

MCH Nutrition Council Workplan August 2018 to July 2023


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

The parenthetical numbers after activities correspond to task numbers from the MCHB Contract.

The Council provides guidance for the development of some HRSA branded products. An * indicates the activity references a HRSA branded product.

Strategies	<u>Membership Engagement</u> Maximize membership engagement by promoting the value of the ASPHN MCH Nutrition Council for members.	<u>Professional Development</u> Strengthen competencies of MCH Nutrition Council members through quality resources and professional development.	<u>Collaboration</u> Expand and deepen collaborations that maximize opportunities to address MCH Nutrition Council priorities.	<u>Policy</u> Create, influence and advocate for evidence-informed and best practice public health nutrition policies and practice.	<u>Internal Operations</u> 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>

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ACTIVITIES	<p>a. Recruit new MCH Nutrition Council members in conjunction with ASPHN Membership Communication and Outreach Committee. (5.4)</p> <p>b. Identify states without MCH Nutrition Council liaisons in order to specifically target recruitment efforts. (5.4)</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. (5.4)</p> <p>d. Welcome new MCH Nutrition Council members with an invitation for their involvement in MCH Nutrition Council activities.</p> <p>e. Engage members to promote active participation on the MCH Nutrition Council. (5.4)</p> <p>f. Maintain and regularly update the MCH Nutrition Council webpage with new resources and information.</p>	<p>a. Offer 4 educational webinars by external speakers on emerging issues relevant to MCH nutrition per year for members. (5.3)</p> <p>b. Provide 4 technical assistance sessions on integrating nutrition into Title V programs and the intersection between clinics, public health and community nutrition for MCH nutrition professionals per year. (4.3)</p> <p>c. * Promote MCH focused educational resources and opportunities for members and partners. (4.2, 4.3)</p> <p>d. Highlight an MCH relevant ASPHN resource in at least 1 ASPHN Newsletters.</p>	<p>a. Investigate emerging and innovative public health nutrition practices and identify prospective partners. (4.3)</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. (7.2, 7.3)</p> <p>d. Promote the ASPHN Health Equity Internship to State MCH programs and MCH Nutrition Training Grantees to:</p> <ul style="list-style-type: none"> • recruit students to apply for internships. • recruit interns as trainees. • sign up to be preceptors. 	<p>a. Provide suggestions to MCHB about integrating nutrition into Title V. (5.1)</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>d. 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. Provide input when requested on funding proposals that relate to the expertise and projects of the Council.</p> <p>d. Convene monthly steering committee calls. (5.2)</p> <p>e. Evaluate calls and webinars. (5.5)</p>

	<u>Membership Engagement</u>	<u>Professional Development</u>	<u>Collaboration</u>	<u>Policy</u>	<u>Internal Operations</u>
ACTIVITIES	<p>g. Develop and disseminate to MCH Nutrition Council liaisons at least 2 newsletters highlighting MCH Council activities, research, and/or resources per year.</p> <p>h. * Recommend MCH Nutrition Council members / projects for Success Stories (4.1)</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> <p>l. * 2020 and 2022: Engage in ongoing assessment to determine member challenges, interests and needs. (5.4, 5.6)</p>	<p>e. * Identify an emerging issue in MCH nutrition as the annual brief topic. (8.1)</p> <p>f. * Develop and disseminate at least 1 MCH focused brief and at least 1 success story per year. (4.1, 8.1)</p> <p>g. Ensure MCH-focused educational opportunities at ASPHN Annual Meeting (Chair-Elect serves on Committee). (4.3)</p> <p>h. Market ASPHN trainings and resources to partners and to the broader public health nutrition field. (4.3)</p> <p>i. Develop and disseminate at least 2 information products highlighting strategies, tools, and/or resources related to promoting MCH nutrition per year. (4.2)</p>	<p>e. Identify opportunities for collaboration or support with key partners, in particular MCHB. (5.1)</p> <p>f. Facilitate quarterly one-hour calls between Title MCH Nutrition Professional and appropriate MCHB staff. (5.1)</p> <p>g. * Advise and support the MCHB-funded nutrition projects as requested. (7.3)</p>		