

Mission Overview



Program, Prematurity Campaign, and Public Affairs

Strategic Plan 2000 - 2005 - Goals



- ◆ **Mission**
 - Invest in cutting edge research
 - Increase access to health care coverage
 - Reduce racial and ethnic disparities in birth outcomes.
 - Expand international efforts to improve birth outcomes
 - Enhance mission delivery capability
- ◆ **Focused**
- ◆ **Measurable**
- ◆ **Visible**

Mission Emphasis 2005




Public Affairs

Chapter Choice 25%

National Education Initiative - Prematurity Campaign 50%

Chapter Grants
Partnership Programs
Professional Education
State Public Affairs

The Mission Framework

A thorough understanding of the state's maternal and infant health needs will lay the groundwork for the program and public affairs planning process.

Perinatal Needs Assessment



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graph TD
    A[Perinatal Needs Assessment] --> B[Program Plan]
    A --> C[Policy Solution]
    B --> D[Prematurity Campaign]
    B --> E[Chapter Choice]
    C --> F[Public Affairs Plan]
    D --> G[Partnership Programs]
    D --> H[Professional Education]
    E --> I[Chapter Grants]
    E --> J[Public Affairs]
  
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March of Dimes Intervention Strategies

- ◆ **Maternal Health Care Utilization**
 - Late and/or inadequate prenatal care
 - No risk assessment
 - Lack of culturally sensitive care
- ◆ **Maternal Health**
 - No medical risk factor management
 - Reproductive tract/other infection
 - Sexually transmitted disease
 - Genetic risk
- ◆ **Nutrition**
 - Folic Acid deficiency
 - Obesity

March of Dimes Intervention Strategies

- ◆ **Lifestyle**
 - Tobacco use
 - Alcohol and/or other drug abuse
- ◆ **Socio-Economic Status**
 - No health insurance coverage
 - Maternal age <18 or >35
- ◆ **Infant Health**
 - Low birthweight (<2500 grams)
 - Preterm birth (<37 weeks)
 - Metabolic/genetic disease
 - Newborn screening
 - Improper sleep position (SIDS prevention)

Birth defects



National Education Campaign - Prematurity


- ◆ **Campaign Goals**
 1. Increase public awareness of the problems of prematurity to at least 60%
 2. Decrease the rate of preterm birth in the U.S. by at least 15%



Why Prematurity?



- ◆ Major risk factor for child illness & disability
- ◆ Second highest cause of infant death
- ◆ Common, serious, costly medical burden
- ◆ March of Dimes is best suited to tackle this challenge



National Education Campaign - Prematurity

- ◆ **Five Aims of Prematurity Campaign**
 1. Raise public awareness
 2. Educate pregnant women and parents
 3. Assist practitioners
 4. Invest in research
 5. Increase access


Three Target Audiences

1. General Public
2. Pregnant Women
3. Health Care Providers





National Campaign Partners

- ◆ **National Professional Organizations:**
 - American Academy of Pediatrics (AAP)
 - American College of Obstetricians and Gynecologists (ACOG)
 - Association of Women's Health, Obstetric & Neonatal Nurses (AWHONN)
- ◆ **National Corporate Partners**
 - CIGNA
 - Johnson & Johnson
 - Federal Express

NICU Family Support

- ◆ March of Dimes NICU Family Support was developed and launched in 2001 in three model sites to respond to the emotional and informational needs of families during the NICU hospitalization, during the transition home and in the event of a newborn death - Colorado in the West
 - ◆ In 2004, 10 additional sites were added
 - ◆ In 2005, 10 more sites are being added
 - ◆ In 2006 & 2007, the remaining chapters will be added

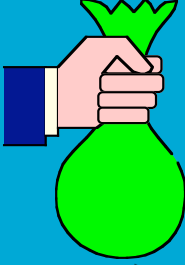


NICU Family Support

- ◆ Serves as an integral component of the Prematurity Campaign
- ◆ Builds on a history of being at the forefront of NICU initiatives
- ◆ Provides a direct service to families in a time of crisis
- ◆ Enhances mission recognition in local communities

Chapter Grants Program

The primary component of community services is the chapter community service grants program, through which March of Dimes chapters provide monetary grants to community organizations working to improve the health of mothers and babies.



