

# AMCHP Strategic Plan 2009-2012



The Association of Maternal and Child Health Programs is a national resource, partner and advocate for state public health leaders and others working to improve the health of women, children, youth and families, including those with special health care needs.

AMCHP's members come from the highest levels of state government and include directors of maternal and child health programs, directors of programs for children with special health care needs, and other public health leaders who work with and support state maternal and child health programs. Our members directly serve all women and children nationwide, and strive to improve the health of all women, infants, children and adolescents, including those with special health care needs, by administering critical public health education and screening services, and coordinating preventive, primary and specialty care. Our membership also includes academic, advocacy and community based family health professionals, as well as families themselves.

AMCHP builds successful programs by disseminating best practices; advocating on their behalf in Washington; providing technical assistance; convening leaders to share experiences and ideas; and advising states about involving partners to reach our common goal of healthy children, healthy families, and healthy communities.

**GOAL 1:** AMCHP will be an effective voice to strategically communicate the critical importance of maternal and child health issues.

STRATEGY 1.1: Develop and implement an annual legislative agenda with a maternal and child health focus.

STRATEGY 1.2: Develop and implement a comprehensive communication plan to share the critical role of MCH programs in improving maternal and child health outcomes in states and territories.

STRATEGY 1.3: Develop strategic alliances to achieve AMCHP's goals platform and communicate the critical importance of MCH issues to a broad audience of stakeholders, interest groups, and the public.

**GOAL 2:** Improve maternal and child health outcomes by promoting a life course perspective and sharing effective and promising practices with state and territorial MCH programs.

STRATEGY 2.1: Identify, collect, and disseminate promising practices from local, state, regional, and national MCH programs and partners and support state and territorial MCH programs engaged in effective and promising practices, including evidence- and science-based practices.

STRATEGY 2.2: Support the dissemination and diffusion of effective practices and innovation with AMCHP members and stakeholders, including the promotion of a life course perspective to maternal and child health.

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**GOAL 3:** State and territorial MCH programs will have a diverse and effective workforce with competent leaders at the national, state and local levels.

STRATEGY 3.1: Sustain and build up a diverse and competent MCH workforce within state and territorial MCH programs through partnership, collaboration, and the development of tools and resources to grow MCH leaders.

STRATEGY 3.2: Develop and implement a family and youth leadership pathway with ongoing training and mentorship for family and youth leaders that defines family and youth roles in state and territorial MCH and programs.

STRATEGY 3.3: Develop and mentor the state and territorial MCH workforce at all levels of experience by supporting MCH programs' efforts to recruit and train new MCH staff, retain and nurture mid-level professionals, engage seasoned MCH leaders to share experiences and skills, and plan for transitions and succession within MCH programs.

**GOAL 4:** AMCHP will be an effective and efficient organization and partner in support of state and territorial MCH programs.

STRATEGY 4.1: Develop and implement a comprehensive development and fundraising plan to assure AMCHP's long term financial sustainability

STRATEGY 4.2: Diversify and expand strategic partnerships in support of state and territorial MCH programs.

STRATEGY 4.3: Increase member, family, and youth participation in AMCHP planning, advocacy and programmatic activities including volunteer leadership opportunities within AMCHP.

STRATEGY 4.4: Position AMCHP to respond proactively to member needs in addressing emergent and emerging maternal and child health issues within their states and territories.

STRATEGY 4.5: Continuously evaluate and improve organizational support for and effectiveness of AMCHP's operations.

## Mission

AMCHP supports state maternal and child health programs and provides national leadership on issues affecting women and children.

## Vision

AMCHP envisions a society where healthy children and healthy families live in healthy communities. AMCHP embraces these core values as part of its vision:

- Leadership
- Social Justice
- Diversity
- Equity
- Integrity
- Partnership & Empowerment
- Honesty



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