



This summary examines general trends across 721 Evidence-based/informed Strategy Measures (ESMs) detail sheets and action plans from all 59 states and jurisdictions for the 2023 Application/2021 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, 52% of ESMs (372/721) clearly relate to established evidence in the [MCHbest](#) database. This is an increase from 30% of ESMs that were evidence-based/informed in 2019/2017. 25% of ESMs (180/721) measure short-term population outcomes (e.g., access to/receipt of care, change in behavior) while 75% of ESMs are process-based (e.g., Title V or other agency activities such as training, dissemination of resources, convening partners, outreach).

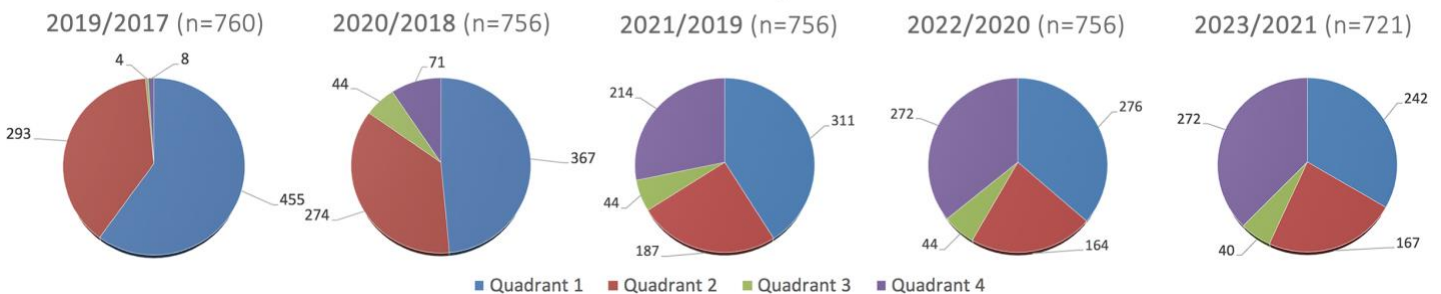


In addition, 60% of ESMs (434/721) are modeled after programs in AMCHP’s [Innovation Hub](#). 31% of ESMs (224/721) align with *both* strategies from MCHbest and programs from Innovation Hub and 81% of ESMs (581/721) align with either strategies or programs from MCHbest or Innovation Hub, showing connection 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 five 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.

Distribution of ESMs by RBA Quadrant



**Title V Tips.** 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 2023/2021 ESMs can be made. These five observations could be useful in strengthening your ESMs for your next application/annual report.

- 1. Measure What Matters.** Choose a limited number of ESMs that will show proximal progress. You don’t need a dozen simple number counts when you can focus on one or two ESMs that are strong indicators of progress.
- 2. Tell the Title V Story.** Make sure your ESM measures an activity that Title V is actively involved with accomplishing. This is your moment to highlight the work of your Title V programs.
- 3. Ponder Population vs. Performance.** Population measures can supplement performance measures, but should not be used exclusively. When reporting on population-level data, consider focusing on a group that directly receives Title V support.
- 4. Achieve Alignment.** It can be easy to group all activities related to a population group as ESMs, but ask yourself if the ESM truly advances the NPM topic area. If not, consider reporting that activity in the program narrative.
- 5. Strive for Scale.** To ensure that strategies have the best potential to advance the NPM, think about the scale in which you are implementing the strategy – make sure it being conducted at a level that is enough to make a difference.

**Start Smart.** The MCH Evidence Center has identified the latest strategies and practices as potential approaches for advancing each of the NPM topic areas. These new, one-page [What Works Evidence Accelerators](#) summarize and update each of the current [Evidence Analysis Reports](#) and provide a framework to identify, understand, and implement “what works” in creating new or strengthening current ESMS.

They provide links to access strategies through the [MCHbest](#) database and state- or community-based programs from AMCHP’s [Innovation Hub](#); supporting evidence; outcomes; and examples of how Title V agencies are either using these strategies directly or adopting components of the interventions that address each NPM. 240 evidence-based/informed strategies have been identified across all NPM topic areas.

**Use the links below to download each Accelerator to begin a quality improvement process today:**



**[NPM 1: Well-Woman Visit](#)**

32 evidence-based strategies from MCHbest based on 78 studies; 3 programs from Innovation Hub



**[NPM 2: Low-Risk Cesarean Delivery](#)**

16 evidence-based strategies from MCHbest based on 99 studies; 5 programs from Innovation Hub



**[NPM 3: Risk-Appropriate Perinatal Care \(Perinatal Regionalization\)](#)**

9 evidence-based strategies from MCHbest based on 25 studies; 6 programs from Innovation Hub



**[NPM 4: Breastfeeding](#)**

27 evidence-based strategies from MCHbest based on 144 studies; 16 programs from Innovation Hub



**[NPM 5: Safe Sleep](#)**

8 evidence-based strategies from MCHbest based on 81 studies; 7 programs from Innovation Hub



**[NPM 6: Developmental Screening](#)**

9 evidence-based strategies from MCHbest based on 48 studies; 15 programs from Innovation Hub



**[NPM 7: Injury Hospitalization](#)**

39 evidence-based strategies from MCHbest based on 399 studies; 6 programs from Innovation Hub



**[NPM 8: Physical Activity](#)**

36 evidence-based strategies from MCHbest based on 104 studies; 5 programs from Innovation Hub



**[NPM 9: Bullying](#)**

11 evidence-based strategies from MCHbest based on 100 studies; 3 programs from Innovation Hub



**[NPM 10: Adolescent Well-Visit](#)**

8 evidence-based strategies from MCHbest based on 20 studies; 6 programs from Innovation Hub



**[NPM 11: Medical Home](#)**

5 evidence-based strategies from MCHbest based on 6 studies; 22 programs from Innovation Hub



**[NPM 12: Health Care Transition](#)**

12 evidence-based strategies from MCHbest based on 29 studies; 13 programs from Innovation Hub



**[NPM 13: Preventive Dental Visit \(Oral Health\)](#)**

18 evidence-based strategies from MCHbest based on 37 studies; 4 programs from Innovation Hub



**[NPM 14: Smoking](#)**

25 evidence-based strategies from MCHbest based on 131 studies; 4 programs from Innovation Hub



**[NPM 15: Continuous and Adequate Insurance](#)**

34 evidence-based strategies from MCHbest based on 34 studies; 5 programs from Innovation Hub

**Dig Deep.** 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](#).

- **[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.