



Maryland Maternal Health Strategic Plan

Dr. Shelly Choo, Director, Maternal and Child Health Bureau
Colleen S. Wilburn, MPA, Title V Manager

September 29, 2020

Maternal Health Strategic Plan: Vision

All Maryland mothers are in optimal health and thriving

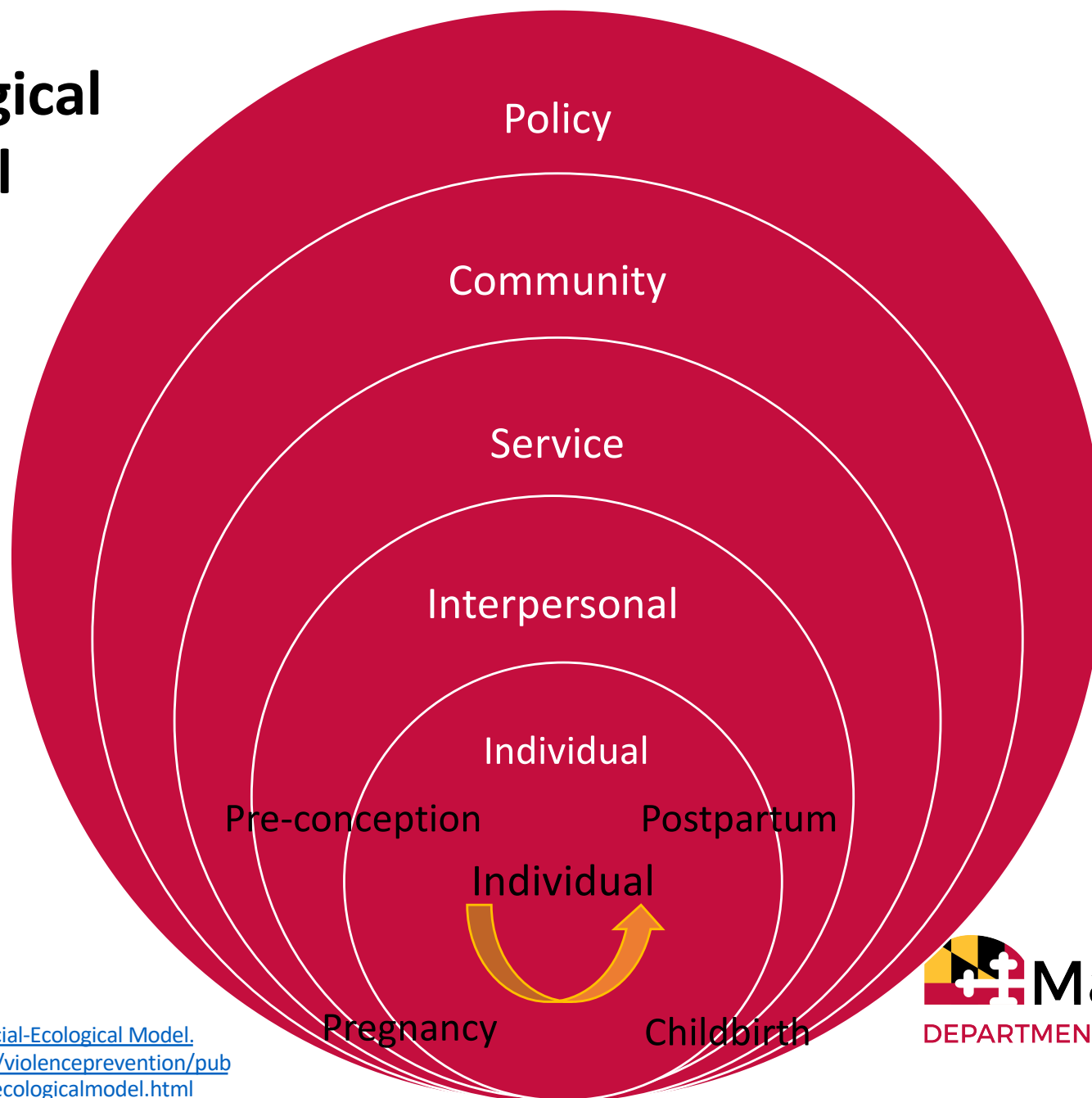
Maternal Health Strategic Plan-Process



Maternal Health Strategic Plan: Guiding Principles

- Focus on anti-racism and equity
- Recognize cumulative stress and intergenerational stress impacts health
- Take a strength-based approach
- Center communities
- Data driven and evidence-informed

