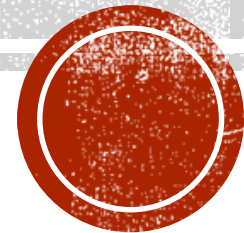


OPPORTUNITIES FOR PARTNERSHIP

Jonathan Webb, MPH, MBA

Chief Executive Officer

Association for Maternal and Child Health Programs (AMCHP)



OBJECTIVES FOR TODAY:

- Ways AMCHP benefits from partnerships with family/youth leaders
- Strategies used for effective partnership
- Upcoming opportunities and needs



OUR MISSION

Protect and
promote the
optimal health
of women,
children and
families.





Our Vision

A nation that values and invests in the health and wellbeing of all women, children, families and communities.

The Family...



THIS IS NOW...



OUR CHALLENGES

LACK OF EVIDENCE

56%

of persons working in maternal and child health-related program areas (including WIC) indicated awareness of evidence-based public health practice.

CARE FOR CYSHCN

84%

of children with special health care needs do not receive care in a well-functioning system.

SHRINKING WORKFORCE

54%

of people plan to leave the state public health workforce in five years.

CHASING ZERO

0

Drive down maternal and infant deaths



INSUFFICIENT INVESTMENT

Our nation's most emergent public health issues are particularly impacting MCH populations, yet federal funding for some core MCH public health programs remains lower than it was 20 years ago.



1825 K Street NW | Suite 250 | Washington, DC 20006
Phone: (202) 775-0436 | Fax: (202) 478-5120



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

STRATEGIC PLAN 2019-21

A Bridge for Action

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
- Increase awareness of and ability to use community-driven strategies proven to work
- Provide training and technical assistance to MCH workers in states and territories in obtaining, interpreting, and utilizing quality, timely data
- 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
- Provide opportunities for professional growth and skill-building, enhancing workforce readiness and capabilities
- Integrate the experience and skills of families and youth and build their capacity as leaders in the MCH workforce
- 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
- Cultivate MCH champions among federal policymakers
- Build and sustain a well-informed network of MCH advocates
- 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
- 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
- Lead national and state stakeholders in developing innovative and effective programs and policies that address critical issues affecting the MCH population

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
- Promote women-centered, community-driven, respectful, and equitable care
- Identify what's working in women's and infant health and scale up effective practices
- 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
- Support the implementation of National Standards for Systems of Care for CYSHCN
- Create opportunities for families to be engaged in improving systems



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 Abuse and Unmet Mental Health 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)
- Elevate issues to leadership, determine our role (Lead, Follow, Refer), and mobilize resources to meet needs and fill gaps (Plan and Act)
- Find sustainable funding to support new areas of need (Fund and Sustain)

AMCHP Embraces the Core Values:

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



HOW WE CURRENTLY ENGAGE?

- Partnering with families as leaders at the organizational level
 - Examples: Board members, Family Delegates, organizational committee members, staff
- Providing leadership development and network connections
 - Example: Leadership Lab, Community of Practice
- Offering a family engagement track at our conference and specifically selecting presentations by/with family leaders.



HOW WE CURRENTLY ENGAGE? *(CONT.)*

- Consultants/SMEs on national projects, initiatives, and product development
 - Examples:
 - Reviewers for the Title V Block Grant,
 - AMCHP Innovation Station Best Practice reviewers
- Offering space and support to provide technical assistance and training to MCH professionals and partners
 - Examples:
 - Guest speakers on webinars focused on family engagement or issues directly impacting families
 - In-person meetings such as the HRSA Partnership & TA meeting
 - Various CoIIN teams
 - Virtual learning opportunities



HOW WE BENEFIT?



THANK YOU

- Contact me at:
- Email:
 - jwebb@amchp.org
- Twitter
 - @AMCHPCEO
 - @DC_AMCHP

