

A photograph of a woman with dark hair and large hoop earrings, smiling broadly while carrying a baby in a yellow blanket. The image is split vertically by a blue line. The left side of the image is overlaid with a semi-transparent blue filter.

# Alliance for Innovation on Maternal Health Community Care Initiative (AIM CCI)

**Karen Chustz, MSW**

Senior Program Manager  
AIM CCI



# ALLIANCE FOR INNOVATION ON MATERNAL HEALTH Community Care Initiative (AIM CCI)

## Healthy Start Regional Meetings

Chicago, IL  
May 22, 2023

Presenter: Karen A. Chustz, MSW  
Senior Program Manager



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Community Care Initiative (AIM CCI)



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# Overview

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Meet the Team

The AIM CCI Approach

AIM CCI *Community Care* Safety Bundles

Data Overview

Resources and Technical Assistance

AIM CCI Expansion Plan

# Objectives

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1. Provide an overview of the NHSA – HRSA partnership to address maternal morbidity and mortality through the AIM CCI pilot.
2. Describe the AIM CCI approach to reducing disparities in maternal morbidity and mortality.
3. Explain how non-hospital focused maternal safety bundles implemented in the community setting can positively impact maternal outcomes.
4. Review the AIM CCI expansion plan and learn how to become an AIM CCI expansion site.





# AIM CCI National Team



**Deborah Frazier, NHSA CEO**  
Project Director & Co-PI



**Haywood Brown, MD**  
Co- Principal Investigator



**Saanie Sulley, MD, PhD**  
Data Manager & Analyst



**Karen Chustz, MSW**  
Senior Program Manager



**Ashley Calderone, DNP, RN,  
CLC, IBCLC, C-ONQS**  
Clinical Implementation Manager



**Lidyvez Sawyer, EdD, MPH**  
Equity Implementation Strategist



**Valerie Newsome Garcia, PhD**  
Community Transformation Strategist



**Alicia Aroche, MEd**  
Communications Director



**Amber Wilson, CLC, IBCLC**  
Program Coordinator



# AIM CCI Team: Consultants

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**Sue Kendig, JD, WHNP-BC**  
Clinical – Community Integration &  
Patient Safety Implementation Strategist



**Deidre McDaniel, MSW, LCSW**  
Clinical-Community Bundle Integration Specialist



**Fleda Jackson, PhD**  
Perinatal Mental Health Expert



**Derek M. Griffith, PhD**  
Co-Founder and Co-Director of the Racial Justice Institute  
Founder and Director of the Center for Men's Health Equity  
Professor of Health Systems Administration and Oncology  
Georgetown University



# What is AIM CCI?

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The purpose of the AIM – Community Care Initiative is to:

- 1) Support the development and implementation of **non-hospital focused maternal safety bundles** within community-based organizations and outpatient clinical settings across the United States and
- 2) Build upon the foundational work of AIM by addressing preventable maternal mortality and severe maternal morbidity among pregnant and postpartum women outside of hospital and birthing facility settings

One Agreement Awarded

National Healthy Start Association

Five-year Pilot

Pilot Period 2019 - 2024

# ***Why the need for a non-hospital community-based initiative?***

Between 2011-2015:

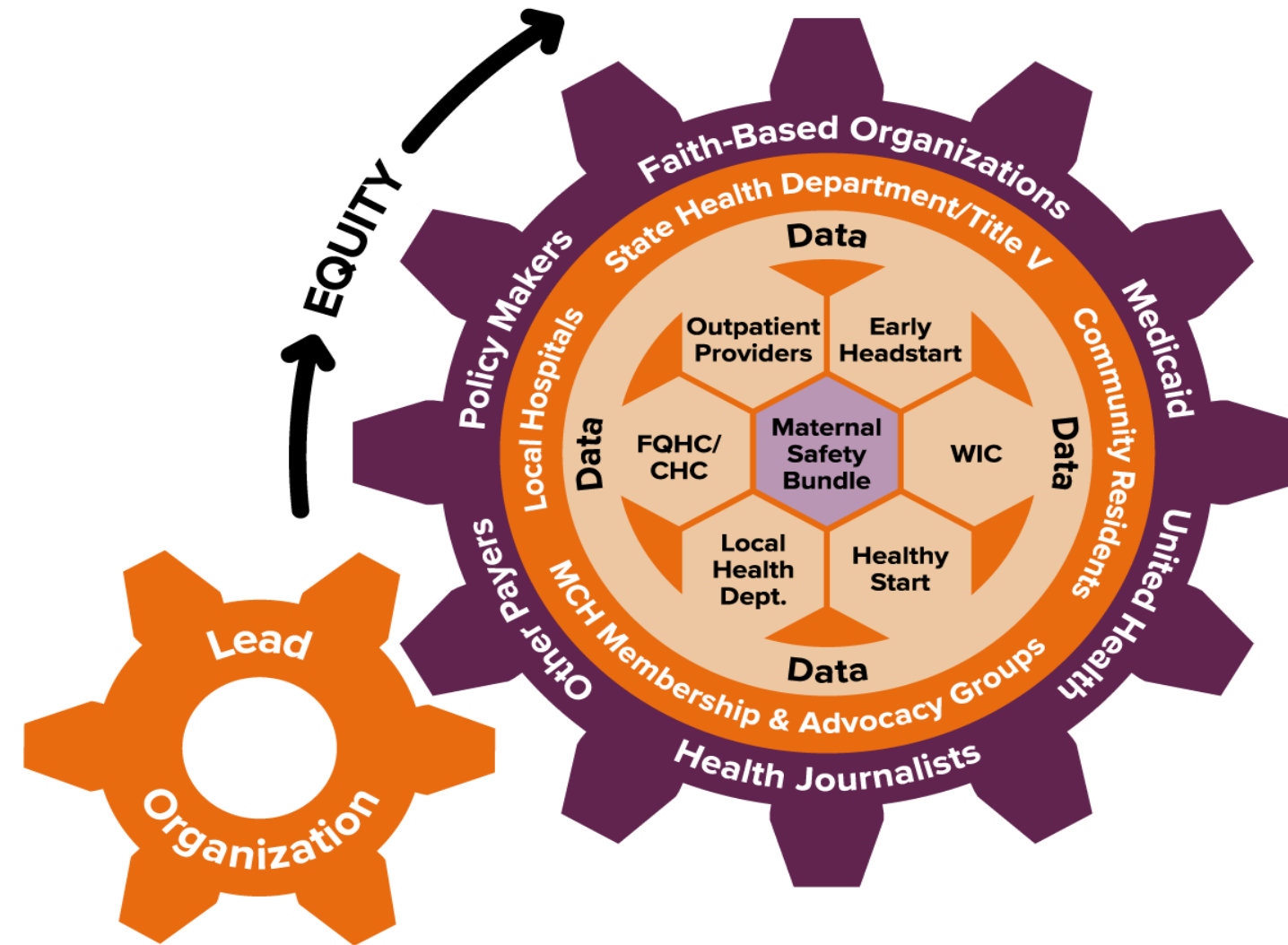
- 31% of deaths occurred during pregnancy
- 36% of deaths occurred at delivery or in the week after
- 33% of deaths occurred 1 week to 1 year postpartum

