



January 15th, 2013

Dear First Breath Coordinator,

Greetings and Happy New Year!

We are pleased to announce that in 2013, we were able to help nearly 1,500 pregnant women quit or reduce their tobacco and alcohol use. Congratulations on all of your hard work and we look forward to working with you again in 2014. To maintain your status as a First Breath and/or My Baby & Me site, we kindly ask that you review the enclosed documents and complete the following:

- **2014 First Breath/My Baby & Me Memorandum of Understanding**
The 2014 Memorandum of Understanding (MOU) is between your site and the Wisconsin Women's Health Foundation, the administrator of the First Breath and My Baby & Me programs. You will need to sign and date the MOU before sending it back to us. Please read over the MOU carefully and make a copy for your records.
- **2014 Site Information Sheet**
 - Verify contact information. Please review the information we have on file for your agency and notify us of any changes.
 - 2014 enrollment goal-setting. To better assist you, we ask that your agency set an annual enrollment goal. For important information on setting an achievable enrollment goal, we would encourage you to watch a short video on our website: <http://www.wwhf.org/programs/first-breath/healthcareproviders/2014goal>.
 - Refresher training preferences. All sites should complete one refresher training per calendar year. The menu of 2014 training options is included in this mailing. Please indicate your training preferences for 2014 and we will contact you at a later date to work out logistics.
- **Annual Provider Survey**
We would like to invite you to participate in our Annual Provider Survey. As a thank you, we will mail you a \$5 Starbucks or Wal-mart Gift Card. The survey takes about 5 minutes and can be found here: <http://www.surveymoz.com/s3/1458971/fc04124b2efb>.

Please mail or fax the MOU (signed and dated) and the completed Site Information Sheet to the Wisconsin Women's Health Foundation no later than January 31, 2014.

If you have any questions, please contact your First Breath/My Baby & Me Program Coordinator. Thanks again for your continued support. Let's make 2014 another healthy and successful year!

Sincerely,

A handwritten signature in black ink, appearing to read "Hillary Whitehorse".

Hillary Whitehorse
Grants and Contracts Manager
608-251-1675 ext. 112 | hwhitehorse@wwhf.org

A handwritten signature in black ink, appearing to read "Kathy".

Kristine Alaniz, MPH
Perinatal Health Programs Manager
414-902-3192 | kalaniz@wwhf.org

**First Breath and My Baby & Me
2014 Site Information Sheet**



Step 2 – Set 2014 enrollment goal

Instructions: Please set enrollment goal(s) for 2014. To set a goal that is appropriate for your agency, please review the short presentation at <http://www.wwhf.org/programs/first-breath/healthcareproviders/2014goal>. To check your enrollment in 2013, please click on the appropriate link within the newsletter.

In 2014, my organization will strive to:

- A. Enroll _____ women into the First Breath Program
- B. Screen _____ women for My Baby & Me (complete Screening Surveys).
- C. Enroll _____ women into the My Baby & Me Program.

Step 3 – Indicate refresher training preference

Instructions: Please review the enclosed “2014 Refresher Training Menu” and indicate your training preferences. You can always change this at a later date. Please use the enclosed map to identify your local trainer.

Note: if your agency is a current My Baby & Me site or interested in becoming a My Baby & Me site, please plan to attend the 2-hour My Baby & Me training as this program was recently updated.

<p>Check all topics that interest your agency:</p> <ul style="list-style-type: none"> <input type="checkbox"/> First Breath Refresher Training (1 hour) <input type="checkbox"/> Updated My Baby & Me Training (2 hours) <input type="checkbox"/> Motivational Interviewing – Basics (1 hour) <input type="checkbox"/> Motivational Interviewing – Advanced (1 hour) <input type="checkbox"/> Improving Participant Success (1 hour) 	<p>Check your agency’s preferred mode of training:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Onsite, individualized training <input type="checkbox"/> Group training at annual Statewide Meeting (March 13-14, 2014) <input type="checkbox"/> Group training at annual Regional Practice Sessions (dates TBD in August and/or September 2014)
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Please return completed form with your signed MOU and mail or fax back to:

Wisconsin Women’s Health Foundation
Mail: 2503 Todd Drive Madison, WI 53713 • Fax: 608-251-4136



2014 Memorandum of Understanding (MOU)
between the Wisconsin Women's Health Foundation
and _____ *(Please print organization name)*

_____ will implement the following programs in 2014: First Breath My Baby & Me

This MOU is between the Wisconsin Women's Health Foundation (WWHF) and all organizations which will participate in First Breath, a program designed to help pregnant women stop smoking, or My Baby & Me, a program to help pregnant women stop drinking alcohol. Funding for First Breath and My Baby & Me are provided by the State of Wisconsin Department of Health Services.

