

Program Implementation: Awardee Strategies for Success



The Health Resources and Services Administration-funded Pediatric Mental Health Care Access (PMHCA) Program and Screening and Treatment for Maternal Depression and Related Behavioral Disorders (MDRBD) Program support pediatric primary care and maternal health care providers address behavioral health disorders. In Winter 2020, awardees shared updates about their program during technical assistance calls. Here are some themes related to their successful program implementation strategies.

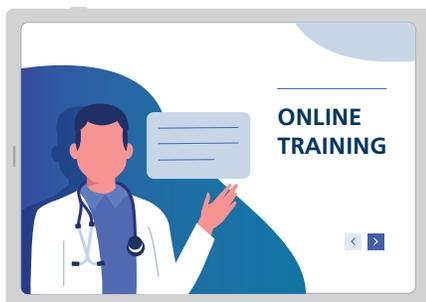
Enhance program reach by engaging with partners.

Building bridges. Expanding relationships between the pediatric mental health team and regional mental health providers and practices has provided opportunities for them to connect with mental and behavioral health supports and services and to learn more about the program. As a result of the enhanced relationships and understanding of existing needs and services, the program has been able to encourage additional access to mental health services in the pediatric population. Similarly, awardees have built strong referral network partnerships and worked to make the community aware of these resources.



Keeping families together. A strong connection between hospitals and child and family services facilitates the development of support plans, demonstrating that women are able to get the support and care they need, which allow them to stay with their babies postpartum.

Leverage the potential to expand program reach through training and online offerings.



Sharing knowledge: peer-to-peer. Health care providers who participated in an intensive, monthly training cohort can serve as local experts in their communities, sharing the information they have learned with other health care providers.

Offering flexible options for training. Offering online modules has expanded the reach of training, tools, and evidence-based strategies to providers, who appreciate the convenience and ability to complete online training without missing work.

Identify a local champion who makes personal connections in support of the program.

Expressing dedication to the program. One provider visited practices to explain his role as a dedicated psychiatrist on the teleconsultation line. By coming in person to meet with and to develop personal connections with primary care providers, this helped increase both providers' comfort in and likelihood of using the teleconsultation line.

Leveraging champion expertise. With knowledge of the region and community connections, a local champion can facilitate program implementation by developing partnerships, recruiting providers into the program, and assisting with identifying local candidates for program staffing.

Collaborating with professional organizations. Utilizing their knowledge and current memberships, professional organizations are assisting awardees by conducting needs assessment, trainings, and outreach for enrollment.



Other considerations



Communication: Using different communication methods (e.g., email, text message) can increase opportunities for teleconsultation.



Policy: State-wide and insurance coverage policy changes can complement and enhance programs, supporting program implementation and sustainability.



Marketing: Program branding (e.g., logos) and giveaways, like pens and notepads, create interest and help with program recognition and success.



Evaluation data: Sharing program results can increase program engagement and provide justification for continued funding.



Varied implementation approaches: Selecting the appropriate implementation models (e.g., implementing statewide, regionally, or focusing on a cohort of enrolled providers or practices) has helped awardees increase engagement and ensure consistent data collection.



Flexible enrollment methods: Having multiple program enrollment options—in person, phone, fax, and/or online—is helpful to recruit and engage providers with different preferences. Enrolling on a rolling basis can also help providers immediately receive the consultation and training they need.



Targeting hard to reach areas: Awardees are reaching rural and tribal areas by considering different health care settings (e.g., schools), developing partnerships, and leveraging local promotion.