



Maternal and Child Health Bureau Strategic Plan

May 24, 2021

Vision: Healthy Communities, Healthy People



MCHB Strategic Planning Process



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.