



NS MVP
North Shore
Mother Visiting
Partnership

Leveraging Epidemiology to Close the Postpartum Care Gap

Insights From NSMVP
Laura Nash, MPH & Steven Kahn, MPH
MHOA Quarterly Meeting 12/18/2025

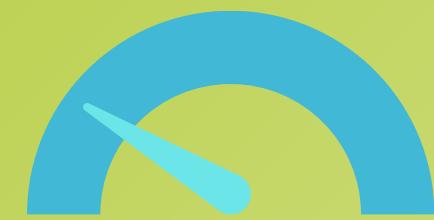
Postpartum Home Visiting

“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



NS MVP
North Shore
Mother Visiting
Partnership

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

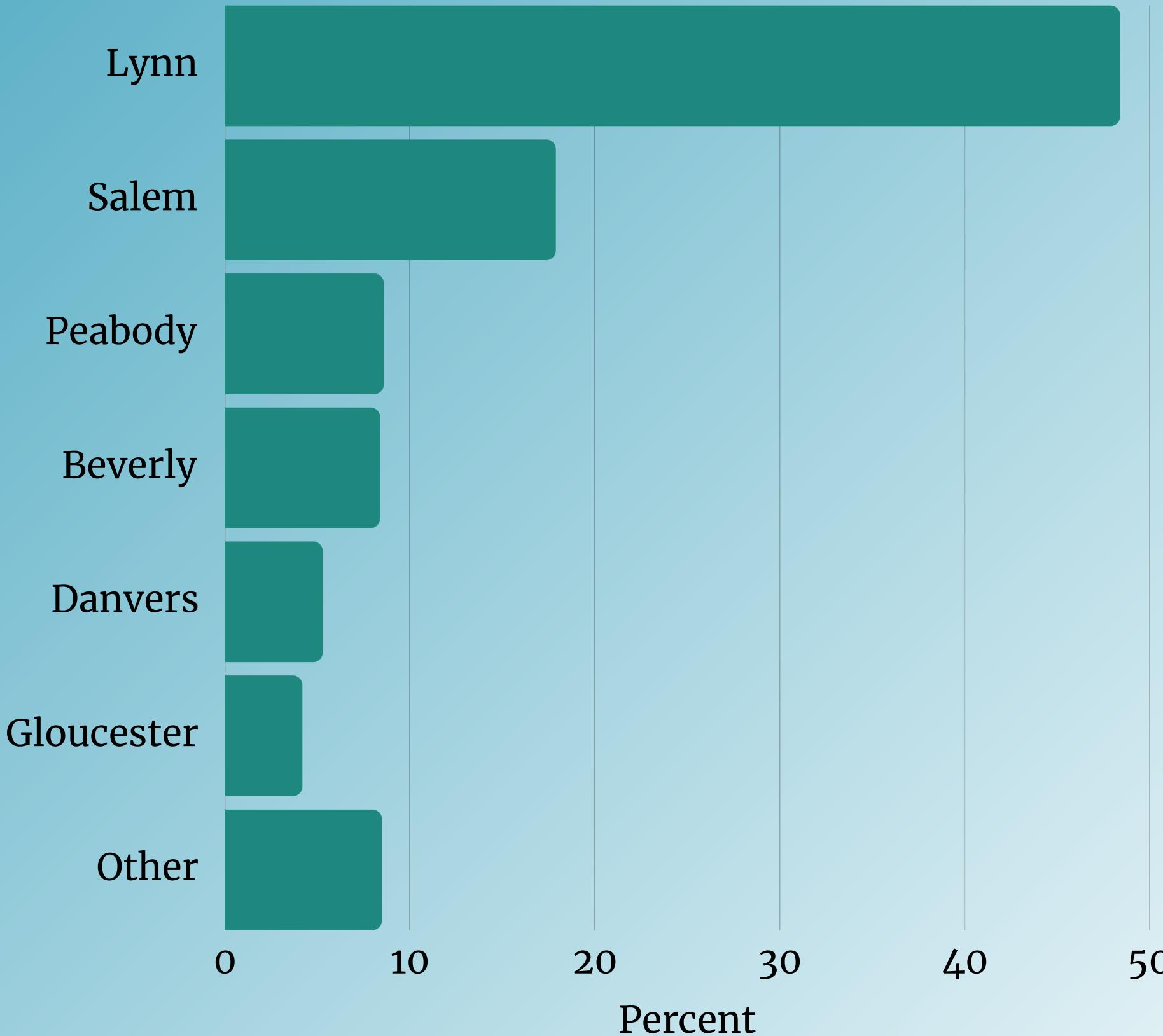


Strengthens
grants &
sustainability

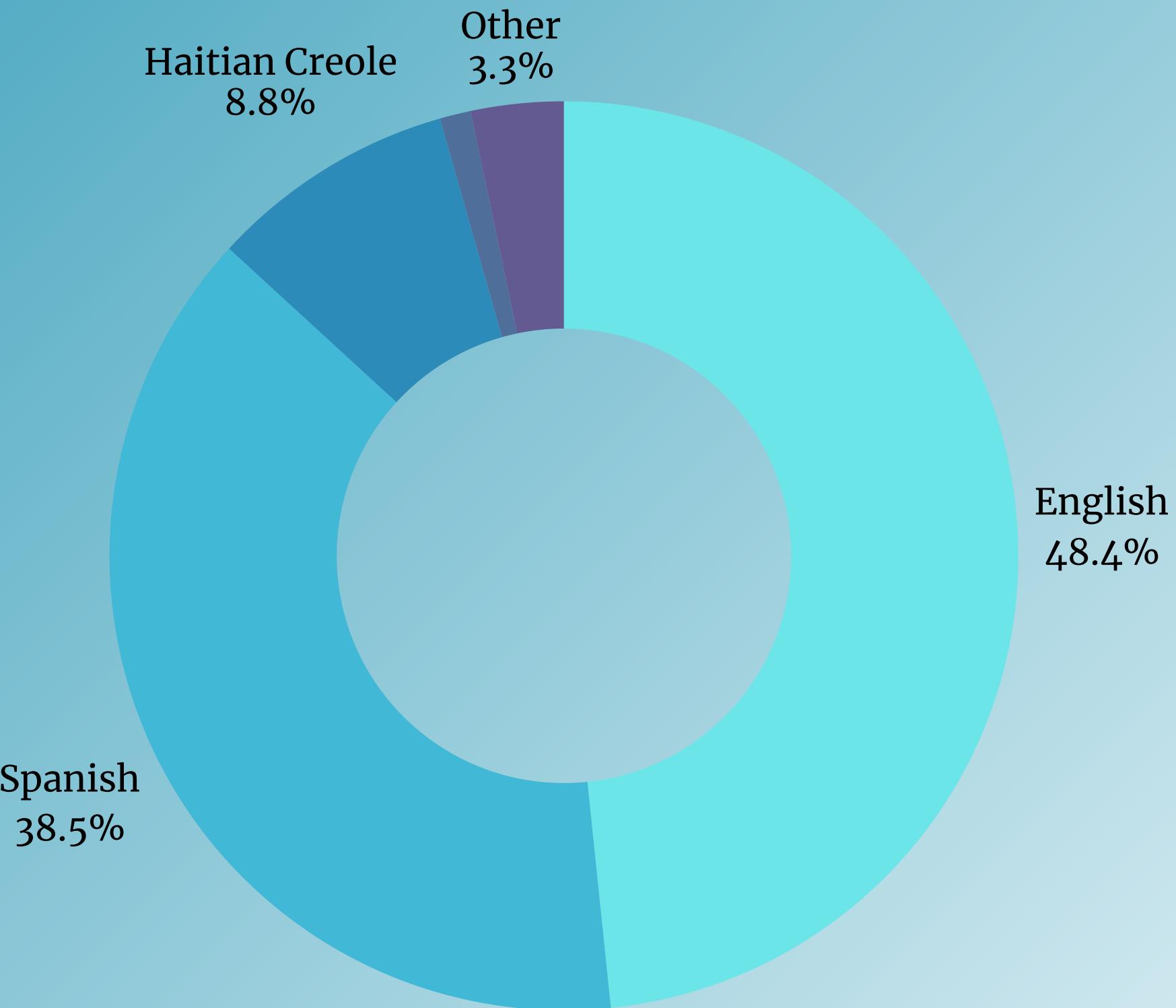


Boosts
advocacy for
