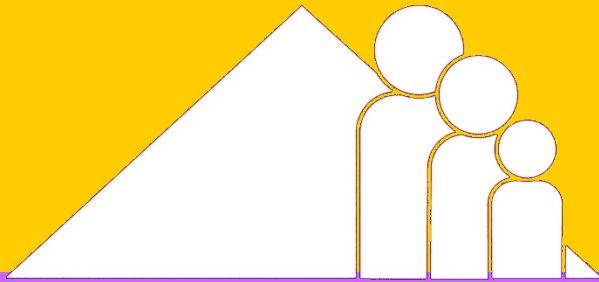


# Lend Meeting March, 2010

US Department of Health and Human Services  
Health Resources And Services Administration  
Maternal And Child Health Bureau

Peter C. van Dyck, M.D., M.P.H.





**MCH BUREAU**

# **STRATEGIC PLANNING**



# Strategic Plan Components

- **Part I: Overview of Maternal and Child Health Bureau** – Mission Statement, History and Focus, MCH Partners, and Organizational Structure.
- **Part II: The Plan** – Goals, Key Strategies, Performance Measures and Annual Priorities.
- **Part III: Conceptual Framework for the Plan** – The MCHB Vision, MCHB Guiding Principles, MCH Health Services Pyramid, and Key Documents/Linkages.
- **Part IV: The Planning Cycle** – Needs Assessment; Development of Goals, Key Strategies and Annual Priorities; Program and Resource Allocation; and Performance Measures and Evaluation.



# MCHB Strategic Plan Goals

- Goal 1: Provide National Leadership for Maternal and Child Health
- Goal 2: Promote an Environment that Supports Maternal and Child Health
- Goal 3: Eliminate Health Barriers and Disparities
- Goal 4: Improve the Health Infrastructure and Systems of Care
- Goal 5: Assure Quality of Care

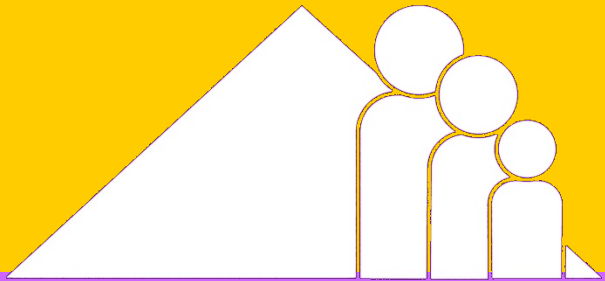


# Goal 1 – Provide National Leadership for MCH

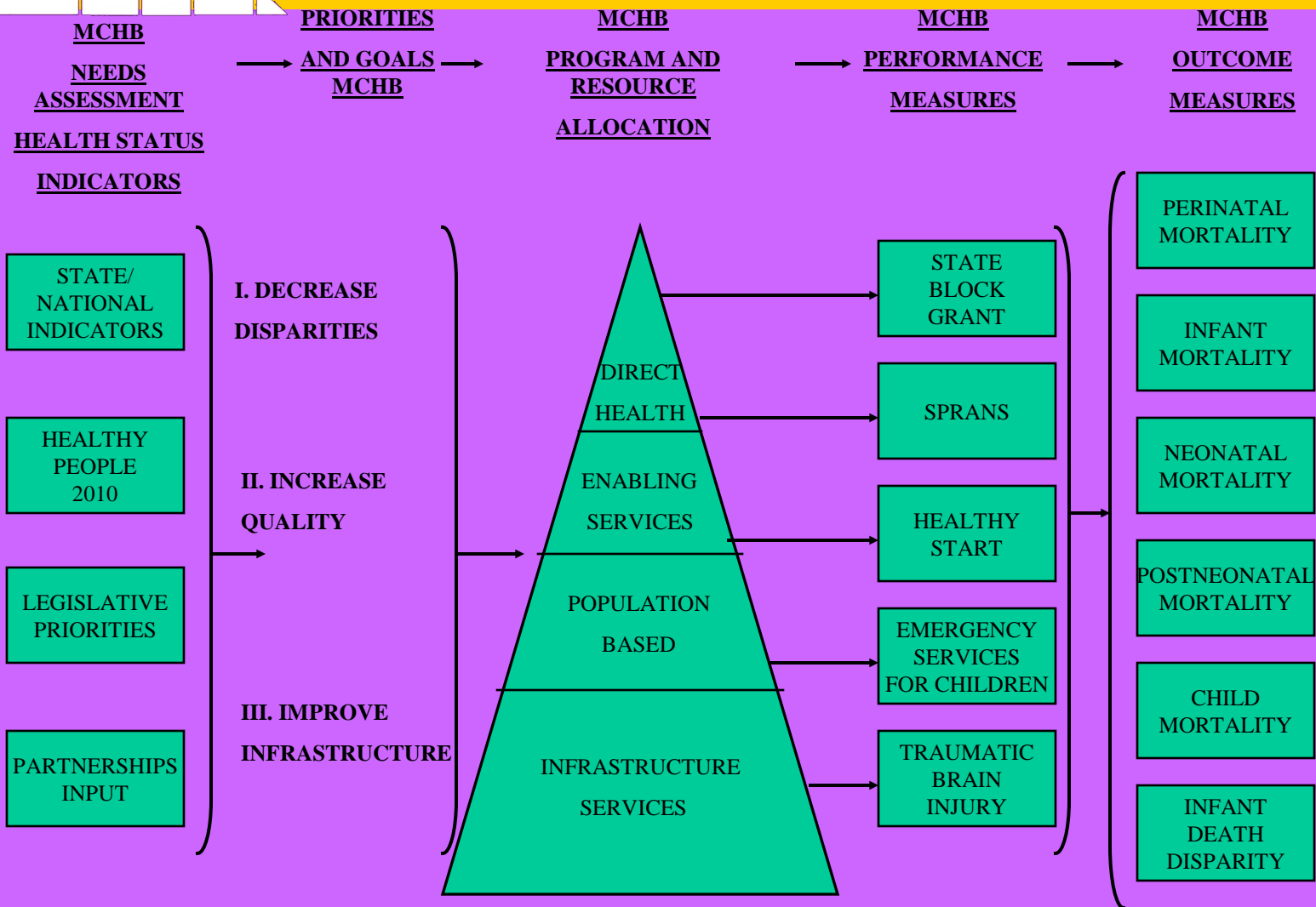
## ■ Key Strategies

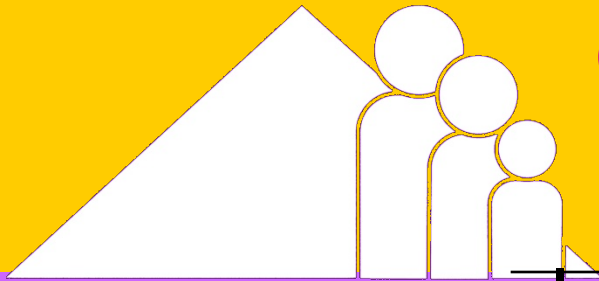
- Create a shared vision and goals for MCH.
- Strengthen the MCH knowledge base and support scholarship within the MCH community.
- Forge strong, collaborative, sustainable MCH partnerships both within and beyond the health sector.
- Promote family leadership in MCH service delivery, evaluation and program/policy development.
- Provide both graduate level and continuing education training to assure interdisciplinary MCH public health leadership nationwide.

## Part III: Conceptual Framework For The Plan

- 
- The MCHB Vision
  - MCHB believes in and strives to shape a future America in which:
    - All children are wanted, nurtured and provided the assistance they need to mature into healthy, productive adults.
    - Women's health, safety and well-being throughout the life cycle are a priority.
    - Families and individuals, young and old alike, are engaged in health promoting activities that are supported at the community level.
    - The right to achieve one's full potential is universally assured through attention to the comprehensive physical, biological, intellectual, emotional and social needs of the MCH population.
    - There is equal access for all to comprehensive, quality health care provided in a supportive,
    - Etc.

