tracking of hospital and community environments, including policies, legislation, and other relevant programming efforts. Process data will also be collected on the nature of the project activities that are implemented and the number and characteristics of the populations that are reached with these activities.

Sociometrics' principal responsibilities on the project include:

1. Providing input to the development and refinement of evaluation instruments and data collection, analysis, and reporting procedures and protocols.
2. Conducting data entry and/or analysis for the community surveys of pregnant women, hospital-wide perinatal provider surveys, hospital grand rounds surveys, annual hospital systems surveys, environment/policy interviews, additional state/local environment data, and process evaluation data.
3. Preparing evaluation reports for diverse audiences.
4. Collaborating in the preparation of project-related conference presentations and journal articles, as agreed upon with the project management team.

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