Why You Should Promote PRAMS

WHAT IS PRAMS?

PRAMS is a surveillance project conducted by the Centers for Disease Control and Prevention (CDC) and the Alabama Department of Public Health. PRAMS collects Alabama-specific, population-based data on maternal attitudes and experiences, before, during, and shortly after pregnancy.

WHY IS PRAMS IMPORTANT?

PRAMS enables Alabama and the CDC to collect important data not available from other sources and track trends on issues like access to care and behaviors and experiences during pregnancy and delivery.

PRAMS data is combined with the data of other women throughout Alabama and the aggregate de-identified data is made available for public use.

Alabama's methodology for collecting and using this data follows national guidelines, thus it is comparable to the data from other PRAMS states.

PRAMS data has been used in promoting policy change and improving public health outcomes for flu, safe sleep, breastfeeding, intimate partner violence, tobacco, folic acid use, preconception health, birth control, etc.

About 1,400 moms who have recently given birth are randomly sampled annually. Privacy of the participant is protected to the extent of the law and moms receive a gift for completing the survey.

WAYS TO PROMOTE PRAMS:

Encourage your clients to participate if they receive a survey in the mail.

Tell your colleagues about PRAMS and how they can use PRAMS data.

Use PRAMS data in order to better serve Alabama's moms and babies.

Display PRAMS posters and provide PRAMS brochures for women who are pregnant or have recently given birth. Outreach materials are free.

Let hospital administrators know about PRAMS and encourage them to include brochures in discharge packets for new moms and distribute them through their birthing classes.

1-800-654-1385

alabamapublichealth.gov/PRAMS

PRAMS · THE BEST SOURCE OF DATA ON MOTHERS AND BABIES

ALABAMA PUBLIC HEALTH