**In the United States, over 800 birthing persons die as a result of pregnancy or pregnancy-related complications each year.**





# AIM CCI Approach



## Who are Local AIM CCI Partners?

Local partners include all community providers or representatives from provider organizations that treat, interact, advocate for, and serve pregnant and postpartum women. To implement AIM CCI at the local level, we recommend a structure that includes an overarching advisory council comprised of partners from groups as noted below, a subset of which will form the implementation team or workgroup.

Implementation: The **IMPLEMENTATION GROUP** meets monthly. This group should be able to implement the bundle elements and collect and share aggregate data relative to AIM CCI performance measures. The model allows you to include local partners that may be exclusive to your community. Who might that be?

Advisory: The **LMSW** meets bi-annually. These are relationships that you may cultivate to garner high-level support, advise on best practices, or otherwise leverage their interest in guiding and supporting the initiative.

Awareness: The **AWARENESS GROUP** are those community partners that you might consider MCH champions that should have AWARENESS of the AIM CCI activities in your community. This group may be invited to LMSW meetings or kept abreast via mailing lists and individual meetings as milestones are achieved.

# Collective Impact Framework

a structured approach to organizing collaboration of organizations from different sectors to address a specific social issue. "Collective Impact is a network of community members, organizations, and institutions who advance equity by learning together, aligning, and integrating their actions to achieve population and systems-level change. This definition identifies **EQUITY** as the North Star for why and how collective impact work takes place, specifically names community members as key actors along with other partners and emphasizes the importance of systems change in this work."<sup>1</sup>

