



**NS MVP**  
North Shore  
Mother Visiting  
Partnership

# Leveraging Epidemiology to Close the Postpartum Care Gap

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Insights From NSMVP  
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MHOA Quarterly Meeting 12/18/2025

# Postpartum Home Visiting

“While a woman might visit her **OBGYN 10–15 times** during pregnancy, she’ll typically only visit **once** during the postpartum period. And while it’s **commonplace** for an expectant mother to take a birth education class, it is virtually unheard of for her to receive postpartum education.”



# NSMVP Origins



Baby Blues affect ~75% of mothers



Postpartum depression affects ~20% of mothers



Postpartum Psychosis affects 0.1% to 0.2% of mothers



# Our Why

2017

Reason #1

**PHNs do  
home visits  
for TB  
patients**

Reason #2

**VNAs do not  
pick up all  
maternal  
referrals**

Reason #3

**Many women  
do not return  
for their 6  
week OBGYN  
check up**

Reason #4

**Many  
providers do  
not screen  
for  
postpartum  
depression**



# Who We Are

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Beverly  
Danvers  
Essex  
Gloucester  
Hamilton  
Lynn  
Peabody  
Rockport  
Manchester  
Marblehead  
Swampscott  
Salem  
Wenham

# Program Overview

## WHAT TO EXPECT DURING YOUR VISIT:



A gift bag filled with essentials like diapers, wipes, and other freebies!



Recommended resources for both parent and baby.



A demonstration of how to perform CPR on an infant.



A conversation with a Public Health Nurse about how you are doing and feeling, including a depression and anxiety assessment.



A non-judgemental discussion focused on parent and baby; centering the health of both.

# Role of the Epidemiologists

1

Data Collection

2

Data Cleaning

3

Analysis

4

Insights

5

Program Action

# Assessment Form Evolution: Why We Made a Change

1. Original form too long
2. Built for insurance-billing programs
  - a. Many fields irrelevant to NSMVP
3. Long, detailed questionnaires with difficult narrative questions
4. Misaligned with NSMVP's free, universal model

**Result = low completion rates & added burden on PHNs**



# Abridging the Assessment Form

## Conducted a review of all questions:

- Epi-led question review
- Cut non-essential questions
- Focused on key health & referral fields

## Impact:

- Faster form, higher completion
- Lower nurse burden
- Better data, better family experience

