



**Maternal and Child Health Tele-Behavioral Health Care Programs
Technical Assistance Innovation Center**

**Developing Physician Champions
and Non-MD Advocates**

Vision: Healthy Communities, Healthy People

Thursday, June 29, 2023, 2:00–3:00 p.m. ET



Housekeeping Items

- **Muting:** All participant lines will be muted upon entry into the meeting. You can unmute at any time. However, we ask that you make sure you are muted if you are not speaking.
- **Questions and Answers:** We want to hear from you! Please share via the chat.
- **Technical Issues:** If you experience any technical problems during this webinar, please contact us through the chat feature or email MCH-TA-Innovation-Center@jbsinternational.com.
- **Feedback Form:** During the webinar, you will find a QR code and a link in the chat to the feedback form. We value your feedback and kindly ask you to take a moment to complete the form. Your input is highly appreciated, and we encourage you to share your thoughts.
- **Recording and Presentation Slides:** We are recording the webinar. The recording and presentation slides will be available to you in the coming weeks.



Panel Participants



Sheila Marcus, MD

Clinical Professor
MC3 Pediatric Medical
Director



**Lia Gaggino, MD,
FAAP**

MC3 Consulting
Pediatrician



Zakia Alavi, MD

Psychiatrist
Michigan State
University



Rena Menke, PhD

Clinical Assistant Professor
University of Michigan



Developing Physician and Other Community Healthcare Champions

June 29, 2023

What We'll Do Today

- History of champions for MC3 (Michigan Clinical Consultation and Care Program) and program overview
- Roles of champions in both pediatric and perinatal programs
 - Liaison
 - Spokespersons
 - Advocacy
 - Education
 - Cultural awareness
- Thanks to our funders! MC3 is funded by the Michigan Department of Health and Human Services (MDHHS; general funds, Medicaid Administrative funds) and the Health Resources and Services Administration (HRSA).



Introductions and Roles



MC3 Program



**MC3 wouldn't be here
without champions.**



How we began...

A cocktail napkin and MDHHS
(Community Champion)

Facebook 2011 (MD Champion)



MC3 is both a pediatric and a perinatal program providing:

- Same-day psychiatry phone consultation to assist primary care providers with differential diagnosis and treatment recommendations
- Target population
 - Children, adolescents, and young adults ages 0 to 26
 - Perinatal women up to 12 months postpartum
- Psychotherapy and community resources provided by regional behavioral health consultants (BHCs)