## FIVE CONDITIONS OF COLLECTIVE IMPACT

1. Common Agenda - *Improve Maternal Health Outcomes*

2. Shared Measurement – *AIM CCI Metrics*

3. Mutually Reinforcing Activities - *MSBs*

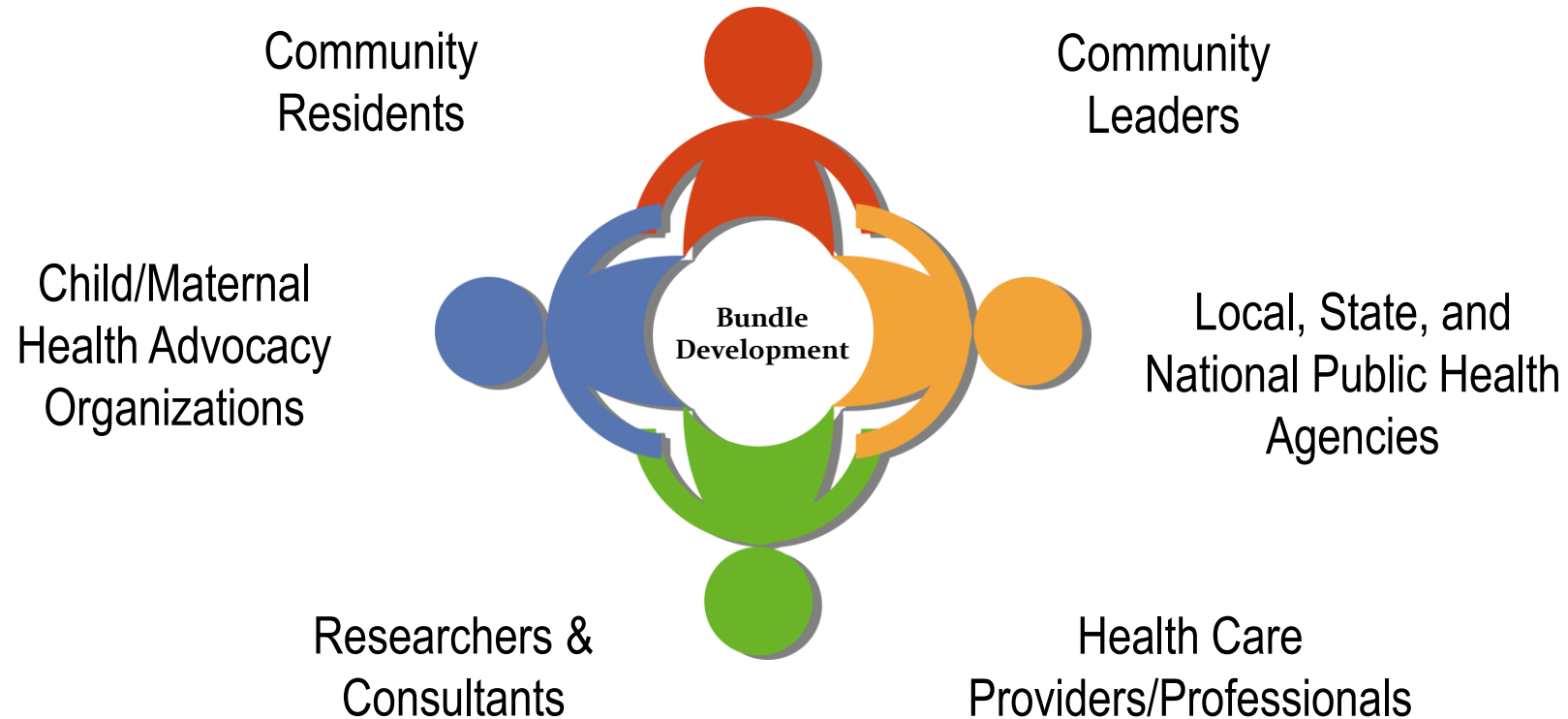
4. Continuous Communication – *LMSW Mtgs.*

5. Backbone Support Organizations – *Lead*



# Bring the Community Together

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# The Path to Clinical – Community Integration



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# CCI In Action

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## Review current partners

- Who are all the current organizations you work with
- Formal vs. informal relationships

## Review current capabilities

- Data collection
- Community reach
- Ability to convene stakeholders
- Ability to engage and move project forward

Convene more partners as needed based on bundle elements



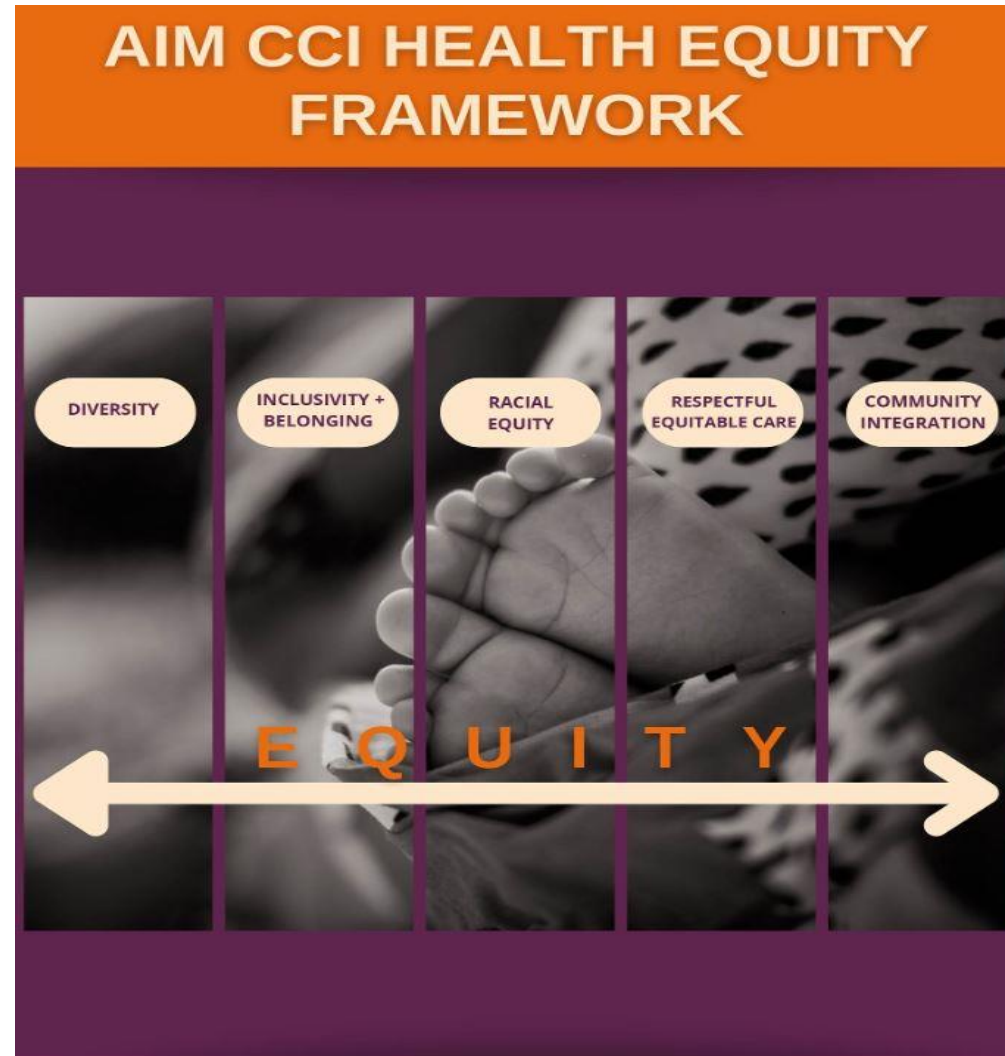
# Social Determinants - *key drivers of AIM CCI bundles*

