



ACURE4Moms

Accountability for Care through Undoing Racism & Equity

September 2022 Internal Team Update

Contact SuzanneW@med.unc.edu for details and inclusion.

MOMBABY.ORG/ACURE4MOMS



Reminders

Internal Update Slides

- **Internal Use Only.** This presentation is not meant to be viewed or used for the general public.
- **Your feedback is valuable.** This presentation is designed to give you a snapshot of everything happening this month with ACURE4Moms and partners. Please DO share any updates you have to be included in upcoming monthly slides.
- **Tracking and Reporting Activities.** Let us know if you do any trainings, interviews, submit conference abstract submissions or presentations on behalf of ACURE4Moms. We are happy to help promote and support your work!



ACURE4Moms

Vision & Mission

Uniting Our "Why"



Remembering Dr. Bill Gist

Our colleague at MAHEC, Dr. Bill Gist, and his wife, Beth Gist, passed away unexpectedly on September 5, 2022. Bill was collaborating on the Maternal Health Equity & Education Training and implicit bias simulation components of the project. His presence in our project and in our community is sorely missed.

The Community Foundation of Western North Carolina has established a memorial fund. If you would like to donate, please visit their fund list and click on the Bill and Beth Gist Memorial Fund:

<https://cfwnc.fcsuite.com/erp/donate/list?showlist=1>.

Their obituaries can be viewed at:

<https://www.harwoodhomeforfunerals.com/memorials/dr-william-e-bill-and-dr-beth-ann-gist/5019273/>



Upcoming Events


ACURE4Moms Meetings

- Next Research Team meeting:
Wednesday, September 28, 2022,
at 11:00am
- Next STABLE meeting is **Friday, October 28, 2022, at 12:00pm-2:00pm** (in-person locations in Chapel Hill and Fayetteville and virtual option)
- October Research team meeting will be in combination with the STABLE meeting



Related Events of Interest

- Rachel Urrutia will be a panelist at the **NC Healthcare Association's "Best Practices in Managing Postpartum Hemorrhage"** event on September 28th --
- [Click to register](#).
- **Maternal Mortality and New Risks to Women's Reproductive Health Webinar** recording through NICHM Foundation can be found [here](#).
- Recent proceedings from a **National Academies Workshop on Reducing Maternal Mortality** . Find recording [here](#).



SAVE THE DATE
Wednesday, Sept. 28

**Best Practices in
Managing
Postpartum
Hemorrhage**

Interested in improving care and preventing morbidity and mortality from postpartum hemorrhage?

Plan now to attend the North Carolina Healthcare Association Patient Safety Organization's (NCHA PSO) "Best Practices in Managing Postpartum Hemorrhage" on Sept. 28 from 12 pm to 1:30 pm.

If you provide healthcare to pregnant women in North Carolina, in any setting, this FREE shared learning event is for you. This includes emergency department and urgent care staff, physicians, community practitioners, obstetrics/labor & delivery staff and practitioners, etc.

Our panel of experts will discuss current best, evidence-based practices and how they have been effectively implemented in different settings to assess risk, recognize, and manage postpartum hemorrhage:

- **Rachel Peragallo Urrutia, MD, MS, FACOG**
Women's Health Consultant
Women, Infant and Community Wellness Section,
Division of Public Health - North Carolina Department of Health and Human Services
- **H. Peter Roethling, MD, MPH**
Consultant, Former physician practitioner
at the Wayne Women's Clinic in Goldsboro
- **Dana Iglesias, MD, MPH**
Medical Director of the Chatham Hospital Maternity Care Center in Siler City
Assistant Professor, Department of Family Medicine,
University of North Carolina School of Medicine
- **Kimberly D. Harper, MSN, RN, MHA**
Perinatal Neonatal Outreach Coordinator
UNC Center for Maternal & Infant Health
- **Tina Morris MSN, RNC-EFM**
Perinatal Nurse Champion NC Region 2
Maternal Health Innovations Program,
NC Department of Health and Human Services,
Cone Health
- **Kendra Maneval DNP, RN**
Assistant Chief Nursing Officer
LifeBrite Community Hospital of Stokes

Watch for registration information coming soon.
This event is offered through a collaboration between the North Carolina Healthcare Foundation and the North Carolina Department of Health and Human Services.



