

# *Beginnings Pregnancy Guide*

*It matters what a mother knows*

*It matters more what she does*

## **Frequently Asked Questions**



*We feel this high quality patient education material increases our effectiveness as providers and is a tremendous time saver. I think Beginnings is the best product of its type on the market.*

*~Lee Norman, M.D.*

### **What is the content of *Beginnings Pregnancy Guide*?**

*Beginnings Pregnancy Guide* puts into print the most current, evidence-based health promotion content of prenatal care as defined by national guidelines for the U.S. and Canada. Focus is on [key messages](#) that directly affect outcomes.

The *Pregnancy Guide* reflects the conversations an articulate, caring, fully-informed prenatal care provider, home visitor, or doula would have with each pregnant woman at each visit if time and economics permitted. In addition, *Beginnings Pregnancy Guide* addresses fathers' concerns and answers non-medical questions mothers frequently ask. [View the Table of Contents.](#)  
<http://www.beginningsguides.com/Free-E-Preview.html>

### **What is the format of *Beginnings Pregnancy Guide*?**

*Beginnings Pregnancy Guide* is a series of 6 booklets totaling 96 pages. The series is referenced by gestational age and follows the usual course of prenatal care visits. This staged learning approach means that mothers are not overwhelmed by too much information at one time and not intimidated by the prospect of wading through a book. Information is presented when mothers are most likely to need it. Photos and illustrations reinforce messages and aid teaching. Supplemental teaching and learning aids and documentation are included. Design and layout reflect the most current research on adult learning, health literacy and type and graphics.

## **How is *Beginnings Pregnancy Guide* distributed?**

### **In Home Visits**

Home visitors in family support, parent education, and violence prevention programs review with the parent(s) topics of particular importance to them, highlighting relevant text in the materials. The visitor increases comprehension by asking parents to read aloud selected sections, or reading with them or to them when necessary. The visitor explains how information applies specifically to the family and answers questions. Parents keep the *Beginnings Pregnancy Guide*, which reinforces and complements teaching and serves as a handy reference. This staged learning model and brief counseling increases recall of key messages and supports healthy behaviors.

Parents value the *Beginnings Pregnancy Guide*. In a survey of parents by New Mexico Department of Health, 83% said they saved the *Beginnings Pregnancy Guide* for future reference; another 10% gave it to a friend or relative.

Download the free [Quick Start Manual](#) for detailed guidelines.

<http://www.beginningsguides.com/User-s-Manual.html>

[Training for home visitors.](#) <http://www.beginningsguides.com/Resources.html>

### **By Mail**

Health Plans and other programs mail *Beginnings Pregnancy Guide* to mothers at home. This enables mothers to articulate appropriate questions, and get the most out of prenatal visits. Mailing enables insurers and community programs to complement and reinforce prenatal care providers' counseling and advice while maintaining a presence with key constituents.

### **In Medical Offices and Clinics**

Prenatal care providers typically incorporate *Beginnings Pregnancy Guide* into routine prenatal care visits. Optimally, a physician or midwife hands each mother the booklet appropriate to her stage of pregnancy, reinforces key messages, and encourages the mother to read it and call with questions. Then a nurse or educator reviews with the mother topics of particular importance, highlighting them in the materials. She explains how information applies specifically to the mother and answers questions. This brief counseling - less than half a minute by the physician and 5 -15 minutes by the nurse - increases recall of key messages and supports positive behavior change.

## **Is *Beginnings Pregnancy Guide* suitable for a Medicaid population?**

Yes. *Beginnings Pregnancy Guide* is easy to read in English and Spanish. In testing funded by the Agency for Healthcare Research and Quality, 50% of women with 6 to 8 years education and 80% of those with 9 to 12 years found *Beginnings* easy to read and comprehend independently. Others may require – and all benefit by brief counseling to fully understand and act on the information.

For a description of implementing the *Beginnings Pregnancy Guide* in home visitation programs and Medicaid-eligible populations, see the AHRQ/NCQA Healthcare Innovations Exchange.

<http://www.innovations.ahrq.gov/content.aspx?id=2567>

## **Is *Beginnings Pregnancy Guide* suitable for a commercially insured population?**

Yes. Easy to read does not mean over simplified or "talking down". It is just easy. In testing, college- educated women express extreme satisfaction with *Beginnings Pregnancy Guide*. This is in accordance with other research finding that college-educated readers prefer simply written information. Compared to women who received routine care only, those who also received *Beginnings Pregnancy Guide* reported greater satisfaction with care and providers, and better recall of key messages.

