Maternal and Child Health Bureau Strategic Plan

May 24, 2021
**MCHB Strategic Planning Process**

- **Review of more than 40 internal documents and program data**
- **Review of more than 65 published articles (2017-2020)**
- **Interviews with 15 private sector maternal and child health leaders**
- **Analysis of 18 public and private sector strategic plans**
- **Interviews with 19 federal partners**
- **Discussion groups with more than 200 stakeholders in maternal and child health**
- **Engagement with more than 200 MCHB staff from all Divisions and Offices**
- **123 responses through the Request for Information (RFI) process**
- **Input from thousands of stakeholders from multiple sectors including those with lived experience and experts in health equity**

**HRSA Maternal & Child Health January 2021**
Maternal and Child Health Bureau Strategic Plan

**MCHB MISSION**
To improve the health and well-being of America’s mothers, children, and families.

**MCHB VISION**
An America where all mothers, children, and families are thriving and reach their full potential.

**GOAL 1**
Assure access to high-quality and equitable health services to optimize health and well-being for all MCH populations.

**GOAL 2**
Achieve health equity for MCH populations.

**GOAL 3**
Strengthen public health capacity and workforce for MCH.

**GOAL 4**
Maximize impact through leadership, partnership, and stewardship.
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• **Objective 1.1.** Monitor and improve equitable access to a continuum of high-quality prevention, early intervention, and treatment services that address medical and social determinants of health across the life course.

• **Objective 1.2.** Strengthen state- and community-based comprehensive systems of care for MCH populations that equitably improve well-being.

• **Objective 1.3.** Ensure family and consumer leadership and partnership in efforts to improve health and strengthen MCH systems of care.

• **Objective 1.4.** Accelerate implementation and adoption of preventive services in medical homes and other settings for MCH populations.

• **Objective 1.5.** Support access to medical homes with team-based, coordinated approaches to primary care for MCH populations.
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- **Objective 2.1. Advance health equity** across all MCHB programs and investments.
- **Objective 2.2.** Strengthen MCHB’s effectiveness by increasing organizational **diversity, equity and inclusion**.
- **Objective 2.3. Invest MCHB resources** to improve the health of all populations and communities that are marginalized, including those affected by racism and ableism.
- **Objective 2.4. Collect and use data** on race, ethnicity, culture, language, income, ability, health status, gender, sexual orientation, geographic location, or other factors to measure and address disparities and advance equity in access and outcomes.
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- **Objective 3.1.** Strengthen state and local MCH agency capacity and infrastructure to provide and sustain the 10 essential public health services.

- **Objective 3.2.** Support training and educational opportunities to create a diverse and culturally responsive MCH workforce, including professionals, community-based workers, and families.

- **Objective 3.3.** Strengthen research, data, measurement, and analysis to empower decision-making at the national, state, and local levels.

- **Objective 3.4.** Translate science to practice and policy to implement effective strategies and innovations that impact MCH population health outcomes.

- **Objective 3.5.** Advance MCH population-specific preparation for and responses to public health emergencies and emerging issues.
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- **Objective 4.1.** Develop a diverse MCHB *workforce* prepared to lead, collaborate, and grow.
- **Objective 4.2.** Ensure effective, efficient, and transparent *management* of resources.
- **Objective 4.3.** Communicate MCHB’s impact widely.
- **Objective 4.4** Optimize the MCHB role in effective partnerships with federal agencies and other public and private stakeholders.
- **Objective 4.5.** Continuously monitor program performance and utilize performance data to inform *program improvement* and future resource allocation.