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- Foundational data element requires stratification of health outcomes to include SDoH and other identifiers
- Each bundle signals attention to SDoH
  - Chronic Conditions
    - Promote informed decision-making related to infant feeding, provide education, and access to resources that support breastfeeding
    - Assess current community resources for nutritious food access
    - Assess current screening tools to ensure they capture SDOH factors that impact chronic disease, such as housing, transportation, employment
  - Mental health
    - Establish a process for collecting and reporting on community-level data on stress, trauma, anxiety and depression

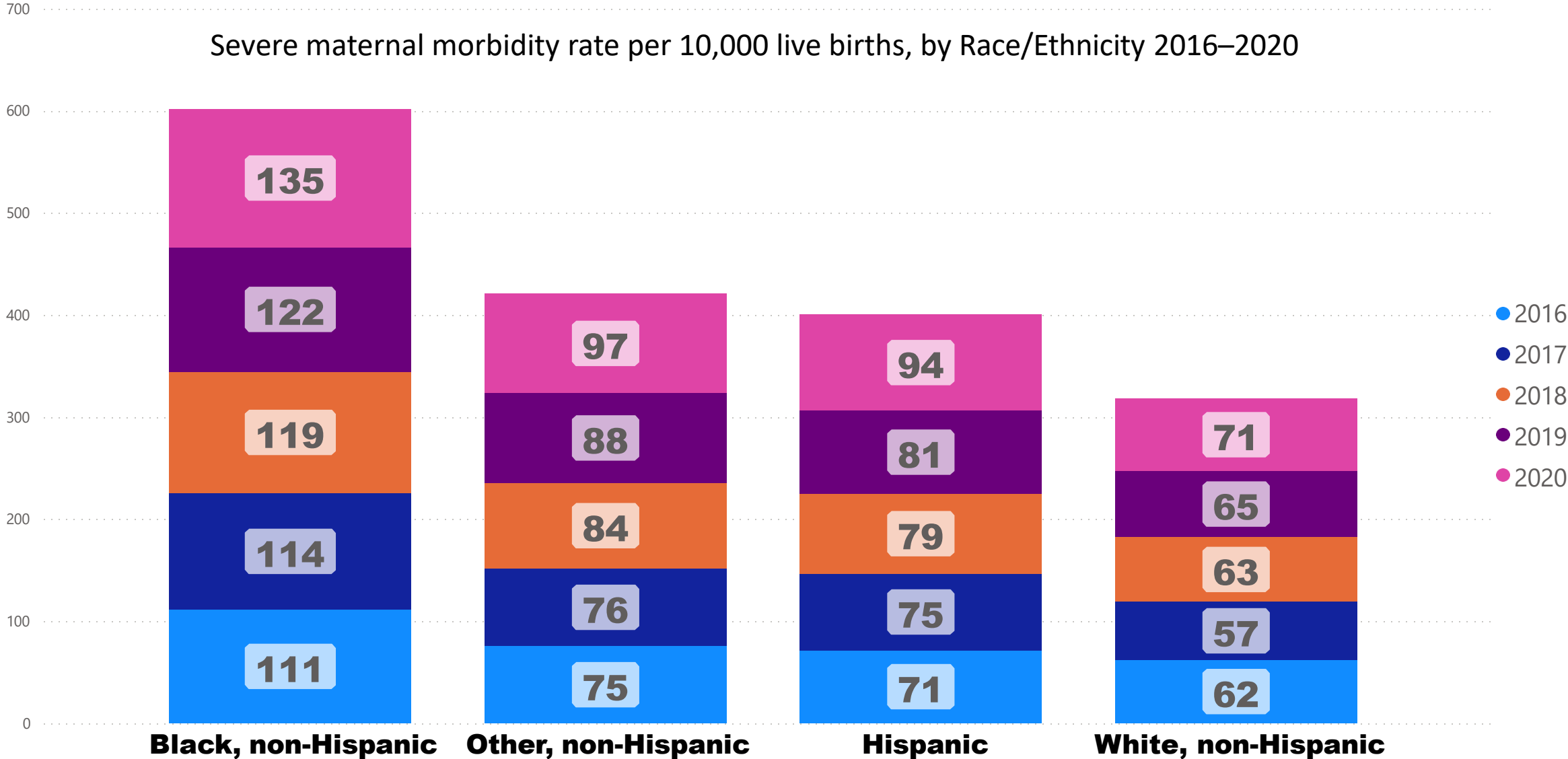


# Inculcated in Equity



# Why is Maternal Health Equity Important?

Severe maternal morbidity rate per 10,000 live births, by Race/Ethnicity 2016–2020



Source: [Healthcare Cost and Utilization Project \(HCUP\) Fast Stats](#)



# ***How does AIM CCI Inculcate Equity?***

The **NHSA - AIM CCI Racial Equity Learning Series** is a seven-part module designed to enhance knowledge on Equity Capacity awareness and implementation using a multi-level approach (I.e., person, dept., organization) to anchor racial equity across systems.

