



Federal Updates: HRSA/MCHB

Advisory Committee on Infant Mortality

April 20, 2021

Michael Warren, MD MPH FAAP
Associate Administrator
Maternal and Child Health Bureau (MCHB)

Vision: Healthy Communities, Healthy People



MCHB Updates

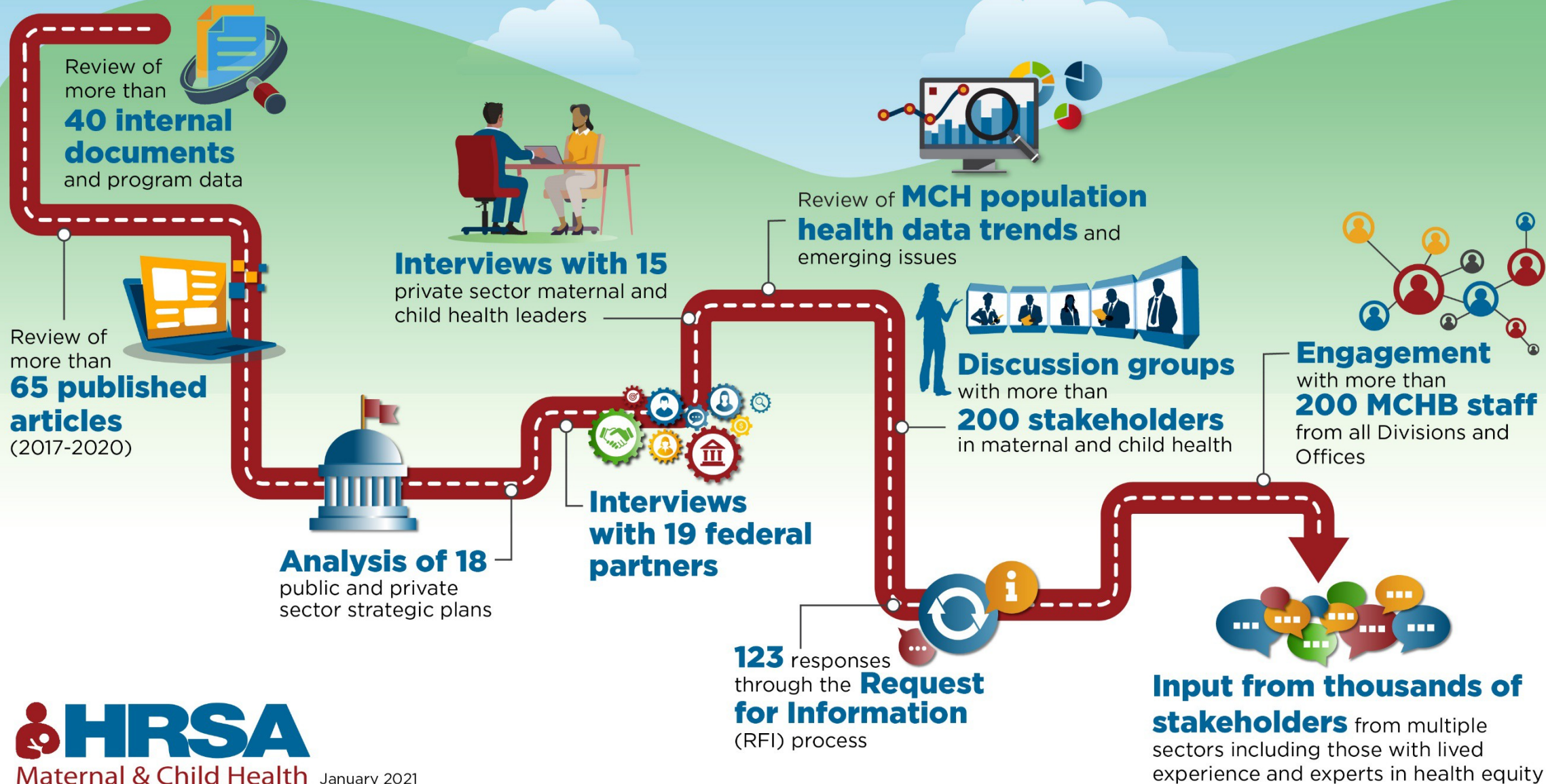
- Strategic Planning
- MCHB Equity Work
- COVID-19 Response Activities



