

Rural Appathon

Information Session
January 12, 2025





Agenda

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Introductions

Who we are

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MI MOM App

About our project



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Appathon

Topic, rules, and winning

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Networking

Form teams and sign up to compete!





Thank you for Working With Us

We believe that community partnerships are crucial for this work.

Acknowledgement

- Awareness of these issues through personal experience, interest, and advocacy work.
- Importance of sharing truth through lived experience.
- Support of community-directed solutions.





1

Introductions

Who we are



Research Team



Steven Ondersma, PhD
Principal Investigator
MSU Public Health



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Principal Investigator
Flint Innovative Solutions



Claire Margerison, PhD
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Research Asst. and Content Developer



Mary Katherine Crawford, MPH
Lead trainer & Content Developer



Elizabeth Vickers, MPH
Research Project Manager

Community Advisory Board



Nina Lewis
Healthy Flint Research
Coordinating Center (HFRCC)



Jonathan McKay
Keeping Tabs and Flint
Innovative Solutions



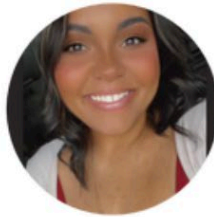
Shearese Stapleton
Mothers of Joy Institute for Parenting
and Family Wellness, INC



Brian Tesler, MD
McLaren Health



Sevonna Brown
Black Women's Blueprint



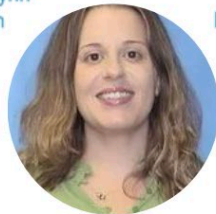
Stephanie Lynn
Rural mom



Shon Hart
InvolvedDad




Brittany Wright
District Health Department #10



Kimberley Miller, PhD
DipACLM
McLaren Flint



Introduce Yourself

- 
- Name
 - What you do
 - How has pregnancy impacted your life? Mother, father, grandparent, friend, healthcare provider, etc.



#BETHEVILLAGE



2

MI MOM App

About our project



8- SB

Humanity Behind the Numbers

We're about to share
some statistics about
the maternal health
crisis.

These numbers reflect
**real people and
families.**



Maternal Deaths



2x as likely in USA



vs other similar countries¹



80 deaths/year in MI

During pregnancy, the birth, or postpartum²

Over half preventable



According to review by MMRC²

10

Info from (1) [Commonwealth Fund](#) and (2) [MDHHS](#)



Serious Pregnancy Problems

Affect **1 in 50**
mothers, such as:

