



# HUDDLE UP MOMS

EDUCATE | CONNECT | SUPPORT



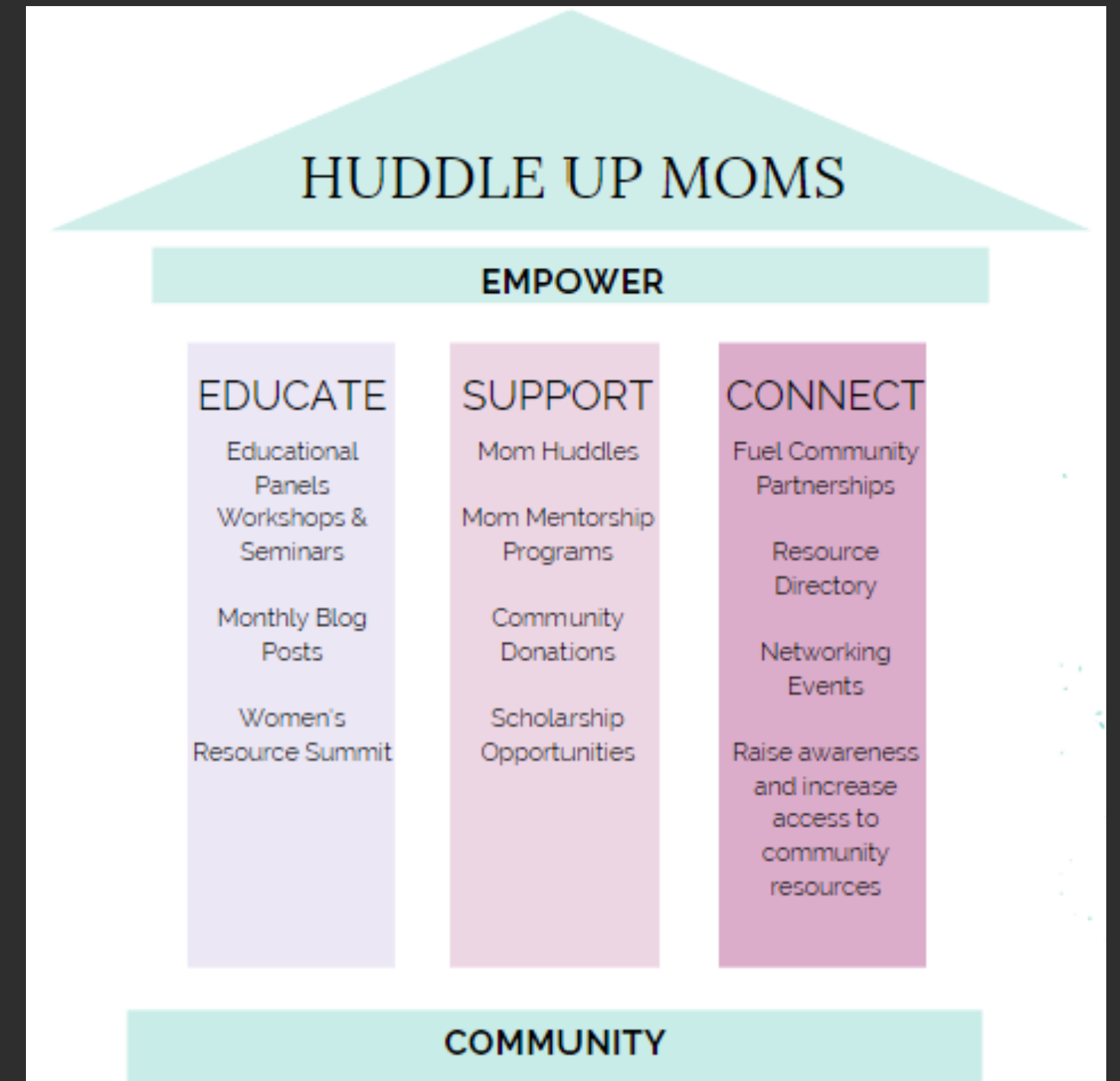
# Huddle Up Moms

## Mission

To empower all mothers in the Roanoke and New River Valleys through education, meaningful connections, and community support.

