

# Welcome!

We are so glad you are here!

We will get started shortly.  
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows



Emotionally release your to-do list



Check your audio and video



Take a bio break

## Division of Healthy Start and Perinatal Services Update

Thursday, November 4, 2021 | 4:25 -4:55 pm ET





THIS SESSION IS BEING RECORDED.



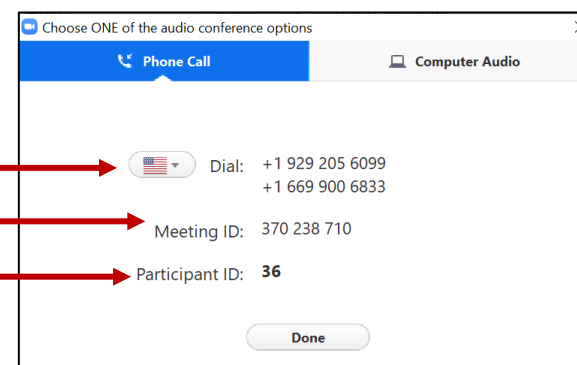
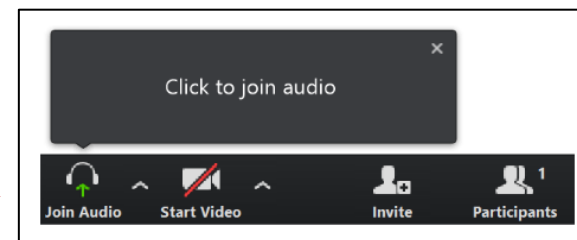
ALL PARTICIPANTS ARE MUTED DURING THIS SESSION.



PARTICIPANTS ARE ENCOURAGED TO SHARE COMMENTS VIA THE CHAT MODULE AND ASK QUESTIONS VIA THE Q&A MODULE IN WHOVA (ON THE MOBILE APP OR BROWSER).

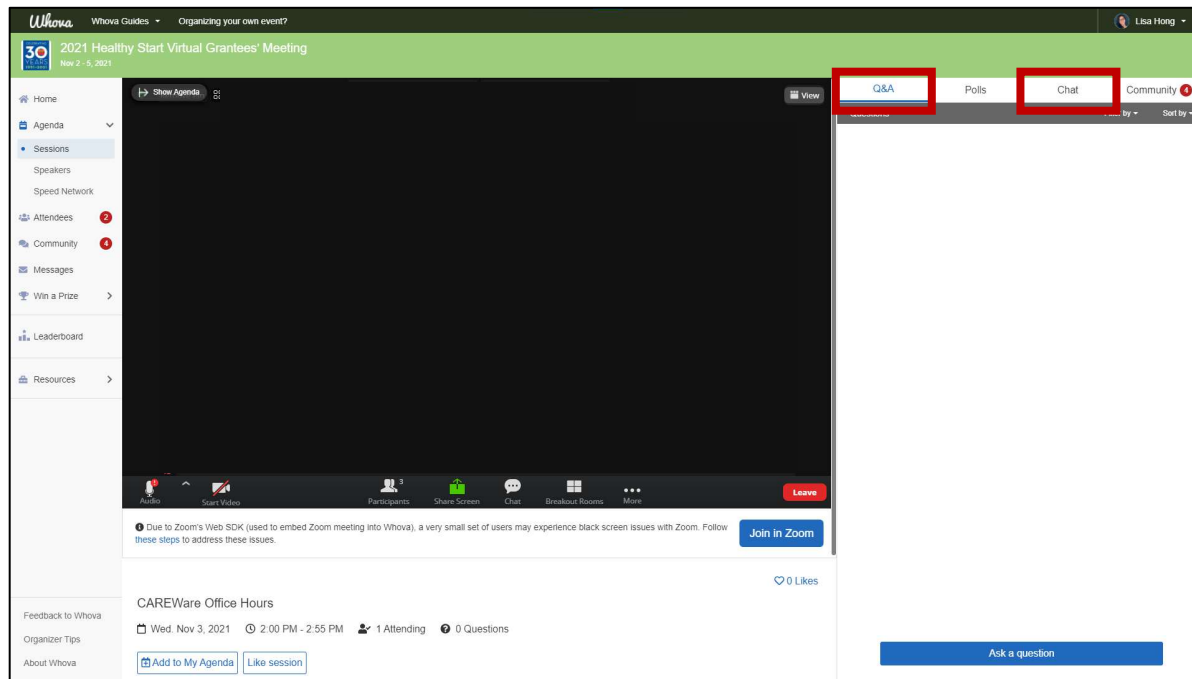
# Audio

- AFTER YOU JOIN THE ZOOM SESSION, AN AUDIO CONFERENCE BOX MAY APPEAR
  - IF YOU DO NOT SEE THE BOX, CLICK **'Join Audio'**
- FROM THE AUDIO CONFERENCE BOX, SELECT **'Phone Call'** OR **'Computer Audio'**
  - IF USING THE PHONE:
    - DIAL ONE OF THE GIVEN NUMBERS NEXT TO **'Dial'**
    - YOU WILL BE PROMPTED TO ENTER THE **Meeting ID**
    - THEN YOU WILL BE PROMPTED TO ENTER THE **Participant ID**

