

Maternal and Child Health Advisory Board (MCHAB) Maternal Child Health (MCH) Program Updates

12/16/2022

Updates are for July 1, 2022, through September 30, 2022

Maternal and Infant Health Program (MIP)

The MIP provides technical assistance, resources and support to private and public agencies serving women, ages 18 through 44, mothers and infants. The MIP Coordinator works closely with these agencies as well as the Title V MCH Program Manager and MCAH Section Manager to improve the health outcomes of women of childbearing age, mothers, and infants.

Maternal and Infant Health Program Title V/MCH Funded Partners

MCH Coalition

- The NV Statewide MCH Coalition continues to distribute materials promoting the Go Before You Show campaign, the Nevada Children’s Medical Home Portal, Perinatal Mood and Anxiety Disorders (PMAD), Nevada 211, SoberMomsHealthyBabies.org, NevadaBreastfeeds.org, and the Nevada Tobacco Quitline.
 - During this quarter, 71 New Mama Care Kits were distributed to post-partum individuals by the South MCH Coalition. The North MCH Coalition is in the process of expanding New Mama Care Kits distribution to the North and rural areas.
- A new campaign “Count the Kicks” started in October of 2021 to shed light on and prevent stillbirths in Nevada.
- The following meetings have been held this quarter:
 - North MCH Coalition Meetings:
 - August 11, 2022
 - South MCH Coalition Meetings
 - September 13, 2022
 - Steering Committee Meetings:
 - August 18, 2022
- Social Media Posts
 - From July 1, 2022, to September 30, 2022, for Facebook and Instagram followings:
 - Facebook followers increased from 551 to 598 with an increase of 47 over three months from July 1, 2022, to September 30, 2022.
 - Facebook likes increased from 513 to 542 with an increase of 29 over three months from July 1, 2022, to September 30, 2022.
 - Instagram followings increased from 776 to 824 followings, an increase of 48 followings over three months from July 1, 2022, to September 30, 2022.
 - Instagram posts increased from 440 to 480 posts, an increase of 40 posts over three months from July 1, 2022, to September 30, 2022.

The Regional Emergency Medical Services Authority (REMSA)

- REMSA continues to provide safe sleep media outreach and conduct activities with safe sleep partners as part of their Cribs for Kids Program, including community event participation statewide.
 - 0 Infant Safe Sleep Brochures were distributed this quarter.
 - 236 survival kits were purchased and distributed this quarter.
- REMSA also focuses on injury prevention and distributed 0 posters and 0 binders this quarter.
- The program coordinator position has been vacant this quarter, so training and distribution numbers may differ from prior reports.

Washoe County Health District (WCHD)

- Title V MCH Block Grant currently funds all WCHD Fetal Infant Mortality Review (FIMR) efforts. WCHD continues to review records for FIMR.
 - Three Case Review Team (CRT) meetings were held from July 1, 2022, to September 30, 2022, with twelve cases presented and discussed. Six new FIMR cases were received between July 1, 2022, and September 30, 2022.
 - FIMR staff continue to assist with the dissemination of materials for the “Count the Kicks” fetal movement awareness campaign and assists Healthy Birth Day, Inc. With outreach efforts as needed.
 - FIMR staff will be assisting with the implementation and distribution of “New Mama Care Kits” in Northern Nevada once the project rolls out in Northern Nevada.

Carson City Health and Human Services (CCHHS)

- CCHHS conducted 372 adult wellness screenings. Referrals were made for 12 women experiencing intimate partner violence, 4 afflicted with mood disorders, 10 who use alcohol, and 10 with a history of substance use.
- CCHHS counseled self-identified persons who use tobacco/nicotine with a Brief Tobacco Intervention resulting in 2 referrals to the NTQ to change smoking/vaping habits. CCHHS posted one-monthly message on the clinic signage and one Facebook campaign promoting the NQL. Social media reached 1,578 with 34 clicking on links to learn more.
- During clinic visits, 39 youth or family members received information about health care transition and were provided with resources to learn more.
- CCHHS referred 16 women receiving positive pregnancy test results to WIC for breastfeeding education and support.
- CCHHS works collaboratively with the in-house WIC office and discussed the value of a medical home with 170 individuals and or families.
- As many as 197 vaccination reminder cards were sent for infants/toddlers ages four-months through 35-months old in need of recommended vaccines.
- CCHHS posted one monthly PRAMS awareness message on the clinic signage and conducted one Facebook campaign. Social media reached 1,322 viewers and 22 clicked on the link.
- CCHHS posted one monthly Nevada 211 and Medical Home Portal awareness message on the clinic signage. The one-month Nevada 211 Facebook campaign reached 1,993 individuals with 276 engaged users.