# MCH Bureau Performance Measurement System





# CORE PUBLIC DELIVERED BY

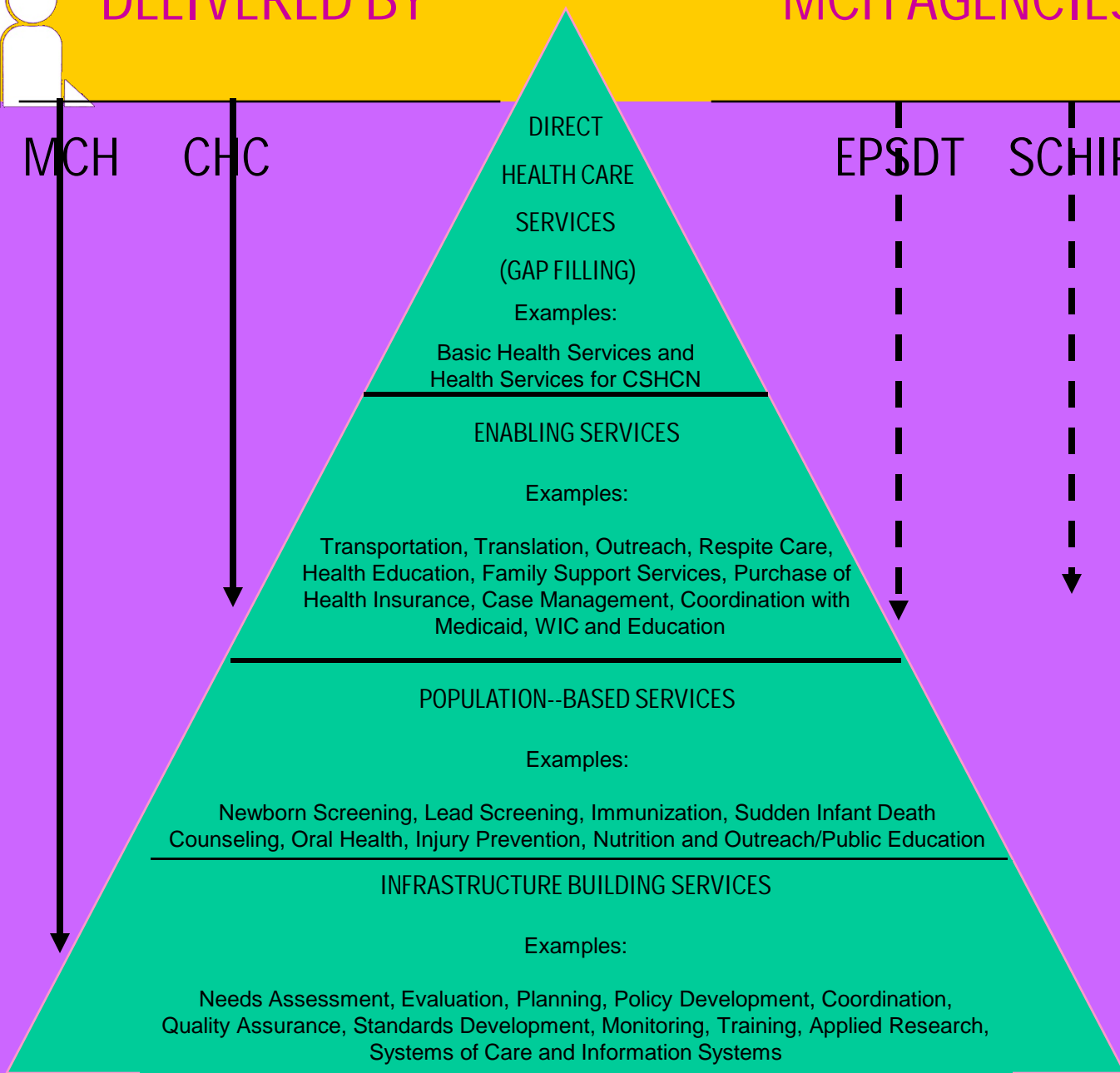
# HEALTH SERVICES MCH AGENCIES

MCH

CHC

EPSDT

SCHIP



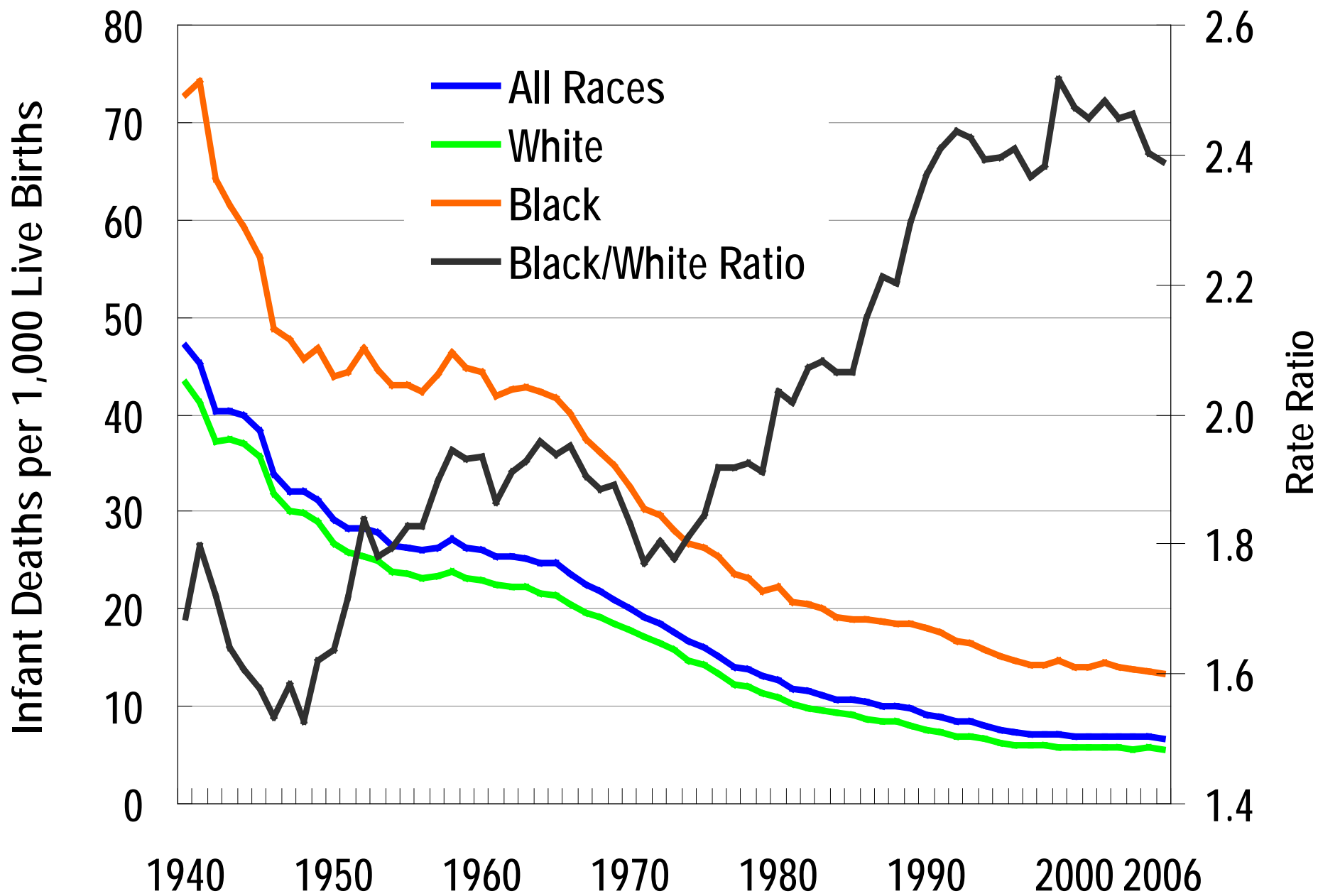