Monthly Overview

Summary of General Updates

- Held 2nd Stakeholder Advisory Board Meeting on 7/22/22 (hybrid)
- UNC Institutional Review Board (IRB) application was approved on 8/30/22
- 37 out of 40 applications received
- Randomization set to begin Oct/Nov 2022
- An updated Engagement Plan is due to PCORI on 9/30/22
- PCORI publicly lists project's stakeholders; please fill out this survey if you (a STABLE member) wish to opt-out, [click here](#).
- Our first interim report to PCORI is due 10/1/22



Practice Engagement

Updated recruitment

**37 site applications!*

- As of 9/13/2022, we have 17 sites in the East and 20 in the West
- Jen, Cindy, Rachel, and Angela have been conducting site visits to gather more information about the practices and answer questions about the study
 - All site visits in the West have been completed
- With recent IRB approval, we have started to actively recruit health departments that required this approval before applying
 - County Health Departments include Wake, Durham, Cumberland, Pitt, Guilford
- With recent IRB approval we can start the contracting process with practices to get them formally enrolled in the study
 - Some practices have their own approval processes that have been initiated
- We hope to randomize practices in October/November

***Goal is 40!**



Doula Interventions

SistasCaring4Sistas & Momma's Village Fayetteville

- [View SC4S video reel from their gathering this summer!](#)
- Doula trainings are ongoing for MVF and SC4S
- MVF will recruit a few more doulas depending on the locations of practices and how they get randomized
- SC4S has been conducting interviews to recruit a few more doulas to serve the Greensboro area
- Working on having a doula meet-and-greet/research training 11/13/22 for all the doulas involved in the study
 - Conduct research training as the doulas will also serve as research assistants in the study
- Have developed a doula Scope of Practice (SOP) which was shared with STABLE for review and the feedback is being incorporated for a finalized SOP
- In the process of developing the doula Manual of Operations (MOO) based on MVF and SC4S's policies and will submit to STABLE for review once drafted



Maternal Health Equity Education Training

Contact: Rabab_Husain@med.unc.edu

- New Name: Maternal Health Equity Education Training (MHEET)
- Working on a draft of session 1 which will introduce practice staff to maternal and infant health disparities through general data and by watching an episode of the docuseries Unnatural Causes called “When the Bough Breaks”
- Christina Yongue will help develop a training for the MHEET session trainers
- We are recruiting observers for the MHEET sessions and have finalized their scope of work
- We are reaching out to individuals who can be process evaluators, who will collect and analyze observation notes from these MHEET sessions and present to STABLE and the MHEET core team to facilitate development and improvement of future sessions
- MAHEC has filmed their implicit bias training simulation and has received initial feedback from the Core Team. They will be filming more clips to show instances of implicit bias through a patient’s journey



Data Interventions

Contact: rachel_peragallo@med.unc.edu

- Started weekly and biweekly meetings with the HIEA and Sheps
 - To make decisions on how data will be collected from practices and what data requirements are necessary to build the Data Dashboard and Maternal Warning System
- We have decided on about 12 measures that will be included on the dashboard, with several additional subcategories.
- For the warning system we are creating structures on the 5-6 measures practices will be alerted to, such as high blood pressure and missed visits

Implementation Research

Contact: megan_williams@med.unc.edu

- The plan is to conduct pre-implementation evaluations with practice staff after practices are randomized later in 2022
- Now that we have received IRB approval, we can have STABLE review the doula interview guide and submit any modifications in future IRB amendments



