



AGENCY FOR HEALTHCARE RESEARCH AND QUALITY



AHRQ's Cross-Sectional Innovation to Improve Rural Postpartum Mental Health Challenge

Challenge Overview

June 3, 2020

<https://www.ahrq.gov/rural-post-partum-challenge/>

AGENDA



1. Challenge Purpose
2. Challenge Theme
3. Timeline / Prize Structure / Submission Requirements
4. Evaluation Criteria
5. Submission Process
6. Q&A

CHALLENGE PURPOSE



- The challenge purpose is to elicit narratives and proposals regarding solutions to **address postpartum mental health diagnosis and treatment in rural communities** for AHRQ to share with healthcare systems, healthcare professionals, local and State policymakers, Federal partners, and the public.
- AHRQ is interested in **both success stories** that highlight community achievements **and program proposals** that demonstrate innovative planning for community action to improve postpartum mental health.
- Solutions should **highlight successful or promising programmatic interventions to improve rural postpartum mental health** and may come from healthcare providers; community-based organizations and clubs; faith-based groups; cooperative extension services; schools; hospitals; local health departments; and State, territorial, and tribal organizations.

SPEAKER INTRODUCTION: RURAL POSTPARTUM



- Introduction of Speaker

- ▶ Priscilla Novak, PhD

- Program Analyst, Office of the Director
- Began career at AHRQ in 2012
- Lead for Accelerating Change and Transformation in Organizations and Networks
- Area of research expertise is health disparities among people with serious psychological distress and co-occurring physical health conditions.



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*Program Analyst, Office of
the Director, AHRQ*

CHALLENGE THEME: RURAL POSTPARTUM DEPRESSION



- This challenge focuses on postpartum mental health diagnosis and treatment in rural communities
- Rural women and families face barriers to accessing adequate mental health care for postpartum mental health problems, including cost, transportation, and childcare barriers.
- The current COVID-19 pandemic is creating a suddenly different set of circumstances than rural women and families may have envisioned throughout their pregnancies.
- Addressing postpartum depression in rural communities brings presents several considerations, including:
 - ▶ Postpartum mental health problems are diagnosed less frequently than they occur; cultural norms and stigma around help seeking may reinforce under-diagnosis.
 - ▶ There is a disparity in diagnosis and treatment between privately insured individuals and those insured with Medicaid, as well as people who are uninsured.
 - ▶ Many rural areas experience healthcare workforce shortages, especially behavioral health workforce shortages, and evidence suggests that rural residents may be undertreated for mental health conditions..



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CHALLENGE THEME: RURAL POSTPARTUM DEPRESSION



- **Prevention**

- ▶ United States Preventive Services Task Force provides a 'B' grade on prevention of Post Partum Depression ([Link](#))
- ▶ ROSE (Reach Out, Stay Strong, Essentials for mothers of newborns) ([Link](#))
- ▶ Mothers and Babies Course ([Link](#))

CHALLENGE THEME: RURAL POSTPARTUM DEPRESSION



PPD Screening

- There are several reliable and validated screening tools
 - ▶ Edinburgh Postnatal Depression Scale (EPDS)
 - ▶ Postpartum Depression Screening Scale (PDSS)
 - ▶ Patient Health Questionnaire-9 (PHQ-9)
 - ▶ Beck Depression Inventory I/II (BDI)
 - ▶ Center for Epidemiologic Studies Depression Scale (CES-D)
 - ▶ Zung Self-Rating Depression Scale (Zung SDS)



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CHALLENGE THEME: RURAL POSTPARTUM DEPRESSION



Social Isolation

- Woman perceives herself as not supported
- Has low self esteem
- Family lives at a distance, physically unavailable, or in conflict
- Cut off from friends
- Relationship discord, including emotional or physical abuse; desertion of spouse or significant other
- History of childhood sexual abuse/ adverse childhood experiences



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CHALLENGE THEME: RURAL POSTPARTUM DEPRESSION



- Although treatable, many depressed women do not receive care
- Stigma around mental health problems and mental health care persists
- Treatment Barrier (i.e. cost/insurance)
- No provider in area, or provider not able to address the issue

CHALLENGE THEME: RURAL POSTPARTUM DEPRESSION



- Reasons why women struggle to find help:
 - ▶ OB/GYN and Nurse Midwife uncomfortable with treating mental health problems, perhaps no place to refer the women. Usually paid for the prenatal visits and delivery.
 - ▶ Pediatrician- Pediatrician treats the infant/child, does not get paid for helping the mother. Usually paid per visit with the child.
 - ▶ Family medical doctor- may see either mother or baby, wide variety of expertise with treating postpartum mental health problems. Most family doctors have stopped delivering babies. There can be a gap in continuity/care coordination between OB and family medicine. Usually paid per visit, do not deliver therapy.
 - ▶ Psychiatrist—not part of the birth care team, may not be comfortable with postpartum part of the depression. Prior research by Ali et al suggest lower rates of reimbursement compared with other specialties. Paid per visit.



