

Arizona Rural & Public Health Policy Forum

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Bureau of Women's and Children's Health



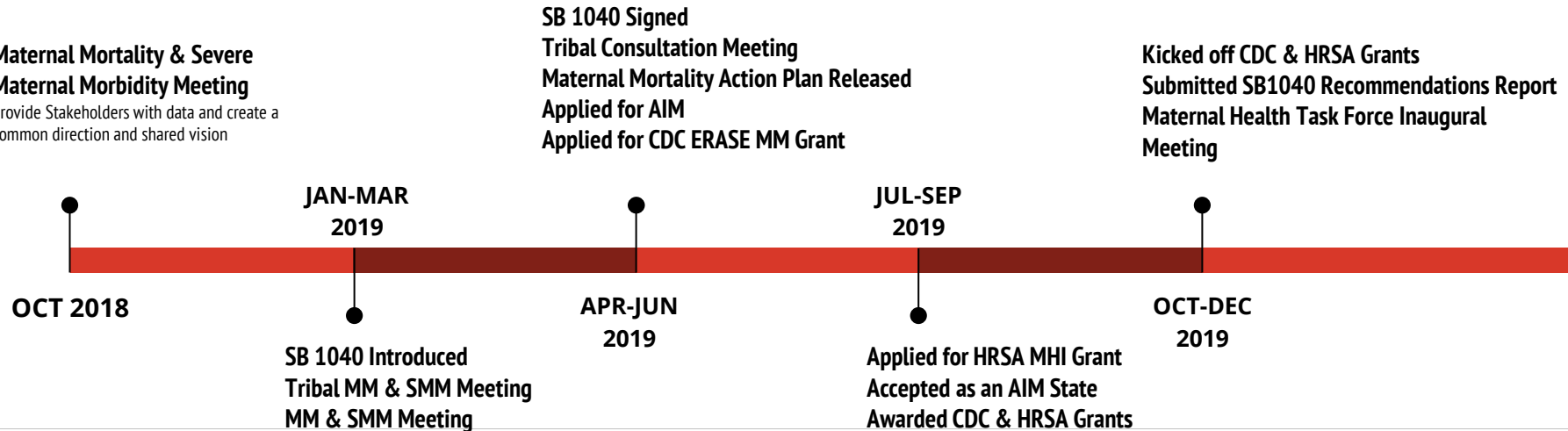
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OF HEALTH SERVICES

Health and Wellness for all Arizonans

Maternal Health Timeline

Maternal Mortality & Severe Maternal Morbidity Meeting

Provide Stakeholders with data and create a common direction and shared vision



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Maternal Health Timeline

2020

Released First SMM Report
Arizona AIM Collaborative
Launch POST-BIRTH Warning Signs & Prenatal Telemedicine Pilots
Arizona Maternal Mortality Summit (Including *Implicit Bias in Maternal Health Care*)
SB 1040 SMM & MM Report
Maternal Health Task Force Committees Created
Steering Committee, Tribal, AIM, & Mental Health

2021

AIM Kick Off (Severe Hypertension in Pregnancy Safety Bundle)
Maternal Health & Family Wellness from an Indigenous Perspective Training Series
Perinatal Mental Health Training Series
Maternal Health Awareness Campaigns Launch (Hear Her, Hope Heals & See Me Differently)
Maternal & Infant Mortality Summit (Including Moving Beyond Labels Training)



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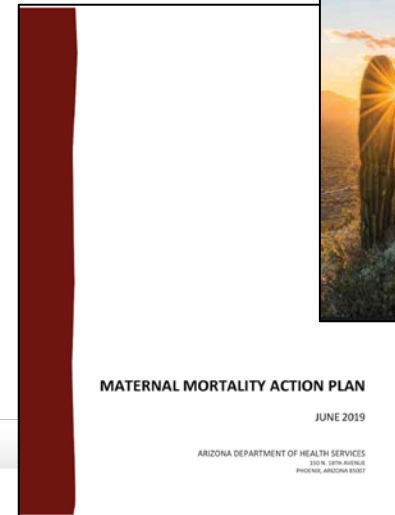
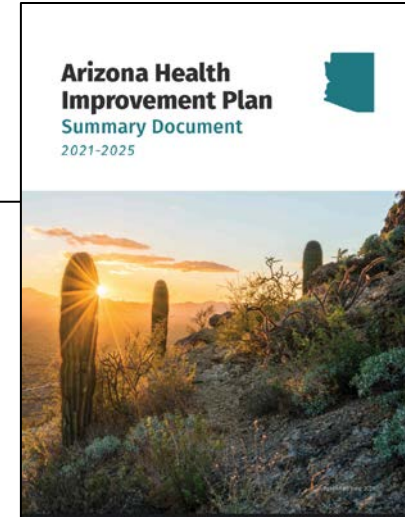
Arizona Maternal Health Plans

