

Maternal and Child Health Advisory Board Proposed Changes to the Sober Moms Healthy Babies Website

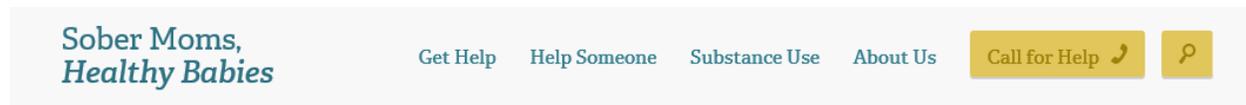
August 12, 2016

MCH is working with KPS3 to redevelop the Sober Moms Healthy Babies website to enhance the usability. Proposed changes to the site will make it more responsive, interactive and user friendly.

Proposed Changes to Sober Moms Website include the following:

1. The yellow “call for help” button is now an actual call button. Users can click on the button and they will be directed on their cell phones to the Crisis Call Center phone number. The Call for Help button currently redirects users to the treatment section.

Current View:

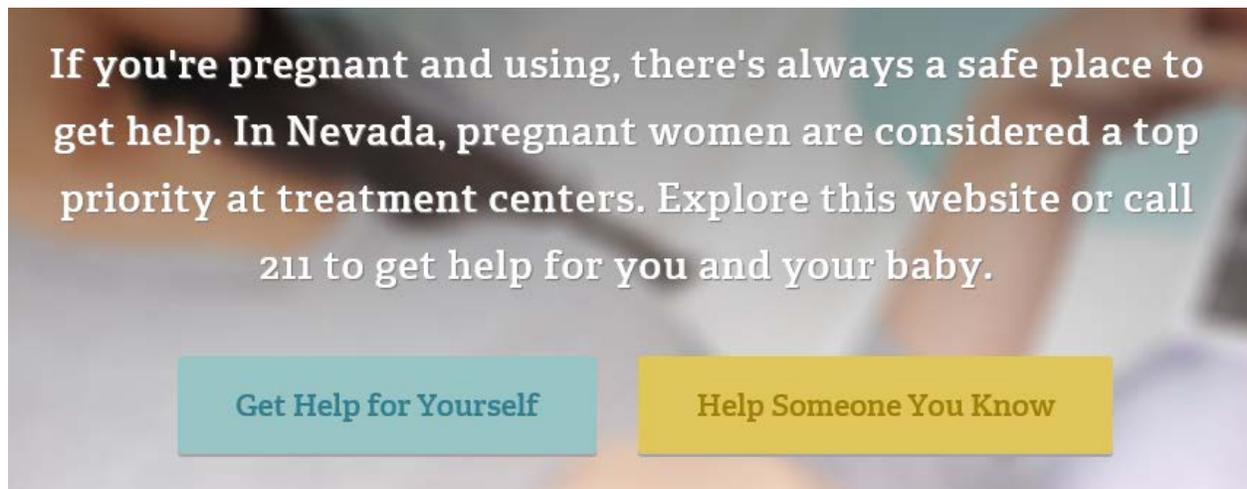


Proposed View:

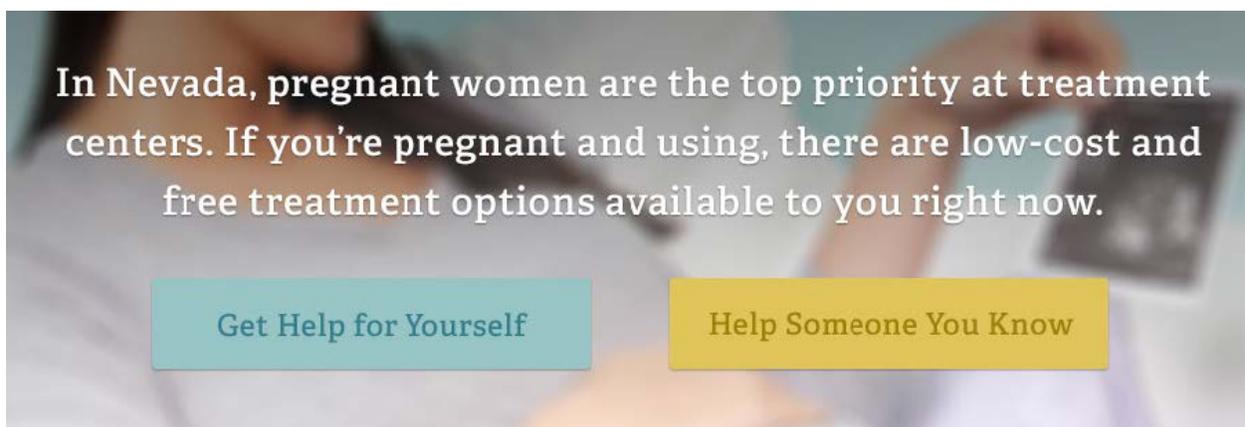


2. The main wording above “Get Help for Yourself” and “Help Someone You Know” has been changed.
- Currently the site says, “If you’re pregnant and using, there’s always a safe place to get help. In Nevada, pregnant women are considered a top priority at treatment centers. Explore this website or call 211 to get help for you and your baby.”
 - Proposed Change, “In Nevada, pregnant women are the top priority at treatment centers. If you’re pregnant and using, there are low-cost and free treatment options available to you right now.”

Current View:



Proposed View:



3. The Crisis Call Center is listed on the main page, next to Frequently Asked Questions and Find a Treatment Center.
 - o Currently the sites says: Call Nevada 2-1-1, Nevada 2-1-1 is an easy to remember phone number that connects people to critical health and human services in their community.
 - o The proposed change lists the Crisis Call Center phone number, “If you’re not sure what type of help you need, call the Crisis Call Center. We’ll help you find the treatment center or program that’s right for you.”

Current View:

The current view features three columns on a light gray background. Each column has a teal circular icon at the top: a question mark for 'Frequently Asked Questions', a house for 'Find a Treatment Center', and a smartphone for 'Call Nevada 2-1-1'. Below each icon is a title, a short paragraph of text, and a yellow 'Learn More' button.

Section	Text	Button
Frequently Asked Questions	Women, friends, family members, and even health care professionals often have questions about substance use during pregnancy.	Learn More
Find a Treatment Center	There are treatment centers and programs all over Nevada. These programs are ready and able to help. Contact a treatment center or program to start getting help.	Learn More
Call Nevada 2-1-1	Nevada 2-1-1 is an easy to remember phone number that connects people to critical health and human services in their community.	Learn More

Proposed View:

The proposed view features three columns on a light gray background. Each column has a teal circular icon at the top: a question mark for 'Frequently Asked Questions', a house for 'Find a Treatment Center', and a smartphone for '800-273-8255'. Below each icon is a title, a short paragraph of text, and a yellow button with a specific label.

Section	Text	Button
Frequently Asked Questions	Women, friends, family members, and even health care professionals often have questions about substance use during pregnancy. Explore answers here.	Read FAQs
Find a Treatment Center	There are treatment centers and programs all over Nevada. These programs are ready and able to help. Contact a treatment center or program today to start getting help.	Find Centers
800-273-8255	If you're not sure what type of help you need, call the Crisis Call Center. We'll help you find the treatment center or program that's right for you.	Learn More

Additions to increase functionality of the website:

4. The site will be responsive. New formatting will allow for proper page viewing on all devices, including smart phones and tablets. All webpages and options will be viewable no matter what type of computer or device is used to access the website.

5. A new section has been added, “Here’s How to Get Help Right Now”. It will be included on the bottom of every page of the website.
 1. Find a treatment center near you. They’ll help even if you can’t pay. (Includes a search now button)
 2. Tell them you’re pregnant so you can receive immediate help.
 3. If you are refused immediate help, call us. We’re here for you. (The Crisis Call Center phone number is listed on a call button. If users click the button, it will call the Crisis Call Center on their smart phone.)

