



LMCH STEPS 1-3 OVERVIEW

January 4, 2017

Welcome and Introductions

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Agenda

- Overview
- Specifics on Steps 1-3
 - Step 1: Organize For Success
 - Step 2: Engage Community Partners
 - Step 3: Visioning
- Communications Examples
- SharePoint Site
- Next Steps
- Questions



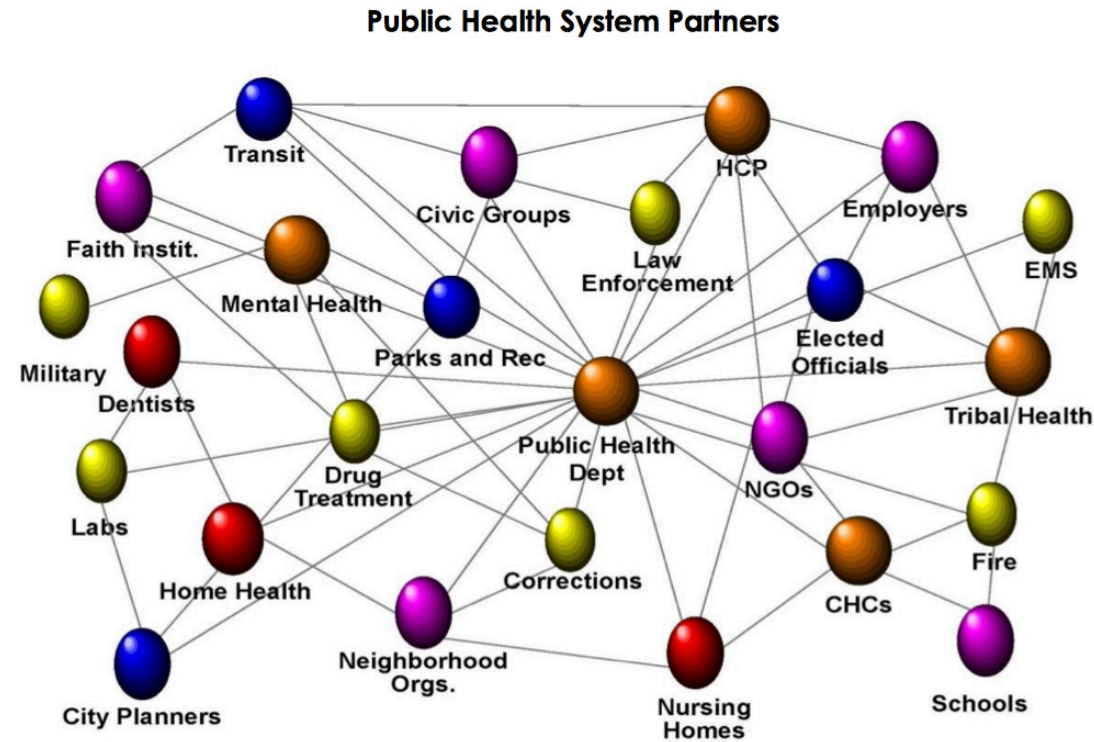
★ Steps to
cover today



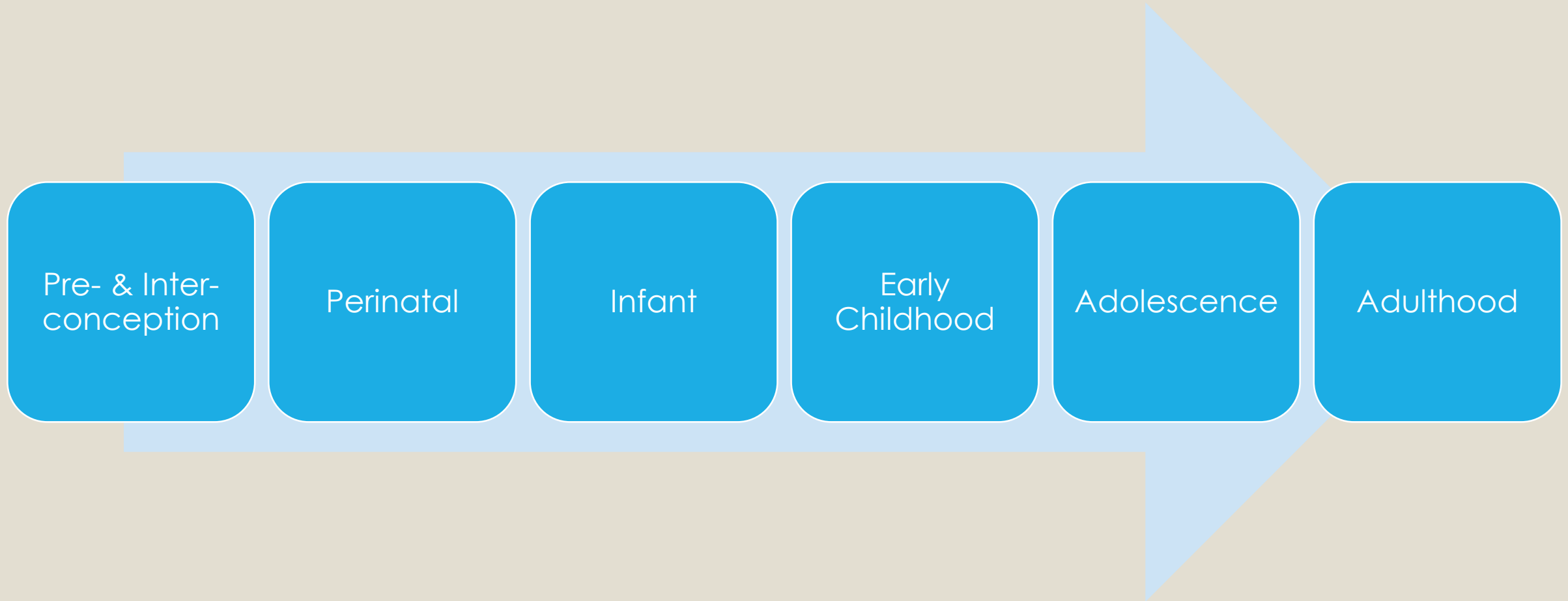
Critical Features of the Process

- **Partners are engaged in the process, especially those most impacted by the forces creating health inequities;**
- Multiple types of data are used to identify both strengths and needs;
- The process is completed without pre-determined outcomes, such that evidence is used to select priorities and set objective targets; and
- Strategies for improvement are grounded in evidence-based public health practice.

The System of Partners that influence the Public's Health



Life Course



Health
Outcomes

Health Behaviors
(e.g., smoking, diet,
exercise)

Social Determinants
(e.g., transportation, food, housing,
employment, education)

Direct & Enabling Services
(e.g., family planning, services for CYSHCN, well
woman care, pediatric care, clinical linkages)

Public Health Systems
(e.g., assessment & planning, convening partners, community
education, policy development & enforcement, surveillance)

Build From What You Have

- Link this with CHA/CHIP/CHNA/Home Visiting Needs Assessment or other assessment activities where possible
- If a step has been completed, no need to do it again!
- If this is all new, just take a step forward – don't take on everything at once.



STEP 1: ORGANIZE FOR SUCCESS

Step 1: Organize for Success

- Articulate your goals for this assessment
- Identify an existing group of system partners, if available
- Identify a leadership team
- Decide how community members most impacted by the root causes of health inequity will be authentically involved
- Develop a timeline
- Identify barriers and strengths



Step 1: Organize for Success

Completing step 1 requires addressing the following questions...

1. What are your agency's overarching goals as you complete this maternal and child health needs assessment process?
2. Does your community have a broad group of MCH system partners who will engage in the needs assessment?
3. Who will be part of the small leadership team who will make decisions and coordinate the assessment?
4. How will community members most impacted by the root causes of health inequity be involved in this assessment process?



