

Priority: Well Woman Care

Inputs	Strategies	Sample Activities	Outputs (Process Measures)	Short term outcomes	<i>Intermediate Outcomes</i>
<p>Staffing & expertise</p> <ul style="list-style-type: none"> • MCH and Reproductive Health Staff <p>Funding / resources</p> <ul style="list-style-type: none"> • Title V • Other <p>Partnerships within agency</p> <ul style="list-style-type: none"> • WIC • Clinical Services <p>Community partnerships</p> <ul style="list-style-type: none"> • Clinicians • Home Visiting Programs <p>Data</p> <ul style="list-style-type: none"> • State and national performance measures <p>Evidence base / best practice</p> <ul style="list-style-type: none"> • CDC • ACOG 	<p>1. Case-management to improve utilization of well-woman care</p>	<p>Collaborate with MCH home visiting programs to implement a strategy for increasing awareness of the importance of and supporting access to appropriate well-woman and pre/interconception care among clients.</p>	<p>1.1 Number/percent of clients with referral to or facilitation of well woman visit</p> <p>1.2 Number/percent of clients asked the One Key Question</p> <p>1.3 Number/percent of clients with completed annual well woman visit.</p>	<ul style="list-style-type: none"> - Increase in knowledge of importance of well woman care among women and providers - Improved system coordination between public health and the health care system to facilitate well woman care - Reduction or removal of barriers to well woman care - Improved provider skills in delivery of high quality and culturally responsive well woman care - Increase in percent of women with health care coverage 	<p>National Performance Measure 1: Increase in the percent of women with a past year preventive visit.</p> <p>Public Health Accountability Metric: Increased effective contraception use among women.</p> <p>Increase in women receiving recommended clinical preventive services, screening and management of chronic conditions.</p> <p>Improved preconception health for women.</p> <p>Increase in intended pregnancies.</p>
	<p>2. Increase the number of persons covered by health insurance to improve access to well-woman care</p>	<p>Provide outreach for insurance enrollment and referral to services</p> <p>Policy strategies that increase insurance coverage and address churn for pregnant women.</p>	<p>2.1 Number of outreach campaigns</p> <p>2.2 Number of individuals reached by outreach campaigns</p>		
	<p>3. Use traditional and social marketing to educate the population and promote well woman care</p>	<p>Expand public education and decrease stigma about preconception and well-woman care through traditional and social media.</p>	<p>3.1 Number of traditional or social marketing campaigns</p> <p>3.2 Number of individuals reached by traditional or social marketing campaigns</p>		
	<p>4. Provide education/training on preconception/interconception and well woman care for health care providers</p>	<p>Provide education/training to improve comfort, knowledge and skills to provide appropriate culturally and linguistically appropriate pre/interconception and well woman care.</p> <p>Promote pregnancy intention screening as a part of routine well woman care.</p>	<p>4.1 Number/percent of providers or staff trained</p>		
	<p>5. Support access to well-woman care through Family Planning Clinics</p>	<p>Collaborate with Family Planning Clinics to promote and facilitate access to well woman care as a routine part of reproductive health visits.</p>	<p>5.1 Number/percent of clients with referral to or facilitation of well woman care services</p>		

<i>Long term outcomes</i>
<ul style="list-style-type: none"> - Improved health among women including decreased chronic disease and decrease in high risk health behaviors - Decreased maternal mortality and morbidity - Increased healthy birth outcomes - Decreased infant mortality

	<p>6. Use of the postpartum health care visit to increase utilization of well-woman visits.</p>	<p>Collaborate with primary care, prenatal care providers and CCOs to develop and implement a plan to improve postpartum visit content and attendance.</p> <p>Collaborate with MCH home visiting programs to implement a strategy for supporting access to postpartum care among clients.</p>	<p>6.1 Number/percent of clients with referral to or facilitation of postpartum checkup</p> <p>6.2 Number/percent of clients with completed postpartum checkup</p>	
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