LMCH Step 7 and 8 Overview

August 10, 2017

Welcome and Introductions

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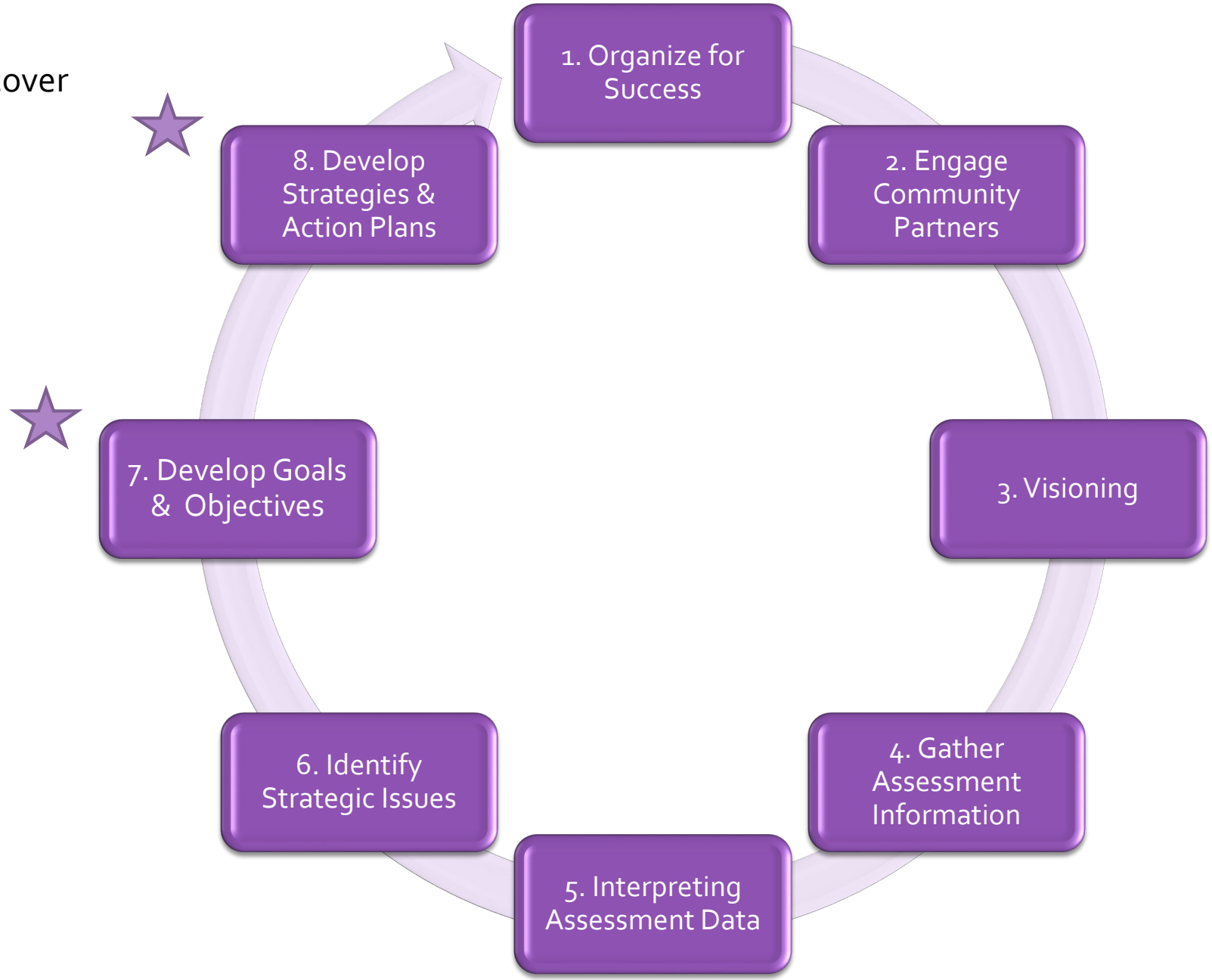
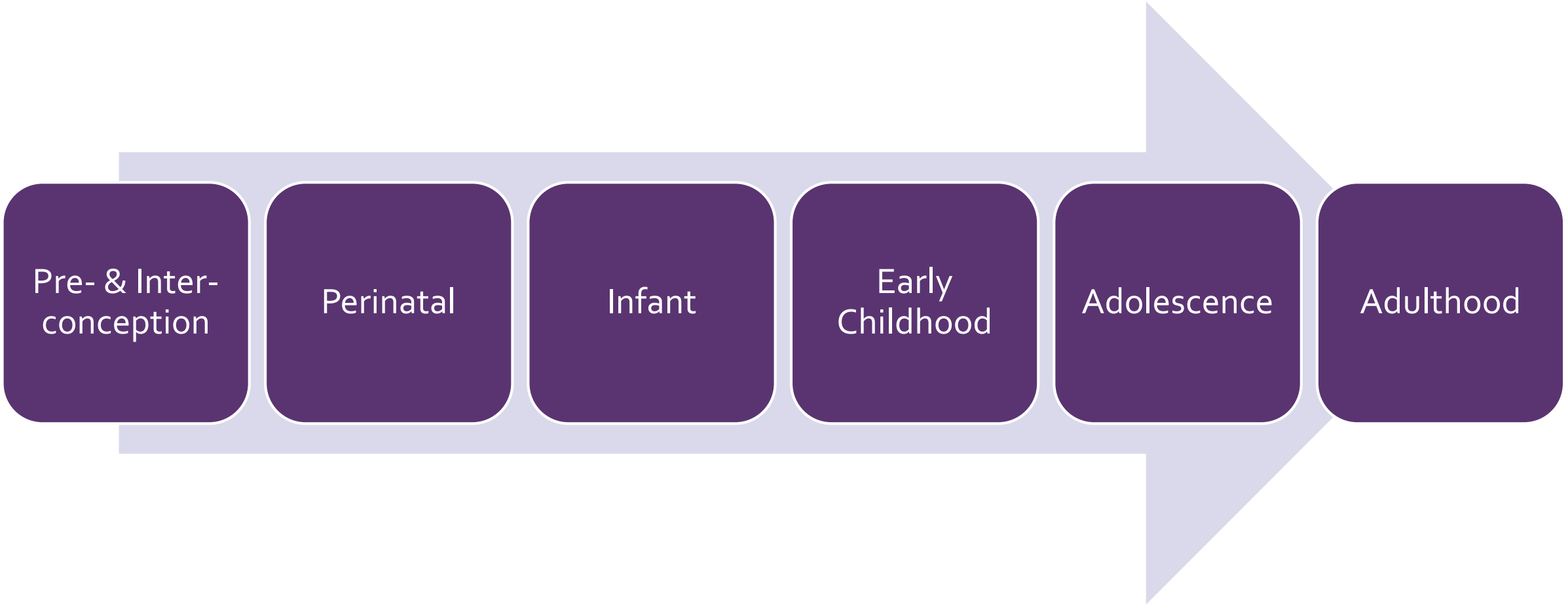
Today's Agenda