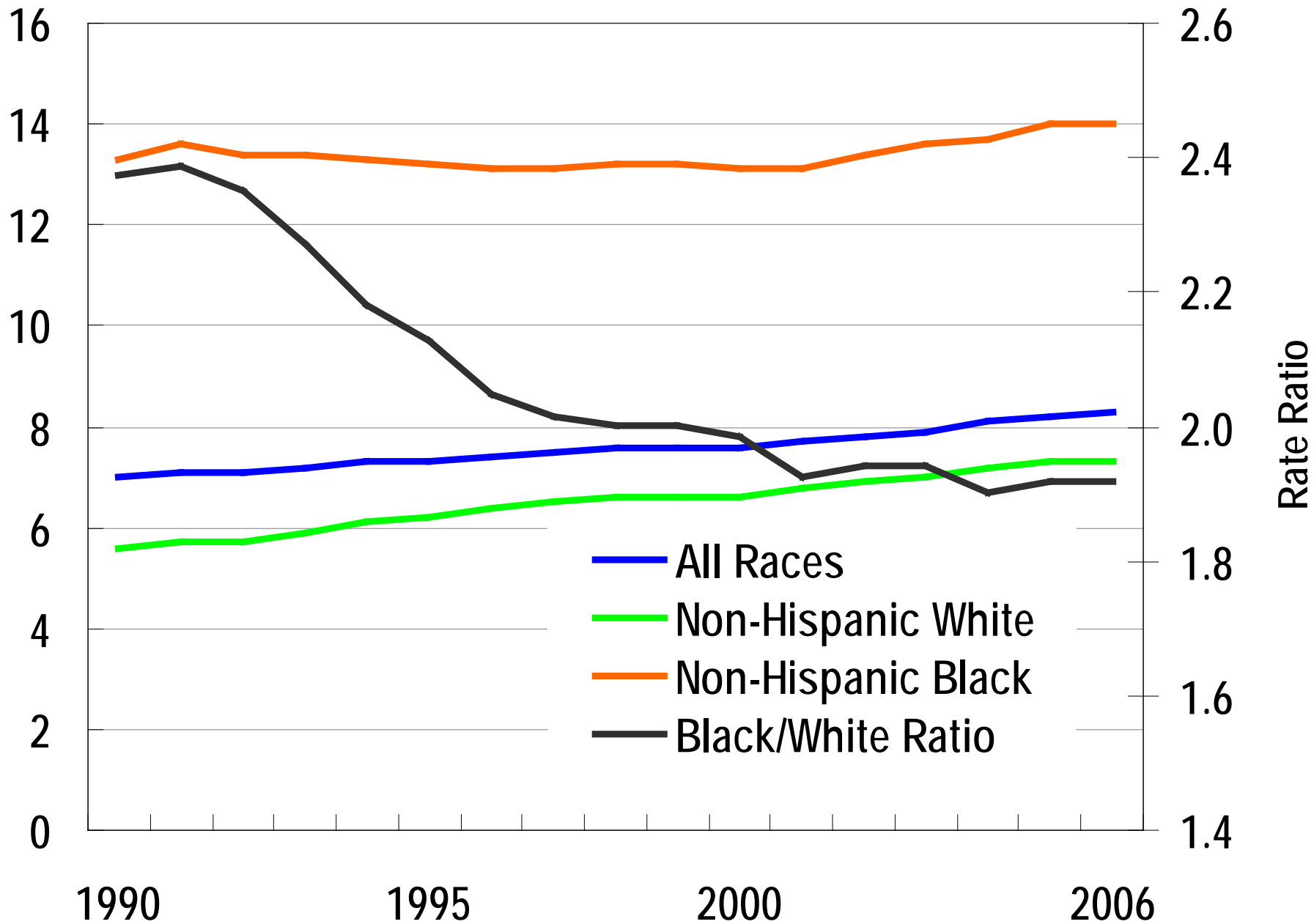
# Selected Accomplishments

## ■ Accomplishments

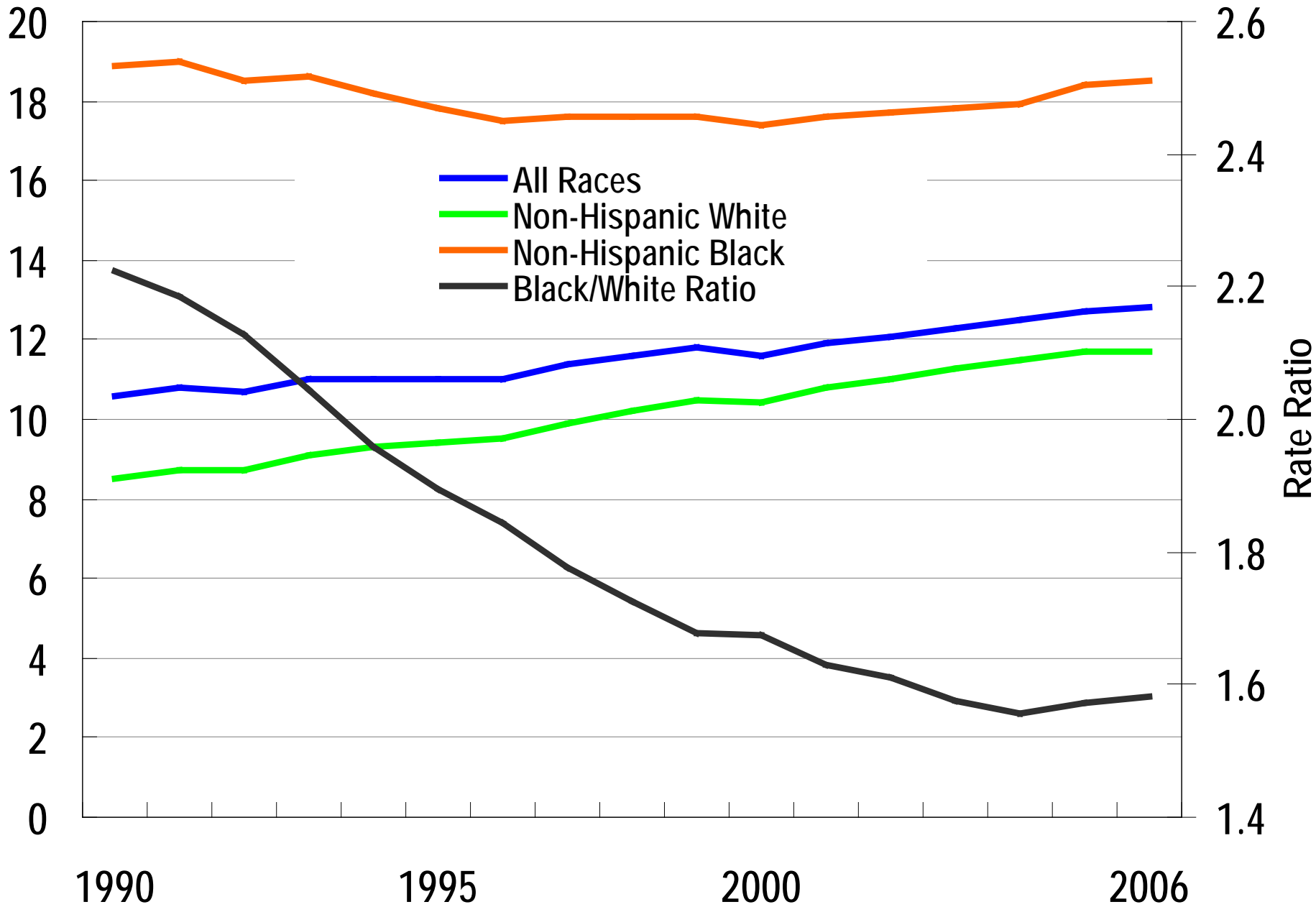
# U.S. Infant Mortality Rates by Race, 1940-2006

