



# ACURE4Moms

Accountability for Care through Undoing Racism & Equity

## January 2023 Internal Team Update

Contact [SuzanneW@med.unc.edu](mailto: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 used for the general public. Content in this document is informational for ACURE4Moms (A4M) teams. Not intended for repurposing or resharing. Contact [SuzanneW@med.unc.edu](mailto:SuzanneW@med.unc.edu) for questions.
- **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 related to or on behalf of ACURE4Moms. We are happy to help promote and support your work!
- *You can find our monthly update slides under “[Updates for Practices](#)”*





# Monthly Overview

## Summary of General Updates

- Randomized 44 practices to a research arm
- Started onboarding process with sites: Galatians Community Health and Rural Health Group
- Training of Trainers session held on January 24th, 2023
- Implicit Bias Simulation curriculum finalized by MAHEC team
  - All simulation videos finished filming in mid-January
- Working on a manuscript of the ACURE4Moms protocol to submit to “The Green Journal” (*Obstetrics & Gynecology*) by February 1st



44 practices

Recruited to the research arm.  
Onboarding has begun!





# Upcoming Events

## ACURE4Moms Meetings

- Next **STABLE meeting** is being held virtually on **Thursday January 26<sup>th</sup>, from 11am-1pm**
- Next **Research All-Staff meeting** is **Wednesday, February 22<sup>nd</sup>, 2023 at 11am**
- Jen Tang will be serving as the Keynote Speaker at Southern Regional AHEC OBGYN Conference on Friday, January 27<sup>th</sup> – recap forthcoming. [Details here.](#)





# In the Press

## ACURE4Moms Features & Quotes

[‘We are not thought of’: The true impact of Western North Carolina’s maternal desert on rural women,](#)  
Dr. Rachel Urrutia in Carolina Public News



[Read the Article](#)

[CDC reports slight decline in fetal mortality among Black women,](#)  
Angela Malloy, Momma's Village Fayetteville in ABC 11



[Read the Article](#)

# Presentations



Jen Tang is serving as the Keynote Speaker at Southern Regional AHEC OBGYN Conference on Friday, January 27<sup>th</sup> – recap forthcoming. [Details here.](#)

Michele Benoit-Wilson, a member of our STABLE, moderated a Doula Roundtable Discussion at the McKimmon Center at NCSU in December.

This event was organized by the Foundation for Healthcare Leadership and Innovation, in partnership with WellCare. Rachel Urrutia presented on the ACURE4Moms trial. Other panelists included Belinda Pettiford, Division of Public Health, NCHHS; Danielle Little and Tara Shuler, who are two doulas who will be presenting on the services they offer in NC, and representatives from the Virginia Dept. of Health and Virginia DMAS to share their experience with certification and reimbursement.

[Click to view](#)



MomBaby.org/ACURE4MOMS

# Relevant Topics of Interest

## ACURE4Moms Features & Quotes

[Fighting Maternal Mortality Among Black Women, New York Times](#)

***‘I Don’t Want to Die’: Fighting Maternal Mortality Among Black Women***

A St. Louis doula program, part of a nonprofit that received funding in the \$1.7 trillion federal budget bill, looks for solutions in a benefit largely associated with affluent white women.

[Read the Article](#)

[Regional Anesthesia Deaths, New York Times](#)



[Read the Article](#)

[Doula Care Improves Health Outcomes & Reduces Racial Disparities, Cuts Cost, Health Law](#)



[Read the Article](#)





# Collaborative Update

- **Grievance Process**

- We have created a grievance process that can be used by members of STABLE, the research team, and even the practices to address and conflicts or issues that arise during the study, especially between individuals
- A good resource: Lorretta Ross's TED Talk on "[Calling In](#)"
- Code of Ethics: [https://unc.az1.qualtrics.com/jfe/form/SV\\_6lpyREOyzpxmVdl](https://unc.az1.qualtrics.com/jfe/form/SV_6lpyREOyzpxmVdl) - **please review and sign!**
- Grievance Form: [https://unc.az1.qualtrics.com/jfe/form/SV\\_0dBRJKqysUUZmKy](https://unc.az1.qualtrics.com/jfe/form/SV_0dBRJKqysUUZmKy)

- **Multidimensional Assessment of Partnership (MAP) Survey update**

- Have done baseline data collection and analysis and will go over results at next STABLE meeting

