Goal 2: AMCHP will contribute to the development of a flexible, skilled workforce.

Strategy 1: Increase the MCH Leadership Competencies for the MCH workforce including families.

A. Incorporate the MCH Leadership Competencies into all family-related training activities.
B. Review applications and provide recommendations for the 2018 Family Leader Cohort of the Leadership Lab.
C. Provide input for family leader activities and content, e.g., review application documents, review applications, provide topic-specific resources including recommendations for content experts.
D. Participate as guest speakers on Webinars/conference calls for family leaders.
E. Disseminate notice of RFAs for the Ryan Colburn Award and the Merle McPherson Leadership Award and participate in selection processes as requested.

Strategy 2: Increase the pipeline of a qualified MCH workforce.

A. Support states in recruitment, training, and retention of diverse family leaders, specifically Family Delegates, by sharing strategies from other states.
B. Support the development of the family leaders, specifically Family Delegates, by ensuring leaders are able to network and connect with each other.

Strategy 4: Improve the visibility of the field of maternal and child health.

A. Collect family stories that illustrate the range of Title V investments for publication in AMCHP’s Pulse.