

# NACDD Update Meeting

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# AMCHP Mission and Vision

AMCHP leads and supports programs nationally to protect and promote the optimal health of women, children, youth, families, and communities.



AMCHP envisions a nation that values and invests in the health and wellbeing of all women, children, youth, families, and communities so that they may thrive.

# MOBILIZE MCH ECOSYSTEM



## EVIDENCE

### Build Capacity Through Training and Technical Assistance to Achieve Optimal Health Outcomes.

AMCHP increases the capacity of states and territories to optimize the use of evidence to shape and champion equitable health policies and programs.

- Encourage the creation of social and physical environments that promote good health for all
- Provide training and technical assistance to MCH workers in states and territories in obtaining, interpreting, and utilizing quality, timely data
- Increase awareness of and ability to use community-driven strategies proven to work
- Promote a continuum of integrated, coordinated services that improve health outcomes for women and their families, as well as children and youth with special health care needs



## WORKFORCE

### Attract and Retain Highly Competent People in the MCH Public Health Workforce.

AMCHP fosters the development of a skilled, flexible, and diverse workforce that serves the MCH population.

- Advance leadership competency across the MCH workforce
- Integrate the experience and skills of families and youth and build their capacity as leaders in the MCH workforce
- Provide opportunities for professional growth and skill-building, enhancing workforce readiness and capabilities
- Cultivate program leadership and a workforce that is diverse, culturally competent, and mirrors the diversity of the communities that MCH serves



## INVESTMENT

### Increase Visibility of MCH Issues and Advocate for Policies that Support the Health of Women and Children.

AMCHP promotes investment in MCH programs.

- Develop effective messages to convey the MCH story and the value of MCH investments
- Build and sustain a well-informed network of MCH advocates
- Cultivate MCH champions among federal policymakers
- Raise the visibility of the MCH field



## IMPACT

### Support Innovation and Strategic Partnership.

AMCHP partners and aligns resources with traditional and nontraditional stakeholders to maximize our combined impact on maternal and child health.

- Identify and promote innovations that strategically leverage resources across programs
- Lead national and state stakeholders in developing innovative and effective programs and policies that address critical issues affecting the MCH population
- Build capacity of the MCH field to respond rapidly to emerging public health threats and other crises that endanger the health of women, children, youth, families, and communities



STRATEGIC PLAN 2019-21

A Bridge for Action

# MAKE A MAJOR IMPACT



## Chasing Zero: Drive Down Maternal and Infant Deaths

- Support maternal mortality reviews and fetal and infant mortality reviews and equip members to act
- Identify what's working in women's and infant health and scale up effective practices
- Promote women-centered, community-driven, respectful, and equitable care
- Support and defend programs and policies that reinforce the mother-baby dyad and empower families and communities to thrive



## Optimize Health for Children and Youth with Special Health Care Needs (CYSHCN)

- Support comprehensive, coordinated systems of care that enable all children and youth to live their best life
- Create opportunities for families to be engaged in improving systems
- Support the implementation of National Standards for Systems of Care for CYSHCN



## Support and Model Youth and Family-Engaged Work

### Youth

- Implement the Positive Youth Development framework in AMCHP's related programming, organizational functions, and Board operations
- Prepare and train the MCH workforce to connect with youth and build youth leadership

### Family

- Lead MCH with proactive and innovative policies, programming, and training
- Convene subject matter experts and thought leaders
- Develop and disseminate leading practices, tools, resources, and data to support family engagement



## Reduce the Burden of Substance Use Disorder and Unmet Mental Needs on Women, Children, Families, and Communities

- Develop effective, culturally appropriate prevention and treatment services for women with substance use and mental health disorders
- Convene MCH and mental health thought leaders to identify and implement sustainable solutions and address challenges/barriers in providing services



## Identify and Address Critical Issues for Our Members

- Keep informed about emerging and priority issues (Listen and Learn)
- Find sustainable funding to support new areas of need (Fund and Sustain)
- Elevate issues to leadership, determine our role (Lead, Follow, Refer), and mobilize resources to meet needs and fill gaps (Plan and Act)

## AMCHP Embraces the Core Values:

Leadership • Collaboration • Health Equity and Social Justice  
Inclusion • Integrity • Excellence • Stewardship



