

Oregon's 2026-2030 MACH Title V Priorities- Resource Guide



Person and Family Centered Services & Care

For more information or technical assistance with Person and Family Centered Services & Care strategies please contact:

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Addressing the need for Person and Family Centered Services and Care is foundational to ensuring optimal health for all women, children, adolescents, and families. Lack of resources or knowledge to navigate healthcare systems can create barriers to access and contribute to poor health outcomes. Rural communities, among others, often face unique challenges that prevent all people from benefitting equally from healthcare services. Title V addresses the need for person and family centered services through a focus on strengthening the MCAH Workforce, policy and systems, community capacity, and assessment and evaluation.

Strategies:

1. Build community capacity for health, resilience, social/cultural connection and optimal health for all.
2. Support policies to ensure systems are trauma-informed and promote optimal health for all.
3. Develop or promote initiatives that build individual, family and community resilience, and prevent health impacts of stressful life events.
4. Support and improve competencies of the MCAH and early childhood workforce to promote optimal health for all.

Below are examples of what this work can look like for grantees. These project ideas are offered to help with planning, but grantees are also welcome to develop their own projects/ activities/ measures. Note: Activities should be outlined in a way that helps outline how the project will be done. Include at least one measure per project for the annual plan.

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Strategy #1: Build community capacity for health, resilience, social/cultural connection and optimal health for all.



Engaging and involving the community helps us understand local concerns, address misinformation, and foster collective action. This approach leverages the power of community networks and trusted voices to build confidence in our programs. Identifying and collaborating with community-based organizations and other agencies provides the opportunity for us to be responsive and trauma-informed with messaging, outreach, and service delivery.

A trauma-informed approach supports optimum health for all, prevention, and community resilience – all central to public health. We build healthier, more resilient populations by addressing both the individual and collective effects of trauma.

Example Local Level Projects/Work

- **Example A:** Build or strengthen long-term partnerships with community-based organizations (CBOs), cultural groups, and neighborhood coalitions to elevate family/community voice, and build resilient, trauma-informed communities.

These partnerships ensure programs are responsive, address root causes of differences in health outcomes among communities, and foster trust—critical for improving maternal, child, adolescent, and family health. By elevating community voice in decision-making and co-designing solutions, we build resilience, reduce barriers to care, and create sustainable networks that can adapt to emerging challenges. This approach not only improves optimal health for all but also strengthens social cohesion and empowers communities to thrive.

- Possible activities related to this project/work:
 - Create advisory councils or steering committees with representation from families, cultural groups, and coalitions.
 - Host listening-sessions and community forums to identify priorities from families and local leaders.
 - Partner with cultural organizations to adapt materials and services to community specific needs.
- Possible measures related to this project/work:
 - Number of partners represented such as CBOs, specific communities, and coalitions
 - Number of programs or campaigns co-created with community partners
 - Number of responses to surveys assessing trust in public health agencies and satisfaction with engagement
- Resources/Evidence
 - Integrated partnerships between health systems and CBOs significantly improve health literacy, disease prevention, and wellness in diverse communities. ([ASTHO Report 2020](#))
 - Community-driven partnerships reduce maternal mortality disparities and improve early childhood outcomes through culturally relevant programs and parent advisory boards ([The Commonwealth Fund 2024](#))
 - [Community-Based Models to Improve Maternal Health Outcomes and Promote Health Equity](#)
 - CDC's Principles of Community Engagement and recent reports confirm that shared decision-making, trust-building, and resource-sharing lead to more effective and equitable outcomes. ([Traditional Health Workers, CareOregon](#))

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Strategy #2: Support policies to ensure systems are trauma-informed and promote optimal health for all.



A trauma-informed agency is healthier internally, more trusted externally, and more effective system-wide. It strengthens the workforce, improves program impact, and helps reduce factors that drive poor health outcomes.

Embedding these policy practices leads to stronger organizational health, community trust, and improved health outcomes for all.

Example Local Level Projects/Work

- **Example A:** Review current policies and procedures using standardized tools to identify areas of potential improvement and change.

Policies aligned with trauma-informed principles lead to better engagement, higher service utilization, and improved health outcomes.

