PHD Maternal and Child Health Section 2018 Strategic Plan:

Setting the trajectory for our population's future health

Vision

The MCH section envisions that all of Oregon's women, children and families:

- Experience equitable opportunities for health and quality of life.
- Are supported by accessible, coordinated, family-centered, and culturally responsive policies, systems and services.
- Live and thrive in communities that support their lifelong physical, developmental, social and emotional health.

Policy & Systems

Goal: Policy, systems, resources and funding address upstream drivers of maternal and child health, foundations of lifelong health, and family protective factors.

Workforce Capacity & Effectiveness

Goal: A cross-sector workforce serves women, children and families, and delivers and links to culturally and linguistically responsive and trauma informed maternal and child health services.

Assessment, Surveillance, Evaluation & Epidemiology

Goal: The health status of women, children and families are monitored and shared to inform and drive policy and program decisions.

Community & Family Capacity

Goal: Communities have linkages, services and built environments that promote family health, safety, protective factors, resilience and equity.

Multi-generational Impact

Lifecourse Science

Health Equity

Social Determinants

Trauma & Resilience

Mission

MCH fosters the foundations of lifelong health:

- safe and responsive environments
- resilient and connected families and communities
- nutrition and healthy development.

Outcomes

Health equity:

- Race and ethnicity not predictive of health and quality of life
- Positive epigenetic outcomes and intergenerational health

Safe, supportive environments:

- Stable, safe housing
- Healthy and accessible neighborhoods
- Equitable educational and economic opportunities

Resilient and connected families and communities:

- Stable and attached families
- Individual, community and social connectedness
- Children protected from adversity and trauma

Nutrition and healthy development:

- Healthy birth outcomes
- Kindergarten readiness
- Children flourishing in school

January 2018

Strategic Priorities

Policy & Systems

Goal: Policy, systems, resources and funding address upstream drivers of maternal and child health, foundations of lifelong health, and family protective factors.

- Advance family friendly policies that strive for equitable outcomes, decrease stress for all families, and address the **social determinants of health and equity.**

  Policies such as paid family leave, universal health and dental care coverage, and access to nutritious and affordable food.

- Engage in cross-sector coordination, collaboration and communication to ensure an integrated, **comprehensive early childhood system.**

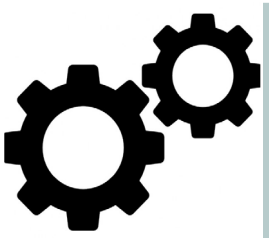
  Components such as universal home visiting system, systems of affordable and quality childcare, and health and early learning governance.

- Engage in cross-system coordination and integration at the state and local level to ensure quality **screening, referral, and access to and utilization of preventive** services for women, children and families.

  Service integration such as preconception and perinatal health, oral health, physical and mental health, and developmental screening and follow-up.

- Integrate maternal and child health **quality and evidence-based standards** across healthcare systems in hospitals, CCOs and healthcare settings, and with providers.

  Standards such as breastfeeding best practices, birth anomalies and early hearing detection and intervention protocols, and opioid prescribing for pregnant women.



Workforce Capacity and Effectiveness

Goal: A cross-sector workforce serves women, children and families, and delivers and links to culturally and linguistically responsive and trauma informed maternal and child health services.

- Advance the skills and abilities of the workforce **to deliver equitable, trauma informed,** and culturally and linguistically responsive services.

  Skills such as home visiting core competencies, Infant Mental Health-Endorsement, and trauma-informed practices.

- Recruit and retain a **diverse, stable and representative workforce** with equitable access to professional development, compensation, and career pathways.

  The workforce includes health, mental health and public health providers, traditional health workers, childcare providers and the MCH Section.

- Support **innovative workforce models and practices** in Oregon.

  Innovations such as dental pilots and reflective supervision.

- Advance the **foundational capabilities** within the public health system as they relate to women, children, and families.

  Capabilities such as data analysis, policy development and communications.

Assessment, Surveillance, Evaluation & Epidemiology

Goal: The health status of women, children and families are monitored and shared to inform and drive policy and program decisions.

- Engage **families and communities** to participate in assessment, surveillance, epidemiology, interpretation and dissemination of findings.
- Prioritize a **racial/ethnic and health equity focus and metrics** across all MCH data work to identify and address disparities.
- Expand the use of **rigorous evaluation and continuous quality improvement** across state and local systems and initiatives impacting women, children and families.
- Engage in **continuous needs assessment and exploratory analysis** to add to the maternal and child health knowledge base and improve effectiveness of MCH interventions and innovations.
- Expand the use of **data linkages,** information technology and cross-sector measures to improve quality, efficiency, avoid duplication, maximize capacity and direct our efforts.

Community and Family Capacity

Goal: Communities have linkages, services and built environments that promote family health, safety, protective factors, resilience and equity.

- Promote **public/private initiatives** to build community capacity for improved health, resilience, social/cultural connection and equity.

  Initiatives such as Best Baby Zone, Oregon Parenting Education Collaborative, Cradle to Community, and Futures without Violence.
- Create sustainable **local linkages between healthcare settings and community-based health** and wellness initiatives.

  Linkages such as Community Health Improvement Plans and connections among CCO/Early Learning Hub/Public Health.
- Promote programs that **engage families and build parent capabilities, resilience**, supportive/nurturing relationships, and children's social-emotional competence.

  Programs such as home visiting, parenting education, and culturally-specific evidence-based social support and mental health practices.
- Support local communities to create **built environments** that enable equitable access to neighborhood safety, transportation, clean air and water, recreation and healthy living.

  Built environments, such as safe routes to schools, child care sites, and community water fluoridation.

MCH Section Strategic Plan Outcomes

Short-Term Outcomes	Intermediate Outcomes	Long-term Outcomes
Women - Increased well woman visits - Increased adequate prenatal care - Decreased prenatal substance use - Decreased prenatal smoking - Improved prenatal oral health - Increased access to mental health services **Children** - Increased safe sleep for infants - Increased well child/adolescent visits, including immunizations - Increased child oral health visits - Increased child physical activity - Decreased children's exposure to smoking **Families** - Decreased intimate partner violence - Increased breastfeeding - Improved knowledge/skills in parenting & child development - Decreased food insecurity - Accessible healthy food **Accessible and connected services and systems of care** - Increased access to paid family leave - Increased access to healthy and affordable child care - Increased receipt of needed child development supports	- Increased pregnancy intention - Improved maternal social support - Decreased stressful life events - Decreased perinatal depression - Improved preconception and prenatal health - Healthy weight across the lifespan - Improved family nutrition - On-track early childhood development - Reduced family violence and child abuse - Increased neighborhood safety - Safe home environment - Increased parent-child attachment - Increased parent capabilities - Increased economic stability - Effective safety net of services for families - Improved oral health across the lifespan	**Health equity:** - Race and ethnicity not predictive of health and quality of life - Positive epigenetic outcomes and intergenerational health **Safe, supportive environments:** - Stable, safe housing - Healthy and accessible neighborhoods - Equitable educational and economic opportunities **Resilient and connected families and communities:** - Stable and attached families - Individual, community and social connectedness - Children protected from adversity and trauma **Nutrition and healthy development:** - Healthy birth outcomes - Kindergarten readiness - Children flourishing in school