



**MQCA**

Virginia Maternal Quality Care Alliance

# Virginia Maternal Health Supports - A Community Based Approach

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Presented by Stephanie Spencer 2024 Confidential and Proprietary







  
**ReByrth**<sup>TM</sup>



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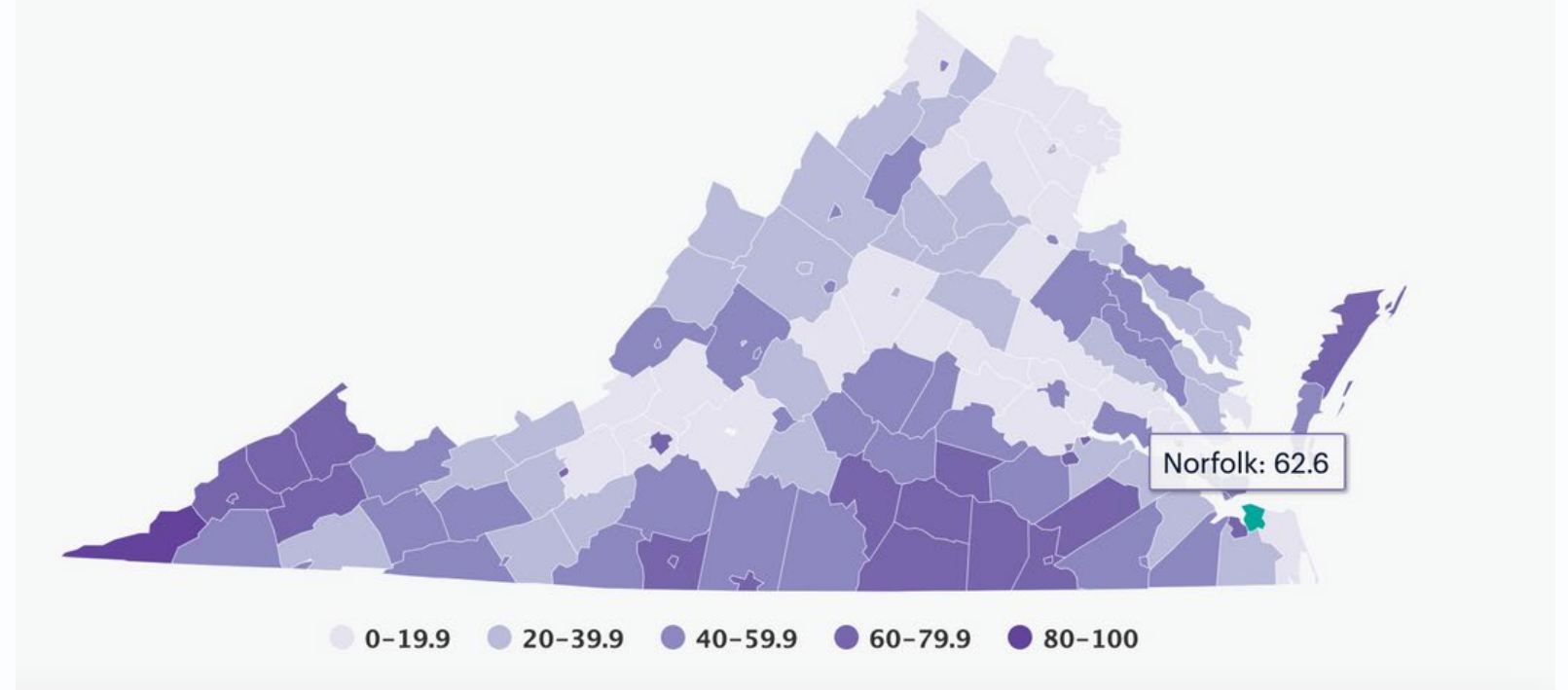
# Virginia Landscape

- High - Risk Population
- High Rates of SUD, Preterm Births, HTN/Preeclampsia, Mental Health Issues
- Social Factors (i.e. housing, transportation, economic, food insecurity)
- High Medicaid Population