The purpose of this MOU is to delineate the respective roles of each party involved in the First Breath and/or My Baby & Me programs. Any questions about respective roles or duties should be directed to Grants & Contracts Manager, Hillary Whitehorse, at 608-251-1675 extension 112. Other partners involved in the coordination of First Breath are the State of Wisconsin Division of Public Health and the University of Wisconsin Center for Tobacco Research & Intervention. As the fiscal agent, WWHF assumes overall responsibility for coordination of the program.

This MOU will be reviewed annually, pending continued funding. Either party may terminate this agreement at any time by providing a 30-day written notice to the other party. This agreement remains in effect until terminated in accordance with the above provision.

The Wisconsin Women's Health Foundation will support the First Breath and/or My Baby & Me sites by carrying out the following free activities and services:

Training and Continuing Education

- WWHF perinatal program staff will provide a 2 hour in-person training on program procedures and strategies for every new First Breath and/or My Baby & Me site and provider.
- WWHF perinatal program staff will provide an annual in-person refresher training, of at least 1 hour, for existing First Breath and/or My Baby & Me sites.
- WWHF will offer Regional Practice Sessions and annual Statewide Meeting each year.
- Supplemental training materials will be made available online at www.wwhf.org.

Technical Assistance

- WWHF will provide ongoing technical assistance to all First Breath and/or My Baby & Me sites. Technical assistance includes email correspondence, telephone assistance, web-based resources, and monthly emailed newsletter.
- WWHF will support sites in setting appropriate annual enrollment goals and provide ongoing support to meet those goals.

Materials

- WWHF will supply First Breath and/or My Baby & Me sites with all materials necessary for the implementation of the First Breath and/or My Baby & Me programs. These include: provider training materials, participant materials (educational materials, surveys) and participant incentives.

Data Collection and Analysis

- WWHF will collect surveys via mail, fax or email.
- WWHF will provide sites with monthly reports of enrollment numbers via emailed monthly newsletter.
- WWHF will prepare and distribute year-end statewide program and site-specific program reports.



In entering into this agreement, _____ recognizes that they are responsible for the following tasks:

Training and Continuing Education

- All site staff involved with the First Breath and/or My Baby & Me program will complete an initial training of at least 2 hours on program procedures and strategies.
- Participate in an annual in-person refresher training of at least 1 hour.
- At least one staff member will attend one annual First Breath and/or My Baby & Me event (Statewide Meeting or a Regional Practice Session).

Enrollment Goals

- Set annual enrollment goals based on client volume, previous experience with First Breath and/or My Baby & Me, and any available data on local prevalence of smoking and/or alcohol use during pregnancy.

First Breath Program Implementation

- Invite pregnant smokers to participate in First Breath.
- Complete the Consent Form, Client Information Form, Enrollment Survey and, Prenatal and Postpartum Surveys at subsequent First Breath contacts.
- Provide First Breath tobacco cessation counseling to every First Breath participant *at least three times*; twice prenatally and once postpartum. Each tobacco cessation counseling discussion should last *at least 3-5 minutes*.
- Deliver incentives to participants.
- Complete Program Checklist at every visit.
- Maintain adequate stock of First Breath program materials and incentives. Use Material Order Form to request new program materials.
- Provide WWHF with current contact information for the on-site First Breath program coordinator at your agency.

My Baby & Me Program Implementation

- Screen all pregnant women for alcohol use and complete Initial (Screening) Survey.
- Complete the Consent Form, Client Information Form, and Initial and Follow-up Surveys at subsequent visits.
- Provide brief intervention using FRAMES *at least two times* during pregnancy. Each brief intervention should last *at least 3-5 minutes*.
- Deliver incentives to participants.
- Maintain adequate stock of My Baby & Me program materials and incentives. Use Material Order Form to request new program materials.
- Provide WWHF with current contact information for the on-site First Breath program coordinator at your agency.

All parties involved in this agreement will make First Breath and/or My Baby & Me services available to eligible clients at no charge, and will not discriminate because of age, race or ethnicity, sexual orientation, color, handicap, national origin, ancestry, income, health insurance coverage, marital status, or religion. In addition, all parties will observe all pertinent federal and state statutes and rules, as well as professional standards of ethics and practice.

Hillary Whitehorse, Grants & Contracts Manager, Wisconsin Women's Health Foundation

Date: 1/15/2014

First Breath and/or My Baby & Me Site Representative

Date: _____