

July 20, 2023

3:00 PM ET

AIM TAP WEBINAR:

How to Develop Policy to Sustain Quality Improvement Initiatives

with The Reilly Group



with Colleen Reilly, MPP, Jennifer
McKeever, MSW, MPH, Allison Kight, MPH



ALLIANCE FOR INNOVATION
ON MATERNAL HEALTH

The Alliance for Innovation on Maternal Health is a national, cross-sector commitment designed to support best practices that **make birth safer, improve maternal health outcomes, and save lives.**

You can find more information at saferbirth.org.

This program is supported by a cooperative agreement with the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UC4MC28042, Alliance for Innovation on Maternal Health. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



Before we get started

**AIM TAP
Webinars
are recorded**

**Resources
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convenience.**

**Resources
should be
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discretion.**

**If you need
help during
the call, please
chat an AIM
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How to Develop Policy to Sustain Quality Improvement Initiatives *with The Reilly Group*



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President & CEO



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**Director of Policy &
Advocacy Networks**



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**Manager of Social
Impact Projects**



How to Sustain Quality Improvement with Policy

The Reilly Group

July 20, 2023



What will you learn?

01

What is policy and the diverse range of organizations and stakeholders that are involved in advancing policy

02

How to leverage policy to overcome barriers and reach objectives and goals

03

How to develop policy using the PACE™ program, and practical examples of policies that build new collaborations and sustain quality improvement initiatives

Who are we?



Allison Kight
Manager of Social Impact Projects



Jennifer McKeever
Director, Policy Networks



Colleen Reilly
President & CEO


What do we do?



MIND THE GAP

Ensuring perinatal mental health is a national priority

National Coalition



State Policy Series



POSTPARTUM SUPPORT
INTERNATIONAL

State Policy Series



Who are you and where are you from?

Organization and State

Placeholder for a Poll: Which option describes your current knowledge of policy?

- **I'm a guru:** I'm on it. I track policy at the state or federal level that may impact my issues or program. I'm called on for my policy expertise. love it!
- **I'm pretty capable:** I keep track of policies and sometimes I am involved in policy discussions (e.g., developing policy or in meetings where we discuss policy)
- **On my way:** I know it's important, I'd like to learn more, know the benefits, and how I can be involved.
- **Not for me:** I am too busy, my job does not allow me to get involved, or I'm not just not interested.

Placeholder for Poll: How do you think policy can support your work?

Strengthen our QI efforts

Help engage additional partners

Understand how policies impact the people I work with

Unsure

Other

Policy, Legislation, Advocacy, and Lobbying

What does it all mean, and am I allowed to do it?

Basic Definitions

Policy and legislation are interrelated, but not the same thing

- A **policy** is 'a course or principle of action proposed by an organization or individual in order to achieve rational goals.
- **Legislation** includes laws and rules made by the government. (Legislation is proposed. If it passes, it becomes a law, rule, or order).

Policy is a tool that is widely used by governmental employees



Lobbying is method of advocacy

- **Advocacy** is an action or activity that aims to support and advance ideas, issues, a policy, and/or bill/legislation on behalf of individuals and groups.
- **Lobbying** aims to influence a political or public official on an issue. Lobbying is asking them to support, fund, change, or modify a specific piece of legislation.

Lobbying is a tool that cannot be used by government staff





When it comes to policy...



WHY?



WHO?



HOW?

Why do we do policy work?

You are already doing it

Program, Single Intervention

- Occurs one time
- Additive: can result in short term, individual behavior change
- Focuses on individual behavior
- Short-term
- Non-sustaining