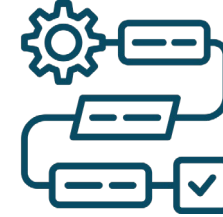
Additional Key MC3 Offerings



**Telepsychiatry
patient evaluations**



**Live and remote
trainings offered
regionally and statewide**



**Workflow analysis to
better integrate screening,
care coordination, and
MC3 services**

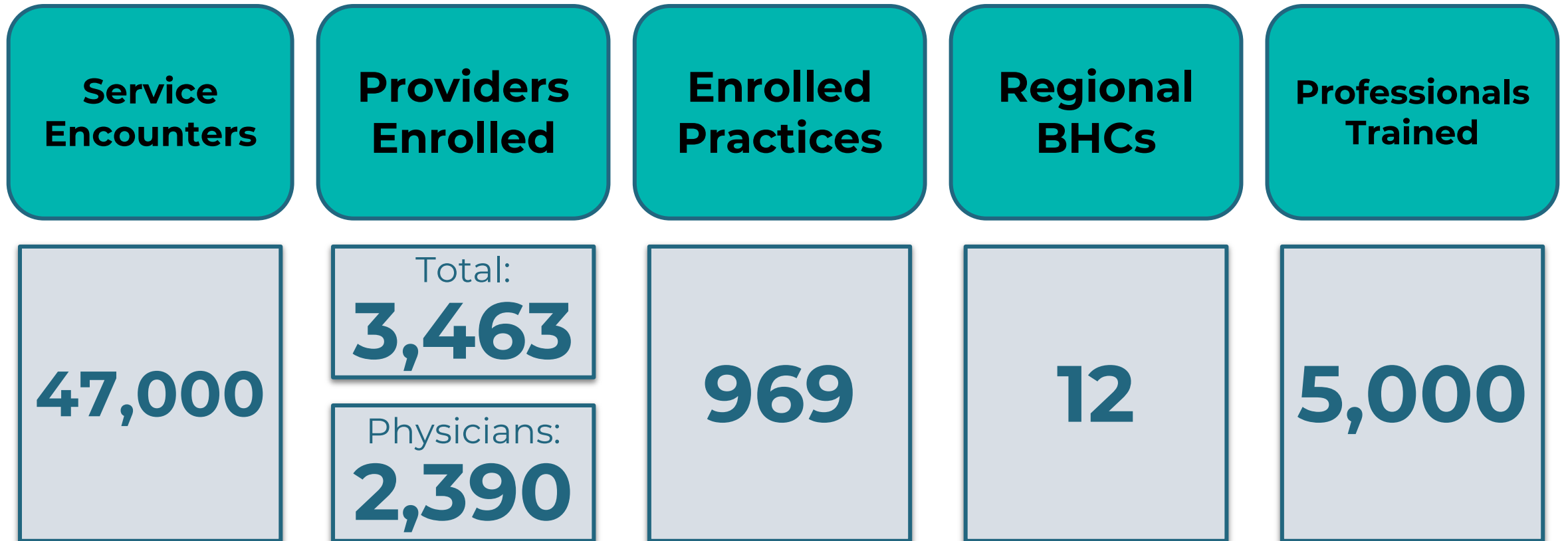


**Local and regional
behavioral health resource
and referral navigation**



**Scheduled educational
group case consultation with
MC3 psychiatrist**

MC3 Program Today



Case Complexity: Suicide Risk, Medical Issues, and Psychosocial Issues in MC3 Sample

	Age 0–11	Age 12–26	Perinatal
Does the patient have any other significant medical problems (cardiac, obesity)?	32%	41%	46%
Is there a history of family psychiatric illness?	64%	68%	52%
Has this patient experienced a traumatic situation that was scary or frightening?	34%	36%	50%
Are there additional psychosocial stressors that may be impacting the clinical picture? Examples: Child Protective Services, legal, criminal justice, bullying, etc.	59%	64%	65%
Is there concern about suicidal thoughts or attempts for this patient?	9%	25%	24%
Is there a history of suicidal thoughts or attempts for this patient?	10%	36%	38%

Substance Use*

	Age 12–26	Perinatal
Is there ACTIVE substance use reported (within last 30 days)?	<p>15%</p> <p>(11% marijuana, 4% alcohol, 5% nicotine, <1% opioid, <1% illicit)</p>	<p>23%</p> <p>(15% marijuana, 9% nicotine, 2% alcohol, 2% illicit, 1% opioid)</p>

*Substance use is most likely significantly under-reported due to providers not screening for substance use or the person initiating the consult call not having this information.

Champions: Many Flavors

- Physician champions
- Non-physician champions (MSW, RN, JD, MBA, families)
- Organizational partners
 - Michigan/American Academy of Pediatrics (MIAAP)
 - Michigan Academy of Family Physicians (MAFP)
 - Michigan State University (MSU), University of Michigan (UM)
 - Umbrella organizations such as Zero To Thrive
- State-level leader
 - Michigan Department of Health/Human Services (MDHHS)
 - Community Mental Health (CMH)
 - Michigan Department of Education (MDE)



MC3

Physician Champion: Role

What is their role?