**New form includes 42 questions!**

# Why the data matters



Identifies  
maternal  
health needs



Informs  
targeted  
education

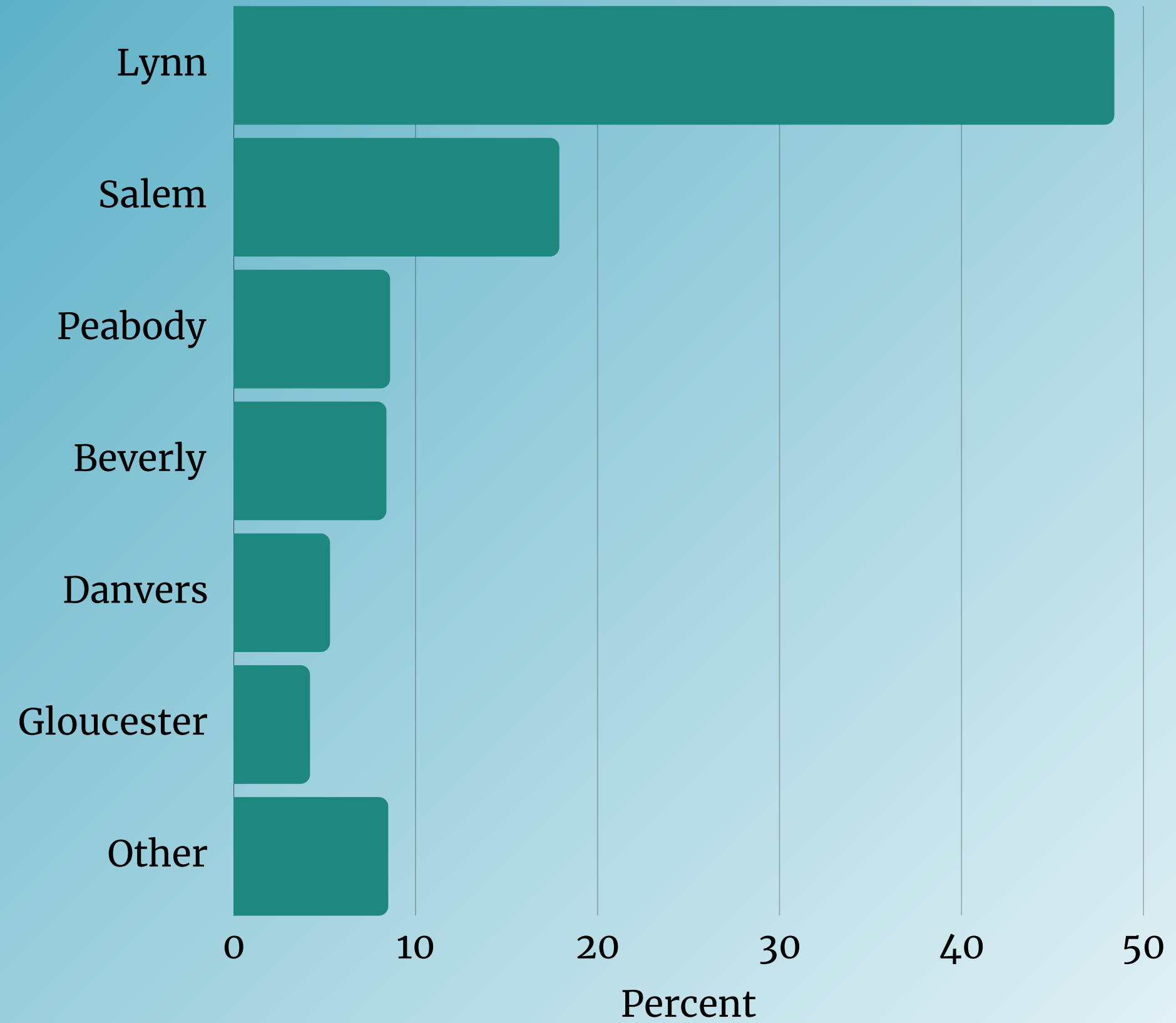


Strengthens  