2005 Grant Priorities - 1

- ◆ **Increasing Access to and Quality of Health Care for Women and Infants**
 - Enhancing education and support services for high-risk pregnant women. This may include March of Dimes programs such as Stork's Nest® and Comenzando bien®.
 - Increasing participation in state or local maternal child health programs (e.g. Medicaid, SCHIP, WIC) through enhanced outreach, education and public awareness.

2005 Grant Priorities - 2

- ◆ **Increasing Availability of Prevention Services**
 - Increasing smoking cessation services available to pregnant women who smoke. Preference will be given to prenatal health education and information/referral services that utilize the "5 A's" counseling approach.
 - Increasing education, screening and treatment (excluding billable services) for urinary and reproductive tract infections in women. This may include sexually transmitted infections.
 - Increasing prenatal health education and information/referral services available to pregnant women who use alcohol or other drugs.

2005 Grant Priorities - 3

- ◆ **Increasing Availability of Genetics Services and Folic Acid Education**
 - Enhancing the availability, quality and utilization of genetics services and/or other patient services related to preventable birth defects.
 - Increasing folic acid education and use of multi-vitamins among women of childbearing age.

Responsibility Table for Chapter Grants

◆ Program Staff	◆ Program Services Committee
■ Distributes RFP	■ Selects successful applications
■ Provides technical assistance to potential grantees	■ Recommends proposals for funding to chapter's Executive Committee for final approval
■ Reviews applications received & develops summaries	■ Evaluates grantee performance during
■ Manages grants once they are	

Conflict of Interest

- ◆ **A conflict of interest occurs when a PSC member is on both sides of an actual or potential allocation of financial resources, or**
- ◆ **Is in a decision making position which has the potential to benefit one of the organizations that he or she is affiliated with.**

Procedures for Handling Conflict of Interest

- ◆ **All PSC members must review the Conflict of Interest Procedures & Disclosures forms, complete & sign them on appointment to the PSC & annually**
- ◆ **When conflicts are disclosed, the PSC must determine the appropriate method for managing the conflicts to insure open & free competition in the grant review process**

Types of Chapter Grants & Awards

- ◆ **Chapter grants are generally intended as start up or seed money to stimulate the institutionalization of a service or procedure that benefits mothers and babies and advances March of Dimes mission.**
- ◆ **Community awards may be up to 10% of chapter's grant line and no more than \$3,000 each. They are for local projects & need PSC Chair approval of a one page letter**

Strong Partners Have these Qualities:

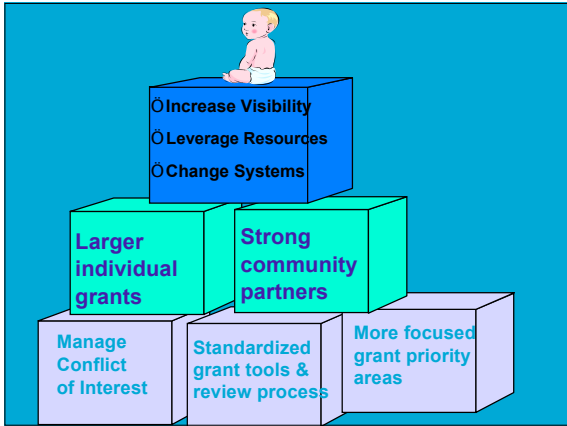
- ◆ **Organization goals compatible with the March of Dimes mission.**
- ◆ **Access to and infrastructure needed to serve the client population**
- ◆ **Administrative capacity to manage staff, grant funds, data collection and reporting**
- ◆ **Proven track record with expertise in the given area of focus**

Tips for Choosing the Best Chapter Grants

- ◆ **The PSC Committee is encouraged to fund quality proposals in full & reject others**
 - ◆ **Do not attempt to spread out the funding among all the applicants - Program Standards for Success require 2 applications for every 1 funded**
 - ◆ **Maximize the chapter's grant funds by giving fewer, larger grants instead of many small ones**
- Use small chapter application process**

Chapter Grant Evaluation

- ◆ **Review progress reports to assess that the objectives are met - at 6 & 12 months**
- ◆ **Site visits by the PSC with a written report**
- ◆ **Review expenditures & conduct an analysis of costs per unit of service**
- ◆ **Look for development of lessons learned or a replication manual by**