## Vision

A future in which all mothers have the support they need to be healthy, happy, and confident to flourish in all areas of their lives



# Our HER-Story

Huddle Up Moms key events



2019

Huddle Up Moms Established

2020

Received 501c3 status

2021

Began with virtual Huddles, which are support groups

2022

Awarded the VHHA grant to pilot Moms Under Pressure

2023

Opened downtown location  
Received 50k grant from Health & Human Services (Million Hearts) to expand Moms Under Pressure from January 2023 – July 2023

Received funding from VDH in August 2023 to continue to expand the program

# Huddle Up Moms Impact



## Mom Huddles

14

Mom Huddles – In-person support groups that include LGBTQ+, Single Moms, etc. huddles



## Formula Distribution

17k

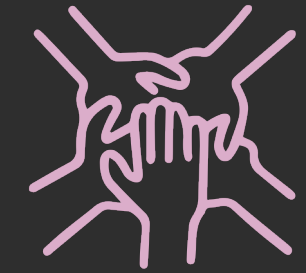
Over \$17k distributed in baby formula for families since 2022



## Women Summits

4

Women's Summits aimed at empowering, educating, and supporting women withing the Roanoke region



## Exchange Programs

4

Quarterly programs to offer a safe space for moms to explore hot topics in motherhood & beyond



# Moms Under Pressure

*Huddle Up Moms*



# Pregnancy & Hypertensive Disorders

- Hypertension is a common condition in pregnancy 1 in 12 pregnancies
- Preeclampsia occurs in 1 in 25 pregnancies
- HELLP Syndrome 1 in 1,000 pregnancies

## Long Term Impacts

Those who don't have an early interventions are more likely to die of a cardiac-related episode later on in life

Moms Under Pressure helps preserve life for those who bare life



# A Community Health Approach

1

## Self-Enrollment

MUP program allows for pregnant persons and women to enroll themselves or we accept referrals

2

## Education & Empowerment

Individuals enrolled will receive a cuff kit and access to educational materials and workshops