regional
resources

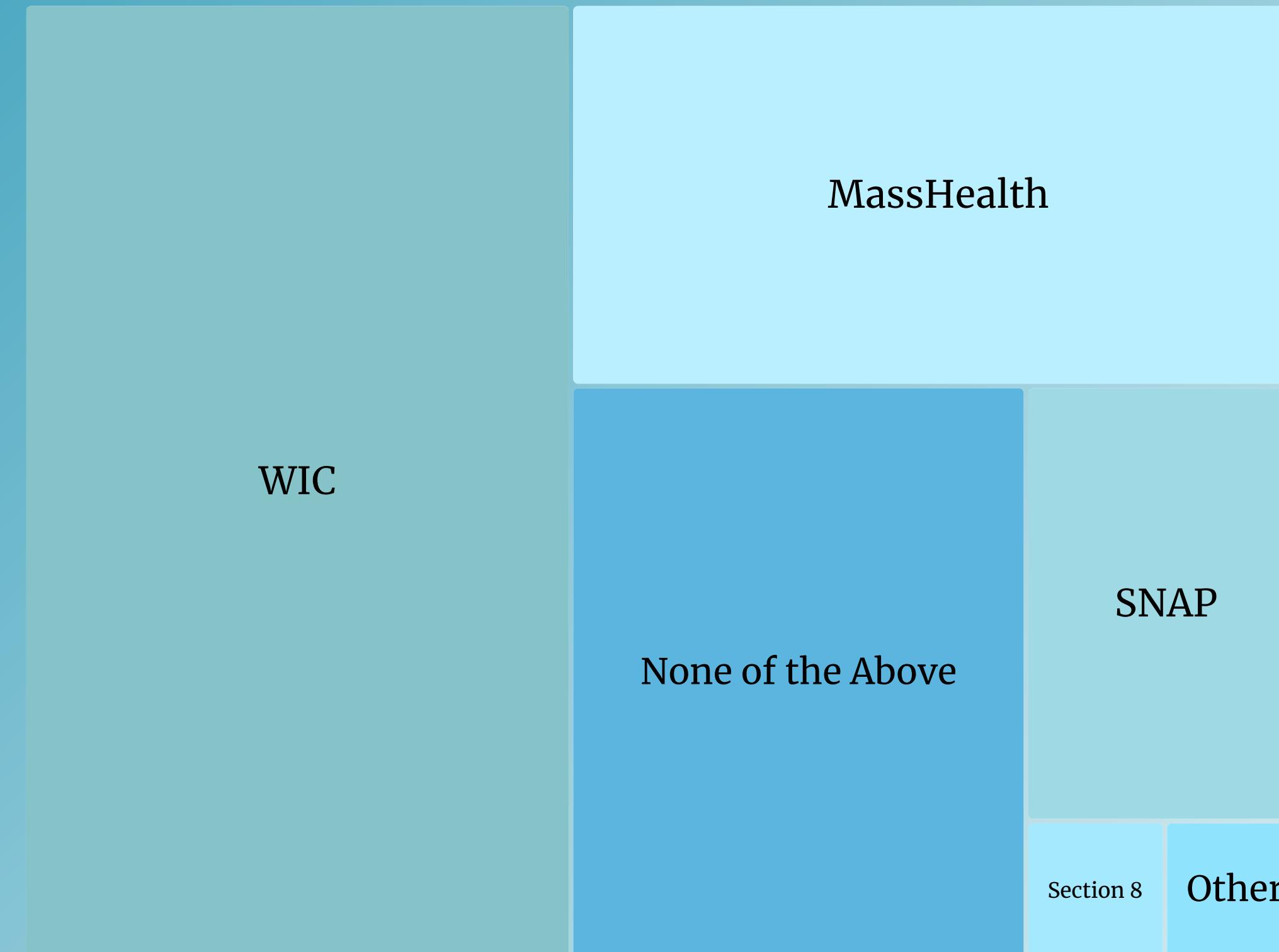
Town of Visit



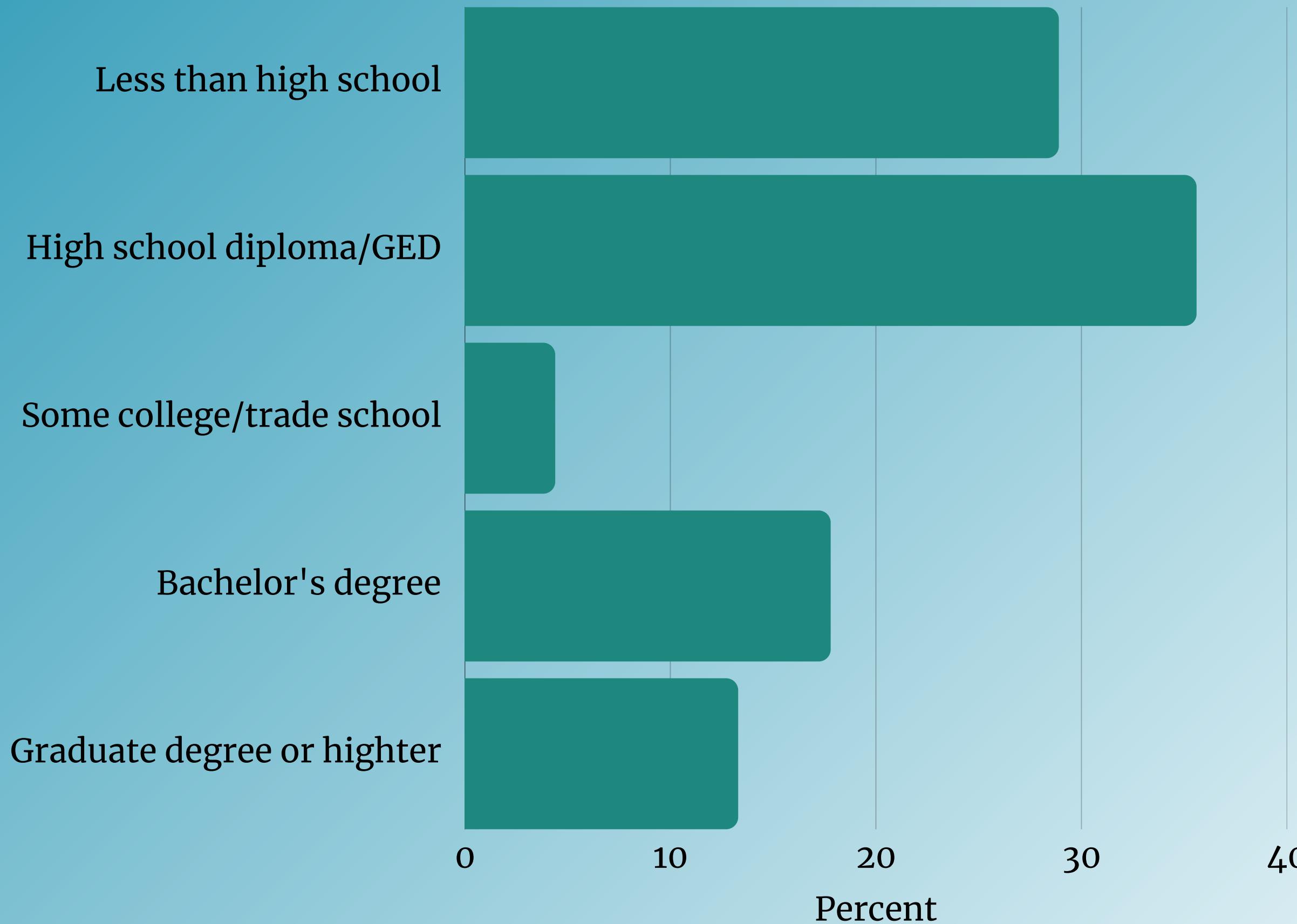
Language of the Visit



