

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

5/3/2023

Updates are for January 1, 2023, through March 31, 2023

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 Medical Home Portal, Perinatal Mood and Anxiety Disorders (PMAD), Nevada 211, SoberMomsHealthyBabies.org, NevadaBreastfeeds.org, and the Nevada Tobacco Quitline.
 - During this quarter, 84 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.
- The “Count the Kicks” campaign started in October of 2021 continues to shed light on and prevent stillbirths in Nevada.
- The following meetings have been held this quarter:
 - North MCH Coalition Meetings:
 - January 10, 2023
 - February 9, 2023
 - March 9, 2023
 - South MCH Coalition Meetings
 - January 12, 2023
 - February 14, 2023
 - March 14, 2023
 - Steering Committee Meetings:
 - February 16, 2023
- Social Media Posts
 - From January 1, 2023, to March 31, 2023, for Facebook and Instagram followings:
 - Facebook likes increased from 558 to 577 with an increase of 19 over three months from January 1, 2023, to March 31, 2023.
 - Instagram followings increased from 910 to 975 followings, an increase of 65 followings over three months from January 1, 2023, to March 31, 2023.
 - Instagram posts increased from 567 to 647 posts, an increase of 80 posts over three months from January 1, 2023, to March 31, 2023.

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.
 - 20,750 Infant Safe Sleep Brochures were distributed this quarter.
 - 405 survival kits were purchased and distributed this quarter.
- REMSA also focuses on injury prevention and distributed 20 posters and 23 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 January 1, 2023, to March 31, 2023, with eleven cases presented and discussed. Sixteen new FIMR cases were received between January 1, 2023, to March 31, 2023.
 - 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 359 adult wellness screenings. Referrals were made for 2.8% experiencing intimate partner violence, 2.8% who use alcohol, 2.8% with a history of substance use, 2.8% consuming tobacco/nicotine, and 2.5% afflicted with mood disorders.
- During clinic visits, 33 youth or family members received information about health care transition and were provided with resources to learn more.
- Nurses referred 4 pregnant persons 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 105 individuals and or families.
- Clinic signage and social media:
 - One monthly PRAMS awareness message was placed on the clinic signage for patients and viewers driving by. The one-month Facebook campaign reached 3,589 viewers with one percent engaging.
 - One monthly Nevada Tobacco Quitline (NTQ) promotional message was placed on the clinic signage. The one-month NTQ campaign reached 4,349 individuals with one percent engaged users.

Community Health Services (CHS)

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. Nurses conducted 1,537 wellness screenings for adults up through age 44. Referrals were made for 1.2% individuals afflicted by domestic violence and 0.8% using substances. Birth

control screenings were conducted with 287 women and of those 4.9% received the insertion of a long-acting reversible contraceptive (LARC) and 33% were provided with other forms of birth control.

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. Collaboration continues with WIC to enhance the NevadaBreastfeeds.org site to include early childcare providers that are breastfeeding friendly.

Tobacco Cessation

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

Media Campaigns and Outreach Efforts

Safe Sleep

- A TV and Radio Campaign ran from January 1, 2023, through February 28, 2023, with 358 total TV spots aired and 1,489 radio spots aired
 - TV
 - North: 257 English, 14 Spanish
 - South: 58 English, 29 Spanish
 - Radio
 - North: 1,105 English, 249 Spanish
 - South: 1,024 English, 97 Spanish

SoberMomsHealthyBabies.org

- A TV and Radio Campaign ran from January 1, 2023, to February 28, 2023, with 347 total TV spots aired and 4,323 radio spots aired
 - TV
 - North: 226 English, 14 Spanish
 - South: 80 English, 51 Spanish
 - Radio
 - North: 1,490 English, 970 Spanish
 - South: 1,753 English, 110 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) Care Center