Governor's Goal Council

- Arizona Maternal Mortality Action Plan

Arizona Health Improvement Plan (AzHIP)

- Rural & Urban Underserved Health section identifies Maternal Health



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Health Professional Shortage Areas

661 Health Professional Shortage Areas (HPSAs)*

653 full-time primary care physicians required to eliminate **238** primary care HPSAs

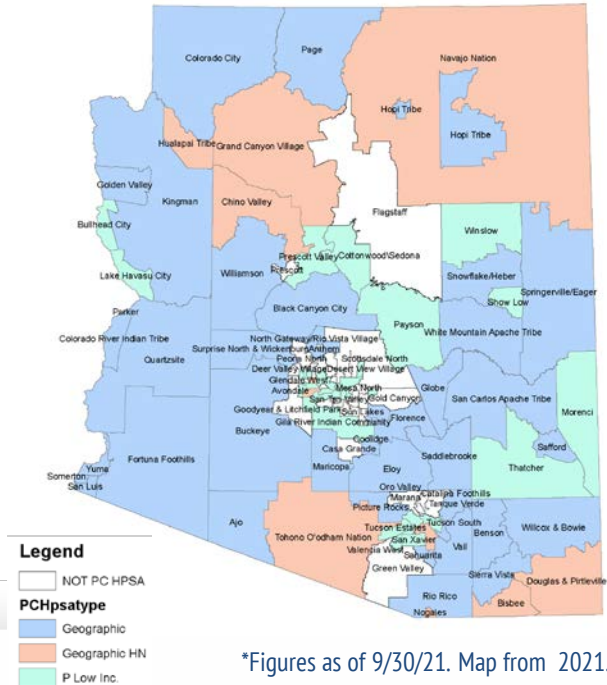
398 dentists required to eliminate **211** dental HPSAs

183 psychiatrists required to eliminate **212** mental health HPSAs

36 Medically Underserved Areas (MUAs)

11 Medically Underserved Populations (MUPs)

Arizona Primary Care Health Professional Shortage Areas (2021)



*Figures as of 9/30/21. Map from 2021.



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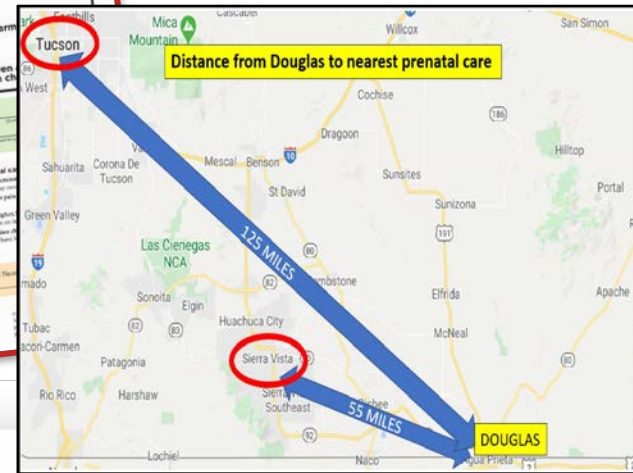
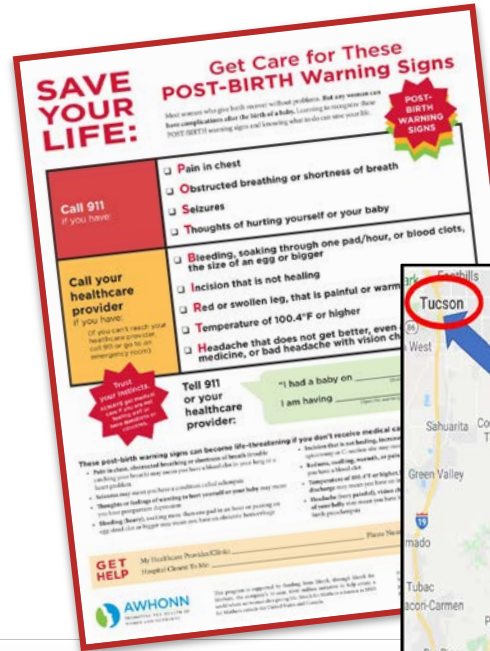
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ADHS Maternal Health

