

**Maternal and Child Health Advisory Board (MCHAB)**  
**August 7, 2020 Update**

- **Domain: Women/Maternal Health**

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

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

- Community Health Services (CHS) provided 2,167 preventive education services, 224 well-care screenings, 402 contraceptives, 197 Sexually Transmitted Infection (STI) screens, 23 immunizations, and 374 clients received nutrition, weight, and exercise information. All women presenting for reproductive health visits were screened for domestic violence and behavioral health, as well as depression. Four women were referred to mental health providers. Due to COVID-19, preventive education services were 38% less than reported last quarter.
- The Partners Allied for Community Excellence (PACE) Coalition Community Health Worker (CHW) shared information to 230 listserv members on unemployment during COVID.
- Carson City Health and Human Services (CCHHS) conducted 391 well visits for women. Referrals were made for 7 women afflicted by domestic violence, 53 for mood disorders, 78 for substance use, and 225 reporting alcohol use were educated about risks of alcohol use with pregnancy. Sobermomshealthybabies.com was promoted during clinic visits. Due to COVID-19, well-visits were 25% less than reported last quarter; however, during June's Phase 2 period, the clinic digital signage promoted annual well-visits. Facebook promotions to enhance well-visits were not conducted due to emerging needs for replacing this content with general population COVID awareness/safety.
- Title V MCH staff inserted CDC's new link about COVID-19 during pregnancy into the DPBH website. It resides as a hot topic under the Title V MCH program and link within the Maternal and Infant Program <http://dpbh.nv.gov/Programs/MIP/dta/Links/links/>.
- MCH staff prepared messaging for DP Video to create an upcoming summer social media campaign reminding pregnant women to keep their scheduled prenatal visits, learn if their provider needs to see them in-person or if their visit can be attended by phone or video. Pregnant women will be provided a link directly into the COVID-19 and pregnancy information from CDC inside the DPBH website.  
<http://dpbh.nv.gov/Programs/MIP/dta/Links/links/>.

- **Rape Prevention & Education (RPE) Program –**

- The Nevada Rape Prevention and Education (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. It continues through reauthorization and expansion of the original legislation. The RPE Program focuses efforts on preventing first-time perpetration and victimization by reducing modifiable risk factors while increasing protective health and environmental factors in the prevention of sexual violence.
- The RPE Program is funded by CDC, sexual violence funds set-aside through Preventive Health the Health Services (PHHS), and the Title V Maternal and Child Health (MCH) Program Block Grant.
- In response to RPE's data focus, the program has established a memorandum of agreement (MOA) to optimize the planning and tracking of state indicators to evaluate public health outcomes of violence prevention with Social Entrepreneurs, INC. (SEI). RPE program will be providing technical assistance to RPE's four subrecipients through virtual meetings and calls to increase community and societal-level strategies for the prevention of interpersonal violence.