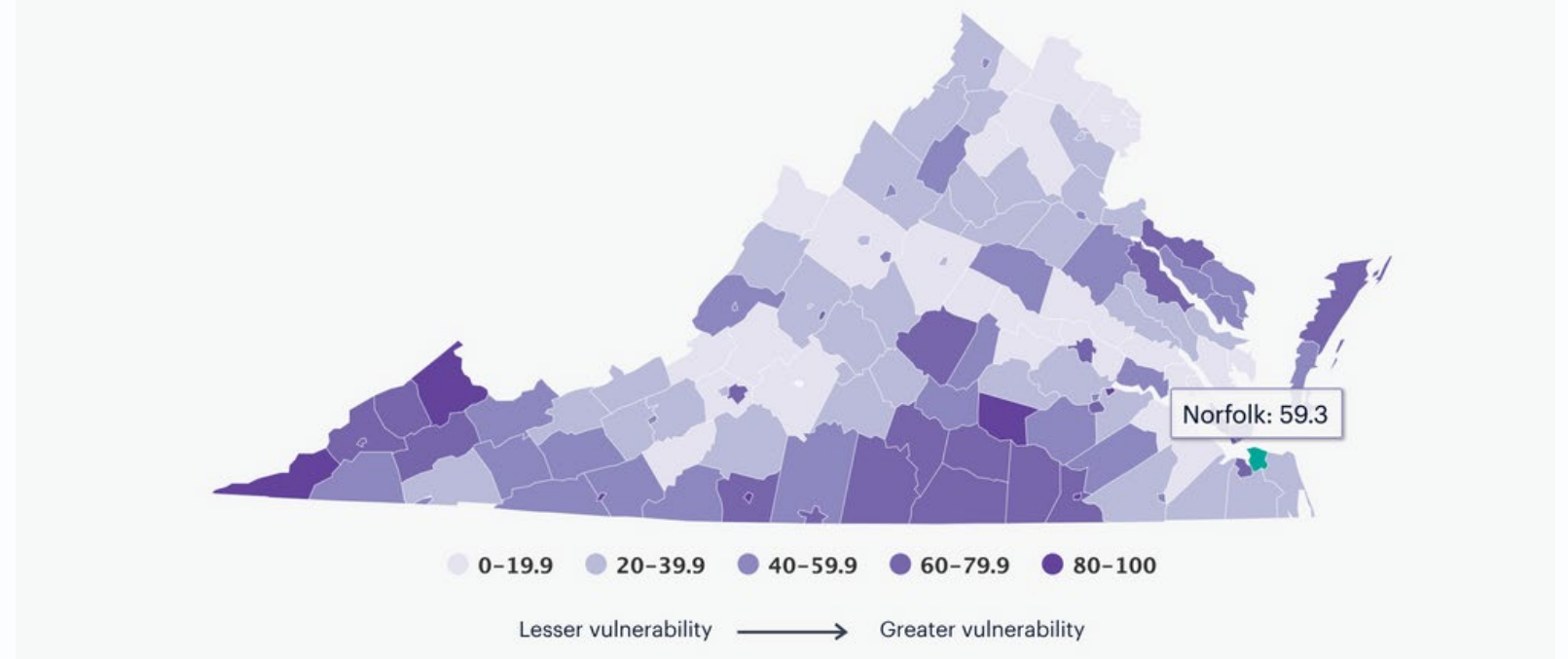
## PRETERM BIRTH RATES BY COUNTIES AND CITY

County	Grade	Preterm Birth Rate	Change in rate from last year
Chesapeake (city)	D	11.0%	Worsened
Chesterfield	D+	10.4%	Worsened
<a href="#">Fairfax</a>	B+	8.5%	Improved
Henrico	C+	9.3%	Improved
Loudoun	A-	7.8%	Improved
Norfolk (city)	F	11.8%	Worsened
Prince William	B	8.9%	Improved
Richmond (city)	F	11.7%	No change
Virginia Beach (city)	C-	10.1%	Improved