MCHB Strategic Planning



MCHB Strategic Planning Process



MCHB: Equity Framework

Our People

- Providing ongoing learning opportunities for staff at all levels regarding the impact of systemic racism and other forms of discrimination
- Diversifying MCHB staff
- Creating a culture of inclusion

Our Organization

- Integrating equity into all aspects of MCHB's work
- Assessing MCHB's structures/policies/practices

Our Partners

- Centering and amplifying experiences of women and families, particularly those of color
- Listening to and learning from the field, including diverse and non-traditional partners
- Providing leadership for the field



MCHB COVID-19 Response: Innovations

#WellChildWednesdays

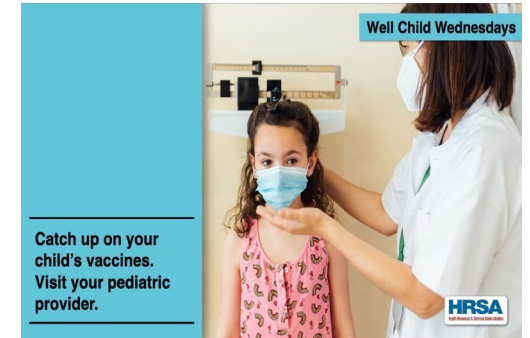
- Social media campaign to promote preventive care and immunizations
- Reached 330,000 people

Emerging Issues in Maternal and Child Health

- Strengthen organizational capacities to respond to emerging public health issues
- \$1.5 million funding opportunity

Program Promoting Pediatric Primary Prevention (P4) Challenge

- Incentivize innovations to increase well-child visits and immunizations
- \$1 million prize purse



Promoting Pediatric Primary Prevention (P4) Challenge

- Prize competition to address declining rates of childhood vaccination coverage and well-child visits due to COVID-19
- **\$1,000,000 in prizes** for innovative approaches to increase access to and utilization of well-child visits and/or immunizations services within primary care settings
- Partnerships with state and local organizations encouraged
- 241 submissions received
- MCHB will select up to 50 Phase 1 winners and up to 20 Phase 2 winners
 - ✓ Phase 1 winners announcement anticipated in May 2021



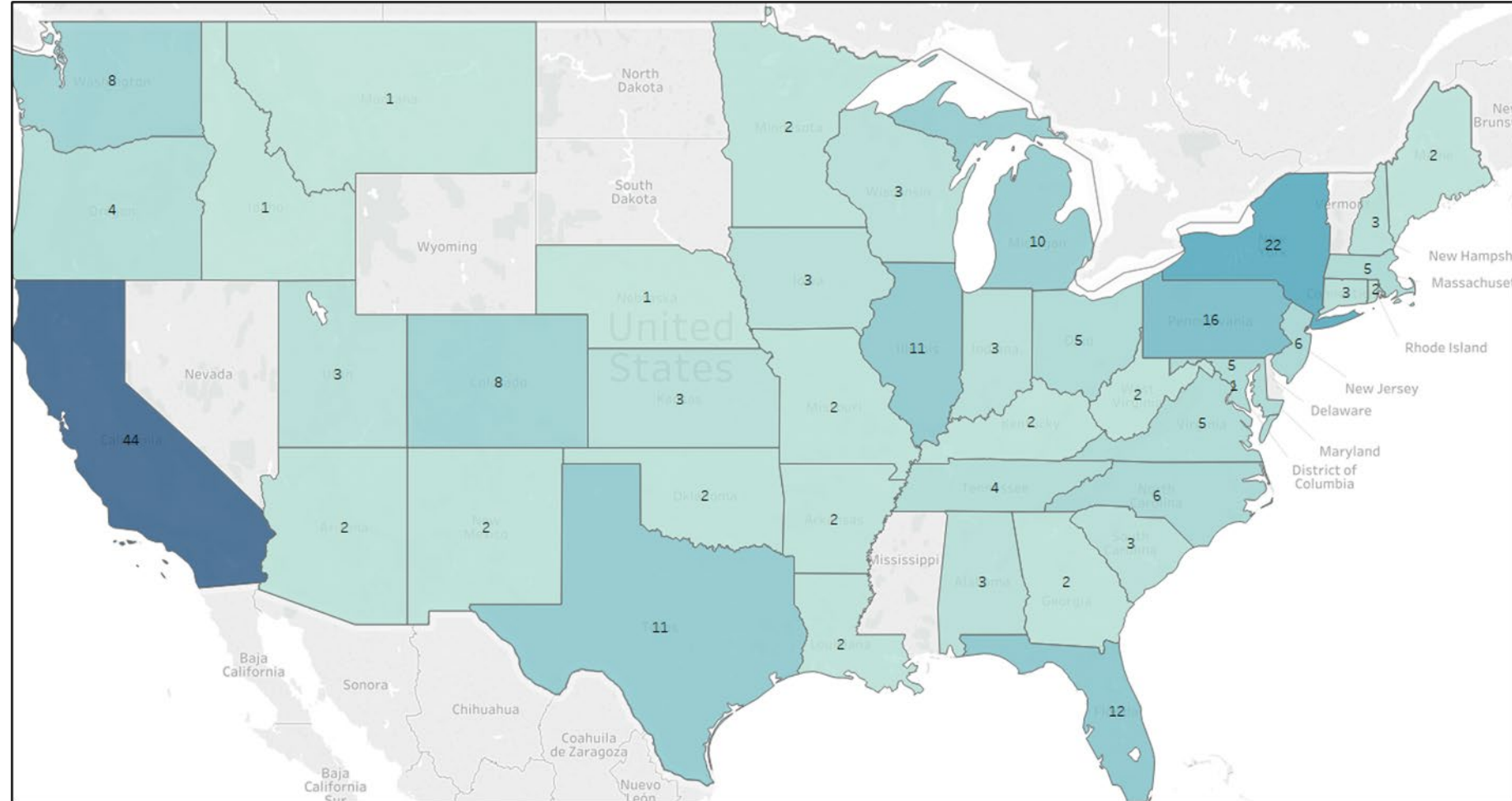
Nationwide Participation in P4 Challenge