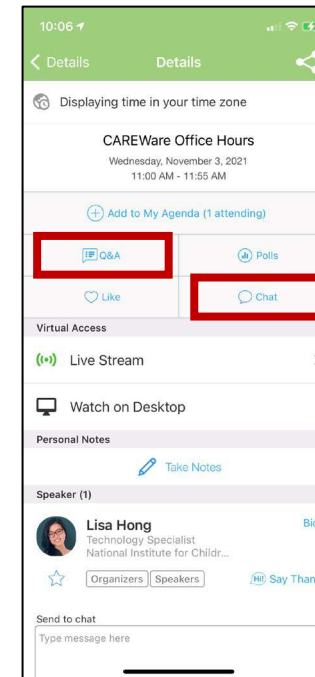


# Chat and Q&A via Whova

## DESKTOP BROWSER



## MOBILE APPLICATION



# Like what you see?

*THE HEALTHY START TA & SUPPORT CENTER IS NOW ACTIVE ON SOCIAL MEDIA!*

1. TAKE A PICTURE OR A SCREENSHOT
2. SHARE ON INSTAGRAM OR TWITTER!
3. DON'T FORGET TO TAG @HS\_TASC AND @NICHQ AND INCLUDE HASHTAGS #HEALTHYSTARTVGM2021 AND #HEALTHYSTARTSTRONG

# Technical Issues

IF YOU EXPERIENCE ANY TECHNICAL CHALLENGES WITH WHOVA,  
PLEASE EMAIL [SUPPORT@WHOVA.COM](mailto:SUPPORT@WHOVA.COM)

FOR ANY OTHER QUESTIONS,  
PLEASE EMAIL [HEALTHYSTART@NICHQ.ORG](mailto:HEALTHYSTART@NICHQ.ORG).

# Division of Healthy Start and Perinatal Services Update

Plenary

THURSDAY, NOVEMBER 4

4:25 – 4:55 PM ET



*THE HEALTHY START TA & SUPPORT CENTER IS OPERATED BY THE NATIONAL INSTITUTE FOR CHILDREN'S HEALTH QUALITY (NICHQ). THIS PROJECT IS SUPPORTED BY THE HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA) OF THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) UNDER GRANT NUMBER 1 UF5MC327500100 TITLED SUPPORTING HEALTHY START PERFORMANCE PROJECT.*

**NICHQ**  
National Institute for  
Children's Health Quality

**HEALTHY**  
**start**  
TA & SUPPORT CENTER





# Our Speakers

**Lee A. Wilson, MA**

DIRECTOR

DIVISION OF HEALTHY START AND PERINATAL SERVICES  
MATERNAL AND CHILD HEALTH BUREAU  
HEALTH RESOURCES AND SERVICES ADMINISTRATION

**Benita Baker, MS**

PERINATAL SERVICES BRANCH CHIEF

DIVISION OF HEALTHY START AND PERINATAL SERVICES MATERNAL  
AND CHILD HEALTH BUREAU  
HEALTH RESOURCES AND SERVICES ADMINISTRATION