## **Objective: Understanding the role of racism:**

RELS will assist the individuals in your organization(s) or community workgroup(s) with understanding the role of racism, provide tools to reverse harmful norms and build new racial equity capacity.

**FREE: No cost for you to complete any aspect of this Learning Series.**



# AIM CCI *Community Care* Bundles

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## Community Care for Postpartum Safety & Wellness Bundle



### Postpartum Safety & Wellness Bundle

A non-hospital maternal safety bundle to create a system of care for women from birth through the first year postpartum.



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# Bundles: *Designed for Community*

## FOUNDATIONAL LEVEL ACTIONS

- ▶ **Stratify health outcomes data by race, ethnicity, social determinants of health, and other identifiers to guide actions to address root causes of inequities.**
- ▶ **Assess Local Maternal Safety Workgroups (LMSW) and lead organization's equity capacity using the Self-Assessed Measurement of Racial Equity Capacity (SAMREC).**
- ▶ **Provide on-going training and education to LMSW members on equity capacity and sustainability using NHSA AIM CCI Racial Equity Learning Series (RELS).**
- ▶ **Create and implement communication pathways between inpatient, outpatient, and community-based providers to facilitate/ensure continuity of care.**
- ▶ **Implement and maintain an up-to-date inventory of accessible community resources to assist with emergent and unmet medical, mental health, social and material needs by working collaboratively with community partners.**

## FOUNDATIONAL RESOURCES

**Foundational:** [ foun-dey-shuh-nl ], adjective - of or relating to the basis or groundwork on which something rests or is built; needing to be understood or established at the beginning AIM CCI foundational level actions are intended to be a core part of a community's approach to improve maternal health outcomes.

Title	Description	Resource Link
Clinical Community Integration Roadmap	Guide to create the framework for a perinatal system of care within our daily processes, organizational and community structures and culture to ensure that every woman, from pregnancy through the first year postpartum, receives equitable care that addresses her medical, behavioral health, and psychosocial needs	<a href="#">Click here</a> 
AIM CCI Self-Assessed Measure of Racial Equity Capacity (SAMREC)	Assessment designed to identify stage of readiness to promote equity	<a href="#">Click here</a> 
Racial Equity Learning Series (RELS)	Learning series to increase racial equity	<a href="#">Click here</a> 

# Bundles: *What's Next?*

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- **Community Care for Maternal Mental Health & Wellness**
  - Stress, Anxiety, Depression
  - **Publicly available June 2023**
  - Resources
    - Online Learning Series





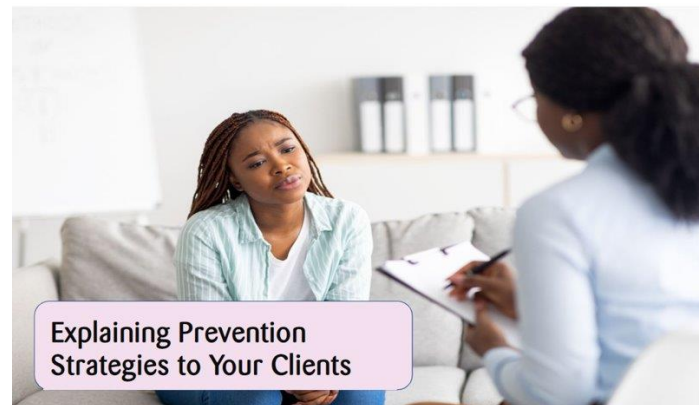
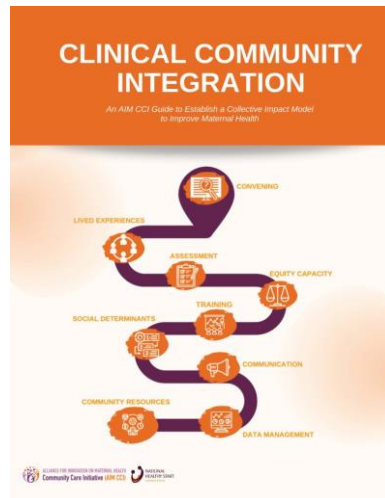
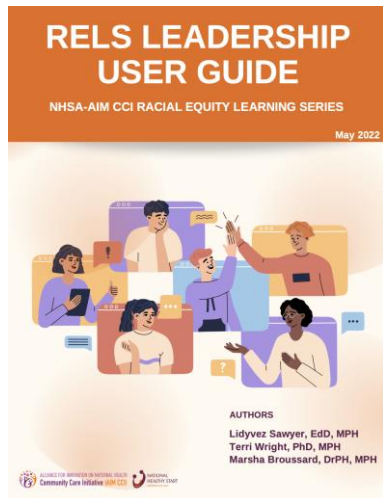
# Bundles: *In Testing Phase*

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- **IPV**
  - Finalized Bundle Elements – September 2022
  - Launched PDSA Testing Cycles
  - Available October 2023
- **Managing Chronic Conditions**
  - Hypertension, Diabetes, Healthy Weight
  - Prenatal and postpartum period
  - Bundle Elements finalized – November 2022
  - Launch PDSA Testing Cycles
  - Available October 2023



# Resources for AIM CCI Implementation



## Maternal Monologues for Community Conversations and Action

### WHAT ARE MATERNAL MONOLOGUES?

Maternal Monologues are community presentations of stories by women/birthing persons and their supporters along the journey of motherhood and maternal health. These stories are based on real experiences, and designed to serve as a tool for healing, raising awareness, joining in community, and mobilizing for change.