241 Phase 1
Submissions from:

44
states

193
cities

2 from
Puerto
Rico



#WellChildWednesdays Campaign

- 330,000 people reached with 10 posts during campaign
- 4,000 engagements: Likes, shares, re-tweets & comments
- Key Amplification: 2 videos by U.S. Surgeon General, AMCHP, AAP, ASTHO, and federal partners-- ACF, WIC, Head Start
- 600+ health centers from 42 states engaged with posts
- 10 posts generated 3,000+ **original** posts with #WCW hashtag
- Additional outreach efforts to amplify HHS campaign #CatchUpGetAhead resulted in 400+ visits to [Vaccines.gov](https://www.vaccines.gov)



MCHB COVID-19 Response: Telehealth

Maternal Health Care

University of North Carolina at Chapel Hill \$4M

State Public Health Systems

Association of Maternal & Child Health Programs \$4M

Family Engagement

Family Voices \$1M

Pediatric Care

American Academy of Pediatrics \$6M

- **\$15 million** to increase telehealth access and infrastructure for providers and families to help prevent and respond to COVID-19
- Funded through the 2020 Coronavirus Aid, Relief and Economic Security **(CARES) Act**

Maternal Telehealth Access Project (MTAP)

- **Purpose:**
 - ✓ Increase telehealth access and infrastructure for families and providers;
 - ✓ Improve access to maternity care, including mental healthcare, during COVID-19 pandemic



MTAP Needs Assessment

Barriers to telehealth:

- ✓ Low digital literacy
- ✓ Lack of access to internet / WiFi
- ✓ Lack of technology/knowledge
- ✓ Communication challenges
- ✓ Shortage of mental health providers
- ✓ Unemployment
- ✓ Loss of income
- ✓ Housing security
- ✓ Lack of transportation

Prioritizing women with greatest need:

- ✓ Black and African American
- ✓ Native American and Indigenous
- ✓ Latinx / immigrants & refugees

MTAP Activities

- **Funding Supports:**
 - ✓ Remote pregnancy monitoring
(*ex: blood pressure cuffs*)
 - ✓ Telemedicine technology for patients and providers
 - ✓ Training for virtual doulas, lactation consultants, and community health workers
 - ✓ Virtual services



MCHB COVID-19 Response: Looking Forward

Response Expansion and Future Opportunities



Vaccination

- Support vaccine delivery through MCHB-funded staff
- Provide specialized training to MCHB-funded staff on messaging strategies for MCH populations
- Educate families about how to access vaccination



Testing, Tracing & Reducing Spread

- Educate families on local testing availability
- Promote proven public health strategies to reduce spread
- Continue to support telehealth efforts



Surveillance and Research

- Add COVID-19 questions to National Survey of Children's Health
- Support longer-term follow-up of pediatric COVID-19 patients through research networks