grants &  
sustainability

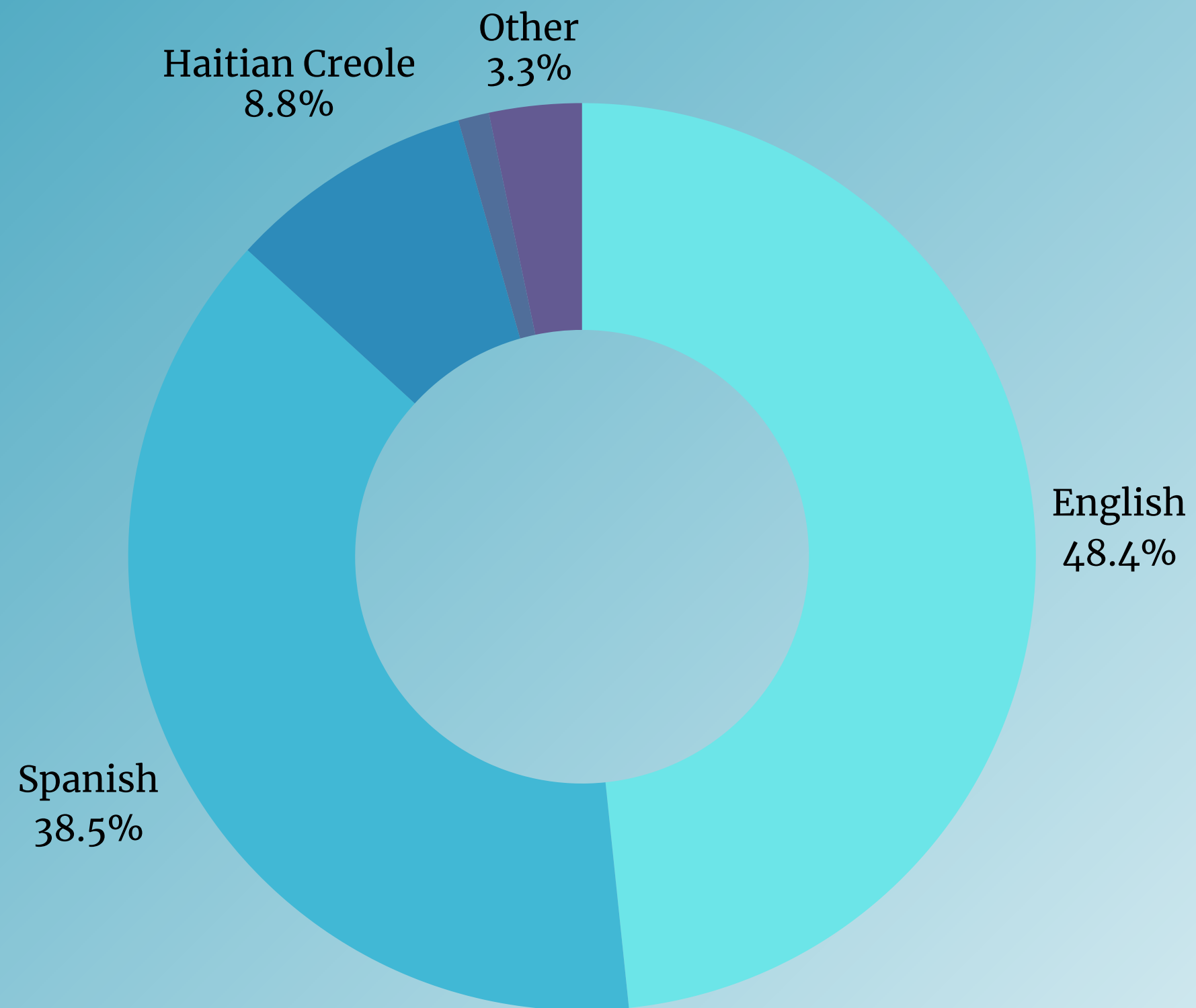


Boosts  
advocacy for  
regional  
resources

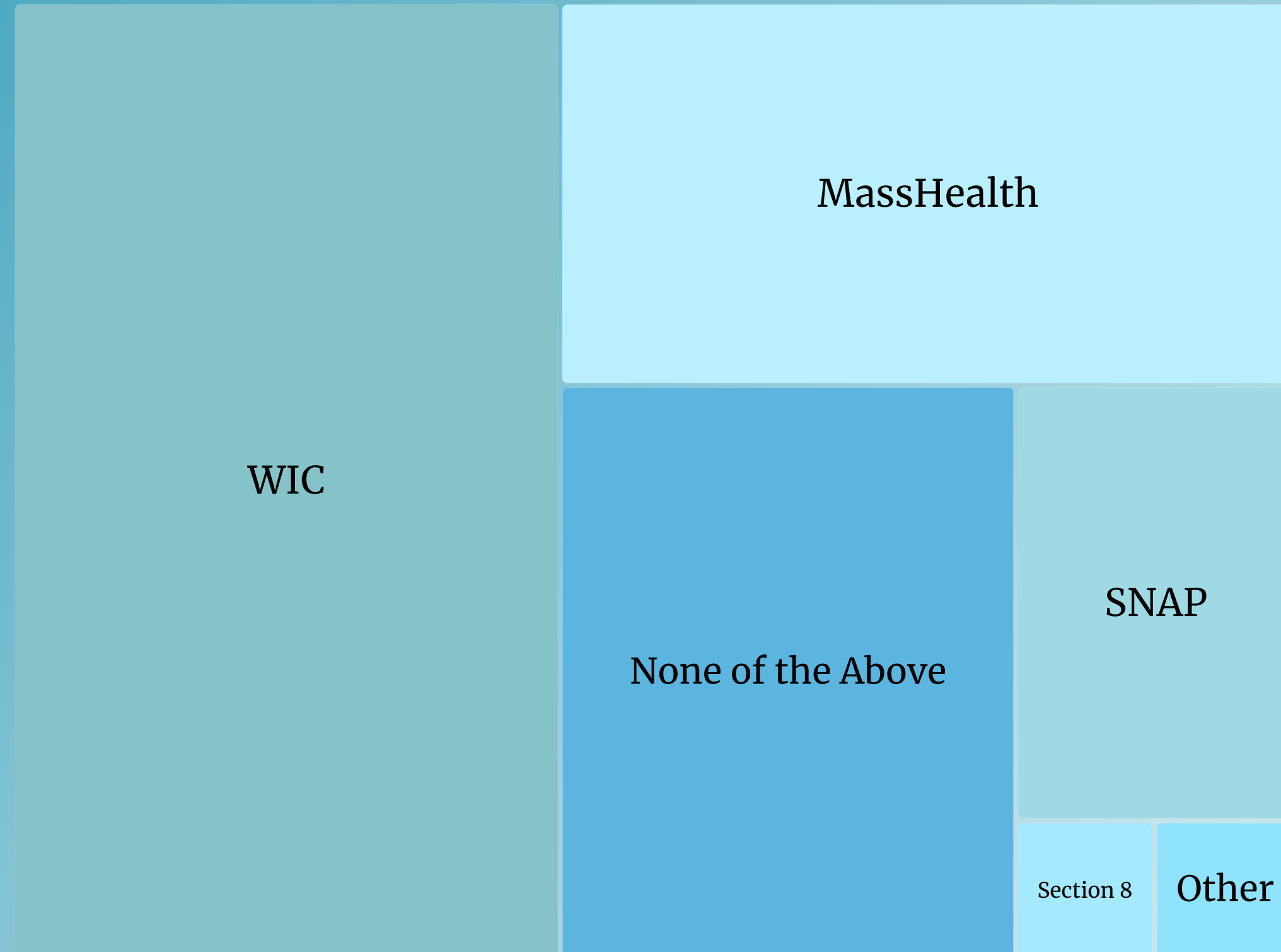