### **Can we personalize the *Beginnings Pregnancy Guide*?**

Yes. You can personalize the Keepsake Folders or order a Special Edition. Please email [sandras@beginningsguides.com](mailto:sandras@beginningsguides.com) or call 800-444-8806 for information and assistance.

### **What is the reading level of *Beginnings Pregnancy Guide*?**

English edition: 3rd-5th grade per the Flesch Kincaid Scale and Fry Graph. Flesch Reading Ease Score = 88, easy.

Spanish edition: 2nd-3rd grade per the Spanish Fry Graph

### **What do providers say about *Beginnings Pregnancy Guide*?**

Simple, direct, never condescending.

Great! Eye-catching cover.

Simple, effective illustrations.

Clear and non-judgemental. Bravo!

There is no question, *Beginnings* cuts down on calls.

Our patients run the gamut from teen dropouts to mature professionals. *Beginnings* is suitable for all of them.

The size of the book is great. She can easily put it in her purse.

### **How can we preview the *Beginnings Pregnancy Guide*?**

Preview free online [here](http://www.beginningsguides.com/Free-E-Preview.html). <http://www.beginningsguides.com/Free-E-Preview.html>

Or [order](#) a copy to be shipped to you.

<http://www.beginningsguides.com/Easy-Order-Form.html>

### **How do we place an order?**

[Order](#) online at <http://www.beginningsguides.com/Easy-Order-Form.html> It's easy. Request an estimate. We will send you an estimate including shipping and any applicable taxes (we collect tax only for IN). Use the estimate internally to request a purchase order and obtain approval for your purchase. With your approval and PO or credit card information, we convert your estimate to an invoice and process your order. Most orders ship within 48 hours.

Or, call 800-444-8806 with questions and for order planning assistance. Leave a message anytime. Talk with a live person during business hours Mon-Fri. We are in Seattle on Pacific Time.

Or email [sandras@beginningsguides.com](mailto:sandras@beginningsguides.com)

### **What is the evidence-base behind *Beginnings Pregnancy Guide*?**

See the *Beginnings Guides Quick Start Manual*. Download it free [here](#).

<http://www.beginningsguides.com/User-s-Manual.html>

### **How do we use *Beginnings Pregnancy Guide* effectively?**

See the Beginnings Guides Quick Start Manual. Download it free [here](#).

<http://www.beginningsguides.com/User-s-Manual.html>

[Training](#) is strongly encouraged.

### **Who's who in the development of the *Beginnings Pregnancy Guide*?**

**Publisher:** Practice Development Inc, Seattle WA 800-444-8806

**Author:** Sandra Smith, MPH, PhD

**Cover Art:** Laurel Burch

**Production:** Jeanette Alexander Graphics

**Printing:** Color Graphics, Seattle WA

#### **Expert Reviewers:**

**Sandra Aguilon**, MPH, CHES, CFT, Health Educator, University Health System, San Antonio, TX

**Ann Brokenshire**, RN BSN, MEd, ICCE, Coordinator of Perinatal Programs, Scarborough Hospital, Scarborough, ON

**Kelli Cole**, RN, BSN, MSN, Perinatal Educator, Mayo Clinic, Rochester, MN

**Deborah Dewbury**, Early Childhood Educator, Child Life Specialist, London Health Science Center, London, ON

**Marti Glenn**, PhD, Founder and President, Santa Barbara Graduate Institute, Santa Barbara, CA

**Denise Gregg**, AAS, Family Support Specialist, Verde Valley Healthy Families, Cottonwood, AZ

**Carole Hanks**, DrPH, RN, FNP, Associate Professor, Baylor School of Nursing, Waco, TX

**Mia J Ko**, PhD, Assistant Professor, Towson University, Ellicott City, MD

**Mollie Luby**, RNC, CCM, PHN, Maternal/Pediatric Case Manager, Medica Health Plans, Plymouth, MN

**Pat Sonnenstuhl**, ARNP, CNM, MS, Health Educator, A Woman's Way Birth and Wellness Center, Olympia, WA

**Barbara Whitehead**, BS, IBCLC, Health Education Supervisor, Beaufort County Health Department, Washington, DC

**Julie Colton**, Families F.I.R.S.T., New Mexico Department of Health