- Severe bleeding
- High blood pressure
- Infection
- Others²

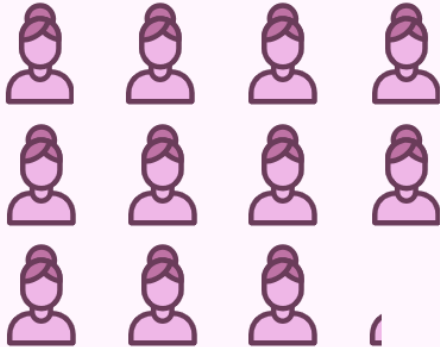


Racial Disparities

MI Maternal Deaths in Pregnancy and Postpartum, 2015-2019

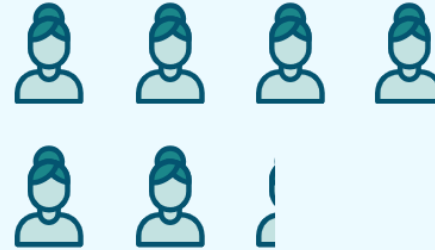
Black Mothers

11.1 deaths per 1 million live births



White Mothers

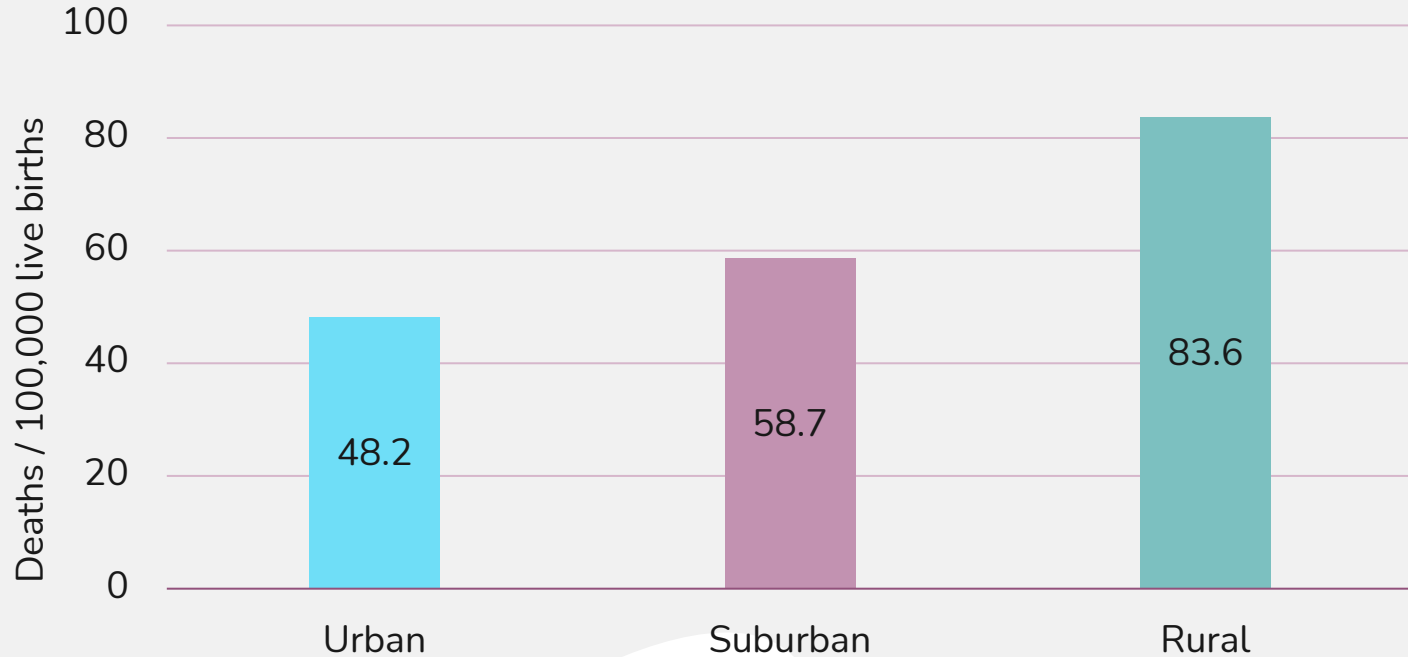
6.2 deaths per 1 million live births



1 icon represents 1 death per 1 million live births

Urban-Rural Disparities

National Maternal Death Rates, 2018-2021





What can we do?

- Better healthcare and support can reduce deaths and complications.
- Website applications (web apps) can:
 - Reach more people than other approaches
 - Be personalized and more approachable
 - Provide and collect information privately
 - Be easily scaled-up and modified to meet changing needs
- Apps have been proven to help in other settings, like reducing depression and anxiety and substance use.⁴

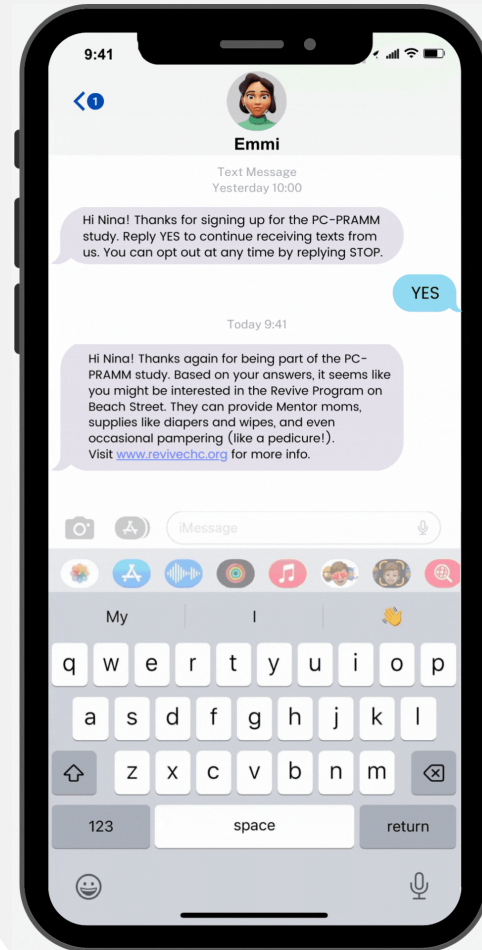
The MI MOM App

MI MOM App stands for the Michigan Healthy Mom Application

Our goal: Reduce pregnancy deaths and complications with a focus on helping Black and rural moms.

