



**MATERNAL&CHILD HEALTH
NUTRITION COUNCIL**
A council of ASPHN

MCH Nutrition Council Workplan August 2017 to July 2018


Mission: The MCH Nutrition Council provides leadership to promote optimal well-being through healthy eating and active living for the maternal and child health (MCH) population, including those served by Title V MCH Services Block Grant. The MCH population includes pregnant women, infants, children, adolescents, including those with special health care needs, and their families.

ASPHN




Vision: Healthy eating and active living for everyone.

Mission: To strengthen nutrition policy, programs and environments for all people through development of public health nutrition leaders and collective action of members nationwide.

Guiding Principle:

-  Integrate a health equity perspective into MCH Nutrition Council work, projects and communications.

Roles:

-  The role of the Steering Committee and Council Leadership is to provide leadership and guidance in carrying out the work of the Council.
-  The role of the consultants is to coordinate and implement the activities.
-  The role of the Board of Directors and ASPHN management ensure the Council has the resources to achieve its goals and to set overall direction, including looking for and applying to new MCH nutrition related funding opportunities

Strategies

Membership Engagement

Maximize membership engagement by promoting the value of the ASPHN MCH Nutrition Council for members.

Professional Development

Strengthen competencies of MCH Nutrition Council members through quality resources and professional development.

Collaboration

Expand and deepen collaborations that maximize opportunities to address MCH Nutrition Council priorities.

Policy

Create, influence and advocate for evidence-informed and best practice public health nutrition policies and practice.

Internal Operations

Ensure that the MCH Nutrition Council functions effectively to accomplish its work

	<u>Membership Engagement</u>	<u>Professional Development</u>	<u>Collaboration</u>	<u>Policy</u>	<u>Internal Operations</u>
ACTIVITIES	<p>a. Recruit new MCH Nutrition Council members in conjunction with ASPHN Membership Communication and Outreach Committee.</p> <p>b. Identify states without MCH Nutrition Council liaisons in order to specifically target recruitment efforts</p> <p>c. Seek assistance from ASPHN members with states who do not have an appointed MCH Council liaison; reach out via peer-to-peer contact</p> <p>d. Welcome new MCH Nutrition Council members with a letter and invitation for their involvement in MCH Nutrition Council activities</p> <p>e. Engage members to promote active participation on the MCH Nutrition Council</p> <p>f. Engage in ongoing assessment to determine member challenges, interests and needs</p>	<p>a. Offer four educational calls per year for members.</p> <p>b. Promote MCH focused educational resources and opportunities for members and partners.</p> <p>c. Highlight an MCH relevant ASPHN resource in one or two ASPHN Newsletters.</p> <p>d. Develop at least one MCH focused resource (this year’s brief, topic TBD).</p> <p>e. Ensure MCH-focused educational opportunities at ASPHN Annual Meeting (Chair-Elect serves on Committee).</p> <p>f. Market ASPHN trainings and resources to partners and to the broader public health nutrition field.</p>	<p>a. Investigate emerging and innovative public health nutrition practices and identify prospective partners.</p> <p>b. Ensure that the MCH Nutrition Council is represented on ASPHN committees.</p> <p>c. Collaborate with the MCHB Training Grantees to participate in joint projects as mutually identified</p> <p>d. Promote the ASPHN Health Equity Internship to MCH programs.</p> <p>e. Identify opportunities for collaboration or support with key partners, in particular MCHB</p> <p>f. Advise and support the MCHB-funded nutrition projects as requested.</p>	<p>a. Provide suggestions to MCHB about integrating nutrition into Title V.</p> <p>b. Participate in ASPHN education/advocacy efforts associated with MCH Nutrition.</p> <p>c. Monitor National MCH nutrition related policy/legislation activities. Alert Policy Committee when ASPHN action is appropriate.</p> <p>Identify and promote opportunities to strengthen nutrition for the MCH population, especially vulnerable populations.</p>	<p>a. Support ASPHN board work focused on MCH Nutrition priorities.</p> <p>b. Notify ASPHN management of funding opportunities.</p> <p>c. MCH council would provide input when requested on funding proposals that relate to the expertise and projects of the Council.</p>

	<u>Membership Engagement</u>	<u>Professional Development</u>	<u>Collaboration</u>	<u>Policy</u>	<u>Internal Operations</u>
ACTIVITIES	<p>g. Maintain and regularly update the MCH Nutrition Council webpage with new resources and information.</p> <p>h. Suggest MCH Nutrition related Success Stories about MCH Nutrition Council members</p> <p>i. Maintain the MCH Nutrition Council Award and present it to a recipient at the ASPHN Annual Meeting.</p> <p>j. Promote ASPHN See It. Say It. Share It campaign. Utilize promotional messages to highlight for programs that serve the maternal and child health population.</p> <p>k. Ensure an annual MCH Nutrition Council gathering at either the ASPHN Annual Meeting.</p>				