

# MATERNAL AND CHILD HEALTH BUREAU STRATEGIC PLAN



## Mission

To improve the health and well-being of America's mothers, children, and families.



## Vision

Our vision is an America where all mothers, children, and families thrive and reach their full potential.



## Goals

### ACCESS

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

### EQUITY

Achieve health equity for MCH populations.

### CAPACITY

Strengthen public health capacity and workforce for MCH.

### IMPACT

Maximize impact through leadership, partnership, and stewardship.

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The Maternal and Child Health Bureau (MCHB) is part of the Health Resources and Services Administration (HRSA), an operating division of the U.S. Department of Health and Human Services. MCHB administers programs, supports research, and invests in workforce training to ensure the health and well-being of mothers, children, and families across their lives.

In partnership with states and communities, MCHB supports healthcare and public health services for an estimated 60 million people nationwide.





## GOALS & OBJECTIVES

### ACCESS

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

### EQUITY

Achieve health equity for MCH populations.

- 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.
  - Strengthen state- and community-based comprehensive systems of care for MCH populations that equitably improve well-being.
  - Ensure family and consumer leadership and partnership in efforts to improve health and strengthen MCH systems of care.
  - Accelerate implementation and adoption of preventive services in medical homes and other settings for MCH populations.
  - Support access to medical homes with team-based, coordinated approaches to primary care for MCH populations.
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- Advance health equity across all MCHB programs and investments.
  - Strengthen MCHB's effectiveness by increasing organizational diversity, equity and inclusion.
  - Invest MCHB resources to improve the health of all populations and communities that experience inequities, including those affected by systemic and structural barriers including poverty, racism, ableism, gender discrimination, and other forms of contemporary and historical injustices.
  - 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.



## GOALS & OBJECTIVES

### CAPACITY

Strengthen public health capacity and workforce for MCH.

- Strengthen state and local MCH agency capacity and infrastructure to provide and sustain the 10 essential public health services.
- Support training and educational opportunities to create a diverse and culturally responsive MCH workforce, including professionals, community-based workers, and families.
- Strengthen research, data, measurement, and analysis to empower decision-making at the national, state, and local levels.
- Translate science to practice and policy to implement effective strategies and innovations that impact MCH population health outcomes.
- Advance MCH population-specific preparation for and responses to public health emergencies and emerging issues.

### IMPACT

Maximize impact through leadership, partnership, and stewardship.

- Develop a diverse MCHB workforce prepared to lead, collaborate, and grow.
- Ensure effective, efficient, and transparent management of resources.
- Communicate MCHB's impact widely.
- Optimize the MCHB role in effective partnerships with federal agencies and other public and private stakeholders.
- Continuously monitor program performance and utilize performance data to inform program improvement and future resource allocation.