HHS/HRSA Updates

- HHS/HRSA Leadership Updates
- American Rescue Plan of 2021 (ARPA)
- Black Maternal Health Week



HHS/HRSA Leadership Updates

- HHS
 - Secretary: Xavier Becerra
 - Assistant Secretary for Health: Dr. Rachel Levine
- HRSA
 - Acting Administrator: Diana Espinosa
 - Chief of Staff: Jordan Grossman




American Rescue Plan: HRSA Funding

- The American Rescue Plan Act provides \$17.880 billion for HRSA:
 - Health Centers: \$7.6 billion;
 - National Health Service Corps: \$800 million;
 - Nurse Corps: \$200 million;
 - Teaching Health Center Graduate Medical Education: \$330 million;
 - Behavioral Health Programs: \$220 million;
 - Home Visiting: \$150 million;
 - Pediatric Mental Health Care: \$80 million; and
 - Rural Provider Relief: \$8.5 billion (through the Provider Relief Fund).



Black Maternal Health Week



Admi


BRIEFING ROOM

A Proclamation on Black Maternal Health Week, 2021

APRIL 13, 2021 • PRESIDENTIAL ACTIONS

In the United States of America, a person's race should never determine their health outcomes, and pregnancy and childbirth should be safe for all. However, for far too many Black women, safety and equity have been tragically denied. America's maternal mortality rates are among the highest in the developed world, and they are especially high among Black mothers, who die from complications related to pregnancy at roughly two to three times the rate of white, Hispanic, Asian American, and Pacific Islander women — regardless of their income or education levels. This week, I call on all Americans to recognize the importance of addressing the crisis of Black maternal mortality and morbidity in this country.

Ensuring that all women have equitable access to health care before, during, and after pregnancy is essential. The Biden-Harris Administration is committed to addressing these unacceptable disparities, and to building a health care system that delivers equity and dignity to Black, Indigenous, and other women and girls of color.



President Biden ✓
@POTUS
United States government official

Race should never determine health outcomes — and pregnancy and childbirth should be safe for all. But for too many Black women, safety and equity have been denied. This Black Maternal Health Week, our Administration is taking action to change that.

Full text available at:

<https://www.whitehouse.gov/briefing-room/presidential-actions/>

Black Maternal Health Week

FOR IMMEDIATE RELEASE

April 12, 2021

Contact: HHS Press Office

202-690-6343

media@hhs.gov

HHS Marks Black Maternal Health Week by Announcing Measures To Improve Maternal Health Outcomes

Secretary Becerra Announces Illinois Post-Partum Coverage Available to Medicaid Eligible Women up to 12 months, and New Investment in Maternal and Obstetrics Care in Rural Communities

New Data: Medicaid expansion and 12-month continuous eligibility for pregnant and postpartum women under the American Rescue Plan can play an important role in ensuring continuity of care and aid in combatting disparities in maternal mortality rates

Today, the U.S. Department of Health and Human Services (HHS) marked Black Maternal Health Week by announcing actions to expand access to continuous health care coverage and access to preventative care in rural areas to improve maternal health outcomes. HHS Secretary Xavier Becerra announced that Illinois is the first state to provide continuity of full Medicaid benefit coverage for mothers by offering extended eligibility for a woman during the entire first year after delivery. A new data brief shows that more than half of pregnant women in Medicaid experienced a coverage gap in the first 6 months post-partum and disruptions in Medicaid coverage often lead to periods of uninsurance, delayed care, and less preventive care. The American Rescue Plan provides an easier pathway for states to extend Medicaid postpartum coverage from 60 days to 12 months.

Secretary Becerra also announced a Notice of Funding Opportunity (NOFO) that will make \$12 million available over four years for the Rural Maternity and Obstetrics Management Strategies (RMOMS) program that will allow awardees to test models to address unmet needs for their target population. For the first time, applicants are required to focus on populations that have historically suffered from poorer health outcomes, health disparities, and other inequities.



See Secretary Becerra's remarks at:
<https://www.youtube.com/c/HHS/videos>

Full text of release available at:
<https://www.hhs.gov/about/news/>



Contact Information

Michael D. Warren, MD, MPH, FAAP

Associate Administrator

Maternal and Child Health Bureau (MCHB)

Health Resources and Services Administration (HRSA)

Email: MWarren@hrsa.gov

Phone: 301.443.2170

Web: mchb.hrsa.gov



Connect with HRSA

Learn more about our agency at:

www.HRSA.gov



Sign up for the HRSA eNews

FOLLOW US:

