Guiding Strategies

- Enhance internal and external partnerships to address Maternal Child Health priorities.
- Utilize Department of Health communications and social media platforms to enhance education and awareness.
- Maintain DOH infrastructure/workforce in order to provide education and outreach to clients and providers.
- Maintain data and epidemiology support to assist with collection and analysis of data.
Department of Health Goal 1

**IMPROVE THE QUALITY, ACCESSIBILITY, AND EFFECTIVE USE OF HEALTH CARE**

National Performance Measure 1: Percent of women ages 18-44 with a past year preventive medical visit

+ Outreach/collaborate with insurance providers to promote well woman visits and reminder strategies
+ Make resources available to women including what to expect at a well visit

National Performance Measure 10: Percent of adolescents, ages 12 through 17, with a preventive medical visit in the past year

+ Outreach/collaborate with insurance providers to promote adolescent well visits and reminder strategies
+ Provide resources for providers on Bright Futures guidelines and the value of provider one-on-one time with adolescents
+ Implementation of 6th grade vaccination requirements
+ Target messaging regarding tobacco cessation coaching for adolescents

National Performance Measure 11: Percent of children with and without special health care needs having a medical home

+ Provide information and education to primary care providers, pediatric specialists, and community providers on medical home model
+ Assist families of Children and Youth with Special Health Care Needs (CYSHCN) with costs incurred as a result of their child’s chronic health condition that are not covered by other sources
+ Coordinate the newborn screening infrastructure
Key Performance Indicators

1. Increase the percent of 18-24 year old women with a past year preventive medical visit from 66.4% to 73% by 2020. Behavioral Risk Factor Surveillance System (BRFSS)

2. Increase the number of adolescents (13-18 years old) that enroll in the SD QuitLine from 45 to 50 by 2020. SD QuitLine

3. Increase the immunization rate for the >1 dose of meningococcal vaccine for adolescents 13-17 years of age from the baseline of 57% in 2014 to 80% by 2020. National Immunization Survey

4. Increase the percentage of CYSHCN who report receiving care in a well-functioning system from 17.6% to 18.6% by 2020. National Survey of Children with Special Health Care Needs (NSCSHCN)

5. All infants whose newborn screening test results are outside of the normal limits for a newborn screening disorder will receive prompt and appropriate follow-up testing.
Department of Health Goal 2

SUPPORT LIFE-LONG HEALTH FOR ALL SOUTH DAKOTANS

National Performance Measure 5: Percent of infants placed to sleep on their backs
- Provide training to interpreters to promote education on the importance of safe sleep practices to participants who are non-English speaking
- Implement strategies to increase awareness of the importance of safe sleep practices targeted to American Indians, dads and grandparents
- Train law enforcement on use of Sudden Unexplained Infant Death Investigation reporting (SUIDI) forms

National Performance Measure 6: Percent of children, ages 10 through 71 months, receiving a developmental screening using a parent-completed screening tool
- Facilitate the completion of developmental screenings and anticipatory guidance for clients served by the DOH

National Performance Measure 7: Rate of hospitalization for non-fatal injury per 100,000 children ages 0 through 9 and adolescents 10 through 19
- Explore a collaborative website for adolescent health information

National Performance Measure 13: (A) Percent of women who had a dental visit during pregnancy and (B) Percent of children, ages 1 through 17 who had a preventive dental visit in the past year
- Provide oral health information to new mothers through the Bright Start Welcome Box
- Conduct Oral Health Basic Screening Survey of 3rd graders
National Performance Measure 14: (A) Percent of women who smoke during pregnancy and (B) Percent of children who live in households where someone smokes

- Provide education and outreach to clients and make SD QuitLine referrals as appropriate

STATE PERFORMANCE MEASURE 2: Percentage of children, ages 2 to 5 years, receiving WIC services with a BMI at or above the 85th percentile (overweight or obese)

- Promote child care training to improve public awareness and nutrition policy

STATE PERFORMANCE MEASURE 3: The percent of women (15 through 44) with a live birth during the reporting year whose observed to expected prenatal visits are greater than or equal to 80 percent

- Outreach to insurance providers to promote early and adequate access to prenatal care
- Make resources available to women and providers on importance of early and adequate prenatal care
Key Performance Indicators

1. Increase the percent of infants from other races (not White or AI) placed to sleep on their backs from 77.0% to 80.9% by 2020. Pregnancy Risk Assessment Monitoring System (PRAMS)

2. Decrease the percent of adults who co-sleep with their child as determined in the 2016 SD PRAMS-Like survey. Target for 2020 will be based on achieving a 10% reduction in this rate by 2026. South Dakota Pregnancy Risk Assessment Monitoring System (PRAMS)–Like 2016 Report.