Maternal
Health Task
Force

Data
Collection

Promote/
Execute
Innovation



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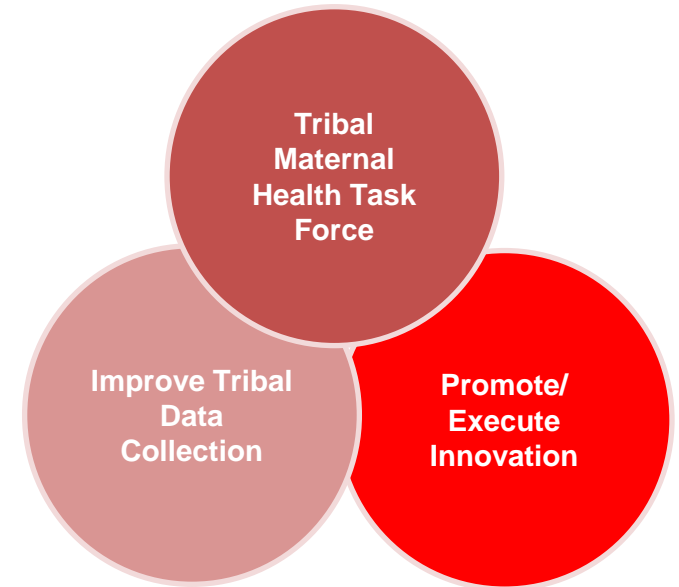
Maternal Health in AZ Tribal Nations

Plan

- Develop and implement a culturally relevant tribal maternal health strategic plan
- Participate, recruit and promote the
 - Tribal Maternal Health Task Force
 - Maternal Mortality Review Committee
 - Maternal and Child Health Summits
 - Steering Committee

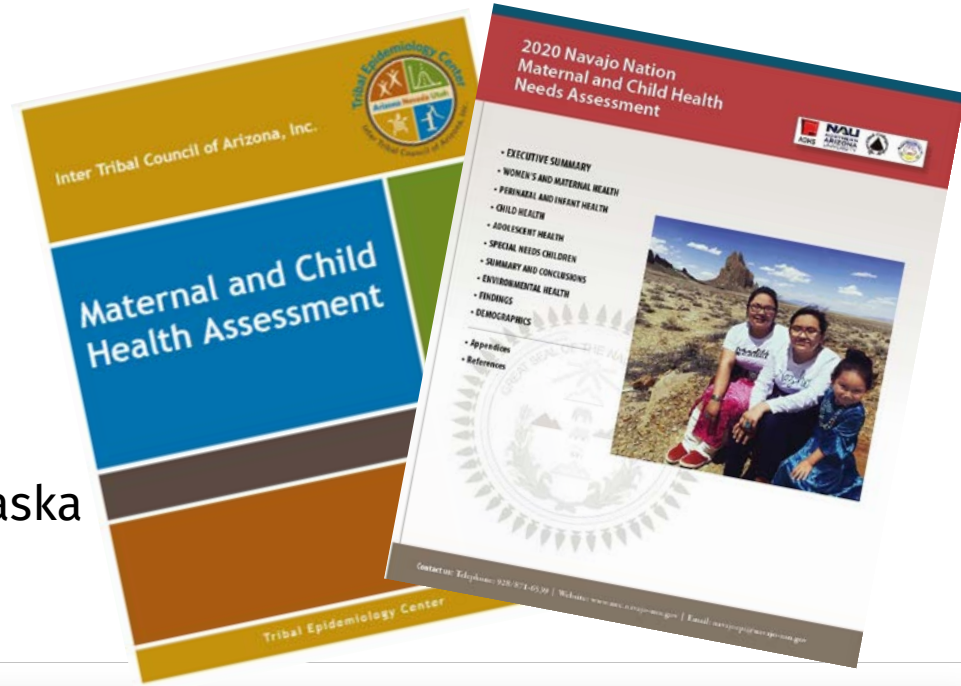
Arizona Tribal Nations

- Navajo Nation
- Inter Tribal Council of Arizona (ITCA)



2020 Navajo Nation and Inter Tribal Council of Arizona - Maternal Child Health Needs Assessment

- [2020 Navajo Nation MCH Needs Assessment Report](#)
- [2020 ITCA MCH Needs Assessment](#)
- The Maternal and Child Health Assessment was prepared to identify Arizona's maternal and child health needs for the American Indian and Alaska Native population within Arizona.

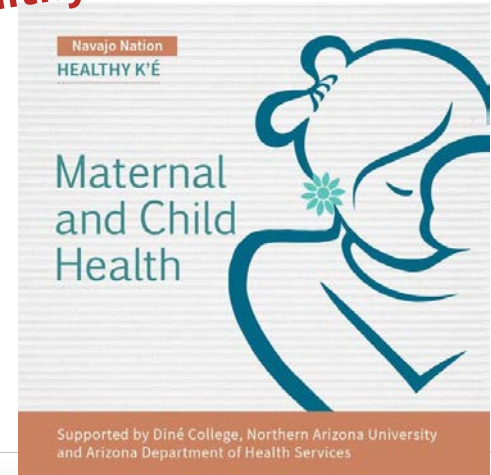


Professional Development & Community Education for Tribal Communities

Maternal Health & Family
Wellness from an Indigenous
Perspective



Healthy Navajo K'é (Families)



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Awareness Campaigns



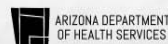
Urgent Maternal Warning Signs
azhealth.gov/HearHer



SHE IS A GOOD MOTHER.