Step 1: Organize for Success

- Authentic community engagement includes:
 - Valuing what community members bring to the process, which includes deep expertise on the community where they live, work and play.
 - Communicating openly, regularly, and through multiple modes.
 - Understanding and taking action to minimize the power differential between professionals in a field and community members (e.g., avoid talking in acronyms or using jargon because it excludes people from the conversation).
 - Bringing humility and respect to every interaction, recognizing strengths, assets, and competencies.
 - Finding ways to support and compensate participation, remembering that professionals are compensated for their time and, if community members voices are valued, they should be compensated as well.
 - Scheduling that takes into account times and locations that work for community members.
 - Preparing community members to be at the table, using their time well, and remaining open to new ideas.

For a great resource on community engagement, visit:

https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf

Step 1: Organize for Success

... and completing this timeline



Table 1: MCH Assessment Timeline

Description of Activity	Months (using a 9 timeline)								
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.
Organize for Success (2 weeks)	<input type="checkbox"/> We have completed this step								
Identify the goals of the assessment	X								
Identify a partnership group	X								
Establish a leadership team	X								
Develop a workplan and timeline	X								
Identify strengths and barriers	X								
Engage Community Partners (2 weeks)	<input type="checkbox"/> We have completed this step								
Identify partners, including parents	X								
Develop invitation materials & a contact list	X								
Invite participation	X								
Visioning (4 weeks)	<input type="checkbox"/> We have completed this step								
Set a date, time, and location for a kickoff meeting		X							
Send out invitations		X							
Prepare an agenda		X							
Hold kickoff meeting and complete visioning process		X							
Draft vision and values		X							
Finalize Vision and Values		X							

Step 1: Organize for Success

Lastly, identifying **strengths** and **barriers**

- **Strengths:** What are the strengths you and your partners bring to this assessment process? How might they be used to strengthen this assessment?
- **Barriers:** What are the potential barriers to a successful assessment process? How might they be overcome?





STEP 2: ENGAGE COMMUNITY PARTNERS

Step 2: Engage Community Partners

- Identify participants, or build from existing group
 - Include traditional and non-traditional partners
- Identify individuals who are impacted by the root causes of health inequity and put in place strategies that will support authentic engagement in the process
- Invite partners to engage in this process



Step 2: Engage Community Partners

Fill out Table 4, and select participants who:

- Provide a broad range of perspectives
- Represent a variety of groups, sectors, and activities within the community
- Bring necessary resources and enthusiasm to the table

Table 4: Identify and Organize Participants

POTENTIAL PARTNERS	ORGANIZATION NAME(S)	PARTICIPANT NAME(S)
Education and Youth Development	Click here to enter text.	Click here to enter text.
Recreation and Arts	Click here to enter text.	Click here to enter text.
Healthcare Providers	Click here to enter text.	Click here to enter text.
Hospitals	Click here to enter text.	Click here to enter text.
Public Safety	Click here to enter text.	Click here to enter text.
Home Visiting	Click here to enter text.	Click here to enter text.