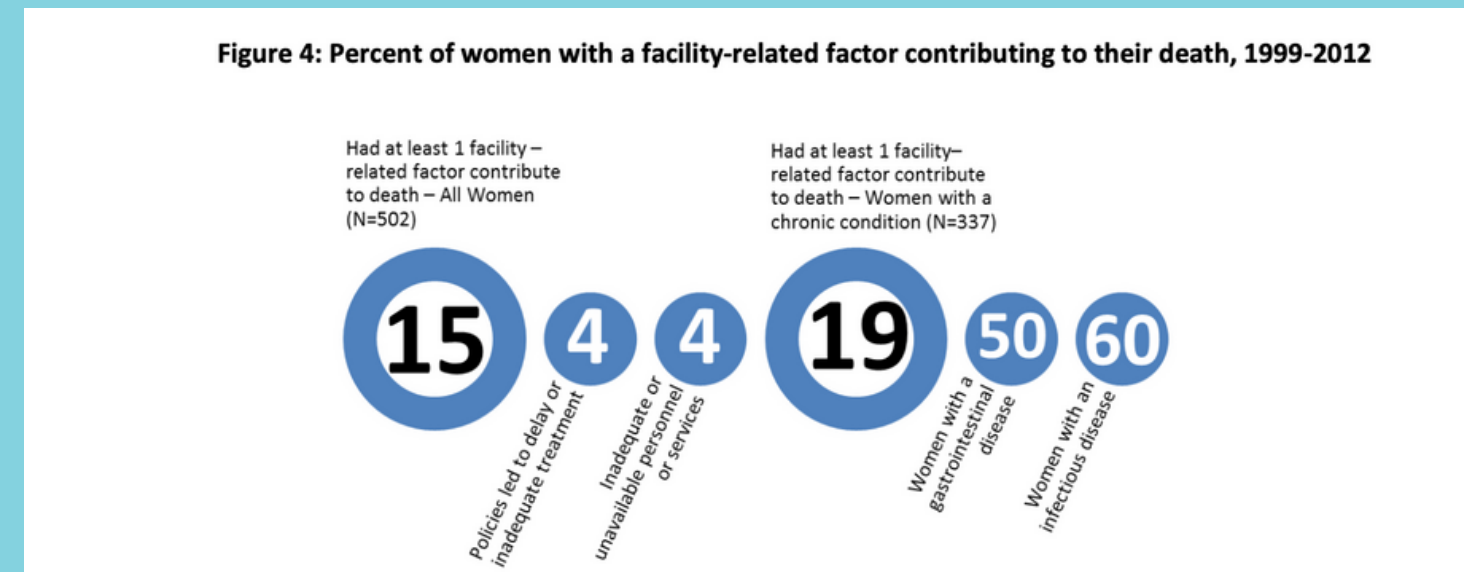
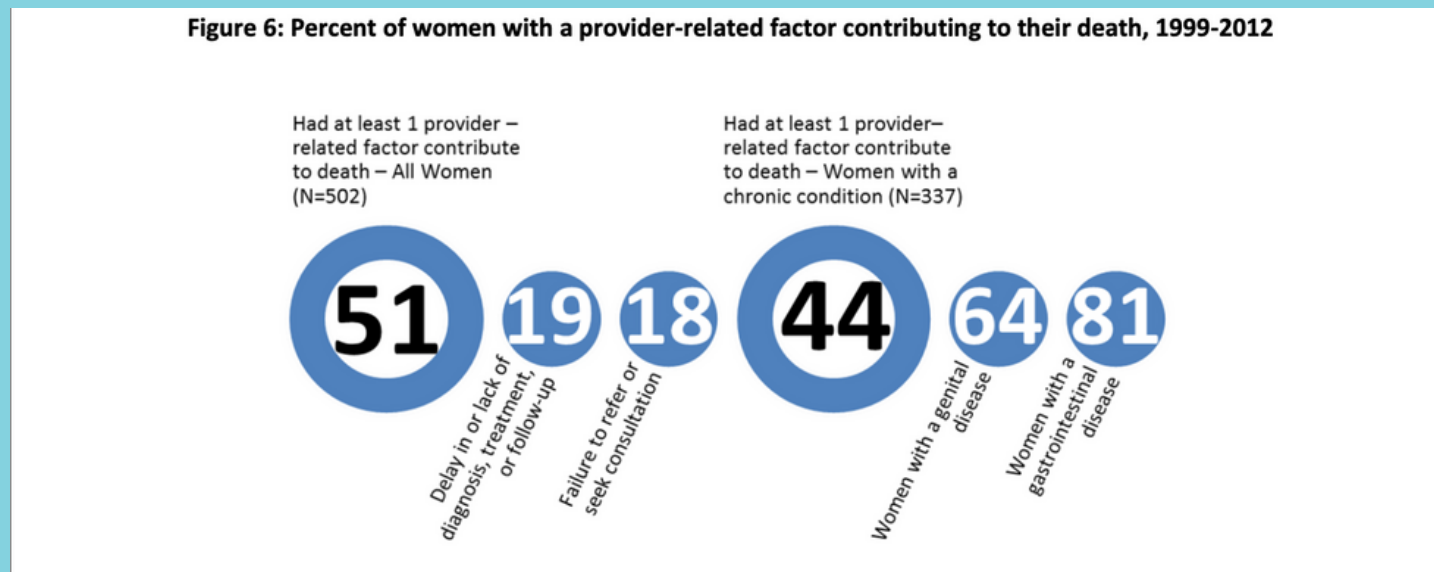
