

## Leadership and Advocacy: Trends and Challenges in Maternal and Child Health

Satellite Conference and Live Webcast  
Wednesday, March 23, 2011  
12:00 – 1:30 p.m. Central Time

Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division

## Faculty

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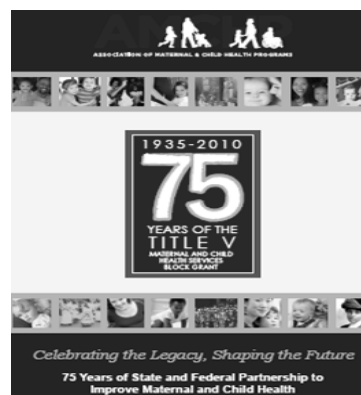
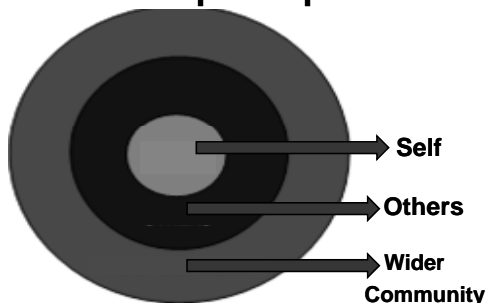
## Objectives

- Describe maternal and child health leadership
- Discuss leadership and advocacy
- Present applications to current practice
- Provide ideas and suggestions for the future in light of health care reform

*“An MCH leader inspires and brings people together to achieve sustainable results to improve the lives of the MCH population...”*



## Maternal and Child Health Leadership Competencies



*"We can never insure one hundred percent of the population against one hundred percent of the hazards and vicissitudes of life, but we have tried to frame a law which will give some measure of protection to the average citizen and to his family against the loss of a job and against poverty-ridden old age."*

– President Roosevelt upon signing Social Security Act

### **Social Security Act - Titles**

- Subchapter I – Grants to States for Old-age Assistance
- Subchapter II – Federal Old-age, Survivors, and Disability Insurance Benefits
- Subchapter III – Grants to States for Unemployment Compensation Administration

### **Social Security Act - Titles**

- Subchapter IV – Grants to States for Aid and Services to Needy Families with Children and for Child-Welfare Services
- Subchapter V – Maternal and Child Health Services Block Grant
- Subchapter VI – Grants to States for Service to Aged, Blind, or Disabled

### **Social Security Act - Titles**

- Subchapter VII – Administration
- Subchapter VIII – Special Benefits for Certain World War II Veterans
- Subchapter IX – Employment Security Administrative Financing
- Subchapter X – Grants to States for Aid to the Blind

### **Social Security Act - Titles**

- Subchapter XI – General Provisions, Peer Review, and Administrative Simplification
- Subchapter XII – Advances to State Unemployment Funds
- Subchapter XIII – Reconversion Unemployment Benefits for Seamen

### **Social Security Act - Titles**

- Subchapter XIV – Grants to States for Aid to the Permanently and Totally Disabled
- Subchapter XV – Unemployment Compensation for Federal Employees
- Subchapter XVI – Supplemental Security for Aged, Blind, and Disabled

### Social Security Act - Titles

- Subchapter XVII – Grants for Planning Comprehensive Action to Combat Mental Retardation
- Subchapter XVIII – Health Insurance for the Aged and Disabled
- Subchapter XIX – Grants to States for Medical Assistance Programs

### Social Security Act - Titles

- Subchapter XX – Block Grants to States for Social Services
- Subchapter XXI – State Children’s Health Insurance Program