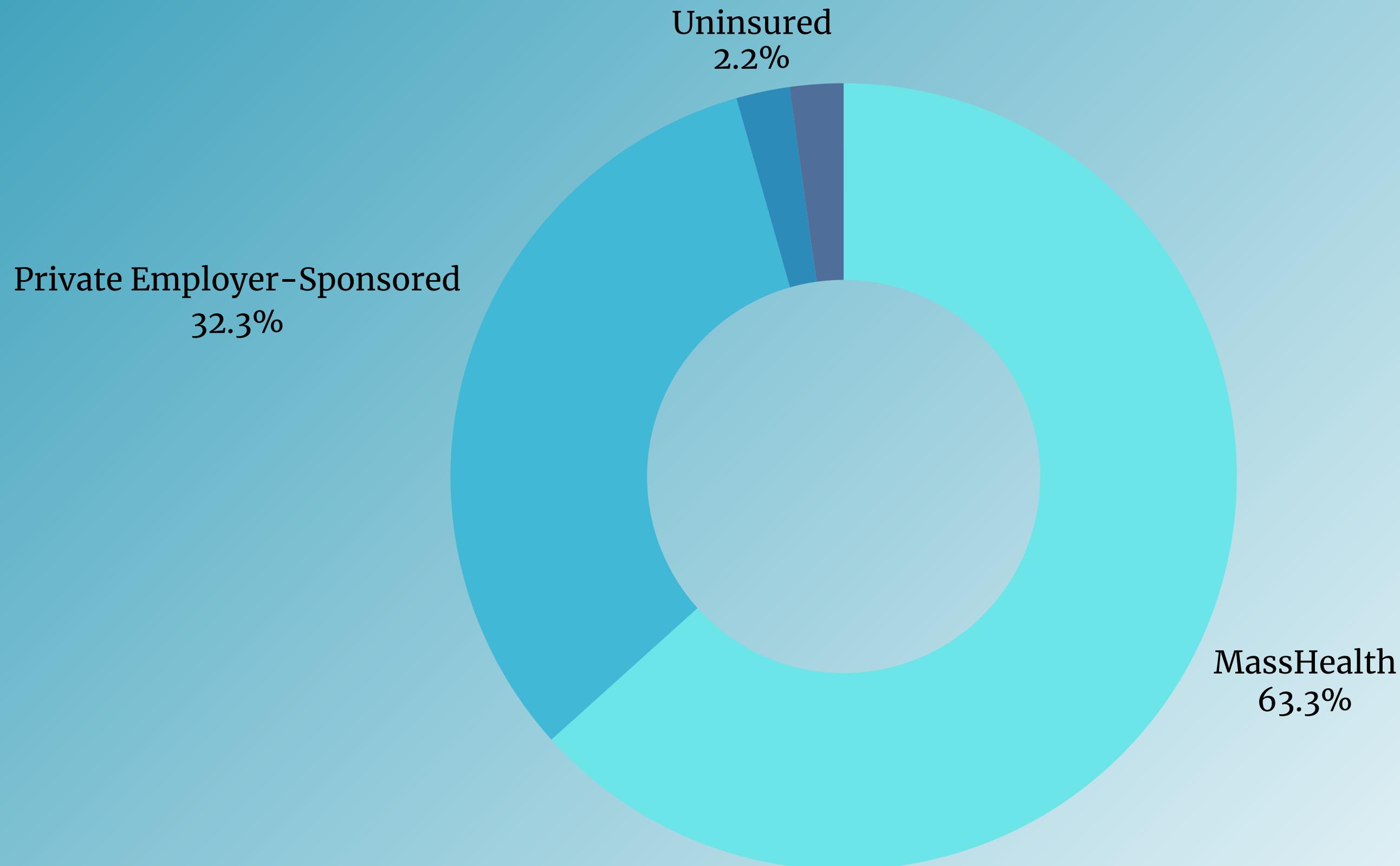
Forms of Financial Assistance



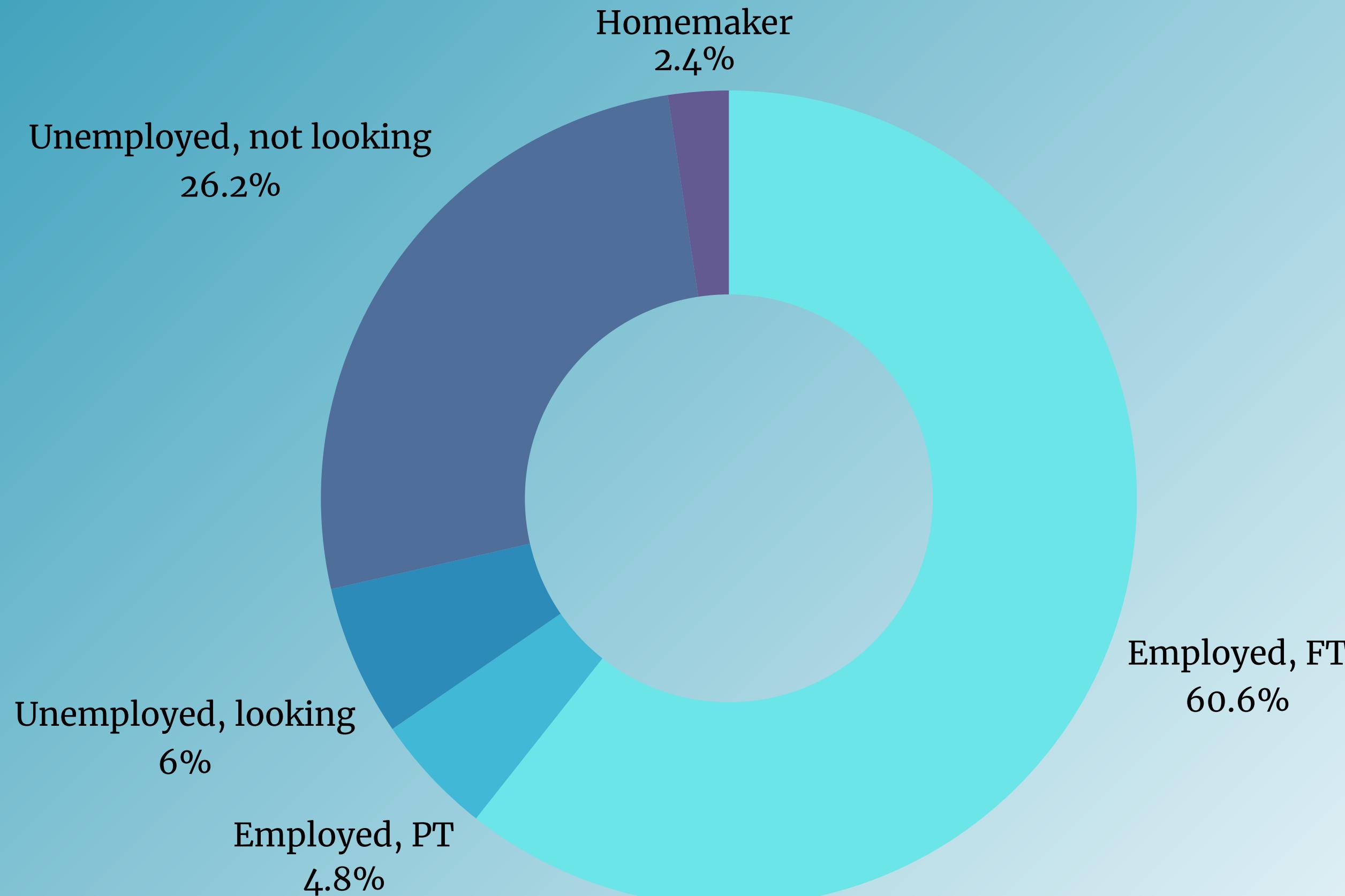
Educational Attainment