- **ACURE4Moms Vision and Mission Statement Creation**

- Suzanne Woodward will be leading a mini workshop during the next STABLE meeting, Jan 26<sup>th</sup>

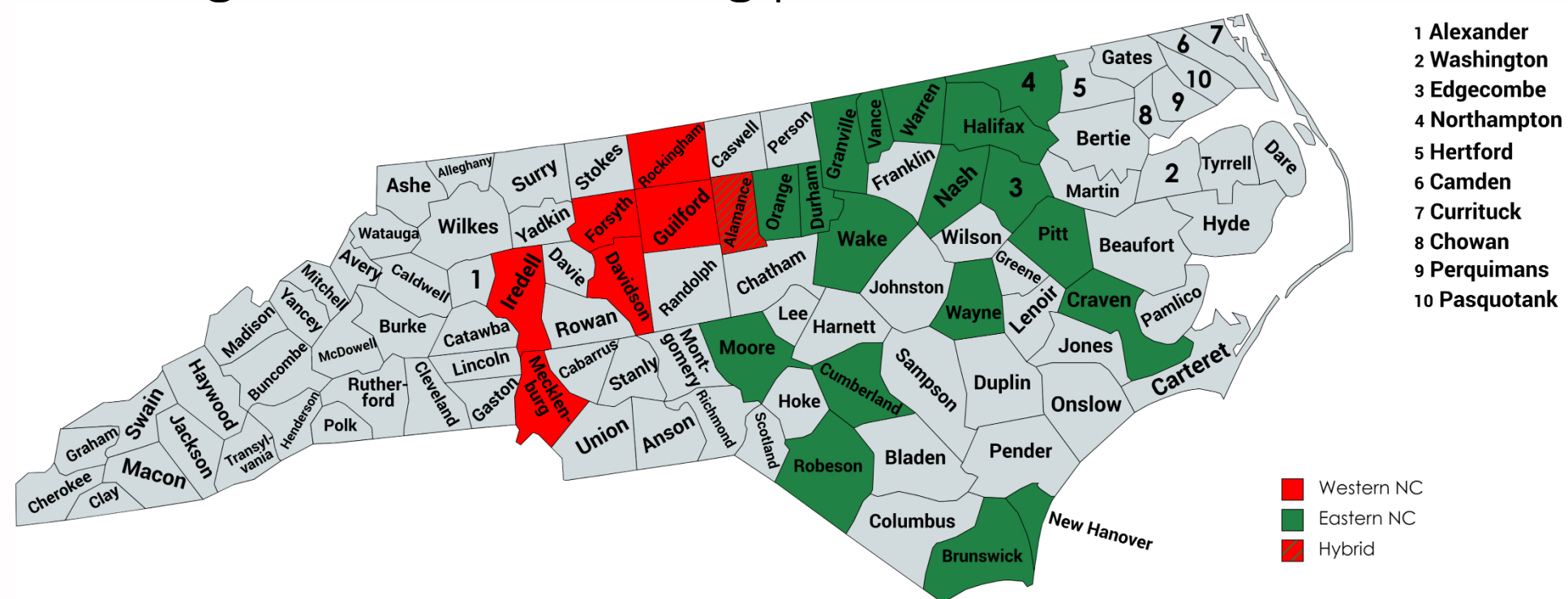


# Practice Engagement

Updated recruitment

*44 sites!*

- Have randomized **44 sites to our 4 research arms**
- Finalized Data Use Agreement in late December
- Sent out Data Use Agreement and other paperwork to sites for review and signature so we can begin working with them
- Rural Health Group and Galations Community Health have sent back signed paperwork and we have begun their onboarding process





# Doula Interventions

SistasCaring4Sistas & Momma's Village Fayetteville

- Had our first Doula Research Training Retreat on 11/13/2022!
  - First time doulas from MVF and SC4S came together for a joint training!
  - Reviewed the ACURE4Moms study and their roles within it
- Scheduling monthly check-ins while we wait to start implementing interventions
- Both MVF and SC4S are finalizing recruitment now that we have randomization



[Follow our hashtag](#)



MomBaby.org/ACURE4MOMS

# Maternal Healthcare Equity Education and Training

Contact: [Rabab\\_Husain@med.unc.edu](mailto:Rabab_Husain@med.unc.edu).



