



“A broad-based coalition seeking to provide leadership and unified advocacy resulting in every mother & child in Michigan having fully supported access to resources which promote, protect and preserve healthy families.”

Michigan Council for Maternal & Child Health





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When the Michigan Council for Maternal and Child Health (MCMCH) was formed in 1983, its goal was simple...

...to be a voice in the political process for those who too often had no voice.

Commitment to that goal remains strong today.

MCMCH was the first maternal and child health advocacy group in Michigan with a full-time professional staff.

For more than two decades it has educated and informed policy makers and community stakeholders who make laws, write regulations, and implement policies affecting the health of babies, children, and their mothers.



MCMCH believes...

- **Advocacy is most effective when practiced in a collaborative environment.** *The MCMCH Board of Directors is an organization of diverse partners, staff, and community consultants working closely with coalitions around the state so that our collective voices speak louder than we might as individuals.*
 - **Maternal and child health includes more than medical services.** *Poverty, emotional well-being, inadequate education, abuse and neglect—all of these are intimately connected with a child's ability to reach his or her full potential in life, and a mother or family's ability to provide a positive, nurturing environment.*
 - **Any effort to improve the health of Michigan's families must focus on the “big picture” of the future – even as we are working on today's priorities.**
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Guiding Principles

Achieving its vision by adhering to these principles, MCMCH:

- believes assuring the health of every woman, child and family is essential to the future quality of life in Michigan.
- considers early and sustained prevention and intervention to assure the health of every family cost effective policy.
- understands that the health needs of women, children and families are intertwined with their social, emotional, financial and educational needs, and that comprehensive policies are necessary to effect and assure change.
- advocates for public policy at the national, state and local levels, but does not provide services, nor does it advocate on behalf of policy intended only to benefit individual members of the Council.
- participates in coalitions with other organizational and individual advocates and a variety of public and private stakeholders.
- maintains a non-partisan status and does not accept state government funding.

MCMCH Priorities

In Michigan, and across the nation, health systems, services, and policies are changing—often very rapidly. MCMCH ensures that its advocacy stays focused on what is best for families and children by:

- developing positions on policies, programs and services in partnership with consumers and consumer advocacy organizations, and never in isolation.
- participating in discussion on quality/outcome indicators, service standards and patient/consumer satisfaction issues, especially in the current transition to capitated managed care for Medicaid and Children's Special Health Care Services.
- collaborating with groups such as the Consumer Health Care Coalition and Parent Leadership Program to involve consumers as partners in policy development.

MCMCH strongly believes that a critical outcome of the systems reform efforts should be an integrated, coordinated approach to health. In such an approach:

- consumers benefit through less time and energy spent navigating the system—and ultimately through better care.
- the state benefits through elimination of structural and fiscal redundancy.
- health systems benefit through consumer satisfaction and an ability to better accomplish the business of quality health care.

MCMCH continues to work toward elimination of barriers to care, and actively promotes that women, children and families have choices for quality health care.



Over 20 Years of Accomplishments...

Over the past 20 years, MCMCH has worked with administrations, legislators, policy-makers, coalitions, communities, and advocates to shape and influence state policy affecting women, infants, children, and families in Michigan. MCMCH's policy agenda, established by the Board of Directors, and pursued by MCMCH staff, consultants, and broad network, has called for and succeeded in securing the establishment or expansion of the following:

- Adequate financial support for Children's Special Health Care Services, and maintenance of a priority on family-centered, community-based care.
- Voluntary enrollment in managed care for CSHCS eligible children.
- EPSDT services and outreach
- Creation of adolescent health centers and support for the expansion of school linked health services.
- Abstinence services for 9-14 year olds.
- Public and private initiatives to increase immunization rates for children, ages 0 -2. (Michigan first in nation to implement statewide immunization registry.)
- Newborn screening implemented statewide.
- A comprehensive approach to reducing infant mortality, including increased access to prenatal care. Michigan led the nation in making prenatal care a "right" and funding it with state dollars up to 185 % of poverty. Encouraged the MDCH to establish an Infant Mortality Network to revisit the issue in 2000-2001.
- Expansion of Medicaid eligibility for pregnant women and, infants up to 185% of poverty, and children through age 18 up to 150% of poverty, and creation of MICHild health insurance for children up to 200% of poverty.
- Access to obstetrical services helping to assure provider participation in Medicaid, including the option for all pregnant women to enroll in managed care or traditional Medicaid.
- Maternal and Infant Support Services, including in-home visits by multi-disciplinary teams, for high-risk pregnant women and children added to Medicaid benefits. No pre-authorization required. Self-referrals encouraged.
- Consensus on appropriate voluntary standards for post-delivery hospital stay.
- Increased tobacco taxes, with a portion of the revenue in the Healthy Michigan Fund dedicated to public health programs, including maternal and child health services.
- Restrictions on access to tobacco by children.
- Initiatives to improve managed care policies and tracking of MSS/ISS and EPSDT services.
- Medicaid/MI Child and Healthy Kids outreach and eligibility integrated.
- Oral Health reimbursement in Medicaid enhanced and most recently the creation of regional Oral Health pilot grants.
- Expansion of Child Death Review Teams in all Michigan counties.

In addition to our budget and policy advocacy, MCMCH has worked with statewide and local partners to advocate and educate the public and policy makers regarding the needs of Michigan's children and families. Specifically, MCMCH:

- Established and nurtured local maternal and child health coalitions in communities across Michigan.
- Collaborated to increase child development services aimed at children 0-6 including, ASAP PIE Grants and 0-3 Secondary Prevention Grants.
- Collaborated with the Seat Belt Coalition supporting passage of restraints for children up to age 4.
- Collaborated in the creation of the Michigan Coalition for Children and Families and The Children's Agenda
- Collaborated in the development of the Ready to Succeed Dialogue with Michigan Initiative.
- Collaborated in the development of election-based advocacy projects including the Michigan Campaign for Children and Vote with Children in Mind partnership with Pfizer, Inc.
- In 2000, co-hosted 9 community forums on maternal and child health with Healthy Mothers Healthy Babies Coalition, March of Dimes, and members of the state legislature.
- Preserved funding for school-based health centers and educational services.
- Preserved access to postnatal care in the Mom's Medicaid program.



and Still Growing Strong.

**Policy background
and maternal and
child health advocacy
resources available
on our website:
www.mcmch.org**



As established in its bylaws, MCMCH has a three-tiered structure for membership.

Board Membership

General Membership

General Membership exists for individuals and community based organizations who wish to be kept informed of maternal and child health policy developments and advocacy issues. General members will receive regular email action alerts, copies of the quarterly Community Advocacy Newsletter, invitations to advocacy and public awareness opportunities and training, as well as our annual meeting and awards ceremony.

General Membership categories include:

Donor organization	\$200
Friend	\$100
Individual	\$50
Student	\$25

Contributing Membership

Contributing membership allows non-profit organizations and corporate entities that are not maternal and child health focused to provide substantive support to MCMCH without the responsibility of Board involvement.

Three levels of Contributing Membership exist to allow for differing capacities of support.

Level 1	Non-profit community organizations (\$2,000)
Level 2	Non-profit organizations (\$10,000)
Level 3	Corporate Organizations (\$15,000)

In addition to the benefits of General Membership, Contributing Members are identified on all MCMCH publications, letterhead, and promotional materials.

Further, Level 3 Contributing Members may request a liaison relationship with the MCMCH Board allowing for non-voting participation at meetings. Requests for liaison status are considered on a case by case basis.





Sustaining Membership

Sustaining Membership to MCMCH is determined by the full board of directors following invitation, and is reserved for those entities and organizations that have as their primary mission the advancement of maternal and child health. Three tiers of Sustaining Membership exist to accommodate the variety of maternal and child health-based organizations that exist in Michigan, and to help insure that all sectors of the maternal and child health community in our state have the opportunity to participate in MCMCH.

