Colorado
Maternal and Child Health Block Grant 2017

The Maternal and Child Health Services Block Grant, Title V of the Social Security Act, is the only federal program devoted to improving the health of all women, children and families. Title V provides funding to state maternal and child health (MCH) programs, which serve 57 million people in the U.S. To learn more about Title V, visit www.amchp.org.

MCH Block Grant Funds to Colorado

<table>
<thead>
<tr>
<th></th>
<th>FY 2013</th>
<th>FY 2014</th>
<th>FY 2015</th>
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<tbody>
<tr>
<td>Title V</td>
<td>$7,178,335</td>
<td>$7,110,848</td>
<td>$7,460,860</td>
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<td>Administrative Agency:</td>
<td>Colorado Department of Public Health and Environment</td>
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*States must provide a three dollar match for every four Federal dollars allocated.

Protecting and Improving the Health of Colorado’s Families

Infant Mortality -
While Colorado’s infant mortality rates fall below those of the U.S., as well as Healthy People 2020 targets, significant racial, ethnic and socioeconomic disparities exist. Colorado’s MCH program is focused on reducing mortality among African Americans infants who are disproportionately impacted. One of several evidence-based strategies employed in Colorado has been the development and promotion of the Preterm Birth Recommendations.

Breastfeeding —
Thanks to several population-based and service delivery initiatives, nine in ten Colorado mothers choose to initiate breastfeeding. As part of the Early Childhood Obesity Prevention program, breastfeeding promotion and support activities focus on policies and practices to increase breastfeeding duration and exclusivity.

Since 2013, the Colorado Baby-Friendly Hospital Collaborative provides state level support system of training, networking, technical and financial assistance to 20 hospitals pursuing Baby-Friendly designation. By late 2016, six Collaborative hospitals achieved the prestigious designation.

Colorado created a Breastfeeding in Child Care Toolkit to increase child care providers’ knowledge, understanding and support of breastfeeding in child care thereby reducing barriers moms face. Free online module for providers will accompany the toolkit in 2018. Workplace lactation accommodation initiatives implemented by community partners reduce barriers and support mothers’ right to continue providing breast milk after returning to work.

Developmental Screening and Referrals — Colorado’s MCH program funds training and technical assistance for local public health agencies, other community based organizations and health care providers to increase the number of young children in Colorado receiving age-appropriate developmental screening from 47 to 52 percent.

To leverage and align partners with a shared interest in developmental screening, the MCH program co-convenes an Early Childhood Screening and Referral Policy Council. The council identifies, prioritizes and takes action on a common set of recommendations related to improved service coordination to promote optimal child development.

Pregnancy Related Depression — Depression is the most common complication of pregnancy, impacting nearly 1 in every 10 Colorado women. The 2020 goal is for at least 80% of mothers to report that a doctor, nurse, or other health care worker talked with them about what to do if they feel depressed during pregnancy or after delivery. Colorado has increased the screening and referral rates amongst providers through the dissemination of guidance documents and the promotion of Medicaid reimbursement for screening in obstetric, pediatrian and family practice offices. Fear of disclosing symptoms still serves as a barrier to some mothers seeking and receiving treatment. A public awareness campaign was launched in October 2016, to increase knowledge about pregnancy-related depression and encourage women to seek help. Since inception, more than 8.6 million Coloradans have been exposed to campaign messages. As part of the campaign, Colorado is working closely with Postpartum Support International to increase awareness of available referral resources in the state.
Prescription Drug Overdose Prevention - Efforts to reduce prescription drug misuse in Colorado are coordinated through the Colorado Consortium for Prescription Drug Abuse Prevention, which has nine work groups that focus on different evidence based strategies, such as public awareness, safe disposal and provider education. In 2015, the Consortium created a campaign called Take Meds Seriously to educate parents and the general public on safe use, storage and disposal of prescription meds. Additionally, the Consortium is working to improve access to the Prescription Drug Monitoring Program (PDMP) for health care providers and educate providers in high-burden areas on best practice Opioid Prescribing Guidelines.