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
- 

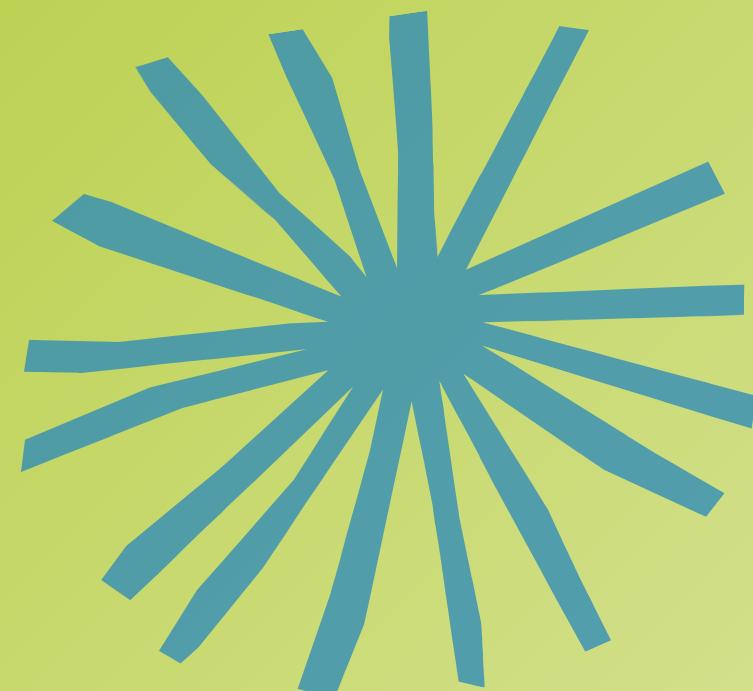
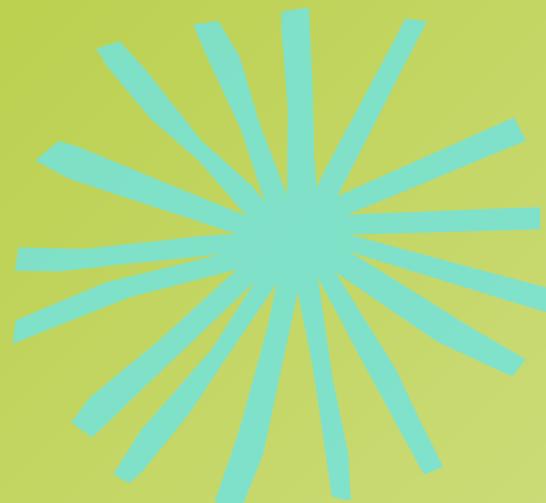