**Family & Youth Engagement**

**Workforce Development & Capacity Building**

**Evidence & Implementation**

**Health Systems Transformation**

**Women's & Infant Health**

**Child & Adolescent  
Health**

**Equity, Epidemiology &  
Evaluation**

# What is Title V?



## The MCH Services Block Grant (Title V of the Social Security Act of 1935):

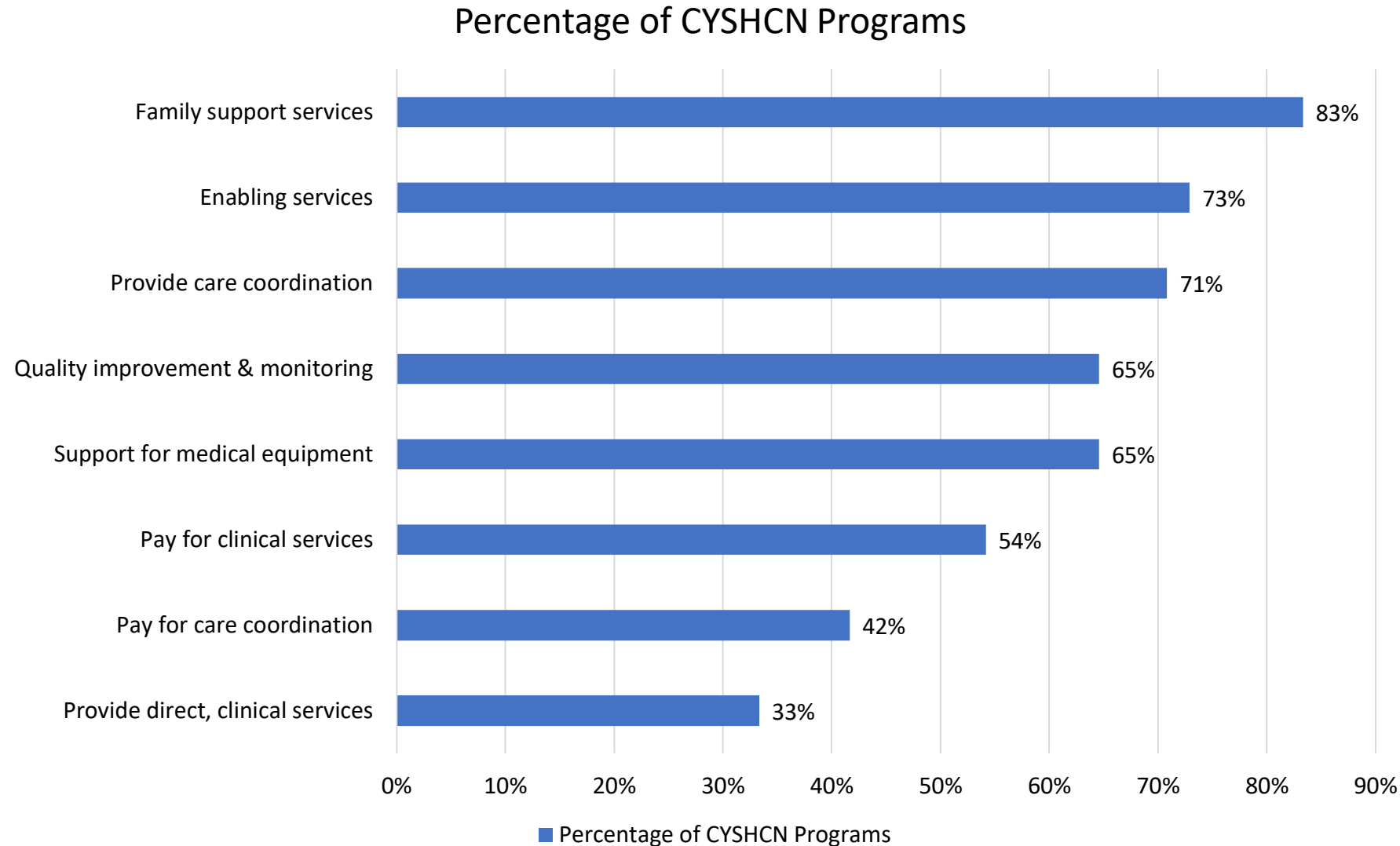
The nation's longest standing public health legislation focused solely on improving the health of all mothers and children, including children with special health care needs (*CSHCN*)