- Over the last few months, RPE partners have adapted prevention efforts and in-person training to virtual platforms with much success. The Nevada Coalition to End Domestic and Sexual Violence will continue to implement virtual trainings that include: our Regional Training Alphabet Soup 101: Language, Culture & Bias; and their Annual Conference Stronger Together: Collaboration for Social Change; and, pilot Sexual Assault Advocate Training Program.
  - Additionally, Nevada RPE was awarded with CDC COVID-19 Supplemental funding. As Nevada's current shelter-in-place restrictions from the COVID-19 pandemic continues, reports of violence in the home are increasing in some areas. The Domestic Violence Resource Center in Washoe County, Nevada, has observed a 64% increase in calls to its 24-hour hotline over the past months, a trend consistent with national spikes in domestic violence during COVID-19. Contributing factors for this increase include, but are not limited to, job loss, financial instability, being restricted to home environments and close proximity to partners and children, which may amplify not only family violence, but also diminish the family's ability to engage in constructive communication or coping strategies.
  - The supplemental COVID-19 funding will support crisis response via 24-hour hotlines to increase protective factors during the COVID-19 pandemic and increase protective factors during future state-wide disasters and emergencies through improvement of public health emergency preparedness (PHEP) capabilities through community preparedness and information sharing.
- **MCH Coalition (north, south and statewide) –**
    - The NV Statewide MCH Coalition continues to distribute materials promoting the Go Before You Show campaign, the Medical Home Portal (MHP), Perinatal Mood and Anxiety Disorders (PMAD), Nevada 211, Sober Moms Healthy Babies and the Nevada Tobacco Quitline. In addition, monthly e-newsletters, educational opportunities, and Program updates are provided to Coalition members. Social media campaigns promoting maternal, child, and adolescent health continue on Facebook and Instagram.
      - Southern Nevada MCH Coalition meetings were held:
        - April 14, 2020
        - May 12, 2020
        - June 9, 2020
      - Northern Nevada MCH Coalition meeting were held:
        - May 14, 2020
        - June 11, 2020
      - Held quarterly steering committee meeting on June 18, 2020
      - Six Perinatal Mood and Anxiety Disorder (PMAD) support group meetings were conducted, two per month. In April, the first facilitated online Train the Trainer meeting trained 3 people in Reno and 2 people in Las Vegas
      - Facebook followers increased by 4 in April, 9 in May, and 2 in June for a total of 15 from April to June.
      - Instagram followers increased by 10 in April, 6 in May, and 5 in June for a total of 21 from April to June.
  - **Nevada Pregnancy Risk Assessment Monitoring System (PRAMS) Program**
    - 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 received \$14,999 in supplemental funds in year 5 of the grant that runs from May 1, 2020 to April 30, 2021. These supplemental funds allow for the continuation of the additional opioid and disability questions through March of 2020. NV PRAMS applied for core and disability question funding in year 5 and will continue opioid supplemental questions with MCH Title V program and state general funds. A total of 18 supplemental questions will continue on the survey relating to pregnancy and disability, as well as opioid use in pregnancy. Data from the survey will inform future data driven MCH efforts.
  - Nevada PRAMS received the weighted data set from 2017 births, in late 2018. The 2017 data is a half year of data collection. Data for 2018 births is the first full year of data collection and was received from CDC in November 2019. Nevada did not meet the CDC required response rate threshold of 55%; thus, data should be interpreted with caution. The 2019 birth data set is expected in Fall of 2020.
  - Data can be requested via the Office of Analytics at [data@dhhs.nv.gov](mailto:data@dhhs.nv.gov). The primary goal for Nevada PRAMS is to increase response rates moving forward.
- **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 –**
    - The PACE Coalition CHW conducted several activities. The staff created two perinatal/infant health brochures on the topics of health during pregnancy and toddler health tips. Title V provided funding for new mothers to obtain infant car seats and businesses with privacy screens to breastfeed in a more comfortable space. The CHW shared information with their 230 listserv members about the availability of privacy screens and three local agencies responded. Additionally, two families were provided with car seats.
    - CCHHS reached out to businesses to educate about breastfeeding laws, encourage participation in the BFWH Campaign, and check interest in needing a space established for staff to feed their infants. Six businesses committed to being provided with Title V funded supplies for a designated employee/patron breastfeeding area. Planned Facebook postings to promote infant immunizations and the Pregnancy Risk Assessment Monitoring System (PRAMS) survey were not conducted; and instead replaced with general COVID awareness/safety content. As many as 93 vaccination reminder cards were sent for infants/toddlers, ages four through 35-months old. During clinic visits, staff educated 9 women receiving positive pregnancy test results about breastfeeding. All were referred to WIC for support, informed about the value of participating in the PRAMS survey and given information about Sobermomshealthybabies.com. During April, the clinic digital signage promoted Sobermomshealthybabies.com and the May signage promoted Text4baby.
  - **Safe Sleep Media Campaign**  
 April-June\* 2020: 298 Total TV Spots Aired, 3,493 Radio Spots Aired
    - TV
      - North: 40 English, 41 Spanish
      - South: 162 English, 55 Spanish
    - Radio
      - North: 2,149 English, 89 Spanish
      - South: 1,133 English, 122 Spanish

\*June results not reported in time
  - **SoberMomsHealthyBabies.org Media Campaign**  
 April-June\* 2020: 326 Total TV Spots Aired, 1,765 Radio Spots Aired