Karitane Parenting Confidence Scale

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

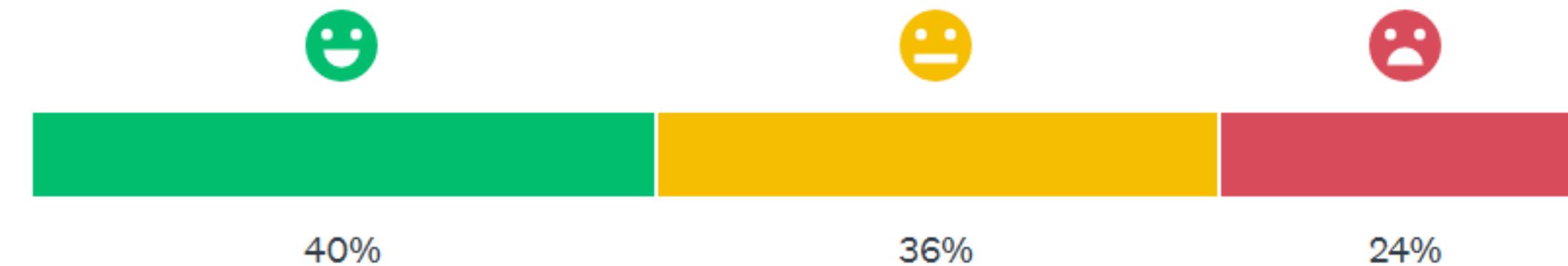
Themes of Visits

“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

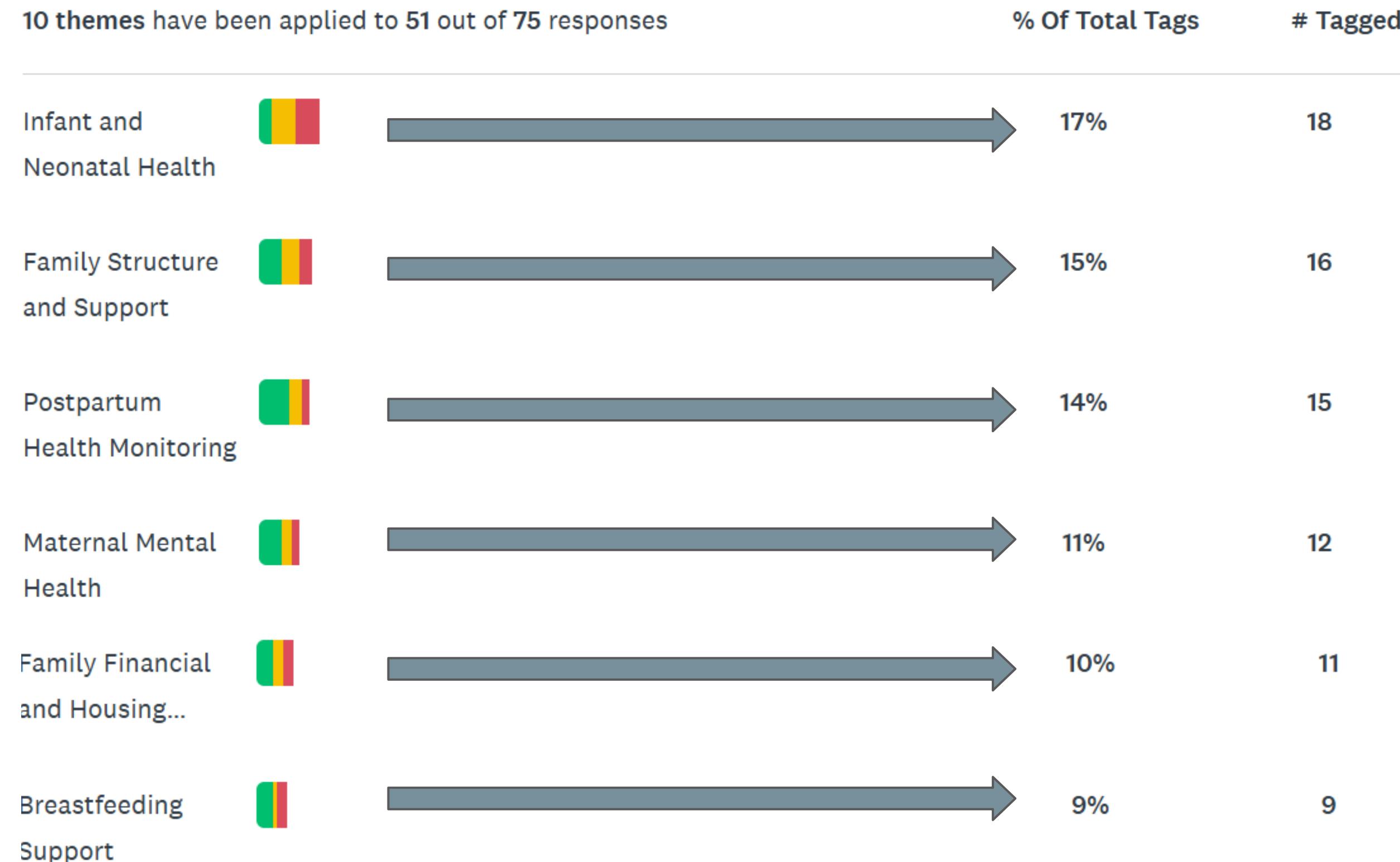
Answered: 75 Skipped: 25

How people feel:



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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