- Being the “voice” of the program
- Encouraging buy-in from physicians and facilitating enrollment
- Advocacy (state legislators, lobbying, Lansing example)

Physician Champion: Outreach

Provider outreach

- Contacting physicians/providers/provider groups, virtually or in person
- Describing MC3 services and experiences
- When allowed and feasible, being willing to travel



Physician Champion: Training

Provider Training

- Collaborating on mental health education and training, in conjunction with MC3 team
- Collaborating and facilitating Environmental Influences on Child Health Outcomes (ECHO) project
- Explaining suicide-specific processes for primary care practices in any setting (includes screening, risk assessment, and safety planning)
- Cross-training when two programs/departments have education/HRSA grants for integrated care (MC3 and developmental/behavioral pediatrics)



Physician Champion: Consultation

Consulting to MC3

- Providing primary care perspective and needs assessment
- Following up on provider engagement
- Providing quality improvement or data collection—
contacting providers for feedback and experience with
MC3 recommendations (SurveyMonkey, direct calls)
- Attending National Network of Child Psychiatry Access
Programs (NNCAP) meetings



Physician Champion: Resources

Developing provider resources

- Consulting on web-based and print resources for providers
- Collaborating on podcasts and other media productions



Champion:

Collaboration and Integration

Creating collaborations and support networks, including MC3

- Developing integrated behavioral health processes, including:
 - Scope of practice for behavioral health clinician
 - Billing options
 - Assisting in breaking down barriers
 - Quality improvement and data collection



Physician Champion: Role of Culture

- Ideally, you will have more than one champion!
- What do champions look like?
- Champions should represent the culture they are part of.
 - Racial and ethnic diversity that represents the state
 - Immigrant populations within the state
 - Religious diversity
 - LGBTQIA+ diversity

Role of MC3 and Tribal Communities

- Cross-teaching
- Sharing resources

Be Active Be Playful Be True

MAAJIITAAAN

Nabooibikedaa maamwe
Cook soup together. Kids can stir, mix, & learn kitchen safety.

Mawinzodaa maamwe
Pick berries, forage for edible plants, hunt for bugs & going fishing.

Bimosedaa maamwe
Walk outside as a family with pets and friends. Fresh air is important to calming and resetting the brain.

Bikwaakwadoon inataagek
Play ball games & get regular exercise to reduce stress and diseases like diabetes, increase energy, and sleep better.

Daminag maam we
Playing pretend supports creativity, taking turns promotes problem solving, patience, & helps kids regulate thoughts & emotions.

Gindaasag maamwe
Read together. Reading is quality time together. Use fun voices and let the child retell the story using the pictures.

Nokiidaa maamwe
Work together to teach responsibility & independence. Make chores fun by storytelling, or singing while you work.

Madwe we chigek
Make music together. Make rhythms with instruments or household objects, create your own tunes, or learn a new one and make it a tradition.

Mino-bimaadizig
Live a good life. Take care of yourself so you can take care of others. Ask for help when you need it. Find ways to live, learn, and laugh together.

Giigidaak maamwe
Make time to talk without digital devices. Ask about something funny or sad that happened. Really listen and watch the conversation.

Kidan "Aabiji gizaggin pane"
Say "I love you" & hug often. "No child is ever spoiled by a welcomed hug. It reduces fear, builds trust & relationships.

Anokaajiganken
Be creative. Creativity feeds the spirit. Read, sew, draw, paint, carve or make something special to display or share with others.

Sacred Time is Spending Time with Children

To the Anishinaabe people, every child is sacred. They are each born with a special gift. They come to us with a need. We don't need to know what that is, but it is our job as caregivers to find out and find the right child so that they will know their gifts and be able to use them in support of our people and traditions.

When they laugh, cry, or cry to us, we listen. It is our responsibility to be able to sit with them and navigate the world around them. Children are our responsibility. Our ancestors here to help us again. Caring for our children is our sacred duty. We are playing or working with children makes that these responsibilities when the community works together to raise our children, we honor the memory of the past and ensure a successful future.

