

## Maternal and Child Health Advisory Board (MCHAB)

May 4, 2018 Update

- **Domain: Women/Maternal Health**

- Increase the percent of women ages 15-44 receiving routine checks-up in the previous year
- Increase the percent of women receiving prenatal care in first trimester

- **Title V/MCH Program and Partners –**

- Rape Prevention & Education (RPE) Program – On February 1, 2018, the RPE Program began a fifth year in a 5-year project period implementing strategies to prevent intimate partner violence and relationship abuse in Nevada's youth. Continued strategies for 2018 include Party Smart Las Vegas highlighting the risks of sexual assault when alcohol is prevalent, bystander intervention education for casino and bar personnel, and Your SPACE healthy relationship education to Nevada youth. In 2018, two new strategies were introduced targeting young male athletes through *Coaching Boys into Men*, and a second strategy to address the high incidences of disabled youth experiencing sexual assault and relationship abuse. The primary goal of *Coaching Boys into Men* (CBIM) is to provide coaches with resources to promote respectful behavior in players and help prevent relationship abuse, harassment, and sexual assault. *Preventing Relationship Abuse in Teen and Young Adults with Disabilities* provides education for professionals working with teens and young adults living with disabilities to decrease incidences of sexual violence and abuse.
- Community Health Services (CHS) provided 1,106 well-care screenings, 1,482 preventive education services, 222 contraceptives, 95 STI screens, 95 immunizations, and 277 received nutrition, weight, and exercise information. All women presenting for reproductive health visits were screened for domestic violence and behavioral health, including postpartum depression.
- PACE Coalition conducted outreach at two venues and disseminated materials to 550 people on infant safe sleep, nutrition, diabetes, tobacco cessation, and domestic violence. Additionally, PACE participated in 3 rural community meetings, and informed attendees about priority focus areas to promote health among MCH populations.
- Carson City Health and Human Services (CCHHS) ran two Facebook posts resulting in 5,777 women being educated about the value of yearly preventive well visits. CCHHS conducted 590 well visits for women of childbearing age (15-44 years old). Referrals were made for 10 women experiencing domestic violence, 82 for mood disorders, 98 for substance use, and 318 reporting alcohol use were educated about risks of alcohol use with pregnancy. Sobermomshealthybabies.org was promoted through the clinic. CCHHS ran one Facebook post promoting sobermomshealthybabies.org which reached 3,488 individuals.

- **MCH Coalition (north, south and statewide) –**

- Perinatal Mental Health Conference on January 25<sup>th</sup> and 26<sup>th</sup>, 2018 was hosted by the Nevada Statewide Maternal Child and Health Coalition and presented by Dignity Health and Maternal Mental Health NOW. Physicians, nurses, therapists, social workers, and paraprofessionals learned about the impact, screening tools, stigma, and interventions of perinatal mood and anxiety disorders.
- Afterglow Support Group one-day training on February 21<sup>st</sup>, 2018
  - Fifty-eight licensed mental health clinicians, nurses, doulas, WIC staff, and lactation consultants joined speaker Ashley Hanna Morgan, LCSW in a day-long, evidence-based program designed to equip facilitators in practical cognitive behavioral therapy to offer support groups for moms and families in the community or workplace.

- Perinatal Mood and Anxiety Disorder (PMAD) Group Peer Support (GPS) training March 5<sup>th</sup> – 7<sup>th</sup>, 2018
  - The Nevada Statewide MCH Coalition hosted a three-day training for healthcare professionals and community members in an evidence-based program called Group Peer Support (GPS) which helps parents and other family members navigate the challenges of parenting in a supportive, inclusive and empowering group experience. The first GPS Support Group will start April 13<sup>th</sup> for families experiencing perinatal mood and anxiety disorders.
- The Nevada Statewide Maternal and Child Health Coalition program manager attended the Association of Maternal and Child Health Programs (AMCHP) National Conference, in Arlington, VA, February 9-13<sup>th</sup>

- **Domain: Perinatal/Infant Health**

- Increase the percent of children who are ever breastfed
- Increase the percent of children who are exclusively breastfed at 6 months
- Increase the percent of baby-friendly hospitals in Nevada

- **Title V/MCH Program and Partners –**

- Carson City Health and Human Services (CCHHS) sent 72 new businesses letters regarding the availability to assistance in creating breastfeeding friendly workspaces. They are currently working with six businesses to create a breastfeeding friendly workplace. CCHHS educated 12 women receiving positive pregnancy test results in breastfeeding and referred them to WIC. Additionally, 400 recall postcards were sent to encourage infant vaccinations, and 451 immunizations were administered.
- PACE Coalition taught 1 Cribs for Kids safe sleep course and educated pregnant women about gestational diabetes. Class attendees took home MCH-provided materials pertinent to nutrition, immunization, tobacco, and domestic violence.
- Washoe County Health District (WCHD) continues to review records for the Fetal Infant Mortality Review (FIMR)
  - Seventeen cases received January through March 2018
  - January through March 2018: 3 meetings, 17 cases reviewed