## Town of Visit



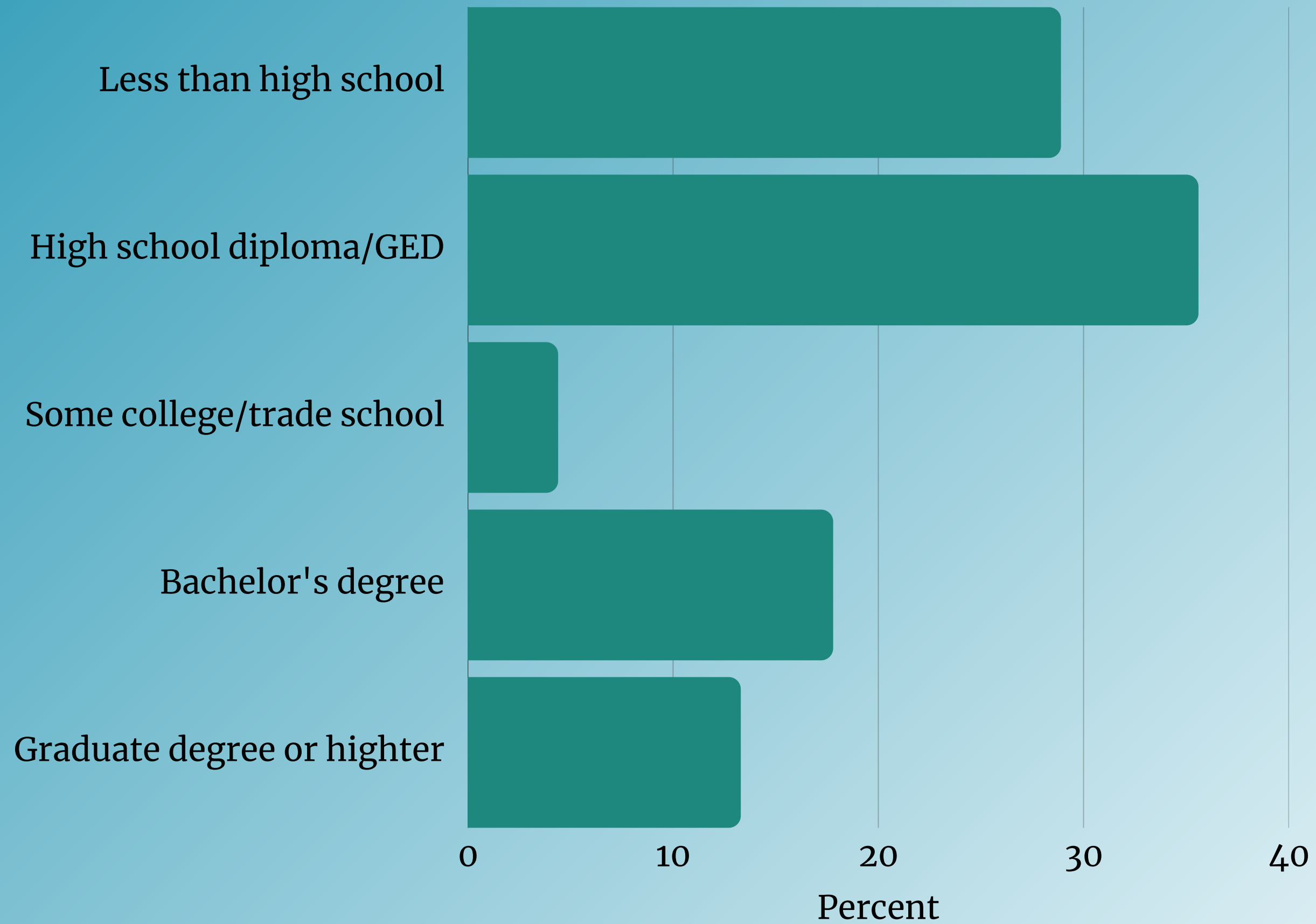
## Language of the Visit



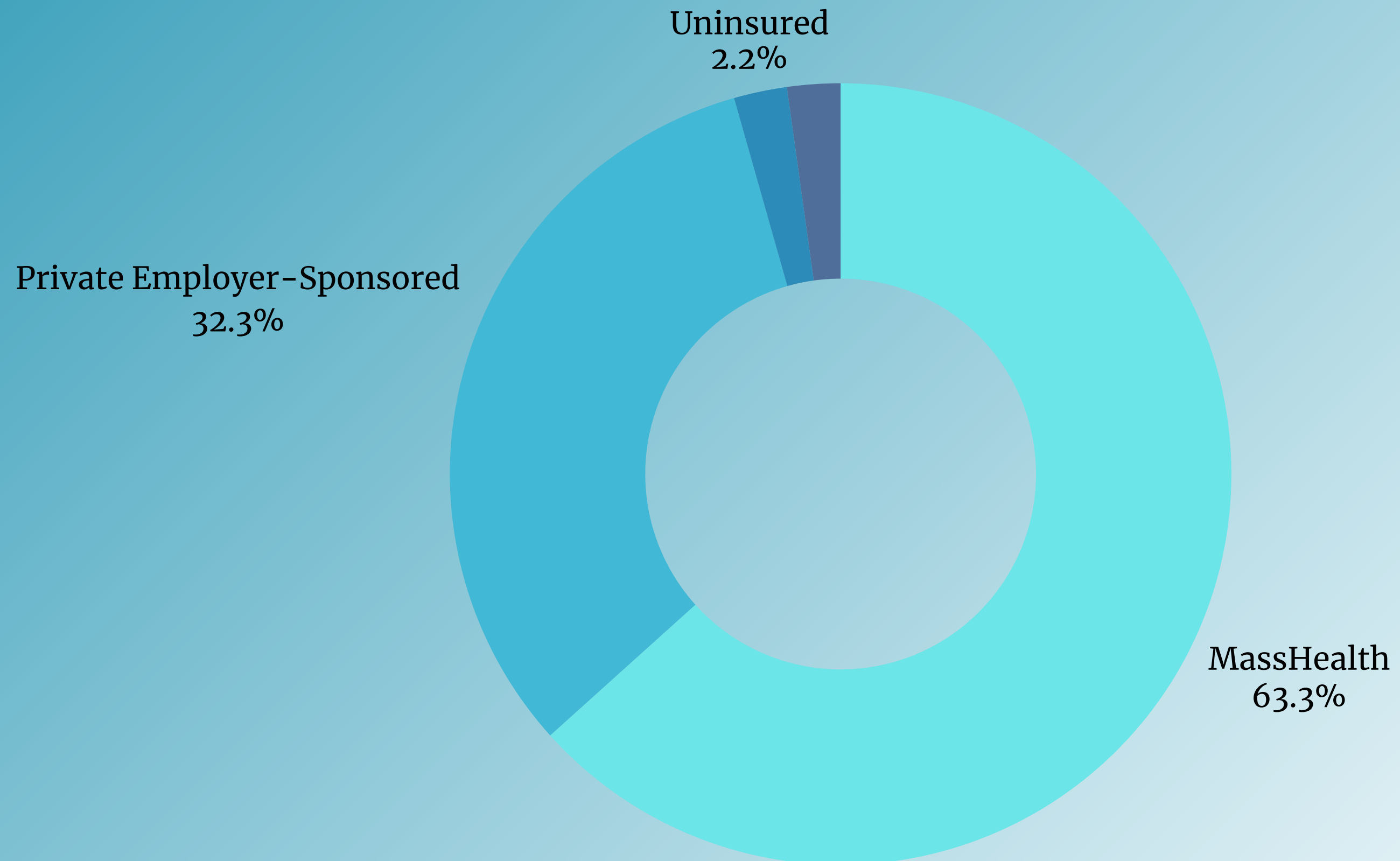
# Forms of Financial Assistance



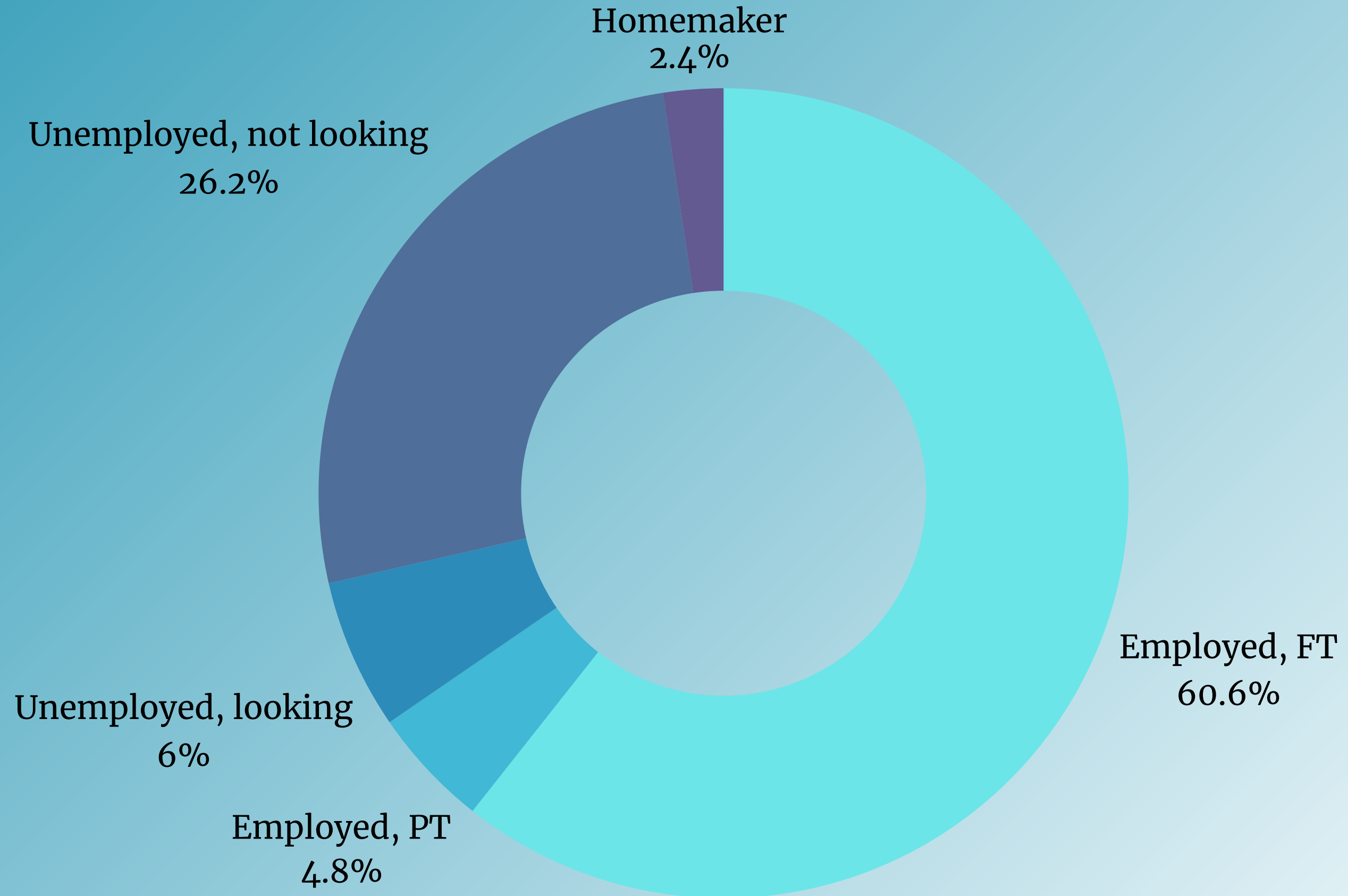
# Educational Attainment



# Health Insurance Coverage



# Employment Status





# Edinburgh Postnatal Depression Scale

## Scoring

- 0–8 low probability of depression
- 8–12: most likely dealing with the stress of a new baby OR baby blues
- 13–14: Signs leading to the possibility of PPD; take preventative measures
- 15+: High probability of experiencing clinical PPD

