

# Baby in Bloom



## Virtual Baby Shower

October 24, 2024

We will begin at 9am 😊

# Agenda

- 9:00 - 9:10 Welcome
- 9:10 - 9:25 Maternal Mental Health/PMADS – Brittney M Haskins, Unity Point/PSI
- 9:25 - 9:30 Poll Question
- 9:30 - 9:50 Maternity Education and Doula Support – Rachel Wade, Mae
- 9:50 - 10:00 Bright by Text – Katie McKenzie, United Way DSM
- 10:00 - 10:05 Break
- 10:05 - 10:15 Healthy Beginnings, Value Added Benefits, EPSDT – Emily Desplanque & Julie Baker, Molina
- 10:15 - 10:30 Wrap Up

**\*Note:** Please use [chat](#) to ask questions during presentation



Perinatal Mood & Anxiety Disorders  
Postpartum Support International - Iowa



## **Brittney Haskins**

Childbirth + Postpartum Educator  
Coordinator, *UnityPoint Health- Des Moines*

Postpartum Support International- Iowa  
Chapter *Board Chapter Chair*

Diagnosed with postpartum anxiety at 6 weeks PP

*\*I am not a nurse or doctor!*



# What are PMADs?

- Perinatal mood and anxiety disorders (PMADs) occur during pregnancy and up to the first two years after a mother gives birth.
- Perinatal mood and anxiety disorders are triggered mainly by hormonal changes, which affect neurotransmitters in the brain.
- Lack of sleep can also greatly contribute to hormonal imbalances and PMADs.

# P

# M

# A

# D



## Perinatal



Pregnancy  
and the first  
year  
postpartum\*

## Mood



Depression  
Psychosis  
Bipolar Disorder

## Anxiety



Anxiety  
Panic Disorder  
OCD  
PTSD

## Disorders



Significant impact  
on mood/  
behaviors/  
cognition

\*some research is now saying up to two years postpartum

# Consider these statistics



- An estimated 15-20% of birthing people struggle with PMADs. This makes it the #1 complication of pregnancy and postpartum— more than diabetes, hypertension, pre-eclampsia.
- Up to 50% of all PMADs cases go undetected and one study showed 86% of depressed mothers were not receiving treatment. (Marcus et. al, 2003)



# Consider this context

- All those numbers we have are pre-COVID statistics.
- 80% of maternal deaths in the first year postpartum are considered preventable (majority are overdose or suicide)
- Medicaid currently only covers a woman until she's six weeks postpartum in Iowa.
- 1 in 4 new mothers returns to work within 2 weeks of giving birth.



# Prevalence of PMADs

How many parents suffer from  
PMADs? It's not just birthing  
people!



# PMAD Prevalence by Type: Birthing People



- Depression: 15%
- Anxiety: 8-20%
- OCD: 3-5%, PTSD: 9%
- Psychosis: .1-.2% (rare, but makes the news)
- Bipolar: unclear, as many are misdiagnosed

# PMAD Prevalence by Type: Partners



- Depression: 10%
- Anxiety: 18% of partners will develop a clinically significant anxiety disorder within up to one year of the pregnancy and birth

Adoptive parents can experience PMADs, too! There is not significant research done on this set nor for LGBTQ+ parents.

# “Baby blues” vs. concern of PMADs

When to seek help and how?



# “Baby Blues”



- 80% of women experience normal mood changes - “Baby Blues” - during the first few weeks of the postpartum period (Davis, 2016; O’Hara & McCabe, 2013)
- Associated with rapid fluctuations in hormones after birth
- Usually last about 2 weeks after giving birth
- Does not impair mother’s ability to care for herself or her newborn
- Symptoms include:
  - Sadness, crying spells
  - Feeling overwhelmed
  - Moodiness



# What is cause for concern of PMADs?

- Symptoms are **severe**
- Symptoms begin or extend **after 2 weeks PP\***
- Sometimes include indications of threat to mom, baby, or others

\*There are always outliers. Always take someone seriously, even if they're still in the window for "baby blues."