3. Increase the percent of children from non-metropolitan areas who have a developmental screening completed from 19.4% (National Survey of Children's Health) to 21.3%.

4. Decrease the percentage of students who report they drove when drinking alcohol in the past 30 days from 7.9% (2015 YRBS) to 7%. Youth Risk Behavior Surveillance System (YRBSS)

5. Decrease the percentage of students who report in the past 30 days they rode with a driver who had been drinking alcohol from 20.1% (2015 YRBS) to 18%. Youth Risk Behavior Surveillance System (YRBSS)

6. Decrease the percentage of students who report they texted or e-mailed while driving a car or other vehicle in the past 30 days from 61.3% (2015 YRBS) to 57%

7. Increase the percent of pregnant women who are talked to by their health care worker about the importance of good oral health during pregnancy and infancy from 58.4% (2014 SD PRAMS-Like survey) to 64.2%. South Dakota Pregnancy Risk Assessment Monitoring System (PRAMS)–Like 2014 Report.

8. Increase the percentage of 6 to 9 year old children who received a dental sealant on at least one permanent molar from 57% to 62.7% by 2020. Oral Health Basic Screening Survey

9. Increase the percent of adults who report smoking is not allowed anywhere in their home from 86% to 90.3%. Behavioral Risk Factor Surveillance System (BRFSS)

10. Percent of children, ages 9 through 71 months, receiving a developmental screening using a parent-completed screening tool from 23.5% to 24.9% by 2020. National Children’s Health Survey

11. Reduce the rate of hospitalization for non-fatal injury per 100,000 children ages 0 through 9 from 149.3 to 134.4 and adolescents 10 through 19 from 282.8 to 254.5 by 2020. Hospital Discharge Data

12. Reduce the percentage of pregnant females that smoke from 14.8% to 8.1%. National Vital Statistics System

13. Reduce the percentage of students 5-6 years old with a BMI at or above the 85th percentile from 26.6% to 23.9% by 2020. DOH School Height and Weight Survey

14. Decrease the percent of unmarried women (15 through 44) who did not talk to a health care worker about preparing for a healthy pregnancy before they got pregnant from 75.3% (2014 SD PRAMS-Like survey) to 67.8%. South Dakota Pregnancy Risk Assessment Monitoring System (PRAMS)–Like 2014 Report.
Department of Health Goal 3

PREPARE FOR, RESPOND TO, AND PREVENT PUBLIC HEALTH THREATS

- Utilize Department of Health communications and social media platforms to enhance education and awareness

Department of Health Goal 4

DEVELOP AND STRENGTHEN STRATEGIC PARTNERSHIPS TO IMPROVE PUBLIC HEALTH

State Performance Measure 1: Reduce suicide attempts by adolescents ages 14 through 18

- Identify and partner with organizations for which suicide prevention is already a mission and highlight their efforts as examples others could follow

Key Performance Indicators

1. Increase by 10% the number of SD HelpLine calls/texts for support from baseline of 2289 (10/2013-9/2014) to 2518. South Dakota HelpLine Data
2. Decrease the percent of high school students who made a suicide plan during the 12 months before the survey from 11.8% to 10.6% by 2020. Youth Risk Behavior Survey
MAXIMIZE THE EFFECTIVENESS AND STRENGTHEN INFRASTRUCTURE OF THE DEPARTMENT OF HEALTH

State Performance Measure 4: MCH data is analyzed and disseminated

+ Review all data sets available and identify any gaps
+ Identify data collection methods to address gaps
+ Implement new data collection efforts as needed
+ Develop and disseminate fact sheets on findings
+ Analyze the data to identify future program efforts

Key Performance Indicators

1. 100% of data for MCH objectives and strategies is identified, collected and analyzed for use in MCH needs assessment and program planning.