# What Does Healthy Start Division Look Like at 30?

**Lee Wilson**  
Division Director

*November 4, 2021*

**Benita Baker**  
Branch Chief

**Division of Healthy Start and Perinatal Services, MCHB/HRSA**

**Vision: Healthy Communities, Healthy People**



# Updates: Healthy Start Look Like at 30

---

## Division

- Priorities and Emerging Issues
- Budget

## Branch

- Priorities and Emerging Issues
- Staffing
- Budget

# Where is Healthy Start at 30?

---

## Division Priorities and Emerging Issues

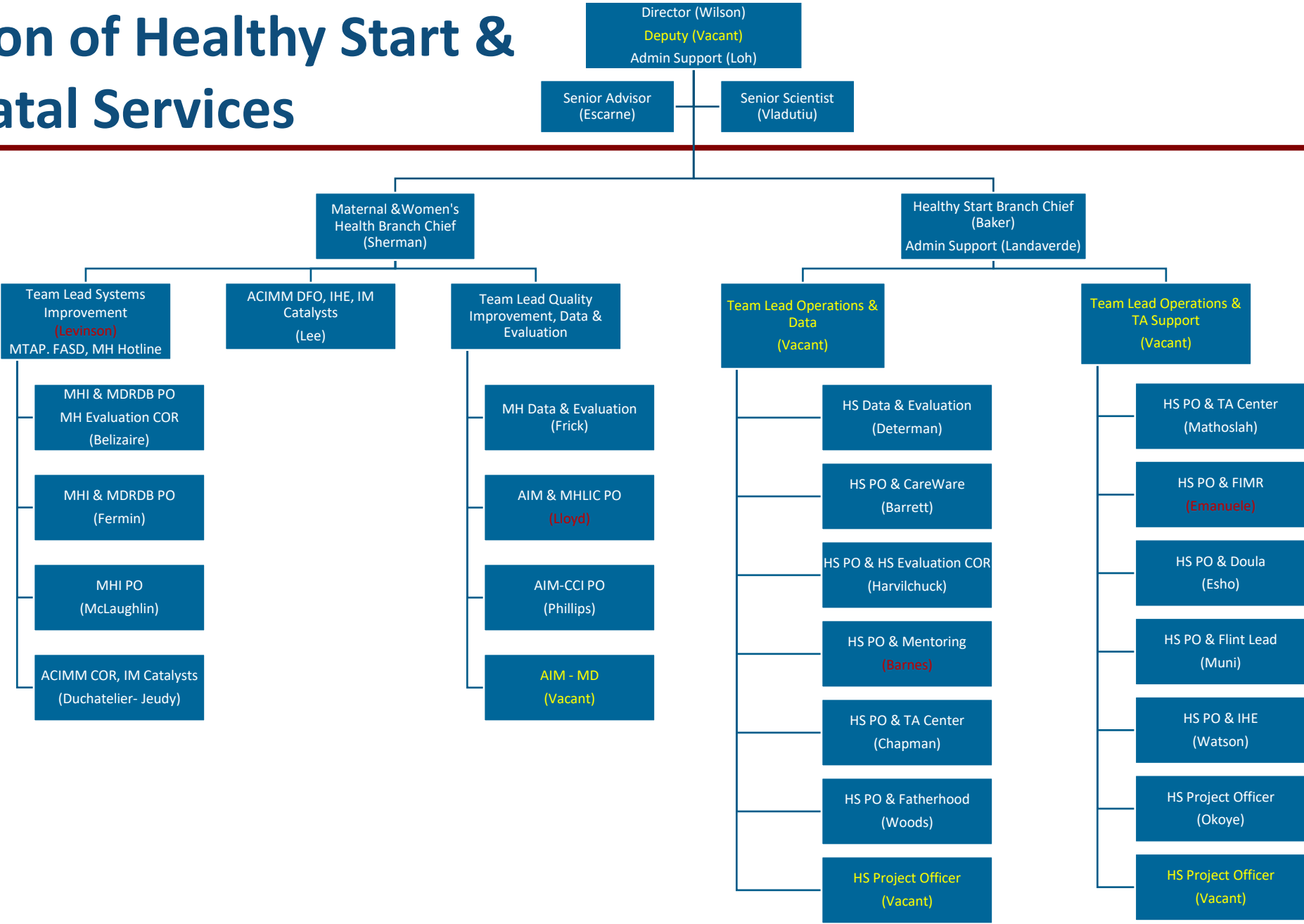
- Reorganization
- “Big Tent”
- Maternal Mortality, Morbidity, and Health
- Infant Mortality and Health
- Equity and Disparities
- Evidence

## Division Budget

- Divisions
- Healthy Start



# Division of Healthy Start & Perinatal Services



# Where is Healthy Start at 30?

## Division Priorities and Emerging Issues

- Reorganization
- “Big Tent”
- Maternal Mortality, Morbidity, and Health
- Infant Mortality and Health
- Equity and Disparities
- Evidence

## Division Budget

- Divisions
- Healthy Start



# GAO Evaluation

- A) Factors that contribute to infant mortality, including poor birth outcomes (such as low birthweight and preterm birth) and social determinants of health.
- (B) Communities with-
  - (i) high rates of infant mortality or poor perinatal outcomes; or
  - (ii) high rates of infant mortality or poor perinatal outcomes in specific subpopulations within the community.
- (C) The extent to which applicants for such grants facilitate-
  - (i) collaboration with the local community in the development of the project;
  - (ii) a community-based approach to the delivery of services;
  - (iii) a comprehensive approach to women's health care to improve perinatal outcomes; and
  - (iv) the use and collection of data demonstrating the effectiveness of such program in decreasing infant mortality rates and improving perinatal outcomes...
  - **Other: addressing disparities**



# What is the Maternal and Infant Health Mapping Tool?

- Interactive online tool for exploring the geographic relationships between maternal and infant health indicators, health resources, and demographics
- Designed to help federal, state and local decision-makers and others visualize maternal and infant health factors to assist in understanding need and targeting resources

**HRSA** Maternal and Infant Health Mapping Tool **FOR INTERNAL USE ONLY** [? How to Use This Tool](#)

Maternal & Child Health

All Layers | Health Indicators | Infant Health Equity | Health Resources | Demographic Characteristics | Geographic Areas

^ Health Indicators  
^ Infant Health Equity  
^ Health Resources  
^ Demographic Characteristics  
^ Geographic Areas  
^ Your Data Add Data ↻

Edmonton  
Calgary  
Vancouver  
Seattle  
San Francisco  
Los Angeles  
Denver  
St. Louis  
Chicago  
Detroit  
Philadelphia  
Washington  
Dallas  
Atlanta  
Houston  
Monterrey  
Miami  
Boston  
Ottawa  
Toronto

