

How do we increase community awareness and access to the Pop Up Village?



Background

- The San Francisco (SF) Pregnancy & Family focused Pop-Up Village (PV) provides a one-stop-shop for pregnant and postpartum people and their communities to celebrate and access the resources they want and need to thrive.
- Although PV has had largely positive feedback from visitors and over 1500 visitors from July 2021 to February 2023, only 14% of PV visitors have been pregnant or postpartum.
- Assessing community knowledge about PV, and identifying other barriers that may be preventing PV's priority population (BIPOC pregnant and postpartum people) from attending Pop-Up is critical to improving access to this care model.

Assessment of Community Awareness and Understanding to Increase Access to the San Francisco Family & Pregnancy Pop Up Village

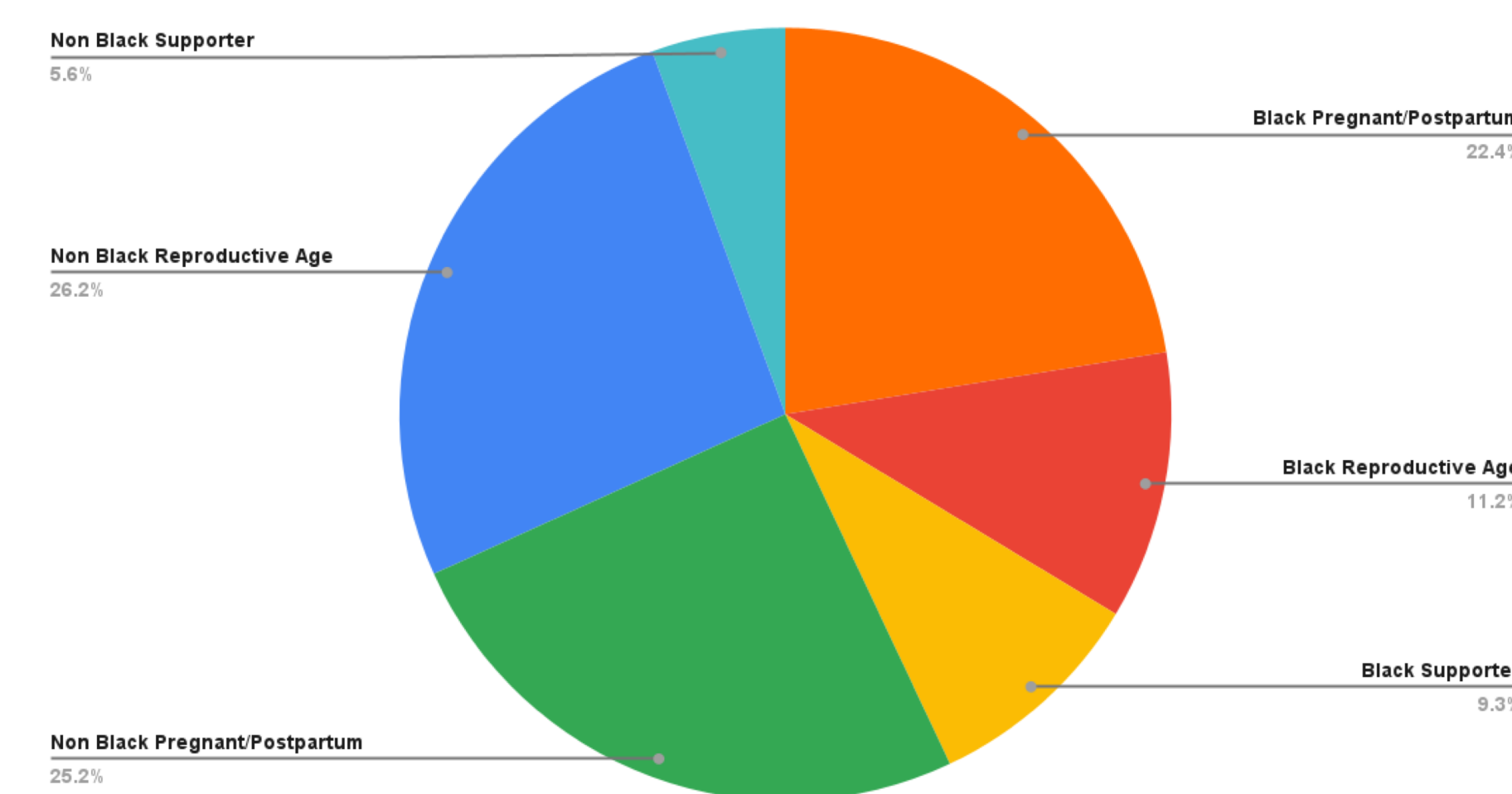
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Methods

From May-August 2023:

- Engaged participants through focus groups and in waiting rooms at various local clinics and community programs
- Collected feedback on 10 advertising images and factors impacting PV attendance

Community Participant Demographics (N=107)



Out of 107 community participants, 43% were Black identifying of which 52% were pregnant or postpartum.

Discussion/Next Steps

- The finding that only around 30% of participants interviewed had heard of PV despite the program running for 18 months, revealed that insufficient outreach and advertising has been a barrier to access.
- Findings revealed that images focusing on the community in San Francisco settings, and that highlight Black mothers, fathers and teens would particularly resonate with the Black community. Other members of the BIPOC community felt more lingual and racial diversity on images would resonate with them.
- Among people who were aware of events, facilitators of attendance included free resources and welcoming vibes and barriers included lack of transportation and time conflicts.
- Next steps will include an analysis to determine the highest impact, lowest effort methods to address barriers identified. **Acknowledgements:** Support in part by Inquiry Grant funding.



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Results

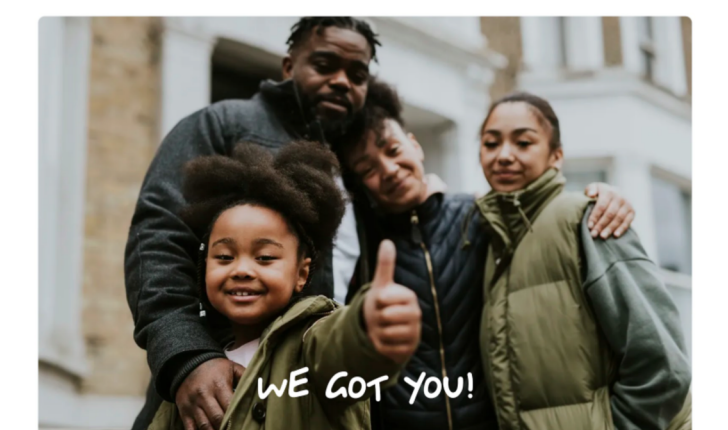
Outreach Efficacy

Out of 107 participants:

- 69% had not heard of PV.
- 17% have attended PV at least once.
- 14% have heard of PV but not attended an event.

Feedback on Advertising Materials

- Appreciate positive Black father and Black teen representation
- Appreciate Black moms beings supported and not alone
- Would like more vibrant and outdoor scenery in SF
- Appreciate positive affirmations
- Would like more lingual and racial diversity



Factors Impacting Attendance

Facilitators: Free resources, mental health resources, welcoming vibes

Barriers: Lack of transportation or parking, childcare responsibilities, time conflicts