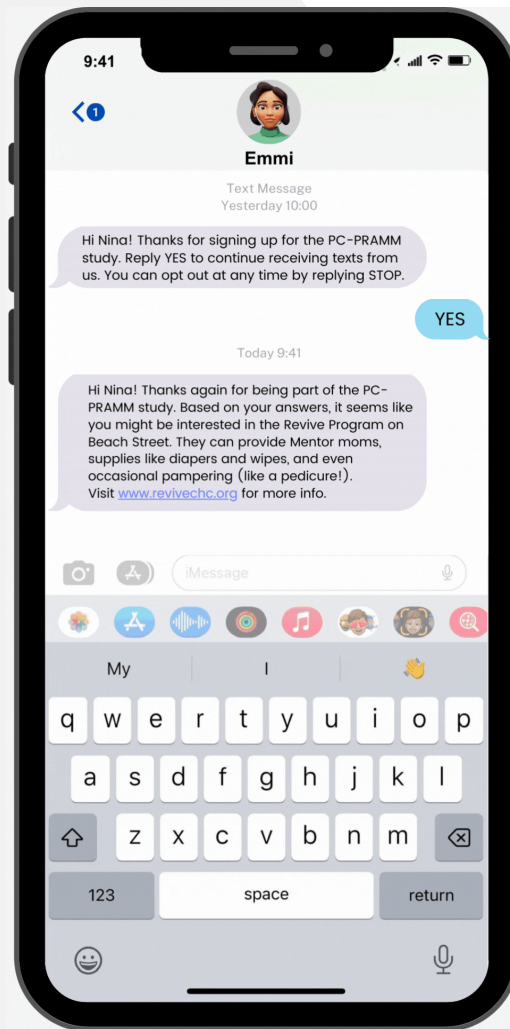
Our users:

1. Pregnant persons
2. Support persons
3. Providers and doctors



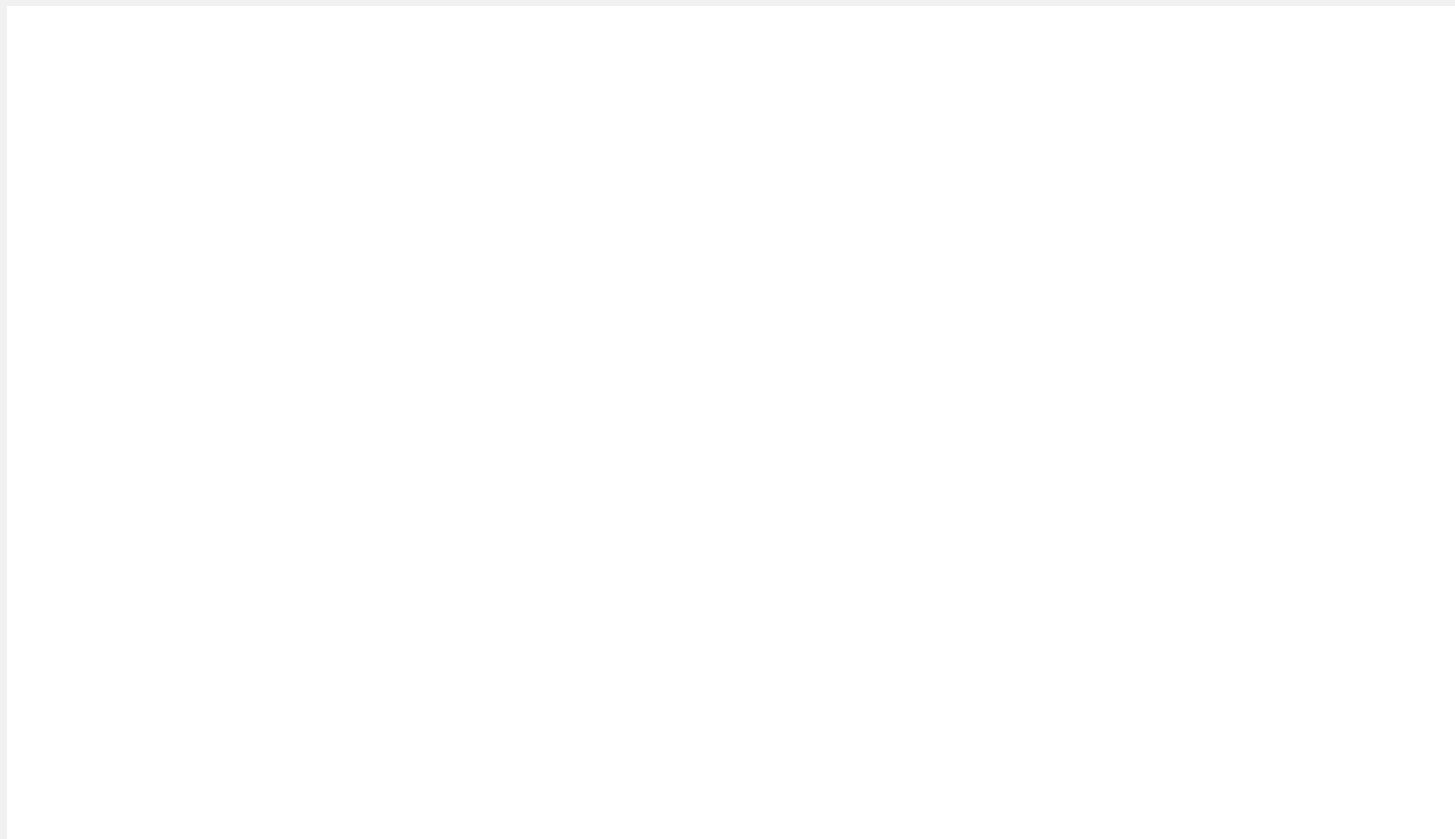
A Whole Health Approach

- Sharing best practices and recommendations for supporting maternal health
- Bringing awareness to risks and warning signs
- Reducing barriers to care
- Combatting bias with provider education, feedback, and coaching for patient advocacy
- Proactive connection to resources, including crisis management and streamlining referrals

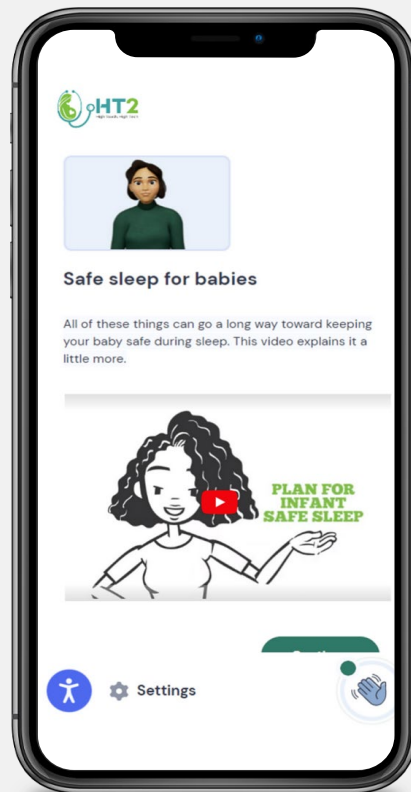
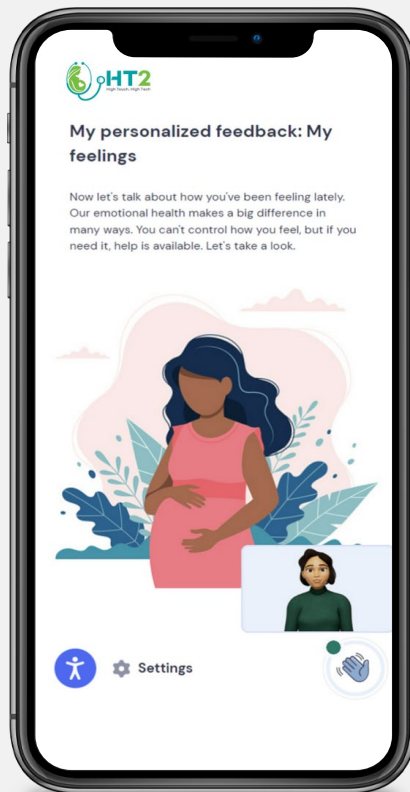
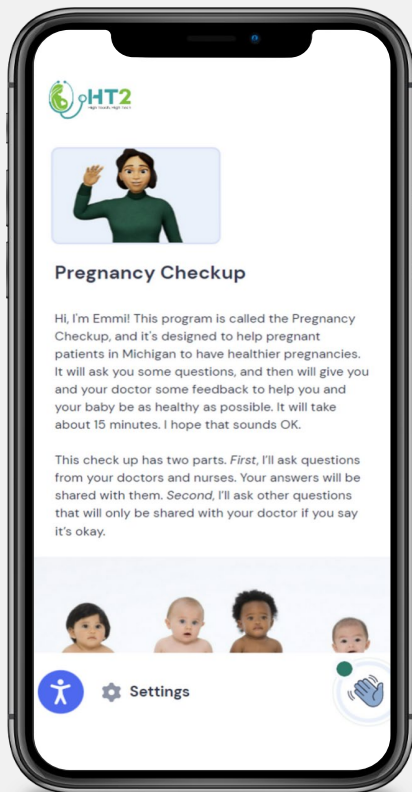