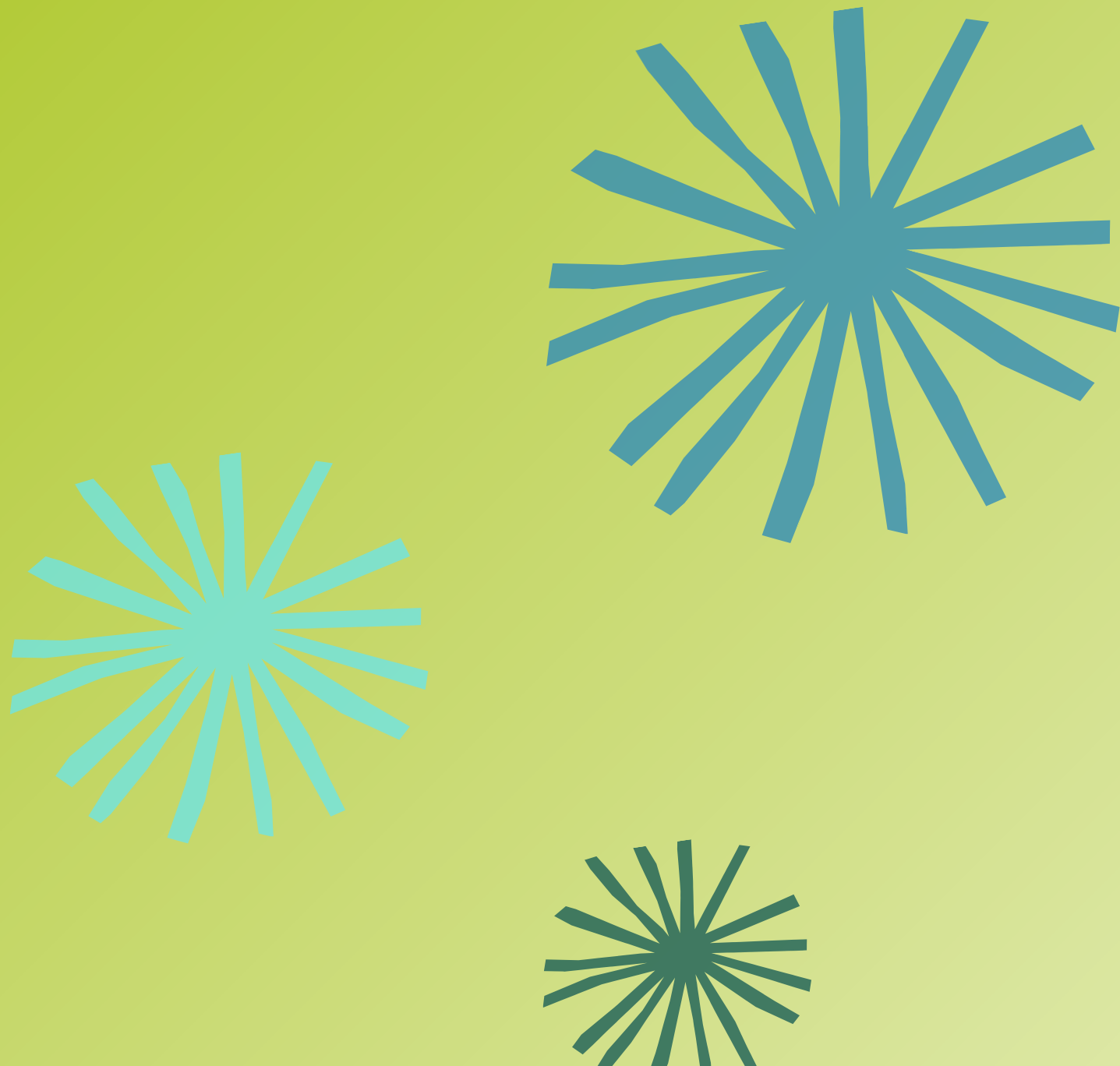


# Karitane Parenting Confidence Scale

## Scoring

- 40+: No Issues
- 36-39: Mild concerns
- 31-35: Moderate concerns
- <31 Severe concerns

# Quantitative Takeaways



1

## Project Insights

- Mostly Lynn residents
- Full-time workers; financial assistance; English/Spanish
- HS/GED or less

2

## Edinburgh Scores

21% showed potential mood concerns

3

## Karitane Scores

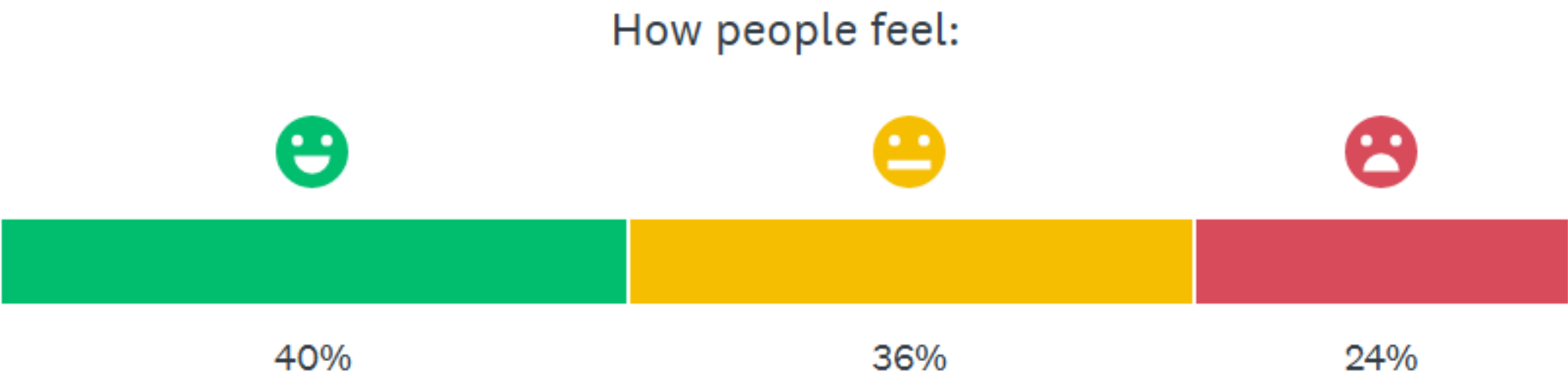
31% indicated mild–moderate parenting confidence/support concerns

# Themes of Visits

“Use this response box as a place to record all additional notes from the visit that you would like to include about your personal experiences, clinical information, recommendations, and takeaways from the visit.”