The way that each community presents their Maternal Monologues may look different from place to place. They can be in-person or virtual. You can be as creative as you'd like in your production. This toolkit is designed to provide a guide for getting started. However, there are some key elements that you will want to be sure to include:

**MONOLOGUES:** stories told from 1st person perspective (3-5 minutes each)

**AWARENESS RAISING:** provide some information on the state of maternal health in the United States and in your community

**PLANNING FOR ACTION:** engage the audience in a discussion on how they can organize and become involved in the work to advocate for supporting and protecting mothers/birthing persons and improving maternal health outcomes in your community

### HOW CAN MATERNAL MONOLOGUES BE USED TO START COMMUNITY CONVERSATIONS?

- raises awareness about maternal health issues in our nation and communities
- creates a supportive space for community members to share stories of both joy and pain
- provides a creative outlet for engaging people in discussion about difficult topics
- brings a diversity of community members together to address a shared concern
- provides structure for holding discussion and planning for action



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# Technical Assistance: Webinars to enhance strategy

NHSA-AIM CCI hosted this critical discussion on the intersection of mental health and maternal health, and the challenges that women and birthing people of Color encounter in this space due to racism.

This conversation features NHSA-AIM CCI content experts: **Fleda Mask Jackson, PhD, AIM-CCI subject matter expert**

**Deidre McDaniel, PhD (c), MSW, LCSW Clinical-Community Bundle Integration Specialist with the AIM-CCI project.**



**FIVE WAYS  
RACISM IMPACTS  
MATERNAL MENTAL HEALTH**





# Communications & Promoting AIM CCI

The AIM CCI Communications Planning Guide presents **customizable strategies and tools** for pilot and implementation sites to **maximize communications efforts**.

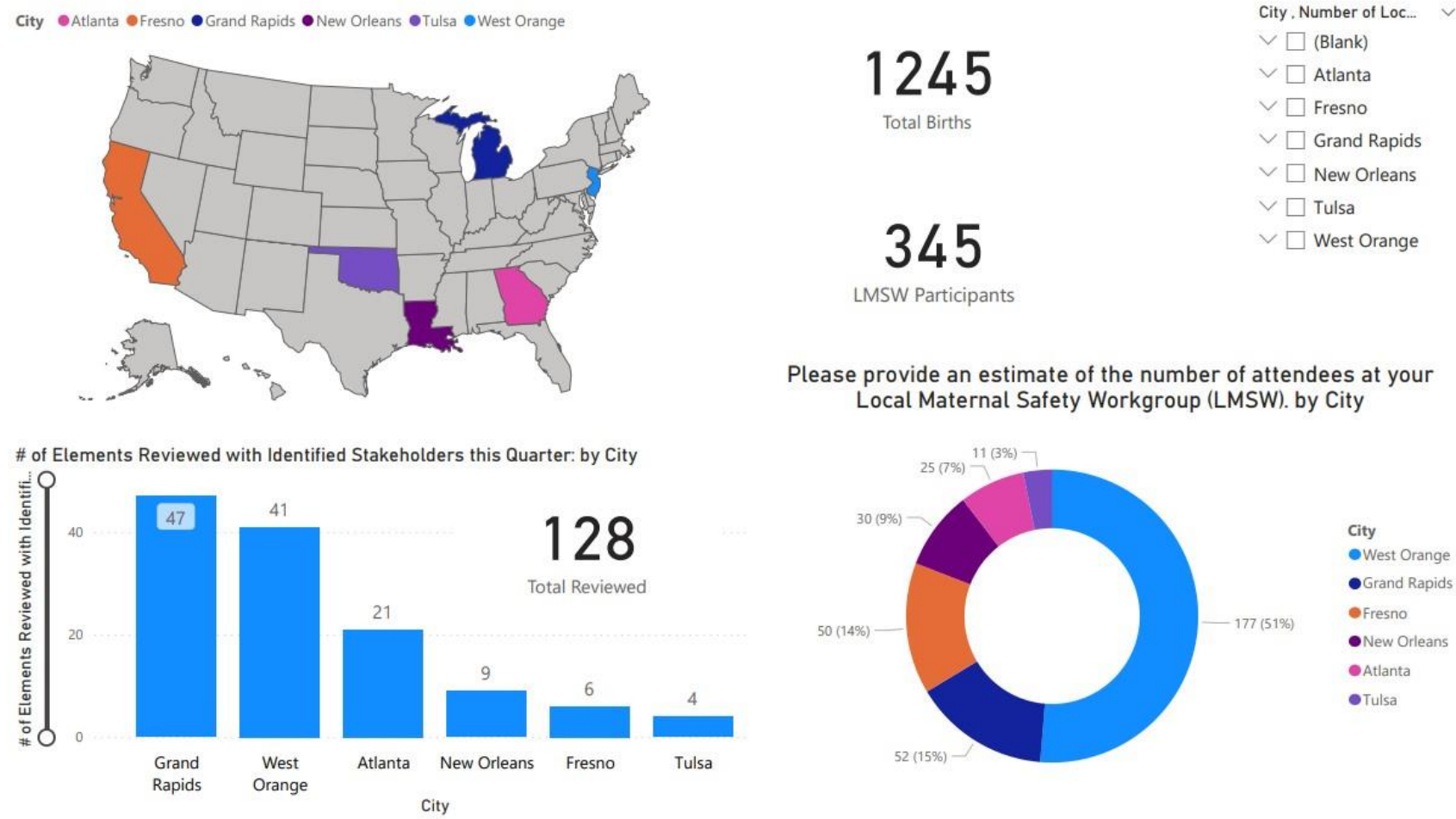
Each section focuses on a specific area of communications, such as **audience segmentation, social media planning, and digital storytelling**.