- Participants receive a series of 18-30 text messages tailored to them
- Text messages contain helpful tips, information about local resources, or links to web apps
- App provides tailored content, including connection to local resources, live chat with a community health worker, and more

CIAS Platform



Things CIAS Can Do







3

Rural Appathon

Topic, rules, and how to win



20- NL

What is an Appathon?

An event where a group of people- our village- work on an app together for a dedicated period of time

This is our 4th Appathon! The first two were led with the Healthy Flint Research Coordinating Center and Nina Lewis (a member of CAB) to help design the Pregnancy Checkup app, which this project builds from.





Who is the Village?

We need voices from everyone affected by pregnancy! That includes:

- Moms and people who have been pregnant
- Dads and partners of those who have been pregnant
- Grandparents
- Other close family and friends
- Caregivers, like doctors, doulas, midwives, nurses, etc.





Rules

- All team members must use a laptop or desktop computer for all Appathon activities. Loaner laptops available upon request.
- Participants must be 18 or older and live in Northern Michigan (Including Midland and all areas north of Midland).
- Teams must include 2 or more people. We strongly encourage including someone with first- or second-hand pregnancy experience.
- Half the team members must attend an informational sessions and a 60-minute software training session.
- Attend a 2-hour group workshop.
- Submit your app by February 15, 2025




Prompt



The importance of improving pregnancy and postpartum care for Black and rural women

This content you'll design is an introduction to the MI MOM app, to help people understand why they should use the app.










Objectives

1. Highlight the Importance of Care
2. Empower Action
3. Build Hope and Confidence





Highlight Importance of Care

- 
- Use statistics about the maternal health crisis in the US, to justify the importance of improving pregnancy and postpartum care.
 - Share information (statistics, stories, etc.) about how the crisis disproportionately affects Black and rural women.
- 
- 
- 
- 

Empower Action



Provide examples of actions that can be taken at four key levels to make pregnancy safer for Black and rural women:

1. Community/Society
2. Healthcare System
3. Personal Support System (Family, Friends)
4. Individual (Pregnant Woman)

Build Hope and Confidence

- Foster a sense of hope and confidence to create a healthy environment for mom and baby.
- Empower mothers to make informed health and life choices, especially during and after pregnancy.

