

MATERNAL & CHILD HEALTH STRATEGIC PLAN

WYANDOTTE COUNTY, KANSAS | 2019



WYANDOTTE COUNTY MCH STRATEGIC PLAN

BACKGROUND

Overall MCH Goal Statement: Improving maternal and child health and health equity in Wyandotte County.

The Unified Government Public Health Department is leading a data-informed and community-determined effort in Wyandotte County to assure conditions for all mothers and children to be healthy. The Unified Government convened an open and inclusive steering community to guide and oversee a Maternal and Child Health Assessment and Strategic Planning process. The goal was to build upon the 2018-2023 Wyandotte County Community Health Improvement Plan to inform priorities for local action to address maternal and child health, and to serve as a guide for the work.

With support from the KU Center for Community Health and Development, data summarizing key indicators for maternal and child health issues and candidate goal areas were compiled in a Wyandotte County MCH Data Chartbook (Appendix A). Additionally, local community members provided their lived experiences during focus groups throughout the county, key informant interviews, and a community listening session (Appendix B).

Members of the steering committee heavily relied upon community feedback and secondary data about health status and behaviors to prioritize goal areas to be addressed. When selecting strategies for inclusion in the plan, steering committee members considered: potential for impact on health and health equity, evidence-base, and feasibility.

This MCH assessment affirmed the importance of addressing social determinants represented in the existing CHIP priority areas. It also added several new priority issue areas to address factors related to key MCH outcomes. Thus, the priority MCH-issue areas are:

- Access to Medical, Mental, and Dental Health Care (CHIP)*
- Access to Safe and Affordable Housing (CHIP)
- Education and Jobs (CHIP)
- Healthy Nutrition (New)
- Physical Activity/ Walkable Communities (New)
- Sexual Activity (New)
- Tobacco, Alcohol, and Drug Use (New)
- Violence Prevention (CHIP) *

**additional strategies identified related to MCH*

The following pages of this MCH Strategic Plan contain MCH objectives and prioritized MCH-related strategies by issue area.

OVERALL MCH OBJECTIVES/ GOALS

- Reduce the rate of infant mortality in Wyandotte County
- Reduce disparities in infant mortality rates
- Reduce neonatal death rate (first 28 days) in Wyandotte County
- Reduce percentage of low-birth weights in Wyandotte County
- Reduce percentage of premature births in Wyandotte County

PRIORITY ISSUE: ACCESS TO MEDICAL, MENTAL, AND DENTAL HEALTH CARE

Objectives/ Goals:

- Increase access to and use of prenatal care
- Increase percentage of births in Wyandotte County in which prenatal care began within the first trimester
- Decrease the percentage of mothers who exhibit signs of postpartum depression
- Increase health insurance coverage

ADOPT ALTERNATE CARE DELIVERY MODELS

Priority MCH Strategies:

- Implement mobile health or “mHealth” (messaging and apps on mobile devices) to deliver mental health services and support to mothers
- Promote use of (and reduce barriers to) outreach, education, referral and follow-up, case management, advocacy, and home visiting services for mothers and children
- Utilize community health workers to provide outreach, education, referral and follow-up, and advocacy to link families to case management and home visiting services

REDUCE BARRIERS TO CARE

Priority MCH Strategies:

- Support efforts to assure Medicaid expansion
- Improve accessibility and frequency of public and alternative transportation options
- Implement health literacy interventions (e.g., improve patient-provider communication, simplify health information in educational materials, eHealth tools (e.g., tablets with videos and interactive self-help tools), and efforts to improve underlying health literacy skills (e.g., ability to read) for women and mothers

INCREASE OPPORTUNITIES FOR ORAL HEALTH CARE

Priority MCH Strategies:

- Promote benefits for dental services available to mothers and children who receive Medicaid
- Expand school dental programs (including screening students for dental needs, sealant programs, fluoride treatment, and other preventive dental care) to reach all children

INCREASE PRECONCEPTION, PRENATAL, AND INTER-CONCEPTION CARE

Priority MCH Strategy:

- Implement an evidence-informed group prenatal care model (e.g., CenteringPregnancy) to improve birth outcomes, especially for those at higher risk

INCREASE COORDINATION OF CARE

Priority MCH Strategies:

- Implement chronic disease management programs for women, parents, and caregivers
- Integrate community navigators into primary care settings (e.g., social workers, community health workers, nursing, MAs, CNAs) to link clients to needed mental health and/ or substance abuse screenings and treatments

PRIORITY ISSUE: HEALTHY NUTRITION

Objectives/ Goals:

- Increase the percentage of women of reproductive age who consume fruits/ vegetables at least once a day
- Increase the percentage of women of reproductive age who are at a healthy weight
- Increase the percentage of children whose mothers breast feed them for at least 6 months

INCREASE ACCESS TO HEALTHY FOOD OPTIONS

Priority MCH Strategies:

- Attract grocery stores to underserved neighborhoods and assure availability of affordable fresh fruits and vegetables
- Establish and support mobile markets to travel to low-income neighborhoods and food deserts to sell fresh fruits and vegetables
- Grow school and community gardens, accompanied by nutrition education, food preparation lessons, and fruit and vegetable tasting opportunities
- Implement fruit and vegetable incentive programs to offer low-income participants matching funds to purchase healthy foods
- Implement competitive pricing for healthy foods in various settings (e.g., schools, worksites, retail outlets, cafeterias, vending machines)

