Innovative Community Approaches to Maternal and Child Health Work

Elaine Conley, Director, Community and Family Services Division

Rowena Pineda, Program Manager, Neighborhoods Matter and Weaving Bright Futures

Mike Riley, Comptroller
Historical MCH service delivery

- Individual level services through traditional home visiting
- Clients Served
  - Low income pregnant women
  - Served approximately 1100/year which reached less than 50% of program eligible women
- Outcomes
  - Primary indicator was reduction in low birth weight which was not being impacted by the First Steps Program in Spokane County
Why Change?

- MCH indicators getting worse such as:
  - Child abuse/neglect
  - Chronic disease
  - Health disparities

- Inability to impact root causes of many of these indicators including:
  - Unsafe housing and neighborhoods
  - Low education attainment
  - Poverty
  - Adverse childhood experiences

- Cost of Program:
  - Significant decline in Medicaid revenue resulting in increased need for local dollar

- Inability to serve a large enough population to impact outcomes
Create a New Vision

What Surrounds Us Shapes Us
Population Based MCH

- Developed a population-based MCH approach based on the Socio-Ecological Model
Selection of Neighborhoods

- Robust, detailed process
- Selected neighborhood experiencing disproportionately high rates of
  - Maternal Smoking
  - Child abuse/neglect
  - Births to unmarried women
  - Women on Medicaid
  - ACEs
Neighborhoods Matter Goals

- Build Protective Factors: Parental Resilience, Social Connections, Concrete Support in Times of Need, Knowledge of Parenting & Child Development, and Social and Emotional Competence of Children*

- Community Engagement (using an Asset Based vs. Service Delivery Model)

- Transition to Independent Sustainability (time limited)

- Promote utilization of “health equity lens” within the community and while educating impacts of policies

*Center for the Study of Social Policy www.strengtheningfamilies.net
## Neighborhoods Matter Activities

<table>
<thead>
<tr>
<th>SOcio-Ecological Model</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>Community Kitchens, Play &amp; Learn, Refugee Harvest Project</td>
</tr>
<tr>
<td>Interpersonal</td>
<td>Community Kitchens, Refugee Harvest Project, Community CAFÉ</td>
</tr>
<tr>
<td>Organizational</td>
<td>ACEs/ Trauma trainings</td>
</tr>
<tr>
<td>Community</td>
<td>Community CAFÉ, Community Garden, Refugee Harvest Project, Photovoice, 5th Avenue Revitalization</td>
</tr>
<tr>
<td>Public Policy</td>
<td>Library Advocacy Campaign, Alcohol Impact Area, 5th Avenue Revitalization, Zoning for Marijuana Retail</td>
</tr>
</tbody>
</table>
Lessons Learned

- Penetration of activities were still not adequate to impact MCH indicators
- Majority of activities were concentrated at the individual and interpersonal levels. Need to ramp-up to higher level of the socio-ecological pyramid
- Need to address one of the primary root causes of abuse and neglect – Adverse Childhood Experiences (ACEs)/Complex Trauma
Weaving Bright Futures

- Three PHNs embedded in 6 elementary schools and 1 middle school encompassing 5 school districts.
- Partnership with WSU’s Area Health Education Center’s CLEAR Center.
- Creating systems change by implementing trauma-informed practices in schools.
Aligning NM and WBF

- Addressing ACEs require activities/interventions on all levels of the socio-ecological model – individual, interpersonal, organizational, community, and public policy.

- Now trying to develop increased resiliency in neighborhoods feeding into schools
In The Works...

- Completed surveys pertaining to safety in the Whitman Neighborhood. Currently working with the Whitman Neighborhood Council on possible interventions.
- As a result of the work of the Community CAFÉ in East Central, the Plan Commission approved the adoption of the “no required off street parking overlay” for 5th Avenue between Haven and Greene. It is the group’s hope that this will lead to increased business investment in the area.
- Work on community safety is continuing in both Whitman and East Central neighborhoods.
Evaluation

- Difficult
- Incorporates qualitative as well as quantitative data
  - ROI for Neighborhoods Matter
  - AHEC schools evaluation for Weaving Bright Futures
  - Currently working on an agreement with Spokane Public Schools to share data
## Return on Investment

### ROI for Public Health Improvement Projects

#### Return on Investment Analysis

#### I. Analysis EXCLUDING Output, Production Time and Outcome Factors

<table>
<thead>
<tr>
<th></th>
<th>Pre-Implementation</th>
<th>Implementation Period</th>
<th>Total (All Periods)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Baseline</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Investment in Project</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amortized Pre-Implementation Costs</td>
<td>$49,793.78</td>
<td>$294,128.67</td>
<td>-</td>
</tr>
<tr>
<td>Ongoing Implementation Costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Annual Implementation Costs</td>
<td>$49,793.78</td>
<td>$294,128.67</td>
<td>-</td>
</tr>
<tr>
<td>x Present Value Factors (see below)</td>
<td>1.00</td>
<td>0.97</td>
<td>0.94</td>
</tr>
<tr>
<td><strong>Total Discounted Annual Implementation Costs</strong></td>
<td>$49,793.78</td>
<td>$285,561.82</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Financial Gain/Loss Attributable to Project</strong></th>
<th>Pre-Implementation</th>
<th>Implementation Period</th>
<th>Total (All Periods)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Changes in Operating Costs</td>
<td>$ (304,961.36)</td>
<td>$ (203,549.00)</td>
<td>-</td>
</tr>
<tr>
<td>Estimated Changes in Revenue</td>
<td>$ (203,549.00)</td>
<td>$ (203,549.00)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Net Financial Gain/Loss</strong></td>
<td>$701,412.36</td>
<td>$380,789.68</td>
<td>-</td>
</tr>
<tr>
<td>x Present Value Factors (see below)</td>
<td>0.97</td>
<td>0.94</td>
<td>0.92</td>
</tr>
<tr>
<td><strong>Total Discounted Annual Net Gain/Loss</strong></td>
<td>$680,982.87</td>
<td>$358,930.80</td>
<td>-</td>
</tr>
</tbody>
</table>

### Return on Investment Summary

- **Undiscounted Annual Net Cash Flows**
  - Baseline: $ (49,794)
  - 1: $ 407,284
  - 2: $ 380,790
  - 3: $ 356,761
  - Total: $ 1,095,041

- **Cumulative ROI**
  - Baseline: 2.03
  - 1: 3.10
  - 2: 4.07
  - 3: 4.07

- **Net Present Value**
  - Baseline: $ 1,031,045

- **Internal Rate of Return**
  - Baseline: 811%
Questions

???????