- Possible activities related to this project/work:
 - Review existing policies to identify and eliminate practices that may inadvertently retraumatize individuals.
 - Adopt trauma-informed frameworks with principles such as safety, trustworthiness, empowerment, collaboration, peer support, and cultural responsiveness.
 - Review existing policies and procedures to identify and remove barriers that affect specific groups.
- Possible measures related to this project/work:
 - Number of policies reviewed and updated to enhance person and family centered care
 - Number of procedures developed/adjusted to promote person and family centered care
- Resources/Evidence
 - [Trauma informed care clinic assessment](#) tool (OHA, WIC Program)
 - [Trauma informed care screening tool](#) (Trauma Informed Oregon)

- **Example B:** Develop and Implement policies and procedures that promote person and family centered care.

When policies embed trauma-informed principles (safety, trustworthiness, collaboration, empowerment, cultural humility), they create healthier workplaces and stronger community partnerships. Once your agency has assessed current policies, implementing policies that promote person and family centered care is a structured process that involves organizational change at multiple levels. Toolkits and other resources are included below.

- Possible activities related to this project/work:
 - Update intake, assessment, and intervention procedures to include trauma-informed screening and responses.

- Develop trauma-informed organizational policies, including statements, committees, training mandates, and staff self-care protocols to prevent burnout and re-traumatization.
- Develop clear policies that promote optimal health for all. Acknowledge policies that are not trauma-informed and actively divest practices that are harmful.
- Integrate person and family centered services and care into organizational mission and values statements.
- Possible measures related to this project/work:
 - Number of trauma-informed policies implemented
 - Number of staff surveys on psychological safety, burnout, and job satisfaction administered
- Resources/Evidence:
 - [Trauma informed care implementation tool](#) (Trauma Informed Oregon)
 - [The Attitudes Related to Trauma-Informed Care \(ARTIC\) Scale](#): A validated tool used by organizations and service systems to measure staff attitudes toward trauma-informed care.
 - [SAMHSA's Trauma-Informed Approach Toolkit](#)

Resources/Evidence related to this Strategy

- MCH Evidence Center evidence tool on [Service-Enriched housing](#)
- MCH Evidence Center [Housing Instability Evidence Accelerator](#)

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Strategy #3: Develop or promote initiatives that build individual, family and community resilience, and prevent health impacts of stressful life events.



Developing and promoting initiatives that build resilience among pregnant individuals, parents, and families is essential to preventing the health impacts of stressful life events on maternal and child health. Chronic stress and trauma during pregnancy and early childhood are linked to adverse outcomes such as preterm birth, low birth weight, postpartum depression, and developmental

delays. Resilience-focused programs help expectant parents and caregivers cope effectively, strengthen family support systems, and foster community connectedness—protective factors that reduce toxic stress and improve maternal and child well-being.

These activities advance health for all by addressing disproportionate stress burdens in marginalized communities and build preparedness for future challenges. Investing in resilience during the perinatal and early childhood periods is a proactive, evidence-based strategy that promotes optimal health for families and communities.

Example Local Level Projects/Work

- **Example A:** Sponsor provider education in trauma-informed approaches to care to increase understanding of toxic stress and trauma and resilience.

Public health agencies are leaders in providing accurate information to individuals and communities. This area of work focuses on leveraging partnerships to share health related information and implementing other ways to reach community members (e.g. sponsoring social media campaigns, delivering presentations to community partners, embedding health education in prenatal visits, WIC programs, early childhood services, and school-based health centers, etc.).

- Possible activities related to this project/work:
 - Partner with community-based organizations (CBOs), cultural groups, and faith-based organizations to provide trainings and to secure trusted spaces in which to hold the trainings.
 - Create easy-to-understand infographics and videos about eligibility, benefits, and enrollment deadlines.
 - Use social media ads and community pages to reach specific populations.
- Possible measures related to this project/work:
 - Number of training events held/participated in
 - Number of materials distributed (flyers, social media posts, multilingual resources) promoting the training
 - Number of participants attending trainings
- Resources/Evidence
 - [Community Toolbox – Developing a Social Marketing Campaign](#)
 - [Promoting and Protecting the Public’s Health Through Communications](#)

- **Example B:** Convene or participate in a coalition, inter-agency collaboration, and/or cross-system initiative to prevent/address trauma and promote resilience.