Step 2: Engage Community Partners

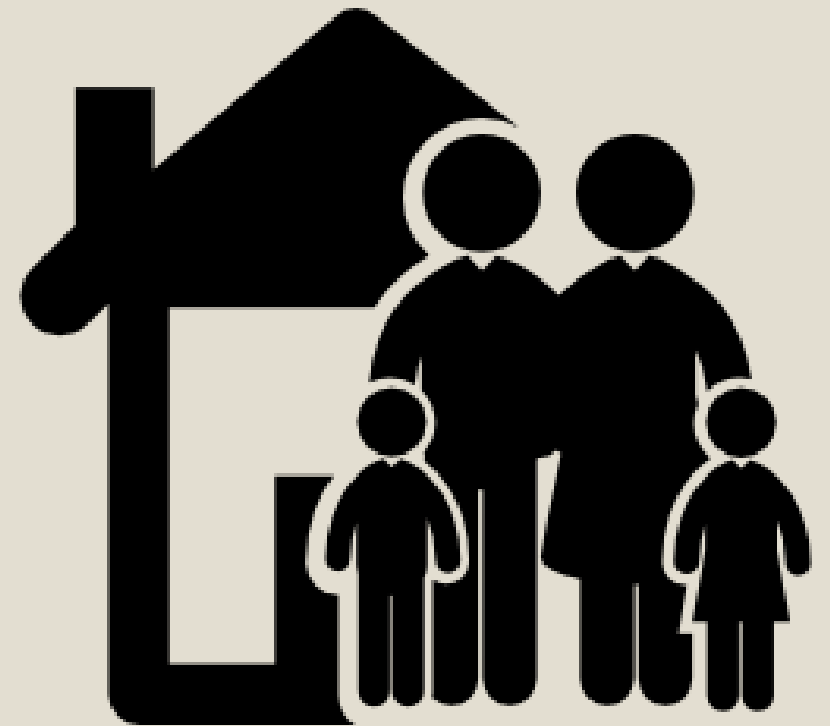
MCH Partners Include:

- Education and Youth Development
- Healthcare Providers
- Hospitals
- Public Safety
- Early Intervention
- Community Mental Health
- Early Care and Education
- Housing
- Transportation
- Philanthropic Organizations
- Universities
- Faith Community
- Neighborhood Organizations
- Cultural Organizations
- Business Community



Step 2: Engage Community Partners

- Have you identified families to engage as a partner in this process?
 - *If yes*, how will you ensure families' participation is meaningful and supported?
 - *If no*, why will families not be engaged in this process?
- If you have any gaps in identified partners, please identify those gaps, explain why these partners cannot be engaged in this process, and the implications of their absence.
- Describe your process for inviting partners and families to become involved in this assessment. What process did your community use to identify the partners to involve in this process? How did you recruit participants?



Step 2: Engage Community Partners

- If you have an existing group, consider:
 - Are any key partners missing?
 - Why aren't they at the table?
 - Would they offer an important perspective as we assess MCH health?
 - Could they be included?
- If you are starting from scratch, consider:
 - Who are the most critical stakeholders in this process?
 - Access to data
 - Access to community members most impacted by the root causes of health inequity
 - Access to programs and services for MCH population
 - Power to make change based on identified priorities
 - What size group can we realistically manage?



Step 2: Engage Community Partners

- Invite participation in the process:
 - Personal contact:
 - Modify the elevator speech
 - Mail or email:
 - Modify the letter of invitation
 - Modify the 1 page flyer



Example Flyer



MATERNAL & CHILD HEALTH NEEDS ASSESSMENT

[Insert LHD Name]



[Insert LHD Name] is excited to announce the kick off of our **2017 Maternal Child Health (MCH) Needs Assessment**. The assessment involves collecting and interpreting information on:



HEALTH
STATUS



OUR
COMMUNITY



MCH
SYSTEM

In order to make sure we truly understand the needs of our community across the life course, **we need your help!** You can participate by:

- Joining [insert name of group completing assessment]
- Sharing, collecting, and interpreting data
- Helping us identify issues that, if addressed, would improve health
- Working with us to set priorities, goals, and objectives
- Supporting us in planning for action

For more information on the [Insert LHD Name] maternal and child health needs assessment, please contact [name] and [number].



LMCH NEEDS ASSESSMENT: ELEVATOR SPEECH

The [health department] is supporting a comprehensive maternal and child health needs assessment, which will be coordinated by [name group]. Over the next eight months, the [name group] will be convening maternal and child health community partners, creating a vision for the community, gathering and analyzing data, identifying priorities, and developing actionable strategies to address gaps and improve maternal and child health in the community. We will need input from community members, stakeholders, and partners throughout this process!

The [health department] will be inviting members of the community to participate in this process. We want to hear from stakeholders as we work toward better understanding the needs of our community members across the life course. Please participating in this process.

If you have any questions about the assessment, or are interested in getting involved, please contact [name] at the [health department] at [phone number] or by email at [email].