# IS THIS NORMAL?

	 SLEEP DEPRIVATION	 BONDING WITH BABY	 YOUR MIND IS	 YOU WORRY	 YOU FEEL	 AFTER A FEW WEEKS
TYPICAL ADJUSTMENT	MAKES YOU TIRED	HAPPENS SHORTLY AFTER BIRTH	FORGETFUL & DISTRACTED	FOR GOOD REASON	HAPPY & HOPEFUL	YOU GET INTO A GOOD ROUTINE
BABY BLUES	MAKES YOU EMOTIONAL	DOESN'T HAPPEN IMMEDIATELY	FOGGY & UNCLEAR	ABOUT MINOR THINGS	WEEPY & EMOTIONAL	YOU START TO FEEL BETTER
PPD/PPA	MAKES YOU ANGRY	DOESN'T REALLY HAPPEN AT ALL	FULL OF SCARY THOUGHTS	IF YOU ARE A GOOD MOTHER	NOTHING/ GUILT/ EXT. SADNESS	YOU START TO FEEL WORSE

**Remember:**

- About 80% of new moms experience baby blues, typically subsiding within 1 month after delivery
- If you experience symptoms longer than 2-4 weeks, they begin during pregnancy or anytime in the year after birth, or they make it hard for you to function, you may be experiencing postpartum depression or anxiety (PPD/PPA)



# Risk factors and symptoms of PMADs

Why are some people more  
susceptible to PMADs?

What behaviors might parents  
with PMADs exhibit?







# Ego dystonic vs. Ego syntonic

**Ego dystonic:** describing impulses, wishes, or thoughts that are unacceptable or repugnant to the ego or self

**Ego syntonic:** compatible with the ego or conscious self-concept.

It's knowing the difference between “my thoughts are bad” vs. “this is completely normal and I will do what these thoughts are telling me”

# Biological risk factors for PMADs



- Genetic predisposition
- Sensitivity to hormones (i.e. symptomatic PMS)
- History of mental illness
- History of previous PMADs
- Family history of mental illness, especially female family members with PMADs



# Psychosocial risk factors for PMADs

- Low socioeconomic status
- Unwanted pregnancy (up to 50% of pregnancies are unplanned!)
- Inadequate support
- Interpersonal stressors
- NICU stay
- Traumatic experience during labor/delivery
- Perfectionism, “Superwoman”, Instagram
- History of infertility
- Previous pregnancy loss

# Situational stress risk factors for PMADs



- Sleep disruption
- Poor nutrition
- Health challenges (for mother or infant)



# Symptoms of Postpartum Depression

- Overwhelmed
- Irritability, anger, agitation
- Can't sleep or want to sleep all the time
- Apathy, lack of feelings towards baby
- Rage (especially in partners with PPD)

# Symptoms of Postpartum Anxiety




- Insomnia
- Low appetite
- Feeling of “impending doom”
- Heightened fears: losing control, danger, illness
- Physical symptoms: shakiness, dizziness, shortness of breath

# Symptoms of Perinatal OCD



- Compulsive rituals
- Fear of being left alone with infant
- Hypervigilance about infant
- Intrusive, repetitive thoughts  
(often scary in nature)
- Horror regarding nature of thoughts



NO correlation  
between a  
mother's scary  
thoughts and  
her taking action  
in response to  
these thoughts

# Symptoms of Perinatal PTSD



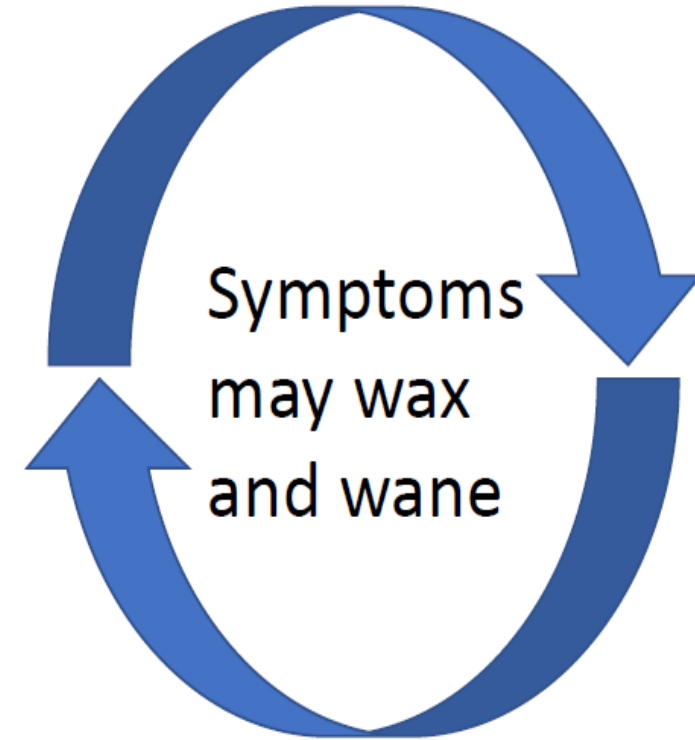
- Trauma in the perinatal period can be caused by previous pregnancy loss, preterm birth, neonatal death, or a frightening or life-threatening birth experience.  
(Kendall-Tackett, 2005; 2010)
- 3-9% of women develop PTSD after childbirth. (Adewuya, et al., 2006; Beck, 2004; Czarnocka & Slade, 2000; Creedy, et al., 2000)
- Risk factors for PTSD include:
  - History of unresolved physical, sexual and/or emotional trauma.
  - Loss of control during labor: unexpected interventions or outcomes.
  - A sense of “mental defeat” during labor (giving up, feeling overwhelmed, hopeless, or as if they couldn’t go on) (Ayers, 2007; Czarnocka & Slade, 2000).
- The mother’s *perception* of labor and delivery experiences is a greater predictor of PTSD than the actual events themselves. (Furuta, et al., 2014)



