

Maternal and Child Health Advisory Group | Information Sheet

When the Community Health Improvement Workgroup (CHIW) selected maternal child health as a priority area for the Monroe County 2019-2021 Community Health Improvement Plan (CHIP), an advisory group of content experts was created called the Maternal Child Health Advisory Group (MCH-AG). Over 72 members from 34 organizations or departments across Monroe County have met quarterly for the 3 years during the implementation phase of the plan and beyond. An average of 30+ attendees of providers and community leaders of social, health, and education agencies attend the quarterly meetings. Members include representatives from the following key agencies:

Healthy Baby Network	Rochester Regional Health
School Based Health Clinics	University of Rochester Medical Center
Metro Council for Teen Potential	Accountable Health Partners
The LARC Initiative	Planned Parenthood
In-Control	Rochester City School District
Anthony Jordan Health Center	Nurse Family Partnership
Highland Family Planning	Common Ground Health
March of Dimes	Finger Lakes Performing Provider System
Monroe County Department of Public Health	United Way

The overarching focus of the MCH-AG is to address the goal of the 2019-2021 CHIP: *addressing disparities in maternal and child health*. The MCH-AG first reviewed the results of several recent focus groups conducted with Rochester community members around issues related to disparities in maternal and child health outcomes. After several discussions about these various results, the group decided to explore the key disparity drivers of sub-optimal birth spacing, housing insecurity, and institutional racism and potential solutions for the future work of the MCH-AG. This group was able to begin to address these drivers in several ways, discussed below.

Birth Spacing	Housing	Institutional Racism
<p>A team from the MCH-AG participated in a Systems Integration Prototyping pilot program. This team, composed of representatives from the YWCA, Nurse Family Partnership, the Society for the Protection and Care of Children (SPCC), and Social Work at URMC, studied and applied Human Centered Design principles and created a final model and process workflow for standardized entry and easy linking of new families with support services that best fit their needs.</p> <p>MCH-AG is the community advisory group for Roc Family Teleconnects. Modeled after the evidence-based Family Connects program, assessment visit, typically performed in person by a registered nurse, but conducted via phone due to the Covid-19 pandemic.</p>	<p>The CHIW and the MCH-AG collaborated with the United Way of Greater Rochester to apply for a Robert Wood Johnson Foundation grant studying the racial equity impacts the Eviction Prevention Pilot Initiative (EPPI) initiated through the Systems Integration Project. EPPI aims to connect Rochester residents with money for assistance with rent and mortgage relief through the CARES act and other funding streams. Although this grant was not funded, the CHIW and MCH-AG will continue to find ways to link pregnant women and young families to housing resources. Several informational sessions were given during the MCH-AG meetings, including in May 2021 when Katrina Korfmacher shared Rochester Healthy Homes Partnership (RHHP) website, and where to find eviction prevention resources and other tenant needs.</p>	<p>Through a PCORI grant funded project, Exploration of Local Factors Affecting Black</p> <p>listening sessions in Jan and Feb 2020 with stakeholder groups including clinicians, Black patients who recently delivered, researchers, and community organizations like Healthy Baby Network. Results were presented to the MCH-AG in November 2020. The MCH-AG continues working with organizations and researchers involved in this project to improve systems responses to the experiences of women in the listening sessions.</p>

The primary goal when creating the Maternal Child Health Advisory Group was to enhance collaboration with other programs, providers, agencies, and community members to address key social determinants of health that impact the health of women, infants, children, and families across the life course. By creating the Maternal Child Health Advisory Group, we were able to significantly increase collaboration between agencies and providers working with this population. Several members of the MCH-AG also engage other tables of collaboration in maternal child health. We mapped those tables to represent the reach of the advisory group:

The extended tables that MCH-AG members engage have reach that varies between local, regional, state, and national levels. The depth to the engagement is represented by the line connecting each person to their tables. Thicker lines indicated deeper engagement, and ultimately co-lead.

- Inform you exchange information for benefit of mutual understanding of the problem and/or solutions; passive knowledge gathering (you attend meetings for learning purposes and are a