



This summary examines general trends across 756 Evidence-based/informed Strategy Measures (ESMs) detail sheets and action plans from all 59 states and jurisdictions for the 2022 Application/2020 Annual Report of the Title V MCH Services Block Grant.

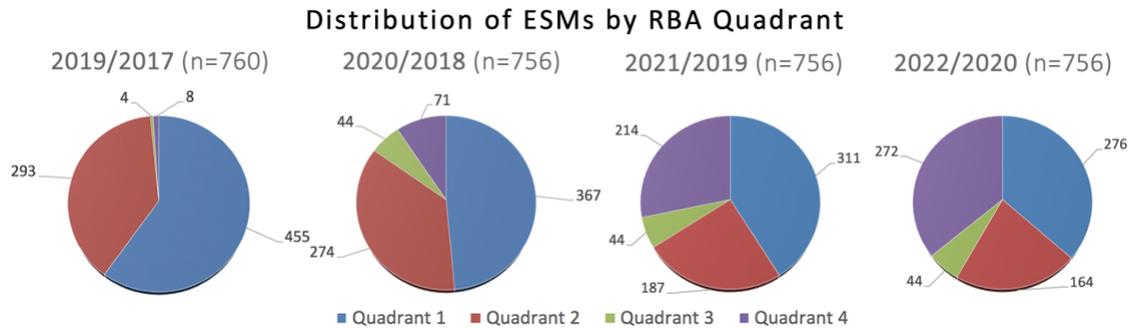
Linking ESMs to the Evidence Base. To ensure that strategies are *meaningful* and have potential to affect desired change, it is important that they are unbiased, significant to public health, and rooted in science, experience, and policy. In 2022/2020, 50% of ESMs (380/756) clearly relate to established evidence in the [MCHbest](#) database. This is an increase from 40% of ESMs that were evidence-based/informed in 2021/2019. Further, 20% of ESMs (140/756) measure access to/receipt of care (strong, short-term population outcomes).



In addition, 60% of ESMs (457/756) are modeled after programs in AMCHP’s [Innovation Hub](#). 29% of ESMs (217/756) align with both strategies from MCHbest and programs from Innovation Hub and 82% of ESMs (619/756) align with either strategies or programs from MCHbest or Innovation Hub, showing connection to either scientific- or field-based evidence.



Measuring ESM Impact. To ensure that strategies are *measurable* in addressing issues early and *moveable* in advancing National Performance Measures (NPMs), a system of translating the evidence into practice is needed. The Results-Based Accountability (RBA) framework is one way to strengthen ESMs through a quality improvement process. Over the past four years, there has been a noteworthy shift from tracking the level to which activities were completed to a more meaningful assessment of how strategies are impacting MCH populations. This progress is summarized visually below.



The most effective ESMs measure activities that show progress in advancing NPMs – is your strategy effective and does it have potential to bring about measurable change? Some additional observations for the 2022/2020 ESMs can be made. These observations could be useful in strengthening your ESMs for your next application/annual report.

General Findings and Common Areas for Growth	
Q1	<ul style="list-style-type: none"> Decreased from 60% in 2019/2017 to 36% in 2021/2020: move beyond counting activities! Simple counts can often become measures of reach by strategically determining a denominator.
Q2	<ul style="list-style-type: none"> Decreased from 39% in 2019/2017 to 22% in 2022/2020: Q2 ESMs assess reach when measured as a percent. In addition to Q2 ESMs, consider adding Q4 ESMs that measure how Title V affects those you serve.
Q3	<ul style="list-style-type: none"> Increased from 0.5% in 2019/2017 to 6% in 2022/2020. Q3 ESMs are easy to convert to Q4 by identifying the proper denominator.
Q4	<ul style="list-style-type: none"> Increased from 1% in 2019/2017 to 36% in 2022/2020. ESMs that track short-term outcomes are good (e.g., % of adolescents who received a transition plan), but may be too downstream to track the true impact of your strategy. Consider adding a short-term measure to track outcomes like increased knowledge/skills (e.g., % of providers who scored higher after taking a Title-V funded training).