Gusto Kocwag'ganah

Braid Our Lives in Unity and Harmony

The Anishinaabe word for weaving is *Wijiwig*, which means to be together. Many sacred objects are woven together, like the plant we make our baskets, and regular weaves are woven with the medicines. Weaves made with the medicine, honey, herbs, and other sacred items are used to protect and safety. A child's care is not with the medicine, but in the heart. Traditionally, weaves are made in a circular fashion. Weaves are made in a circular fashion because of the hair of another crafts weaver. It is the heart of the craft and the heart of the craft. It is the heart of the craft and the heart of the craft.

Keep Children at the Heart of our Community

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CHILDHOOD IS SACRED

Learn more about the services and programs in your community that support a child's learning, health, and safety. We'll get the most out of our time with you every day.

TCMI.ORG/LAUNCH





Partner Organizations: Michigan/MSU

- Advantages of having consultants/clinicians and champions across organizations
 - Clinicians and families will often align with one of the major universities
 - Organizations function better when collaborating (football aside)
- Michigan State University (MSU)
 - Is a pioneer land-grant university, originally agrarian
 - Democratized education and brought science/information to communities (Flint, Marquette, Detroit, Grand Rapids, Lansing, etc.)
 - MSU Extension program has educational campuses and networks across the state
 - Is naturally suited to a program such as MC3 that sends out information statewide

Champions Unique to Obstetrics

- Non-physician champions
 - Infant mental health workers and leadership
- American College of Obstetricians and Gynecologists (ACOG)
- Other organization partners
 - Nurse Practitioners and Midwives
 - MAFP
- State-level leadership
 - MDHHS
 - Michigan Council for Maternal and Child Health (Amy Zaagman)
 - CMH



Umbrella Organizations



Role of Champions in a Funding Crisis

Summer of 2021 budget concern

- Alerted by MDHHS champions that “couldn’t find MC3 funding in legislative budget for September”
- Marcus/Kramer/Muzik: government liaison (Kim) and leads at Maternal and Child Health Bureau (MCHB; Amy) to develop emergency strategy
- Grass tips and grass roots
 - Phone/letter campaign
 - Tips: MD champions (Lia), CMH champions (Sheehan), Tribal champions, urban and rural, state legislators (Dingell)
 - Roots: did not occur, but would have been letter campaign across network



Michigan MC3 Physician Champions



Funding for Champions

- Academic champions: typically funding provided via underwriting effort (full-time equivalent) within budget of Pediatric and Perinatal Access Programs
- Non-academic champions: typically funded hourly as consultants
- State/CMH/“other” university champions
 - U of M: typically not funded through direct grant costs but funded as part of indirect costs for space and other support (Office of Legal Council, Government Liaison)
 - State (MDE/MDHHS/MCHB): part of their job description

This Is Michigan...Our Champions Video





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Upcoming Technical Assistance (TA) Innovation Center Activities

- **July 20, 2023** – Peer-to-Peer Sharing Session for PMHCA and MDRBD awardees focusing on **Aligning State PMHCA and MDRBD Programs**
- **July 27, 2023** – Training and Capacity Building Webinar – **Infant and Early Childhood Mental Health**
- **August 10, 2023** – Peer-to-Peer Sharing Session for PMHCA and MDRBD awardees focusing on **Referral Database Design and Management**
- **August 28–29, 2023** – PMHCA and MDRBD All-Awardee **Annual Meeting**



MCHB TA Provider Shared Calendar

- Offers a centralized access point for PMHCA and MDRBD awardees to easily look at planned TA activities
- Facilitates convenient access to event follow-ups, including comprehensive PPT slides and concise summaries of previous TA engagements
- Highlights information about various events from the HRSA MCHB team, MCHB TA Innovation Center, American Academy of Pediatrics, School-Based Health Alliance, and Emergency Medical Services for Children Innovation and Improvement Center.
- <https://mchb.jbsinternational.com/>



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