### Appropriates funds to states to:

- Ensure access to **quality health services**
- Promote the health of children by providing **preventive and primary care services**
- Provide and **promote family-centered, community-based, coordinated care** for children with special health care needs



# Title V Role in Systems of Care for CYSHCN (N=48)



**At least 30% of  
Title V funds  
are to be used  
for CYSHCN**

# HOW?

ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

## The Opioid Epidemic: Implications for MCH Populations

### The AMCHP Role

AMCHP supports state maternal and child health programs and provides national leadership on issues affecting women and children. We work with partners at the national, state and local levels to promote women's health; provide and promote family-centered, community-based, coordinated care for women and children; and facilitate the development of community-based systems of services for women, children and their families.

unemployment and poverty, are contributing factors to crisis.<sup>4</sup>

Opioid use among adolescents and women of reproductive age is adversely affecting the health and well-being of these populations. Associated with nonmedical opioid use, often become women, the rate of deaths from prescription overdose; rate of deaths from heroin overdose tripled between 2000 and 2014. Medical issues that have societal impacts, including infectious diseases such as syphilis, chlamydia, hepatitis and HIV.

### Introduction

Overview of the opioid epidemic in the United States, national and state-level data on maternal and child health outcomes, and the role of MCH programs.

Background on the opioid epidemic, including the role of MCH programs in addressing the needs of women and children affected by the epidemic.



# PULSE

A BI-MONTHLY NEWSLETTER FROM THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

### Special Edition: Emergency Preparedness and Response

#### Table of Contents

Emergency Preparedness and Response: How CDC DRH Addresses Needs of Women and Newborns.....	1-2
Building Emergency Preparedness and Response Capacity in Reproductive Health.....	3
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Is Your State Prepared for the Unique Challenges of Protecting Women and Children from Disaster Strikes.....	5

### Feature

#### Emergency Preparedness and Response: How CDC DRH Addresses Needs of Women and Newborns

By Wanda D. Barfield, MD, MPH, FAAP  
Captain, U.S. Public Health Service Director, Division of Reproductive Health, National Center for Chronic Disease Prevention and Health Promotion



At a Texas field medical station in the path of Hurricane Rita, effects of the disaster were already taking a toll. Young women were being treated for medical conditions such as depression and anxiety. Elderly people too sick to evacuate were being cared for by their daughters, sisters and nieces. Some pregnant women were being monitored while others were caring for their own families. As a medical epidemiologist and chief medical officer for Rapid Deployment Force of the U.S. Public Health Service, I was experiencing firsthand the challenges women face, particularly pregnant and postpartum women, when disaster strikes.

Director of the Centers for Disease Control and Prevention's Division of Reproductive Health Emergency Response (EPR) activity that works with state and local health departments to meet the needs of women and newborns.

For more than a decade, the Centers for Disease Control and Prevention has been working to address the Ebola Virus outbreak in West Africa, whether it's a natural disaster, or man-made hazard – poses significant challenges to public health.

A GLOBAL APPROACH FOR LOCAL OUTCOMES

## Communicating the Value of Developmental Screening



Learning Module  
<http://bit.ly/2tgAz3A>



AMCHP





# Youth Engagement



- **Building the Capacity of Title V to Better Engage Young People**
- **Building AMCHP Internal Capacity for Youth Engagement**
  - **Youth Voice Amplified Board Committee**
  - **Positive Youth Development**

# MCH Lead Toolkit – [www.mchleadtoolkit.org](http://www.mchleadtoolkit.org)



ACTION CENTER

CASE STUDIES

RESOURCE INDEX

DATA & MEASUREMENT

ABOUT US

MCH LEAD POISONING PREVENTION TOOLKIT

## Working together to end lead poisoning

This toolkit compiles educational, advocacy, and planning resources for public health agencies working to prevent and mitigate maternal and child lead poisoning. [Learn More](#)

Select a focus area to take action:

### Clinical Settings

In order to increase testing, reporting, and follow-up care for child and maternal lead poisoning we provide strategies to educate and work with pediatricians, clinics, care coordinators, and other providers. →

### Housing

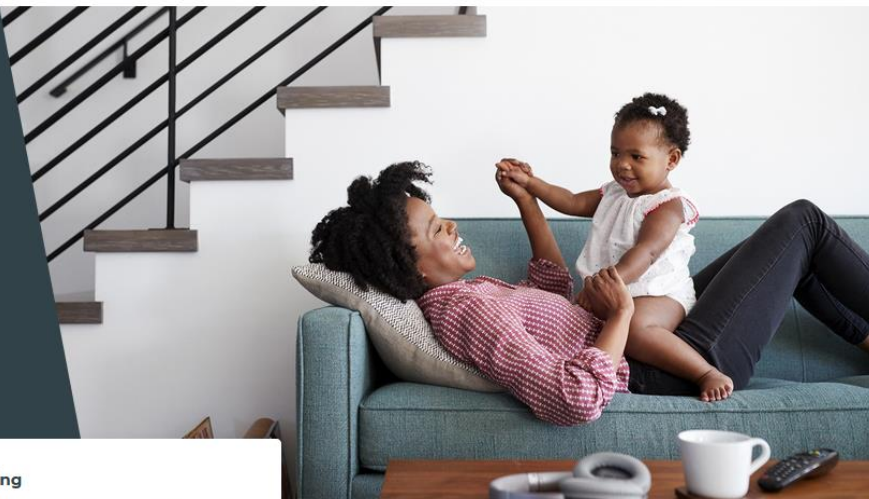
We provide solutions for educating and training homeowners, renters, contractors and others working in the housing sector on lead poisoning prevention and to strengthen lead-related housing policies. →

### Childcare & Schooling

We ensure the safety of children by educating and working with schools, daycare centers, and other childcare programs on the need for lead testing and prevention, and to create policies for lead-safe environments. →

### Community

We can address lead poisoning in the most impacted communities by working with community leaders and organizations to emphasize the need for lead poisoning assessments and prevention. →



- Interactive action center
- Case studies from nine state teams
- Tips sheets and resources
- Searchable resource index

FOCUS AREA

## Family Engagement & Partnership

This focus area is dedicated to equity in lead poisoning prevention. To have the greatest impact on areas of highest need – including housing and health outcomes – we must use approaches that support residents' ability to thrive and address issues within their own communities, *whilst being compensated for their work*.

Family Engagement and Partnership frameworks should be embedded in all programming, strategies, and actions.

Watch a [video interview](#) with Iowa's MCEH CoIN Team and [Iowa Parents Against Lead](#) as they tell their story and discuss the importance of family engagement and partnership.



### Create Opportunities for Participation

Action 1

Ask families to provide feedback and input.

## Three Strategies for Family Engagement & Partnership

1. Create opportunities for participation
2. Outreach and education
3. Long-term family engagement and partnership

### Create Opportunities for Participation

STRATEGY

Action 1

Ask families to provide feedback and input.

ACTION

Action 2

Organize focus groups for families.

Organizing focus groups is a great way to engage family members.

- > Here are some tips for focus groups
  - Follow [best practices](#) in asking family members to participate and address barriers to family participation.
  - Compensate family members for their time and expertise.
  - Use language and materials that reflect average reading levels.
  - Work with a facilitator from the community.
  - Gather information about technology and resources available to families to determine the best ways to provide feedback.
  - Be mindful of people's privacy, especially around sensitive health information.

SPECIFIC STEPS  
& RESOURCES



## State Public Health Autism Resource Center

**Web-based resource center** intended to provide ongoing **technical assistance** and facilitate **cross-state learning** to increase the capacity of states, particularly Title V programs, in developing and implementing systems of care for children and youth with autism spectrum disorders and other developmental disabilities (ASD/DD) through

