

# Health Communication Strategies for Newborn Screening

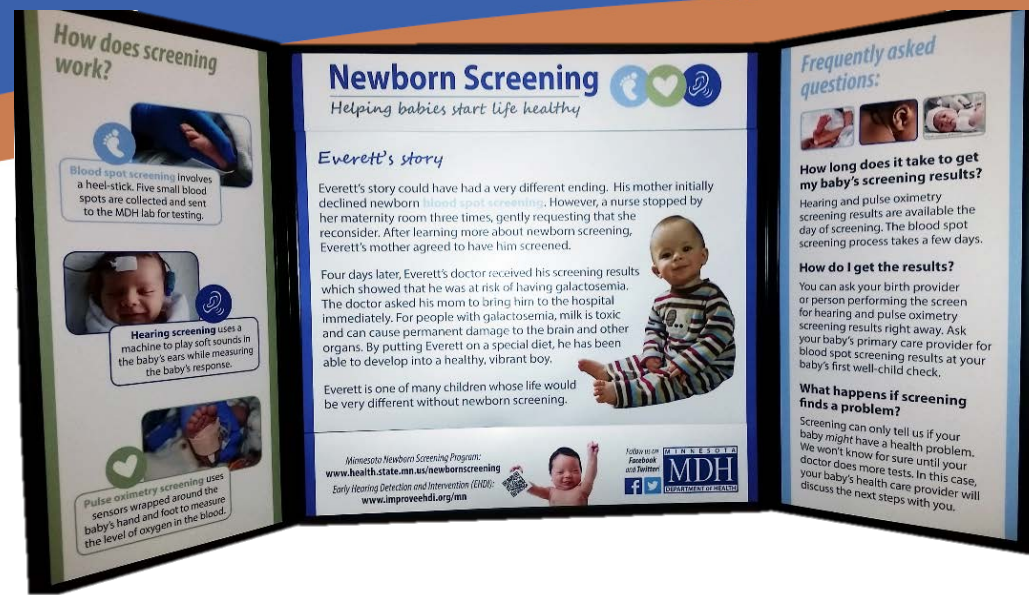
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Newborn Screening Program

Minnesota Department Of Health





# Provider Outreach

- Exhibits at multiple medical conferences
- Customized trainings for providers statewide
- GovDelivery for informal communication
- Tools created with provider input to ease sharing of information – Plain Language



# Tools for Providers

- Provider Manual
- Website
- Webinars
- Provider folder
- Pocket card

**Parent FAQ**

**What conditions will my baby be screened for?**  
Unless you refuse, every newborn is checked for over 50 conditions. A complete list of these conditions is on the Newborn Screening Program website.

**Where will the screens take place?**  
At the birth hospital or out-of-hospital birth site.

**Newborn Screening For Prenatal Providers**

**Facts for Healthcare Providers**

**Blood Spot Screening**

- A few drops of blood are collected from a newborn's heel between 24-48 hours of age. The blood spots are screened for over 50 rare but treatable disorders such as congenital hypothyroidism, cystic fibrosis, sickle cell disease, and phenylketonuria (PKU).
- MDH tests these blood spots using multiple test methods. Visit the Newborn Screening Program website for details.
- Newborns affected with these disorders look healthy at birth. Without screening, the disorder may remain unnoticeable while causing permanent damage to the infant. Identifying and treating affected infants right away can prevent significant health problems and even death.

**Hearing Screening**

- Hearing is ideally screened when a newborn is at least 12 hours old.
- There are two methods used to screen hearing: otoacoustic emissions (OAE) and automated auditory brainstem response (AABR).
- Hearing loss in infants is usually not noticeable to parents or providers because they still startle to loud sounds. Learning that infants have hearing loss before three months of age will help them stay on track with speech, language, and communication skills.

**Pulse Oximetry Screening**

- Screening for critical congenital heart disease (CCHD) happens when a newborn is at least 24 hours old.
- A simple test using sensors on the baby's skin measures oxygen levels in the blood. Low oxygen levels can be a sign of CCHD or other health issues.
- Not all heart defects can be found by prenatal ultrasounds. Without screening after birth, infants with CCHD may be sent home because they appear healthy. At home, these infants can develop serious health problems and often require emergency care. If detected early, however, they can be treated and lead healthier lives.

the hearing or pulse oximetry involves a heel prick, and pulse oximetry screening results are available on the day of the test or take a few days.

**What are my baby's screening results?**  
Screening results are available on the day of the test or take a few days.

**What do my baby's screening results mean?**  
Screening results can be obtained from the Newborn Screening Program website. If your baby's screening results are abnormal, you will be notified by the Newborn Screening Program. Additional testing and treatment may be needed. If you have any questions about your baby's screening results, contact the Newborn Screening Program at (612) 251-5666 or (800) 645-0777. For TDD, call (612) 251-5666 or (800) 645-0777. For Spanish, call (612) 251-5666 or (800) 645-0777.