- **Have completed a draft of MHEET Session 1**
  - Plan to conduct the initial MHEET session 1s in March/April
- **MAHEC finalized implicit bias simulation curriculum**
  - Have finished filming all simulation videos (including front desk and nurse examples)
- **Training of Trainers (ToT) team have developed a training for conducting MHEET sessions**
  - First training held January 24<sup>th</sup>
  - Assigned provider leads and MHEET Community Trainers to practices receiving MHEET sessions
- **Submitted IRB application for the focus groups to collect patient stories for the Pregnancy Journey Diagram**
  - Will share more information with STABLE members and the research team about participating in the coming weeks
- **Recruiting observers for the MHEET sessions**
- **Developed tentative structure of MHEET sessions based on original ACCURE study and our own timeline**
  - **MHEET session 2:** Review Pregnancy Journey Diagram (outlines a patient's journey through pregnancy and the individuals involved in care decisions)
  - **MHEET session 3:** Review patient stories collected from our focus groups





## Data Interventions

Contact: [rachel\\_peragallo@med.unc.edu](mailto:rachel_peragallo@med.unc.edu)

- Scheduling meetings with Galations and Rural Health Group to discuss sending patient panels with necessary data for the Longitudinal Patient Survey, data extraction, and data intervention tools
- Ongoing meetings in process with the HIEA and Sheps for development of tools and launch
  - Developing first two Maternal Early Warning System Alerts: High Blood Pressure and Missed Visits
- Rachel and Jen meeting with OB colleagues for feedback on data collection and defining metrics (i.e., triggers/alerts)

## Implementation Research

Contact: [megan\\_williams@med.unc.edu](mailto:megan_williams@med.unc.edu)

- The plan is to start conducting pre-implementation evaluations with practice staff in February/March 2023

## Longitudinal Patient Survey

Contact: [lgardne@email.unc.edu](mailto:lgardne@email.unc.edu)

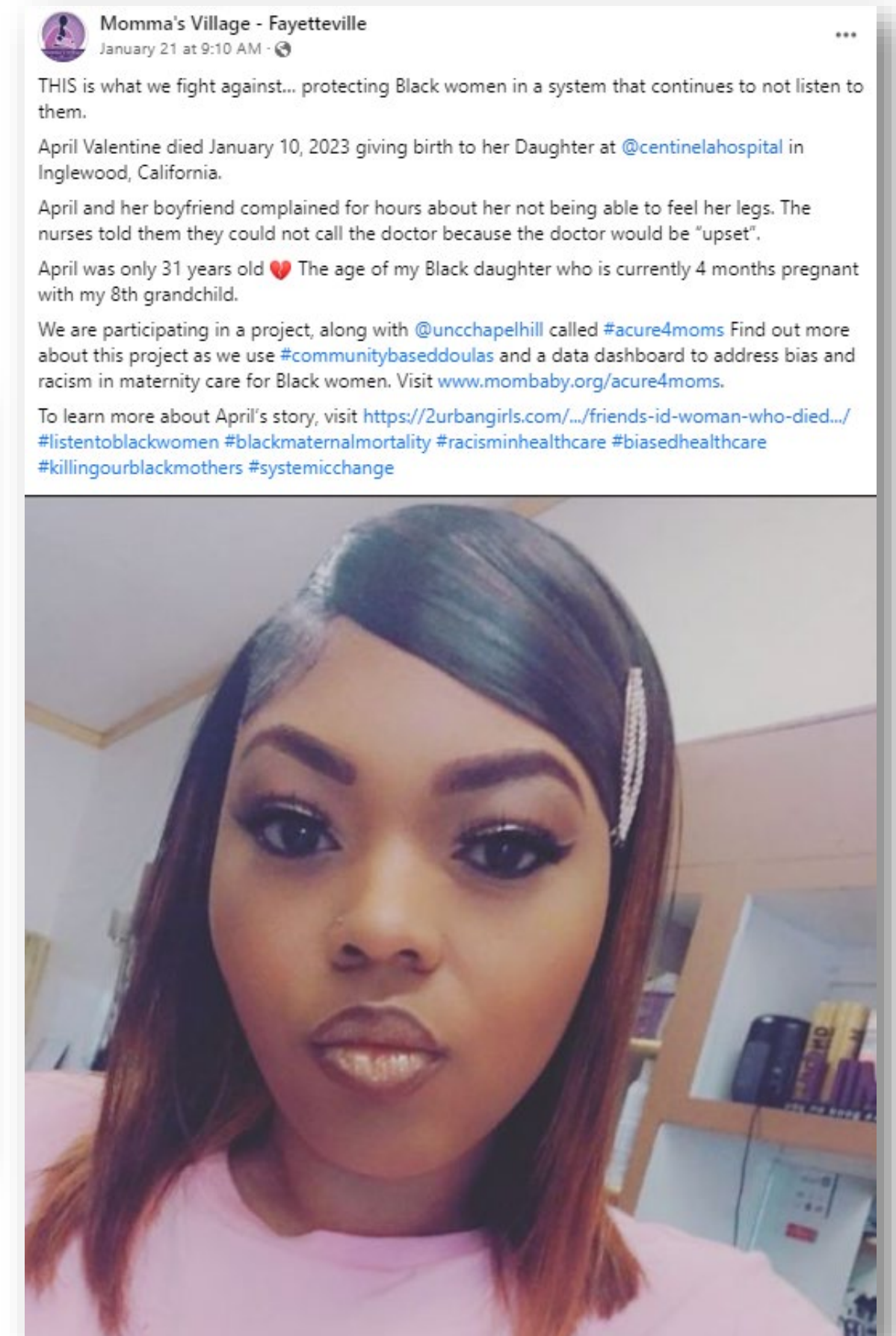
- Sheps Center continues to program the survey
- Working on setting up Community-Based Recruitment Consultants in UNC system