# Symptoms of Postpartum Psychosis



- Delusions (strange beliefs) and/or hallucinations
- Feeling very irritated
- Decreased need for sleep
- Significant mood changes with poor decision-making
- Hyperactivity and mania
- Confusion/disorientation





# Facts about Postpartum Psychosis

- Occurs in 1-2 women out of 1000 (Sit, Rothschild, & Wisner, 2006)
- Onset is generally sudden (within 2 weeks following delivery, most within the first 4 weeks)
- ~5% suicide and ~4% infanticide rate
- Is a medical emergency requiring hospitalization. You WILL NOT have your baby taken away from you by the state for seeking help!

What if I think I  
have a PMAD?



# What should I do?



- Talk to someone! Your OB/GYN or family doctor is first line of help
- Communicate expectations with other caregivers in the home
- Be gentle with yourself

# Self-help & other therapies



- Exercise, including yoga, Pilates, etc.: go mall walking in the winter!
- Meditation/mindfulness practice
- Increase social interaction/support
- Increase hydration or improve diet/nutrition, continue taking prenatal vitamins
- Improve sleep
- Light therapy
- Massage
- Increase pleasurable activities/reduce negative experiences
- Support groups

# Resources for PMADs

What are some local, regional,  
national, and online resources  
that can help?



# For patients



- Postpartum Support International: [postpartum.net](https://www.postpartum.net)
- Broadlawns Crisis Observation Center
- UnityPoint Behavioral Health Urgent Care
- Suicide Prevention Lifeline: dial 988
- [PsychologyToday.com](https://www.psychologytoday.com) to find therapists accepting patients

## Next Steps



- Postpartum.net → free online support groups, peer mentors, crisis lines
- Advocacy: working hard to get Medicaid expansion passed in the next legislative session!
- Reduce the stigma by talking about it. Share your stories. Ask your pregnant and postpartum friends about their brains, not just the baby.



# Questions?



[brittney.haskins@unitypoint.org](mailto:brittney.haskins@unitypoint.org)

[psiiowachapter@gmail.com](mailto:psiiowachapter@gmail.com)

515.321.7694

**Poll Question:** How many hours of sleep should a pregnant person try to get each night?

→ Drop answers in the chat 😊



# Meet Mae,

Pregnancy and postpartum support, tailored to our needs as Black women

- Weekly health tracking
- Personalized lifestyle and care tips
- Access to culturally competent experts

Enter your email

Start Today

Not pregnant but want to learn more about Mae? [Click here.](#)

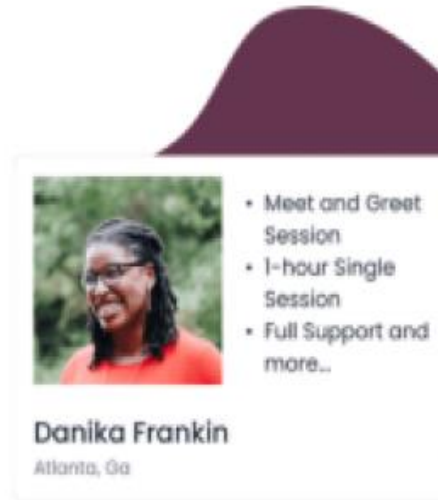


# WHAT IS MAE?

Mae combines digital pregnancy tracking, education, and on-the-ground, doula support through a culturally-congruent lens.



