



# **OTIS** Partnerships

#### COLLABORATING TO ADDRESS EMERGING THREATS

TO INFANTS AND CHILDREN

34th Annual Education Meeting for Organization of Teratology Information Specialists Members & MotherToBaby Affiliates

# Zika Response

- MotherToBaby partnered directly with CDC and March of Dimes
  - Previous collaborations around medications in pregnancy, preconception health
  - Wide response to Zika across sectors invited additional collaboration with other partners during the response

## Key Strategies/Lessons Learned



# Key Strategies/Lessons Learned

Capitalize on existing expertise and infrastructure

Expand ways consumers can access individualized information

 Keep consistent messaging across organizations, utilize social media as key messages evolve

•Maintain regular communication among partners

•Collect data to inform messaging and measure impact





# Partnering to Put Families First

MEETING THE NEEDS OF PREGNANT PEOPLE AND THEIR INFANTS DURING THE COVID-19 PANDEMIC THROUGH

PARTNERSHIP BETWEEN THE AMERICAN ACADEMY OF PEDIATRICS AND MOTHER TO BABY

34th Annual Education Meeting for Organization of Teratology Information Specialists Members & MotherToBaby Affiliates

# **Building on Previous Experience**

- COVID-19 presented similar challenges to the Zika
  Virus
  - Unknown long-term impact
  - Multiple sectors involved
  - Data needed
  - CDC involvement

# **Building on Existing Relationships**

- The AAP and MotherToBaby had partnered during the Zika Virus response
- Each organization brings its strengths and expertise
  Trust was established

# **About the AAP**

Approximately 67,000 members

- Primary care pediatricians
- Pediatric medical sub-specialists
- Pediatric surgical specialists

#### Mission



 To attain optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults

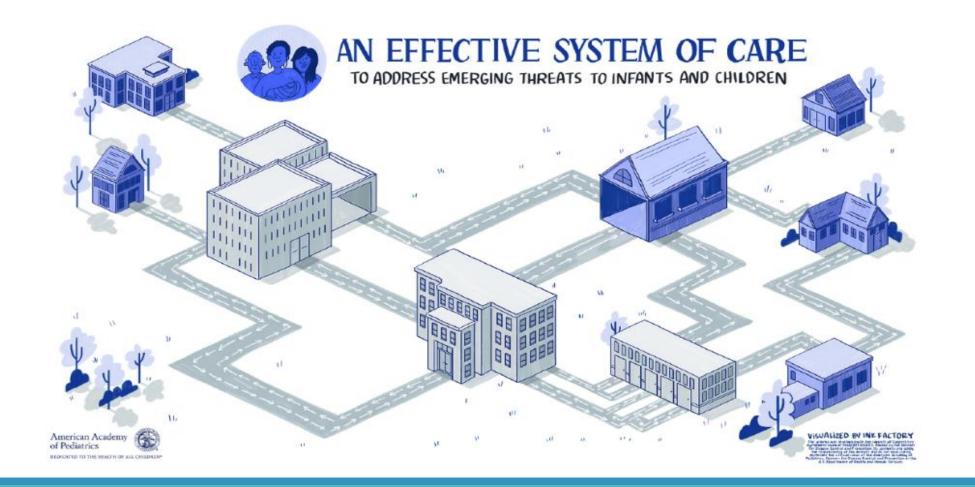
Committees, Councils, Sections, Departments and Divisions

 Leadership entities that develop AAP policy, educational programming and resources, and advocate for health initiatives and carrying out the AAP mission

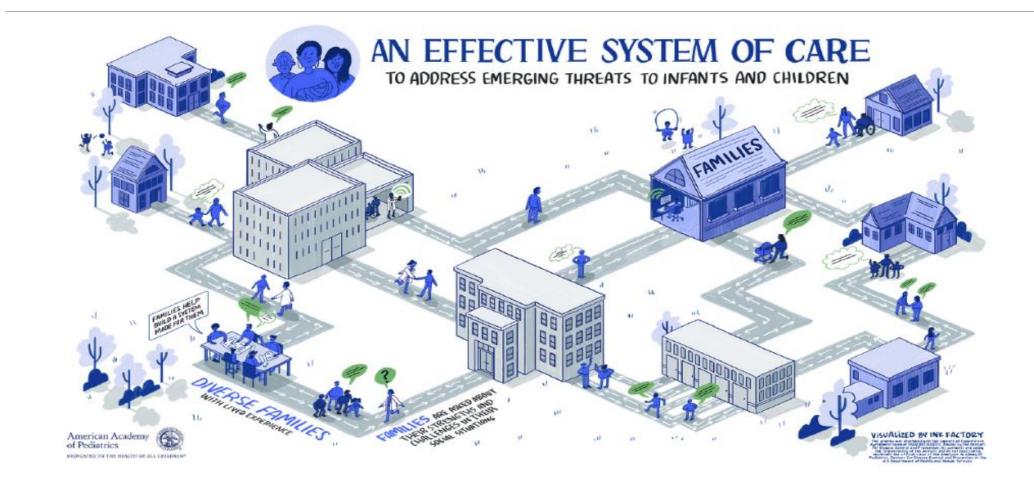
## System of Care Approach Needed



## Assess the Current State of the System



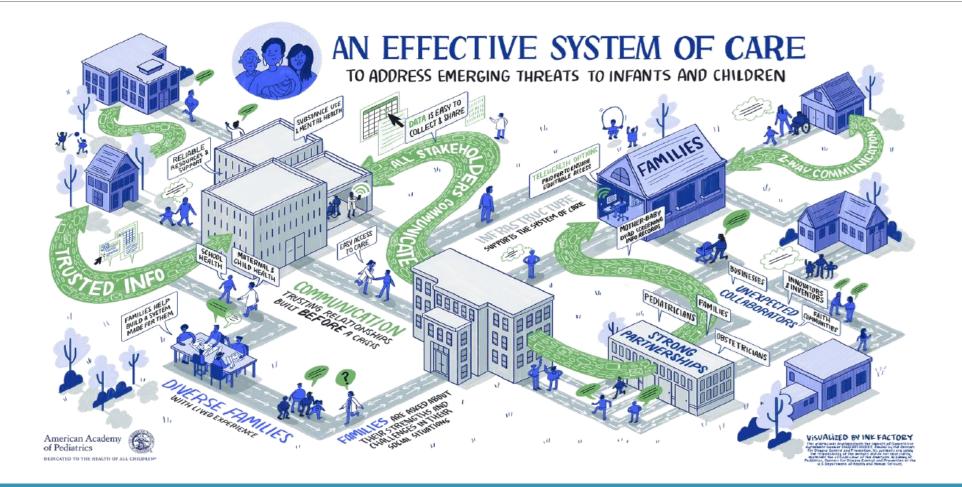
## **Engage Families from the Very Beginning**



### **Strengthen Communication Systems**



### **Build Strong Partnerships**



# **Ongoing Evaluation of the System of Care**



# Thank you!

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# Questions & Discussion