# ACURE4Moms Feature

Follow and share with Momma's Village Fayetteville



[Follow @MommasvillageFay](#)

[Follow #ACURE4Moms](#)



# ACURE4Moms Making Traction

Keep posting and tagging us!

## MomBaby.org/ACURE4Moms Web Traffic in November:

There are 617 pageviews – 113 this month (Dec 20- Jan 19) to the ACURE4Moms site – 17 views to the Doulas page

New Subscribers to our ACURE4Moms listserv: UNC Healthcare, Mama Coach, Duke Center for Child & Family, Mother-Baby and Beyond, Healthy Birth Day Inc.

## How to follow a hashtag:

On the social media app/site, type in search “#ACURE4Moms,” click ‘follow’ to automatically see photos in your feed.

**Follow our hashtag**



Supporting Maternal Health Awareness Day on 1/23



MomBaby.org/ACURE4MOMS

# Communications Reminders

Website, Social Media, Promotions

- [MomBaby.org/ACURE4Moms](https://MomBaby.org/ACURE4Moms) Website – “Meet the Doulas” and “Meet the Team” updates underway
- 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. You can find our monthly update slides under “Updates for Practices”
- Social Media: Follow @UNCCMIH on Facebook, Twitter, LinkedIn – be sure to tag **#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.](#)*



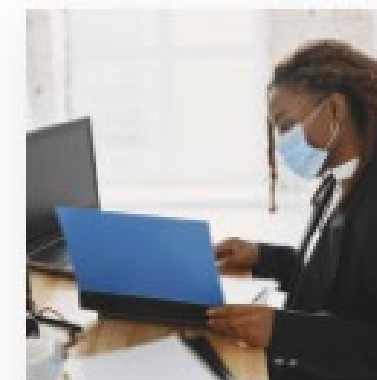
Joining the Study



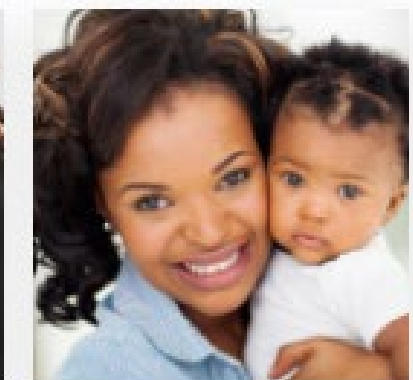
Our Team & News



Meet the Doulas



Updates for Practices



About the Study & Background



Getting Connected





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## Thank you!

Contact [SuzanneW@med.unc.edu](mailto: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](mailto:SuzanneW@Med.unc.edu) your ideas and partner updates for us to highlight/promote.



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