- **Maternal-Infant Program –**

- Critical Congenital Heart Disease Data Collection Continues
- Participation continues in the AMCHP led Infant Mortality CollIN focused on Social Determinants of Health

- **Safe Sleep Media Campaign**

- October 2017: 148 Total TV Spots Aired, 633 Radio Spots Aired
  - TV
    - North: 40 English, 42 Spanish
    - South: 49 English, 17 Spanish
  - Radio
    - North: 417 English, 5 Spanish
    - South: 103 English, 108 Spanish
- November 2017: 187 Total TV Spots Aired, 1,771 Radio Spots Aired
  - TV
    - North: 28 English, 44 Spanish
    - South: 84 English, 31 Spanish
  - Radio
    - North: 657 English, 43 Spanish
    - South: 953 English, 118 Spanish



- The School Health Program Coordinator works collaboratively with the Nevada Department of Education and the Nevada Department of Agriculture (NDA) on physical activity and nutrition education programs. Five elementary schools: Carson City, Elko, and three in Nye County, are developing a team and assessing physical activity and wellness as part of the Comprehensive School Physical Activity Program (CSPAP) to implement 60 minutes of physical activity daily for grades K-12. The target is at the elementary school level; however, trainers can provide support at all school levels developing leaders to sustain the CSPAP program within a school district.
- The School Health Coordinator collaborated with the Nevada Department of Agriculture to offer a School Health Conference educating 33 attendees on School Wellness policies. Additionally, a conference in Washoe County educated 16 attendees how to infuse physical activity, healthy eating, and social-emotional learning in Out-of-School Time programs.
- MCAH staff attended the Early Childhood Research Symposium in March.

- **Domain: Adolescent Health**

- Increase the percent of adolescents aged 12-17 with a preventive medical visit in the past year
- Increase the percent of middle school and high school students who are physically active at least 60 minutes a day
- Reduce pregnancies among adolescent females aged 15 to 17 years and 18 to 19 years

- **Title V/MCH Program and Partners –**

- Community Health Services (CHS) provided 789 well-care screenings, 859 preventive education services, 129 contraceptives, 105 STI screens, 74 immunizations, and provided 173 adolescents with nutrition, weight, and exercise information. Adolescents presenting for reproductive health visits were screened for domestic violence and emotional/mental problems. Young mothers are screened for postpartum depression.
- Carson City Health and Human Services (CCHHS) conducted well-visits and screened adolescents for alcohol, nicotine, substance-use, domestic violence, and behavioral issues, and made referrals to appropriate agencies.
- Urban Lotus Project (ULP) held Trauma-Informed Yoga for Youth courses, serving Northern Nevada adolescents at nine facilities including drop-in centers, treatment centers, human service entities, etc. Eighty-eight adolescents were served in 50 classes and two new agencies were added. Pre-and post-test results were received for 35 adolescents and reported an increase in yoga classes to assist youth in coping with stress and increase resiliency. Yoga teacher evaluations were completed by 22 students and reported the instructors to assist in understanding the value of yoga and were responsive to adolescent needs.
- DP Video conducted a one-month social media campaign intended to increase the number of middle school and high school students who are physically active at least 60 minutes a day. Messages placed on Facebook, Instagram, Twitter, and Google ad words were posted in English and Spanish targeting youth ages 12-13 years old, adolescents ages 14-17 years old, and parents/caregivers. Google ad words display ads reached 6,298,497 individuals and 2,798 engaged by clicking on the posts. Additionally, the Google video ads reached 23,048 with 6,264 viewing the video. Display ads on Twitter resulted in 80,090 impressions, and Facebook video ads had 126,239 views and 170,097 impressions with 60,222 unique visitors.

- **Adolescent Health and Wellness Program –**

- Technical assistance concluded from the National Governors Association (NGA) Learning Collaborative on *Improving Quality and Access to Care in Maternal and Child Health*. The core group of state leaders from various Health and Human Service

Divisions will continue to collaborate on activities to improve insurance enrollment and enhance uptake of adolescent well-visits. Focus areas will be: policy changes necessary to leverage sports physicals into adolescent well visits; social media materials for teens, caregivers, and providers; professional training to educate providers and human services personnel about the value of adolescent well visits; and heighten juvenile justice system partnerships to increase adolescent well visits.

- The Adolescent Health and Wellness Program (AHWP) Coordinator attended the Association of Maternal and Child Health Programs (AMCHP) annual conference and learned best practices to enhance the uptake of adolescent well visits, including materials available for providers to become adolescent-centered medical homes. The (AHWP) Coordinator has been involved in the AMCHP Youth Engagement Community of Practice (CoP) to improve capacity to increase youth engagement in Title V funded programs.
- The MCAH section submitted a grant application to the Office of Adolescent Health Pregnancy Assistance Fund to address health, social, and emotional support services for expectant and parenting teens, women, fathers, and their families. If awarded funds, services will be provided to young people ages 14-24 years old.