Your words matter. There are resources about substance use disorder stigma and information to help you see them for who they really are.

azhealth.gov/SeeMeDifferently



Stigma Reduction
azhealth.gov/HopeHeals

A teal-colored graphic for the 'Count the Kicks' campaign. It features the 'Count the Kicks' logo, a woman counting, and a list of instructions. The instructions are: 'Starting at the 3rd trimester, begin counting.', 'Track your baby's movements with the FREE Count the Kicks app or download a Count the Kicks paper chart at countthekicks.org.', 'Count your baby's movements every day - preferably at the same time.', 'Time how long it takes your baby to get to 10 movements.', 'After a few days, you will begin to see a pattern for your baby (the average amount of time it takes to get to 10).', and 'Continue tracking every day. Call your provider right away if you notice a change in how long it takes your baby to get to 10 movements.' There are icons of a foot and a question mark. At the bottom right is the text 'Download the FREE Count the Kicks app in the iTunes or Google Play app stores' and an app store icon.

Stillbirth Prevention Campaign

Count the Kicks



Health and Wellness for all Arizonans

Professional Development & Community Education Statewide

Perinatal Mental Health Training & Certification

- Perinatal Mood & Anxiety Disorders:
Components of Care
- Advanced Perinatal Psychotherapy
- Advanced Perinatal Psychopharmacology
- National Perinatal Mental Health Certification

Podcast

- The Parenting Brief



Arizona AIM Collaborative

Implementation Partner

Arizona Hospital & Healthcare Association

Arizona AIM Collaborative

- AIM Steering Committee
- Severe Hypertension in Pregnancy Bundle
- 33 of 41 Birthing Hospitals Enrolled
 - over 90% of all births statewide

www.azhha.org/arizona_aim_collaborative



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Maternal Mortality Review Program

Review Status

2018 Deaths - 69

(Completed all reviews)

2019 Deaths - 91

(completed 50 reviews)

2020 Deaths - 137 (identified)

(pending review)

Analyses and Dissemination

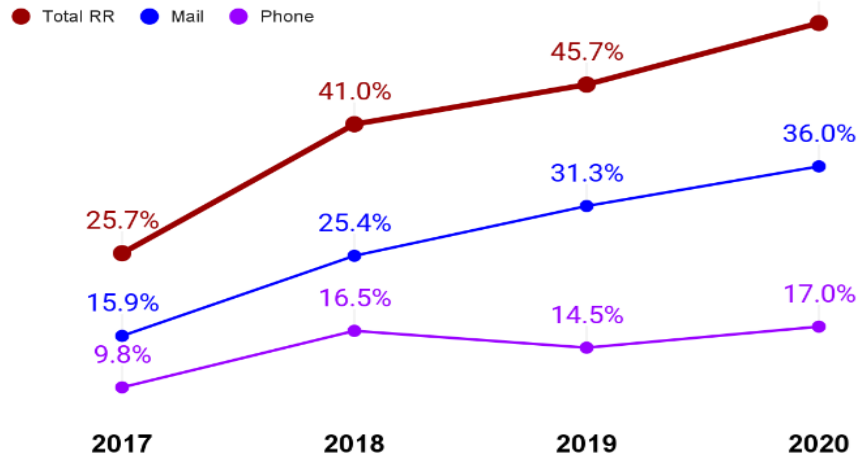
- Presented findings from the [Maternal Mortality and Morbidity in Arizona Report](#) (published 12/31/20) for over 10 stakeholder groups and conferences
- Completed and disseminated analysis on 2016-2017 Maternal Mental-Health and Suicide-Related Deaths in Arizona
- Completed and disseminated analysis of Severe Maternal Morbidity and Mortality among American Indians and Alaska Natives in Arizona



Arizona PRAMS (*Pregnancy Risk Monitoring System*)

- Met the CDC response rate (RR) threshold for 2020, PRAMS can now share data.
- Awarded competitive continuation grant: 5/1/2021-4/30/2026.
- Introduced 2 new supplements: COVID-19 and COVID Vaccine Supplements
- Coming in late 2022, the option to complete the survey online.

Annual Response Rates by Mode, AZ, 2017-2020



www.azdhs.gov/PRAMS



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Maternal Health Legislation

Legislation Passed

- HB 2324 Community Health Workers - Voluntary Certification (2018)
- SB 1040 Advisory Committee on Maternal Fatalities and Morbidity: ADHS (2019)
- SB 1011 Maternal Mental Health Advisory Committee; AHCCCS (2021)
- SB 1181 Doulas - Voluntary Certification; ADHS (2021)
- SB 1082 Family Planning - pharmacists dispensing authority for hormonal contraceptives (2021)



Thank you!

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