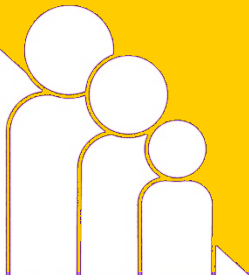


# Low Birthweight (%) by Race, United States, 1990-2006



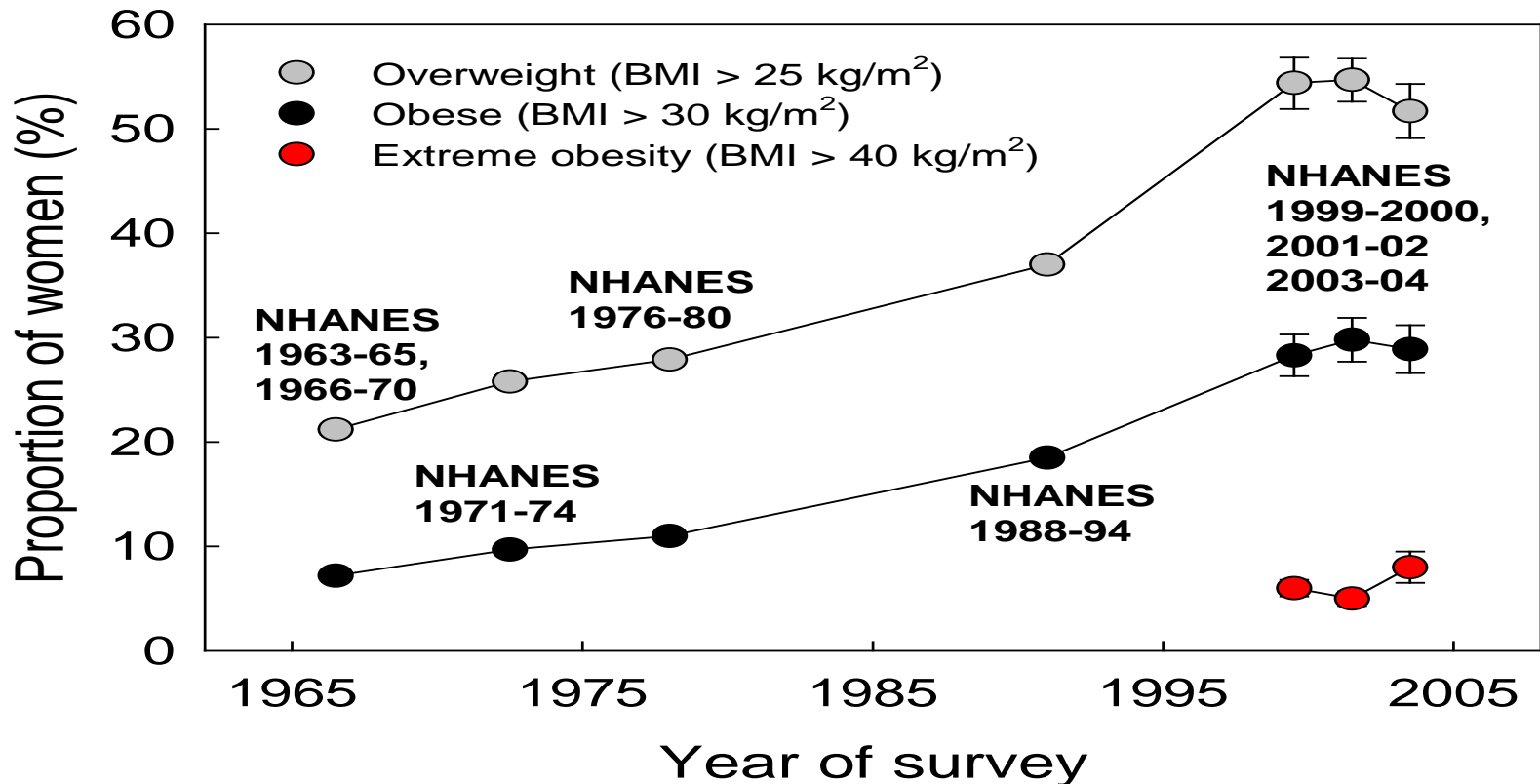
# Preterm Birth (%) by Race, United States, 1990-2006





# Committee to Reexamine IOM Pregnancy Weight Guidelines

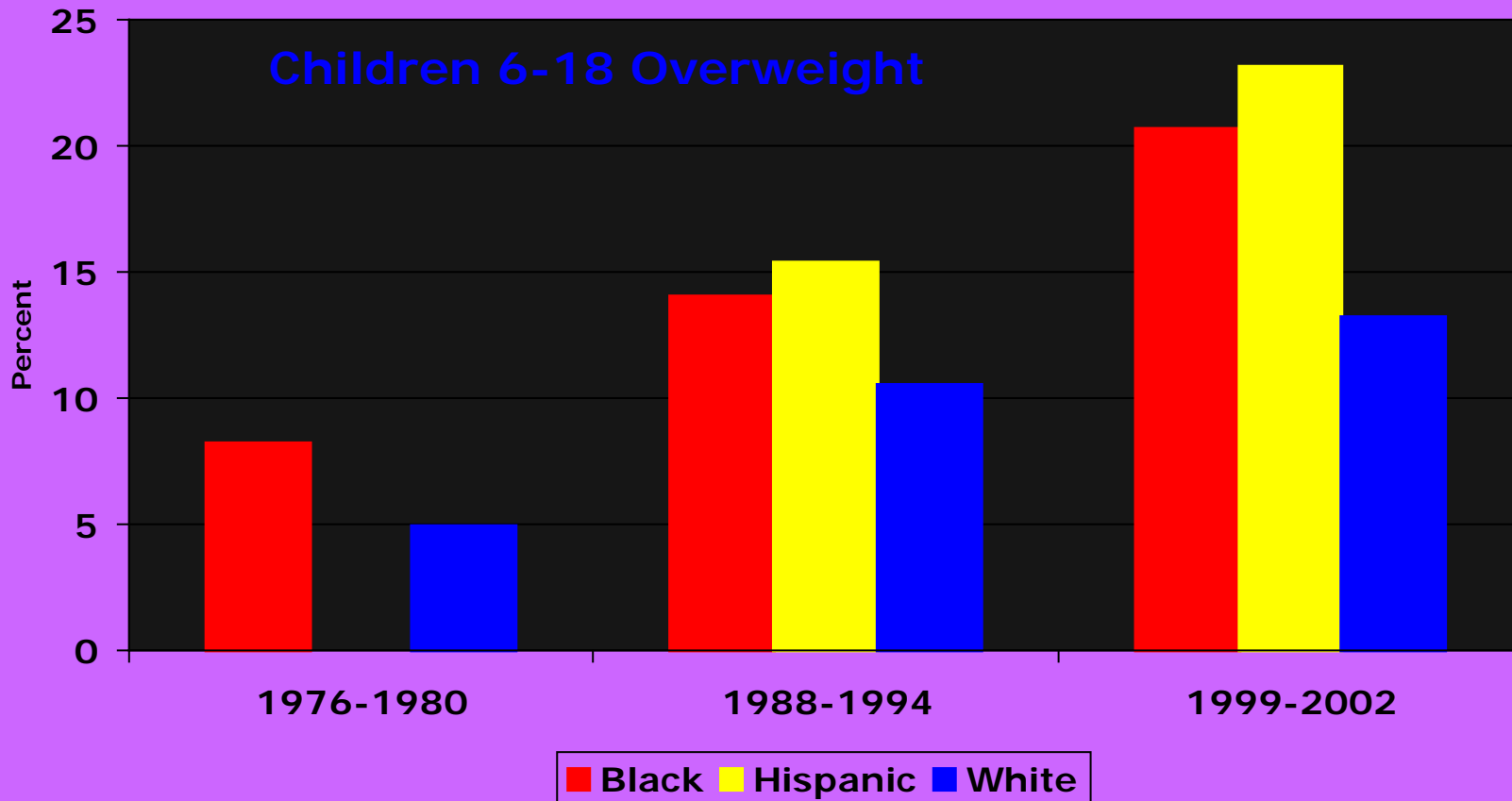
## Prevalence of overweight, obesity and extreme obesity among women 20-39\* y old: US, 1963-2004



From: *Health, United States, 2005* and Ogden CL, *et al.*  
*JAMA* 2006;**295**:1549.

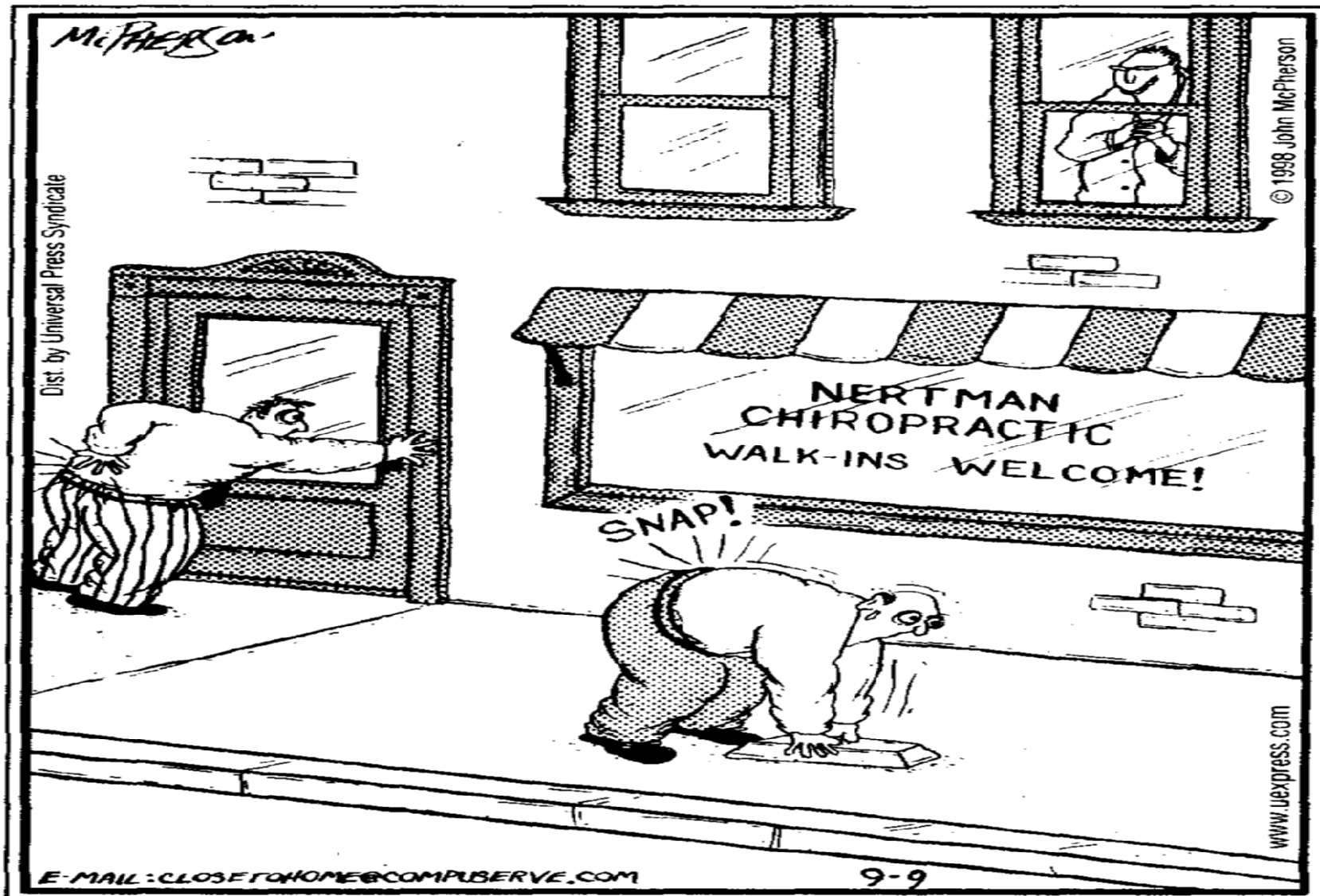
\*Ages 20-35 through NHANES 1988-94

# Epidemic of Childhood Overweight & Obesity



Source: National Center for Health Statistics, National Health and Nutrition Examination Survey

Note: Estimate not available for 1976-1980 for Hispanic; overweight defined as BMI at or above the 95th percentile of the CDC BMI-for-age growth charts



**Having shrewdly cemented a solid-gold bar to the sidewalk in front of his office, Dr. Nertman immediately experienced a 70 percent increase in business.**

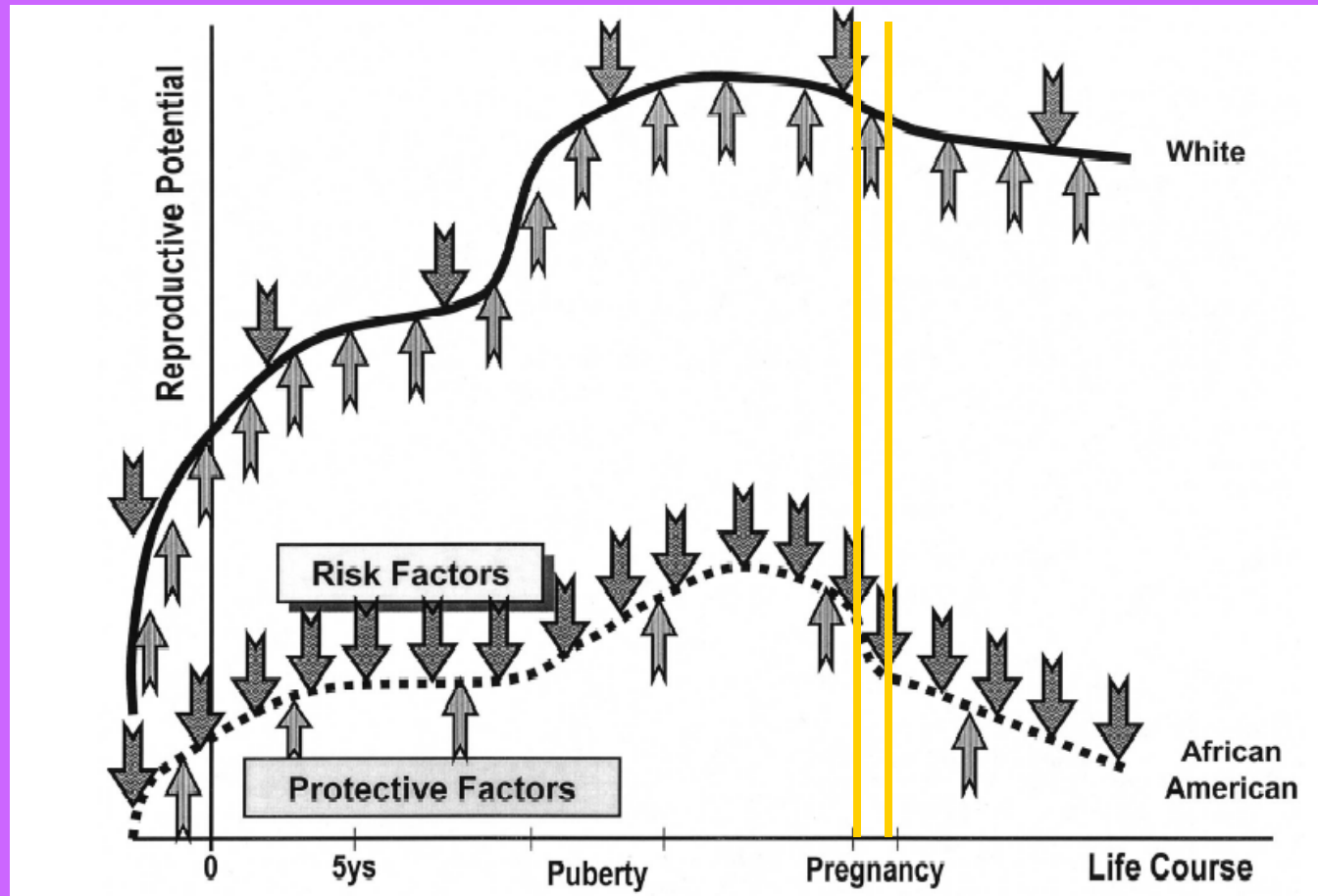


# Improving MCH: *A Life-Course Perspective*

*The life-course perspective suggests a need for an expanded approach to improve perinatal health, one that emphasizes not only risk reduction during pregnancy, but also health promotion and optimization before and between pregnancies and, indeed, across the life course. The approach needs to be both clinical and population-based, addressing individual factors as well as social determinants of perinatal health.*

