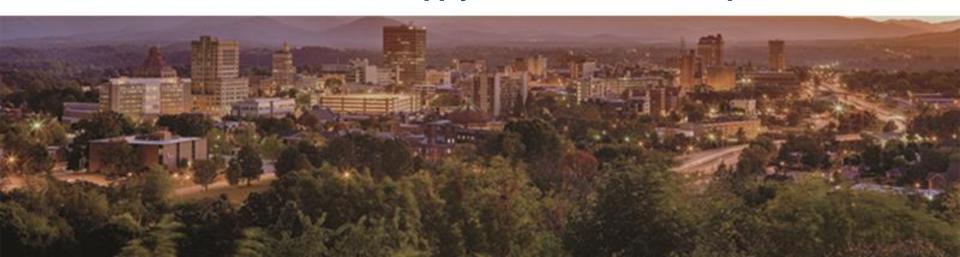




Joint Legislative Oversight Committee on Health and Human Services April 12, 2016

Department of Health and Human Services
Process for Local Health Departments to
Apply for and Receive Competitive Funds



# Initiative: Improving Community Outcomes for Maternal and Child Health (MCH)

#### **Focus areas:**

- -Improved birth outcomes
- Lowered infant mortality rates
- -Improved health status of children 0 5



## **Pre-application Phase**

- Established a working relationship with the UNC Gillings
   School of Global Public Health
  - Dr. Dorothy Cilenti was determined to be the lead person from UNC
    - Expertise in the field of evidence-based MCH practices
    - Experience working with Division of Public Health
    - Knowledge and experience working as a local Health Department Director
  - Engagement of the leadership from the NC Association of Local Health Directors
  - Engagement of local health directors during the Association's Committee and full meetings



# Planning and Capacity-building Opportunity

- Developed and implemented a plan for planning and capacity-building for SFY 2016-2017.
  - Each county was offered a \$20,000 planning grant to strengthen their capacity to plan effective, evidence-based MCH improvement activities
    - 61 counties accepted these planning funds
- MCH Action Institute was held January 6-7, 2016
  - Collective impact training
  - Local health department staff, consumers of service, and their community partners attended



# **Evidence-based Strategies**

- A menu of evidence-based strategies were developed for local health departments to select from to address the three goals (focus areas)
- Eligibility criteria was developed to apply for the competitive grants to help focus the resources on the areas of greatest need in the state
- Development of a Data Book containing a variety of MCH and demographic data sources to assist local health departments in developing their needs assessments to support their proposed interventions



#### Overall...

A menu of programs have been developed that:

- Includes only evidence-based programs (required in legislation)
- Are based on maternal and infant health indicators in the counties (required in legislation)
- Supports awarding grants to local health depts.
   dedicated to providing services on a countywide basis (required in legislation)
- Can be evaluated and supported at the state level using existing resources



# **Request for Applications**

- Development of a Request for Applications (RFA)
  - RFA was released on January 15, 2016
  - Applications were due on February 29, 2016
  - Additional technical assistance was provided to local health departments
- Eight applications were received from the following counties:
  - Alamance
  - Alleghany/Ashe/Watauga/Wilkes/Avery
  - Durham
  - Mecklenburg/Union
  - Onslow
  - Richmond/Cumberland/Montgomery/Hoke
  - Robeson
  - -Wake



The following counties were selected for funding with awards effective June 1, 2016:

Richmond/Montgomery/Hoke/Cumberland

- Lead: Richmond County Health Department
  - Improved birth outcomes Long Acting Reversible Contraceptives (LARCs)
  - Reduced infant mortality 10 Steps for Successful Breastfeeding
  - Improved health among children aged 0-5 Clinical Effort
     Against Secondhand Smoke Exposure (CEASE)
  - Three- year funding: \$1,500,000



#### Alleghany/Ashe/Watauga/Wilkes/Avery

- Lead: Appalachian District Health Department
  - Improved birth outcomes- LARCs
  - Reduced infant mortality Smoking cessation and prevention
  - Improved health among children aged 0-5 Triple P (Positive Parenting Program)
  - Three-year funding: \$1,497,179



#### Mecklenburg/Union

- Lead: Mecklenburg County Health Department
  - Improved birth outcomes LARCs
  - Reduced infant mortality 10 Steps for Successful Breastfeeding
  - Improved health among children aged 0-5 Triple P
  - Three-year funding: \$1,499,239



#### **Durham**

- Lead: Durham County Health Department
  - Improved birth outcomes- LARCs
  - Reduced infant mortality Smoking cessation and prevention
  - Improved health among children aged 0-5 Family Connects
     Home Visiting and Triple P
  - Three-year funding: \$1,457,335



#### Robeson

- Lead: Robeson County Health Department
  - Improved birth outcomes- LARCs
  - Reduced infant mortality 10 Steps for Successful Breastfeeding
  - Improved health among children aged 0-5 CEASE
  - Three-year funding: \$1,171,247



#### **Evaluation Plan**

- Determine program effectiveness
- Inform future investments/funding decisions
- Evaluation questions to be addressed:
  - Are grantees able to effectively utilize implementation resources to implement EBS with fidelity throughout the target area?
  - Are grantees able to use funding to expand, and not supplant, services to reach more individuals, providers and communities?
  - To what degree do grantees build and leverage engagement of community partners and consumers using the collective impact framework?
  - Are grantees facilitating alignment of multisector stakeholders and organizations to promote implementation of EBS?
  - To what degree do grantees demonstrate improvement on the measures associated with the specific EBS?



#### **Evaluation and Technical Assistance Plan**

- Intended outcomes categories:
  - Long-term (3 5 years)
  - Intermediate (1 3 years)
  - -Short-term 9 (less then 1 year)
- Contract with UNC Gillings School of Global Public Health
- Intensive training and technical assistance will be provided to the funded sites throughout program implementation



# **Questions?**