3

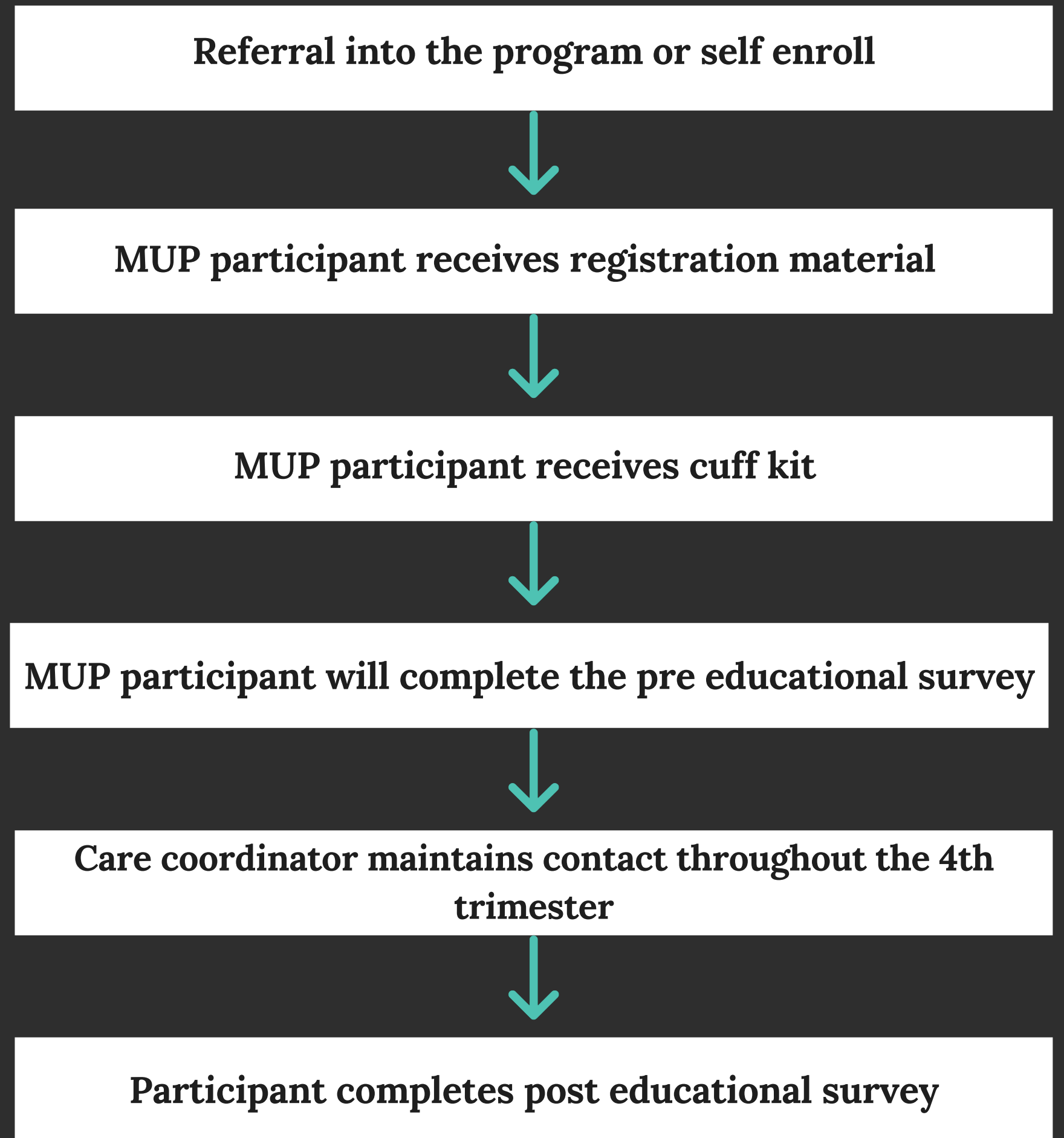
## Community Engagement

Stakeholder involvement is essential to improving maternal health outcomes



MOMS UNDER PRESSURE

# MUP Program Flow





# MUP Program Flow With Community Partners

Community Partner supplies the cuff kit and completes registration with pregnant person



MUP participant receives cuff kit and warm hand off to MUP program director is initiated



MUP program director makes connection with participant



MUP participant will complete the pre educational survey



Care coordinator maintains contact throughout the 4th trimester



Participant completes post educational survey



American  
Heart  
Association®



NATIONAL ASSOCIATION OF  
**CHRONIC DISEASE DIRECTORS**  
Promoting Health. Preventing Disease.



**PREECLAMPSIA**<sup>TM</sup>  
FOUNDATION

**Clinical Partnerships**



## Community Partnerships

# Moms Under Pressure Community Outreach & Partnerships



**The Motherhood Collective Partnership**



**CHIP of Roanoke Valley Partnership**



**Casa Latina Partnership**



**Roanoke College Employee Wellness Fair**



**Empowering Healthy Family's Roanoke Valley Partnership**



**Huddle Up Moms Women's Resource Summit**



**Envision Center Outreach**



**Roanoke Library Parent Resource Fair**





# Moms Under Pressure

**Establishing the Program:** Surveys built (equity focus), cuff kits created, media push, educational materials, stakeholders meetings

**Phase 1:** Launched March 15th emphasis on self-enrollment

**Phase 2:** Community partnership emphasis & inclusion criteria pivoted to include anyone who is pregnant and not just diagnosed

**Phase 3:** Clinical emphasis, expansion, and sustainability

**PREGNANT?  
HAVE HIGH  
BLOOD PRESSURE?  
ENROLL TODAY!**

The goal of *Moms Under Pressure*\* is to reduce health complications for mothers diagnosed with preeclampsia.

*\*No referral needed! Self-referrals encouraged!*

**ENROLL & YOU'LL GET:**

- Blood pressure cuff kit for home monitoring
- Care navigator to help guide you through pregnancy
- FREE education materials
- Access to FREE pregnant related classes (including car seat, birth classes, breastfeeding & more!)
- Backpack-style diaper bag
- FREE community swag & resources


Scan to enroll

**Huddle Up Moms**  
education • connection • support

**ENROLL TODAY!**






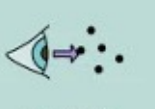


**Huddle Up Moms**  
**MOMS UNDER PRESSURE**  
**Preeclampsia**

**What is it?**  
 It is a serious disease related to elevated blood pressure. It can happen any time during the second half of pregnancy or up to 6 weeks after delivery.

**Who is affected?**  
 **5%-8%**  
 One in every 12 pregnancies are complicated by preeclampsia.

Ask your provider about your postpartum visit blood pressure check!

**What are the signs?**

 Elevated Blood Pressures	 Upper Abdominal Pain	 Sudden Swelling of Hands & Feet	 Sudden Weight Gain
 Nausea & Vomiting	 Changes in Vision / Seeing Spots	 Severe Headache	 Shortness of Breath

**What are the risks?**

<b>For You</b>	<b>For Baby</b>
<ul style="list-style-type: none"> <li>Seizures</li> <li>Stroke</li> <li>Organ Damage</li> <li>Death</li> </ul>	<ul style="list-style-type: none"> <li>Premature Birth</li> <li>Death</li> </ul>

**What should you do next?**  
 Call your provider if you have elevated blood pressures and any of these symptoms OR call 911 if you are concerned.