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REFERENCES

ADDITIONAL RESOURCES

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TIMELINE AND PRIZE STRUCTURE



- Total Prize Pot for challenge: \$175,000
 - Success Story Category
 - ▶ Up to five finalists: \$15,000 each
 - Program Proposal Category
 - ▶ Up to two finalists: \$50,000 each
- Timeline
 - ▶ Launch date: **May 15, 2020**
 - ▶ Webinar: **June 3, 2020**
 - ▶ Submission deadline: **September 15, 2020, 5:00 p.m. ET**
 - ▶ Expected date that winners will be announced between **November 2020**

SUBMISSION REQUIREMENTS: SUCCESS STORY



Challenge participants will submit a narrative document, no more than 5 pages, including the following:

- A description of the solution created by the community to improve postpartum mental health and ensure women and families can receive treatment and support.
- A description of the community impacted, including rurality, demographic, and health characteristics.
- A description of how barriers were reduced for women and families accessing adequate mental health care for postpartum mental health problems, including:
 - ▶ Cost.
 - ▶ Access to care: transportation and lack of providers.
 - ▶ Childcare barriers.
 - ▶ Stigma.
 - ▶ Others.
- A description of the partners engaged.
- A description of how the solution meets the needs that the challenge seeks to address, including:
 - ▶ Underdiagnosis and treatment of postpartum mental health problems.
 - ▶ The disparity in diagnosis and treatment between privately and publicly insured individuals and those uninsured.
 - ▶ Rural health workforce shortages.
- The submission may be supplemented with a short video (no more than 5 minutes) that describes how the initiative addressed the burden of postpartum mental health problems.

SUBMISSION REQUIREMENTS: PROGRAM PROPOSAL



Challenge participants will submit a narrative document, no more than 5 pages, including the following:

- A description of the community impacted, including rurality, demographic, and health characteristics
- A description of the community's proposed plan to improve postpartum mental health diagnosis and treatment.
- A plan that describes how barriers will be reduced for women and families accessing adequate mental health care for postpartum mental health problems, including, but not limited to:
 - ▶ Cost.
 - ▶ Access to care: transportation and lack of providers.
 - ▶ Childcare barriers.
 - ▶ Stigma.
 - ▶ Others.
- A description of the team developing the solution and a work plan demonstrating how the team will be managed over the course of the project.

SUBMISSION REQUIREMENTS: PROGRAM PROPOSAL



Challenge participants will submit a narrative document, no more than 5 pages, including the following:

- A description of the plan to engage community resources/partners to ensure the success of the solution.
- A description of how the proposed plan meets the needs that the challenge seeks to address, including:
 - ▶ Underdiagnosis and treatment of mental health problems.
 - ▶ The disparity in diagnosis and treatment between privately and publicly insured individuals and those uninsured.
 - ▶ Rural health workforce shortage.
- Letters of support from community partners may be attached in an appendix.
- The submission may be supplemented with a short video (no more than 5 minutes) that describes the burden of postpartum mental health problems in the community and how the proposed plan will help solve the problem (i.e., increase postpartum mental health screening, diagnosis, and treatment).

EVALUATION CRITERIA

SUCCESS STORY



Community Assessment

20%

Submission describes the community of interest and provides data on number of residents, community assets, and community health priorities. Narrative identifies why addressing postpartum mental health has been a priority.

Partnership

20%

Submission describes how the community brought together partners to address postpartum mental health. Evidence of partner support for partnership is provided.

Logic Model

20%

Submission provides a logic model of how the program works to improve rural postpartum mental health (i.e., inputs, processes, outputs, outcomes).

20%

Evidence of Meeting Programmatic Goals

20%

Submission clearly states what the programmatic goals were and the metrics that demonstrate that the program has worked.

EVALUATION CRITERIA SUCCESS STORY



Capacity to Disseminate

20%

Submission documents and video tell a clear and compelling story. Video has captions.

Rurality

Pass/Fail

Submission provides evidence of that the community is located in a [rural area](#).

Category Identification

Pass/Fail

Submission clearly states that it is in the Success Story Category.

