Helping women achieve alcohol-free pregnancies through screenings, education, phone counseling and text message support.

2016 HIGHLIGHTS:

- 2,295 pregnant women screened for prenatal alcohol use
- 2,163 FASD prevention educational messages delivered by providers
- Launch of new My Baby & Me texting support service
- 15 new sites added to total 82 active sites statewide

PROGRAM OUTCOMES:

Providers:

- 82 total My Baby & Me sites
- 15 new sites established
- 271 trained providers
- 98% of providers reported that the training was useful, and 96% reported it increased knowledge, confidence, and readiness to address prenatal alcohol use

Comments from My Baby & Me Providers:

“I thought the training was very good in every aspect. I have been part of My Baby and Me since it began and this training was easy to do, informative, and very helpful.”

“I screen [all women] for any substance abuse. It is nice to know I have another resource to refer them to.”
Participants:

2,295 pregnant women were screened for prenatal alcohol use

- 455 women were referred for individualized My Baby & Me support services with the WWHF Pregnancy Educator
  - 116 women enrolled in My Baby & Me
- All women had access to the My Baby & Me texting support service

Of women who delivered babies and finished the program in 2016 (n=49):

- 86% abstained from alcohol during pregnancy
- 14% decreased alcohol use during pregnancy

**Table 1. Age Demographics for Referred Women (n=455)**

<table>
<thead>
<tr>
<th>Age</th>
<th># of Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-20</td>
<td>63</td>
</tr>
<tr>
<td>21-25</td>
<td>150</td>
</tr>
<tr>
<td>26-30</td>
<td>122</td>
</tr>
<tr>
<td>31-35</td>
<td>65</td>
</tr>
<tr>
<td>36-40</td>
<td>29</td>
</tr>
<tr>
<td>41-45</td>
<td>6</td>
</tr>
<tr>
<td>46-50</td>
<td>1</td>
</tr>
<tr>
<td>Unknown</td>
<td>19</td>
</tr>
</tbody>
</table>

What do My Baby & Me participants say about working with the Pregnancy Educator?

“*She was there for me to reach out to. She went out of her way to be there for me.*”

“I felt that I had made an accomplishment every time we talked. I looked forward to telling her about the goals I met.”

“She had great information and was easy to talk to.”

“It was confidential and one on one ... They didn't tell me what to do. We could talk about it instead.”

Due to completing the My Baby & Me Program, women report:

- Learning something new about prenatal alcohol use
- Learning problem-solving skills to avoid alcohol
- Changing their drinking habits 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 in part by the Wisconsin Department of Health Services