



The South Carolina Maternal Health Innovation Collaborative (SCMHIC):

Uniting Communities for Equitable
Change in Maternal Health Outcomes



SCMHIC LEADERSHIP TEAM

South Carolina Department of Public Health (SCDPH)



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SC MATERNAL HEALTH INNOVATION COLLABORATIVE (SCMHIC)

- HRSA's State MHI program funds entities such as public health departments and universities to improve maternal health in the US
- SCMHC's representative/grantee organization is the SC Department of Public Health (SCDPH)
- The Core Implementation and Evaluation Partner is the University of South Carolina, Institute for Families in Society
- SC is one of 35 HRSA-funded state MHI programs

SCMHIC Funded Efforts Required Activities

1
Establish a maternal health task force

2
Improve access to maternal care services and identify and address workforce needs

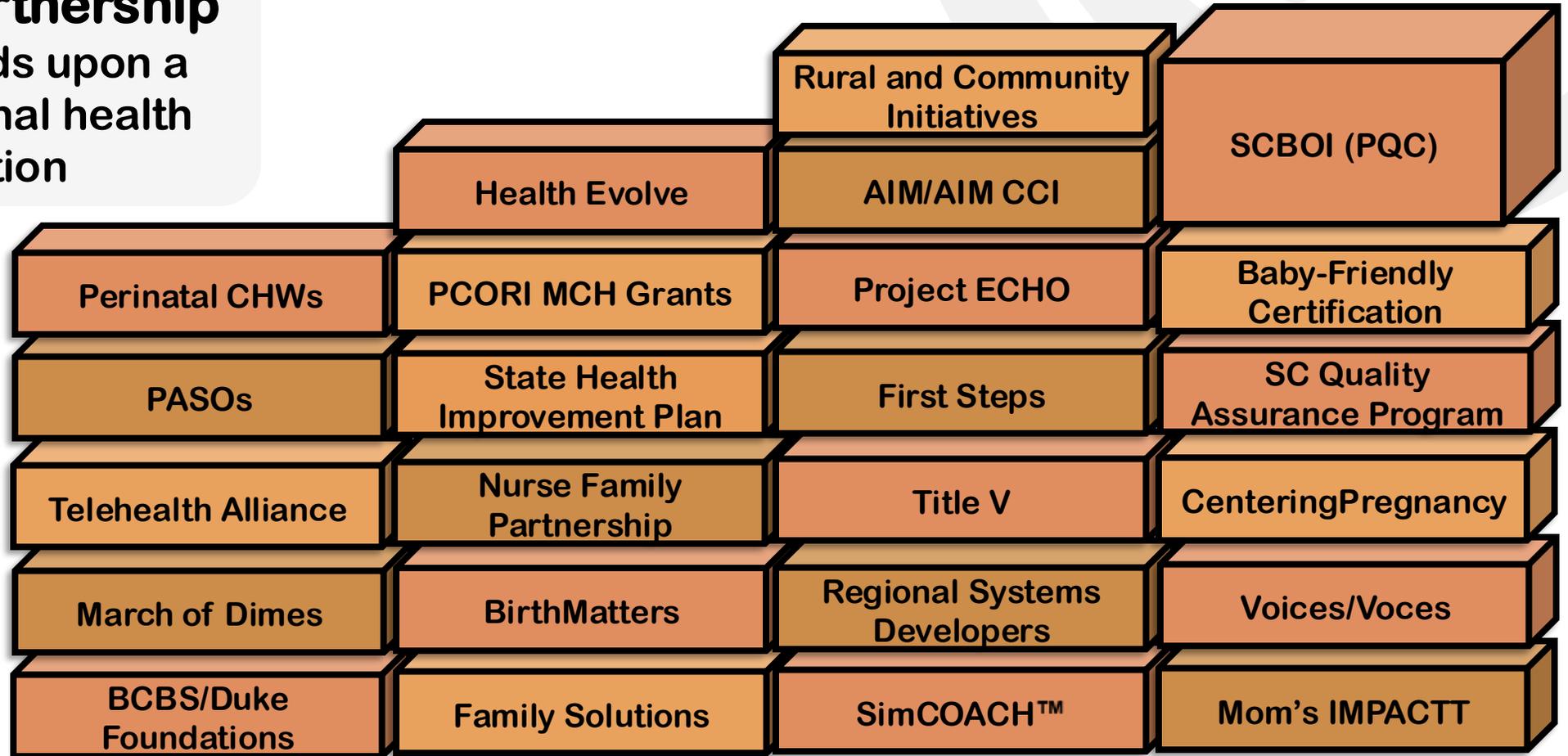
3
Improve the collection, analysis, and application of state-level data on SMM and maternal mortality

