

STRATEGY 1.1

Build the capacity needed to identify and address maternal and child health priorities across the life course through training, technical assistance, and information dissemination.

STRATEGY 1.2

Support and enhance the skills and competencies of the MCH workforce with a focus on leadership development and mentoring.

STRATEGY 1.3

Support the spread of effective maternal and child health practices and innovations with AMCHP members, partners and other stakeholders.

STRATEGY 1.4

Convene and lead strategic alliances to advance health equity and improve maternal and child health.

STRATEGY 2.1

Develop and implement an annual policy agenda with a maternal and child health focus.

STRATEGY 2.2

Communicate the critical role of MCH programs by engaging key audiences including AMCHP members, policy makers, families, youth, and other consumers of MCH services, MCH professionals and practitioners, and the media.

GOAL 1

AMCHP will advance the nation's health by improving maternal and child health (MCH) outcomes and achieving health equity.

GOAL 2

AMCHP will strategically communicate the critical importance of maternal and child health issues.

MISSION

AMCHP supports state maternal and child health programs and provides national leadership on issues affecting women and children.

GOAL 3

AMCHP will be the lead organization supporting and representing state and territorial MCH programs.

STRATEGY 3.1

Ensure the long-term financial sustainability of the organization.

STRATEGY 3.2

Increase member, family, and youth participation in AMCHP planning, advocacy and programmatic activities including volunteer leadership opportunities within AMCHP.

STRATEGY 3.3

Position AMCHP to respond proactively to member needs and address emerging maternal and child health issues.

STRATEGY 3.4

Continuously evaluate and improve AMCHP's organizational support for and effectiveness of its operations.

VISION

AMCHP envisions a society where healthy children and healthy families live in healthy communities.

VALUES

AMCHP embraces these core values as part of its vision:

- Leadership
- Social Justice
- Diversity
- Equity
- Integrity
- Partnership & Empowerment
- Honesty