Enter a U.S. location

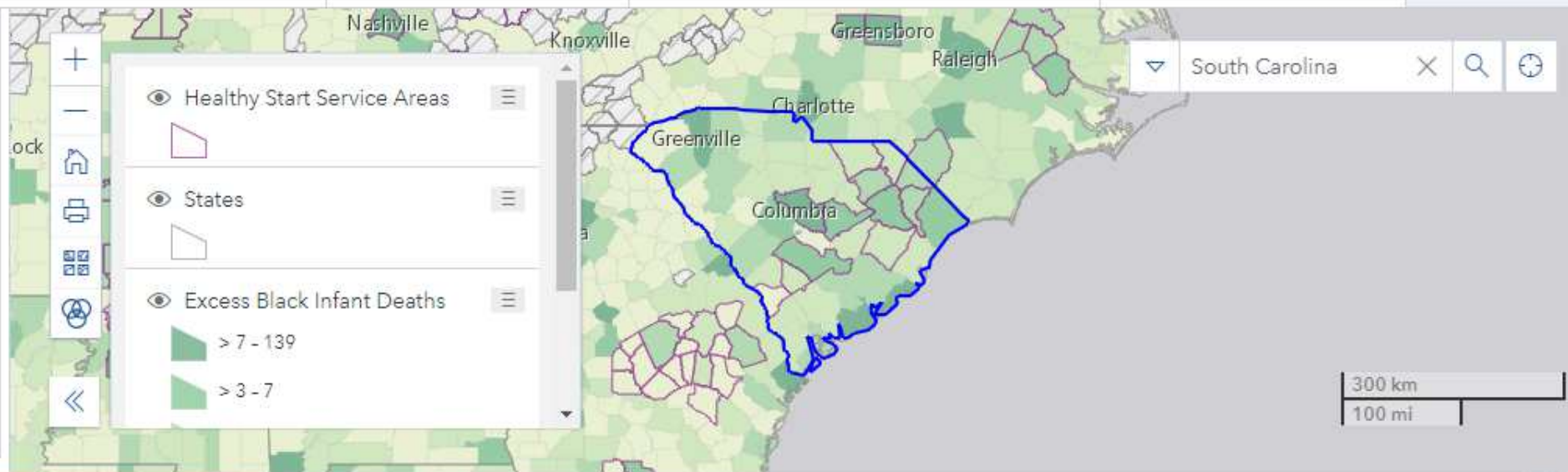
1000 km  
600 mi

# Example: Excess Black Infant Deaths and Healthy Start

**All Layers** Health Indicators Infant Health Equity Health Resources Demographic Characteristics Geographic Areas

Health Resources

- Accredited Birth Centers
- Family Medicine Provider Rate
- General Practice Provider Rate
- Health Centers
- Healthy Start Service Areas
- Hospitals with Birthing, LDR/LDRP Rooms (#)
- Hospitals with Obstetric Care (#)



Excess Black Infant Deaths States Healthy Start Service Areas

1 - 100 of 277 records | 1 | 2 | 3 | 100 / page | Go to

Export To: PDF **Export**

Region	State	County	Grantee Name
Please enter one region at a time	Please enter one state at a time	Please enter one county at a time	Please enter one grantee name
4	Alabama	Jefferson County	BIRMINGHAM HEALTHY START PLUS INC



# Budget

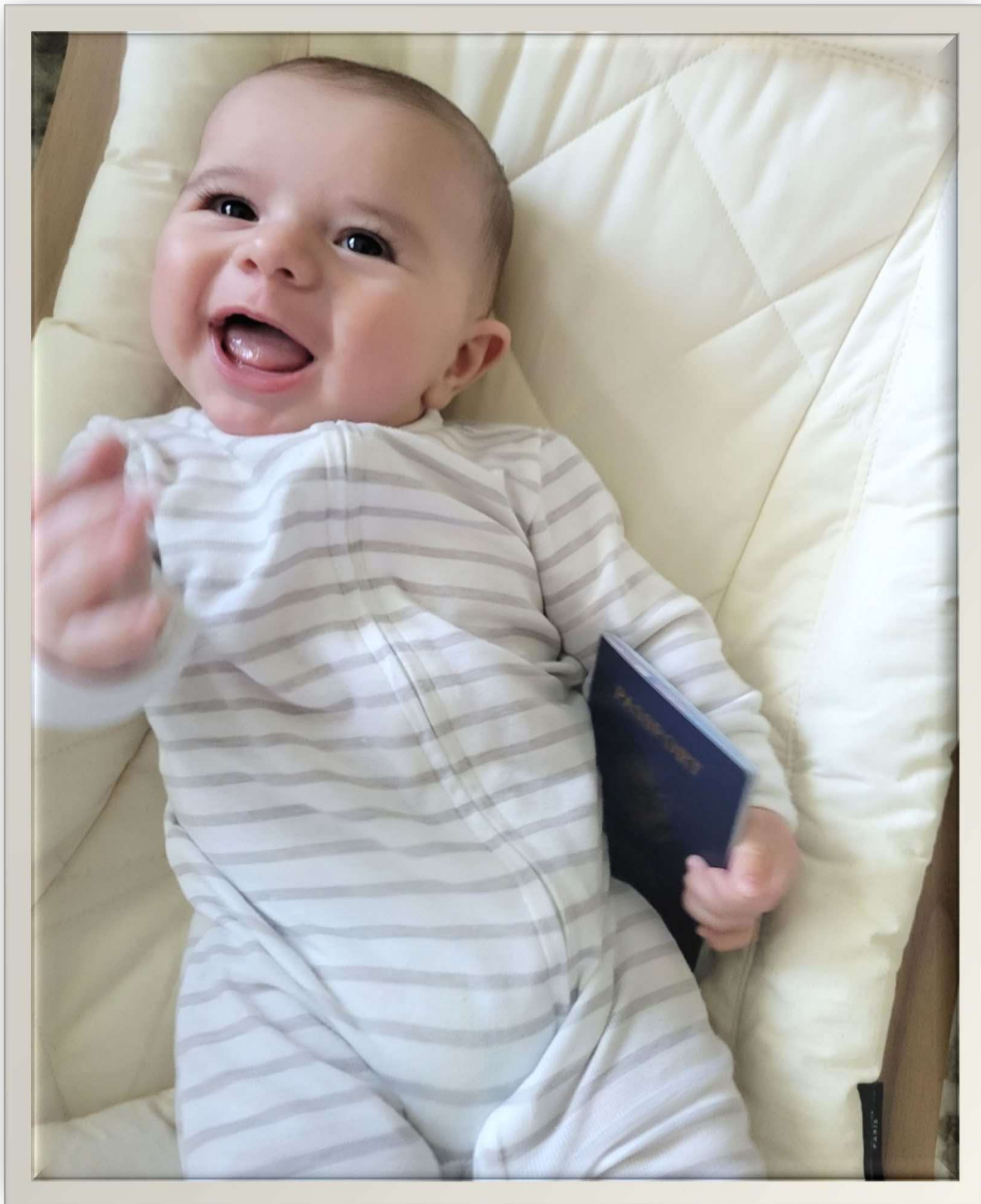
• Alliance for Innovations in Maternal Health (AIM)	\$5.3
• Maternal Health Hotline	2
• State Maternal Health Innovation	30/32
• Implicit Bias & Racism Training	1
• Group Prenatal and PP Care	2
• Bias Recognition in Clinical Settings (NASEM)	1
• Pregnancy Medical Home	25
• Sudden Infant Death/FICDR	4/1.9
• Screening and Treatment for Maternal Depression	5
• <b>Healthy Start</b>	<b>17/9</b>