Resources

Information

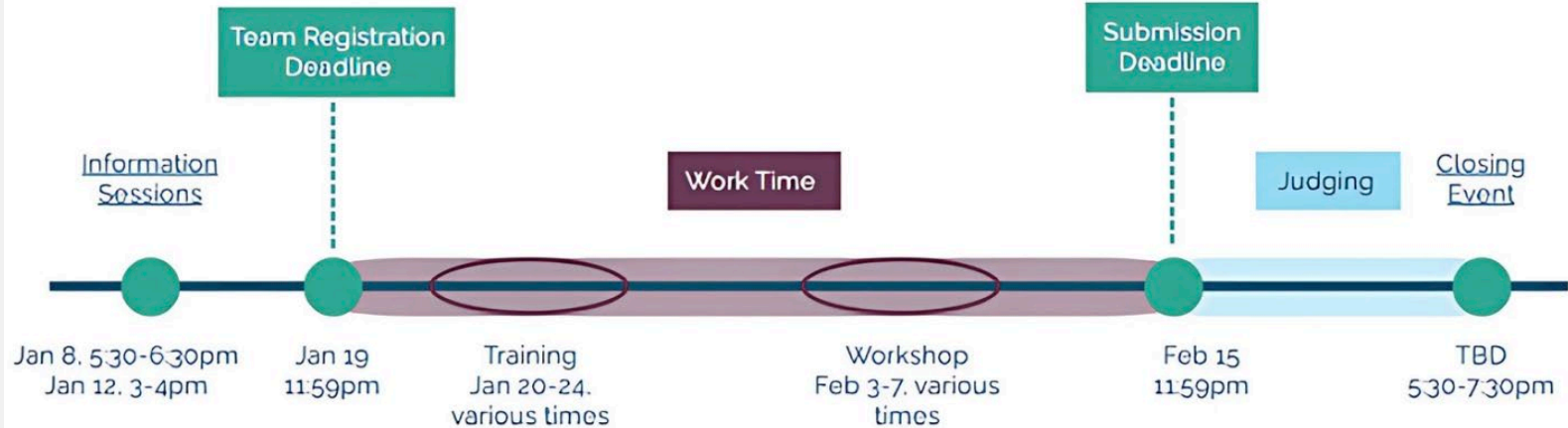
- High-quality statistics describing the maternal health crisis
- A list of credible sources for information
- Verification of information discovered independently to ensure accuracy

Training and Expertise

- Mandatory virtual software training, to learn how to use CIAS
- Optional virtual meetings for additional help

Timeline

January-February 2025



Ideas and Tips

1. Give information

- Text
- Images- pictures, graphs, gifs, etc.
- Narration, gestures, etc. from avatars Emmi or Peedy
- Videos - from trusted sources or create your own!

2. Have a conversation

- Ask a question- single or multiple answers
- Reflecting response- help people feel heard and understood
- Branching response- different answers have different responses

3. Send a report

- Use their answers to send a personalized report via email
- Examples- personal health risks, how to get help, etc.

4. Let someone talk for you

- Quotes or videos of people talking about the issue or their experiences
- Options- someone from the community, a doctor, scientist, or famous person

5. Have a strategy

- Tips for using good e-intervention strategy

How to Win

Judging will be done by:

- The PC PRAMM and CAB teams
- A group of testers

Rubric:

1. Overall Look and Feel (15 pts)
2. Accuracy (10 pts)
3. Motivation (10 pts)
4. Usefulness (10 pts)
5. Call to Action (15 pts)
6. Bonus (5 pts): Inclusion of a mother or support person on the team.

**\$2,500
Prize!**



4

Networking

Form teams and sign up to compete!

Opportunities

Link up with teammates

Anyone without a teammate can let us know and we'll create a breakout room for a chance to connect with others here today

Sign up to Compete

Sign up your team on our website
Team signup deadline is Jan 19, 11:59pm.

Questions?

PC PRAMM team is available! Feel free to use the Q&A, chat, or just ask out loud



Thank You

- To our Community Advisory Board members
- To the National Institutes of Health for funding this research
- Our other community and academic partners
- All others engaged in this work



References



1. The Commonwealth Fund, 2020. *Maternal Mortality and Maternity Care in the United States Compared to 10 Other Developed Countries.*
2. MDHHS Michigan Maternal Mortality Surveillance (MMMS) Program. *Maternal Deaths in Michigan, 2015-2019 Data Update.*
3. Margerison and Goldman-Mellor, 2024. *Preliminary results of Pregnancy Associated Morbidity and Mortality Project.*
4. Ondersma et al., 2012, 2014, 2015, Martino, Ondersma et al., 2018

