

MATERNAL HEALTH INNOVATION PROGRAM

Inter Tribal Council of Arizona, Inc.

Year 2 Evaluation Insights



This infographic highlights the activities conducted by the Inter Tribal Council of Arizona (ITCA) Maternal Health Innovation (MHI) Program during year 2. ITCA MHI's activities were guided by the seven priority areas the ITCA MHI Steering Committee (SC) developed in the 2022 Strategic Plan.

MHI Impact Areas

-  Training & Technical Assistance
-  Database & Resource Development
-  Information Dissemination
-  Data Activities
-  Networking & Capacity Building

Partnerships

Cultivated collaborations with Tribal organizations and communities that led to participation in regular meetings, discussing areas of support in technical assistance, and sharing of resources with the community partners. ITCA MHI staff engaged in **5 community site visits** with Tribal communities in Arizona:

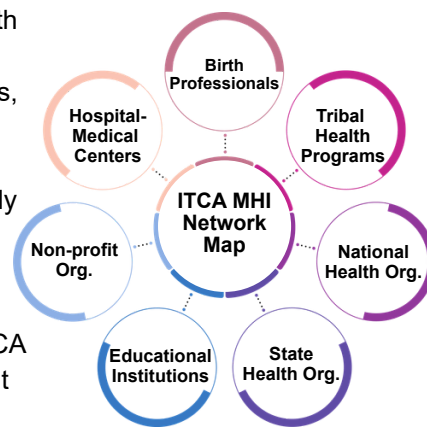
- ★ Cocopah Indian Tribe
- ★ Fort Mohave Indian Tribe
- ★ Hualapai Tribe
- ★ San Carlos Apache Tribe
- ★ Salt River Pima-Maricopa Indian Community

Overview of Activities

Time Frame: October 2024 – September 2025

ITCA MHI Steering Committee

Continued recruitment and collaboration with local, Tribal, and state stakeholders that convened quarterly to share project updates, further planning and implementation of the strategic plan, and improve maternal health outcomes. The ITCA MHI team leans heavily on SC members and aims to make sure relationships begin with **transparency**, **reciprocity**, and **trust**. The map highlights the social and professional network that ITCA MHI has fostered alongside the involvement of Tribal community members.



Steering Committee Insights:

- 03** SC meetings held
- 28** Active members in SC
- 13-27** Members participation in meetings
- 12** Tribes in Arizona represented

Maternal Health Data

Navigated Collaborations

Worked in collaboration with ITCA Tribal Epi Center and ADHS Maternal Child Health Epi team to discuss future partnership and data strategies.

Disseminated MH Data

Continued to share 18 different state, partner, and national data reports on the ITCA MHI website and offered data summaries in project activities and webinar sessions.

Provided Data Trainings

Organized 2 data-related trainings for Tribal organizations and participants to better understand the analysis and evaluation of their maternal health efforts and data.

ITCA MHI Website

Provided maternal health resources and trainings on the ITCA MHI website for community members and providers that support the health of Indigenous birthing people and their support systems.

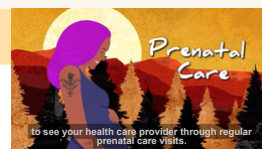
 **5,419** views

 **1,862** active users

 **2.9** views per user

Public Service Announcements

Created **2 video PSAs** that were aired on GoodHealthTV® to educate viewers on the importance of prenatal and postpartum care and resources that are available.



 **6** plays per day
 **84,732** total plays
 **902,796** estimated impressions

Social Media

Engaged in their shared organization's social media platform (Facebook and Instagram) to share maternal health resources, promote upcoming trainings and events, and provide a space for community members to interact.

Shared **63 social media postings** on **27 various maternal health topics**.

Also engaged in new social media strategies for maternal health marketing and social media engagement through:

12 Event Promos

Posted ITCA MHI event information for all upcoming webinar and trainings series.

9 Webinar Audio Clips

Shared short audio clips of ITCA MHI webinar sessions from previous years.

20 Live Videos

Live videos offered interpersonal connections and insights of ITCA MHI and MH topics through a video post.



51% increase in IG followers



4.4% increase in FB followers

Trainings

Hosted **10 training sessions** to provide education and support for Indigenous community members and providers about various maternal health topics.

On average, **34 individuals attended** each session that were held both virtually on the Zoom platform and in-person. Topics of the trainings ranged from:

- ◆ Building healthy workplace systems
- ◆ Trauma-informed perinatal care
- ◆ Doula practice & certification
- ◆ Perinatal harm reduction regarding substances uses & pregnancy
- ◆ Maternal health data visualization & Indigenous evaluation

In Year 2, the ITCA team continued to provide their existing initiatives like the trainings and webinars while creating a better picture of the community members and providers who benefit from the information. The team also focused on creating stronger community relationships by engaging in Tribal community site visits and attending various events to share maternal health resources. Despite any challenges, the ITCA MHI team established strong practices to continue their MHIP initiatives and have feasible goals for Year 3.

Webinars

Hosted **6 webinar sessions** that provided culturally-appropriate education and resources to Indigenous community members and providers about community specific maternal health topics.

On average, **32 individuals attended** each webinar that were held virtually on the Zoom platform. Topics of the webinars ranged from:

- ◆ Health equity for LGBTQIA+ & birthing persons
- ◆ Understanding the role of doulas
- ◆ Social & emotional wellness in the workplace
- ◆ Lactation science, research & advocacy

Impact Statements of Webinar & Trainings

"Moontime Doulas, Fertility Doulas, and Death Doulas are new concepts for me. One of those 'how our ancestors did it better' moments. These reclamations are powerful."

"This training increased my knowledge on the impact doulas have on maternal health and towards equitable and ethical care by seeing the evidence-based information that is out there that supports maternal health and positive birth experiences that doulas help support."

"I now see my role serving urban Native families in Phoenix as creating opportunities for cultural reconnection through birth experiences that many families were previously denied."

"[This webinar] helped me recognize the importance of self-care and stress reduction practices, so that I am better equipped to tackle my work, and providing a better environment for me & my coworkers, and at home."

"ITCA Maternal Health supports the development of personal growth and professional development to improve my skills. I feel supported!"