Communications Updates

Website, Social Media, Promotions

- MomBaby.org/ACURE4Moms Website - evolving as we progress!
- **Subscribe to our Constant Contact Listserv** – for annual e-blasts
- **Monthly memos** – we'll send monthly recaps with slides, meeting notes, and relevant information to stay updated on our work.
- **Social Media:** Use of UNC CMIH Facebook, Twitter, LinkedIn (paid and organic) – with use of **#ACURE4Moms** when posting

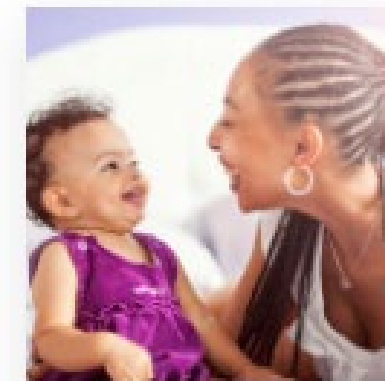


ACURE4MOMS

The University of North Carolina at Chapel Hill has designed a study called ACURE4Moms to improve pregnancy outcomes and decrease health disparities. "ACURE" stands for "Accountability for Care through Undoing Racism and Equity."

ACURE4Moms is a randomized controlled trial that aims to improve maternal health outcomes, satisfaction, and communication, particularly for Black moms.

If your practice provides prenatal care in NC, it may be eligible to participate in the newly-funded ACURE4Moms Study. [Learn how you can join.](#)



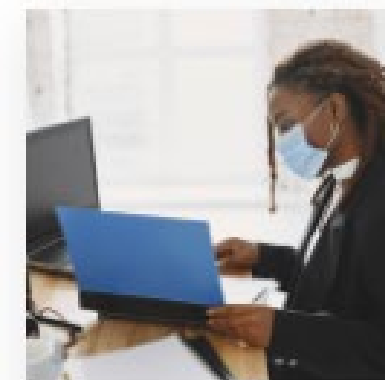
[Joining the Study](#)



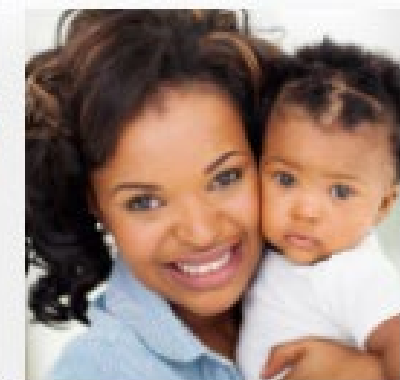
[Our Team & News](#)



[Meet the Doulas](#)



[Updates for Practices](#)



[About the Study & Background](#)



[Getting Connected](#)

Branding Kit

Contact SuzanneW@med.unc.edu



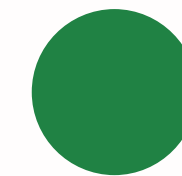
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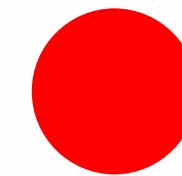
Cardo

*When font not accessible, use Arial.

Colors



HEX Green # 208245



HEX Red # FF0000

Additional branding elements, including slides, letterheads, email signatures, one-pagers, graphics can be found on Teams.

FUNDING STATEMENT: This project is funded by the Patient-Centered Outcomes Research Institute (PCORI). For more information about the project, please visit its page on the PCORI website at <https://www.pcori.org/research-results/2021/reducing-racial-disparities-maternal-care-through-data-based-accountability>. Questions may be directed to the project team at ACURE4Moms@med.unc.edu.



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ACURE4Moms

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Thank you!

Contact SuzanneW@med.unc.edu

[MOMBABY.ORG/ACURE4MOMS](https://mombaby.org/acure4moms)



We're always looking for ways to better communicate.

Send SuzanneW@Med.unc.edu your ideas and partner updates for us to highlight/promote.



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