Program Standards for Success

- ◆ Describe a threshold of achievement and help identify areas for improvement
 - A diverse volunteer state PSC
 - Lead DPS is 100% dedicated to mission
 - Strategic mission partnerships that expand mission opportunities
 - Focused and well-managed chapter grants
 - Activities that support the goals and aims of the Prematurity Campaign

Program Plan Components

- ◆ Assessment
 - PeriStats
 - Current Program Plan
 - Program Standards for Success
 - State Health Department Data - Title V
 - Chapter & Community Resources
 - Funding Opportunities & Restrictions
 - Infrastructure Capacity
 - Community Programs & Educational Materials
 - Partnerships

Program Plan Components

- ◆ Balance
 - Intervention Priorities
 - Mission Focus
 - Staff & Volunteer Time
 - Budget
 - On-going activities and new initiatives

Program Plan Components

- ◆ Creation
 - Prematurity (mandated)
 - Folic Acid
 - Birth Defects
 - Prenatal Care Access and Utilization
- Subsections
 - Consumer Outreach & Education
 - Professional Education
 - General Public Education

Program Plan Components

- ◆ Creation
 - Infrastructure
 - Chapter Grants
 - Staff Training & Integration
 - Strategic Mission Partnerships
 - Volunteer Development




2005 Prematurity Campaign Requirements

- ◆ Support a Prematurity Summit
- ◆ Provide smoking cessation education for health professionals
- ◆ Support a Prematurity Awareness Day
- ◆ Implement activities to reduce disparities in preterm birth rates



2005 Prematurity Campaign Requirements

- ◆ Activities to reduce disparities:
 - Work with organizations representing groups at high-risk of preterm birth
 - Provide chapter grant support for local efforts to address disparities
 - Promote faith-based prematurity messages in at-risk communities
 - Initiate and support state legislative and regulatory initiatives to reduce disparities



Populations of the West

2000 Census shows our region is home to...

- ◆ 81.2% of the 399 thousand Pacific Islanders
- ◆ 69.2% of the 2.5 million American Indians
- ◆ 63.7% of the 35.4 million Hispanics
- ◆ 55.5% of the 10.2 million Asian Americans
- ◆ 17.2% of the 34.6 million African Americans



Advocacy is:

- ◆ Process of encouraging public policy on behalf of mothers, babies & children
- ◆ Through
 - **legislation** (authorization),
 - **appropriations** (funding), or
 - **regulation** (implementation and enforcement)



Why is MOD Involved in Public Affairs/Advocacy?

- ◆ Well-respected nonpartisan presence
- ◆ Educates the public and policymakers
- ◆ Raises public awareness
- ◆ A good use of funds
- ◆ Prevention



Public Affairs Issues and Priorities

The four general policy categories:


- ◆ **Access** to health care
- ◆ **Research** to prevent birth defects and infant mortality
- ◆ **Prevention** programs
- ◆ **Non-Profit** institutional concerns



Communicating with Policymakers


Chapters and the nationwide network of public affairs volunteers communicate March of Dimes priorities and issues using:

- Letters
- Media
- Calls
- Events
- Visits
- Testimony



How is Advocacy Carried Out - Organizational Structure

- ◆ **The Volunteers**
- ◆ **The Public Affairs Committee**
- ◆ **The Staff**
 - Office of Government Affairs
 - Regional Program Director (in the West) and Regional Directors of Public Affairs
 - Chapter DPS (if assigned by State)



Clearance from OGA

- ◆ **All chapter and state public affairs activities must be cleared with the Office of Government Affairs to insure consistency with priorities and policies established by the Board of Trustees**
- ◆ **Events**
- ◆ **Matters related to the governor, legislators, elections and campaigns**



Public Affairs Standards for Success

- ◆ **Fully functional state public affairs committee**
- ◆ **Prepares & submits all required state lobbying & expenditure documents, etc.**
- ◆ **Develops & advances an approved state public affairs plan & budget**
- ◆ **Executes a core set of public affairs activities**



Public Affairs Standards for Success

- ◆ **Develops & leads to a successful conclusion a public policy initiative that fits within the Foundation-wide advocacy priorities.**



Public Affairs Plan Components

◆ Infrastructure	◆ Issues
◆ Goals, objectives & activities for improving Standards for Success #1 - 4	◆ Goals, objectives & activities for meeting Standards for Success #5
	◆ Foundation-wide priorities
	◆ Chapter choice