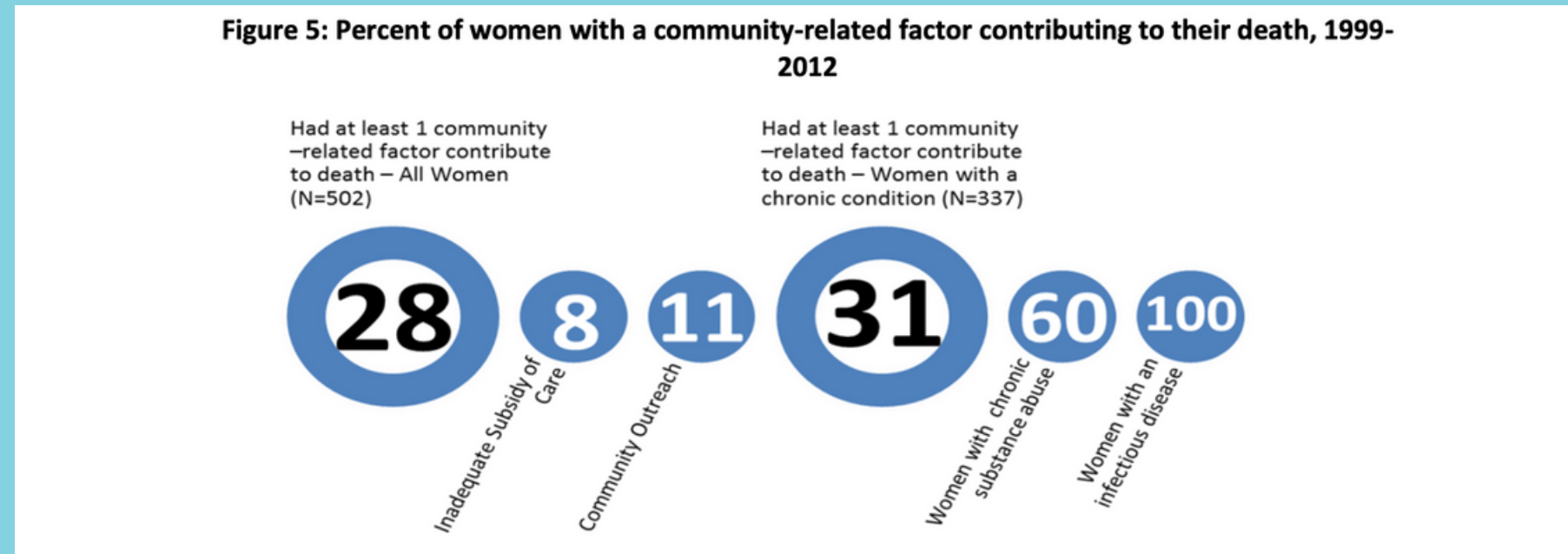
## Where in Virginia are mothers most vulnerable?