Community Health Services (CHS)

- CHS conducted wellness screenings for adults up through age 44. Referrals were made for individuals afflicted by domestic violence, mood disorders, and substance use. Additionally, patients were provided with nutrition, weight, and exercise information.
- CHS counseled self-identified persons who use tobacco/nicotine with a Brief Tobacco Intervention.
- CHS provided preventive education services with a focus on well-care screenings, contraceptives, sexually transmitted infection (STI) screens, immunizations, as well as nutrition, weight, and exercise information to individuals.

Other MIP Efforts

Substance Use During Pregnancy

- All subgrantees continue to promote the SoberMomsHealthyBabies.org website
- Title V MCH staff participate in Substance Use workgroups and collaborate with the Substance Abuse Prevention and Treatment Agency (SAPTA) on the Comprehensive Addiction Recovery Act (CARA) initiatives. This includes the Infant Plan of Safe Care, Promoting Innovation in State/Territorial Maternal and Child Health Policymaking (PRISM) Learning Community and Opioid Use Disorder, Maternal Outcomes, and Perinatal Health Initiative (formerly Neonatal Abstinence Syndrome Initiative (OMNI)) efforts.

Breastfeeding Promotion

- NevadaBreastfeeds.org continues to be maintained, and the Breastfeeding Welcome Here Campaign continues to be promoted.

Media Campaigns and Outreach Efforts

Safe Sleep

- A TV and Radio Campaign ran from March 1, 2022, through April 30, 2022, with 534 total TV spots aired and 3,146 radio spots aired
 - TV
 - North: 106 English, 26 Spanish
 - South: 157 English, 245 Spanish
 - Radio
 - North: 1,127 English, 103 Spanish
 - South: 1,563 English, 353 Spanish

SoberMomsHealthyBabies.org

- A TV and Radio Campaign ran from March 1, 2022, through April 30, 2022, with 498 total TV spots aired and 3,025 radio spots aired
 - TV
 - North: 103 English, 23 Spanish
 - South: 117 English, 255 Spanish
 - Radio
 - North: 1,000 English, 106 Spanish
 - South: 1,780 English, 139 Spanish

Rape Prevention and Education Program (RPE)

The Nevada RPE Program is part of a national effort launched by the Centers for Disease Control and Prevention (CDC) in response to the Violence Against Women Act of 1994. The RPE Program focuses on preventing first-time perpetration and victimization by reducing modifiable risk factors while increasing protective health and environmental factors to prevent sexual violence. CDC funds the RPE Program, along with sexual violence funds set-aside through Preventive Health the Health Services (PHHS), and the Title V Maternal and Child Health (MCH) Program Block Grant.

RPE Funded Partners

University of Nevada, Las Vegas (UNLV)

- UNLV received 23 applications for their CARE Peer Program (CPP) during this reporting period; applications will be reviewed and interviews will be conducted in May 2022.
- Director Attended virtual site fair for Human Service interns to promote CPP, approximately 10 students reached. Instagram was used to promote CPP with a reach of 620 unique users.
- UNLV conducted 2 live presentations to the Academic Success Center and COLA 100 class. There were also 8 virtual presentations.

Safe Embrace

- Safe Embrace attended three community outreach events during this reporting period. In addition, two staff members were able to attend two in-person bystander intervention trainings by another RPE recipient, Signs of Hope in Las Vegas, NV.
- Safe Embrace has conducted outreach and scheduled trainings with three new hospitality and entertainment venues. Since the program's start in late 2019, 23 establishments have MOUs in place and receive information, training, and policy guidance.
- Safe embrace has completed six trainings with local hospitality and entertainment venues.

Signs of Hope (formerly Rape Crisis Center of Las Vegas)

- Signs of Hope continues to institutionalize relationships with MGM Resorts International and Wynn Resorts and seek new partnerships to expand safety practices. In the last year, 27 presentations were given at 8 different properties.
- Signs of Hope continues to support a 24-hour crisis response hotline.

Nevada Coalition to End Domestic and Sexual Violence (NCEDSV)

- NCEDSV is continuing the work of the statewide Economic Justice Workgroup; they currently have 15 organizations across Nevada that participate. The workgroup convened four times during this reporting period. To help raise awareness around the workgroup and educate policymakers, NCEDSV has created a sign-on letter that workgroup members have added their names and organizations to. The letter will be sent to Governor Sisolak in April 2022.

Nevada Pregnancy Risk Assessment Monitoring System (PRAMS) Program

The Pregnancy Risk Assessment Monitoring System (PRAMS) is a joint research project between the Nevada Division of Public and Behavioral Health and the Centers for Disease Control and Prevention (CDC). The purpose is to determine protective factors for healthy, full-term births as well as risk factors for short-term births, babies born with disabilities, and maternal health. To do this, the questionnaire

asks new mothers questions about their behaviors and experiences before, during, and after their pregnancy. The overall goal of PRAMS is to reduce infant morbidity and mortality and to promote maternal health by influencing maternal and child health programs, policies, and maternal behaviors during pregnancy and early infancy.

PRAMS Data Collection Efforts

Supplemental Questions

- NV PRAMS completed the disability supplemental questions for 2021 births with MCH Title V Program and State general funds and switched to opioid supplemental questions in 2022. The disability and opioid supplement will continue to rotate every other year. Data from the survey will inform future data driven MCH efforts.
- NV PRAMS completed the COVID-19 supplemental questions for July 2020 through June 2021 births. This supplement was only completed once, and data will inform future data driven MCH efforts related to pandemic response.

Response Rates

- 2017 Nevada PRAMS data had a response rate of 41% and 2018 data had a response rate of 39%, which is under the Centers for Disease Control and Prevention (CDC) required response rate threshold of 55% to publish data. 2019 weighted data was received in February and had a response rate of 42% which is under the CDC threshold of 50% to publish data. This data should be interpreted with caution due to the response rate.
- 2020 Nevada PRAMS data was received back from CDC October 2021, and had a response rate of 43%. This is under the CDC threshold of 50%, and data should be interpreted with caution due to the response rate.
- The primary goal for Nevada PRAMS is to increase response rates moving forward. A focus group is being conducted with University of Nevada, Reno to get feedback on if different letterheads might increase participant response.

PRAMS Data Requests

- Data can be requested via the Office of Analytics at data@dhhs.nv.gov.

Media Campaigns and Outreach Efforts

PRAMS TV and Radio Campaign

- March 2022- May 2022: 561 Total TV Spots Aired, 3,308 Radio Spots Aired
 - TV
 - North: 90 English, 31 Spanish
 - South: 208 English, 232 Spanish
 - Radio
 - North: 1,135 English, 98 Spanish
 - South: 1,807 English, 268 Spanish

Promotional Items

Children's Health and Adolescent Health and Wellness Program (AHWP)

The Title V MCH Section focuses on children's health as part of the adolescent health program. The Adolescent Health and Wellness Program (AHWP) uses the public health approach by addressing risk factors which increase the likelihood of negative health outcomes in youth. Adolescence, the transition from childhood to early adulthood, is a critical phase in human development. While adolescence may appear to be a relatively healthy period of life, health patterns, behaviors, and lifestyle choices made during this time have important long-term implications.

Adolescent Health and Wellness Program Title V/MCH Funded Partners

Carson City Health and Human Services (CCHHS)

- CCHHS conducted 39 adolescent wellness screenings. One referral was made a youth using alcohol
- During clinic visits, 39 youth or family members received information about health care transition and were provided with resources to learn more.
- CCHHS posted one monthly adolescent well-visit awareness message on the clinic signage and conducted one Facebook campaign. Social media reached 4,120 viewers and 39 clicked on the link.
- Implementation of the electronic youth-friendly risk assessment began during well-visits. Adolescent Preventive Services (RAAPS) was filled out by 25 clients (ages 9 – 25 y.o.) and 7 who were sexually active responded to the questions inside Adolescent Counseling Technologies (ACT).

Community Health Services (CHS)

- CHS administered age-appropriate infant and child immunizations in the clinic setting and through community immunization clinics.
- CHS conducted adolescent wellness screenings. Referrals were made for individuals afflicted by domestic violence, with mood disorders, and substance use. Additionally, youth were provided with nutrition, weight, and exercise information.
- CHS provided preventive education services with a focus on well-care screenings, contraceptives, sexually transmitted infection (STI) screens, and immunizations.

Urban Lotus Project (ULP)

- Urban Lotus Project Trauma-Informed Yoga for Youth conducted 89 no-cost yoga classes to 480 adolescents. Seven agencies hosted the yoga sessions with ULP conducting virtual classes each week. Most students attended multiple yoga classes resulting in several exposures to help them cope with daily stressors.

Nevada Institute for Children's Research and Policy (NICRP)

- Preparations are being made to clean data for The Kindergarten Health Survey 2021-2022. The annual report each year is placed inside <https://nic.unlv.edu/reports.html>
- Surveys have been sent to all 17 school districts for the 2022-2023 survey & many districts have returned the completed questionnaires to NICRP.

Other Children's Health and AHWP Efforts

Adolescent Well Visits

- *Does Your Teen Need Health Coverage?* brochures were disseminated to various agencies and at outreach events addressing the value of adolescent well-visits and how to apply for health insurance.
- The annual pre-order resulted in requests for 34,000 brochures titled *Does Your Teen Need Health Coverage?* with a mix of 19,000 English/15,000 Spanish. These brochures will be disseminated at least one month before open insurance enrollment starts (fall 2022).

Health Care Transition

- Resources from www.gottransition.org were disseminated to partners and at community events.

Sexual and Behavioral Health Collaboratives

- MCAH staff attended LEAHP project meetings to help develop state action plans for adolescent reproductive and sexual health education and services, as well as safe and supportive environments.

CoIIN Participation

- Title V MCH staff served as the HRSA representative on the Comprehensive School-Mental Health CoIIN. This partially funded HRSA project focused on supports and services promoting a positive school climate, social-emotional learning, and mental health and well-being while reducing the prevalence and severity of mental illness.

Media Campaigns and Outreach Efforts

Adolescent Well Visits and Health Care Transition

- DP Video and MCH staff made plans for the creation of animated videos on the topics of (1) adolescent well visits and (2) health care transition. Research shows animation, as well as videos draw in audiences, especially youth. The videos will conform with the content of the text messages developed in prior social media campaigns.

Children and Youth with Special Health Care Needs (CYSHCN) Program

CYSHCN Program Title V/MCH Funded Partners

Nevada Center for Excellence in Disabilities (NCED) and NCED Family Navigation Network

- NCED completed the last four (of six total) evening summer learning series for youth with special health care needs, their families/caregivers, and agencies serving this population. The sessions focused on topics of interest for special needs children (e.g., medications, Katie Beckett/Medicaid, supported decision making and behavioral health issues. Sessions were promoted through flyers and television/radio interviews and were attended by 22-46 individuals depending on the topic. Most participants were families with children experiencing special health care needs, lending to rich discussions in the 30-minute question and answer period.

- NCED Family Navigation Network supports families of children and youth with special health needs to navigate complex healthcare systems. Family Navigation Network provides free one-to-one support, training, and printed materials to families and professionals who serve them.
 - During this quarter, 23 calls to the hotline were answered. 15 calls were about therapy options, 6 were about school-related issues, 6 were about insurance/payment/Katie Beckett issues, none were about college options for a child with a developmental disability. 18 referrals were made for educational advocacy, therapies, and paying for services.
 - 90% of staff trained on the Medical Home Portal.
 - 10 families were trained.

Children's Cabinet

- The Family Engagement Coordinator with The Children's Cabinet provides technical assistance and facilitates parent involvement in social emotional Pyramid Model (TACSEI) activities. From July 1st, 2022, to September 30th, 2022, two Technical Assistance trainings with 8 participants were conducted and 6 preschools and daycare centers were contacted and given informational materials.
- Data collection and evaluation for Pyramid Model activities is ongoing, with 12 sites collecting data. 210 children have received Ages and Stages Questionnaire screenings.

Medical Home Portal

- Medical Home Portal reports are located separately in the packet.

Other CYSHCN Program Efforts

- Title V MCH staff continued participation in the Pediatric Mental Health Care Access Program (PMHCAP) with the Nevada Division of Child and Family Services (DCFS). PMHCAP uses telehealth strategies like Mobile Crisis Response teams to expand mental health services for children in Nevada. Title V MCH staff recently peer reviewed the Early Childhood Mental Health Brief Development process and protocols initiated by PMHCAP and the Nevada Institute for Children's Research and Policy (NICRP).
- Title V MCH staff presented to the Nevada Governor's Council on Developmental Disabilities (NGCDD) on CYSHCN Programs and provided data and reporting.
- Title V MCH staff attended several meetings to learn about updates related to CYSHCN efforts.
- Title V MCH staff assisted in efforts to create and disseminate sensory-friendly vaccine kits designed to help medical providers through the process of vaccinating CYSHCN who experience difficulties during the vaccination process.