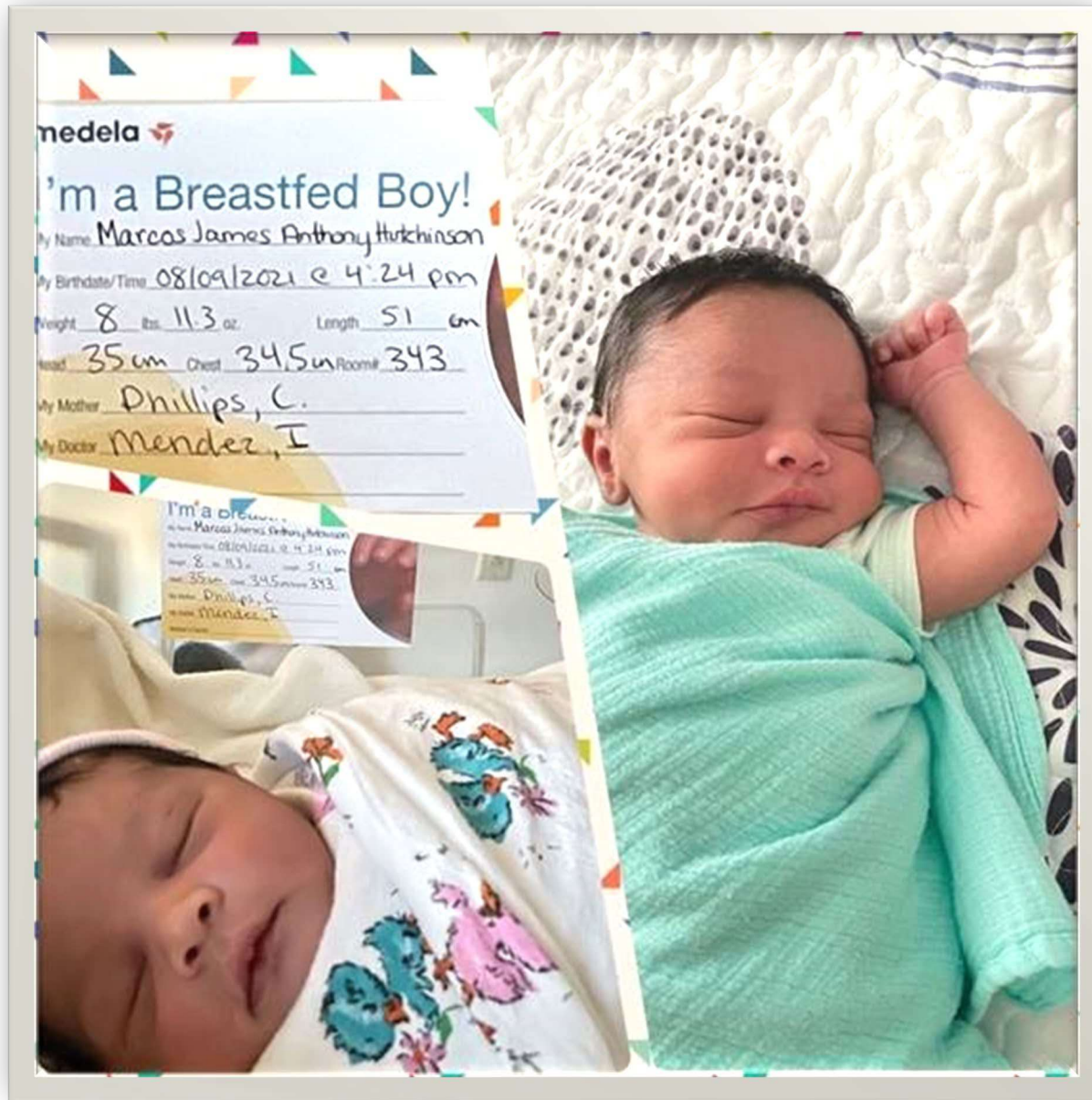


# Healthy Start Staff & New Arrivals









# Healthy Start Staff

## Operations and TA Support



# Cardora Barnes

Senior Project Officer



States: NY, OH



# Melodye Watson

Healthy Start Public Health Analyst



States: FL, MO, DC





# Michael Muni MPA, MPH

Lieutenant Commander, Senior Public Health Analyst



States: OR, CA, AZ, MI, NJ



# Simone Isaacs, MPH

Public Health Analyst



States: PA, VA, MD



# Kevin V. Chapman, D.Min.

Public Health Analyst



States: GA, SC, CT



# Ijeamaka Ogbonna, MPH

Public Health Analyst

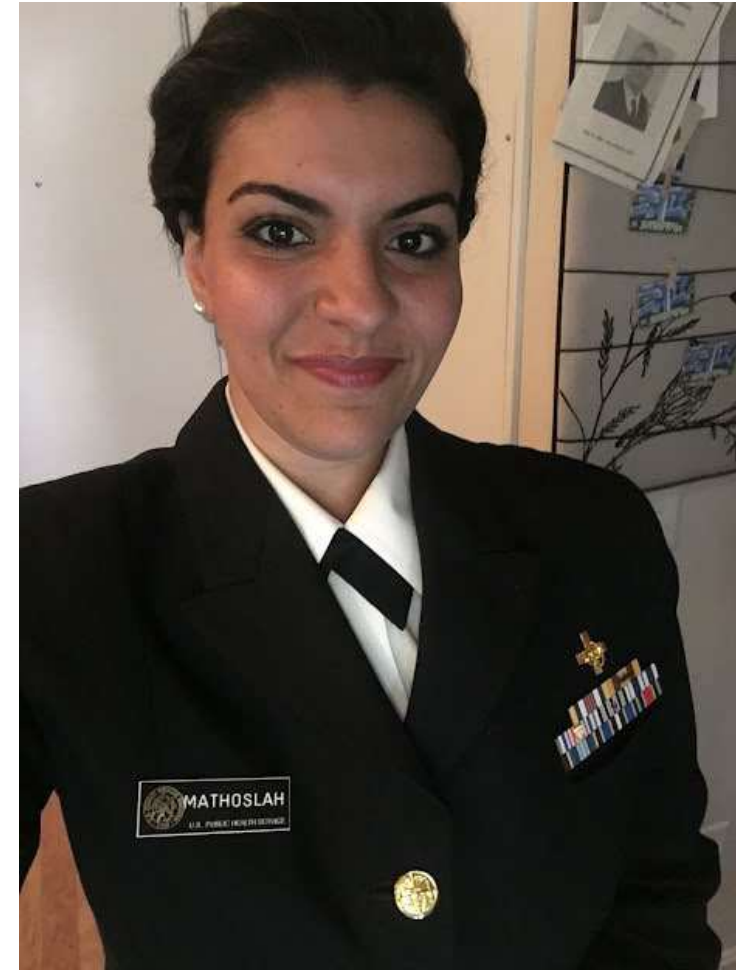


States: LA, OK, KS, AK



# Sandra M. Mathoslah, PharmD, MBA

LCDR, U.S. Public Health Service, Public Health Analyst



States: TX, NM



# Mary Emanuele, RN

CDR, USPHS



States: SD, WI, MI, NC

# Project Officers

## Operations and Data



# Judith Harvilchuck- Laurenson, PhD

Public Health Analyst



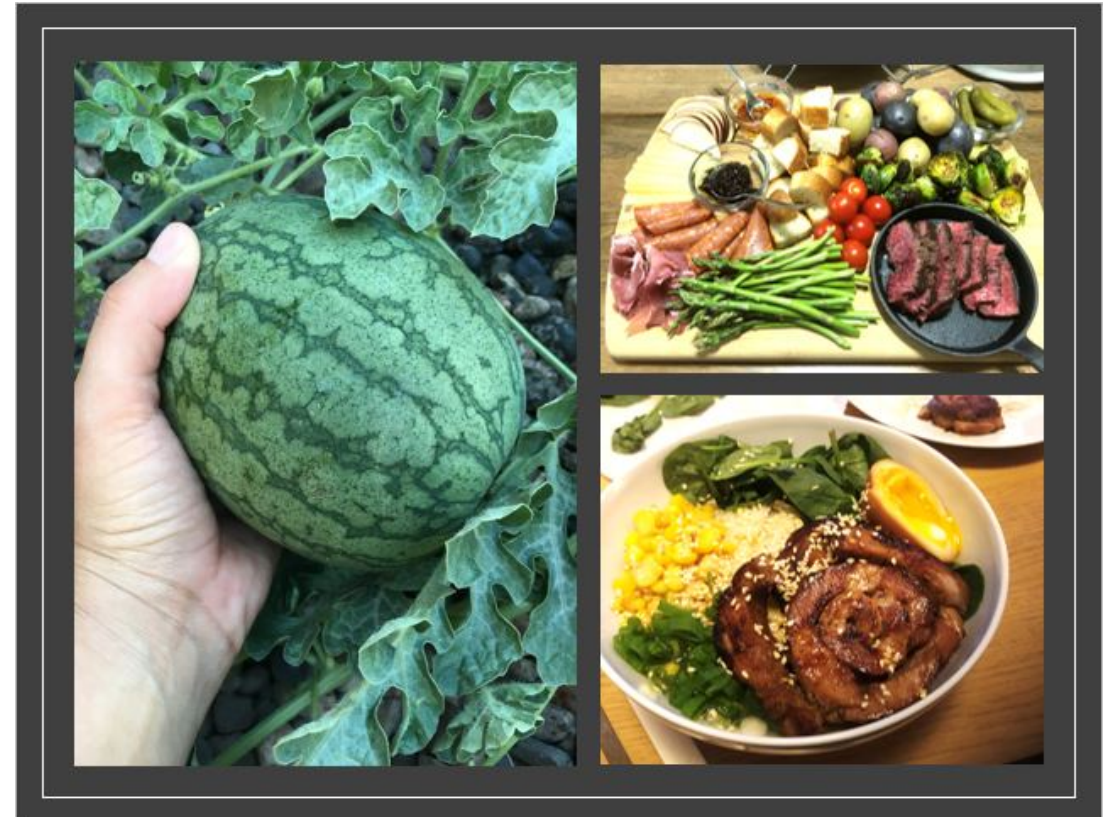
States: WV, TN, NE, IA, CO, NJ





# S. Lina Barrett, MPH

Public Health Analyst



States: MS, AL, KY, MA



# Brandon Wood, MHS, MBA, DHA

United States Public Health Service



States: IL, IN



# Key Accomplishments

## Staff

- Successfully working during COVID in a telework environment; maintaining high level of productivity, despite staff shortages, increase work, and deployments