## MVI by county in Virginia



# Maternal Mortality Review Team (MMRT) Report 2019





# National Governor's Association

- Opportunity 18: Develop public-private partnerships to implement place-based community-partnered change models in areas with the highest maternal and infant morbidity and mortality, and then expand to every community across the state.
- Opportunity 2: Develop a proposal for a state maternal health innovation (MHI) program through the federal health resources & services administration (HRSA) to support state planning and infrastructure.
- Opportunity 7: Expand evidence-based home visiting programs.
- Opportunity 23: Invest in programs that provide moms with low-income prenatal care, safe and affordable housing and access to nutritious food, and enhance access to reliable and safe public transportation.
- Opportunity 30: Develop certifications and allow Medicaid funding for perinatal peer support models.
- Opportunity 32: Promote the benefits of midwifery and community doula models of care.
- Opportunity 29: Strengthen the community health worker (CHW) workforce through certification and increased access to training.
- Opportunity 19: Support a statewide campaign to raise awareness of statistics, resources, and life-threatening signs during and after pregnancy.
- Opportunity 14: Implement prenatal and postpartum patient safety bundles to address ongoing quality improvement.
- Opportunity 13: Ensure access to comprehensive evidence-based childbirth education for all Medicaid beneficiaries as part of standard prenatal care.



# BEST PRACTICES

“Implementing policies that facilitate the coordination of care and patient navigation, inclusive of the identification of barriers to care and the provision of referrals to community resources to address the identified barriers, is important.” (MMRT 2019)

“Maternal and child health experts have identified the receipt of coordinated, collaborative, high - touch care (facilitated by case management and maternal health homes) for all perinatal persons as essential... All perinatal care should ideally take place in a “maternal health home” or “women’s health home” and should have a strong linkage to ongoing primary care” (Commonwealth 2023)

Evidence - based home visiting is promoted as a “best practice” by the American Academy of Pediatrics (Commonwealth 2023)

“Pursue promising community - driven initiatives, that aim to reduce disparities in short - term (e.g., access to maternal healthcare), medium - term (e.g., breastfeeding and postpartum visits), and/or long - term outcomes (e.g., premature births and low birth weight infants)” (Surgeon General, 2020)



Virginia Moms Agree, 2024 Survey of Support Needs





# BEST PRACTICES

“Support and scale innovative approaches across the health care arena can improve maternal health outcomes through policies, technology, systems, products, services, delivery methods, and models of care (Surgeon General, 2020).”

“Growing evidence supports collective impact models as a highly effective strategy for addressing complex social problems resulting in improved health outcomes”(The Practical Playbook 2024)

“Engaging patients and communities in the design and implementation of interventions to improve maternal and infant health outcomes is crucial” (Meadows et al, 2023)

“Adopt and implement maternal safety bundles to improve outcomes at the hospital and community level” (Meadows et al, 2023)



Virginia Moms, 2024 Survey of Barriers Reported





# COMMUNITY VOICE

- In a survey of sixty - two UBB respondents discussed ways that the current maternal health landscape could better support families during pregnancy and the postpartum period.