PREGNANCY TRACKING



LOCAL DOULAS



MAE MAMA CLASSES

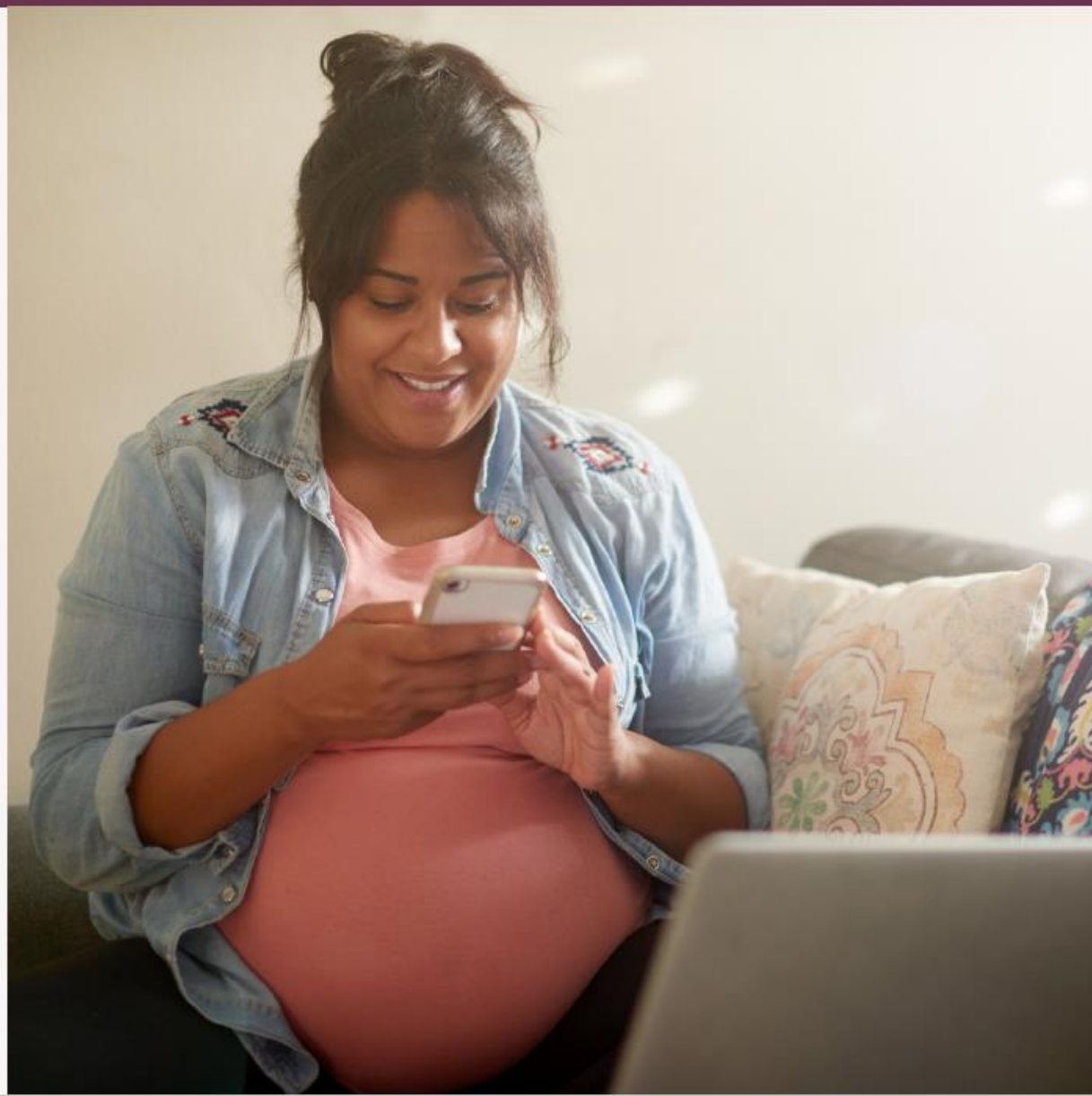
Mae.

## *Pregnancy Tracking*

Weekly quizzes to track you and your baby's progress.

Mae works with Molina to support your personal needs based on how you answer your weekly pregnancy questions.

Scan here to learn more & sign up!



Mae.

## Local Doula Support

Mae can match you with a local doula to support you during your pregnancy, when you give birth, and after your baby arrives, during your postpartum period.

Scan here to learn  
more & sign up!



## *How Does a Doula Support You?*

Doulas provide prenatal and postpartum support, as well as in-person labor and birth support in a hospital setting.



Birth Plans/  
Education



Advocacy

Physical/  
Emotional  
Support

Partner  
Support

Physical L&D  
Support

Breast-  
feeding  
Support

Mae.

## *Free, Virtual Education*

Mae Mama Classes offer virtual, interactive, small group education with culturally-congruent pregnancy experts.

Scan here to learn more & sign up!





Mae.

## Care Coordination & Resources

Mae Care coordinators offer support with your onboarding and doula connection and you get educational resources and community to support your mind and body.

Scan here to learn more & sign up!



## *How Does Mae Work?*

Mae has partnered with Molina Healthcare of Iowa to match eligible members with local, community-based doulas.

**Mae's website and resources are free and available to anyone.**

*\*Doula support is exclusive to members with Medicaid insurance plans that partner with Mae.*



Mae.

*How do you sign up?*

To learn more visit:  
**MeetMae.com/SignUp**

Scan here to learn  
more & sign up!





United Way  
of Central Iowa

Katie McKenzie



# Timely Tips For Pregnancy & Childhood

Sign Up now to get free, expert info on...



## What to Expect

Prenatal weight gain, nutrition, mental health, and so much more--get insights on your pregnancy concerns.



## Prenatal Milestones

Our advice is tailored to your due date and then your baby's milestones as they grow.



## Health

Helpful tips and info on physical and mental health--for you and your baby--from our experts.

# BOND

Strong, nurturing relationships from birth build the foundation for lifelong positive mental health development.



Baby's first  
year is...

Exciting.  
Exhausting.  
Emotional.

Want tips for taking care of you  
and bonding with your baby?

Text **BOND** to **274 448**

Bright  
by

Text

Bright  
by  
Text

## Supportive Text Messages

- » Free for parents and caregivers
- » Simple enrollment
- » 6 month curriculum
- » 1 message/week
- » English or Spanish
- »



Michigan Association for  
Infant Mental Health  
Learning and growing together.



Alliance for the Advancement of  
Infant Mental Health

  
InsureKidsNow.gov

  
ZERO TO THREE  
Early connections last a lifetime







# Molina My Health

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Healthy Beginnings






# Care Management

## What is Care Management

Care Management helps you make choices and decisions about your care in partnership with your family, care givers and providers.

## How can Care Managers help:

We put **you in the center** of all your healthcare decisions through an **integrated approach**.

-  **Scheduling provider appointments**
-  **Getting medications**
-  **Creating and updating patient care plans**
-  **Finding community resources**
-  **Understanding discharge plans**

## Specialists supporting Care Management

Child Welfare Specialist

Justice System Specialist

Integrated Health Home Specialist

Employment Specialist

Housing Specialist

Maternal Health Specialist

Peer Support Specialist



# Celebrating Your Pregnancy Care with Support!

**We're here for you and your baby!**



## Dear valued Molina member, congrats!

Celebrating your health is a gift. Let's take steps to make your pregnancy a healthy journey. Here's a look at pregnancy rewards you can earn:

**\$100 gift card – Go to a Molina baby shower**  
For expecting members or members with a child six months or less

**Car or booster seat for completing prenatal visits**  
Go to your first trimester visit or within 42 days of enrollment

**\$25 gift card for completing postpartum visits**  
Go to one postpartum visit 7–84 days after the birth of your baby

More benefits to support your pregnancy:

**Text apps:** Get appointment reminders and baby care information

**Home-delivered meals:** For high-risk pregnancy or breastfeeding members

**Doula services:** Non-medical support for pregnant members before, during, and after birth

**Care managers:** Support for high-risk or at-risk pregnant members who need special care

## And more healthy rewards for you and your baby!

### Keep our phone number handy!

If you have questions about this program, call Member Services at (844) 236-0894 (TTY: 711) or the Health Management Team at (866) 891-2320 (TTY: 711) option 2.

This is the start of a healthy pregnancy and Molina Healthcare is here for you!

Sincerely,  
Molina Healthcare

MolinaHealthcare.com/IA



**Estimada y valiosa miembro de Molina: ¡Felicidades!**



## Molina Healthcare of Iowa – ¡Estamos aquí para atenderla!

Celebrar su salud es un regalo. Tomemos medidas para que su embarazo sea un viaje saludable.

