



Promoting Pediatric Primary Prevention (P4) Challenge Webinar

January 15, 2020

Maternal and Child Health Bureau (MCHB)

Vision: Healthy Communities, Healthy People



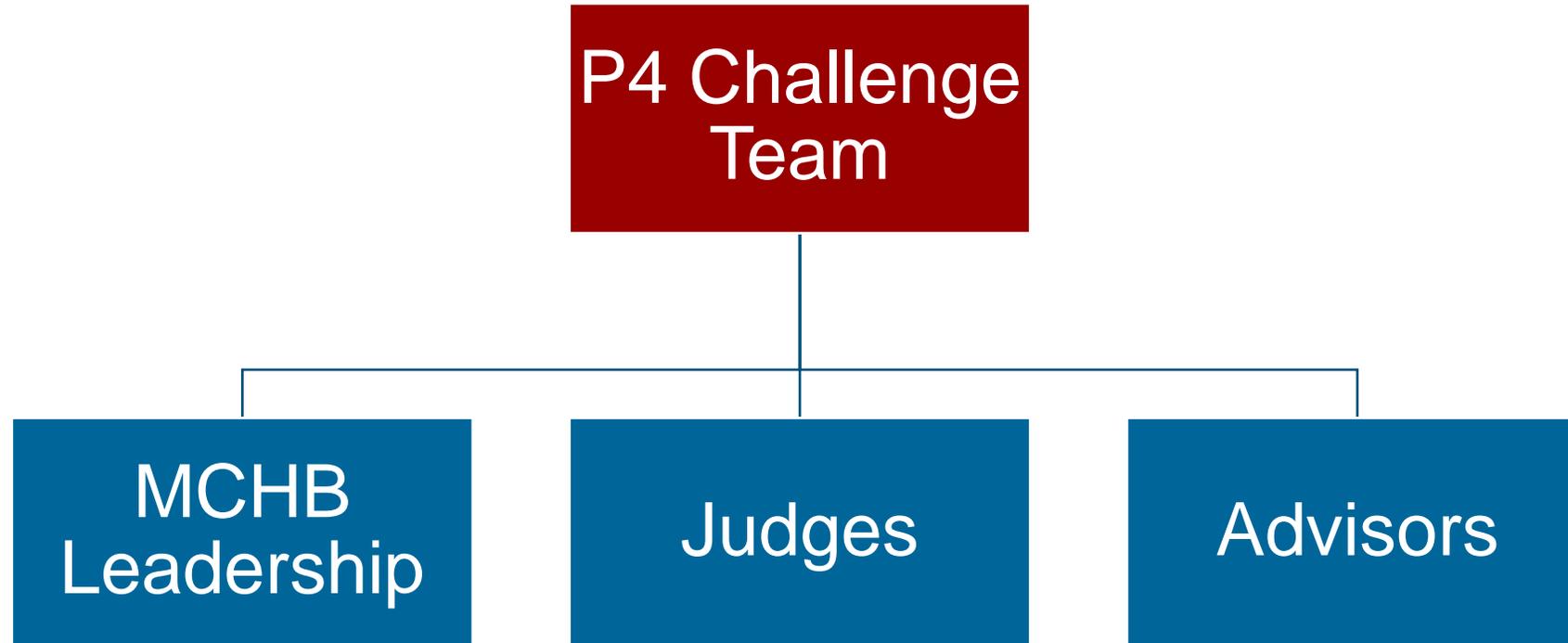
Agenda



- Introduction
- P4 Challenge Overview
- Challenge Rules & Logistics
- Q&A



Introductions



Federal Judges will assess all submissions.

Captain Greg Gorman, MD, MHS,
Executive Director, Defense Health Board at Defense
Health Agency, Complex Pediatrics Clinical
Community

Tracy King, MD, MPH, Medical Officer,
Intellectual and Developmental Disabilities Branch,
Eunice Kennedy Shriver National Institute of Child
Health and Human Development, NIH

Suma Nair, Ph.D., MS, RD, Director, Office of Quality
Improvement, Bureau of Primary Health Care, HRSA

Michael D. Warren, MD, MPH, FAAP, Associate
Administrator, Maternal and Child Health Bureau, HRSA

Melinda Wharton, MD, MPH, Director,
Immunization Services Division, National Center for
Immunization and Respiratory Diseases, CDC

Ellen-Marie Whelan, NP, PhD, Chief Population
Health Officer, Center for Medicaid and CHIP Services,
Senior Advisor, Center for Medicare and Medicaid
Innovation

Advisors



Advisors will support the development and success of the P4 Challenge by bringing a lens of insight and understanding to the problem area, especially at the state and local levels.