## Suggestions included:

- Warm line for perinatal information
  - Social support services such as support groups, lactation educators, and maternal mental health services
  - Earlier connections to support such as community doulas and home visiting
- Families discussed the lack of coordinated services as a predictor to negative birth outcomes and trauma

The “infusion of community voices and collaborative leadership” is critical to improving outcomes and empowering communities (MHLIC 2024)





# Case Study: Urban Baby Beginnings



UBB Maternal Health Hubs are safe spaces that provide prenatal, postpartum and early childhood supports through the child's 3rd birthday (\$7.5 million HRSA State Innovation Grant)

CARE COORDINATION, MATERNAL MENTAL HEALTH, LACTATION, NURSING SUPPORTS, DIAPER PILOT, COLLABORATIVE PARTNERSHIPS



ReByrth focuses on providing support to vulnerable families through the use of trusted community members and partners supported in UBB's hub (\$1 million Merck for Mothers Safer Childbirth Cities Grant)

FAMILY SUPPORT PROFESSIONALS SUCH AS COMMUNITY HEALTH WORKERS, HOME VISITORS, DOULAS, TELEHEALTH, WORKFORCE DEVELOPMENT



Virginia Maternal Quality Care Alliance

The Maternal Quality Care alliance is a Collective Impact group focused on building a stronger care coordination network and enhancing safety at the ground level through the use of community-based safety bundles (HRSA AIM CCI)

AIM CCI, HER STORY, HRSA MATERNAL HEALTH INNOVATION PARTNERS





# Maternal Hub Focus Areas

- Increase care coordination services (community, hospital, clinic)
- Provide support to partners related to addressing SDOH
- Connect families to a care navigator within-24 hours of presentation
- Provide long and short term services and referrals including education, community based resources
- Promote healthy behaviors
- Increase connections to care (pregnancy/pediatric/family)
- Strengthen provider/patient communication
- Encourage informed decisionmaking
- Help families recognize warning signs
- Increase Prenatal/Pediatric/Postpartum visit attendance
- Engage and empower communities
- Create a sense of community





## 2023 in Review (Norfolk)

- 1897 patients seen - immediate connection pre discharge
- 1897 received education and safety planning
- 366 were connected to resources outside of UBB
- 612 were connected to resources internally to UBB
- 16 BP cuffs provided
- 5 Car Seats provided
- 207 enrolled in diapering program
- Hosted UBB Babies in Bloom Baby Shower at EVMS
- 42 families enrolled for birth support
  - 5% preterm birth rate
  - 86% breastfeeding at discharge
  - 0% maternal mortality