<http://mchb.hrsa.gov/timeline>

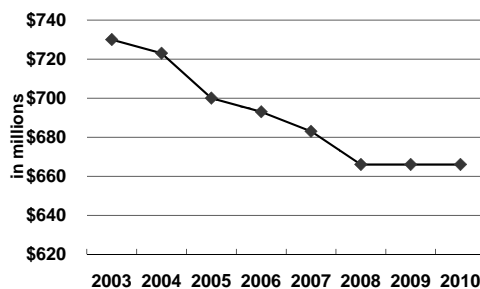
### Recurring Themes

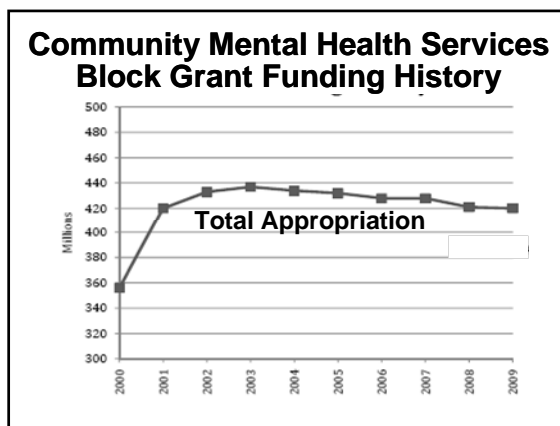
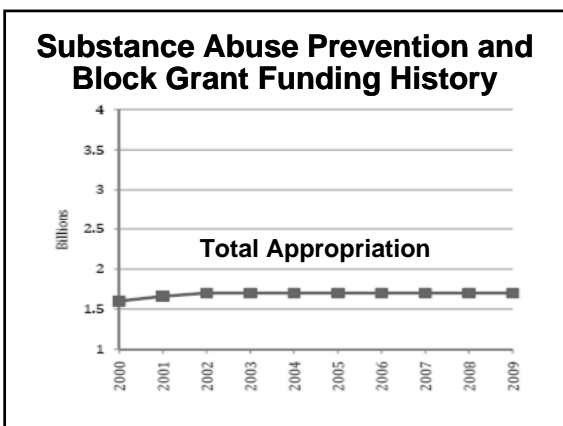
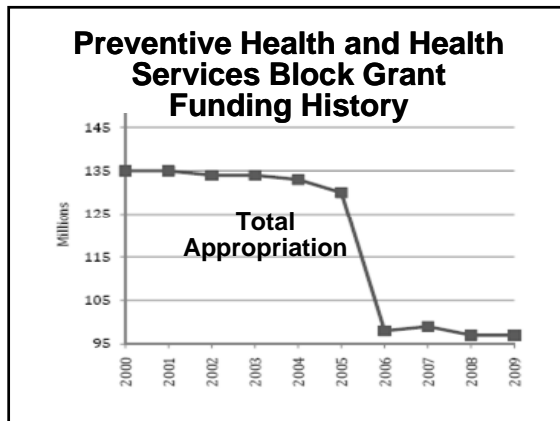
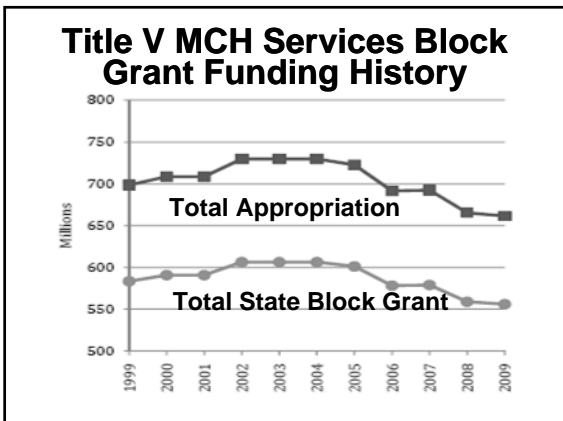
1935	2010
Advocacy	Advocacy
Change	Change
Data and evidence	Data and evidence
Passion and compassion	Passion and compassion
Need for leadership	Need for leadership

### The More Things Change...

- Economic downturn and federal and state deficits
- Demographic shifts
- Technological advances

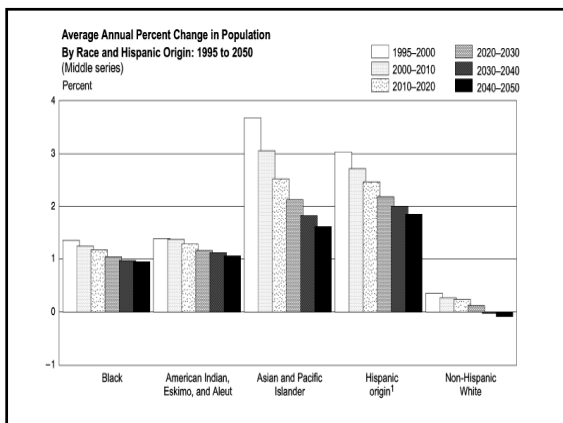
### MCH Block Grant Appropriation





**Educate and Inform**  
**Advocate**  
**Lobby**

- ### The More Things Change...
- Economic downturn and federal and state deficits
  - Demographic shifts
  - Technological advances



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- Economic downturn and federal and state deficits
  - Demographic shifts
  - Technological advances

She's One Smart Mom, She's Got text4baby

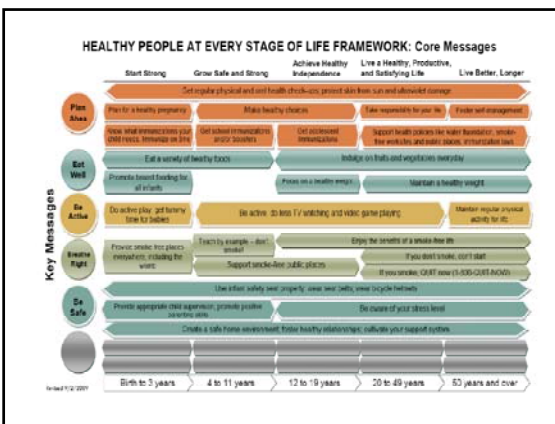
Text **BABY** to 511411  
Envíale **BEBE** al 511411 para Español

Call **FREE** messages each week on your cell phone to help you through your pregnancy and your baby's first year.

Text4baby is an educational program of the National Healthy Mothers, Healthy Babies Coalition.

- ### Trends and Challenges Requiring MCH Leadership and Advocacy
- Program integration
  - Silo busting
  - Turf wars

RISK FACTORS	PROGRAM CATEGORY						
	HEART	STRONG	DIVERS	WELL	WARRIOR	CELEBRITY FOR NEIGHBORS	AWESOME
ALLIANCE			X				X
LEADERSHIP PROGRAMS	X	X	X		X	X	
PEOPLE'S ACTIVITY	X	X	X		X	X	
REPAIRS	X	X	X	X		X	X
ENVIRONMENTAL IMPROVEMENT			X	X			X



**Shifting Disease Burden**

**Family Centered Care  
and CYSHCN**

**MCH Programs in a  
Reformed Health System**

**Getting People to Take  
Responsibility for the Future**



*“Without apology, then, I ask you to use courageously your intelligence, your strength, and your good will toward the removal of economic barriers which have retarded the full development of children in the past. The important thing is that we should be 'on our way' toward adequately meeting their needs...”*

*...Perhaps you may ask, 'Does the road lead uphill all the way?' and I must answer, 'Yes, to the very end.' But if I offer you a long hard struggle, I can also promise you great rewards. Justice for all children is the high ideal in a democracy . . . We have hardly, as yet, made more than a beginning in the realization of that great objective.”*

– Grace Abbott