EVALUATION CRITERIA: PROGRAM PROPOSAL



Community Assessment

20%

Submission describes the community of interest and provides data on number of residents, community assets, and community health priorities. Narrative identifies why addressing postpartum mental health is a priority.

Partnership

20%

Submission describes how the solution brings together traditional and non-traditional partners to address postpartum mental health. Digital (i.e., web or telehealth) partners may be (but are not required) in the partnership. Evidence of partner support for partnership is provided.

Logic Model

20%

Submission provides a logic model of how the program works to improve rural postpartum mental health (i.e., inputs, processes, outputs, outcomes).

Implementation Plan

20%

Submission provides a clear and feasible 12-month implementation plan. If selected, the winner may use the funds to fund implementation.

EVALUATION CRITERIA: PROGRAM PROPOSAL



Evaluation Metrics

20%

Submission documents what metrics would be collected during implementation to enable program evaluation.

Rurality

Pass/Fail

Submission provides evidence of that the community is located in a [rural area](#).

Category Identification

Pass/Fail

Submission clearly states that it is in the Program Proposal Category.

SUBMISSION PROCESS



**At the bottom of the challenge page (platform),
click JOIN CHALLENGE**

AHRQ Cross-Sectional Innovation to Improve Rural Postpartum Mental Health Challenge

Summary:

The purpose of this challenge is to elicit narratives and proposals regarding solutions to address postpartum mental health diagnosis and treatment in rural communities for AHRQ to share with healthcare systems, healthcare professionals, local and state policy makers, federal partners, and the public.

Description:

The purpose of this challenge is to elicit narratives and proposals regarding solutions to address postpartum mental health diagnosis and treatment in rural communities for AHRQ to share with healthcare systems, healthcare professionals, local and state policy makers, federal partners, and the public. The COVID-19 pandemic has highlighted the need to create solutions to support population mental health, especially mothers experiencing postpartum mental health issues. AHRQ is interested in both success stories that highlight community achievements and program proposals that demonstrate innovative planning for community action to improve postpartum mental health. Solvers may submit solutions from health care providers, community-based organizations and clubs, faith-based groups, cooperative extension services, schools, hospitals, local health departments, and state, territorial, and tribal organizations that highlight successful or promising programmatic interventions to improve rural postpartum mental health. Programmatic models may leverage existing community assets and initiatives (i.e. Healthy Start, Head Start, 4H Healthy Living, etc.) or create them de novo.

Prize Amount:

\$175,000



JOIN CHALLENGE

SUBMISSION PROCESS



If you don't yet have an account, create one – you can use your login from Facebook, Google, Amazon, or LinkedIn



At the top of your page, once joined and logged in, click **SUBMIT SOLUTION**

The screenshot shows a web interface for AHRQ. At the top, there is a green navigation bar with the following menu items: Overview, Submissions, Phases, FAQ, Rules, My Team, and Discussion. Below the navigation bar is the AHRQ logo and the text "Agency for Healthcare Research and Quality". The main content area displays the following information:

Title:
AHRQ Cross-Sectional Innovation to Improve Rural Postpartum Mental Health Challenge

Summary:
The purpose of this challenge is to elicit narratives and proposals regarding solutions to address postpartum mental health issues for healthcare professionals, local and state policy makers, federal partners, and the public.

SUBMISSION PROCESS



On the Submission Builder page:

1. Enter a submission title
2. Choose the type of solution you're submitting (Success Story or Program Proposal)
3. Enter URL of optional video
4. Choose a file to upload
5. Once uploaded, click **SUBMIT**

Submission Builder

Solution Name *

1

Submission Type

2

Please select the type of solution you are submitting

Optional Video

3

Please enter the URL of a video you have created to supplement your challenge submission.

Upload solution files *

File Name	Size
✘ testDoc.docx	11.67 kB
✘ testDoc.pdf	3.04 kB

Drop files to attach, or [browse](#)

4

Submit

5

CANCEL

SUBMISSION PROCESS



On the Submissions page, your most recent submission (listed first) will always be the one to be considered as your final/official submission.

You can download or withdraw it

Overview	Submissions	Phases	FAQ	Rules	My Team	Discussion	Winner		
Team/Solver	Date					File	Download Solution	Submission Type	Actions
ccc Solver	2020/02/12 05:04:36 PM +01:00					testDoc.pdf	Download	Official	WITHDRAW

QUESTIONS



Q & A

For additional questions throughout the open challenge period, please email ahrqchallenges@ahrq.hhs.gov

<https://www.ahrq.gov/rural-post-partum-challenge/>