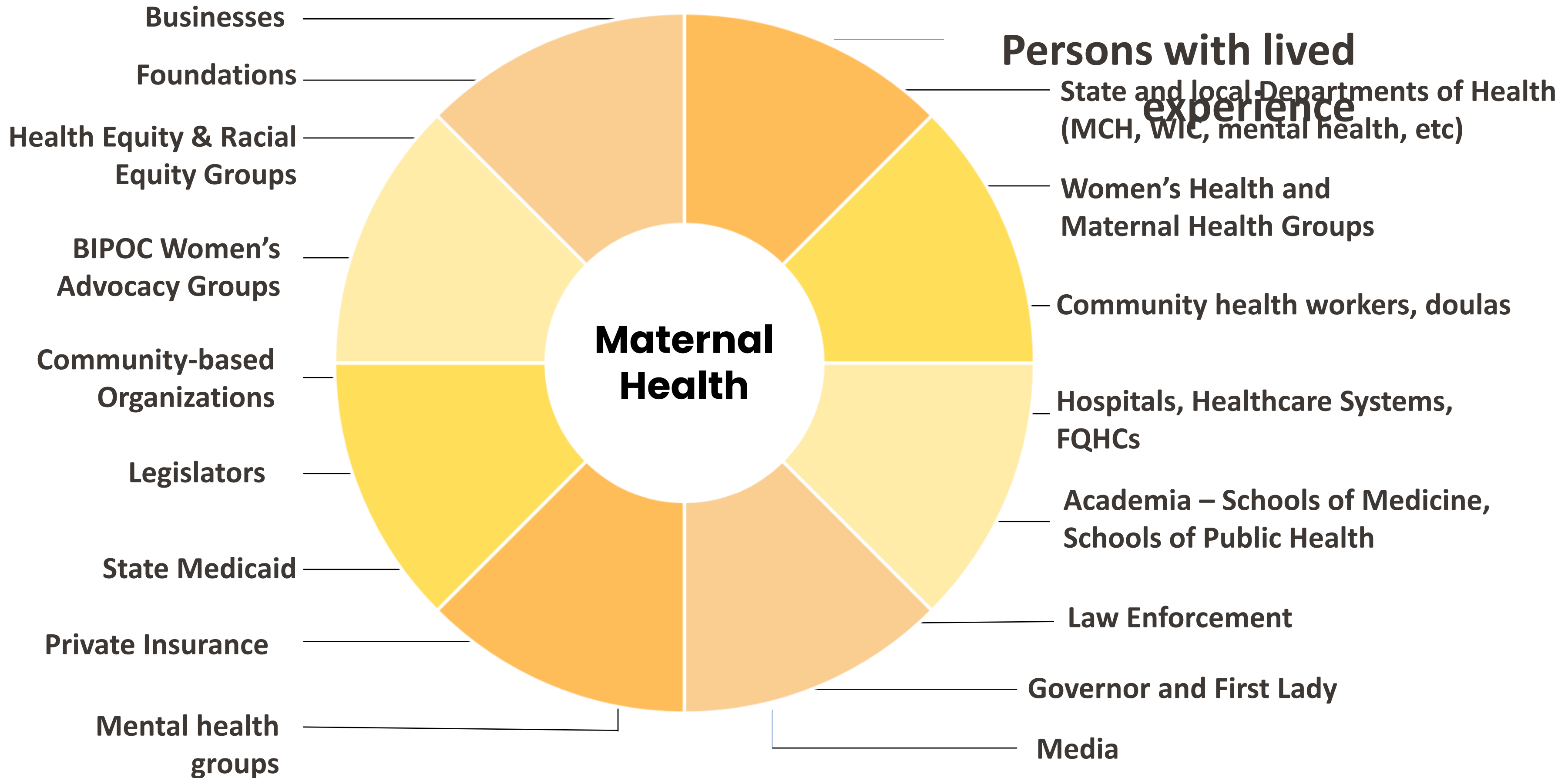
Policy (and Systems)

- Ongoing
- Foundational: can shift population behavior and culture over time
- Focuses on population-level change
- Long term
- Sustaining

When You Get Right Down To It, Everything is Policy

-Kevin Drum

Who does policy work/Who is involved?



Examples

What does policy work actually look like?

Louisiana

Most common causes of pregnancy-associated deaths were homicide, cardiovascular and coronary conditions, motor vehicle crash, and accidental overdose.

Among pregnancy-related deaths, over 5 black women (5.6) in Louisiana died for every 1 white woman.

80% of pregnancy-related deaths were preventable

LOUISIANA PREGNANCY- ASSOCIATED MORTALITY REVIEW

2017 REPORT

September
2020

Recommendations

- Care Coordination Systems & Level of Care
- Expand Workforce
- Racial & social bias
- Substance Use Disorder
- Community Health & Safety

Improve care coordination before, during, and between pregnancies
Ensure pregnant women receive the appropriate level of care based on the complexity and severity (acuity) of their medical issues, and risk factors to include cardiologists, psychiatric and addiction specialists.

