Recruit Patients
Informed Consent

Baseline Assessment
NVS, PAM, P-PAM, Demographics, Knowledge of quality measures, Use of public reports, Factors in practice selection, Internet use, Electronic social network use

Randomization

Informational Pamphlet

IDEAS for a Healthy Baby 
& Informational Pamphlet

IDEAS Session 1
Information & Description & Education & Assistance & Support

IDEAS Session 2

Delivery/Post-intervention Measures
Pediatric practice selected, PAM, P-PAM, Knowledge of quality measures, Use of public reports, Factors in practice selection, Barriers to using new knowledge, Internet use, Electronic social network use

Not Eligible/Refuse
Out of Study

20-34 wks gestation

~37-40 wks gestation

2-6 wks