**BLOOD PRESSURE MEASUREMENT INSTRUCTIONS**

American Heart Association  
 Go Red for Women  
 CVS Health



**USE A VALIDATED MONITOR. ASK YOUR HEALTH CARE PROFESSIONAL OR PHARMACIST FOR HELP.**

**IN THE 30 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:**

- NO SMOKING.
- NO EXERCISE.
- NO CAFFEINATED BEVERAGES.
- NO ALCOHOL.

**FOR 5 MINUTES BEFORE YOUR BLOOD PRESSURE IS TAKEN:**

- SIT STILL IN A CHAIR.

**RIGHT BEFORE:**

- MAKE SURE THE CUFF IS THE RIGHT SIZE.
- WRAP IT JUST ABOVE THE BEND IN THE ELBOW.
- WRAP IT AGAINST SKIN, NOT OVER CLOTHING.

**WHILE YOUR BLOOD PRESSURE IS BEING TAKEN:**

- RELAX.
- DON'T TALK.
- REST THE CUFFED ARM COMFORTABLY ON A FLAT SURFACE (LIKE A TABLE) AT HEART LEVEL.
- SIT UPRIGHT, BACK STRAIGHT AND SUPPORTED.
- KEEP LEGS UNCROSSED AND FEET FLAT ON THE FLOOR.

**AFTER:**

- IF AT HOME, WAIT ONE MINUTE AND TAKE A SECOND READING. AVERAGE THE READINGS.
- CONSIDER A THIRD READING.

**RECOMMENDATIONS:**

- KEEP A JOURNAL. BRING IT TO EVERY CHECKUP.
- HAVE YOUR HEALTH CARE PROFESSIONAL CHECK YOUR MONITOR ANNUALLY.

**GoRedforWomen.org**

**LEARN MORE AT [HEART.ORG/HBP](http://HEART.ORG/HBP)**

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**Huddle Up Moms**  
**MOMS UNDER PRESSURE**  
**The Straight A's of Pregnancy**  
**Ask About Aspirin**

**Why take baby Aspirin during pregnancy?**

- Reduces risk of pre-eclampsia
- Lowers rate of preterm birth
- Reduces chance of low birth weight

**Be AWARE...You should ask your provider about aspirin if...**

Any of the following high-risk factors:	Two or more of the following moderate-risk factors:
<ul style="list-style-type: none"> <li>• High blood pressure (chronic or in pregnancy)</li> <li>• Diabetes</li> <li>• Twins/triplets</li> <li>• A history of kidney problems</li> <li>• An autoimmune disease</li> </ul>	<ul style="list-style-type: none"> <li>• First baby</li> <li>• (BMI &gt; 30)</li> <li>• Mother or sister had preeclampsia</li> <li>• African American or Black</li> <li>• You receive public health insurance</li> <li>• 35 years or older</li> <li>• History of low birth weight baby</li> <li>• Previous miscarriage or complicated pregnancy</li> </ul>

**Start taking a 81mg of aspirin between 12-26 weeks of pregnancy!**

# MUP Educational Materials

# Importance of MUP

Original Research

## Association of a Remote Blood Pressure Monitoring Program With Postpartum Adverse Outcomes

Adi Hirshberg, MD, Yifan Zhu, PhD, Aaron Smith-McLallen, PhD, and Sindhu K. Srinivas, MD, MSCE

Research article | [Open Access](#) | [Published: 31 May 2022](#)

### Self-monitoring of blood pressure among women with hypertensive disorders of pregnancy: a systematic review

[Ping Teresa Yeh](#), [Dong Keun Rhee](#), [Caitlin Elizabeth Kennedy](#), [Chloe A. Zera](#), [Briana Lucido](#), [Özge Tunçalp](#), [Rodolfo Gomez Ponce de Leon](#) & [Manjulaa Narasimhan](#) ✉

[BMC Pregnancy and Childbirth](#) 22, Article number: 454 (2022) | [Cite this article](#)

2860 Accesses | 2 Citations | 3 Altmetric | [Metrics](#)

#### Abstract

##### Background

The World Health Organization (WHO) recommends self-monitoring of blood pressure (SMBP) for hypertension management. In addition, during the COVID-19 response, WHO guidance also recommends SMBP supported by health workers although more evidence is needed on whether SMBP of pregnant individuals with hypertension (gestational hypertension, chronic hypertension, or pre-eclampsia) may assist in early detection of pre-eclampsia, increase end-user autonomy and empowerment, and reduce health system burden. To expand the evidence base for WHO guideline on self-care interventions, we conducted a systematic review of SMBP during pregnancy on maternal and neonatal outcomes.



**allysonfelix** 🇺🇸 These are my teammates. We are Olympic champions. Three of us tried to give birth. Two of us experienced near-death complications. One of us died. We have to, and we will do more. Tori's death cannot and will not be in vain.



### U.S. Olympian Tori Bowie May Have Died From Eclampsia. What to Know



An autopsy report shows that track and field star Tori Bowie died during childbirth, citing eclampsia as a possible cause. Marco Mantovani/Getty Images

• An autopsy report shows that track and field star Tori Bowie died during childbirth, listing eclampsia and respiratory distress as possible causes.

One of the **CHIP nurses** took the **blood pressure cuff kit** to a home visit with a **pregnant mom**, which **saved the mom's and baby's lives that day**. The mother had been concerned about her pregnancy health for weeks, and the doctor had not taken her concerns seriously. **Then, during the home visit day, the nurse took her blood pressure and realized a significant problem**. The Mom was rushed to the doctor's office, tests were run, **they had an emergency delivery, and the baby had to be resuscitated**. Both the mother and the baby are recovered now, and she is extremely grateful for the MUP cuff kit.







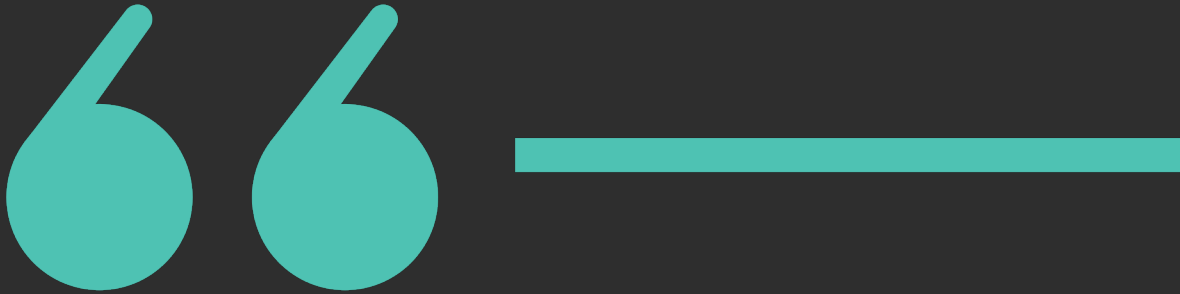


**"The cuff has been immensely helpful!** It's really helped me track my BP postpartum since coming off the BP meds they prescribed me during my induction."

"Hi Breana! It's been very helpful. It's helped confirm that my BP doesn't just go up when I go to see my practitioner, and it helped me determine that I needed to go in and get help after hours last week. **It turns out I was just dehydrated, but being able to check my BP at home helped me narrow down the problem and get the help I needed.**"

"Hi! It's so simple and easy to use and has **greatly helped me monitor my blood pressure**, which thankfully has gone down! I appreciate you all!"





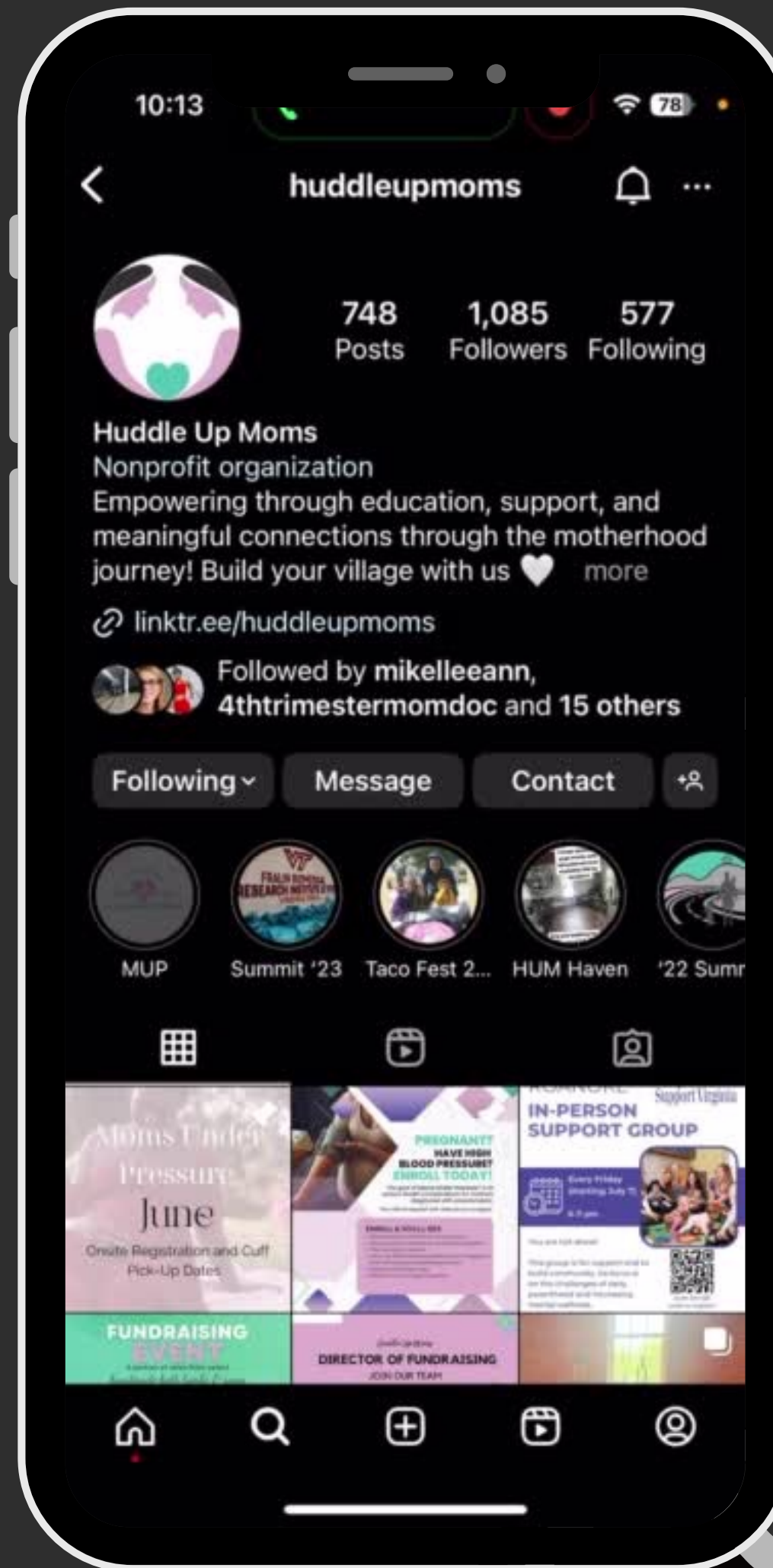
We were able to hand out a few of those kits during a couple of events at Casa Latina. One of them was on Mother's day where moms got nice haircuts, make-up, and nail polish. We welcomed two pregnant moms who, after being pampered by Casa Latina volunteers, also received blood pressure cuffs and HUM kits as a 'present.' **The moms were really excited and grateful since high blood pressure has been a serious concern during their pregnancies.** Now, they would be able to monitor their blood pressure and stay healthy!

# MUP Social Media

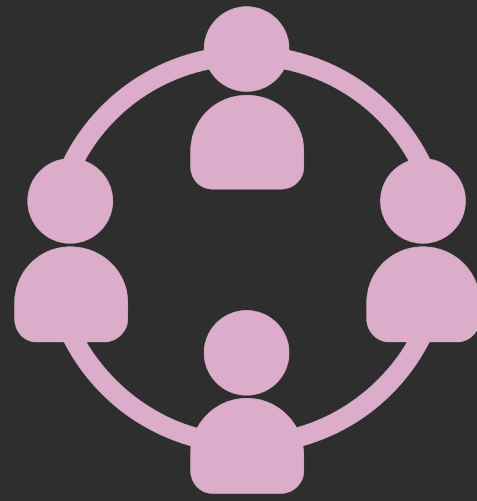
@HuddleUpMoms



Scan to follow us on social media!



# IMPACT



4

**Community  
Partnerships & More  
On The Way!**



6

**Community  
Outreach  
Events**



75

**Cuff Kits  
Distributed**



∞

**Lives  
Impacted**

# Stay Connected!



Scan for the website!

Breana Turner, MUP Director  
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