The image shows a screenshot of a website section titled "Here's How to Get Help Right Now". The section is divided into three numbered steps, each with a background image of a pregnant woman. Step 1: "Find a treatment center near you. They'll help even if you can't pay." with a yellow "Search Now" button. Step 2: "Tell them you're pregnant so you can receive immediate help." Step 3: "If you are refused immediate help, call us. We're here for you." with a yellow button containing the phone number "800-273-8255". Below the steps is a dark teal footer with the text "Our Mission".

- Users will be able to search treatment centers by entering their city or zip code. Previously, users were only able to search by their area; Northern Nevada, Rural, Southern Nevada.

Find a Treatment Center

In order to overcome substance abuse, it's important to first acknowledge it. After you've recognized you have a problem, there are many ways for you to get help, including inpatient and outpatient recovery programs.

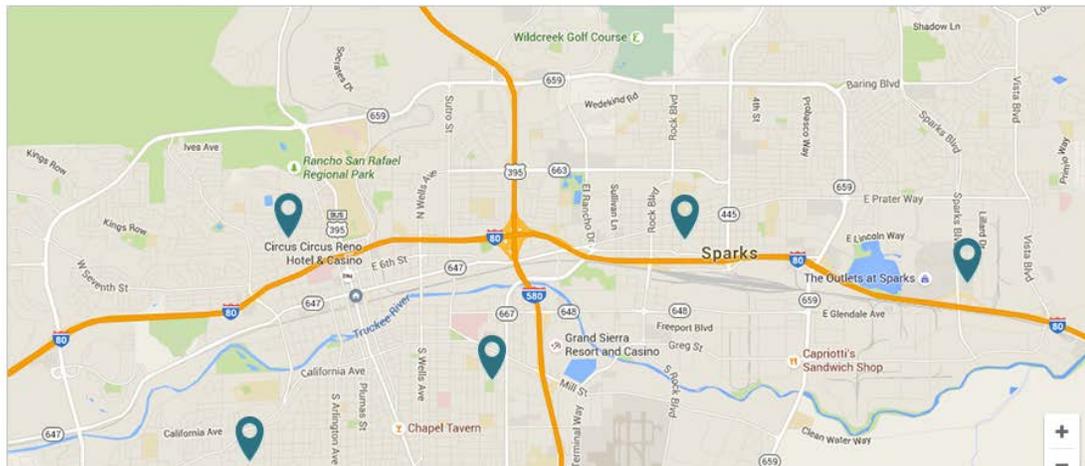
If you are having any trouble finding the right treatment center for you or your loved one, please call 800-273-8255. You can also learn more about the [types of treatment available](#).

Search by Zip Code or City:

[detect my location](#)

Showing treatment centers in Reno, Nevada:

 Filter Your Results



7. Treatment Center search results can be filtered by types of care (detox, residential, outpatient, transitional housing and opioid maintenance therapy) and facility preference (Spanish speaking, female only, adolescent only)

The screenshot displays a search interface for treatment centers. A filter panel is open, showing two sections: "Types of Care" and "Facility Preferences".

Types of Care:

- Detox
- Residential
- Outpatient
- Transitional Housing
- OMT (Opioid Maintenance Therapy)

Facility Preferences:

- Spanish-Speaking
- Female Only
- Adolescent Only (12-18)

A yellow "Submit" button is located at the bottom of the filter panel. The background shows a map of the Sparks area with a blue location pin. Below the map, the text "Showing 5 results for you:" is visible.

Community Counseling Center-CC

The Community Counseling Center began as the community Addiction Clinic in 1985 with the goal to provide high quality outpatient care for those suffering from substance abuse, as well as their families.

Contact:

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- 🌐 website.com

Below the description, there are three teal buttons: "Speaks Spanish", "Female Only", and "Adolescent Facility".