GOALS & STRATEGIES

GOAL 1: There will be an action-oriented national agenda to improve the health of women and children.

Strategy 1: Create and advance a collaborative agenda for maternal and child health with other national organizations and partners. It is through collaboration and partnerships with key stakeholders and organizations with similar interests that AMCHP believes it is possible to develop a unified and concerted effort which results in the development of a common agenda for women and children. Likewise, it is through these partnerships that this agenda will be advanced and promulgated resulting in adequate and sustainable resources to support this agenda.

Strategy 2: Promote national policies to improve the health of women and children. National policies guide and direct efforts at the state level which affect programs serving women and children. AMCHP will lead efforts at promoting policies which improve the health of women and children.

Strategy 3: Evaluate the impact of national policies on state programs and policies. AMCHP believes that it is essential to actively assess the effect that national policies have on state's abilities to serve the maternal and child health population. It is through this effort that programs and policies will undergo continuous improvement and a relevant agenda developed.

Strategy 4: Support a national agenda for MCH which includes a strong, identifiable state MCH focus. AMCHP believes that any national agenda must be reflected in a focus on MCH at the state level and is committed to developing and supporting strategies to assist states in their efforts to address MCH issues.

GOAL 2: Maternal and Child Health organizations and programs will have strong, effective leadership at the national, state, and local levels.

Strategy 1: Assess and address MCH leadership workforce development needs. Working with its partners and its members will assess the needs at all levels to develop a workforce of strong, talented, and effective leaders in the MCH field. In addition, AMCHP will strive to participate in developing strategies to attract and train leaders in MCH.

Strategy 2: Advance (leadership) practices that assure strong leadership for MCH at state, national and local levels. AMCHP will work with its members to continuously improve and maintain the skills of MCH leaders at all levels, including family leaders, utilizing the most effective leadership development methods available.

Strategy 3: Promote family partnerships and family leadership for MCH programs at the national, state and local levels. AMCHP firmly believes that families should be involved in the decision-making process at all levels and must invest in developing family leaders to support these efforts.

GOAL 3: MCH Systems, Policies, and Programs will be aligned to evidence-based, best practices at all levels.

Strategy 1: Improve states’ abilities to improve health outcomes and assure health equity through development, implementation, and spread of evidence-based practices in MCH programs. AMCHP believes that the ultimate goal of MCH policies and programs is to improve the health and eliminate disparities in the MCH population. It is through the development and spread of evidence-based practices that this occurs and it is through systems and infrastructure that state programs are best able to contribute to this effort.

Strategy 2: Assure implementation of sustainable, evidence-based systems for MCH through promotion of adequate resources. Without adequate resources, systems cannot be developed and sustained. AMCHP will develop strategies to identify, develop, and maintain resources for these efforts.

GOAL 4: AMCHP will be an effective and efficient organization.

Strategy 1: Expand and maintain strategic partnerships. It is through strategic, collaborative, and synergistic partnerships that the MCH population will best be served. AMCHP will develop and maintain a core group of key partners to develop strategies to support the MCH population.

Strategy 2: Continuously evaluate and improve organizational effectiveness including board and staff. AMCHP will develop and implement continuous quality improvement methods at every level of the organization. This includes evaluating the effectiveness of the board, CEO, staff, and AMCHP programs and deliverables. AMCHP directly works with state MCH programs with the ultimate goal of improving the health of the MCH population. As an organization it must effectively identify and meet its members’ needs in serving this population.

Strategy 3: Assure the financial health of the association. In order to serve its members and ultimately the MCH population, AMCHP must be a financially solvent and stable organization. AMCHP will implement sound financial managerial methods.
FOCUS AREAS

AMCHP represents state maternal and child health organizations that work across the life span to address a broad range of family health issues covering a wide span of populations. AMCHP must operate within that broad spectrum and will address emerging issues to annually develop priority areas. These priorities will guide our activities and work plans for each of the strategies and goals outlined above. The following focus areas have been identified for special attention:

- **Early childhood development** – promoting the healthy development of children by helping states coordinate newborn screening, manage SECCS grants, improve early identification and treatment of developmental problems, and partner with other education and human services agencies.

- **Women’s preventive health** – promoting the health and well-being of women, with an initial focus on women of reproductive age, by advancing best practices and conducting advocacy and education on issues such as perinatal health and healthy lifestyles.

- **Adolescent preventive health** – promoting the health of adolescents by helping states build partnerships and strengthen their capacity to prevent risk-taking behaviors and address adolescent health from a resiliency/asset approach.

- **Emotional behavioral health** – addressing the emotional behavioral health needs of families by defining the role of state MCH agencies in this issue and building partnerships to include emotional behavioral health in the continuum of care.

- **Children with special health care needs** – promoting a coordinated system of care for children with special health care needs.

- **Health Equity** – pursing the elimination of health disparities and inequities, particularly among racial and ethnic groups.