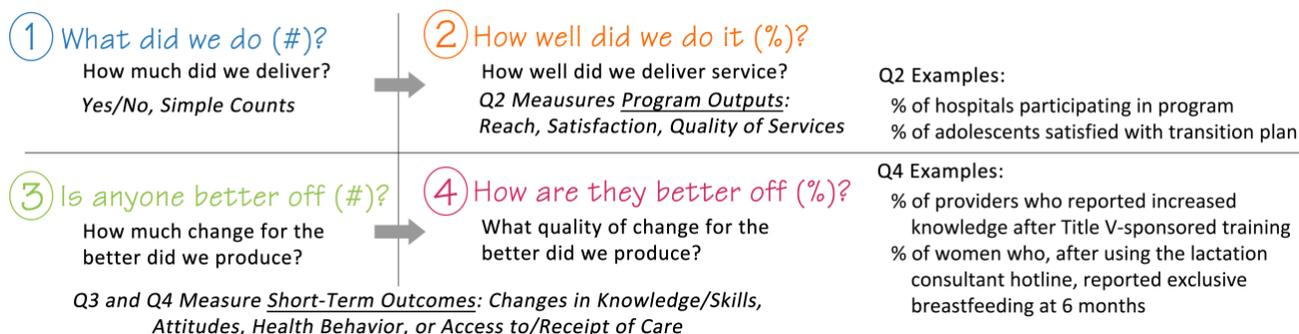
DIGGING DEEPER

Understanding the Evidence. The MCH Evidence Center uses the [evidence continuum methodology](#) to assign levels of evidence to assist in choosing effective strategies to meet your needs. *Evidence-based strategies* (moderate and scientifically rigorous evidence) have the most research behind them to show effectiveness. *Evidence-informed strategies* (mixed and emerging evidence and expert opinion) also have good potential to work, even if they have not been researched as thoroughly. There are a number of common Title V strategies that have shown some level of effectiveness across multiple NPM topic areas and may be effective, with additional research, for other NPMs (e.g., provider training is a strategy that is likely effective to advance many NPM topic areas). This could be an opportunity for Title V agencies and other MCH-research partners (such as [MCHB-funded research programs](#)) to study the impact of these strategies on other NPM outcomes.

AMCHP's Innovation Hub uses a [practice continuum](#) to identify practices, programs, and strategies from the field that are positively impacting MCH populations. These practices receive a designation of *Cutting-Edge*, *Emerging*, *Promising*, or *Best Practice* depending on the level of data demonstrating a practice's impact, among other criteria.

Measuring ESM Impact. To ensure that strategies address issues early and advance NPMs, a system of translating the evidence into practice is needed. The Results-Based Accountability (RBA) framework is one way to strengthen ESMs through a quality improvement process. Title V agencies have made significant progress in strengthening ESMs from measuring "what did we do?" (Quadrant 1) to measuring program outputs that address "how well did we do it?" (Quadrant 2) and eventually to short-term outcomes that answer "how are people better off?" (Quadrants 3 and 4).

Four Quadrants (Q1 - Q4) of Measurement



Planning Next Steps. The MCH Evidence Center is here to support you. You can access the following resources to help you identify evidence-based/informed strategies, align your strategies to advance your NPMs, and create meaningful measurements for your strategies. You can also [contact us for technical assistance](#).

Learn More with these Guides:

- [Accelerate with Evidence](#). Identify effective strategies and adopt/adapt them to meet the needs of your populations.
- [Think Upstream to Plan](#). Understand population and performance level thinking and how to plan to see results.
- [Work Together with Equity Tools](#). Find the right tool at the right time to advance health equity and SDOH.

Implement What You've Learned with these Tools:

- [MCHbest Database](#). Access over 175 evidence-based/informed strategies and approaches to model your ESMs on.
- [NPM Toolkits](#). Use these 15 toolkits for detailed explanations of the evidence and additional resources.
- [Developing Stronger ESMs](#). Follow the full RBA process to assist in developing new or reviewing current ESMs.
- [The Role of Title V in Adapting and Implementing Strategies](#). Read about common strategies that Title V supports.
- [Turn-the-Curve Strategy Tool](#). Use this tool to develop new strategies that align with your population needs.
- [ESM Quadrant Measurement Tool](#). Use this tool to develop strong ESMs to measure your strategies.
- [ESM Checkup Tool](#). Use this tool to review your current ESMs to make sure they are as strong as possible.