

## 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

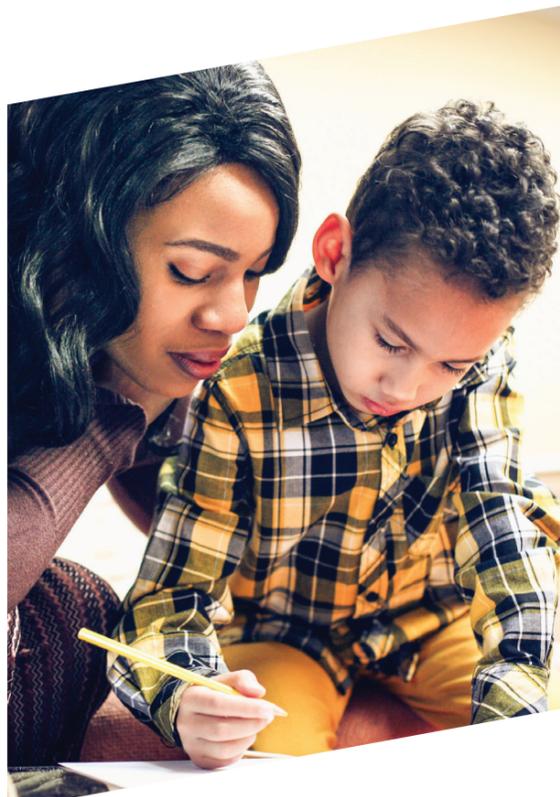


### INSUFFICIENT INVESTMENT

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.



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.



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

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# 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



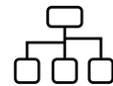
## Chasing Zero: Drive Down Maternal and Infant Deaths

- 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 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)
- 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

