

# **Maternal and Child Health Guiding Principles**

*The following principles permeate all aspects of Maternal & Child Health service provision in Wisconsin.*

## **Family-Centered Care**

Families must be recognized as playing the central role in the health of their children and youth. Efforts must be made to include families as partners in assessing needs and designing and implementing MCH programs.

## **Cultural Competence**

Respect for the diversity of individual beliefs and family traditions must cut across all aspects of MCH. Providers, agencies, private and public organizations, educational programs, and institutions must integrate this quality into their protocols, hiring practices, mission statement, objectives and all aspects of service delivery.

## **Community-Wide Leadership**

The widest possible circle of people in a community must come together in a shared dialogue. This process should be based on interdependence and a collective investment in the health of children and families.

## **Health Promotion and Resiliency**

Wellness must be promoted along with prevention strategies that build on strengths within the individual, family, community and society. There should be movement from a focus on family/community risk to a focus that includes family/community strengths.

## **Outreach and Needs Assessment**

There must be assurance that MCH programs focus on outreach to families and populations with the greatest need. There should be efforts to eliminate waste or duplication of effort among providers.