**NEWBORN SCREENING: what parents need to know**

**What is newborn screening?**  
Newborn screening is a set of tests that look for the serious conditions that often do not cause the signs at birth, but can be treated or helped if found early. The tests look for blood spot, hearing and pulse oximetry screening.

**What is blood spot screening?**  
When a baby is between 24 and 48 hours old, a few drops of blood are collected from the baby's heel. Blood spots are sent to the Minnesota Department of Health for screening for over 50 rare but treatable disorders such as congenital hypothyroidism, cystic fibrosis, sickle cell disease, and phenylketonuria (PKU). The test also checks for the hearing and pulse oximetry screening. The test results are available on the day of the test or take a few days.

**What is hearing screening?**  
When a baby is at least 12 hours old, a hearing screen is performed to check for hearing loss. The hearing screen is a simple test that uses sound waves to check for hearing loss. The hearing screen is a simple test that uses sound waves to check for hearing loss. The hearing screen is a simple test that uses sound waves to check for hearing loss.

**What is pulse oximetry screening?**  
When a baby is at least 24 hours old, a pulse oximetry screen is performed by placing a small sensor on the baby's foot. The sensor measures the oxygen levels in the baby's blood. The pulse oximetry screen is a simple test that uses a small sensor on the baby's foot to measure the oxygen levels in the baby's blood.

**What happens if a baby has a positive result?**  
If a baby has a positive result, the Newborn Screening Program will contact you. You will be notified by the Newborn Screening Program. You will be notified by the Newborn Screening Program.

**What happens if a baby has a negative result?**  
If a baby has a negative result, the Newborn Screening Program will not contact you. You will be notified by the Newborn Screening Program. You will be notified by the Newborn Screening Program.

**What happens if a baby has a critical congenital heart disease (CCHD) result?**  
If a baby has a CCHD result, the Newborn Screening Program will contact you. You will be notified by the Newborn Screening Program. You will be notified by the Newborn Screening Program.

**What happens if a baby has a hearing loss result?**  
If a baby has a hearing loss result, the Newborn Screening Program will contact you. You will be notified by the Newborn Screening Program. You will be notified by the Newborn Screening Program.

**What happens if a baby has a pulse oximetry screening result?**  
If a baby has a pulse oximetry screening result, the Newborn Screening Program will contact you. You will be notified by the Newborn Screening Program. You will be notified by the Newborn Screening Program.

**Provider Checklist:**

- Give the expectant parent(s) a Newborn Screening for Parents to be handed out.
- Discuss newborn screening with the expectant parent(s).
- Address any questions or concerns the expectant parent(s) have and refer them to the Newborn Screening Program website.

**Minnesota Department of Health Newborn Screening Program**

**Newborn Screening For Prenatal Providers**



# Prenatal Outreach

- Birth and Baby Fairs
- Childbirth Educators
- Prenatal handout
- Billboards

## Greta's Story

*"We wouldn't have known something was wrong until it may have been too late."*

Our daughter was born with congenital hypothyroidism, which prior to widespread screening was the most common cause of preventable developmental delay. Her condition was first

screen just days after she now has the chances of grow up healthy.

ter what, but the idea that She was a sleepy, calm, and she was born; had she not n't have known something y have been too late.

he Minnesota Department pm our baby's pediatrician osis, she is responding to h more active and alert. The h has made such a difference ts, and the quick treatment served her ability to grow up nd as bright as she can.

It will allow her to do, will remain among the oments of her life.

**ly stories, visit:**  
[creening/families/stories/index.html](#)

born screening or your healthcare provider, hospital born Screening Program at: [us/newbornscreening](#) or (800) 664-7772



## Newborn Screening For Parents-to-be



### Helping babies start life healthy

Every parent-to-be wants a healthy baby. Newborn screening checks babies for serious disorders that often cannot be seen at birth. These disorders can be found through blood spot, hearing, and pulse oximetry screening. If a disorder is found early through one of these screens, early interventions can help give these babies a healthy start to life.

**Blood spot screening** checks for over 50 rare but treatable disorders that can affect the immune system, how the body makes energy, or other important processes. Early detection can help prevent serious health problems or even death.

**Hearing screening** checks for hearing loss in the range where speech is heard. Identifying hearing loss early improves a baby's ability to access language and develop on track with their hearing peers.

**Pulse oximetry screening** checks for critical congenital heart disease (CCHD). If detected early, babies with CCHD can often be treated with surgery or other medical interventions.