- TV
    - North: 64 English, 39 Spanish
    - South: 148 English, 75 Spanish
  - Radio
    - North: 977 English, 65 Spanish
    - South: 660 English, 63 Spanish
- \*June results not reported in time
- **Washoe County Health District (WCHD) continues to review records for the Fetal Infant Mortality Review (FIMR)**
  - Twenty-two FIMR cases were received between April 1, 2020 and June 30, 2020 from local hospitals, Washoe County Medical Examiner's Office and Washoe County Health District Vital Statistics.
  - There were two Case Review Team (CRT) meetings during this reporting period. Meetings have been held virtually since COVID-19. The team typically meets monthly, except in June and December.
  - The Northern Nevada Maternal Child Health (NNMCH) Coalition continues to function as the FIMR Community Action Team (CAT). Two NNMCH Coalition meetings were held during this quarter. The most recent meeting was held on June 11, 2020 and a presentation by Dr. Sara Healy on COVID-19's Effect on Children was the main topic of discussion.
  - Staff continue to attend and provide updates at the Northern Nevada Maternal Child Health meetings, Pregnancy & Infant Loss Support Organization (PILSOS), and Child Death Review meetings.
  - Staff met with the "Count the Kicks" executive board and continues to explore this app, as a way for expectant parents to monitor fetal movement during the third trimester.
- **Safe Sleep/Cribs for Kids-**
  - Provides safe sleep media outreach and conducts activities with safe sleep partners, including community event participation statewide.
  - Maintain consistent partner communication and continue with the train-the-trainer model.
  - Work with hospital partners to implement Infant Safe Sleep practices and increase awareness by presenting at a minimum of four hospitals per year.
  - Includes Infant Safe Sleep brochures in the PINK packets
  - Delivered program supplies and equipment.
  - Purchased more kits to distribute to partners
  - Continued to promote 211, Nevada Tobacco Quitline and Nevada Children's Medical Home Portal
- **REMSA Cribs for Kids, April 1 to June 20, 2020:**
  - Attended meetings with Northern Nevada MCH Coalition, Safe Kids Coalition, Immunize Nevada May Outreach Community meeting
  - Connected with WCHSA conducting Train the Trainer and new partnership for Crossroads Initiative
  - Connected with the New Executive Director of Baby's Bounty
  - Distributed car sets to 4 Tribal partners:
    - Owyhee- 20 car seats since January
    - Southern Bands- 6 car seats
    - Walker River Paiute Tribe- 2 car seats
  - Survival kit distribution: 137
  - Binder distribution: 23
  - Poster distribution: 30

- Brochure distribution: 310
- Sudden unexpected infant death (SUID) intake questionnaire: 113
  - 3-month follow-up: 88
  - 12-month follow up: 24

- **Maternal-Infant Program –**

- Critical Congenital Heart Disease (CCHD) data collection continues.
- Participation continues in the AMCHP-led Infant Mortality CoIN focused on the Social Determinants of Health. The IM CoIN ends 9/2020, a budget update was submitted 12/2019 and a final virtual meeting is scheduled for August 24, 26 and 28, 2020.
- Breastfeeding Welcome Here Campaign
  - A new National Breastfeeding Month banner was purchased. This banner will hang across Carson Street during a week in August to promote National Breastfeeding Month and the nevadabreastfeeds.org website.
  - New campaign materials are also in process.
  - KPS3 is continuing to host the website address for nevadabreastfeeds.org. The website is going through an update
- DP Video will be funded to create prenatal care social media campaign this summer.
- MCAH staff continue to participate in the Nevada ASHTO OMNI and CARA substance use in pregnancy core team.
  - Updated Infant Plan of Care and CARA provider and family resources will be posted on sobermomshealthybabies.org upon final approval
- FIMR participation and addition of COVID-19 resources on the DPBH MCAH website
- Information dissemination on maternal and infant COVID-19, anti-racism and health equity resources
- AIM contract and workplan drafts were completed by MCAH staff; AIM annual meeting attended by MCAH staff
- Maternal Mortality Review Committee case abstraction and case record documentation requests continue; CDC MMRIA training completed by 3 MCAH staff members
- Newborn Advisory Committee participation by MCAH staff
- Regulatory development in relation to newborn screening fees and diapering resources are ongoing.
- Reproductive health promotion and working with MCAH staff to administer the Account for Family Planning continues

- **Domain: Child Health**

- Increase the percent of children (10-71 months) who receive a developmental screening using a parent-completed screening tool
- Increase the percent of children (6-11) who are physically active at least 60 minutes a day

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

- Community Health Services (CHS) administered 79 child immunizations in the clinic setting. The agency suspended community outreach due to COVID-19 (e.g., fluoride varnish and oral health screenings, as well as immunizations).
- The PACE Coalition placed information on Facebook about child safety during COVID-19.
- CCHHS works collaboratively with the in-house WIC office whose staff virtually met with clients and discussed the value for a medical home with 346 individuals. Additionally, Nevada 211 and Medical Home Portal promotional materials were discussed with CCHHS clients and made available in the clinic area. Developmental screens were suspended due to COVID-19.

