ALIGNING STATE AND LOCAL HEALTH DEPARTMENTS TO IMPROVE MATERNAL AND CHILD HEALTH
National membership organization of city and county health departments' maternal and child health (MCH) programs and leaders representing urban communities in the United States.

The mission of CityMatCH is to strengthen public health leaders and organizations to promote equity and improve the health of urban women, families, and communities.
Agenda

Why Local Matters

Aligning State and Local MCH Priorities Through a Collective Impact Framework

Examples From the Field
Learning Objectives

- Describe strategies to align state and local health priorities to improve MCH outcomes.
- Identify ways to overcome challenges to align state and local health priorities.
- Share examples of successful and challenging efforts to align state and local health priorities.
Why Local Matters
The Impact of Urban Areas

- 7th most populated state in the U.S.
- 7th state with the most number of births
- 88 counties total
- 9 major urban areas
The Impact of Urban Areas

In the 9 major urban areas:

- 45% of White births
- 49% of White infant deaths
- 90.5% of Black births
- 95% of Black infant deaths
The Importance of Local Data

The 4 perinatal periods of risk were named to suggest prevention areas.
Why look at local data?

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Access to the Community Voice
The community voice is another data source.
Aligning State and Local MCH Priorities Through a Collective Impact Framework
A Common Agenda
Prematurity

- Prematurity (and perinatal conditions)
  - Congenital Anomalies
  - SIDS, Suffocation
  - Infections and diseases
  - Accidents, assault

Prematurity causes about one third of infant deaths (March of Dimes)
Prematurity

Components of the Overall Excess Rates

Birthweight Distribution 93%

Birthweight Specific Mortality 7%

PREMATURITY

<37 weeks
32-36 weeks
<32 weeks

Previous spontaneous preterm

Induction or C-section

Preconception Health

Short cervix*

Short inter-pregnancy interval

Congenital Anomalies

Twins, triplets etc.

Smoking

Causes:

- Previous spontaneous preterm
- Induction or C-section
- Preconception Health
- Short cervix*
- Short inter-pregnancy interval
- Congenital Anomalies
- Twins, triplets etc.
- Smoking

Factors:

- Stress
- Over the life course
- Obesity**
- Hypertension
- Diabetes
- Environmental exposure
- Maternal age and diet
- Heredity
- Assisted Reproductive Technology
Mutually Reinforcing Activities
Removing Barriers to LARC

State Medicaid Payment Approaches to Improve Access to Long-Acting Reversible Contraception:
Image: "This Side Up" with text: "Babies are safest alone, on their backs, in an empty crib.

Infant Safe Sleep


Baby sleeps safest alone, on their back, in a crib.

Back to Sleep Campaign
Tobacco Cessation Funding
Shared Measurements
### Fatality Review and Title V National Performance Measures (NPMs)

<table>
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<tr>
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<td>NPM 8: Physical activity</td>
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<td>NPM 5: Safe Sleep</td>
<td>NPM 9: Bullying</td>
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<td>NPM 3: Risk-appropriate perinatal care</td>
<td>NPM 6: Developmental screening</td>
<td>NPM 10: Adolescent well-visit</td>
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<td>NPM 7: Injury hospitalization</td>
<td>NPM 12: Transition</td>
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<td>NPM 11: Medical home</td>
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<td>NPM 13: Preventative dental visit</td>
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<td>NPM 14: Smoking</td>
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<td>NPM 15: Adequate insurance</td>
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The Importance of Local Data

- Maternal Health/Prematurity
  - Chronic Disease
  - Health Behaviors
  - Perinatal Care etc.

- Maternal Care
  - Prenatal Care
  - High Risk Referral Obstetric Care etc.

- Newborn Care
  - Perinatal Management
  - Neonatal Care
  - Pediatric Surgery etc.

- Infant Health
  - Sleep-related Deaths
  - Injuries
  - Infections etc.

- IM Rate
- Ratio of Black/White IM
- Neonatal Mortality Rate
- Postneonatal Mortality Rate
- Perinatal Mortality Rate + Fetal Deaths
Continuous Communication
Share the data!
Backbone Functions
Examples From The Field
Fetal Infant Mortality Review (FIMR) HIV

The Illinois Experience
Common agenda

- Elimination of mother to child transmission of HIV in Illinois is possible.
- Stakeholders are convened to review problem cases for systems issues to fix.
- Committee reviews blinded cases of missed opportunities and transmission for perinatal HIV and congenital syphilis, mothers are also interviewed for their perspective.
- State and local health departments attend case reviews to help address issues.
- Community of safety net providers are also present to help suggest and implement changes.
Mutually reinforcing activities

- Recent change in HIV testing legislation will allow the group to revisit some key issues about both HIV and CS treatment.
- Coordination of various touchpoints on the family between HIV case management, family case management.
- State support for perinatal HIV case management for the past 10 years.
- City creating a specialty nurse home visiting program and a specialty DIS in CS to address needs of childbearing and recently delivered women and help reinforce linkage and relinkage to care.
- Data collected from hospitals on aggregate numbers of pregnant women with HIV who deliver or rapid test with positive HIV results is shared monthly with surveillance.
Coordinated Intake and Referral (CI&R)
Florida MIECHV State-Local Partnership
What is CI&R?

- Coordinated Intake and Referral (CI&R) is a collaborative process based in Florida that uses a universal prenatal and infant screen as a single point of entry for various home visiting, care coordination, education and support services.

- The goal is for families to receive the best services for their needs and preferences as well as to minimize duplication of services, ensure effective use of local resources, and collectively track what happens to each family.
Why CI&R?

- Opportunity to focus on role & responsibility of Healthy Start Coalitions in building community systems of care (Healthy Start 2.5)

- Strategy for maximizing resources and linking families with programs that best address their needs and preferences
Aligning Local and State Priorities

**State Partners**
- Florida Department of Health
- Healthy Families Florida
- Healthy Start
- Early Steps
- Early Head Start

**Coalitions forming Local Teams**
- Healthy Start of North Central Florida
- Bay, Franklin, Gulf Healthy Start
- Healthy Start Coalition of Flagler and Volusia
- Healthy Start Coalition of Hillsborough
- Healthy Start Coalition of Jefferson, Madison and Taylor
- Northeast Florida Healthy Start Coalition
- Healthy Start Coalition of Orange County
- Healthy Start of Manatee
Aligning Local and State Priorities

- The services provided by local home visitation programs address several state MCH priorities.

- Working collaboratively to strengthen the screening infrastructure, and streamline information sharing policies/processes, inherently has a positive impact on multiple aspects of the health of mothers, families, and babies.

- Home visiting agencies advised the state team and participated on local teams to ensure proper alignment of processes from both ends of the spectrum.
Benefits of CI&R from the State and Local Perspective

- The CI&R pilot project gave local communities the space and time to take a complete inventory of services offered within their county.

- Once services were identified, the pilot coalitions mapped out current processes and identified opportunities for change and collaboration within the centralized screening process.

- Continuous communication between the state and local teams has made the state partners see great value in referral coordination.

- The Florida Department of Health has decided to establish CI&R as a state-wide practice.

- This will be in place for all counties by July 2018.
Challenges in Partnerships & Lessons Learned

- Sharing data and client information across agencies.
- Working through agency competition and histories.
- Finding appropriate partners for accessing target group.
- Aligning Healthy Start needs with hospital/clinic requirements and restrictions.
- CI&R processes may differ by size of the community. State-expansion should make room for these differences.
- Central data collection and sharing method needed.
- Value in cross-coalition collaboration.
Thank You!

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