- LMCH Needs Assessment Refresher
  - Check In
- Details & Guidance for Step 7
- Details & Guidance for Step 8
- Implementation, Monitoring, & Ongoing Improvement
- MCH Needs Assessment & LMCH Plan/Work Plan Alignment
- Additional Notes
  - SharePoint Site
  - Technical Assistance
- Next Steps
  - Deliverables
  - Feedback Forms
- Questions

LMCH Needs Assessment Refresher

Steps to cover today

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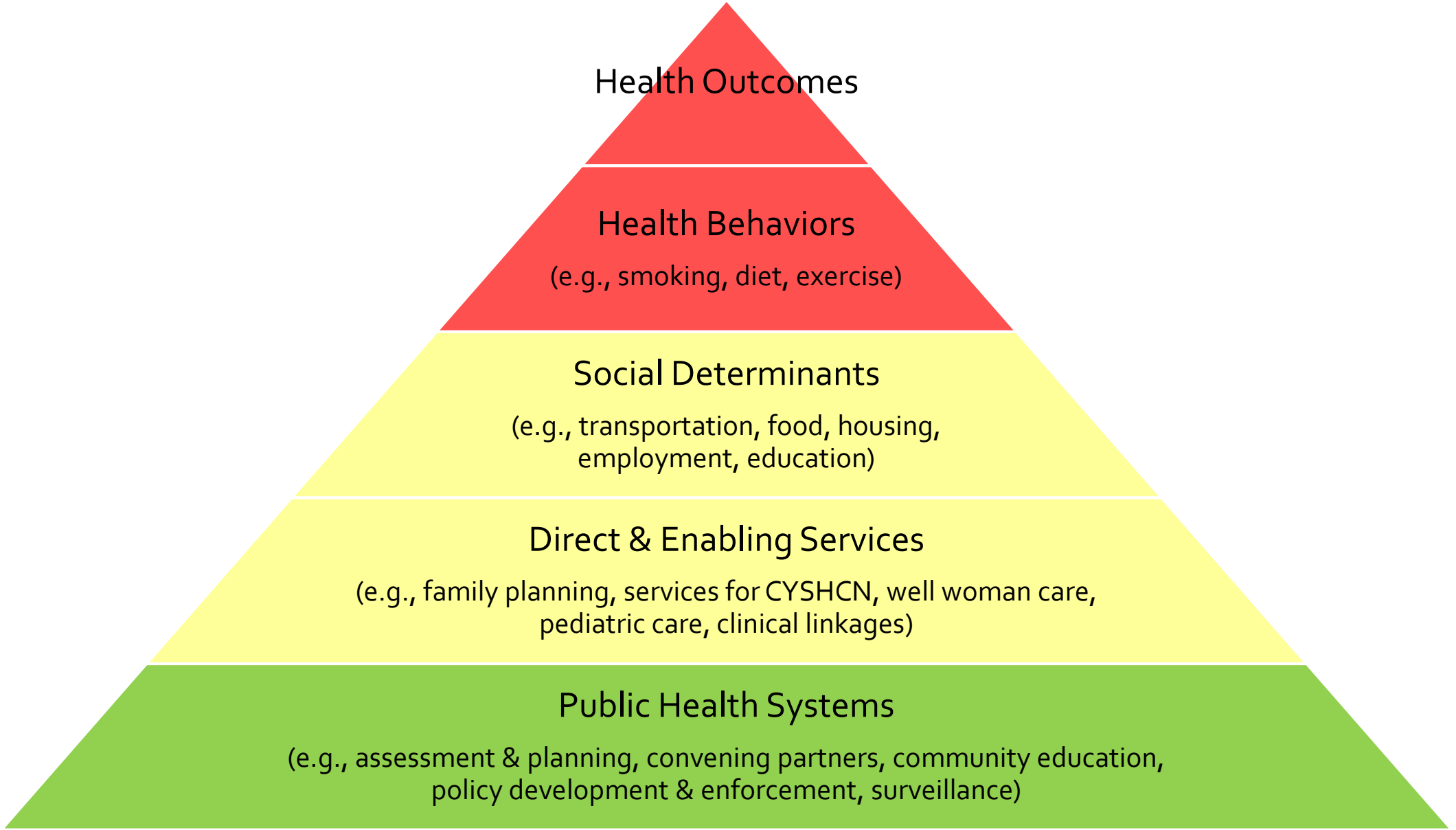
Early Childhood
Adolescence
Adulthood


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)

Checking In

- How is Step 6 going?
- What questions can we address today?
- How can we help you move forward?

Step 7: Develop MCH Goals and Objectives

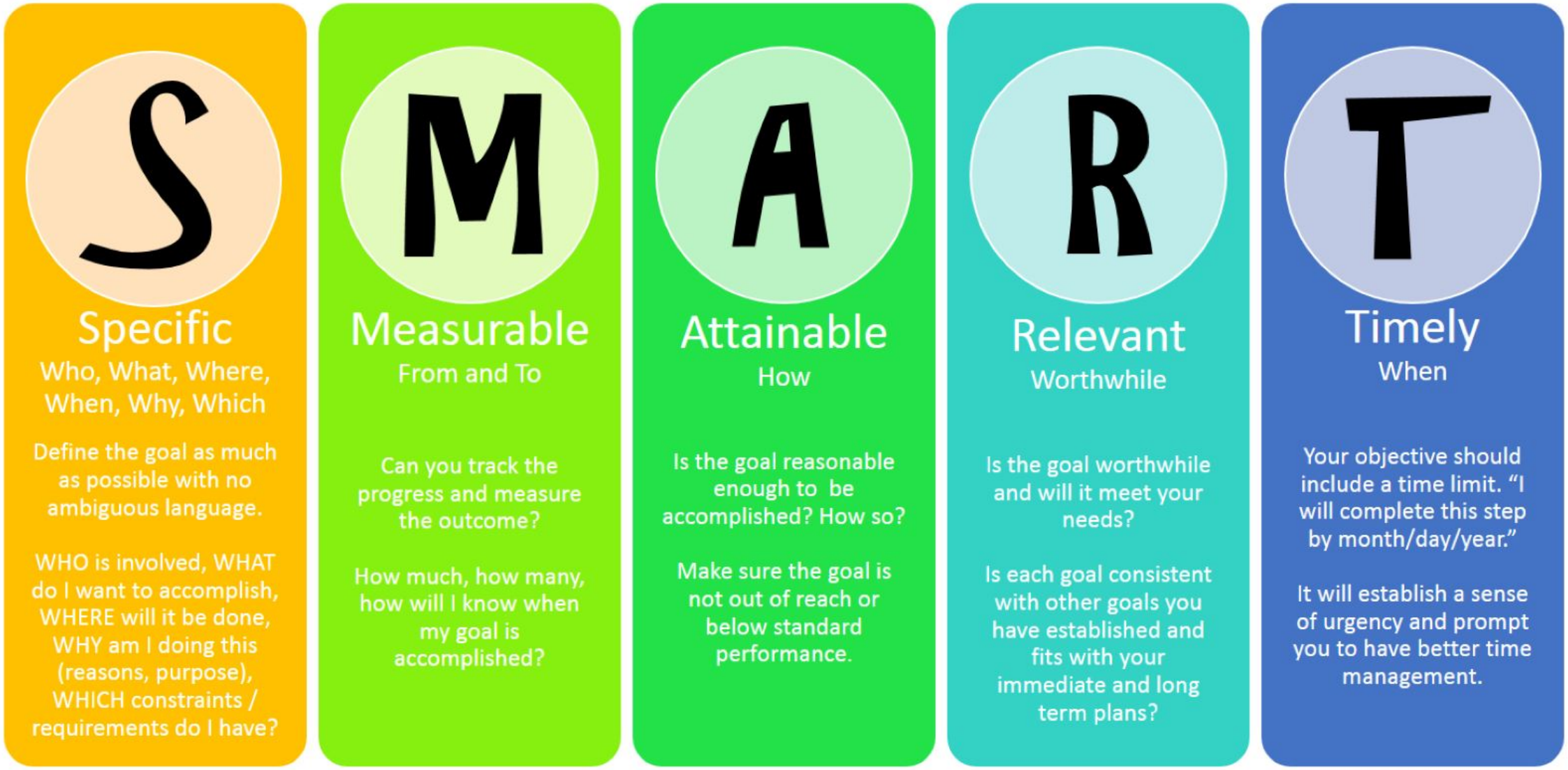
What is a **Goal**?

- *"A broad statement of what you hope to achieve"*
- Example:
  - If your ***strategic issue*** is 'How can we reduce barriers to breastfeeding?'
  - Your ***goal*** might be 'To ensure all women have the support they need to continue breastfeeding as long as they choose.'

What is an **Objective**?

- A **specific**, **measureable**, **achievable**, **relevant**, and **time-bound** statement of what you hope to achieve by when.
- Your objectives should reference both your baseline level of performance and your performance target in measureable terms.
- Example:
  - If your ***goal*** is 'To support breastfeeding in all settings where women live, work, and play'
  - Your ***objective*** might be 'By September 30, 2019, increase the percentage of WIC clients who breastfeed at 6 months from 15% to 20%.'

S.M.A.R.T Goals and Objectives



S.M.A.R.T – Specific

- Your objectives should be **clear** and **specific**
- When drafting your objectives, try to answer the five "W" questions:
  - **What** do you want to accomplish
  - **Why** is this objective important?
  - **Who** is involved?
  - **Where** is it located?
  - **Which** resources or limits are involved?

S.M.A.R.T – Measureable

- **Measureable** objectives provide a set criteria for what it means to meet that objective
- A measureable objective should address questions such as:
  - How much?
  - How many?
  - How will I know when it is accomplished?
- A baseline is necessary in order to measure improvement
- Measures can be qualitative or observational

S.M.A.R.T – Achievable

- Your objective should be **achievable**, while also indicating meaningful improvement.
- An achievable objective will usually answer questions such as:
  - Do we have a strategy powerful enough to accomplish this objective?
  - Do we have enough time to expect this change?
- A can also stand for **actionable.**
  - SMART measures help you know what to do next.

S.M.A.R.T – Relevant

- Your objective must be **related** to what you want to accomplish.
- A relevant goal can answer "yes" to these questions:
  - Does this seem closely connected to our actions?
  - Is this the right time?
  - Does this match our other efforts/needs?
  - Do we have the right partners involved to reach this objective?
  - Is it applicable in the current environment?

S.M.A.R.T – Time-Bound

- Your objective needs to have a set **time-frame** in which to meet that objective
- A time-bound objective will ask us to think about:
  - What can I do by the end of the grant period?
  - What can I do six months from now?
  - What can I do six weeks from now?
  - What can I do today?

S.M.A.R.T – Tips and Tricks

1. Use a template to make sure you cover your bases.

Objectives					
By [date]	[who] will	[increase, decrease]	[measure] from	[baseline value] to	[target value]
By 9/30/17,	the Washington County Health Department will	increase	the percentage of adolescents in the county age 13-18 who have completed 1 or more doses of the HPV vaccine from	18% to	28%.

S.M.A.R.T – Tips and Tricks

2. Specify your baseline and target rather than using either a percent change or percentage point change to avoid confusion.

Measure	Baseline	Change	Target
By 9/30/17, the Washington County Health Department will increase the % of MIHP clients screened for depression by 15%.	*60%*	.15*60	60+(.15*60) =69%
By 9/30/17, the Washington County Health Department will increase the % of MIHP clients screened for depression by 15 percentage points.	*60%*	15+60	15+60 = 75%
By 9/30/17, the Washington County Health Department will increase the % of MIHP clients screened for depression from 60% to 75%	60%	No math needed!	75%

S.M.A.R.T – Tips and Tricks

3. Consider objectives that tell you something about the implementation of your strategy, short-term outcomes, and *maybe* medium-term outcomes.

Goal: To support all women in breastfeeding for as long as they choose.					
Strategy	*Objective*	Short-term Outcome	*Objective*	Mid-term Outcome	*Objective*
Support pregnant and parenting clients in enrolling in **both** a home visiting program and WIC	*By 9/30/18, increase the % of eligible health department clients who are enrolled in both a home visiting program and WIC from 45% to 70%.*	Health department clients will have access to lactation support	*By 9/30/18, increase the % of health department clients who give birth that meet with a lactation consultant in the 6 weeks after baby is born from 15% to 35%.*	Health department clients will have the support they need to breastfeed their babies	*By 9/30/18, increase the % of WIC, NFP, and MIHP clients who breastfeed to 6 months from 5% to 20%.*

S.M.A.R.T – Tips and Tricks

4. Population level measures will require strategies that are designed to have a population level impact.

Strategy	Population Level?	Measure
Making sure WIC clients are up-to-date on immunizations	No	By 9/30/18, WCHD will increase the percent of children served by WIC who are up-to-date on their immunizations from 75% to 80%.
Multi-level, community-wide information campaign on immunization safety and importance	Yes	By 9/30/18, the percent of children fully immunized by their fifth birthday will increase from 66% to 70%.

S.M.A.R.T – Tips and Tricks

5. Be realistic about what you can measure and what you can't, but also be creative!
   - When in doubt, ask the people you serve.
6. Use your resources to set your targets, but don't stress over it.
   - Comparison counties, neighboring health departments
   - State or national targets
   - Thinking about your denominator
   - Considering what would be an appropriate level of service or performance – what would you be proud of?

Audience Activity #1

"We will improve the number of hearing tests given by the health department."

1. Is this goal…
   - Specific?
   - Measurable?
   - Achievable?
   - Relevant?
   - Time-Bound?
2. How can we change this statement to a S.M.A.R.T goal?

Audience Activity #1

By 9/30/18, the Washington County Health Department will increase the number of hearing tests for children age 3-18 completed monthly at the department and in school settings from 345 (FY2016) to 600 (FY2018).

Audience Activity #1

"By 9/30/18, the Washington County Health Department will increase the number of individuals who attend the parenting education classes by 50%."

1. Is this goal…
   - Specific?
   - Measurable?
   - Achievable?
   - Relevant?
   - Time-Bound?
2. How can we change this to a S.M.A.R.T. goal?

Audience Activity #1

"By 9/30/18, the Washington County Health Department will increase the number of teen fathers who attend parenting education classes offered by the Department from an average of 2 per class to an average of 3 per class."

Audience Activity #2

Which of the S.M.A.R.T. criteria are addressed by each objective below?

1. We will increase the immunization rate for children.
2. Increase immunization rates for children from 19 to 36 months by the end of FY2018.
3. By September 30, 2018, increase linkage of prenatal women to dental care from "X" to "Y".
4. In 6 months, 95% of all health department educational materials will be available in Spanish.

Back to the Tool!

- Set a Goal and at least one Objective for each Strategic Issue you prioritized.
- Create objectives thinking about what might signal progress toward your goal and addressing your strategic issue.
- Consider how best to engage your partners in this process.
  - Group session to set goals and objectives
  - Group session to set goals and gather initial ideas about objectives, followed by someone taking the lead to write SMART objectives and sharing them back with the group
  - Someone taking the lead to write goals and SMART objectives, and sharing them with the group
- Use Table 13 to document your decisions.

Table 13: Goals and Objectives

- This chart provides space to document your goals and objectives (*Full Tool, pg. 28*)

Strategic Issue	Goal	Objective					
		By [date]	[who] will	[increase, decrease]	[measure] from	[baseline value] to	[target value]
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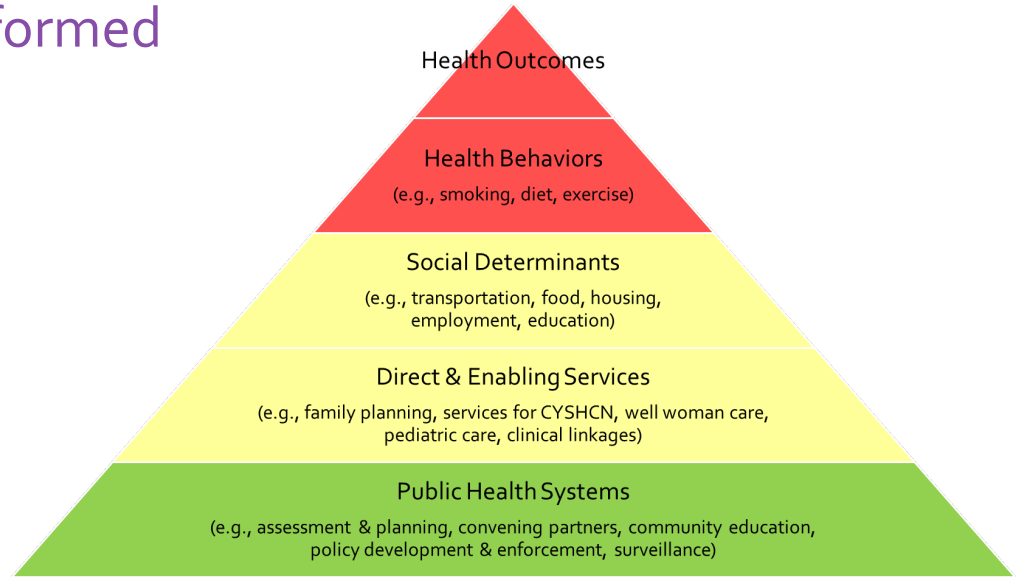
Group Sharing!!

- What is your experience writing S.M.A.R.T goals and objectives?
- Do you have any tips/tricks?

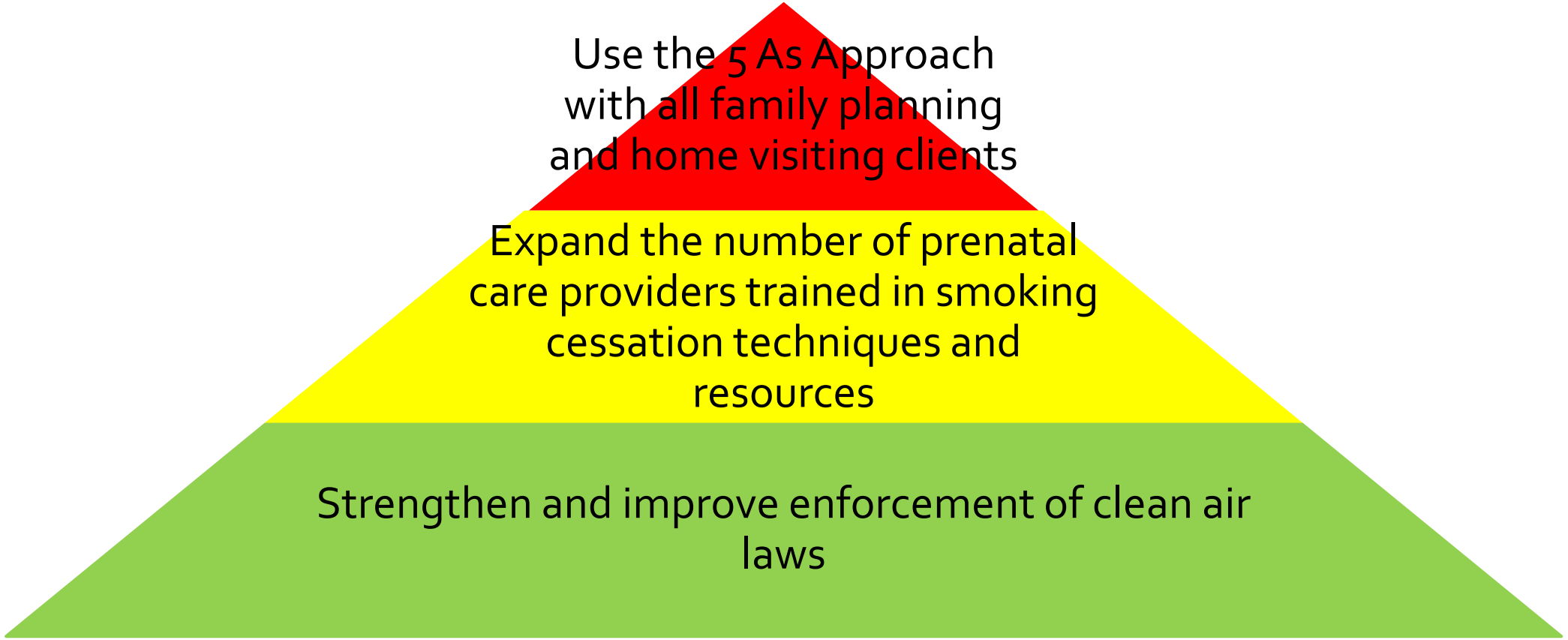
Step 8: Identify Strategies and Develop an Action Plan

Step 8 Overview

- In this step you will identify how you will achieve each goal identified in Step 7.
- Carefully consider what strategies will have the greatest impact on addressing your strategic issues and achieving your goals based on the Public Health Pyramid
  - It is important to consider how outcomes at one phase of the life course can be impacted by earlier phases of the life course or across generations
- Strategies should be evidence-based or evidence-informed



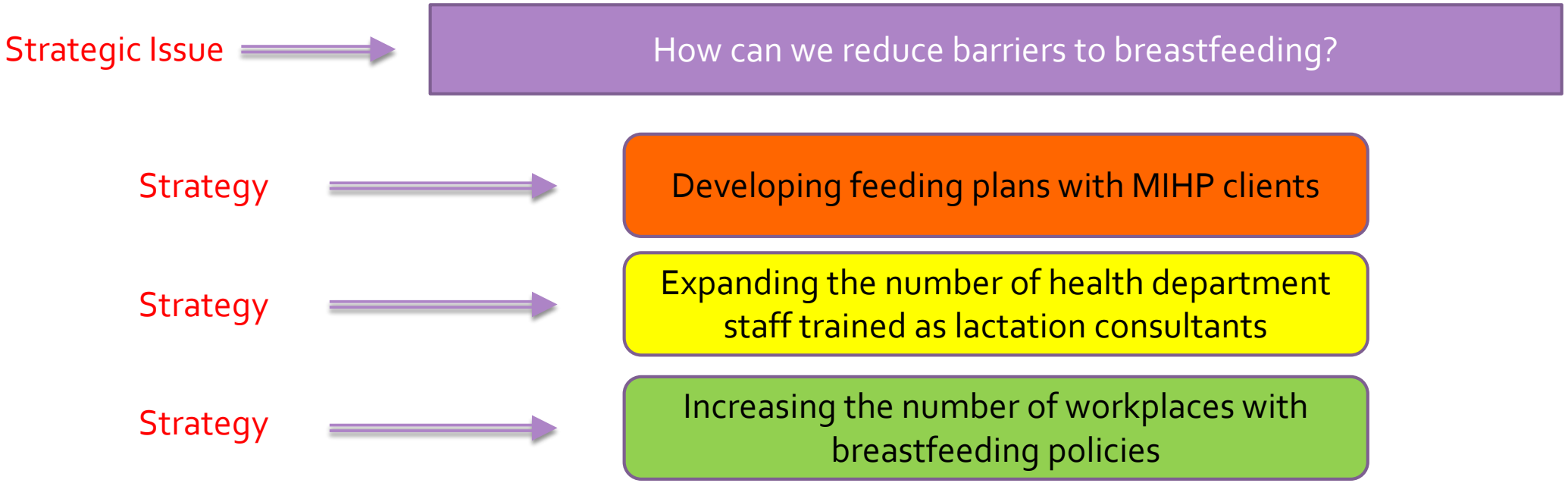
Back to the Pyramid



Identifying Strategies

Begin by identifying potential strategies for addressing each strategic issue:

- Brainstorming
- Searching the Literature
- Google
- Ask a friend



Resources to Find Evidence-based Strategies

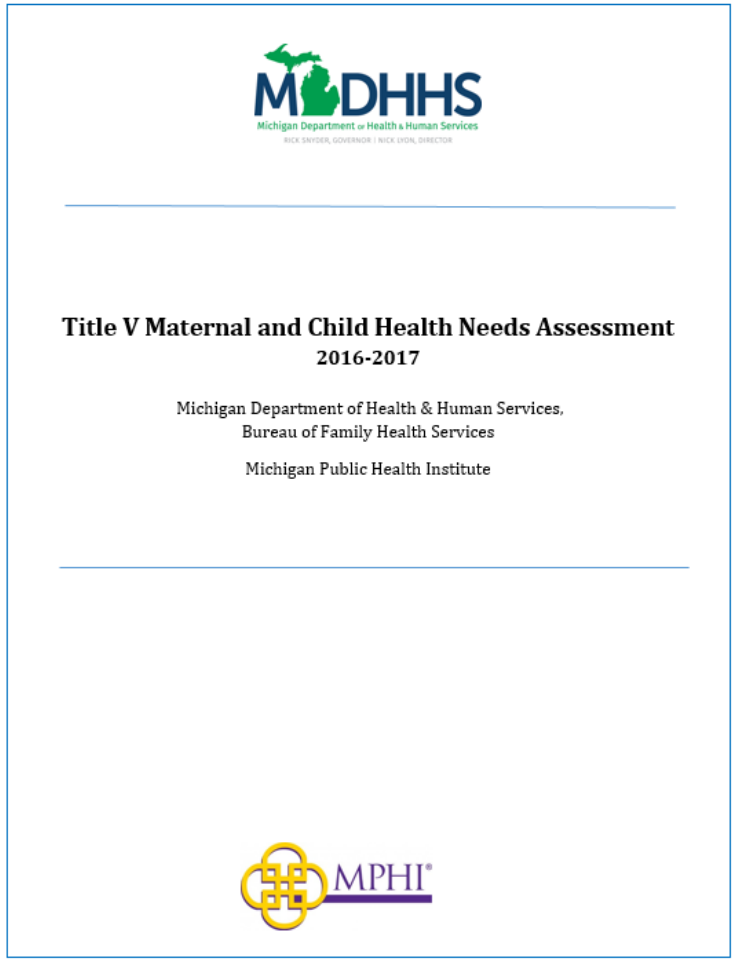
- The Community Guide to Preventive Services
  - https://www.thecommunityguide.org
- NACCHO Model Practice Database
  - http://www.naccho.org/topics/modelpractices/database/index.cfm
- Partners in Information Access for the Public Health Workforce
  - http://phpartners.org/hp2020/index.html
- SAMHSA's National Registry of Evidence-based Programs and Practices
  - https://www.samhsa.gov/nrepp
- The Community Tool Box: Comprehensive Resources (lots more links!)
  - http://ctb.ku.edu/en/databases-best-practices

Prioritizing Strategies

- Questions to consider:
  - Strength of the evidence
    - Relevance of the evidence to the community you serve
  - Reach of the strategy
    - Cost / benefit
  - Feasibility & buy-in
  - ***Perspective of the community members you hope will most benefit***
    - Please, please, please don't forget to ask!

LMCH Tool Questions

- After you have prioritized your strategies, you will answer questions 19, 20, and 21 in the LMCH Assessment Tool (*Full Tool, pg. 29*)
  - #19 – What process did you use to identify potential strategies?
  - #20 – How did you determine which strategies to prioritize?
  - #21 – Will you be pursuing a promising strategy that lacks an evidence base? If so, describe your evaluation strategy.


MDHHS
Michigan Department of Health & Human Services

Title V Maternal and Child Health Needs Assessment
2016-2017

Michigan Department of Health & Human Services,
Bureau of Family Health Services

Michigan Public Health Institute

MPHI

Table 14: Strategies for Achieving Goals

- Table 14 will be used to identify the strategies you will use to achieve each of your goals (*Full Tool, pg. 29*)
- Describe the strategy, the phase of the life course it will target, and the level of the public health pyramid it will target. Also indicate if this is a strategy that will be implemented using Title V LMCH funding

Table 14: Strategies for Achieving Goals

Goals	Selected Strategy or Strategies	Phase of Life Course Targeted	Type of Service	LMCH Funded (yes, partial, no)
Click here to enter text.	Click here to enter text.	Choose an item.	Choose an item.	Choose an item.
Click here to enter text.	Click here to enter text.	Choose an item.	Choose an item.	Choose an item.
Click here to enter text.	Click here to enter text.	Choose an item.	Choose an item.	Choose an item.
Click here to enter text.	Click here to enter text.	Choose an item.	Choose an item.	Choose an item.
Click here to enter text.	Click here to enter text.	Choose an item.	Choose an item.	Choose an item.

Developing an Action Plan

- Develop an action plan for each strategic issue that describes the specific steps you will use to achieve your goals and objectives through your selected strategies.
- An action plan will be completed for ***each*** of your strategic issues.

Action Plan Template

(Full Tool, pg. 31-35)

Table 15: Action Plan

Strategic Issue 1:	Click here to enter text.			
Goal:	Click here to enter text.			
Objective:	Click here to enter text.			
Strategies	**Action Steps**	**Timeline**	**Stakeholders/Responsible Person**	**Output**
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Action Plan Template: 'Action Steps'

- These are the necessary steps to implement the strategy
- For example, if your strategy is '*complete infant feeding plans with MIHP clients*,' **action steps** may include:
  1. Adapting a feeding plan template
  2. Training MIHP staff on revisions
  3. Discussing feeding plan use during staff meetings
  4. Gathering client input on feeding plans
  5. Supporting/monitoring mothers' use of feeding plans after infant birth

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Objective:	Click here to enter text.			
Strategies	**Action Steps**	**Timeline**	**Stakeholders/Responsible Person**	**Output**
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Action Plan Template: 'Timeline' and 'stakeholders/responsible person'

- The '**timeline**' field should be used to indicate who will support each action step and ensure each action step is complete
- The '**stakeholders/responsible person**' field should be used to indicate who will support each action step and ensure each action step is complete.

Table 15: Action Plan

Strategic Issue 1:	Click here to enter text.			
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Objective:	Click here to enter text.			
Strategies	**Action Steps**	**Timeline**	**Stakeholders/Responsible Person**	**Output**
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Action Plan Template: 'Output'

- The '**output**' field should be used to indicate how you will know that the action step was completed
- For example, if your first action step is '*adapt a feeding plan template*,' your **output** (or measure of success) might be '*By 11/1/17, the MIHP feeding plan template will be approved and shared with all MIHP staff*.'

Table 15: Action Plan

Strategic Issue 1:	Click here to enter text.			
Goal:	Click here to enter text.			
Objective:	Click here to enter text.			
Strategies	**Action Steps**	**Timeline**	**Stakeholders/Responsible Person**	**Output**
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Group Sharing!!

- What is your experience identifying strategies and developing action plans?
- Do you have any tips/tricks?

Implementation, Monitoring, & Ongoing Improvement

Continual Process

- Assessment and planning are most effective when they are a **continual process**
- Once your plans are complete and implementation begins, monitor progress toward both your '**measures of success**' (or anticipated outputs) and '**objectives**.'
  - These are more proximal measures of change that can tell you if your action plans are being implemented as intended and having the outcomes you intended

Continual Process: Continued

- If implementation is off track or strategies you suggested are not working as you anticipated, **make strategic and well planned adjustments**
- As other MCH needs are identified in your community, consider **adjusting your priorities, goals, and objectives** in order to address emerging concerns

Tying the MCH Needs Assessment to the LMCH Plan and Work Plan

Tying the MCH Needs Assessment to the LMCH Plan and Work Plan

FIVE YEAR ASSESSMENT REPORTING PERIOD

****NEW THIS YEAR – Fiscal Year 2019****

Conducting a MCH Needs Assessment is a systematic process to acquire an accurate, thorough picture of the strengths and weaknesses of a local health department's public health system that can be used in response to the preventive and primary care service needs for all pregnant women, mothers, infants and children, adolescents and children with special health care needs. The needs assessment is utilized to determine priority goals, develop a plan of action and to allocate funds and resources. **The MCH Needs Assessment conducted in FY 17 will serve as the baseline information for a five year reporting period.** LHD will be able to update information annually, as needed.

NOTE: Steps from the ***MCH Needs Assessment Tool*** completed in FY 17 are indicated in ***turquoise*** font. These are indicated for your reference.

DESCRIBING PRIORITY STRATEGIC ISSUES IDENTIFIED

Table 1

Select Local Health Department from drop down menu below.
Select Agency

Priority Strategic Issues [Step 6, Table 12]	Use MCH funds to address need?		Indicate if this is a continued strategic issue from FY 17 or a new strategic issue	
	Yes	No	CONTINUED	NEW
1.				
2.				
3.				
4.				
5.				

Tying the MCH Needs Assessment to the LMCH Plan and Work Plan

USING STEPS 7 & 8 IN THE LMCH WORKPLAN

Local MCH Work Plan – by National/State Performance Measure	FY 2019

Select Local Health Department from drop down menu to the right. Select Agency

Identify the NPM and/or SPM that aligns with your MCH strategic priorities. Select the NPM or SPM on the pull down menus below, OR, specify the locally defined performance measure. Use a separate work plan table for each NPM, SPM or LPM selected. Please select the appropriate service by pyramid level in the table under activities/strategies. *Copy and paste this page for as many work plan tables as needed.*

NPM or SPM: Select NPM or SPM

LPM (specify): Click here to enter text.

Data List local MCH-specific data used to identify the priority strategy for the NPM/SPM/LPM identified above. [Step 4]	**Required Objectives** (Objectives should be SMART: specific, measureable, assignable, realistic and time-related) *[Step 7]*	**Activities/Strategies** Describe activities and strategies that will be used to directly impact the identified NPM/SPM/LPM with MCH funds [Step 8]	**Stakeholders/ Responsible Person** *[Step 8]*	**Anticipated Outputs** Describe outputs *(e.g. product or units of service).* What is your evaluation method to determine if you have met your objectives? *[Step 8]*	**Final Reporting** Indicate if objectives and outcomes were met or not met. Provide brief summary of FY 19 activity and outcomes achieved with MCH funds.	**Final Progress Reporting** Provide a brief description of any challenges and successes that were experienced.
		Select service by pyramid level.			Choose met or unmet.	
		Select service by pyramid level			Choose met or unmet	

Clarification about activities and timelines

- The one-time funding is for **January 1, 2017 through September 30, 2017**
- All **BILLABLE** activities for the funding must be completed by September 30, 2017
- The **FINAL** completed full MCH NA tool is due when the final FSR is submitted into EGrAMS (due December 15, but many agencies submit earlier)
  - Steps 1 – 3 due February 6
  - Steps 4 & 5 due June 23
  - Step 6 due **August 11**
  - Steps 7 & 8 due **September 15**

Additional Notes

SharePoint Site

- Do you want to view the webinar slides?
- Do you need access to the webinar recordings?
- Are you looking for the tool to fill out and submit?
- Would you like additional resources?
- Do you need some advice and don't know who to contact?

The SharePoint site has it all!!

Visit the LMCH SharePoint site at
https://public.mphi.org/sites/mihomevisiting.org/lmch/Pages/default.aspx

Technical assistance

- If you need help with ***any step*** of the Needs Assessment process, your MDHHS and MPHI teams are available for Technical Assistance.
  - Contact Lauren LaPine at llapine@mphi.org or (517) 324-8368 to be connected with Julia, Erin, or Lauren
  - Contact Trudy Esch or Robin Orsborn at MDHHS-Maternal-Child-Health@michigan.gov
  - We look forward to hearing from you!!!

Next Steps

Next steps

- Completed step 6 submitted to MPHI by **August 11th**
- Step 7 and 8 Due to MPHI **September 15th**
- Final Tool Revision Due to MPHI **December 15**

Email Submissions to:

- Lauren LaPine, llapine@mphi.org

Feedback Forms

- MPHI and MDHHS will complete feedback forms for **steps 4 & 5** by the end of August
- Feedback forms for **step 6** will be completed throughout the month of September
- Remember: this feedback is meant to be used as a tool to aid in your assessment process.
  - It might apply to this process, or you might use it next time!

Questions?

Thank You!