Bill Adams, MD, Boston University School of Medicine

Bruce Gellin, MD, MPH, The Sabin Vaccine Institute

Jon Reid, MBA, Utah Department of Health

Katie Beckmann, PhD, MPH, The David and Lucile Packard Foundation

Kelly Goode, PharmD, BCPS, FAPhA, FCCP, Virginia Commonwealth University School of Pharmacy

Pamela Rockwell, DO, University of Michigan

Susan Chacon, MSW, LCSW, New Mexico Department of Health

Sharon Humiston, MD, MPH, FAAP, Children's Mercy Kansas City, University of Missouri-Kansas City School of Medicine

Ilan Shapiro, MD, FAAP, FACHE, Medical Director, Health and Wellness Education, AltaMed Health Services

Jim Daniel, MPH, Amazon Web Services

Mary Anne Jackson, MD, FAAP, FPIDS, FIDSA, Children's Mercy Hospital/U. of Missouri-Kansas City School of Medicine

Angela Shen, ScD, MPH, Vaccine Education Center at the Children's Hospital of Philadelphia

Kathy Edwards, MD, Vanderbilt University & Vaccine Research Program

Donna Mazyck, MS, RN, NCSN, CAE, FNASN, National Assn of School Nurses

Monique Turner, PhD, Michigan State University



HRSA's Maternal and Child Health Bureau



Mission

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



Vision

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



Approach

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, the Bureau supports health care and public health services for an estimated 60 million people nationwide.





P4 Challenge Background

- **CDC: Declines in timely vaccines and well-child visits due to COVID-19.**
 - May leave young children and communities vulnerable to vaccine-preventable diseases such as measles.
- **Benefits of well-child visits:**
 - Counseling
 - Vaccine administration and documentation
 - Providers can screen for developmental delays
 - Parents can raise concerns about a child's physical problems, behavior and mental health
 - Parents can receive personalized guidance on healthy nutrition, exercise and safety



P4 Challenge Overview

Seeking innovative solutions that:

- Propose and implement innovative approaches to increase access to and utilization of well-child visits and/or immunizations services **within primary care settings**.
- Improve a key pediatric health performance measure.

Number of
well-child
visits

Well-child
visit
disparities

Vaccine
doses
administered

Community
disparities

Total Prize Purse: \$1 million



Phase I Winners:

Up to 50

Phase I Prize Purse:

\$500,000

Phase I Winner Prize Amount:

\$10,000

Phase II Winners:

Up to 20

Phase II Prize Purse:

\$500,000

Phase II Winner Prize Amount:

\$25,000

Who is Encouraged to Apply?

Anyone with a good idea and a collaborative team!



Challenge Requirements & Timeline



Phase 1 Requirement:

Submit concept paper & form:

Submit a 3–5-page paper, including submission form detailing your innovative approach to

MCHBP4Challenge@hrsa.gov

Phase 2 Requirement:

Implementation

Implement idea and measure performance over 6 months.

Timeline:

Phase 1 Submission Deadline:
March 15, 2021 at 11:59 PM EST

Phase 1 Winner Announcement:
April 2021

Phase 2 Begins:
April 2021

Evaluation: Phase 1



Concept Paper solutions will be evaluated in four key areas:

Understanding
of Population
Served & its
Need

Approach

Innovation

Impact



Evaluation: Phase 2



Phase 2 implementing teams will be evaluated in three key areas:

Impact and
Approach

Sustainability

Innovation





P4 Challenge Rules

- **To be eligible to win a prize under the P4 Challenge, an individual or entity:**
 - Must be submitting on behalf of or in partnership with a **primary care provider** who delivers health services to children. We encourage partnerships with community partners.
- **Additional requirements for receiving cash prizes include but are not limited to:**
 - US-based entities and citizens or permanent residents of US only
 - No federal employees
 - Cannot use federal funds to develop applications
 - Teams with any individuals on the Excluded Parties List will not be considered
 - Assume any and all risks and waive claims against the Federal Government and its related entities
 - Indemnify the Federal Government against third-party claims for damages arising from or related to competition activities
- **See P4 Challenge Website for full eligibility requirements and rules**





Q and A Session

- Submit questions via the Q&A pod in Zoom
- Answers will be shared after the webinar on the P4 Challenge Website in an FAQ
- Direct any additional questions to MCHBP4Challenge@hrsa.gov



Questions, Contact & Follow

- Please direct any questions to MCHBP4Challenge@hrsa.gov.
- Follow HRSA on Social Media for P4 Challenge updates!
 - Twitter: @HRSAgov
 - Facebook: <https://www.facebook.com/HRSAgov>
 - LinkedIn: <https://www.linkedin.com/company/us-government-department-of-health-&-human-services-hrsa>





Thank You!

MCHBP4Challenge@hrsa.gov