



Healthy Mothers, Healthy Babies
The Montana Coalition, Inc.

2020-2022 Strategic Plan

Updated July 2020

VISION

There will be a safe and healthy beginning for all babies in Montana.

MISSION

Healthy Mothers, Healthy Babies endeavors to improve the health, safety, and well-being of Montana families by supporting mothers and babies, age zero to three.

GOALS

The following goals, strategies, and performance measures define and measure the strategic work of the organization that is undertaken in order to achieve its Vision and carry out its Mission.

GOAL

Goal 1:
 Improve health, safety, and well-being outcomes for Montana babies by partnering to provide family support services to their caretakers.

STRATEGY & PERFORMANCE MEASURE

Strategy 1:
 Partner with others statewide to continue to implement the Period of PURPLE Crying evidence-based abusive head trauma / shaken baby syndrome prevention program statewide.

Performance Measure:
 Ongoing implementation activities for The Period of PURPLE Crying program occur throughout Montana.

Strategy 2:
 Increase protective factors to reduce the risk of SIDS by partnering with other organizations who support families to meet 100% of requests to provide safe sleep environments for babies, zero to three.

Performance Measure:
 Fulfill 100% of requests for safe sleep environments for Montana babies, zero to three.

GOALS

STRATEGIES

Goal 1 Continued:
 Improve health, safety, and well-being outcomes for Montana babies by partnering to provide family support services to their caretakers.

Strategy 3:
<p>Improve passenger safety for babies by partnering with other organizations who support families to meet 100% of the requests to provide safe child passenger seats for Montana babies.</p> <p>Performance Measure: Fulfill 100% of requests for safe passenger seats for Montana babies, zero to three.</p>
Strategy 4:
<p>Reduce stress of caregivers by partnering with other organizations who support families to provide care items for Montana babies, including diapers, wipes, sleep sacks, etc.</p> <p>Performance Measure: Care items are distributed as funds are available.</p>
Strategy 5:
<p>Promote in virtual access high quality family support and education programs, such as Bright by Text and Vroom.</p> <p>Performance Measure: Establish funding source to support state-level Bright by Text support.</p>
Strategy 6:
<p>Identify opportunities to partner statewide with organizations to support and implement evidence-based services to promote family well-being and reduce Adverse Childhood Experiences (ACEs) and increasing Health Outcomes from Positive Experiences (HOPE).</p> <p>Performance Measure:</p> <ol style="list-style-type: none"> 1. Support is provided to other organizations statewide, as needed, to implement and sustain evidence-based practices that improve family well-being and HOPE and reduce the rate of occurrence of Adverse Childhood Experiences in Montana children. 2. HMHB staff participates in required professional development on the topics of antiracism and equity, annually.
Strategy 7:
<p>Promote resources that support families in Montana offered by HMHB and partners, via the HMHB website, newsletter publications, and social media, and partner communication channels.</p> <p>Performance Measure: HMHB website has an interactive map that lists Essential ordering sites and partner resources as available; at least quarterly newsletters; and at least weekly social media posts.</p>

Strategy 8:
Promote on-time vaccinations.

Performance Measure:

1. HMHB participates in state-level work to promote vaccination.
2. HMHB develops at least one new partnership annually to increase vaccination rates in Montana.

GOALS	STRATEGIES
<p><u>Goal 2:</u> Improve maternal health outcomes for <u>Montana mothers</u> by partnering to support <u>maternal health</u> issues; in particular, behavioral health.</p>	<p>Strategy 1: Partner with organizations to improve the system of support and increase access to maternal mental health care for mothers experiencing Perinatal Mood and Anxiety Disorders and or Substance Use Disorders.</p> <p>Performance Measure: <ol style="list-style-type: none"> 1. HMHB develops at least 3 new partnerships annually to improve the maternal mental health system of care. 2. Convene a statewide strategic planning meeting on Maternal Mental Health in Montana by the end of December 2022. </p>
	<p>Strategy 2: Host annual Perinatal Maternal Mental Health Conference to include training for prescribers, professional mental health providers, and peers.</p> <p>Performance Measure: Annual conference held.</p>
	<p>Strategy 3: Improve social support for women in the perinatal period.</p> <p>Performance Measure: <ol style="list-style-type: none"> 1. At least one Mother Love podcast is posted per month. 2. At least 4 Mother Love events happen each year 3. HMHB website lists local resources to support families by end of 2021. 4. HMHB participates in state-level conversations to build this infrastructure, i.e. Peer Support and Community Health Worker program development. </p>

GOALS	STRATEGIES
<p><u>Goal 3:</u> Increase <u>collaborative partnerships</u> with public and private organizations statewide.</p>	<p>Strategy 1: Partner with local groups and similarly aligned state-wide efforts to further mission and vision of HMHB.</p> <p>Performance Measure: <ol style="list-style-type: none"> 1. Facilitate monthly Montana Early Childhood Coalition (MT-ECC) meetings. 2. Staff time committed to promote network and connection amongst maternal mental health groups across the state. </p>

GOALS	STRATEGIES
	<p>Strategy 2: Advocate to advance HMHB’s mission and vision by providing education and organizing support to law makers, policy makers, and grass-roots local organizations.</p> <p>Performance Measure: 1. Facilitate monthly Montana Advocates for Children (MAC) meetings and connect advocacy information to MT-ECC. 2. Establish the Montana Child Health DATA DASHBOARD by end of 2021.</p>

GOALS	STRATEGIES
<p><u>Goal 4:</u> Develop the communications, operational and governance infrastructure to support the strategic plan and our vision.</p>	<p>Strategy 1: Review governing practices annually to assure conformity with by-laws.</p> <p>Performance Measure: 1. Governing practices are reviewed and conform to all necessary requirements. 2. Elements on Governance Calendar completed on time, each year.</p> <p>Strategy 2: Develop a diverse and representative board (geographically, demographically, and professionally).</p> <p>Performance Measure: Board members represent a geographically, demographically, and professionally diverse population based on an annual assessment and nomination process.</p> <p>Strategy 3: Link employee performance evaluation to strategic goals.</p> <p>Performance Measure: 1. HMHB develops a formal operations plan by June 30, 2021. 2. Annual performance reviews and goal setting occur in July.</p> <p>Strategy 4: Diversify funding sources.</p> <p>Performance Measure: 1. Develop communication plan, including consistent branding, “elevator pitch,” website updates, and program descriptive materials by June 30, 2021.</p>