Newborn screening makes early detection, diagnosis, and interventions possible that help give affected babies a healthy start to life.





# Diverse Photography Project

- Prenatal and new baby photos for our translated materials
  - Somali
  - Hmong
  - Hispanic/Latino
  - Karen
  - Russian





## Billboards

- Goal: increase general awareness
- Message: Talk with your provider about NBS
- Metro and outstate
- Over 77 million impressions over approximately 36 week time frame
- Cost: approximately \$200k
  - About \$0.003 per impression





# OH BABY!

Ask your doctor about  
**NEWBORN SCREENING**

MDH

Facebook Twitter Instagram



# A test? I just got here!

Ask your doctor about  
**NEWBORN SCREENING**



# OH BABY!

Ask your doctor about  
**NEWBORN SCREENING**

MDH

Facebook Twitter Instagram



# Before the big day

Ask your doctor about  
**NEWBORN SCREENING**

MDH

Facebook Twitter Instagram



# Feedback on Billboard Campaign

- Some providers were not thrilled
  - Generating conversations
  - Some felt like the message had a negative twist
- Simple, but still too much text
- Waiting for prenatal survey results





# Social Media Efforts

- Twitter Team –
  - People from each unit of the NBS program
  - Meet monthly- search for unique days, family stories, and post worthy info
  - Post to MDH Facebook and Twitter an average of 6-8 times per month
  - Approved through me, Program Manager, and MDH Communications





Minnesota Department of Health

Our Newborn Screening program believes that newborn screening matters because it gives all babies a healthy start. Share why you think #NBsmatters on Twitter or Facebook and mention @BabysFirstTest and @mnhealth.



2,369 people reached

Like Comment Share

You and 43 others

Top Comments

11 shares



Minnesota Department of Health

What are you thankful for today? Xavier's mom is thankful for the hospital staff who performed her son's newborn screen and saved his life.



Xavier was born with a heart defect that was found through newborn screening. By performing a simple pulse oximetry test on Xavier shortly after birth, his care team was able to diagnose and treat his heart defect right away. Today Xavier is a very energetic, outgoing, and daring 2-year-old boy.



3,624 people reached

Like Comment Share

You and 62 others

Top Comments

11 shares

44 likes, 11 shares, 3 comments, 2369 people reached, 8 retweets, 10 favorites

63 likes, 11 shares, 1 comment, 3624 people reached, 1 retweet, 2 favorites

# Social Media Feedback

- Rest of MDH has noticed
- Communications is replicating our process within the Department
- Limited reach but slowly expanding





# Minnesota State Fair

- ~1.8 million people attend the 12 day event
- ‘Health Fair 11 building’
  - ~85,000 people visit the building
  - Mostly elderly or young families seeking ‘screening’
- Had just over 30,000 interactions





# 'I'm a FAN of Newborn Screening'

- 7 fans with stories/conditions
- Restroom advertising
- Banners with NBS info
- Buttons for providers
- Photo Booth
- Social Media component
- Media coverage



**Real stories. Real difference.**  
Helping babies start life healthy.   

**Meet Greta, 2 years old today**  
  
"Greta's story might be very different if she had not had heart screening as part of her routine care in the hospital. This simple screen most likely saved her life. For that, I could not have more gratitude in my heart."  
— Karin, Greta's mom —

**Meet Layla, 8 years old today**  
  
"It is fun to have a unique part of your style. Not everyone in the whole entire universe has hearing loss. I think hearing aids go really well with my unique style. I make lots of friends easily and I've never had anyone ever tease me."  
— Layla —

**Meet Sonjay, 21 years old today**  
  
"When our son Sonjay was born, newborn hearing screening was not in place. Although Sonjay has achieved great success, his journey has been filled with frustration and challenges—all of which would have been easier if he had been screened and diagnosed earlier."  
— Rhonda, Sonjay's mom —

**Meet Sophia, 4 years old today**  
  
"If it wasn't for newborn screening, Sophia could have died. Thankfully, they found her health problem early. We manage her condition by following closely with our endocrinologist. She is now a very spunky 4-year-old, and nothing holds her back!"  
— Karen, Sophia's mom —

**Meet Treyvon, 19 years old today**  
  
"I am so grateful that Minnesota has the Newborn Screening Program, and that my son's blood was tested at birth. Early detection through newborn screening empowers families and helps provide the critical foundation that is needed in order to face the ever-winding road that is ahead."  
— Rae, Treyvon's mom —

**Meet Zak & Ella, 9 and 7 years old today**  
  
"Had they not done newborn screening at the hospital, we would be dealing with two very sick children! But because screening identified cystic fibrosis, we have been treating Zak and Ella for a disease that could have killed them."  
— Jim and Sue, Zak and Ella's parents —