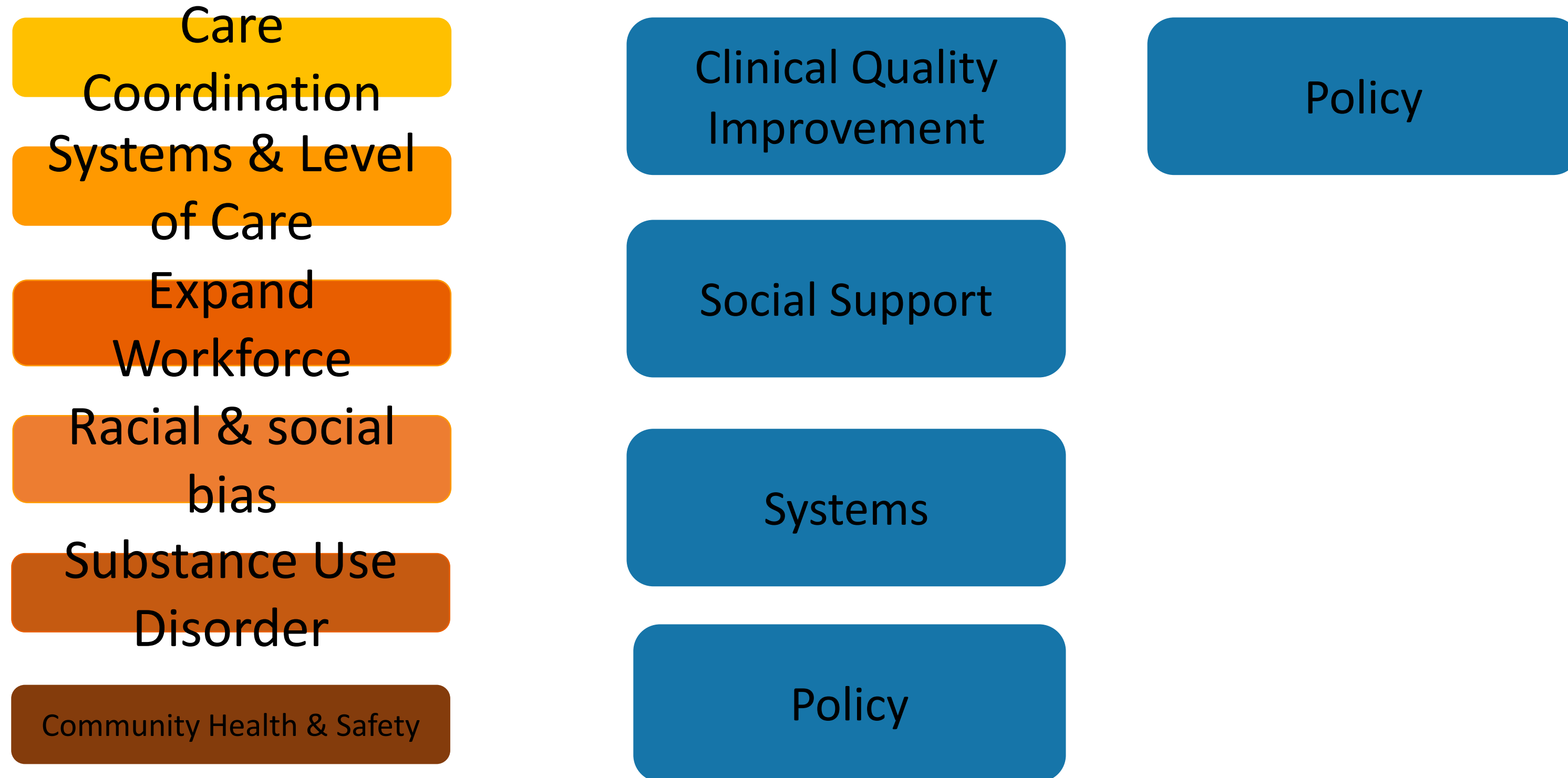
Expand the workforce to include cardiologists, psychiatric and addiction specialists.

Address racial and cultural bias across the network of care that serves pregnant and postpartum women

Improve and expand identification of and treatment for substance use during pregnancy

Promote community health and safety.

Recommendations



Clinical Quality Improvement

Pregnant and postpartum women can benefit from family support and coaching programs, including home visiting programs. **Providers and care coordinators should be familiar with the eligibility requirements, enrollment timelines, and referral processes for these programs.**

Policy

Legislative policy should **ensure insurance coverage for home visiting and doula services**

Clinical Quality Improvement

Train obstetric care providers to use a standardized tool to screen for Intimate Partner Violence (IPV), and to recognize the warning signs of IPV. For patients with a positive screen, referral pathways to services should be readily available to providers.