# 2023 Top Client Needs

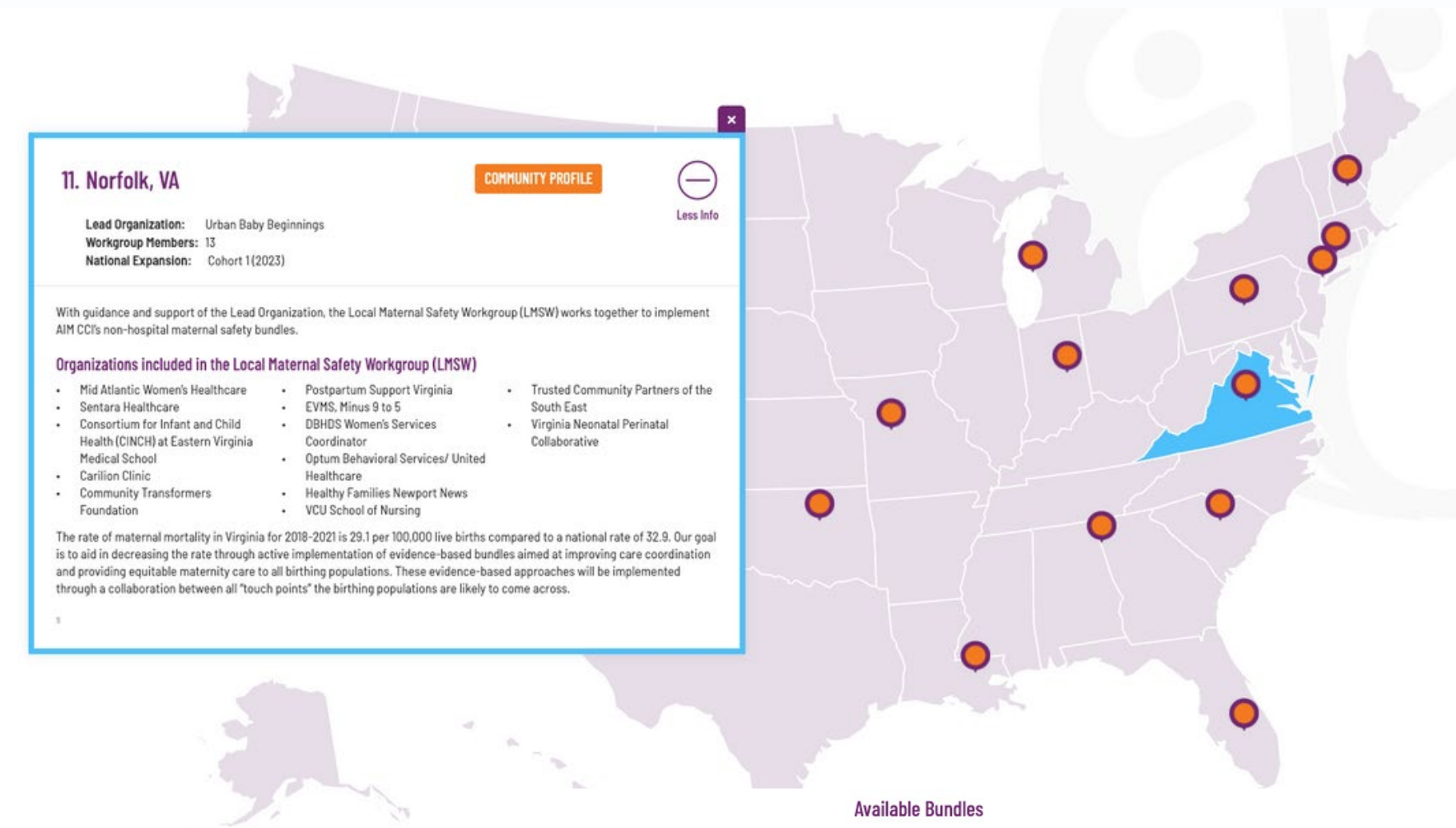
Service Type	Service Subtype
Housing & Shelter	Rent/Mortgage Payment Assistance, Housing Mediation & Eviction Prevention, Housing Applications/Recertification, Emergency Housing
Individual & Family Support	Support Groups
Individual & Family Support	Pregnancy/Birthing/Postpartum Support and Infant Wellness
Individual & Family Support	Peer Support
Individual & Family Support	Parenting Education
Individual & Family Support	Family Support Home Visiting Programs
Individual & Family Support	Child Care
Food Assistance	SNAP/WIC/Other Nutrition Benefits
Food Assistance	Prepared Meals
Food Assistance	Food Pantry
Food Assistance	Emergency Food
Clothing & Household Goods	Diapers/Infant Supplies
Clothing & Household Goods	Clothing





# AIM CCI Safety Bundles

AIM CCI develops maternal safety bundles for use in hospital settings such as outpatient and community-based clinical facilities, as well as by other social and supportive services agencies that may be a touchpoint during the pregnancy and postpartum journey.



### Available Bundles

**Community Care for Postpartum Safety and Wellness**  
This bundle seeks to ensure that all women receive the care and support that they need to have to recover from birth, acclimate to motherhood and transition to well-woman care.

**Community Care for Maternal Mental Health & Wellness**  
This bundle seeks to ensure that all pregnant and postpartum women/birthing persons receive the care and support needed in responses to perinatal stress, trauma, anxiety, and depression.

**Community Care to Address Intimate Partner Violence During and After Pregnancy**  
This bundle seeks to ensure that all pregnant and postpartum women/birthing persons receive education, assessment, and support needed in response to IPV.

**Community Care to Address the Management of Chronic Conditions during Pregnancy**  
This bundle seeks to assure that all women/birthing persons affected by diabetes, hypertension, and overweight/obesity have equitable access to recommended preventive services, primary and specialty care that is congruent with their needs during pregnancy.

**Community Care to Address the Management of Chronic Conditions during Postpartum**  
This bundle seeks to assure that all women/birthing persons affected by diabetes, hypertension, and overweight/obesity have equitable access to recommended preventive services, primary and specialty care that is congruent with their needs after giving birth.