# IDENTIFY & MEASURE

## AIM CCI Process & Structure Measures Dashboard



# Becoming a Partner Site – *What's involved?*

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*As simple as 1, 2, 3 ...*

## #1 – The LMSW

Identify and convene a **local maternal safety workgroup** comprised of community-focused public health and clinical experts to guide program activities.

## #2 Non-hospital Safety Bundles

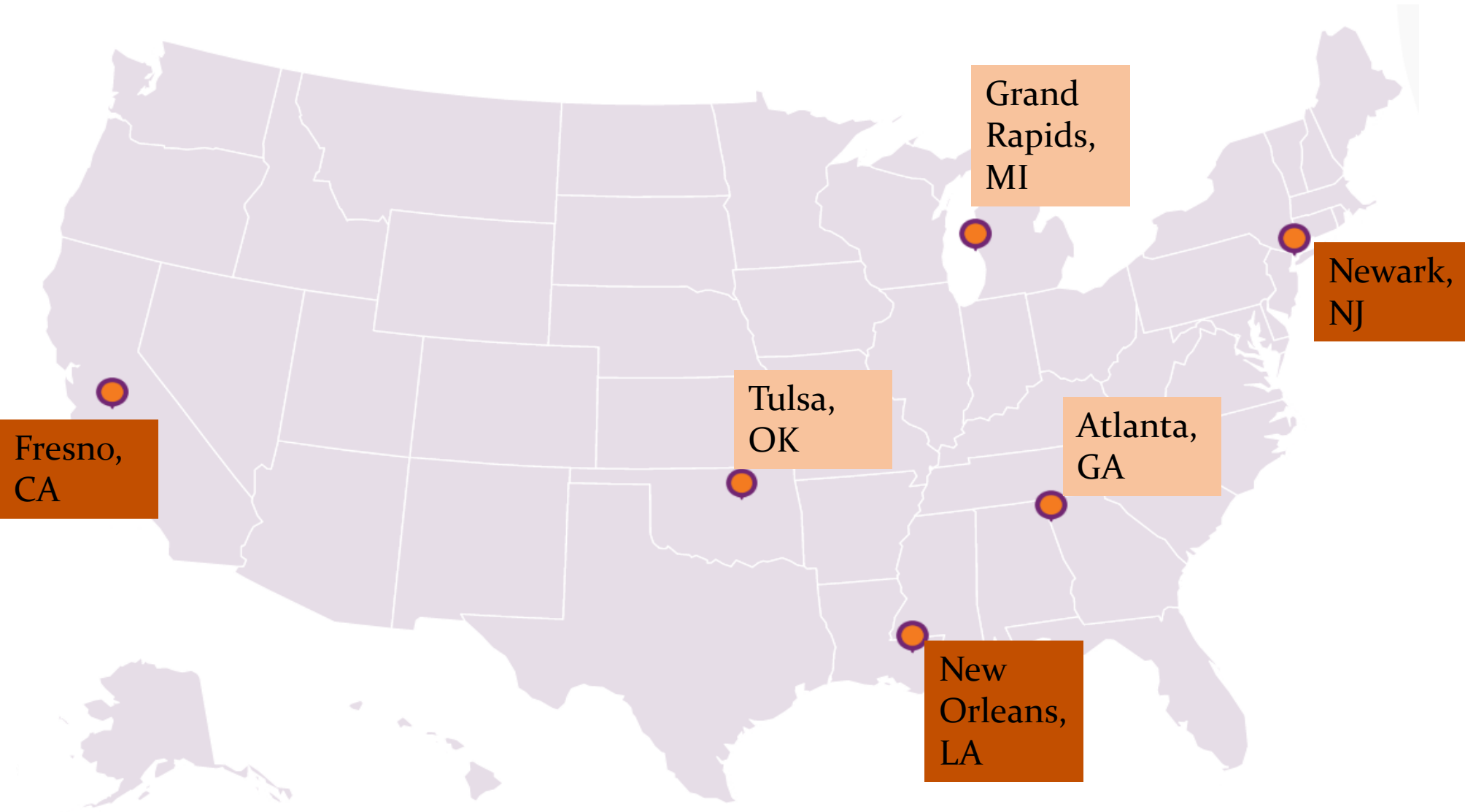
Facilitate national implementation and **adoption of non-hospital focused maternal safety bundles** for use within outpatient clinical settings and community-based organizations; and,

## #3 – Data

Collect and analyze structure, process, and outcome **data** to drive continuous improvement in the implementation of non-hospital focused maternal safety bundles, through a continuous quality improvement (QI) framework.