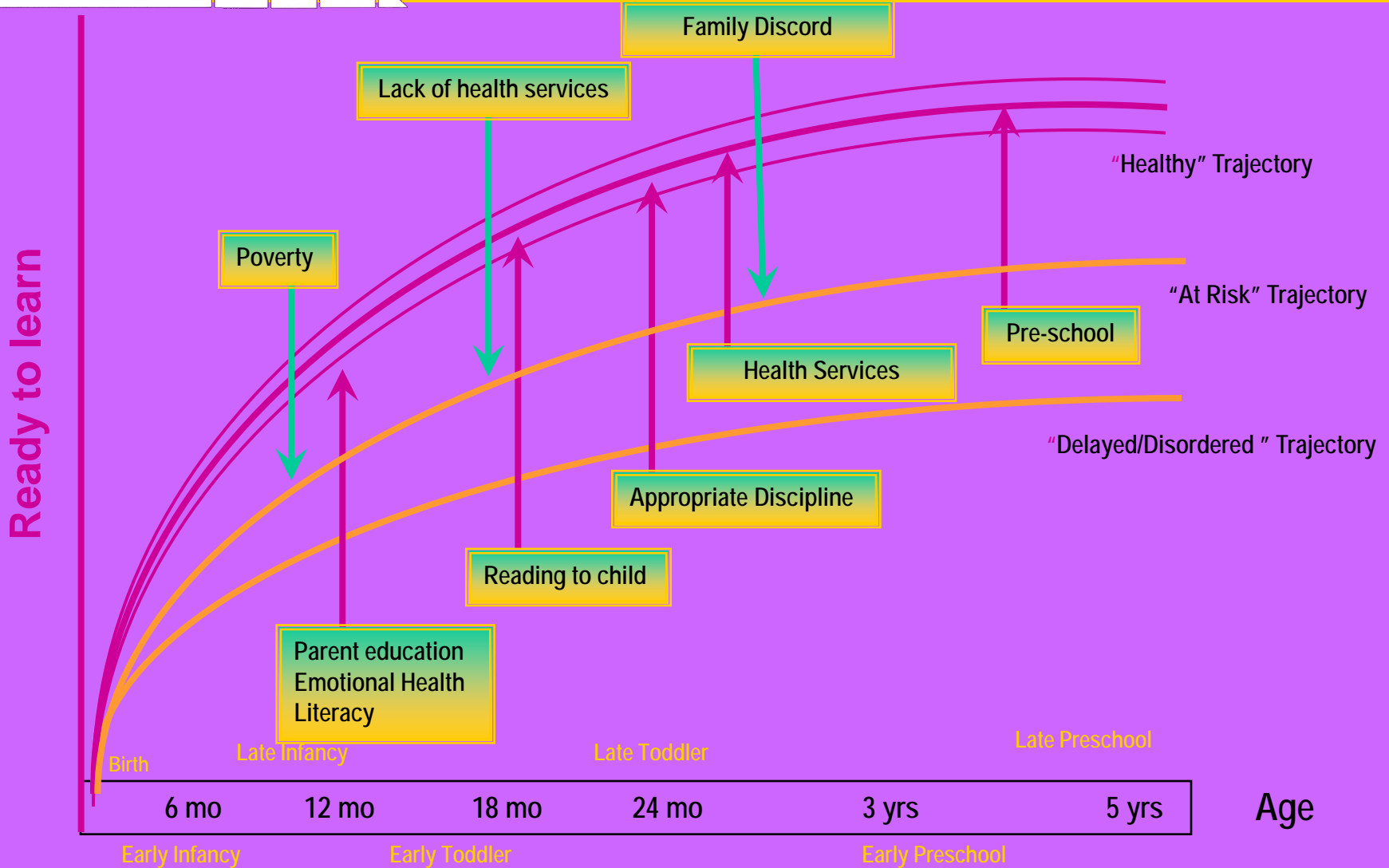


# Life Course Perspective



Lu MC, Halfon N. Racial and ethnic disparities in birth outcomes: a life-course perspective. *Matern Child Health J.* 2003;7: 13-30.

# Strategies to Improve Health Development Trajectories

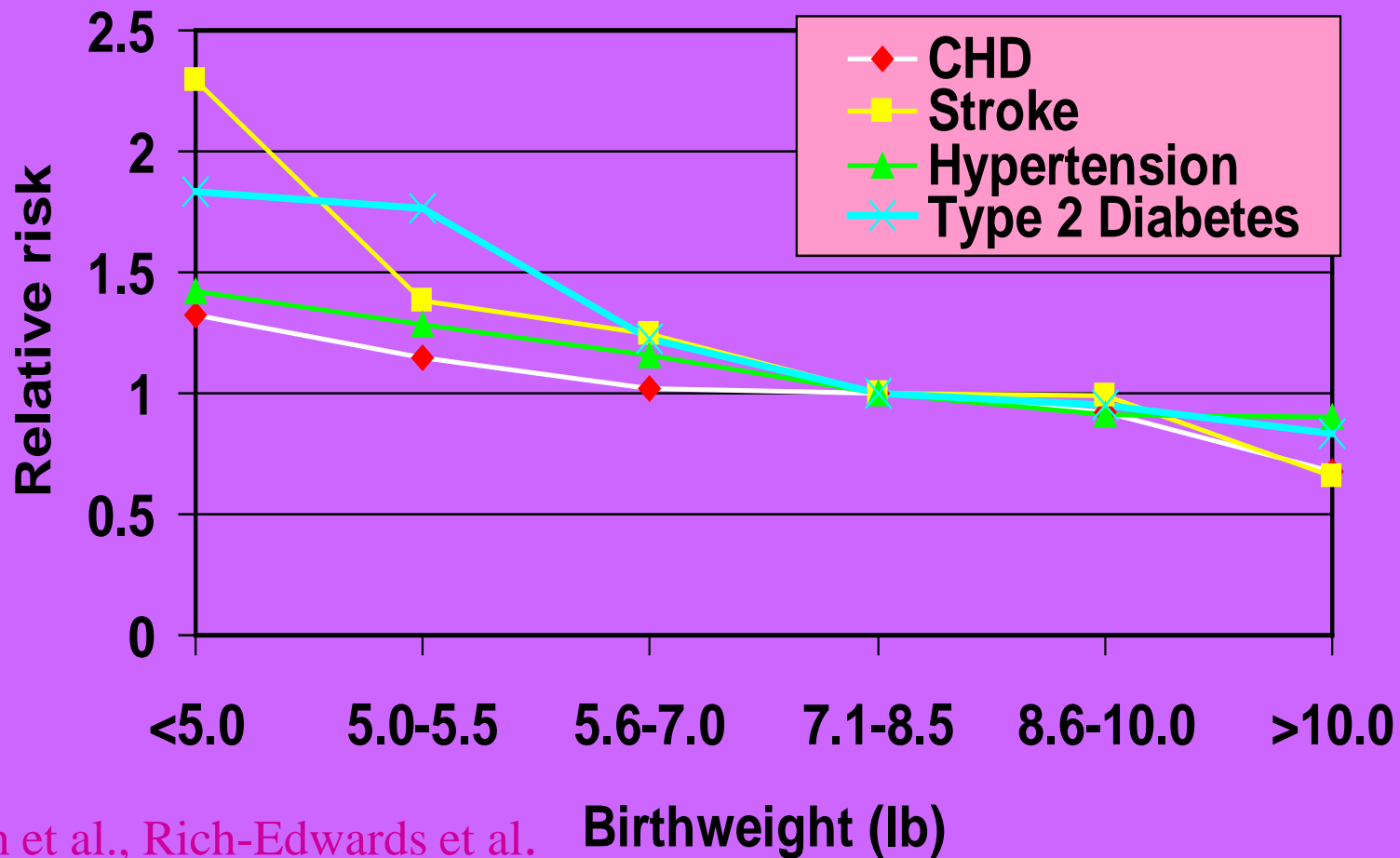




# Cumulative, Programming and Pathway Mechanisms Influence LCHD

- Three basic mechanisms influence LCHD
  - **Cumulative** - additive effect of multiple risks and protective factors, weathering
  - **Programming** - time specific influence of stimulus or insult during a critical or sensitive period on selection, adaptation, compensatory processes
  - **Pathways**-chains of (eco-culturally constructed) linked exposures that create a constrained conduit of gene-environment transactions