- UNLV supports the Care Peer Program (CPP) to increase leadership opportunities for students providing campus presentations on campus sexual violence issues. The CPP is an empowerment-based 45-hour training curriculum with interactive modules focused on promoting social environments that protect against violence as well as components of healthy relationships and communication.
- UNLV received 23 applications for CPP during this reporting period. Applications will be reviewed and interviews will be conducted in May 2023.
- The UNLV Care Center Director attended a virtual site fair for Human Service interns to promote CPP, with approximately 10 students reached.
- Instagram was used to promote CPP with a reach of 620 unique users.
- UNLV conducted two live presentations to the Academic Success Center and the College of Liberal Arts 100 class. There were also 8 virtual presentations.
- UNLV held two rounds of CPP training this quarter. In total, there were 18 student leaders that participated in training.
- Overall, 16 CPP presentations were conducted this quarter (a combination of in-person, live-virtual, and pre-recorded presentations), with a total of 435 participants that included students, faculty, and staff.

University of Nevada, Reno (UNR), NevadaCARES

- UNR's NevadaCARES project provides education to students, faculty, and staff to increase protective environments and decrease sexual violence. A newly developed training program was completed in September 2022 and is being piloted with student interns. Student interns are working towards the completion of the 45-hour training.
- UNR's training program was included in many campus events and presentations throughout October including Howl Fest, a Domestic Violence Resource Event with Reno Police Department, Panhellenic, Division of Student Services, Fraternity Sorority Life, and Phi Sigma Rho.
- 1,466 students were reached during this time period through presentation and community outreach events.

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 seven trainings with local hospitality and entertainment venues in the last year.

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, 69 presentations were given at eight different properties.
- Signs of Hope continues to support a 24-hour crisis response hotline.
- The utilization of the newly revamped PartySMART website has brought in a total of 25,673 visits to the site and 67,438 page views during this quarter. <https://partysmartinlv.com/>
- Signs of Hope continues to provide trainings to local elementary and secondary school teachers.
- Provided three trainings to 166 participants with the Las Vegas Metropolitan Police Department.

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. NCEDSV one-pagers were a collaborative effort and represent the priorities and efforts of the workgroup. The one-pagers were added to the webpage during this reporting period. <https://www.ncedsv.org/about/economic-justice-ej-workgroup/>
- NCEDSV held two trainings increasing community awareness on economic justice priorities.

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

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. Other states have indicated that changing the appearance of the survey package can significantly impact the response rates. Nevada PRAMS is currently working on updating the survey package.
 - Nevada PRAMS is partnering with Blueprint Collaborative to conduct a focus group study on the three proposed survey covers. The focus group results were received in

April, and are being reviewed by PRAMS staff. The new survey covers will be used in Phase 9 which will be implemented beginning May 1, 2023.

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

- January 2023- March 2023: 348 Total TV Spots Aired, 4,352 Radio Spots Aired
 - TV
 - North: 236 English, 15 Spanish
 - South: 52 English, 45 Spanish
 - Radio
 - North: 1,549 English, 1,003 Spanish
 - South: 1,773 English, 27 Spanish

Promotional Items

Nevada PRAMS provides promotional items with our logo and website to a variety of organizations, hospitals, and clinics. Items were distributed to the Office of Vital Records during this reporting period.

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 provided reminder notices to families with children due for age-recommended vaccinations. As many as 305 reminders were made for children ages zero to six years old (y.o.) and 2,716 for children and youth ages seven to 17 y.o.
- Nurses conducted 27 adolescent wellness screenings. Referrals were made for 3.7% afflicted with mood disorders, 3.7% consumers of tobacco/nicotine, 3.7% drinking alcohol, and 3.7% using substance use.
- Social media:
 - One monthly Medical Home Portal promotion was displayed on the clinic signage for patients and persons driving by. A monthly social media campaign was displayed on Facebook, reaching 3,245 individuals with 3.9% engaged users.
 - Childhood vaccine reminders were viewed through the clinic signage for one-month. CCHHS ran a monthly Facebook campaign reaching 3,019 with 5.8% engaging in content.

- One monthly adolescent well-visit awareness message was placed on the clinic signage. The one-month Facebook well-visit campaign reached 6,026 individuals with 1.8% engaged users.

