



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

ROY COOPER • Governor
MANDY COHEN, MD, MPH • Secretary
MARK T. BENTON • Assistant Secretary for Public Health
Division of Public Health

North Carolina Maternal Health Innovation Program Overview

The North Carolina Maternal Health Innovation Program will augment and strengthen the state's perinatal system of care. The North Carolina Department of Health and Human Services (DHHS), Division of Public Health (DPH), Women's and Children's Health Section (WCHS) is the state's Title V agency charged to plan and support the State's perinatal care system and was the applicant agency for this funding opportunity announcement. WCHS with its key partners, NC Area Health Education Center (AHEC), Office of Minority Health and Health Disparities, NC Medicaid, NC OB GYN Society, NC Affiliate of American College of Nurse-Midwives, NC Academy of Family Physicians, NC Institute of Medicine, Centering Pregnancy Consortium, NC Chapter March of Dimes, University of North Carolina at Chapel Hill Center for Maternal and Infant Health, Perinatal Quality Collaborative of North Carolina (PQCNC) which includes the Alliance for Innovation on Maternal Health (AIM), NC Maternal Mortality Review Committee, Upstream NC, Mountain Area Health Education Center (MAHEC), MomsRising, and the Office of Rural Health will work collaboratively alongside individuals with lived experiences, health systems, providers, prepaid health plans, and community-based programs to improve the perinatal system of care in our state and thereby improve maternal health outcomes.

This will be achieved through the following:

- In partnership with the NC Institute of Medicine, convene a Maternal Health Task Force to guide the work and develop a Maternal Health Strategic Plan. This will be an outgrowth of the work of our Perinatal Systems of Care Task Force and aligned with the state's broader Perinatal Health Strategic and Early Childhood Action Plans along with the state's Maternal Mortality Review Committee.
- Partner with AHEC, Office of Minority Health and Health Disparities, and March of Dimes to develop and provide training for physicians, midlevel practitioners, nurses, and others related to health equity, implicit bias, and social determinants of health.
- Partner with the AHEC Scholars Program to train diverse students from across the state on maternal health issues inclusive of health equity, implicit bias, and social determinants of health.
- Partner with NC OB GYN Society, NC Academy of Family Physicians, and NC Affiliate of American College of Nurse-Midwives to recruit and implement a team Champion model with Obstetricians, Family Physicians, and Masters-prepared nurses to identify evidence-

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF PUBLIC HEALTH

LOCATION: 5601 Six Forks Road, Building 2, Raleigh, NC 27609
MAILING ADDRESS: 1929 Mail Service Center, Raleigh, NC 27699-1929
www.ncdhhs.gov • TEL: 919-707-5700 • FAX: 919-870-4827

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

based guidelines, educate practices, and provide mentoring within their assigned Perinatal Care Region.

- Implement new Centering Pregnancy and Centering Parenting sites within the priority Perinatal Care Regions.
- Partner with the Office of Rural Health to provide telehealth services within the priority Perinatal Care Regions to increase access to specialty care services within rural and underserved communities.
- Partner with community-based organizations to implement outreach services in the preconception, prenatal, postpartum, and interconception period utilizing Community Health Workers.
- Partner with community-based organizations to implement community-based Doula services in low income and underserved areas.
- Implement the 4th Trimester Project to reach women in the postpartum period including those whose children are in the Neonatal Intensive Care Unit (NICU). This will include provider training on the Postpartum AIM bundle.
- Partner with MAHEC to convene a learning collaborative and conduct quality improvement efforts within family practice and/or pediatric practices to increase screening for women in the postpartum and interconception period; and
- Most importantly, partner with MomsRising and the NC Healthy Start sites to engage individuals with lived experiences within the Maternal Health Task Force and all components of the North Carolina Maternal Health Innovation Program.

For additional information, contact:

Belinda Pettiford

Belinda.pettiford@dhhs.nc.gov