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AMCHP Builds ‘A Bridge for Action’ to Improve Maternal & Child Health

Association Aims to Strengthen MCH Infrastructure & Improve Supports for Families Under New Strategic Plan for 2019-21

Washington, D.C. – The Association of Maternal & Child Health Programs (AMCHP) released a [new strategic plan](#) to strengthen the infrastructure of the maternal and child health field and to improve health support for women, children, and families in several critical areas.

The plan, titled A Bridge for Action, targets such key areas as workforce development, investments in MCH, evidence-based policies, family and youth engagement, substance abuse and mental health, and support for children and youth with special health care needs. It emphasizes AMCHP’s role as a bridge between MCH staff and leaders and the resources they need to succeed, including training, evidence, and supportive federal policies and funding.

“AMCHP’s new plan proudly places emphasis on outcomes, strategic partnership, and innovation,” said AMCHP Board President Cate Wilcox. “Developed with input from our members, staff, and partners, the plan lays out AMCHP’s strategy along two main pillars: 1) Infrastructure – building the capacity of the MCH public health field to address any issue, and 2) Impact – specific health issues affecting our members and the people they serve.”

The strategies to “Mobilize the MCH Ecosystem” cover four areas:

- Evidence: Build Capacity Through Training and Technical Assistance to Achieve Optimal Health Outcomes
- Workforce: Attract and Retain Highly Competent People in the MCH Public Health Workforce
- Investment: Increase Visibility of MCH Issues and Advocate for Policies that Support the Health of Women and Children.
- Impact: Support Innovation and Strategic Partnership

The strategies to “Make a Major Impact” focus on five areas:

- Chasing Zero: Drive Down Maternal and Infant Deaths



- Optimize Health for Children and Youth with Special Health Care Needs
- Support and Model Youth and Family-Engaged Work
- Reduce the Burden of Substance Abuse and Unmet Mental Health Needs on Women, Children, Families, and Communities
- Identify and Address Critical Issues for Our Members

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AMCHP is the national membership association of state maternal and child health leaders. As an advocate, resource and partner, AMCHP's mission is to protect and promote the optimal health of women, children, and families. We envision a nation that values and invests in the health and well-being of all women, children, families, and communities. For more information, visit www.amchp.org or connect with AMCHP on [Facebook](#) or [Twitter](#).