Policy

Fear of prosecution by law enforcement can be a barrier to women seeking help for SUD or IPV. Policies are needed to ensure there are options to manage and treat IPV and SUD without involving law enforcement.

Clinical Quality Improvement

Quality improvement review should occur at the health system level to **identify barriers to mental health screening and referral**, particularly for postpartum depression, IPV, and SUD.

Policy

Legislative policy should **protect pregnant women from discrimination** in publicly funded SUD treatment programs.

How can policy help sustain (or even create) funding?

Workforce

Relationships with Foundations and Charitable Orgs

Funded coalition/taskforce

Line item in state budget

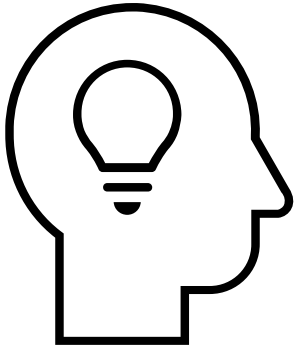
Insurance Coverage

How do you do it?

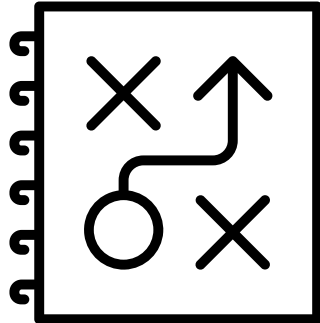
Developing policy using the PACE™ program

How it Works: PACE™ ACTIVATORS

PACE™ process helps you navigate through a complex landscape



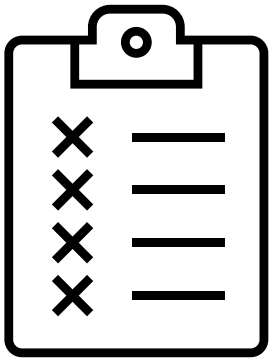
Activate
Your
Capacity



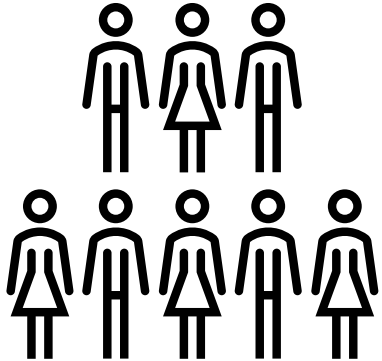
Activate
Your
Goal



Activate
Your
Collaboration



Activate
Your
Actions



Activate
Your
Impact

Accomplishments from PACE Participants



Perinatal Mental Health Policy Agenda
Funded PMH Taskforce



Established Coalition to Collectively Advocate for
Perinatal Workforce Legislation

Where we are now?



What can I do now?

1

Connect to your
policy groups –
coalitions, taskforces,
etc.