Socio- Ecological Model



Adapted from the Social-Ecological Model.
<https://www.cdc.gov/violenceprevention/publichealthissue/social-ecologicalmodel.html>

Health Impact Pyramid



Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4

Maternal Health Strategic Plan: Outcomes

Over the next five years (2021-2026):

- **Primary Outcomes:**

- Decrease Maternal Mortality
 - Decrease black-white disparities in maternal mortality
- Decrease Severe Maternal Morbidity

- **Additional Outcomes:**

- Decrease the percentage of women who smoke while pregnant and reduce disparities attributable to race or ethnicity (Title V)
- Increase the percentage of pregnant women who have a dental visit during pregnancy and reduce disparities attributable to race or ethnicity (Title V)
- Increase risk appropriate perinatal Care (Title V)
- Address and treat Substance Use Disorder in pregnant and post partum women

Strategic Plan: Goals

1. Promote Equity and Mobilize Against Racism

2. Empower and Support Maryland Moms Through Policy

3. Strengthen Families and Communities

4. Enhance Maternal Health Surveillance

5. Transform Systems and service delivery for Maryland mothers

Strategic Plan: Goals

1. Promote equity and mobilize against racism

Strategies:

- Collect and report data related to race/ethnicity and use data to inform action
- Provide trainings to expand employees' understanding of the impacts of racism
- Include and engage impacted communities in decision making or advisory roles

Strategic Plan: Goals

2. Empower and support Maryland moms through advocacy for and implementation of policies

Strategies:

- Examine the role of Maryland Prenatal Risk Assessments (MPRAs) and the Postpartum Infant Maternal Referral (PIMR) Form in addressing risks
- Support efforts for CHW training and certification as well doula training and certification in Maryland
- Promote initiatives that mandate screening and evidence-based treatment protocols for perinatal mood and anxiety disorders and substance use disorders
- Advocate for diverse membership of the Maternal Mortality Review Committee

Strategic Plan: Goals

3. Strengthen families and communities

Strategies:

- Improve family and community driven service provision
- Support coordination and cooperation to promote reproductive and sexual health within communities
- Support capacity building in areas of concentrated disadvantage
- Improve environments to support healthy living

Strategic Plan: Goals

4. Enhance maternal health surveillance , monitoring and evaluation

Strategies:

- Develop a severe maternal morbidity review process to prevent future cases of morbidity and mortality
- Identify and link those who are pregnant and with COVID-19
- Have data be more accessible to Maryland families and providers

Strategic Plan: Goals

5. Transform systems and service delivery for Maryland mothers

Strategies:

- Provide trainings to expand employees' understanding of the impacts of racism (same as above)
- Increase availability of specialty care providers such as Maternal Fetal medicine, ultrasound screenings, postpartum follow-ups available.
- Expand provider use of guidance for clinical management of chronic diseases and other risk factors or events, such as obesity, hypertension, and hemorrhage during pregnancy and delivery

Discussion

Are there additional strategies that are a must to improve maternal health in the long term?

Current Maternal Health Initiatives

- Perinatal Quality Collaborative
- Maryland Maternal Opioid Misuse Model
- Patients as Partners
- MCH Collaborative
- Maternal Mortality Review Committee
- Maternal Mortality Review Stakeholder Group
- Maryland Family Planning Program
- Maryland Maternal Health Innovation Program

Current Maternal Health Initiatives: **Continued**

- Title V
- Babies Born Healthy
- Maternal, Infant, and Early Childhood Home Visiting Program
- Surveillance and Quality Improvement Program
- 1115 Health Choice Waiver Home Visiting Services Pilot
- COVID-19 and Pregnancy Surveillance Project

Current Maternal Health Initiatives: **Continued**

- B'More for Healthy Babies
- Perinatal Support Program
- Pregnancy Risk Assessment Monitoring System

Discussion

Are there any other maternal health initiatives that should be included in the strategic plan?

Timeline



Contact Information

Colleen S. Wilburn, MPA

Title V Manager

colleen.wilburn@maryland.gov

Or

Dr. Shelly Choo

Director, Maternal and Child Health Bureau

shelly.choo@maryland.gov