# AIM CCI Safety Bundles

“By elevating the voice and wisdom of the community, we can close the gap between what care birthing persons need and what the clinical system offers.” Community Based Safety Bundles include:

- Community Care for Postpartum Safety and Wellness
- Community Care for Maternal Mental Health & Wellness
- Community Care to Address Intimate Partner Violence During and After Pregnancy
- Community Care to Address the Management of Chronic Conditions during Pregnancy
- Community Care to Address the Management of Chronic Conditions during Postpartum

## Available Bundles



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[BUNDLE DETAILS](#)



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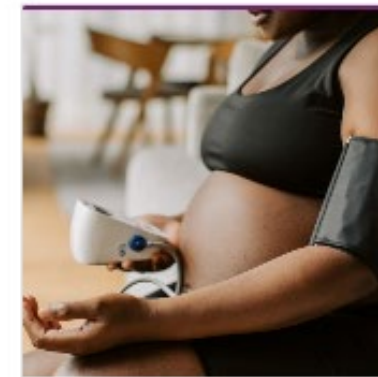
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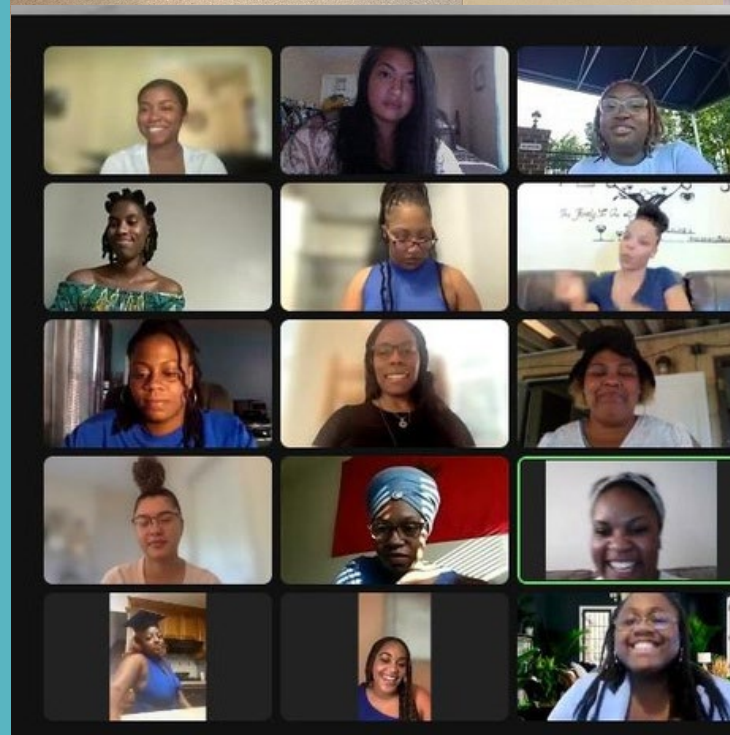
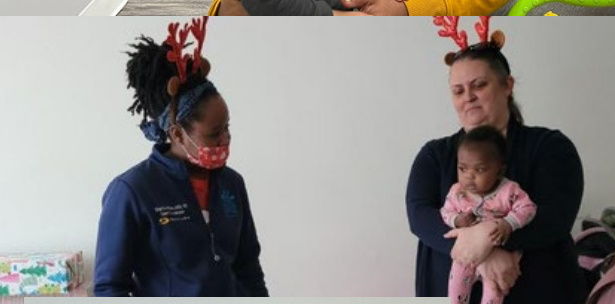
# Collaboration



“Building and sustaining systems for maternal health requires the ability to track and weave together different programs and innovations, to realign funding streams and training models, and to advocate for needed changes, all centered on the leadership and guidance of engaged communities. There are no easy or quick fixes, nor one solution that works for all, but rather an opportunity to create enduring systems of maternal health for individuals and communities.” MHLIC & de Beaumont Foundation







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