- Nevada Institute for Children's Research and Policy (NICRP) completed data entry/clean-up from 8,054 health surveys of children entering kindergarten for the school year starting fall of 2019. Due to COVID-19, the agency was delayed in posting the *Health Status of Children Entering Kindergarten in Nevada* annual report (2019-2020 results) on NICRP's website and statewide to stakeholders. Results from these annual surveys provide estimates for monitoring MCH indicators and for reporting to local, state, and federal entities.

- **Children's Healthy Weight CoIIN**

- Title V MCH staff continued its participation in the Collaborative Innovation and Improvement Network (CoIIN) facilitated through the Association of State Public Health Nutritionists (ASPHN). Title V MCH collaborated with the Nevada Office of Food Security and Obesity Prevention and Control (OPC) programs on a social media campaign promoting a series of fact sheets to assist Early Care and Education (ECE) centers in implementing the Child and Adult Care Food Program (CACFP). The CACFP ECE Fact Sheet Series was developed by the OPC Program in collaboration with the Nevada Department of Agriculture (NDA) and Supplemental Nutrition Assistance Program – Education (SNAP-Ed).
- CACFP is recommended to help childcare settings improve childhood nutrition, prevent obesity, and address food insecurity. It provides reimbursement for healthier meals and snacks served in licensed childcare settings. Despite these benefits, Nevada has low CACFP enrollment rates, ranking among the lowest in the country. The campaign will be conducted in both English and Spanish, allowing for a wider reach, as some ECE staff are Spanish speaking and serve many Spanish speaking families.
- The ASPHN CoIIN Title V MCH representative attended the virtual annual conference. Federal agency updates were presented by: the Maternal and Child Health Bureau whom focused on public health nutritionists needs from Title V MCH, Food and Drug Administration (FDA) discussed the updated nutrition facts labels and resources to share new information, FDA shared nutrition resources during COVID for those with limited resources, and CDC Division of Nutrition, Physical Activity, and Obesity provided an overview of their projects.

- **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 368 preventive education services, 45 well-care screenings, 77 contraceptives, 43 STI screens, 39 immunizations, and provided 74 adolescents with nutrition, weight, and exercise information. Adolescents presenting for reproductive health visits were screened for domestic violence and emotional/mental health problems as well as depression. Three adolescents were referred to mental health providers. Community outreach was suspended due to COVID-19 (e.g., fluoride varnish and oral health screenings, as well as immunizations). Due to COVID-19, preventive education services were 29% less than reported last quarter.
- Carson City Health and Human Services (CCHHS) conducted 34 well visits for adolescents. Referrals were made for 6 afflicted by mood disorders, 10 for substance use, and 9 reporting alcohol use. Due to COVID-19, the well-visit numbers were 10% less than reported last quarter. Furthermore, school closures resulted in staff not being able to

- conduct their annual training promoting well-visits during the high school health class. Other pressing school district issues did not allow for this virtual class.
- Urban Lotus Project (ULP) holds Trauma-Informed Yoga for Youth courses, serving Northern Nevada adolescents at locations such as schools, public community hubs, drop-in centers, treatment facilities, and human service entities. COVID-19 significantly impacted how ULP conducted these Title V MCH funded activities. Of the 18 facilities, only three were able to shift to online (virtual) classes. The other 15 sites placed yoga instruction on hold. Through the no-cost virtual classes, yoga instructors taught 97 online classes attended by 343 (potential duplicate people), which is a significant drop in numbers typically served. Marketing focused on the 12-17 y.o. age group; however, it cannot be determined all attendees were in this age range. Virtual classes conducted six days a week were promoted in several formats: non-residential facilities informed clients how to log in through ULPs website, content was disseminated through several listservs (MCH Coalition, Join Together Northern Nevada, Washoe County School District, and Health Plan of Nevada). Join Together Northern Nevada added an ULP class as part of their Wellness Wednesday's series, created during COVID-19 stay-at-home orders.
  - Despite the COVID-19 challenges, many positive outcomes were reported. New networks and collaborations were formed. The Washoe County School District Social and Emotional Learning Program, as well as Health Plan of Nevada, discussed bringing in yoga classes. Communities in Schools placed over 500 fliers into school lunch bags distributed at Hug High School. ULP received a Renown Medical Center grant to develop a workshop for staff members who work at the facilities where classes are taught. Participants will learn basic trauma science and trauma-informed practices. The workshop contains a yoga class, so staff can personally experience the benefits of the yoga practice and possibly encourage more youth to participate. Staff will be able to use the basic breathing/meditation techniques with their clients during non-yoga classroom times.
  - DP Video conducted two different month-long social media campaigns for adolescents and families with teens. Both were conducted in English and Spanish:
    1. Adolescent physical activity (April): Videos and messages promoted outdoor activities (social distanced) among adolescents and families with teens. Six video ads were displayed on Twitter resulting in 190,259 media impressions, and Facebook 86,305 views, 120,130 media impressions, which included 60,400 engaged users. The April Facebook campaign delivered a significant number more views compared to the January campaign, assumed due to high activity during the early stay at home COVID orders.
      - January: Facebook 55,181 views, 78,126 media impressions, which included 35,584 engaged users
      - April: Facebook 86,305 views, 120,130 media impressions, which included 60,400 engaged users
    2. Health care transition (June): Videos and messages promoted youth learning how to be their own health care advocates rather than rely on parents/caregivers to meet all these needs. Messages targeted adolescents and families with teens. Six video ads were displayed on Twitter resulting in 500,633 media impressions, 133,154 Facebook views, and 275,751 media impressions, which included 50,640 engaged users.