A continuación, encontrará las recompensas por embarazo que puede obtener:

**Tarjeta de regalo de \$100: Ir a una fiesta prenatal en Molina**  
Para los miembros en espera de su bebé o miembros que tengan un hijo menor de seis meses.

**Asiento para bebé o elevador por completar visitas prenatales**  
Asistir a la visita del primer trimestre o dentro de los 42 días de la inscripción.

**Tarjeta de regalo de \$25 por completar visitas posparto**  
Asistir a una visita posparto entre 7 y 84 días después del nacimiento de su bebé.

Más beneficios para ayudarla en su embarazo:

**Aplicaciones de texto:** obtener recordatorios de citas e información sobre el cuidado del bebé/información

**Comidas a domicilio:** para miembros con un embarazo de alto riesgo o que estén amamantando.

**Servicios de doula:** apoyo no médico para las miembros embarazadas antes, durante y después del nacimiento.

**Administrador de atención:** apoyo a los miembros con embarazo de alto riesgo o en riesgo que necesitan atención especial.

## ¡Y más recompensas saludables para usted y su bebé!

### ¡Tengo a mano nuestro número de teléfono!

Si tiene preguntas sobre este programa, llame a Servicios para Miembros al (844) 236-0894 (TTY: 711) o al Equipo de Administración de Salud al (866) 891-2320 (TTY: 711), opción 2.

¡Este es el comienzo de un embarazo saludable y Molina Healthcare está aquí para atenderla!

Cordialmente,  
Molina Healthcare Su familia extendida

MolinaHealthcare.com/IA



## Rural Maternal Health



Access to services in rural settings for expecting members can be difficult and can include:

- Low-income or limited jobs
- Limited housing options or affordable housing
- Limited or no transportation
- Limited birthing hospitals or clinics options
- Limited number of healthcare providers
- Limited insurance coverage
- Lack of community programs and resources

## We're here for you!

Molina Healthcare of Iowa has a special program for eligible pregnant members. This program will help members get the education, support, and services they need for a healthy pregnancy.

Depending on your needs, we can offer the following services:

**Connection to primary care, OB/GYN, specialty providers and telehealth services**

**Educational resources**

**Transportation to medical appointments**

**Connection with social and community-based organizations**

**Access to care managers by phone**

**Face-to-face visits with a care manager, as needed**

## Earn healthy rewards for completing pregnancy and women's health exams!

If you have questions about this program, call Member Services at (844) 236-0894 (TTY: 711) or the Health Management team at (866) 891-2320 (TTY: 711) and select option 2.

This is the start of a healthy pregnancy and Molina Healthcare is here for you!

MolinaHealthcare.com



Source: ruralhealthfor.org

- Our Healthy Beginnings Program –receive case management and community resource support with our Molina teams.
- If you would like more information, please call the **Health Management Team at (866-891-2320) option 2.**

# Community Connectors

The Community Connector Program is a program designed to improve the access of care through the involvement of a Molina Community Connector.

## Our Community Connectors can help members find:

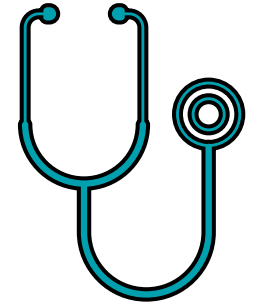
- Housing resources
- A medical home
- Food bank locations

## Community Connectors can assist members with:

- Food stamp applications
- Health and social services applications
- Meals on Wheels set-up
- Health goals
- Determining Medicaid eligibility
- Primary Care Provider discussions



# EPSDT (Early Periodic Screening Diagnosis Treatment) Care for Kids Program



## What to expect at a Well Care/EPSDT Visit

- **Talk** about ways to keep your child healthy.
- **Measure** your child's growth and development.
- Get **information** on screenings. These include vision and hearing.
- **Education** on childhood illnesses and immunizations.
- 1 or more blood lead screenings are needed for children by their 2nd birthday.
- **It is advised that children see a dentist for the first time at 1 year of age, then every 6 months after that.**

## Your child should have well child visits at:

- Birth
- 3 to 5 days
- 1 month
- 2 months
- 4 months
- 6 months
- 9 months
- 12 months
- 15 months
- 18 months
- 24 months
- 30 months
- Every year between 3 – 21 years of age

# Molina Value-Added Services



# Healthy Rewards – Get rewarded for healthy activities!

Healthy Rewards are set dollar amounts you earn by taking care of your health.