Follow us on social media!     **made in Minnesota** 



**I'm a fan of NEWBORN SCREENING**



**Sonjay**  
21 years old today

"Newborn hearing screening is a win-win-win situation."  
-Rhonda, Sonjay's mom  
Lino Lakes, MN

**I'm a fan of NEWBORN SCREENING**



**Andrea**  
22 years old today

"Without newborn screening, I would not be standing here today."  
-Andrea  
Inver Grove Heights, MN

**I'm a fan of NEWBORN SCREENING**



**Xavier**  
2 years old today

"She is thriving, thanks to her doctors and newborn screening."  
-Nicole, Danyella's mom  
Brooklyn Park, MN



**I'm a fan of NEWBORN SCREENING**



**Danyella**  
8 years old today

**I'm a fan of NEWBORN SCREENING**



**Everett**  
7 years old today

"Without a doubt, newborn hearing screening saved my son's life."  
-Kerissa, Everett's mom  
Brooklyn Park, MN

**I'm a fan of NEWBORN SCREENING**



**Greta**  
2 years old today

"Without a doubt, it saved our daughter's life."  
-Liz, Lucia's mom  
Saint Paul, MN

**Lucia**  
7 years old today



**Real stories. Real difference.**  
*Helping babies start life healthy.*

**Lucia's story**

"With Lucia, everything went right. I had a perfect pregnancy, an easy labor, and a beautiful birth. Then we received a phone call that would change our lives. Her newborn screen detected a problem. Lucia was diagnosed with a condition called congenital hypothyroidism. We learned that this condition can cause mental retardation, deafness, and other developmental problems. But we also learned that most babies can develop normally if the condition is caught and treated early.

When she was born, we had no reason to believe anything was wrong. If we had waited until she showed symptoms, her prognosis would probably not be so good. Now she is under the care of a doctor, taking daily medicine, and is thriving. She is strong, alert, and incredibly happy.

My husband and I could not be more thankful for newborn screening. Without a doubt, it saved our daughter's life."

-Liz, Lucia's mom

- Newborn Screening:**
- Blood spot screening
  - Hearing screening
  - Heart screening

**Pregnant?**

Ask your doctor about newborn screening!

For more information, visit:  
[www.health.state.mn.us/newbornscreening](http://www.health.state.mn.us/newbornscreening)

Got a smart phone or other device?  
Scan here to learn more about newborn screening!





# Restroom Ads



## meet 7-year-old **Everett**

**Hometown:** Brooklyn Park, MN  
**Health Condition:** Galactosemia  
**Dream:** To be a race car driver



“ My son’s story could have had a very different ending. I initially declined newborn screening. We don’t have any genetic diseases in our family history, so I thought that meant that he would be fine. Thankfully, a nurse stopped by my maternity room three different times and lovingly requested that I reconsider. After learning more, I finally agreed to have him screened.

Four days later, in a routine visit to the doctor, I learned that Everett’s newborn screening results were positive for a rare disorder called galactosemia. For people with galactosemia, milk is toxic and can cause permanent damage to the brain and other organs.

Everett was admitted to the hospital, but thankfully, his disorder was caught in time. By putting him on a special diet, he has been able to develop into a healthy, vibrant, 7-year-old boy. Without a doubt, newborn screening saved my son’s life. ”

-Korissa, Everett’s mom



**newborn screening**  
*helping babies start life healthy*

Come visit us at  
**HealthFair 11**  
*at the Fair*

Building open daily 9:00 a.m. to 9:00 p.m.  
Find us at the intersection of Dan Patch  
Avenue and Cooper Street.



# Fair Overview

- \$46,000 not including 420 staff hours (open 12 hrs a day)
- People LOVED and were drawn to the fans
- Surprising number of people commented that they saw and read the restroom ads
- Photo booth was tricky
- Most comments
  - Doesn't this just happen? Why are you here?
  - What changed that you guys are doing all this advertising???
  - I don't have newborns – not for me
  - Is this about prenatal screening? Pro-Life? Pro-Choice? Democrat? Republican?





# Where are we going from here?

- Will assess results of second prenatal survey
- Digital advertising
- ‘MinneStories’
  - Audio recording project collecting family stories
- Video/online education
  - Parent audience (prenatal and L&D)
  - Provider videos (general, how to’s, etc...)



# What have we learned about NBS communication overall?

- It will never be enough
- We will never make everyone happy
- There is no 1 easy or right way

**BUT**

**We WILL have fun trying!**





# Sincere Thank You To:

Sondra Rosendahl

Maggie Dreon

Beth-Ann Bloom

Bridget Roby

Jessica Cavazos

Mark McCann