Media Campaigns and Outreach Efforts

Family Navigation Network

- A social media campaign for Family Navigation Network will run through September in an effort to promote the Medical Home Portal.

Cross-Cutting Programs and Efforts

Nevada 211

- Nevada 211 received 254 calls/texts from individuals who were pregnant or living with someone pregnant. Callers were given information and/or referrals to the following Title V MCH endorsed programs: PRAMS (53), Sober Moms Healthy Babies website (1), Medical Home Portal (17), Text 4 Baby (88), Cribs for Kids (2), and Nevada Tobacco Quitline (2). No callers needed referrals for Perinatal Mood & Anxiety Disorder.

Tobacco Cessation

- As appropriate subgrantees continue to promote the Nevada Tobacco Quitline (NTQ).

Other Title V MCH Program Efforts

- Title V MCH worked with University of Nevada, Reno NCED to conduct focus groups of youth ages 12 through 18 to gather youth-identified priorities, facilitators, and barriers for increasing youth engagement. Three of these focus groups were comprised of youth from the following priority populations:
 - Youth with special health care needs
 - Youth of color
 - Youth who are Spanish speaking
 - Youth residing in rural counties/areas
- Surveys were administered to parents of these youth to identify family priorities.
- A focus group with families served by UCED's program for substance-exposed maternal-infant dyads was conducted to inform maternal and infant health priorities.
- From these focus groups and surveys, a final report was completed that includes an action plan, recommendations, and road map for increasing youth and family engagement in the future, and key information learned from the substance exposed maternal-infant dyad focus group.



Medical Home Portal

FFY2022 Q4 REPORT

1. FEATURE UPDATES

Features that have been significantly reworked or updated during the Quarter ending September 30, 2022.

A. Improvements for Service Maintainers

- i. A feature was added, for those that have back-end Service Maintenance access, to search categories by open text field while editing records and importing records.
- ii. Additionally, the ability to see the description of a category when hovering was also added.

B. Service Provider Category Review and Updates

- i. The Portal team continued its review of Service Provider Categories and associated mapping to AIRS Taxonomy codes. The following category groups were reviewed and updated this quarter:
 1. *Education*
 2. *Equipment*
 3. *Haircuts and Grooming*
 4. *Healthcare, Dental*

2. CONTENT UPDATES

Content that has been published or updated during the Quarter ending September 30, 2022.

A. New Content

- i. Clinical
 1. *Screening for Eating Disorders*
 2. *Type 1 Diabetes (diagnosis module)*

B. Updated Content

- i. Clinical
 - 1. *Congenital Hypothyroidism (newborn disorder page)*
 - 2. *Glutaric Acidemia Type 2 (newborn disorder page)*
 - 3. *Homocystinuria- Classic (newborn disorder page)*
 - 4. *Homocystinuria (diagnosis module)*
- ii. Other
 - 1. *Editorial Board*

3. GOOGLE ANALYTICS

Google Analytics July 1 – September 30, 2022. Traffic Refined for Quality Segment.
(Percentage change from previous quarter.) [Percentage change from previous year.]

A. Nevada

- i. Users: 10,554 (+40.74%) [+7.98%]
- ii. Sessions: 11,999 (+39.67%) [+9.38%]
- iii. Pageviews: 19,081 (+33.41%) [+41.78%]*

B. Nationwide

- i. Users: 55,137 (-3.74%) [+27.71%]
- ii. Sessions: 63,223 (-4.00%) [+28.50%]
- iii. Pageviews: 80,229 (-4.93%) [+31.63%]*

C. Aggregated Subdomains

- i. Users: 136,884 (+6.78%) [+10.39%]
- ii. Sessions: 148,517 (+5.46%) [+10.75%]
Pageviews: 224,374 (+3.17%) [+2.81%]*

**[Percentage change from previous year] for this report were not compared to actual numbers but to estimates generated for Q4 FY 2021 and calculated manually - due to a data anomaly that occurred half-way through the Q4 FY 2021 reporting period, the actual numbers were over-inflated and inaccurate.*