## What Can I Buy?

### *Over-the-counter health and wellness items*

- Allergy sinus cold & flu
- Oral health Diabetes care
- Digestive health
- Eye & eye care
- First aid Foot care
- Incontinence products
- Pain relief
- Sun & skin care
- Support, braces, & wraps
- Vitamins

### *Baby items*

- Infant diapers
- Toddler pull-ups
- Baby wipes
- Baby formula
- Pack-n-play\*
- Car seat\*



### *Smoking cessation products*

### *Gas at the pump*



# Access to Health & Wellness



## Over-the-counter Medications

Get up to \$120 worth of over-the-counter items per year.



## Meals after high-risk hospitalization

High-risk members may qualify for home delivered meals after being discharged from the hospital.



## Weight Management

Get a no-cost WW, formerly Weight Watchers, membership for qualified members.



## Smoking Cessation

Quitline will provide nicotine replacement therapy and coaching sessions for qualified members. Receive \$60 Healthy Rewards for completing the program!



# Transportation

Get four (4) one-way rides to medical, mental health, and vision appts, foodbanks, grocery stores, farmers markets, Women, Infants, and Children (WIC) appointments, job training, interviews, public assistance appointments, and more!

Call Access2Care at  
(866) 849-2062  
to schedule a ride.

Note: It is important to call **two (2) business days** in advance of an appointment to schedule a free ride.



# Education & Learning

Pass and  
get a \$25  
gift card!

## High school equivalency diploma voucher

### High school equivalency diploma voucher:

Further your education with a free voucher to take the high school equivalency diploma (HSED) test.

## Memberships



### Can Play membership:

Can Play offers adapted and no-cost sports and recreation programs in Polk, Dallas and Johnson Counties for Medicaid waiver members 19 years old and younger.



### YMCA membership:

All members who complete an annual adult physical or well child visit are eligible to sign up at a participating YMCA for a 12-month individual membership.

# Pregnant Members and Babies Health



## Early Prenatal Visit

Pregnant members who visit their doctor in the first trimester (or within 42 days of enrolling with Molina) can earn a \$100 Healthy Rewards gift card. Plus, earn rewards for postpartum and well-child visits.



## Baby Showers

Pregnant or postpartum members are invited to join our baby showers. You can earn a \$100 Healthy Rewards gift card plus a chance to win giveaway items!



## Count the Kicks

A no-cost app used to track baby's movement during the last months of pregnancy to ensure the baby arrives safely.



## Pregnancy Notification

Notify Molina of your pregnancy during your 1<sup>st</sup> trimester and earn a \$50 Healthy Rewards gift card; notify during your 2<sup>nd</sup>/3<sup>rd</sup> trimester and receive a \$25 Healthy Rewards gift card.

# Doula Support



Women experiencing health disparities, or have a high-risk pregnancy, doula services from a trained pregnancy expert can help support you and your family before, during and after birth.

Meal delivery for high risk pregnant and postpartum members. For qualified members, Molina will provide up to no-cost meals delivered to your home. Members can use this benefit while pregnant and up to one year after delivery.

# How to Claim Rewards?



Call Member Services at **(844) 236-0894**



Contact your **Care Manager**



Login to the **My Molina** app/Member Portal

## Questions?

Email: [MEInquiries@MolinaHealthcare.com](mailto:MEInquiries@MolinaHealthcare.com) OR [MolinaAVABInfo@MolinaHealthCare.Com](mailto:MolinaAVABInfo@MolinaHealthCare.Com)



# Contact Information

## Care Management

[IA\\_CM@MolinaHealthcare.com](mailto:IA_CM@MolinaHealthcare.com)

## Member Services

Phone: (844) 236-0894

Hours: 7:30 am – 6:00 pm, Monday through Friday

Website: <https://MolinaHealthcare.com/IA>

Member Portal: MyMolina.com or My Molina App

Email: [IowaMemberServices@MolinaHealthcare.com](mailto:IowaMemberServices@MolinaHealthcare.com)

# THANK YOU for joining today!

Don't forget ... you'll earn your healthy reward for attending the shower!



There will be a follow-up survey emailed via *ConstantContact* – PLEASE COMPLETE! 😊

Special Thank You to:

