

MODULE 13: USING POLICY AND BEST PRACTICES IN MATERNAL, INFANT AND CHILD HEALTH:
MATERNITY CARE COALITION

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Using Policy and Best Practices in Maternal, Infant and Child Health: Maternity Care Coalition Case Study



Public Health
Learning Modules

Using **Healthy People 2020**
to Improve Population Health



ASSOCIATION FOR PREVENTION TEACHING AND RESEARCH



College of Health Professions
and Social Work
TEMPLE UNIVERSITY*

Background and Mission

- MCC is a community-based nonprofit that was founded in 1980 by concerned professionals and community members in response to the appalling rate of infant mortality in the Philadelphia region.

MCC's mission is to improve maternal and child health and wellbeing through the collaborative efforts of individuals, families, providers and communities.

- In order to achieve this mission, MCC provides services to families in Southeastern Pennsylvania, particularly in neighborhoods with high rates of poverty, infant mortality and health disparities.

Direct Service Programs

- MOMobile - MCC's signature home visiting program serves pregnant women and families with young children in Philadelphia, Montgomery and Delaware County and at the Riverside Correctional Facility. MOMobile provides case management, health and parenting education, and linkages to social services, public benefits, and health care.
- Early Head Start - EHS is a federally funded program that works with pregnant women and families with children from birth to three years old, preparing children for school while enhancing the social and cognitive development of children through the provision of educational, health, nutritional, social and other services to enrolled children and their families.
- Cribs for Kids - Staff provide safe sleep education as well as a portable crib, crib sheet and blanket sleeper to families who cannot afford a crib.

Direct Service Programs

- Community Based Education
 - HIV prevention - Provides HIV education and risk reduction strategies to participants through evidenced-based interventions.
 - Parenting Education - Provides evidence-based parenting education classes to pregnant and/or parenting women enrolled in substance abuse treatment facilities, programs for incarcerated women, and other community based programs.
- Breastfeeding - Provides community based doula and breastfeeding support to pregnant and newly parenting women.

Research and Public Policy

- MCC uses a comprehensive approach that includes research and public policy initiatives
- This approach drives continuous quality improvement throughout MCC, as research and advocacy inform direct services, and vice versa

Research and Public Policy

- The research team collaborates with leading academic institutions to advance the understanding of maternal and child health issues
- Current research areas perinatal depression, postpartum obesity, incarceration and parenting education.
- MCC's public policy team advocates for families at national, state and local levels, most recently on health care reform and quality early care and education.
- Since 1995, MCC has served as Pennsylvania's affiliate of the National Healthy Mothers, Healthy Babies Coalition.

Organizational Background

- In FY2013, MCC served 5250 individuals
 - 24% MOMobile and Early Head Start
 - 55% Cribs for Kids
 - 6% Parenting and HIV education groups
 - 3% HMO outreach
 - 12% limited services including the provision of emergency supplies such as food, formula and/or referrals to other organizations.
- Total Number of Staff: 104
- MCC Annual Budget: \$7,484,798

Recent Program Outcomes

- MOMobile - During the course of enrollment in the program there was a 55% reduction in the number of women at risk for depression, 70% of clients initiated breastfeeding (compared to 43% of comparable low income women in Philadelphia) and 90% of clients placed their babies to sleep on their backs (compared to 65% of PA women).
- Early Head Start - 100% of the children enrolled in the EHS program had health insurance. 99% had an ongoing source of continuous, accessible health care, and 96 % of our children were up to date on all immunizations appropriate for their age.
- Cribs for Kids - Distributed 2350 cribs in FY13.

Recent Program Outcomes

- Community Based Education - 843 community members and health and social service providers participated in MCC trainings.
- Public Policy and Research
 - MCC was designated as a Champion of Coverage in the implementation of the Affordable Care Act.
 - MCC was also invited to present its research on Post-Partum Weight Management at the 2013 American Public Health Association (APHA) meeting and preliminary results were published in the "Journal of Healthcare for the Poor and Underserved". The results indicate promising trends: experimental group participants are losing weight and waist circumference, decreasing depression risk and increasing self-efficacy.

Healthy People 2020 Goal:

Improve the health and well-being of women, infants, children, and families.

The following interviews will demonstrate the how the work of Maternity Care Coalition is moving its community toward these HP 2020 Objectives:

- Increase the proportion of infants who are breastfed
- Increase the proportion of employers that have worksite lactation support programs
- Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life