Celebrating 9 years of prenatal alcohol education and FASD prevention

My Baby & Me is:

A program that helps Wisconsin women have healthy, alcohol-free pregnancies.

The Wisconsin Women’s Health Foundation trains healthcare providers to address prenatal alcohol use and integrate evidence based Fetal Alcohol Spectrum Disorder (FASD) prevention practices into their current services.

Highlights from 2014 –2015:

- Over 900 pregnant women were screened for prenatal alcohol use and provided education about risks associated.
- A new referral program was launched in March 2015. 105 pregnant women had the opportunity to receive individualized support services.
- 134 providers completed training through the new My Baby & Me Online Training Module.

Online Training Module:
“I liked the use of the materials combined with instruction, statistics, and then scenarios putting into practice! Well done!”

Benefits to Providers:
“My Baby & Me gives me an effective tool for screening and education that doesn’t take much time, plus if they accept the referral to the health educator, I know they are getting more information to help them.”

- My Baby & Me Providers

Contact Us:

Wisconsin Women’s Health Foundation
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Program Outcomes:

Participants:

933 pregnant women received alcohol screening & education
• 105 women were referred for individualized support services
  • 89% accepted enrollment for assistance from the Pregnancy Educator
  • 97% of enrolled participants abstained from alcohol or decreased their use during pregnancy

Providers:

82 total My Baby & Me sites
• 13 new sites
• 368 trained providers
• 98% reported that the training was useful & increased confidence and readiness addressing this topic, and 96% reported it increased knowledge

Participants:

Participant Testimonials: “What did you like most about the My Baby & Me program?”

“It was easy to talk to the Pregnancy Educator. She always was available to answer questions and was flexible with scheduling time to talk.”

“The education- learning new things I didn’t know. They were very helpful.”

“Support was helpful. Someone was available to answer questions. I never felt judged.”

“They were there for me. They were able to answer questions I had when other people were giving me incorrect information.”

- My Baby & Me Participants

Results from an annual survey completed by 106 providers show that 99% 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 2014-September 2015