



On behalf of the directors and staff we are pleased to share our 2017 strategic plan. This plan builds upon the organization's long history and focuses our efforts around three core values of Equity and Justice, Effective Use of Science, and a Strong and Connected MCH Workforce. The goals in this plan operationalize our values: we act as the national voice for urban MCH, we convene local, state, and federal partners to advance MCH work, and we catalyze local action through learning collaboratives and training.

This plan expands the boundaries of MCH, in recognition of emerging science that tells us traditional strategies alone are not enough to address adverse outcomes due to social conditions. Urban MCH programs are uniquely positioned within communities to help tackle some of the most pressing social justice issues of our time. MCH can play an integral role in convening the right people, organizations, and institutions to make change happen at the local level.



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CityMatCH STRATEGIC PLAN 2017



VISION

All women, children, and families deserve to be healthy and achieve optimal growth and development in physical, intellectual, social, emotional, and spiritual aspects of their lives. Women, children, and families living in urban communities deserve to have their unique health needs met with a just and unhindered path to full-potential.

CityMatCH envisions our members as leaders for social justice—steering discussions that stretch the boundaries of traditional MCH and bring together public health, community members and non-traditional partners to tackle health inequities at the local level.

CityMatCH envisions our members as leaders in using scientific evidence to advance programs and policies—using data and community input to make decisions, evaluate their work, and broadly disseminate their successes.

CityMatCH envisions our members as a strong network of public health leaders—where seasoned public health professionals mentor emerging MCH leaders, where the MCH workforce is well-trained and implementing cutting-edge public health practices, and where the MCH workforce is actively engaging community members.

MISSION

CityMatCH seeks to strengthen public health leaders and organizations to promote equity and improve the health of urban women, families, and communities.

VALUES

EQUITY AND JUSTICE. CityMatCH believes in challenging health inequities, encouraging diversity, and advocating for a just society.

EFFECTIVE USE OF SCIENCE . CityMatCH believes in using the best available scientific evidence to shape and influence programs and policy, engaging the community in shared decision making, conducting comprehensive evaluation, and disseminating what is learned.

STRONG AND CONNECTED MCH WORKFORCE . CityMatCH believes in a strong network of public health leaders working together to tackle the most pressing MCH challenges by growing the skills, knowledge and abilities of all MCH professionals working at the local level.

GOALS AND ACTIVITIES

The goals in this plan build on our 25-year history of disseminating information, bringing people together, and providing training to the urban MCH workforce. CityMatCH commits to actively seeking new opportunities and engaging our members to uncover and address the most pressing MCH workforce needs.

These goals and activities will be essential in realizing our vision.

GOAL 1

CityMatCH will communicate the work of local MCH to national partners and communicate the latest public health and MCH best practices to local MCH.

- CityMatCH will be the national voice for urban MCH workforce needs, including the needs around recruitment, retention, and self-care in the MCH workforce.
- CityMatCH will be the national voice around health equity and social justice issues impacting urban MCH populations. CityMatCH will ensure marginalized voices are heard; that the issues impacting our most vulnerable members of society, our children, are being addressed; and that national, state, and local public health leaders know that only by tackling the social determinants of health, will we achieve health equity.
- CityMatCH will be the national voice for sharing how to translate science to action at the local level, including expanding the use of evidence-based practices, such as addressing mental health and substance abuse issues.
- CityMatCH will be the national voice for disseminating best practices around community engagement and authentically including community members in the creation and delivery of public health interventions.

- CityMatCH will actively pursue new opportunities to act as a national voice on emerging MCH issues, including pursuing opportunities to address intergenerational trauma and violence.

GOAL 2

CityMatCH will convene local, state, and federal partners to address local MCH workforce and practice needs.

- CityMatCH will be the national conveners of urban MCH leaders through the annual CityMatCH conference. The annual conference creates opportunities for the peer exchange of ideas and dissemination of best practices and research.
- CityMatCH will convene Action groups to:
 - Expand CityMatCH's health equity agenda including exploring ways to address poverty and economic inequality, examining the role of MCH in addressing environmental health issues, and considering how CityMatCH can integrate a reproductive justice framework into our work.
 - Discuss the best ways to translate the latest MCH science into effective practice at the local level.
 - Pursue opportunities to cultivate and convene members, and address emerging workforce and practice needs.

GOAL 3

CityMatCH will help catalyze local action.

- CityMatCH will catalyze MCH professionals to action by training emerging and mid-level MCH leaders and by training local health departments on collective impact strategies.
- CityMatCH will catalyze the translation of science to practice by training on case review/community action processes addressing perinatal infections and providing intensive MCH epidemiology training.
- CityMatCH will catalyze local action around eliminating health disparities by providing training on racial healing and community engagement efforts, by supporting health departments and community-based agencies in doing place-based work in urban communities, and by enhancing urban MCH efforts to ensure women are receiving well-woman care.
- CityMatCH will actively pursue new opportunities to catalyze local action, using Action Groups to determine the most pressing MCH workforce needs and issues at the local level.