Community Health Services (CHS)

- CHS administered age-appropriate infant and child immunizations in the clinic setting and through community immunization clinics. Clinic staff conducted reminder calls for children ages zero to six and children and youth ages seven to 17.
- Clinic staff conducted 10,232 adolescent wellness screenings. Referrals were made for 0.3% of individuals afflicted by domestic violence. Nurses provided preventive education services with a focus on well-care screenings, contraceptives, STI screens, and immunizations. Of the 525 birth control counseling sessions, 0.95% received the insertion of a LARC and 18.9% were provided with other forms of birth control.
- Nurses held several child focus outreach events. As many as 764 families with children were reached through six community events.

Yoga Haven

- A new partnership with Yoga Haven was developed for Title V MCH Program funding. The Las Vegas agency conducts trauma-informed yoga and mindfulness practices. Sites will support or provide services to and/or offer programming for students enrolled in Title 1 schools; participants of Communities In Schools of Nevada; and youth having been exposed to/experienced violence and/or trauma and/or are experiencing social, emotional, or behavioral health challenges.

Nevada 211

- Nevada 211 received 337 calls/texts from individuals who were pregnant, had an infant in the home or resided with someone who was pregnant or a new parent. This population was provided with information and/or referrals to Title V MCH endorsed programs: PRAMS (87%), Text 4 Baby (62%), and Cribs for Kids (1.2%)
 - Insurance Status: 78% were enrolled into Medicaid
 - County of Residence: 88% reside in Clark County, followed by 7.7% living in Washoe County
 - Race/ethnicity: 60% who reported race were African American and 32% Hispanic
- Data from all callers' needs were reported pertinent to the Title V MCH Program population such as suicide prevention (128), Medical Home Portal (16), car seat installation (16), immunizations (8), infant safe sleep (3), and breastfeeding support (1).

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

- Edits for the Kindergarten Health Survey 2021-2022 Report were made by Title V MCH Program. The final report will be completed early next quarter and placed inside <https://nic.unlv.edu/reports.html>

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.

Health Care Transition

- Resources from [Got Transition](#) were disseminated to partners and at community events. English and Spanish materials provide concrete information about the steps necessary to move from pediatric into the adult health care system. Materials were either geared towards adolescents and young adults or designed for parents and caregivers.

Adolescent Motivational Interview (MI) Course

- Plans were made for UNR, Office of Continuing Medical Education to host a three-hour adolescent-focused MI session to be conducted virtually in Spring 2023. The course covers brain development, MI principles, and interactive practice sessions for skill-building.

Media Campaigns and Outreach Efforts

Adolescent Well Visits and Health Care Transition

- DP Video is running a year-long social media campaign using animated videos to draw in viewers about (1) the value of adolescent well visits and (2) youth empowerment through taking charge of their health care health as they transition into adulthood. Data analytics about numbers reached and engaged users will be reported when the campaign ends.

Immunize Nevada (IZ NV) Youth Action Council (YAC)

- IZ NV Youth Coordinator and IZ NV's contracted marketing agency worked with six YAC members to prepare for the youth-created social media and print campaigns. Messaging written by youth and young adults will promote the value of yearly adolescent well-visits and the steps necessary to transition into the adult health care system. Viewers will be directed to the [Adolescent Health and Wellness Program webpage](#) on the DPBH website to obtain further education and referral resources.

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 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, 31 cases were generated by the toll-free hotline/online intake form. Many cases included or required information about more than one subject.
 - Partnering/decision making with providers: 64
 - Accessing a medical home: 81
 - Financing for needed health services: 91
 - Early and continuous screening: 14

- Navigating systems/accessing community services easily: 113
 - Adolescent transition issues: 5
 - Other: 9
- All Family Navigation Network staff were trained on the Medical Home Portal, and 25% of 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 January 1, 2023 through March 31, 2023, two Technical Assistance trainings with 6 participants were conducted and 5 preschools and daycare centers were contacted and given informational materials.
- Data collection and evaluation for Pyramid Model activities is ongoing, with 11 sites collecting data. Ages and Stages Questionnaire screenings were performed on 309 children.

Medical Home Portal

- Medical Home Portal reports are located separately in the packet.
- Blueprint Collaborative will assist Title V MCH in conducting focus groups on the Medical Home Portal.