# Birthweight and CVD Outcomes Nurses' Health Study

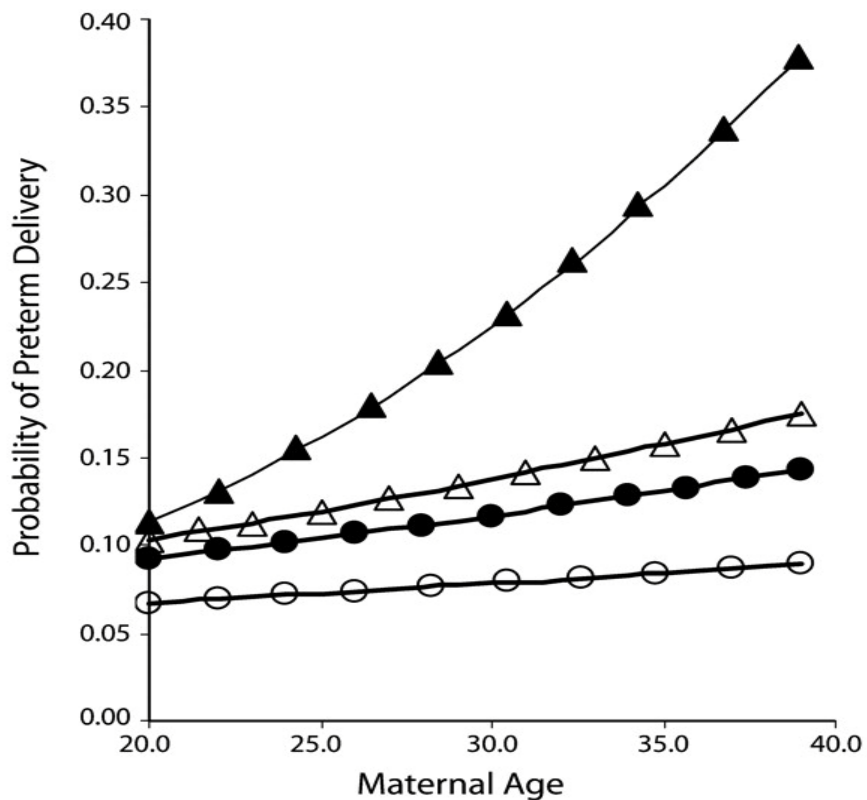


Curhan et al., Rich-Edwards et al.

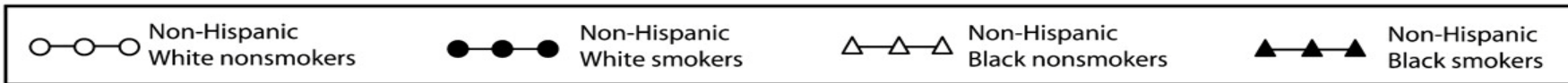
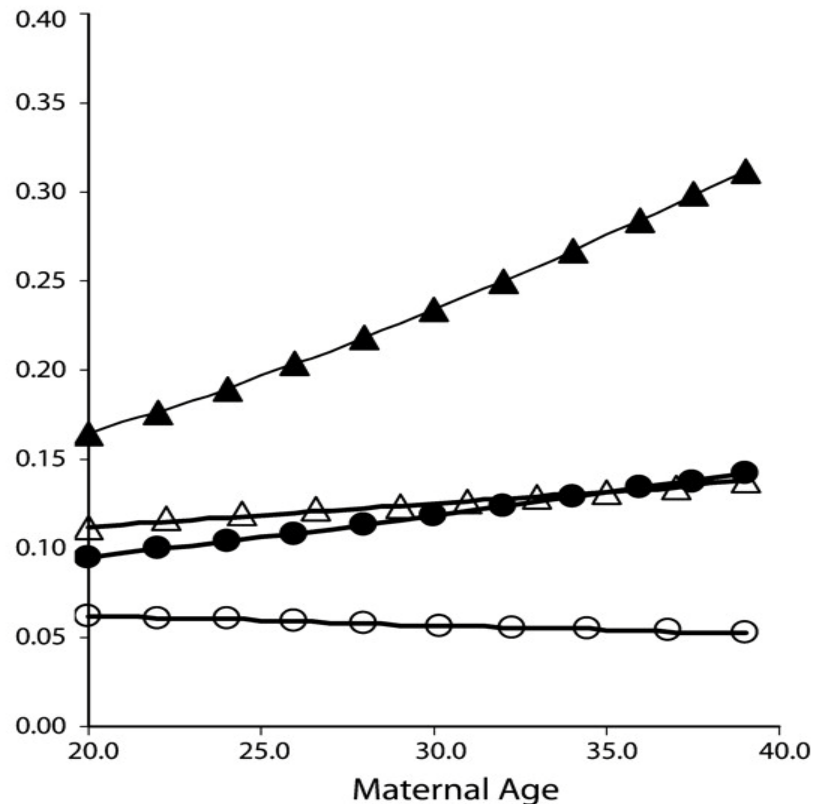
MARCH 2010

**FIGURE 1** Estimated probability of preterm delivery by maternal age, race, and smoking status for (a) primiparous women and (b) multiparous women: 8 US geographic areas, 1995-2001

a



b



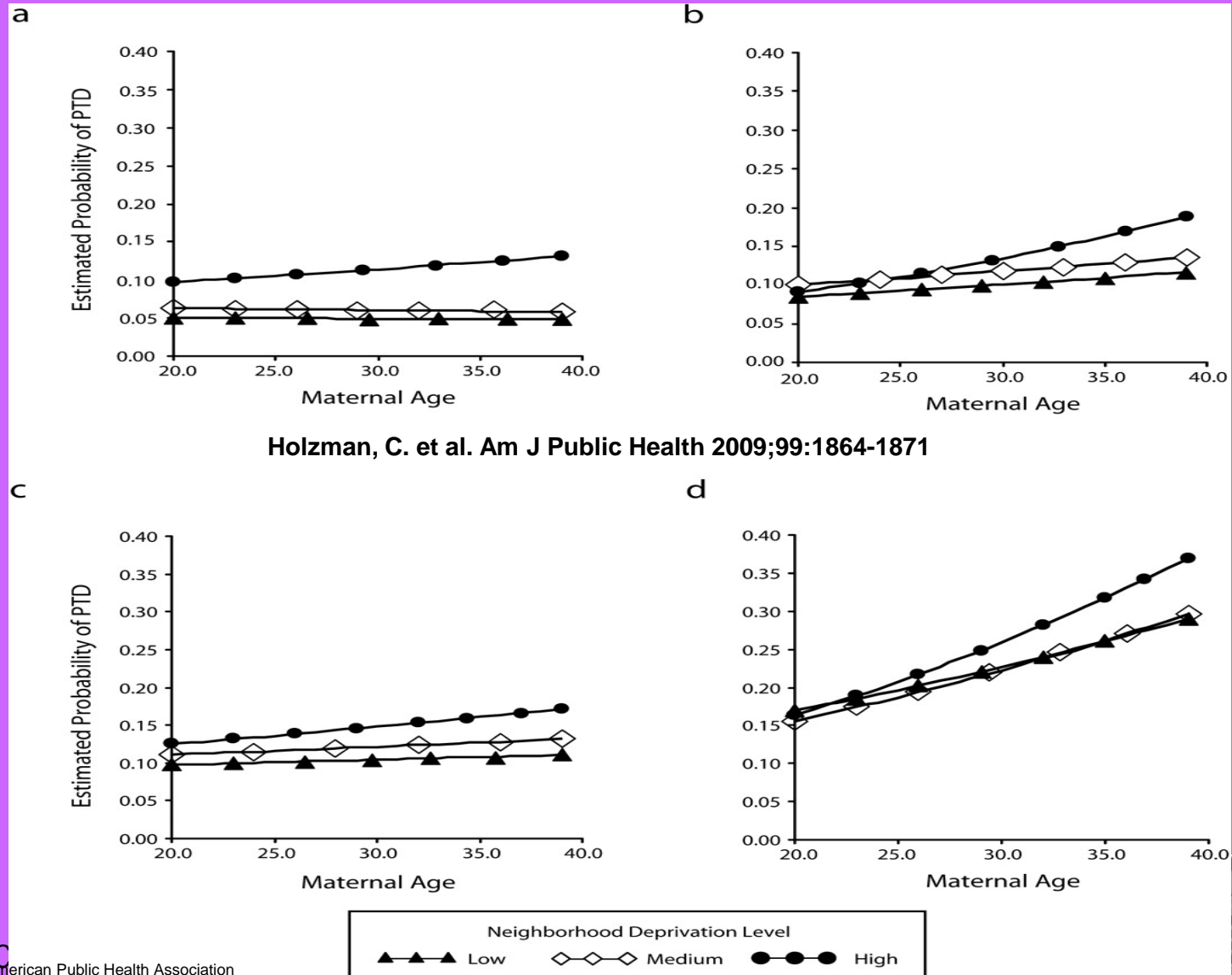
Holzman, C. et al. Am J Public Health 2009;99:1864-1871

MARCH 2010

Copyright © 2009 American Public Health Association



**FIGURE 2** Estimated probability of preterm delivery by maternal age, stratified by level of neighborhood deprivation (low, medium, and high), for (a) multiparous White nonsmokers, (b) multiparous White smokers, (c) multiparous Black nonsmokers, and (d) multiparous Black smokers: 8 US geographic areas, 1995-2001