Marijuana Public Awareness - In 2016, Colorado released a campaign to provide educational information about the health effects and risks associated with marijuana use during pregnancy and while breastfeeding. The campaign uses digital advertising, social media, online resources, health care providers and community groups to reach pregnant, and breastfeeding women. The campaign received more than 11,500,000 views across a variety of media channels across the state. The campaign is available at GoodToKnowColorado.com/baby and resources associated with the campaign are located at COHealthResources.org.

Bullying and Suicide Prevention - Colorado youth are negatively impacted by bullying and suicide across the state. Approximately 20 percent of Colorado youth experienced bullying in the past 12 months, with lesbian, gay, bisexual, and transgender youth disproportionately impacted. Additionally, 17 percent of Colorado youth have considered suicide in the past 12 months. Youth experiencing bullying or mental health issues are more likely to experience depression or anxiety, abuse alcohol, and experience decreased academic achievement.

Youth life skills and community and school connectedness are protective factors against bullying and suicide outcomes. Strategies to support these protective factors amongst Colorado youth are: funding evidence based life skills curricula in schools, the development and implementation of enumerated bullying prevention policies, and increasing community connectedness through support of shared use agreements between schools and communities.

Medical Home — Less than 60% of families in Colorado report that their child or youth receives care within a medical home. The percentage is even lower amongst children and youth with special needs (43.7%). To address this, the MCH program works closely with Medicaid’s Accountable Care Collaboration Program, local public health agencies and other pediatric partners to implement policy change to strengthen cross-systems coordination of care for children and youth.

People Reached by the Colorado MCH Program*  
64,930 pregnant women  
62,247 infants under one  
1,400,786 children and adolescents  
179,248 children with special health care needs  
738,868 others  
2,440,079 total  
*2015 State/Jurisdiction Annual Reports Submitted to the Maternal and Child Health Bureau

State Selected MCH Priorities
- Pregnancy-Related Depression  
- Infant Mortality among African-Americans  
- Early Childhood Obesity Prevention  
- Developmental Screening and Referral  
- Bullying and Youth Suicide Prevention  
- Medical Home for Children and Youth  
- Substance Misuse Reduction among Women

Across all priorities, MCH staff implement strategies to promote health equity and community engagement, as well as to apply best practices in performance management to monitor progress, conduct quality improvement and evaluate impact. For more information about Colorado’s MCH program visit www.mchcolorado.org
Current Special Projects of Regional and National Significance (SPRANS)

Integrated Community Systems for CSHCN
COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT
Denver, CO

Healthy Tomorrows Partnership for Children Program
KIDS FIRST HEALTH CARE
Commerce City, CO

State Systems Development Initiative (SSDI)
COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT
Denver, CO

Perinatal & Infant Oral Health Quality Improvement (PIOHQI) Grant Program
COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT
Denver, CO

Research
COLORADO SEMINARY
Denver, CO

Reaching Practicing MCH Professionals in Underserved Areas Through Education and Training Program
THE REGENTS OF THE UNIVERSITY OF COLORADO
Aurora, CO

Alliance for Innovation on Maternal Health
NATIONAL CONFERENCE OF STATE LEGISLATURES
Denver, CO

For more information, contact:

Maternal & Child Health
Karen Trierweiler, MS, CNM Title
V Director
Colorado Department of Public Health and Environment
4300 Cherry Creek Drive South
PSD-MCH-A4
Denver, CO 80246
Phone: (303) 692-2481
E-mail: karen.trierweiler@state.co.us

Children with Special Health Care Needs
Rachel Hutson, MSN, RN, CPNP
Director, Children Youth & Families Branch
Colorado Department of Public Health and Environment
4300 Cherry Creek Drive South
PSD-CASH-A4
Denver, CO 80246-1530
Phone: (303) 692-2365
E-mail: rachel.hutson@state.co.us

State and Family Youth Leader
Eileen Forlenza
Family and Community Engagement Specialist
CDPHE
Phone: (303) 692-2794
E-mail: Eileen.forlenza@state.co.us