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.
- The CYSHCN coordinator attended the Mountain States Regional Genetic Network summit in Denver, Colorado and learned valuable information about genetics research.

Cross-Cutting Programs and Efforts

Diversity, Equity, Inclusion (DEI)

- CCHHS identified staff will partake in at least one Nevada State Board of Nursing course to comply with [NRS 449.103](#), (81st Nevada Legislative Session), requiring all nurses to complete a two-hour cultural competency and DEI course before applying for a license renewal.



Medical Home Portal

FFY2023 Q2 REPORT

1. FEATURE UPDATES

Features that have been significantly reworked or updated during the Quarter ending March 31, 2023.

A. 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 Healthcare, Medical category groups were reviewed and updated this quarter. New categories were added for the following:
 1. *Ostomy & Wound Care*
 2. *Mobile Health Care*
 3. *Indian Health Service Clinics*

B. Care Process Models

- i. New Care Process Models
 1. *The Medical Home writing group added several care process models to the Guidelines & Algorithms section of the Medical Home Portal, which can be found under the For Physicians and Professionals tab. These care process models were developed at the University of Utah Hospital and Primary Children's Hospital to help guide specific care teams, but our hope is that they can be useful in a variety of care settings across the country. The care process models published this quarter include:*
 - a. *Bilirubin Screening & Testing in Newborns*
 - b. *Clinical Guidelines for Care of Children with Medical Complexity*
 - c. *Newborn Differences of Sex Development (DSD) Admission Checklist*
 - d. *Newborn Transition Care Guideline*
 - e. *Pediatric Diabetes Screening Algorithm*
 - f. *Prenatal Urinary Tract Dilation Care Process Guideline*

2. CONTENT UPDATES

Content that has been published or updated during the Quarter ending March 31, 2023.

A. New Content

- i. For Families
 - 1. *Tips to Help Children Sleep*
 - 2. *Type 1 Diabetes (FAQ)*

B. Updated Content

- i. For Families
 - 1. *Attention Deficit Hyperactivity Disorder (ADHD) FAQ*
 - 2. *Depression FAQ*
 - 3. *Fatty Acid Oxidation Disorders FAQ*
 - 4. *Foster Care (FAQ)*
 - 5. *Safety Precautions for Children with Seizures*
- ii. Clinical
 - 1. *Boosting Calories for Babies, Toddlers, and Older Children*
 - 2. *Caring for Transgender and Gender-Divers Youth*
 - 3. *CBD for Neurologic Conditions in Children*
 - 4. *Childhood epilepsy with centrotemporal spikes (CECTS)*
 - 5. *Depression*
 - 6. *Duchenne & Becker Muscular Dystrophies*
 - 7. *Duchenne & Becker Muscular Dystrophy- Cardiomyopathies*
 - 8. *Epilepsy Surgery*
 - 9. *Evaluation & Treatment of a First Unprovoked Seizure*
 - 10. *Febrile Seizures*
 - 11. *HMG-CoA Lyase Deficiency*
 - 12. *Juvenile myoclonic epilepsy (JME)*
 - 13. *Medium-chain acyl-CoA dehydrogenase deficiency (MCADD)*
 - 14. *SUDEP (Sudden Death with Epilepsy)*
 - 15. *Toilet Training Children with Complex Medical Conditions*

3. GOOGLE ANALYTICS

Google Analytics January 1- March 31, 2023. Traffic Refined for Quality Segment.
(Percentage change from previous quarter.) [Percentage change from previous year.]

A. Nevada

- i. Users: 13,694 (+25.71%) [+78.49%]

- ii. Sessions: 15,246 (+25.22%) [+72.82%]
- iii. Pageviews: 23,221 (+20.01%) [+57.70%]

B. Nationwide

- i. Users: 66,428 (+7.31%) [+7.88%]
- ii. Sessions: 76,477 (+7.55%) [+8.21%]
- iii. Pageviews: 95,957 (+8.97%) [+6.40%]

C. Aggregated Subdomains

- i. Users: 162,128 (+14.49%) [+22.13%]
- ii. Sessions: 184,000 (+14.56%) [+19.11%]
Pageviews: 259,145 (+15.61%) [+14.47%]