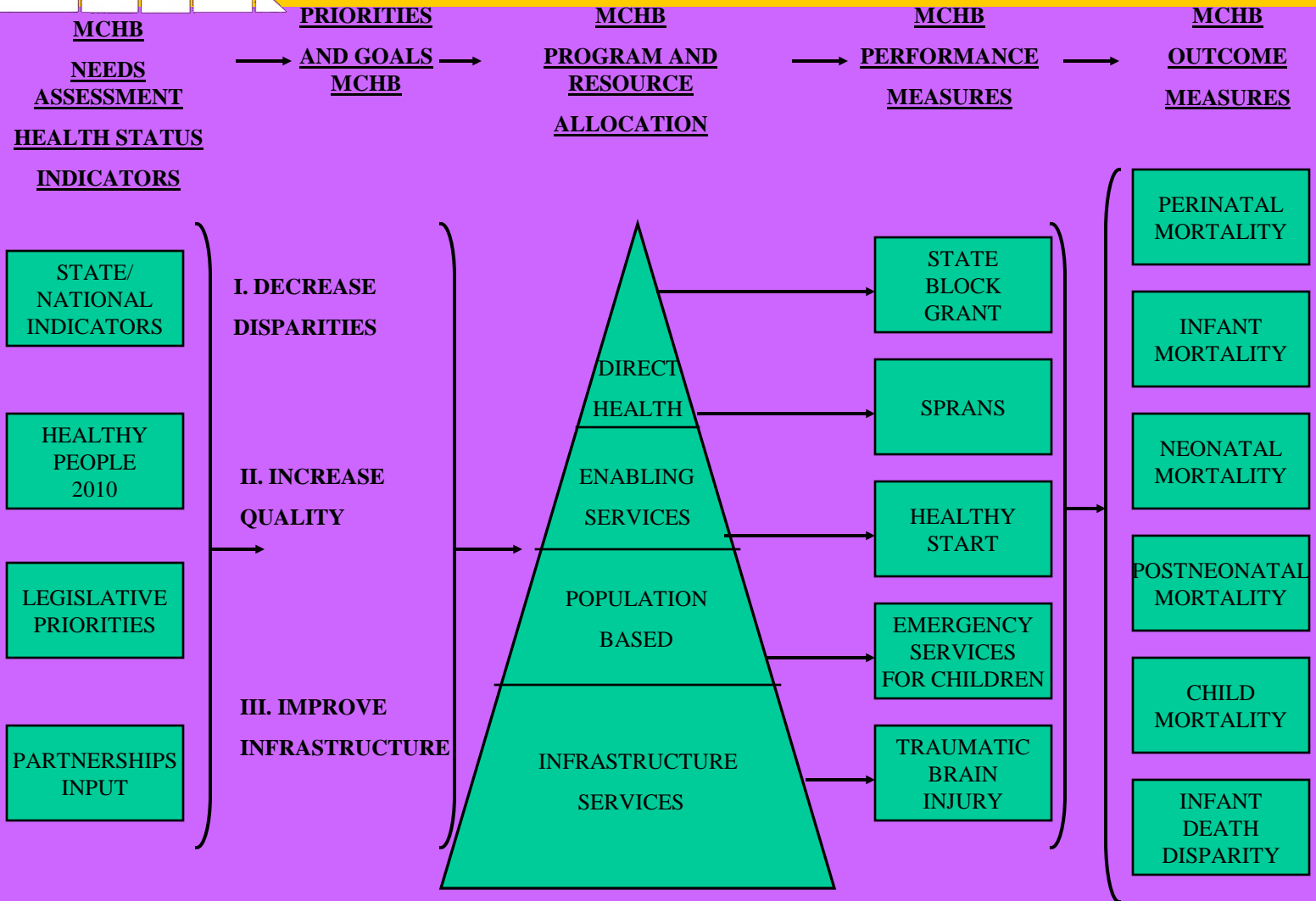




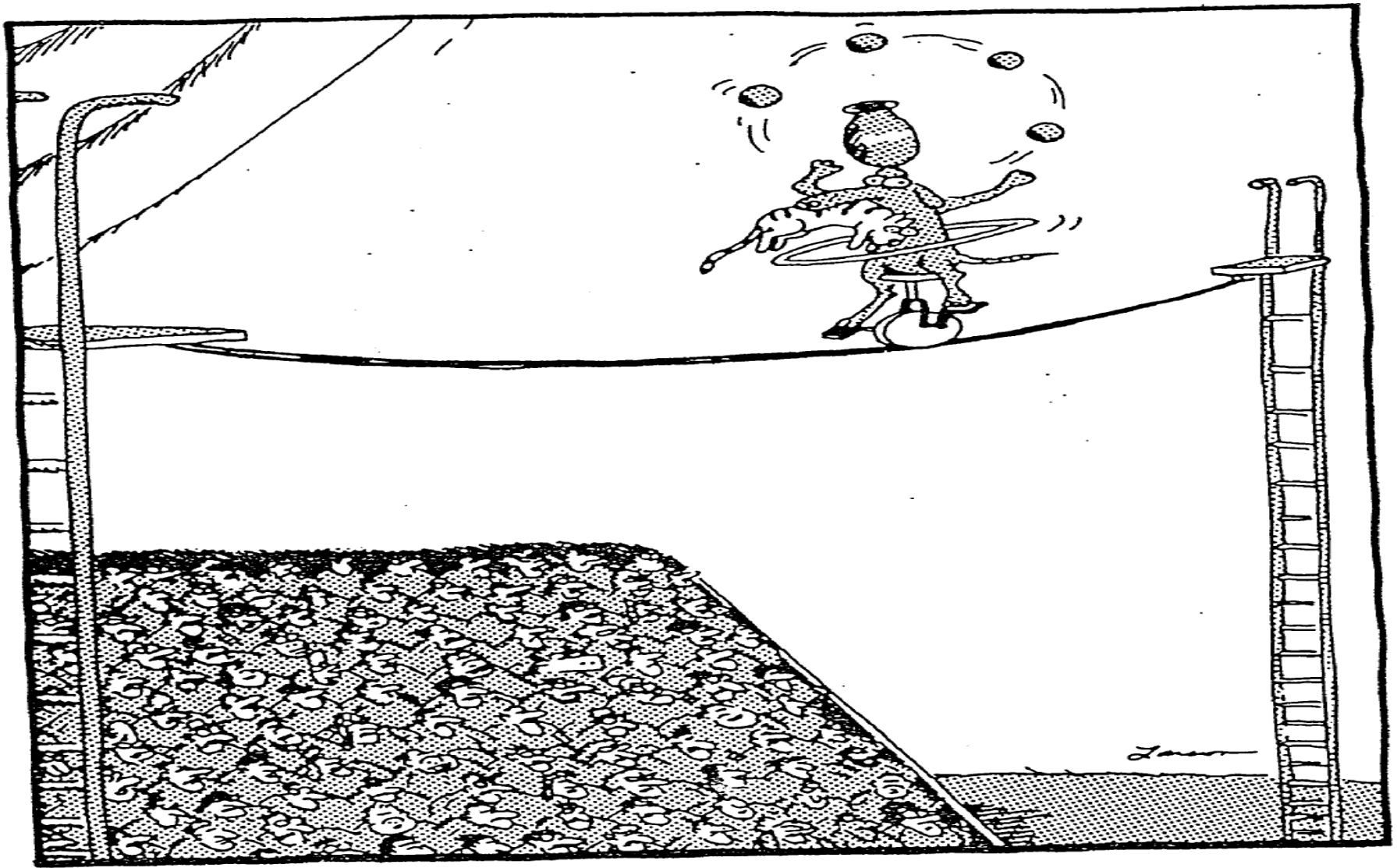
# Key concepts of the MCH Life- course Model

- Today's experiences and exposures determine tomorrow's health
- Health trajectories are particularly affected during critical or sensitive periods
- The broader environment – biologic, physical, and social – strongly affects the capacity to be healthy
- Inequality in health reflects more than genetics and personal choice.

# MCH Bureau Performance Measurement System







**High above the hushed crowd, Peter tried to remain focused. Still he couldn't shake one nagging thought: He was an old dog and this was a new trick.**



# Contact

**Peter C. van Dyck, M.D., M.P.H.**

HRSA/MCHB

<http://mchb.hrsa.gov/>