Example Mailing Announcement



EXAMPLE ANNOUNCEMENT & VISIONING INVITATION LETTER

[Insert Name]
[Address]
[Contact]

[Insert Date]

To whom it may concern,

The [insert LHD name] is working with [name group, if applicable] to complete a Maternal and Child Assessment to help us better understand and address the needs of community members across the life course. We are writing to share information about the assessment and invite your participation.

The purpose of the Maternal and Child Health Needs Assessment is to identify unmet needs, as well as community strengths, assets, and potential resources to address those needs. Through this process we will review data about health outcomes and behaviors across the life course, we will gather feedback from members of our community, and we will look at the systems in our community that support health. We will use this information to identify strategic issues that, if addressed, would improve health across the life course. We will identify the highest priority issues, and develop goals, objectives, and strategies to improve maternal child health in our community. The assessment will begin in January, 2017 and conclude in September, 2017.

In order for this process to be successful, we need your input! You can participate by:

- Joining [insert name of group completing assessment]
- Sharing, collecting, and interpreting data
- Helping us identify issues that, if addressed, would improve health
- Working with us to set priorities, goals, and objectives
- Supporting us in planning for action

If you are interested in participating, please plan to attend our first meeting on [insert date] at [insert time] at [insert address and room number]. During this meeting we will share more information about the assessment process, complete a visioning process, and identify the values that will guide our work together. If you cannot attend this meeting, but would still like to participate in the assessment process, please let us know! You can contact [name and title] at [phone number] or via email to [email address] to RSVP, let us know you would like to participate, or to ask any questions you might have about the assessment.

We hope you will be able to join in this important effort!

Sincerely,

[Health officer or other leader of the assessment process]

PLEASE NOTE: This text can be used as an example template for announcing the needs assessment to community members. The language should be adjusted to be consistent with local health department communications, and can be disseminated as the health department sees fit. This provides an example of the type of language that can be used to announce the needs assessment.

Step 2: Continued

- Be clear about what you're asking your partners to do:
 - Define a vision for MCH in your community (1 meeting)
 - Help you interpret assessment data (1-3 meetings)
 - Participate in a conversation about MCH infrastructure and capacity (1 meeting)
 - Identify themes and strategic issues (1 meeting)
 - Identify priorities (1 meeting or online survey)
 - Develop goals and objectives (1 meeting or review by email)
 - Develop action plans (1-5 meetings)



STEP 3: VISIONING

New Title V Vision Statement

Title V envisions a nation where all mothers, children and youth, including children with special health care needs and their families are healthy and thriving



Step 3: Visioning

- Develop vision & values
 - Common ground to return to through the process
 - Shared expectations about how the group will work together



Vision Questions

1. Imagine yourself in this community 10 years in the future. If we are successful, how will our community support health across the life course?
2. What are the important characteristics of a community that supports health across the life course?
3. Ten years from now, what would we want the local newspaper to say about maternal and child health in our community?

Table 5: Developing Vision and Value Statements

VISION Questions
Imagine yourself in this community 10 years in the future. If we are successful, how will our community support health across the life course?
Click here to enter text.
What are the important characteristics of a community that supports health across the life course?
Click here to enter text.
Ten years from now, what would we want the local newspaper to say about maternal and child health in our community?
Click here to enter text.
<input type="checkbox"/> We have an existing vision

Step 3: Visioning Options

- **Option 1: The Headline**

- Ask each person to take 5 minutes to respond to the following scenario:
 - Imagine this community 10 years in the future. On the front page of the local newspaper is a story about maternal and child health. What is the headline?
- Have them write down their ideas on an index card, then go around the room sharing headlines.
- Collect the index cards, and use the words and ideas on the cards to draft a vision statement.
- Share the draft vision over email and ask for feedback.

headline

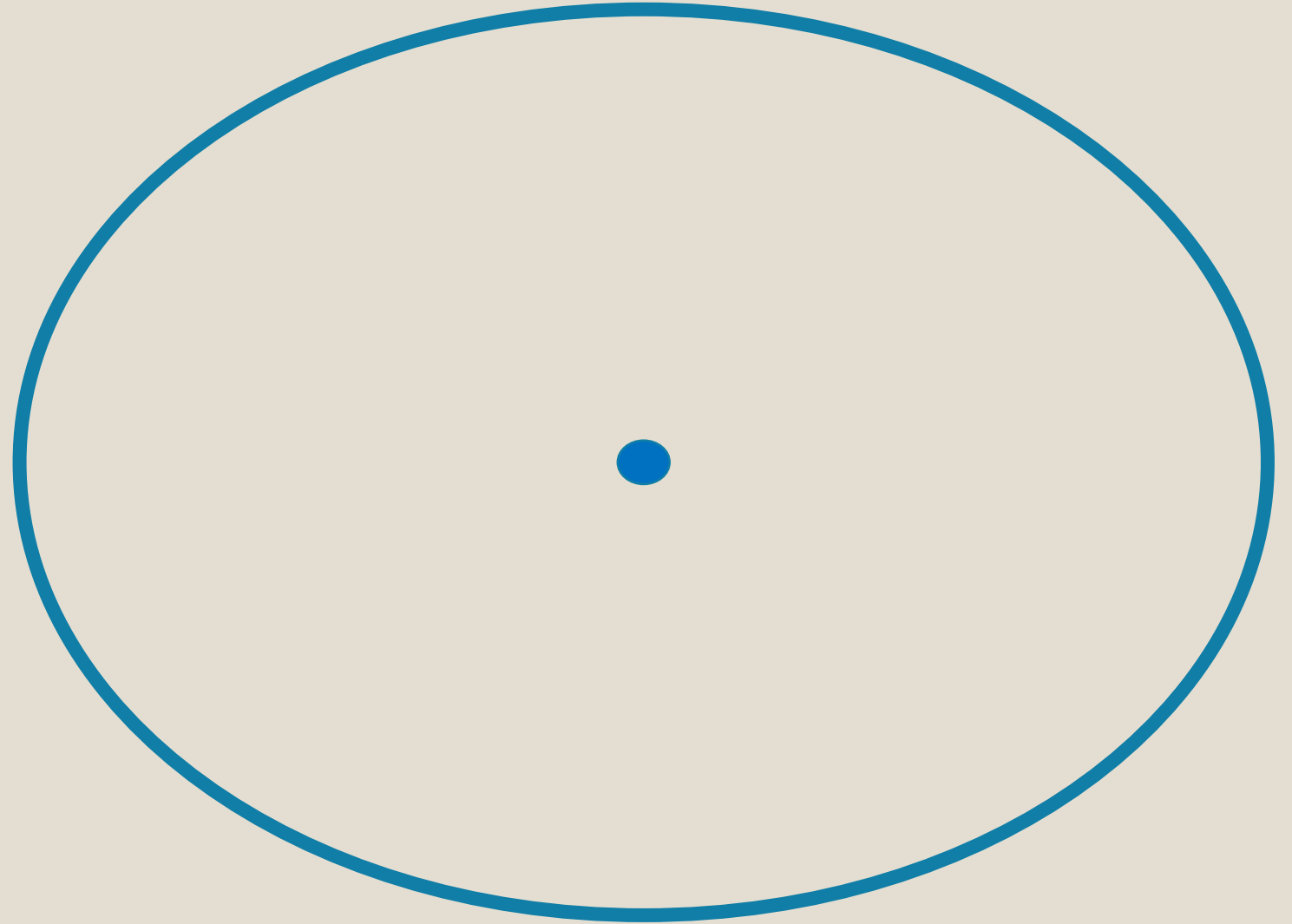
Step 3: Visioning Options

- **Option 2: The Target**

- Draw a target on a very large piece of paper and post it on the wall.
- Ask the group to respond to the following question:
 - Imagine yourself in this community 10 years in the future. If we are successful, how will our community support health across the life course?
 - Use prompts if needed: What does our community look like? What do you hear? What do you feel?
- Write down the words and short phrases you hear in the center of the target.
- Use the words and phrases you heard to form a vision statement.
- Share the draft vision over email and ask for feedback.

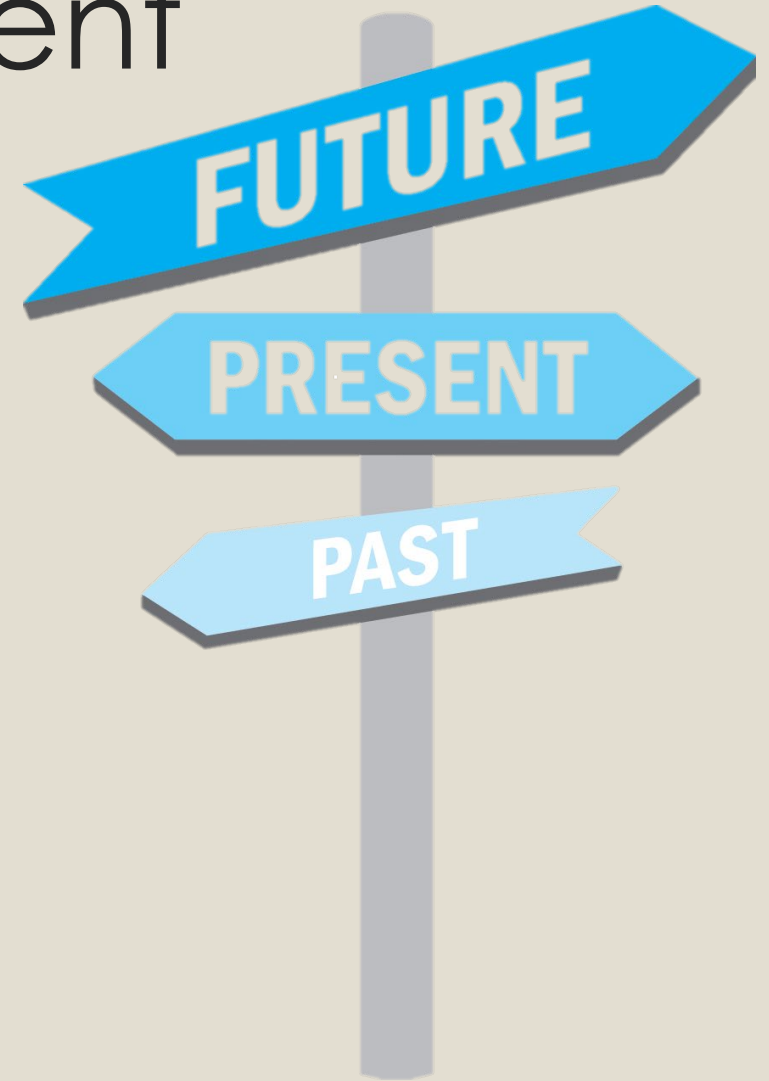


Group Exercise!



Example Vision Statement

“The Healthy Families Coalition envisions a world in which women and children have access to the information and services they need to enhance and protect their health and achieve their full potential.”



Livingston County Health Department

Example: Visioning Activity

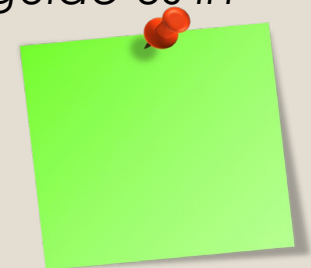


- ***What is a community vision?***
 - A picture of the long-term results of the planning process
 - What we wish to accomplish when the developed strategies are implemented
 - It illustrates what community health will look like with a successful public health system in place



Visioning Activity: Continued

- **Directions:** Please read the following questions. Using the provided Post-It Notes, write down your thoughts – 1 idea per Post-It Note.*
 1. What does a healthy county mean to you?
 2. What are important characteristics of a healthy community for all who live, work, and play here?
 3. How do you envision the local public health system in the next 5-10 years?
 4. What are some of the positives about the health status of Livingston County?
 5. What problems do you see with the health status of Livingston County?
 6. What can we do to improve the health of Livingston County?
- **The Post-It Notes were used in this exercise to create an affinity diagram to guide us in creating a vision.*



Fictional Affinity Diagram

Women, Children, and Families have Full and Healthy Lives

All women and children achieve
their potential

Moms, babies, and families
thriving

No years of life lost to
preventable causes

No skills or talents wasted

Health at every stage of life

Community Supports Family Wellbeing

Safe places for families to play
together

Everyone has access to healthy
food, safe housing, clean air and
water, and transportation

Education system meets the
diverse needs of children

Opportunities are available for
women to achieve economic
self-sufficiency

Child care options are excellent

Effective Policies and Programs

Programs are designed around
the needs of community
members

Evidence based strategies are
used to address needs

Policy, systems, and
environmental change strategies
are used to promote health

Data system support effective
decision making and quality
improvement

Value Questions

1. How do we need to interact with one another to achieve our vision?
2. What type of climate will be necessary to support interacting with one another in an effective way?
3. What are some partnership principles we want to set to ensure we are working effectively to achieve our vision?

Table 5: Developing Vision and Value Statements

VALUE Questions
How do we need to interact with one another to achieve our vision?
Click here to enter text.
What type of climate will be necessary to support interacting with one another in an effective way?
Click here to enter text.
What are some partnership principles we want to set to ensure we are working effectively to achieve our vision?
Click here to enter text.
<input type="checkbox"/> We have described our values

Example Value Statements (or partnership principles)

- As the Healthy Families Coalition completes this assessment process, we commit to:
 - Remaining open minded to new ways of meeting community needs
 - Acknowledging and working beyond interagency competition
 - Being driven by what we see in the data
 - Supporting full parent engagement in this process
 - Listening to one another's experiences and perspectives



Livingston County Health Department

Example: Values Activity



- **What are community values?**
 - Fundamental principles and beliefs that will guide the MAPP process
 - Values provide a basis for action and communication expectations through the MAPP process
 - They are guiding principles that represent how the community is expected to operate
 - Values reflect and reinforce the desired culture and behavior of the MAPP team
 - Values will help us to attain our vision



Values Activity, Continued

- **Directions:** Please read the following questions. Using the provided Post-It notes, write down your thoughts – 1 idea per Post-It Note*
 1. Taking into consideration the shared vision ideas discussed previously, what are the key behaviors that will be required of the local public health system partners, the community, and others in the next 5-10 years to achieve the vision?
 2. What type of working environment or climate is necessary to support participants in performing the above behaviors and in achieving the vision?
- **The Post-It Notes were used in this exercise to create an affinity diagram to guide us in creating values.*

For more details about this example visit www.lchd.org,
or contact Chelsea Moxlow at cmoxlow@livgov.com



LMCH SHAREPOINT

Documents

Name

Local-MCH-NA-Kickoff-12-8-16 

The **documents** tab will be a collaboration of useful tools, resources, and announcements

The **Calendar** will be your go-to place to find all dates associated with the Needs Assessment

Calendar

December, 2016


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12					
18	19					
25	26	27	28	29	30	31

Links

URL

[LMCH Kick Off Webinar: December 8, 2016](#)

The **links** tab will house all links to the Webinar recordings and other useful information

 **Contact Information**

You can reach MPHl via the **Contact Information** button

Tiny URL: <http://tinyurl.com/jtjrgpw>

Full Web Link: <https://public.mphi.org/sites/mihomevisiting.org/lmch/Pages/default.aspx>

Next Steps

- Completed Steps 1-3 submitted to MPHI by **February 6th**
(Please submit to MPHI as soon as Step 3 is complete!)
- Email Submissions to:
 - Lauren LaPine
 - **llapine@mphl.org**
- Next Webinar: **February 14, 10am-12pm**

Questions?





THANK YOU!