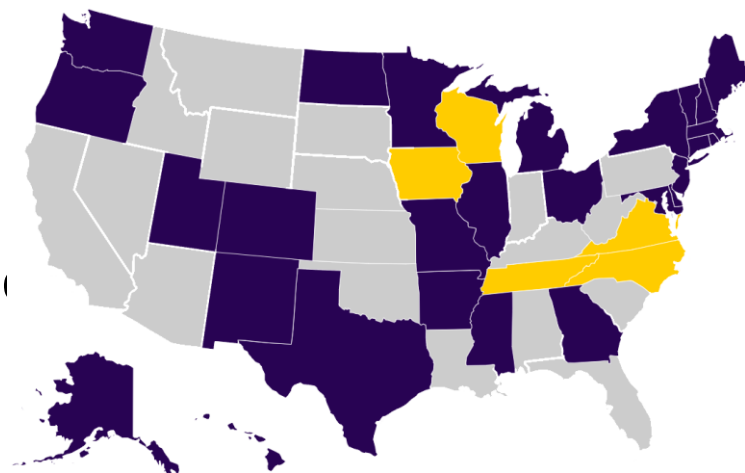
Resource  
development

Technical  
assistance

Peer  
learning

# SPHARC: Technical Assistance Activities

- ASD/DD State Grantee Community of Learners
  - Focus on Family Navigation and Provider Education
- Facilitating communication between state autism grantees through **Peer-to-Peer Exchanges**
- Webinars and conference workshops/sessions
- Coordination with AUCD/ITAC on CARES grantee meetings
- Facilitating State to State Mentorship & TA
- Publications and resource development

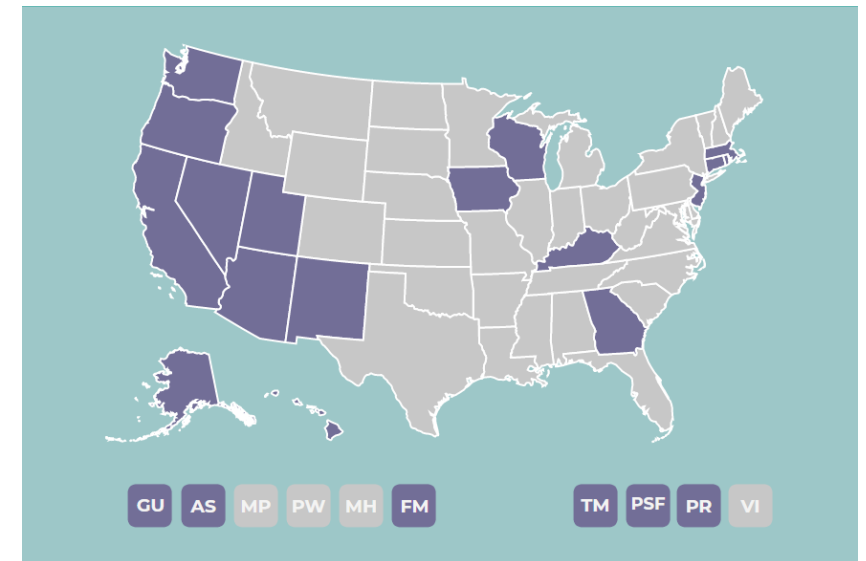


[www.amchp.org/spharc](http://www.amchp.org/spharc)

# Telehealth in MCH Public Health Systems Project



- CARES Act grant to support telehealth use in maternal & child health public health systems
- AMCHP & partners providing technical assistance and direct awards to state & territorial agencies
- HRSA-defined focus areas within MCH
- Immediate pandemic-related needs & identifying what comes next, including policy



# Focus Areas

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## Title V & CYSHCN

*Children & Youth  
with Special Health  
Care Needs*

## MIECHV

*Maternal, Infant, &  
Early Childhood  
Home Visiting*

## Newborn Screening

- EHDI  
*Early Hearing Detection  
& Intervention*
- NBS & CCHD  
*Newborn Bloodspot  
Screening; Critical  
Congenital Heart  
Disease Screening*



# Family Experience & Equity

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- “Does the family’s experience receiving care improve because of this work?”
- There is no evidence base – collaborating with families is even more essential
- Families w/o access to care may = families w/o access to telehealth
- Focus on the racism built into systems & society
- Improving access from pre-pandemic



# Other COVID-19 Related Projects

- MCH/CYSHCN Workforce Capacity for Emergency Preparedness and Response
- Alignment with Public Health and Education at the State and Local Level

# Thank you!

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