2

Learn more about
PACE

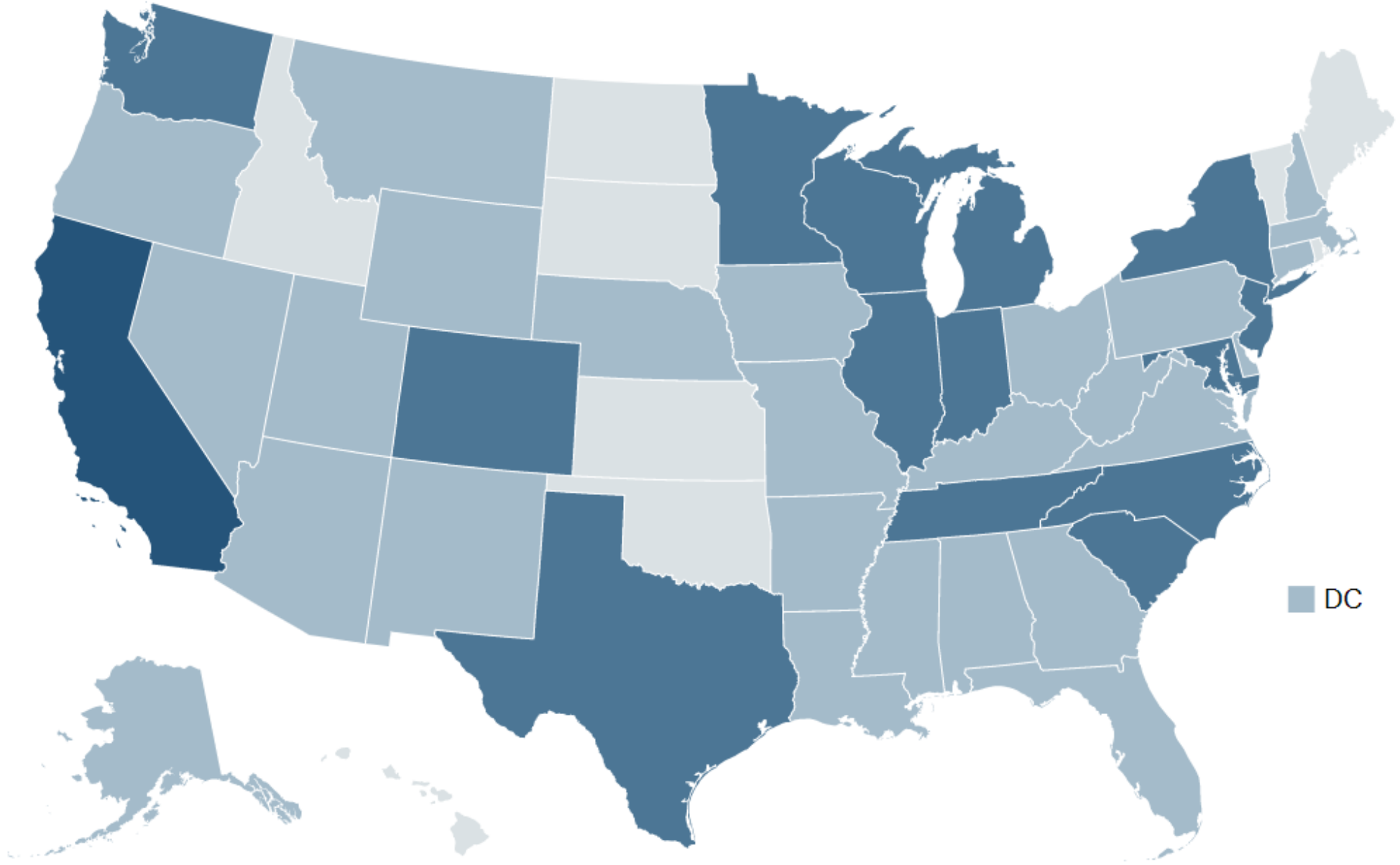
3

Sign up for Mind the
Gap Newsletter

4

Review the laws in
your state

Where can I learn about maternal health policies in my state?



- State has taken fewer than 10 actions to improve maternal health outcomes
- State has taken 10-15 actions to improve maternal health outcomes
- State has taken 16-20 actions to improve maternal health outcomes
- State has taken more than 20 actions to improve maternal health outcomes

United States

Select a Maternal Health Policy Action

Select a state on the map and an action above to learn what the state is doing to improve maternal health outcomes and reduce racial maternal health disparities.

Source: <https://www.commonwealthfund.org/publications/maps-and-interactives/2020/nov/state-policies-improve-maternal-health-outcomes>

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**COMMUNITIES AND COUNTRIES
AND ULTIMATELY THE WORLD
ARE ONLY AS STRONG AS THE
HEALTH OF THEIR WOMEN.**

– MICHELLE OBAMA

Resources to Learn More

Note: These will be provided through chat links and separate handout

- **Four State Strategies to Employ Doulas to Improve Maternal Health and Birth Outcomes in Medicaid**
- <https://nashp.org/four-state-strategies-to-employ-douglas-to-improve-maternal-health-and-birth-outcomes-in-medicaid/>
- Louisiana Pregnancy-associated Mortality Review
- https://ldh.la.gov/assets/oph/Center-PHCH/Center-PH/maternal/2017_PAMR_Report_FINAL.pdf
- ASTHO Maternal Mortality and Morbidity Policy Statement
- <https://www.dropbox.com/s/y4oyilrlzzl7glg/maternal-mortality-and-morbidity.pdf?dl=0>
- **Leveraging State and Federal Policy to Reduce Maternal Illness and Death**
- <https://www.astho.org/communications/blog/leveraging-state-federal-policy-to-reduce-maternal-illness-death/>



How did you find us?





Upcoming TAP Webinars

Register at saferbirth.org under Resources > Events

Stay tuned
for Season 2!

Follow us
on socials!



Alliance for Innovation
on Maternal Health



@aimprogram_org



Alliance for Innovation
on Maternal Health



Thank you!

**The recording
will be emailed
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once ready**

**AIM will also post
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our website,
saferbirth.org**

**Any questions about
this webinar or the
series can be sent to
AIM@acog.org**

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upcoming
webinars!**