- **Adolescent Health and Wellness Program –**

- The Adolescent Health and Wellness Program (AHWP) Coordinator attended several child/adolescent behavioral health meetings. Most discussions focused on mental health challenges faced by youth and their family members due to COVID-19 isolation. Virtual meetings attended included: Adolescent Health Task Force, Washoe County Children’s Mental Health Consortium, Nevada Children’s Behavioral Health Consortium, and a health conference:
  - ‘*Flourishing in Adolescence*’ hosted by the Forum for Children’s Well-Being shared best practices in providing and supporting adolescent health services and key messaging and communication strategies related to adolescent mental, emotional, and behavioral health. Youth representatives were featured in all sessions.
- The AHWP Coordinator participated in the initial meeting of Nevada’s Comprehensive School Mental Health CoLIN. This learning collaboration is led by Nevada Department of Education and focuses on supports and services promoting positive school climate, social emotional learning, mental health and well-being, while reducing prevalence and severity of mental illness. The group will assess and address the social and environmental factors impacting both physical and mental health.
- The AHWP Coordinator attended a webinar series focused on School-Based Health Centers during COVID-19. States shared their immediate implementation of telehealth services and how Medicaid started reimbursing for services in states not previously authorized for school-based telehealth.
- The AHWP Coordinator developed plans for DP Video to create adolescent well-visit social media campaign this summer. Materials will target youth and families with teens. Youth content will be co-created with input from young people, to better reach the audience.

- **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

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

- Family TIES of Nevada (FTON) continues to maintain the children and youth with special health care needs (CYSHCN) helpline, provide translation services for families with CYSHCN, conduct Parent to Parent (P2P) program trainings assisting families with CYSHCN and educate families on how to navigate the Medical Home Portal (MHP). Over 300 families were assisted with translation services (primarily by phone), 159 with insurance eligibility assistance, 69 with education on the MHP and P2P, and 106 received a variety of informational brochures and referrals.
- Nevada Center for Excellence in Disabilities (NCED) continued to train and provide information for CYSHCN professionals and parents on transition health care, the value of the medical home, and the MHP. NCED staff gave four virtual presentations to UNR CYSHCN students, parents, mentors, and professionals for a total of 102 virtual training attendees. NCED staff also attended a second Healthcare Transition Learning Group workshop to receive further resources to share with professionals and families. NCED scheduled a meeting with Nevada Department of Education and rural transition leaders, but it had to be canceled due to COVID-19.
- The Northern Nevada Cleft Palate Clinic (NNCPC) saw no patients this quarter due to mandatory COVID-19 clinic closure and the extensive safety precautions and requirements for the re-opening process. NNCPC will resume clinic operations on August 6, 2020, regulations permitting.



- The Children’s Cabinet (TCC) and the Technical Assistance on Social Emotional Intervention (TACSEI) continued to engage families through use of social emotional Pyramid Model trainings serving CYSHCN 0-5 years of age. TCC enhanced parent involvement through newsletters and meetings, and enhanced health literacy to parents/caregivers through distribution of Milestone Moments books, Making Life Easier: Holidays Strategies for Success, Backpack series materials, and developmental screenings using the Ages and Stages Questionnaire (ASQ). TCC-TACSEI developmentally screened 282 children from eleven implementation sites and four demonstration sites; 30 children required follow-up appointments.
- The University Center for Autism and Neurodevelopment (UCAN) provided no-cost diagnostic evaluations during monthly clinics to eight patients ranging from ages 3-20 to improve differentiation between autism and other neurodevelopmental disorders.
- **Children and Youth with Special Health Care Needs (CYSHCN) Program**
  - Title V MCH staff continued participation in the AMCHP Emergency Preparedness and Response Action Learning Collaborative (EPR ALC) in collaboration with the Nevada DPBH Public Health Emergency Preparedness (PHEP) Program. Through this opportunity, AMCHP and CDC provide technical assistance to Nevada and other participating states to aid in developing or enhancing the integration of MCH populations in their emergency preparedness and response plans. This quarter, Title V MCH staff reviewed PHEP strategies to improve public health surveillance and epidemiological investigation and community preparedness (e.g., EPR questions on PRAMS and BRFSS, contingency plans for events which disproportionately affect MCH populations, etc.).
  - 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 developed by PMHCAP and the Nevada Institute for Children’s Research and Policy (NICRP).
  - Title V MCH staff continued to promote the MHP, in partnership with the University of Utah Department of Pediatrics, to increase access to a medical home for Nevadan children and youth. The CYSHCN Program launched a social media campaign in June utilizing both Facebook and Instagram sponsored posts and advertising. The campaign resulted in over 1.56 million impressions, over 436,000 people reached, and over 6,000 link engagements.
- **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
- **Tobacco Cessation:**
  - All subgrantees continue to promote the Nevada Tobacco Quitline (NTQ). CCHHS and CHS referred tobacco users to the NTQ. CCHHS counseled self-identified nicotine users with a Brief Tobacco Intervention resulting in 141 referrals to the NTQ due to desire to change smoking/vaping habits. CHS referred 3 women of childbearing age (15-44 years old) to the NTQ

- **Substance Use During Pregnancy:**
  - All Title V MCH subrecipients 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, including Infant Plan of Safe Care, and the Association of State and Territorial Health Officials (ASTHO) Opioid Use Disorder, Maternal Outcomes, and Neonatal Abstinence Syndrome Initiative (OMNI)
    - CARA final materials will be posted to the SoberMomsHealthyBabies.org website
  
- **Nevada Public Health Conference**
  - The Nevada Public Health Conference was tentatively scheduled for fall 2020 but has been postponed until spring of 2021
  
- **Adequately Insured Children:**
  - CCHHS partners with the Division of Welfare and Supportive Services (DWSS) by placing insurance enrollment staff on-site. Due to COVID-19, in early April onsite efforts were replaced with virtual/online assistance, thus only 6 newly enrolled people were able to be reported, as these took place prior to ceasing onsite assistance. In-reach was provided to uninsured clients seeking services through CCHHS.
  
- **Nevada 211:**
  - Nevada 211 received 93 calls/texts from within the MCH population with 93% being pregnant. PRAMS program information was provided to 28 women, 4 referrals were made to the Medical Home Portal, 4 recommendations were given for Text 4 Baby, 3 to the Nevada Tobacco Quitline, and 1 for perinatal mood and anxiety disorder resources. Spanish speaking call staff were available to assist the 8 needing assistance.
  - All subgrantees continue to promote Nevada 211.
  - CCHHS contacted local businesses to educate on the value of listing services inside Nevada 211 web portal. Two agencies expressed interest and were informed how to submit the forms.
  
- **Nevada Home Visiting:**
  - All Nevada Home Visiting sites successfully navigated transition to virtual services. The NHV Program shared COVID-19 resources with Local Implementing Agencies and submitted the grant application and data reporting to HRSA.
  
- **Teen Pregnancy Prevention Programs:**
  - All Teen Pregnancy Prevention Program sites successfully navigated transition to virtual services and curricula implementation. The Program shared COVID-19 resources with agencies.
  
- **Nevada Early Hearing Detection and Intervention**
  - Nevada Early Hearing Detection and Intervention successfully implemented program activities in the COVID-19 context and continues to work with staff and partners to ensure hearing screenings and appropriate referrals.
  - Cytomegalovirus resources are available here: [http://dpbh.nv.gov/Programs/EHDI/Cytomegalovirus\\_\(CMV\)/](http://dpbh.nv.gov/Programs/EHDI/Cytomegalovirus_(CMV)/)