4
Promote culturally responsive & linguistically appropriate resources that enhance maternal health literacy

SCMHIC – INNOVATE, COLLABORATE & ELEVATE: TRANSFORMING MATERNAL HEALTH TOGETHER

Power in Partnership

SCMHIC builds upon a strong maternal health foundation



And many more...

SCMHIC SEEKS TO ENHANCE BUT NOT DUPLICATE THESE EXISTING EFFORTS

The SCMHC aims to improve maternal health outcomes by collaborating and promoting innovation in maternal health to advance informed solutions and community-driven strategies that achieve a measurable impact.

With a five-year implementation timeline, SCMHC seeks to carry out activities that accomplish the following aims:

SCMHIC AIMS



1. Data collection and analysis



2. Maternal health service delivery



3. SC's maternal health workforce



4. Maternal health empowerment & literacy

Strategies engaging diverse community partners/persons with living expertise integrated into each of the aims



STRATEGIC PLANNING VIA CO-DESIGN



Over the past year, many of our partners have been working with SCMHC to provide ideas, feedback, input, and more regarding how to **Improve Maternal Health in South Carolina.**

MH Task Force Kick-off Meeting was held Aug. 22 where we continued to build actionable ideas and strategies to **Improve Maternal Health in South Carolina.**

MATERNAL HEALTH TASK FORCE

30% community partners and persons with living expertise

To ensure authenticity in our work on community involvement and engagement, we define **community organizations and members** as *groups, entities, or individuals working within a specific group or area to address local needs, enhance well-being, and foster collective action.*

These may include nonprofits, advocacy groups, cooperatives, and other grassroots initiatives that operate with the goal of providing a service or specific type of assistance to improve their community.

Those with living expertise are individuals who are pregnant, giving birth, or have been pregnant.



DRAFT STRATEGIC PLAN

The **strategies** were identified either at the first MHTF meeting or during Year 1 SCMHC leadership grant planning meetings and were prioritized based on the following criteria:

- Alignment with the overarching program goals
- Address needs identified from current maternal health data
- Likely not served by existing maternal health initiatives
- Feasible within the grant timeline and guidance

ENHANCE MATERNAL HEALTH SERVICE DELIVERY AND WORKFORCE DEVELOPMENT



Implement a low-fidelity SimCOACH™ curriculum for virtual learning sessions in rural areas and education of non-obstetric staff (family providers, EMS, community providers)



Support enhancement of training opportunities through Project ECHO sessions focusing on community-engaged approaches to respectful care



Support non-traditional partnerships to enhance knowledge of maternal health warning signs through partnerships at differing levels of engagement (HBCUs, Faith communities, Hispanic-serving organizations)



Support the expansion of AIM patient bundles for use by communities and CBOs to increase maternal support

IMPROVE DATA COLLECTION AND REPORTING



Develop and disseminate maternal health information at differing levels of geographical units to inform community-based organizations and other partners



Leverage machine learning techniques and input from community-based partners through the improvement of mobile applications and existing maternal health dashboards



Support the data collection and reporting efforts of HRSA-funded community-based initiatives

- AIM CCI through sustaining post-grant WC3 goals

EXPAND EMPOWERMENT & MATERNAL HEALTH LITERACY

Develop provider handouts and online materials for birthing persons that integrate literacy content, input from persons with living expertise

Collaborate with existing partners on developing and distributing culturally responsive mobile applications with links to existing resources to enhance care coordination

Support and expand the distribution of the Hear Her Campaign and its use through community organizations and media

FOSTER COMMUNITY OUTREACH & ENGAGEMENT

Develop & engage a statewide MHTF of diverse partners working to improve maternal health outcomes through the strategic plan



Create a birthing persons advisory council



Implement a small grants program to address resource gaps identified by the MHTF



NEXT STEPS



Incorporating feedback & finalizing MH Strategic Plan



Developing workgroups to implement strategies



Continuing to engage with MHTF members and community partners



THANK YOU!



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