## Grantees

- Continued to provide needed services to participants under extreme duress
- More than 90% of all HSMED reports submitted on time

## Data and Evaluation

- Data systems - HSMED, CAREWare for Healthy Start; retiring the aggregate data template.
- Various data projects (e.g., Service Areas\excess death compilation, mapping projects, DGIS revisions).
- Creation of new guidance documents (e.g., benchmark data dictionary).
- Grantee and PO Trainings on the data systems.
- Implementation of evaluation contract



# Key Accomplishments

---

- Mentoring program; completed a full cycle with the first cohort
- SACIM virtual meetings in January, April, September, and December of this year. Recommendations sent to Secretary

## Programmatic

- NOFOs released - IHE, doula, TA center.
- Launching of successful virtual site visits



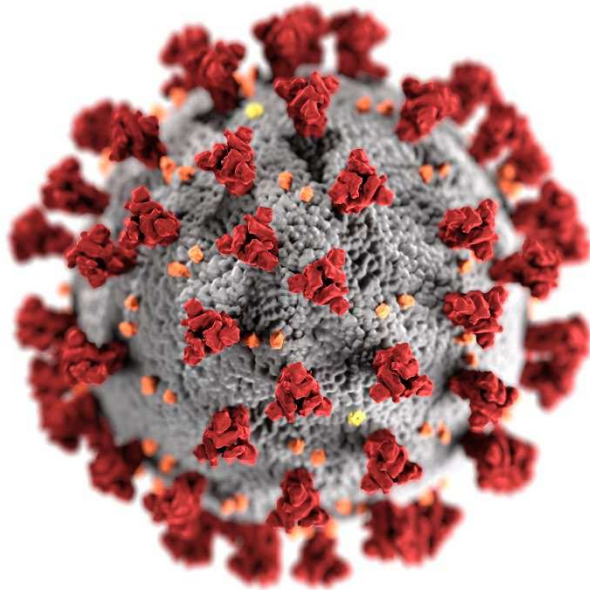
# Budget Considerations and Priorities for FY22

## Reaffirming Our Commitment

Program	FY2021 Enacted (in millions)	FY2022 President's Budget (in millions)	FY22 House and Senate (in millions)
Healthy Start	\$128.0	\$128	+17/+9



# Vaccination: CDC Guidance



- Vaccination is our key to getting back to “normal”
- In August, the CDC [updated their guidance](#) to recommend COVID-19 vaccination for all people 12 years and older, including people who are pregnant, recently pregnant (including those who are lactating), trying to get pregnant now, or might become pregnant in the future

# MCHB-Funded Resource: MotherToBaby



- Call, text, chat or email with questions
- 866-626-6847
- [mothertobaby.org](https://mothertobaby.org)

# COVID Vaccines Hesitancy: What can you do?

- COVID-19 vaccine hesitancy is multifaceted. The perceived threat of COVID-19, level of trust in public health agencies, and existing pre-COVID 19 vaccine attitudes play key roles shaping vaccine acceptance and confidence. Vaccination campaigns should be tailored to alleviate these specific concerns.
- Educate providers and encourage providers to advocate vaccinations for pregnant and women of childbearing age
- Utilize Community-based interventions (cultural competence), incentives, and technology-based health literacy for PSAs.
- Create a more positive client experience to make access to the vaccine easy and seamless, for example, have case managers offer to escort the client to their appointment, and follow up through texts and or calls following administering the vaccine.





