Building a Culture of Health through a Laundromat-Based Health Educational Intervention Focused on Women’s Fertility, Pregnancy, and Health-Seeking Behaviors

Roxanne Mirabal-Beltran, PhD, MSN, BSN, BS, RN
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Aim/Purpose/Objective: This grant funded Building a Culture of Health through a Laundromat-Based Health Educational Intervention Focused on Women’s Fertility, Pregnancy, and Health-Seeking Behaviors, a study to assess the efficacy of a reproductive health educational intervention (EI) in Washington, District of Columbia (WDC) laundromats. Laundromats provide services to community members who predominantly identify as biological females (women) of lower socio-economic backgrounds. Patrons generally have time to engage and interest in a short EI while waiting for laundry and visit their local laundromats regularly.

Aim 1 included the creation of a community-advisory board (CAB) to advise all facets of the study. A needs assessment was conducted among women attending laundromats in Wards 1, 4, 5, and 7. The survey assessed reproductive health literacy, access to reproductive health care, and participants’ perspectives on laundromats as a space for health literacy.

Results from Aim 1 informed an EI prototype. Aim 2 compiles perspectives about the EI from reproductive health providers who provide care to women living in the identified wards. Sigma funding complemented a career development KL2 award and was used for research assistants, consultants, supplies, and computer software.

Sample: Spanish and English-speaking female patrons over the age of 18 from Wards 1, 4, 5, and 7 of WDC (n=60) were recruited from four laundromats representing each of the four wards (Aim 1). Reproductive healthcare providers serving women from wards 1, 4, 5, and 7 with public insurance were recruited through snowball sampling (Aim 2). We have interviewed six healthcare providers; recruitment is ongoing.

Setting: Women completed surveys while patronizing one of the four participating laundromats (Aim 1). Providers provided in-depth interviews via zoom at a time and date of their convenience (Aim 2).

Methodology: Mixed Methods, Surveys, Secondary Data Analysis/Archival Study
Aim 1’s survey was adapted from the NIH PROMIS Self-Efficacy Tool and Project DC-HOPE, a semi-structured interview guide with open-ended questions, and the 12-item survey, Acceptability of Intervention Measure, Intervention Appropriateness Measure, and Feasibility of Intervention Measure. We used a semi-structured interview guide to conduct in-depth interviews for Aim 2.

Results: Participants agreed to engage with an EI delivered in a laundromat(71.2%). Knowledge gaps related to fertility, folic acid, and prenatal care were identified. An iterative analysis of 6 Aim 2 interviews (data collection phase) reveals support for EI implementation and efficacy.
Concerns include use of a QR code. Providers suggested modifications to be explored with the CAB.

Conclusions: Laundromats are a promising site for health information access when using CBPR. Participants overall considered laundromats an appropriate setting for the EI. Aim 2 results will guide further development of the EI in preparation for a pilot study exploring EI impact on reproductive health literacy and intention to seek care.

Implications: Results will inform efforts to expand health interventions into spaces where our community lives and works. If the EI is successful in increasing reproductive health literacy, it may be possible to expand the EI to address literacy outside of reproductive health.

References:


Reyes, A. G.. (2021). Executive Director of the Detroit Hispanic Development Corporation. Board Member of the Detroit Community-Academic Urban Research Center