- **Domain: Children and Youth with Special Health Care Needs (CYSHCN)**

- Increase the percent of children with special health care needs with a medical home
- Increase the percent of children without special health care needs with a medical home
- Increase the number of WIC, Home Visiting, Healthy Start, and other program participants that received information on the benefits of a medical home
- Increase the number of referrals to Nevada's medical home portal

- **Children and Youth with Special Health Care Needs (CYSHCN) program**

- The Children's Cabinet:
  - Met with Leadership of Acelero Head Start and Sunrise Children's Foundation to discuss ways to implement Pyramid Model throughout their schools. Received 4 requests from organizations to provide TACSEI Pyramid Model training on-site (Acelero Head Start; Sunrise Children's Foundation; Creative Kids; Bright Horizons)
  - Provided coaching at Hafen Elementary School.
  - Held an introduction to TACSEI at Children's Cabinet.
  - Provided TACSEI Pyramid Model, Pre-K Module 1 training for Nye County School District Staff and at Children's Cabinet.
  - Provided TACSEI Pyramid Model, Pre-K Module 2 training for Nye County School District Staff and at Children's Cabinet.
  - Held a TACSEI Pyramid Model Training and Implementation Subcommittee meeting in January.
  - Held TACSEI Pyramid Model State Leadership Team meetings, in January, February, and March.
  - Held Hafen Elementary School Leadership Team meetings in January and February.
- Nevada Center for Excellence in Disabilities (NCED) continues to provide the Nevada Partners Leadership Program for individuals throughout Northern Nevada who have developmental disabilities or are parents of children with developmental disabilities.
- Family TIES
  - Several trainings were attended during this period. Trainings included, but were not limited to, Cribs for Kids, Lyft, Family Voices, and Parent to Parent.
  - Family TIES disseminated 460 branded brochures, provided care coordination to 22 families, and translation to 118 families at the University of Nevada, Reno,

Cleft Palate Clinic, and assisted with eligibility to 239 individuals for Medicaid, Katie Beckett and SSI.

- **Domain: Cross-Cutting/Lifecourse (activities within this domain are included within each subpopulation above), which include the following objectives:**
  - Reduce the percent of women who smoke during pregnancy
  - Increase the percent of women who call the Nevada Tobacco Quitline for assistance
  - Reduce the percent of women using substances during pregnancy
  - Reduce the percent of children who are exposed to secondhand smoke
  - Increase the percent of adequately insured children
  - Increase the percent of callers to Nevada 2-1-1 inquiring/requesting health insurance benefits information

#### **Title V MCH Program and Partners –**

- PACE Coalition CCHHS, and CHS referred tobacco users to the Nevada Tobacco Quitline. CCHHS counseled self-identified nicotine users with a Brief Tobacco Intervention resulting in 150 referrals to the Tobacco Quitline. CHS referred 66 women of childbearing age (15-44 years old) to the Quitline.
- CCHHS provided WIC with an infographic about the benefits of a medical home which were distributed to 50 WIC clients. CCHHS ran one Facebook post educating those needing insurance about Nevada 2-1-1 reaching 2,255 people. Additionally, CCHHS continued partnering with the Division of Welfare and Supportive Services (DWSS) by placing insurance enrollment staff on-site. In-reach was provided to uninsured clients seeking services through CCHHS. Carson City newly enrolled 66 people, and Douglas County enrolled 90.
- PACE Coalition assisted 18 people in: applying for insurance/Medicaid, making doctor appointments, Spanish interpretation related to health literacy, as well as immigration support services. Additionally, the PACE staff placed Nevada 2-1-1 and medical home portal information into gift bags for people attending health education classes.
- Title V MCH funds CDPHP Health Systems manager reports on activities within their section related to MCH objectives (not funded by Title V MCH):
  - The Community Health Workers (CHW) Program trained 31 students to become Community Health Workers. The Nevada Community Health Workers Association (NvCHWA) facilitated a Cardiovascular Health and Screening Module enhancing skills for 32 CHWs to help manage and prevent cardiovascular-related health problems. NvCHWA is planning the first annual CHW conference scheduled for May 2018, to enhance CHW support and networking opportunities in the State.
  - The Connecting Kids to Coverage (CKC) grant awards Children's Cabinet, Lutheran Social Services, and Northern Nevada HOPES with funding to place six CHWs at several locations across the state to increase health insurance enrollment through Medicaid, Nevada Check-Up and the Silver State Health Exchange. For December-February, 153 children and 116 parents were enrolled for Nevada Medicaid and/or Nevada Check Up, and 177 outreach events and activities were conducted.
  - All subgrantees continue to promote the Nevada Tobacco Quitline and Nevada 2-1-1.
  - Tobacco Quitline
    - 3 Pregnant Women called the Tobacco Quitline from January 1, 2018 through March 31, 2018
  - Baby & Me Tobacco Free Amerigroup Program at Reno and Sunrise WIC clinics
    - 32 pregnant women participants enrolled
- Distribution of the removable Wall Stickers promoting priority admission at state funded treatment centers began April 2018.
- Information regarding marijuana and pregnancy, SoberMomsHealthyBabies.org and other MCH topics are available for the MCHAB upon request.