# Connect with HRSA

Learn more about our agency at:

[www.HRSA.gov](http://www.HRSA.gov)



[Sign up for the HRSA eNews](#)

FOLLOW US:



# Q&A



# Day 2 Wrap-up


## Plenary

THURSDAY, NOVEMBER 4  
4:55-5 PM ET

*THE HEALTHY START TA & SUPPORT CENTER IS OPERATED BY THE NATIONAL INSTITUTE FOR CHILDREN'S HEALTH QUALITY (NICHQ). THIS PROJECT IS SUPPORTED BY THE HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA) OF THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) UNDER GRANT NUMBER 1 UF5MC327500100 TITLED SUPPORTING HEALTHY START PERFORMANCE PROJECT.*

**NICHQ**  
National Institute for  
Children's Health Quality

HEALTHY  
**start**  
TA & SUPPORT CENTER

A woman with curly hair is smiling and clapping her hands. In the foreground, a baby is also clapping. The background is a bright, indoor setting with a plant and a window.

# We hope you enjoyed Day 2 of the VGM!

*2021 HEALTHY START VIRTUAL GRANTEES' MEETING  
HOSTED BY THE HEALTHY START TA & SUPPORT CENTER AT NICHQ  
ON NOVEMBER 3, 2021*

**#HealthyStartVGM2021**  
**#HealthyStartStrong**  
**@HS\_TASC @NICHQ**

**NICHQ**  
National Institute for  
Children's Health Quality

**HEALTHY**  
**start**   
TA & SUPPORT CENTER

# Day 2 Evaluation Survey

PLEASE TAKE 5 MINUTES TO COMPLETE OUR DAY 2 EVALUATION!

SCAN THE QR CODE OR VISIT  
<https://link.nichq.org/VGM-Day-2-Evaluation>



**We truly value your feedback!**

*2021 HEALTHY START VIRTUAL GRANTEES' MEETING  
HOSTED BY THE HEALTHY START TA & SUPPORT CENTER AT NICHQ  
ON NOVEMBER 3, 2021*

**#HealthyStartVGM2021**  
**#HealthyStartStrong**  
**@HS\_TASC @NICHQ**

# 2021 Healthy Start Annual Assessment

**Goal:** HEALTHY START GRANTEE S SHARE NEEDED SUPPORTS AND HELP SHAPE THE TA & SUPPORT CENTER'S ACTIVITIES FOR THE YEAR TO COM E

**Your Role:** IN 2020, WE HAD A 75% RESPONSE RATE. WE HOPE TO HEAR FROM ALL 101 GRANTEE S THIS YEAR AS WE ARE IN YEAR 3 OF THIS 5-YEAR FUNDING CYCLE

## Timeline:

- **Assessment launch:** OCTOBER 29, 2021
- **TASC outreach:** DECEMBER 2021
- **Assessment close:** END OF 2021
- **Results available:** LATE FEBRUARY-EARLY MARCH 2022



**Learn the dance and show us your moves on social media!  
Remember to tag @HS\_TASC and @NICHQ and use the hashtags  
#HealthyStartVGM2021 and #HealthyStartStrong"**



# Join a Speed Networking Table at 5 pm ET!

*Visit the agenda in Whova to join*

**#HealthyStartVGM2021**  
**#HealthyStartStrong**  
**@HS\_TASC @NICHQ**

**NICHQ**  
National Institute for  
Children's Health Quality

**HEALTHY**  
**start**  
TA & SUPPORT CENTER

2021 HEALTHY START VIRTUAL GRANTEE'S MEETING  
HOSTED BY THE HEALTHY START TA & SUPPORT CENTER AT NICHQ  
ON NOVEMBER 3, 2021





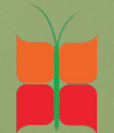
# Join NHSA at 5:30 pm ET for Healthy Start Family Feud!

*VISIT THE AGENDA IN WHOVA TO JOIN*

**#HealthyStartVGM2021**  
**#HealthyStartStrong**  
**@HS\_TASC @NICHQ**

**NICHQ**  
National Institute for  
Children's Health Quality

**HEALTHY**  
**start**  
TA & SUPPORT CENTER



2021 HEALTHY START VIRTUAL GRANTEE'S MEETING  
HOSTED BY THE HEALTHY START TA & SUPPORT CENTER AT NICHQ  
ON NOVEMBER 3, 2021



# We look forward to seeing you tomorrow!

- **Optional JavaTalk at 10:15 am ET**
- **Optional Compassion on the Go at 11 am ET**
- **First Plenary: National Healthy Start Evaluation at 11:15 am ET**

Thank You!