PROMOTE HEALTHY NUTRITION THROUGH BREASTFEEDING

Priority MCH Strategies:

- Support and expand breastfeeding promotion programs to reach all mothers who can benefit
- Support and expand workplace supports for breastfeeding to reach all mothers who can benefit (see federal guidelines)

PRIORITY ISSUE: PHYSICAL ACTIVITY/ WALKABLE COMMUNITIES

Objectives/ Goals:

- Increase the percentage of women of reproductive age who are at a healthy weight
- Increase the percentage of women of reproductive age who engage in regular physical activity

CREATE OPPORTUNITIES FOR ACTIVE LIVING

Priority MCH Strategies:

- Enhance access to places for physical activity for all women and children through changes to the local environment that creates new opportunities for physical activity or reduces the cost of existing opportunities (e.g., through sidewalks and walking trails, building exercise facilities, or providing access to existing nearby facilities)
- Expand opportunities for women and families to engage in fitness programs (including programs appropriate for pregnant and postpartum women) through community settings such as community, senior, and community wellness centers
- Offer open gym time during the school day to schoolchildren (e.g., during the lunch period when the gym or multipurpose room is not in use);
- Expand open gym/ playground and walking track access to include families and community members during non-school hours.

PRIORITY ISSUE: SEXUAL ACTIVITY

Objective/ Goal:

- Increase the percentage of individuals of reproductive age who use birth control options

REDUCE RISKY SEXUAL BEHAVIOR

Priority MCH Strategies:

- Offer comprehensive risk reduction programs for children and adolescents in schools
- Create access to free birth control options through school-linked clinics

REDUCE UNINTENDED PREGNANCY

Priority MCH Strategies:

- Support and expand teen pregnancy prevention programs
- Support and expand school-based health clinics that offer reproductive services
- Support and expand comprehensive clinic-based programs for pregnant or parenting teens

PRIORITY ISSUE: TOBACCO, ALCOHOL, AND DRUG USE

Objectives/ Goals:

- Decrease the percentage of mothers of reproductive age who used tobacco during pregnancy
- Decrease the percentage of mothers and women of reproductive age who currently use tobacco

REDUCE INITIATION AND/OR INCREASE CESSATION

Priority MCH Strategies:

- Seek E-cigarette regulations (e.g., through bans on sales to minors, expanded smoke-free air policies, and limits on marketing) to reduce secondhand exposure and initiation of tobacco use
- Implement comprehensive tobacco prevention and control programs (e.g., via educational, regulatory, clinical, social, and economic strategies)
- Increase financial supports for tobacco cessation therapy so that it is affordable
- Educate providers on the safety of nicotine replacement therapy (i.e., patches and lozenges) for pregnant women (e-cigarettes are NOT a safe replacement)

REDUCE EXPOSURE TO ENVIRONMENTAL TOBACCO SMOKE

Priority MCH Strategy:

- Implement smoke-free policies in multi-unit housing to prohibit smoking in apartments, duplexes, and similar residences

IMPLEMENT BROAD INITIATIVES TO REDUCE ALCOHOL AND DRUG USE

Priority MCH Strategies:

- Support implementation of youth mentoring programs focused on risk reduction (e.g., enlist mentors to develop relationships with at-risk mentees)
- Support implementation of prescription drug monitoring programs

IMPLEMENT ACCESS TO SUBSTANCE ABUSE COUNSELING AND TREATMENT

Priority MCH Strategies:

- Administer substance abuse screenings and brief alcohol intervention programs to reduce alcohol consumption and excessive drinking and substance misuse (e.g., through primary care providers, hospital settings, schools, and community settings)

- Implement family treatment drug courts to work with parents in the child welfare system who may lose custody of their children due to substance abuse (*strategy also intended to prevent child maltreatment*)
- Implement syringe services programs to reduce harm associated with drug use

PRIORITY ISSUE: VIOLENCE/ SAFETY

Objectives/ Goals:

- Reduce rates of intimate partner violence
- Reduce rates of violent crime
- Reduce rates of child maltreatment

PREVENT INTIMATE PARTNER VIOLENCE

Priority MCH Strategies:

- Support and expand health care screening and follow-up for intimate partner violence
- Support and expand school-based programs to prevent youth intimate partner violence/ teen dating violence

PREVENT NEIGHBORHOOD CRIME AND VIOLENCE

Priority MCH Strategies:

- Support implementation of summer youth employment programs, with a focus on creating opportunities for disadvantaged youth
- Support implementation of community policing, an approach that builds partnerships between local law enforcement and community members
- Support implementation of mentoring programs focused on reducing risk and promoting youth development (*strategy also supports reduced drug use*)

PREVENT CHILD MALTREATMENT

Priority MCH Strategies:

- Expand early childhood home visiting programs
- Support kinship foster care for children in the child welfare system

ABOUT THIS MCH IMPROVEMENT PLAN

This MCH Strategic Plan was commissioned by the Wyandotte County Health Department, with funding from the Bureau of Family Health, Kansas Department of Health and Environment. Staff at the Center for Community Health and Development at the University of Kansas facilitated this assessment and planning effort.