- Tier 1 Institutional Providers (\$36, 950*)
- Tier 2 Ambulatory Providers (\$14, 830*)
- Tier 3 Volunteer Organizations (\$4,450*)

**2001 dues.*

Sustaining Membership Benefits

- Sustaining Membership includes a voting seat on the MCMCH Board of Directors.
- Each Sustaining Member holds veto power in every voting situation.
- Each Sustaining Member is entitled to a Primary and Alternate Representative on the Board. (Although each organization holds only a single vote.)
- Representatives (Primary or Alternate) are eligible to serve on the MCMCH Executive Committee. The Executive Committee is comprised of the Chair, Vice Chair, Treasurer, and Secretary of the Board.
- Sustaining members receive technical assistance and advocacy support on an as needed basis.
- Sustaining members receive all the benefits of general membership.
- Sustaining members are identified on letterhead, publications, website, and promotional materials.

A seat on the Michigan Council for Maternal and Child Health provides an organization or association with the opportunity to shape the policy agenda and identify priorities of MCMCH. Because of MCMCH's standing and track record as an effective advocate and leader on maternal and child health issues in Michigan, Board Members are key players in driving future maternal and child health policy in our state.

MCMCH Board of Directors

Sustaining Members

Children's Hospital of Michigan, Inc. and
Hutzel Hospital/Detroit Medical Center

C.S. Mott Children's/Women's/
Holden Perinatal Hospitals,
University of Michigan

Healthy Mothers Healthy Babies

Helen DeVos Women and
Children's Center at
Spectrum Health System

Henry Ford Maternal and
Child Health Program

March of Dimes
Birth Defects Foundation

Michigan Association for
Infant Mental Health

Michigan Chapter,
American Academy of Pediatrics

Michigan Section,
American College of
Obstetricians and Gynecologists

Mott Children's Health Center

Perinatal Association of Michigan

School Community Health Alliance
of Michigan

William Beaumont Hospital

Contributing Members

Blue Cross Blue Shield of Michigan

Comprehensive School Health
Coordinators Association of Michigan

Community Members

Inter-Tribal Council of Michigan



Michigan Council for Maternal & Child Health

416 W. Ottawa Street
Lansing, MI 48933

*The Michigan Council for
Maternal and Child Health
is a private, non-profit
501(c)(4) organization
supported by its members.
Donations and membership
dues are not tax deductible.
However, tax deductible
contributions can be made
to the Council for Maternal
and Child Health, a 501(c)3
subsidiary of the Michigan
Council for Maternal and
Child Health. Please contact
MCMCH for more information
about tax deductible options.*

Membership Application

In accordance with Article III, Sec. 4 of the bylaws of the Michigan Council for Maternal and Child Health, the undersigned hereby applies for general membership in the Council and agrees to support its purposes.

Name _____

Organization _____

Address _____

City _____

State/Zip Code _____

Telephone _____

Fax _____

E-mail Address _____

Please describe how your organization advances maternal and child health:

Membership Category and Dues

Please check the appropriate category and enclose a check payable to the Michigan Council for Maternal and Child Health.

I wish to become a General Member of the Council at the following level:

Donor Organization \$200.00

Friend \$100.00

Individual \$50.00

Student \$25.00

Amount Enclosed _____

Please send me more information about Contributing or Sustaining Membership:

Yes No

Please accept this charitable donation to the “Council for Maternal and Child Health” Community Advocacy Fund in the amount of _____. I understand that this is a separate, non-profit corporation and does not constitute membership in MCMCH. All donations are tax deductible.

**Membership questions?
Call (517) 482-5807**



**Mail application and dues to:
Michigan Council for Maternal and Child Health
416 West Ottawa, Lansing, MI 48933**



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416 West Ottawa Street, Lansing, MI 48933

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