Use this response box as a place to record all additional ...

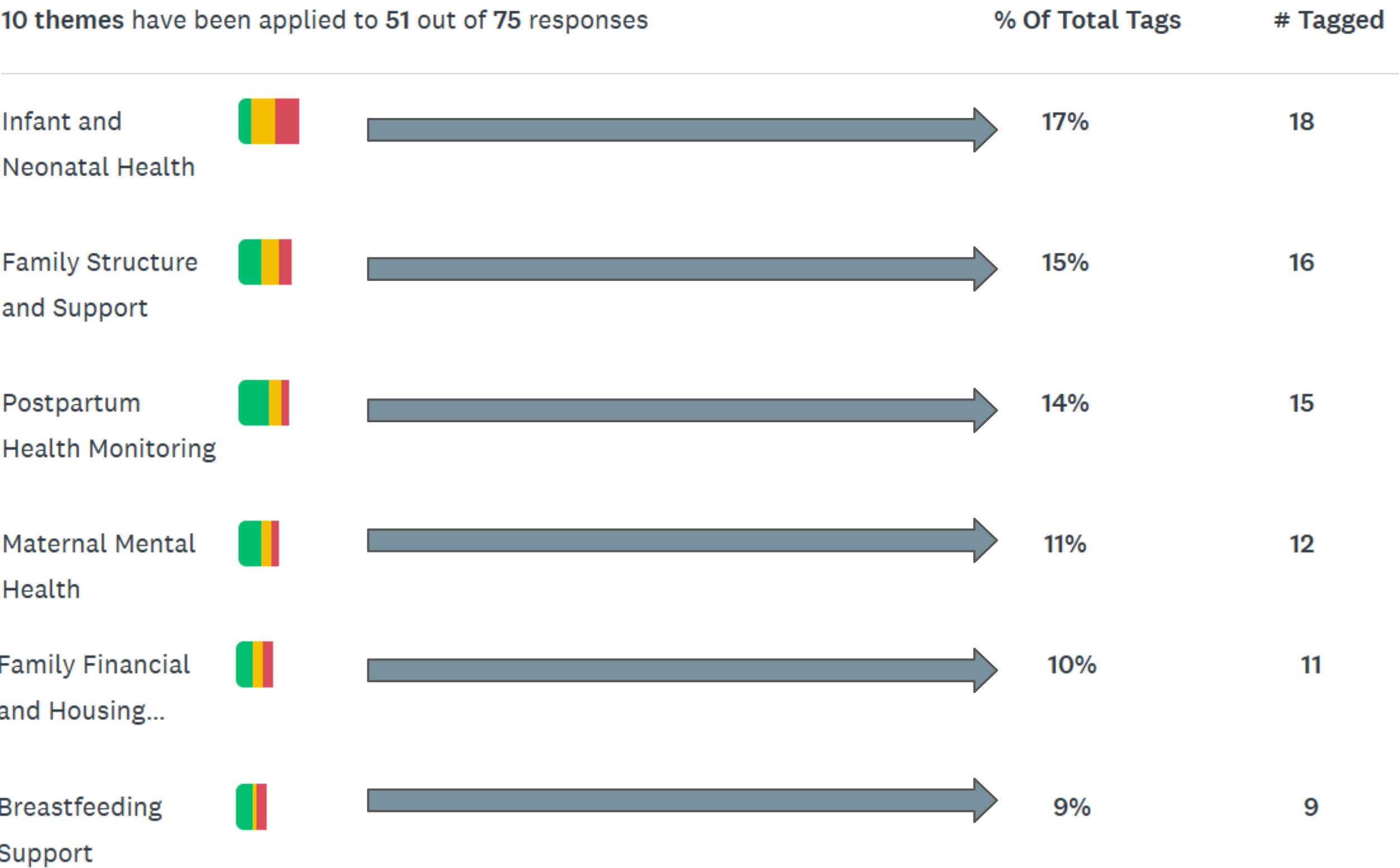
Answered: 75   Skipped: 25



 Positive    Neutral    Negative    Unknown

# Themes of Visits

“Use this response box as a place to record all additional notes from the visit that you would like to include about your personal experiences, clinical information, recommendations, and takeaways from the visit.”





Data Collection

Cleaning

Analysis

Insights

Program Action

# Data to Action

- Qualitative themes guide interventions
  - Quantitative trends support sustainability & planning
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