Trauma impacts multiple systems, and sharing expertise and resources through community collaboration can drive long-term systemic change and build protective factors like social support and connectedness. This area of work could include joining established efforts that address upstream causes of poor health (i.e. housing, violence and injury prevention). A group of community members/clients and agency representatives could also be convened to address trauma and promote resilience.

- Possible activities related to this project/work:
 - Identify local community coalitions, collaborations, and cross-system initiatives that seek to address trauma and promote community resilience.
 - Determine roles and expectations of membership for these groups.
 - Identify appropriate staff to participate and join the efforts.
 - Identify local leaders and agencies to build a coalition if there isn’t one that addresses these areas.
- Possible measures related to this project/work:
 - Number of coalition/collaborative meetings attended

- Number of community members/agency representatives engaged and convened to form a coalition
- Resources/Evidence
 - Evidence shows the most effective implementation of trauma-informed care occurs when multiple systems align—this includes shared training, policies, screening tools, and referral processes across sectors/from healthcare to schools to justice.
 - [Agency for Healthcare Research and Quality, Trauma Informed Care, A Systematic Review](#)
 - [National Library of Medicine, Effectiveness of Trauma-Informed Care Implementation in Health Care Settings: Systematic Review of Reviews and Realist Synthesis](#)
 - [Six Elements of Effective Coalitions Resource Toolkit](#)
 - [Creating and Maintaining Coalitions and Partnerships](#)

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Strategy #4: Support and improve competencies of the MCAH and early childhood workforce to promote optimal health for all.



Investing in competency development across MCAH programs is essential for delivering high-quality care for all; increasing workforce retention; building career pathways; and helping our systems to be ready to respond to evolving needs. Well-trained MCAH professionals deliver responsive care across the perinatal and child health continuum—which is critical for improving health outcomes for everyone. MCAH leadership focuses on understanding the unique needs of different families and communities -which is critical for serving them effectively. The examples below focus on building capacity through training staff as well as the recruitment and training of Traditional Health Workers.

Example Local Level Projects/Work

- **Example A:** Assess and identify professional development needs for agencies to improve equitable and trauma-informed services.
 - Possible activities related to this project/work:
 - Provide [Foundations of Trauma Informed Care](#) training to agency.
 - This course consists of eight short videos which cover the foundational topics of trauma informed care. It includes access to a 15-page workbook with thought-provoking questions to aid in the reflection and application of the information. A multi-year approach is a possibility as TIO offers additional tools for implementing a trauma-informed approach.
 - Provide [HOPE: Healthy Outcomes from Positive Experiences](#) training to agency.

- The HOPE framework centers around the Four Building Blocks of HOPE, or key types of positive childhood experiences (PCEs) that all children need to thrive. It helps organizations, communities, and individuals make changes to practices, policies, and programming to ensure that all children have access to PCEs.
- o Possible measures related to this project/work:
 - Number of staff members who participate/complete training
 - Number of training opportunities provided
- o Resources/Evidence:
 - [Trauma-Informed Oregon Resource Library](#)
 - [Positive Childhood Experience and Adult Mental and Relational Health in a Statewide Sample](#)
- **Example B:** Integrate Traditional Health Workers (e.g. doulas, community health workers) into your agency's service model.

Through supporting Traditional Health Workers (THWs), Title V programs can:

- Offer holistic, continuous care across the perinatal continuum,
- Address clinical and social factors simultaneously,
- Ensure responsive supports that boost trust, engagement, and satisfaction, and
- Improve access and outcomes for people and communities that have not been well served previously.

- o Possible activities related to this project/work:
 - Identify possible candidates for training and certification.
 - Support THW training and certification.
 - Work with current programs to identify where THWs can be most effective.
 - Initiate or increase engagement of THWs in home visiting sessions.
- o Possible measures related to this project/work:
 - Number of THWs trained and certified
 - Number of direct contacts (i.e. home visits) supported/carried out by THWs
- o Resources/Evidence:
 - [Role of Doulas in Improving Maternal Health ... Among Medicaid Enrollees, 2014-2023](#)
 - [Community Health Workers: Recommendations for Bridging Healthcare Gaps in Rural America](#)
 - [How to Become a Certified Traditional Health Worker in Oregon](#)
 - [Birth Doula Certification in Oregon](#)