# Original AIM CCI Pilot Sites

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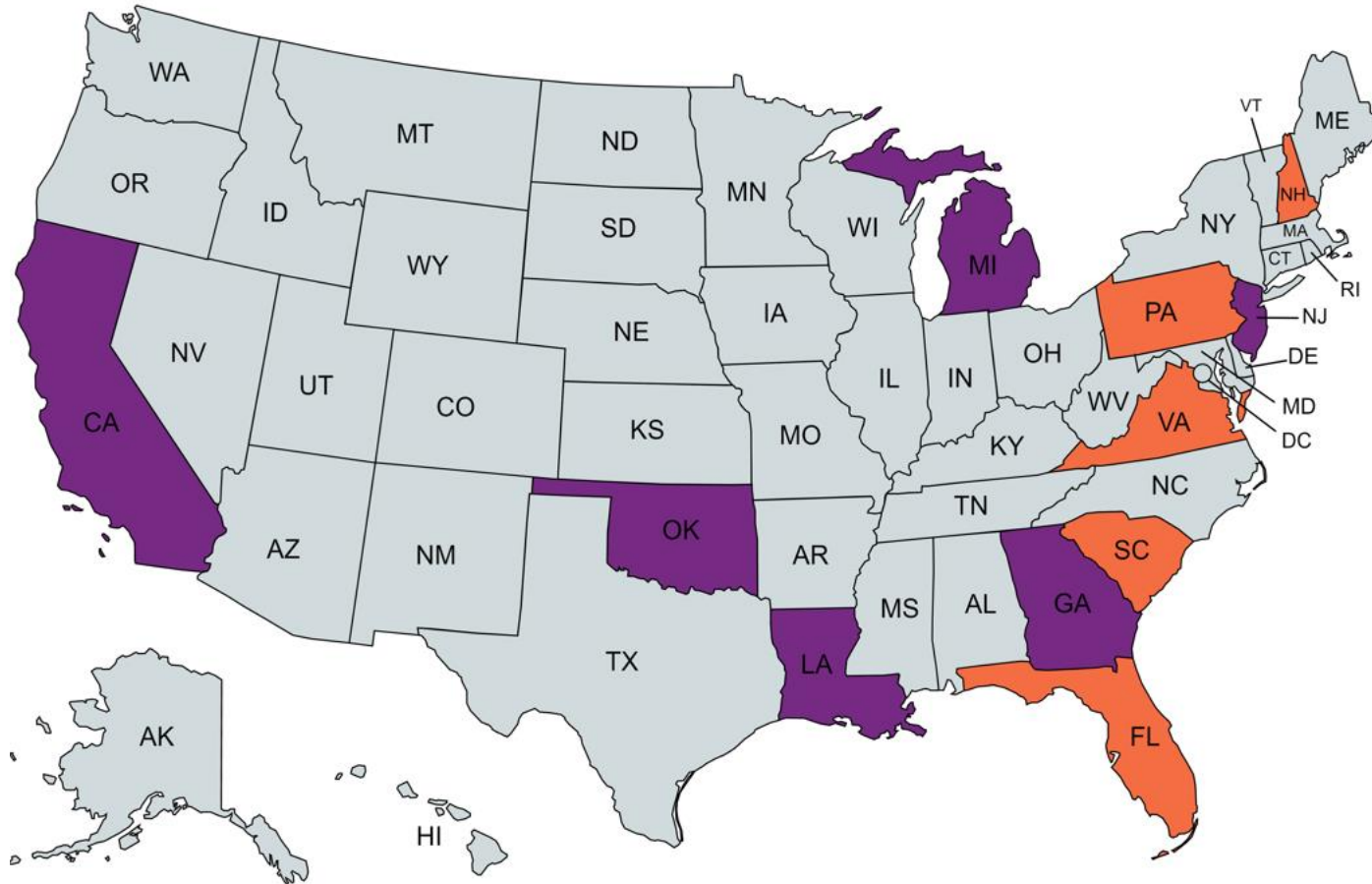
# New Expansion Sites – Cohort 1

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Lead Organization	Location
Dartmouth Hitchcock Clinic	New Hampshire (rural)
Eli Collins Foundation For Premature Infants / Williamsburg County Community Coalition	South Carolina (rural)
Hello Neighbor – Smart Start	Pennsylvania (urban)
Martin County Healthy Start	Florida (rural and urban)
Urban Baby Beginnings	Virginia (urban)



# AIM CCI Partner Sites





# What are the steps to bring AIM CCI to my community?



The application remains open and can be accessed on the AIM CCI Home - [Alliance for Innovation on Maternal Health Community Care Initiative \(aimcci.org\)](https://aimcci.org)



Applications reviewed and selections made on a rolling basis



Lead organization facilitates collaboration to complete workplan and budget



Contracts and Data Use Agreements signed



**AIM CCI Community Care Innovation Begins in Your Community!**



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Any Questions?



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# ***Thank you!***

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**AIM CCI General Information**  
[AIMCCI@nationalhealthystart.org](mailto:AIMCCI@nationalhealthystart.org)

**Find us on social media and access  
resources:**  
<https://linkin.bio/nathealthystart>



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