

## 2025 Maternal Child Health Program Parameters

The Title V Maternal and Child Health (MCH) Services Block Grant creates federal-state-local partnerships to develop state and local systems to meet the critical challenges facing women, children, youth, families, children and youth with special health care needs (CYSHCN) and communities. Local health departments (LHD) and Tribal agencies are encouraged to work with community and state partners to achieve common program goals as well as to assure coordination with all the CYSHCN programs that serve children and youth with special health care needs (i.e., the Resource Centers for CYSHCN and others) as appropriate. States must use at least 30% of Title V Block Grant funds for preventive and primary care programs serving children; and 30% to support programs for CYSHCN.

### **Target Populations**

The populations to be served are all infants, children, and youth, including children and youth with special health care needs, and people who are pregnant and their families, with a special focus on those at risk for poor health outcomes.

### **State MCH Priorities and Performance Measures**

The 2020 MCH Needs Assessment led to the identification of MCH priorities and performance measures for 2021-2025.

#### *MCH program priority needs*

- Advance Equity and Racial Justice
- Assure Access to Quality Health Services
- Cultivate Supportive Social Connections and Community Environments
- Enhance Identification, Access and Support for Individuals with Special Health Care Needs and their Families
- Foster Positive Mental Health and Associated Factors
- Improve Perinatal Outcomes
- Promote Optimal Nutrition and Physical Activity

#### *National and state performance measures by population domain*

- Women/Maternal Health
  - Annual Preventive Visit
- Perinatal/Infant Health
  - High Quality Perinatal Care
  - African American Infant Mortality
  - Breastfeeding
- Child Health
  - Developmental Screening
  - Physical Activity – Ages 6 through 11
- Adolescent Health
  - Injury Hospitalization – Ages 10 through 19
  - Adolescent Well-Being
- Children and Youth with Special Health Care Needs
  - Medical Home

- Transition - from pediatric to adult health care
- Cross-cutting/Life course
  - Social Connections
  - Representative Participation

### **Maternal Child Health (MCH) Program Parameters: Required Activities**

Local health departments (LHD) and Tribal agencies receive Title V (MCH) funds to implement projects that address select Title V National and State Performance Measures. The objectives and strategies outlined for agencies help measure and accomplish the Title V MCH program's overall goals related to adolescent well-being, breastfeeding, child development, high quality perinatal care, physical activity and nutrition, health equity, representative participation, and social connections. LHDs and Tribal agencies can use local community health assessments, surveillance data, and other data sources to assist with strategy selection, systematic program planning, and policy development to implement and evaluate each selected strategy.

See the "2025 MCH Template Objectives" document with specific strategies for each objective, *found on the [Division of Public Health Grants and Contracting \(GAC\) System page](#) under "2025 Program Information", Maternal and Child Health" section.*

#### **Required activities across all objectives include:**

1. Implement and evaluate the selected objective(s) with activity details agency identified in the [2025 MCH Objective Supplement](#).
2. Collaborate with community partners to promote selected objective(s) throughout the community.
3. Participate in quarterly Learning Community Calls to support progress on the selected objective(s).
4. Participate in training and technical assistance opportunities to support strategies for implementing health equity and community engagement in selected objective(s).
5. Attend the 2025 MCH Summit (virtually).
6. [Well Badger Resource Center](#)
  - a. Confirm agency is listed and information is updated in the Well Badger Resource Center searchable directory found at [www.wellbadger.org](http://www.wellbadger.org).
  - b. Promote the Well Badger Resource Center using their tools for professionals and partners through the following strategies.
    - i. [Print and/or order Well Badger Resource Center materials](#), such as flyers and posters, and display in areas where clients are served.
    - ii. Include the Well Badger Resource Center phone number and email on agency's voicemail for clients calling outside normal business hours.
      1. Call: 1-800-642-7837 or Text: 608-360-9328
      2. Email: [help@wellbadger.org](mailto:help@wellbadger.org)
    - iii. [Incorporate the Well Badger Resource Center social media posts and/or newsletter messages](#) into agency's communication methods.
7. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.

8. Utilize data and prevention recommendations from local Fetal Infant Mortality Review (FIMR) and Child Death Review (CDR) teams to inform and align the work of selected MCH objective(s). *This does not apply to agencies that do not have a local FIMR or CDR team.*
9. Request technical assistance as needed from agency's assigned MCH contract administrator.
10. All materials for public distribution developed by a grantee funded by the Title V MCH Block Grant must identify the funding source as follows: *"Funded in part by the MCH Title V Services Block Grant, Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services."*
11. **Budget:**
  - a. Submit a 2025 budget to MCH contract administrator, using the Title V budget template available on the [Division of Public Health Grants and Contracting \(GAC\) System page](#) under the 2025, Maternal and Child Health (MCH) section.
  - b. Changes across budget categories of 20% or more will need to be approved by contract administrators.
12. **Expense & Match Reporting:**
  - a. Agencies should report expenses and local match **monthly** using the GEARS Expenditure report available [here](#).
  - b. Agencies should use profile ID #159320 for Title V MCH expenses (unless directed otherwise) and profile ID #193002 for Title V MCH match expenses.
  - c. Agencies should copy their MCH contract administrators on all expense report and match submissions.
  - d. Agencies receiving federal funds must provide 75% match for all Title V MCH Block grant funds. Agencies that do not meet their MCH match requirements may be subject to repayment of grant funds. Tribal Agencies are not required to report match.