Celebrating 8 years of prenatal alcohol education and FASD prevention

My Baby & Me is:
A program that helps Wisconsin women stop or reduce their alcohol use during pregnancy.

The Wisconsin Women’s Health Foundation trains healthcare providers to deliver evidence-based Fetal Alcohol Spectrum Disorder (FASD) prevention, education, screening, and brief intervention.

Highlights from 2013 –2014:
• My Baby & Me providers screened nearly 500 pregnant women and provided education about alcohol use during pregnancy.
• 41 health care providers attended the 2014 Annual Statewide Meeting on March 13th & 14th: “Helping Those Who Need it Most: Smoking and Alcohol Interventions for Women with Mental Health and Substance Abuse Disorders”
• 62 health care providers attended a 2014 Regional Practice Session in September/October: “Addiction as a Chronic Disease”

“I like the new screening tool and the wording in particular. Having this as an additional screening tool opens the topic for further conversation.”
- My Baby & Me Provider

Contact Us:
Wisconsin Women’s Health Foundation
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Program Outcomes:

Participants:
499 women received alcohol screening & education
- 80 women enrolled in a brief intervention
- 96% of enrolled participants abstained from alcohol or decreased their use

Provider Testimonials: “How does the My Baby & Me program help you as a practitioner?”

“The questions are worded in a way that I normally don’t ask about alcohol use, and when asked, I get more detailed answers.”

“Helps by having a universal screening tool.”

“It makes me feel more confident addressing alcohol use.”

“It adds credibility to my teaching. Women realize it isn’t just them, addressed but many others have similar challenges.”

Providers:
71 total My Baby & Me sites
- 24 new sites in 2014
- 252 providers completed training
- 95% reported that the training was useful, and 93% reported that the training met objectives

Results from a provider satisfaction survey show that 99% of providers feel that My Baby & Me is effective in:
- Screening pregnant women for alcohol use;
- Increasing women’s knowledge on the risks of alcohol use during pregnancy; and
- Helping women reduce/abstain from alcohol use during pregnancy.

Thank You

The My Baby & Me Program would not be possible without the dedication of prenatal care providers at My Baby & Me sites across the state. Thank you for sharing your time, expertise, and talents!

My Baby & Me is funded by the Wisconsin Department of Health Services, Division of Mental Health & Substance Abuse Services, Bureau of Prevention Treatment & Recovery

*Data collected from October 2013-September 2014