



OTIS Partnerships

COLLABORATING TO ADDRESS EMERGING THREATS
TO INFANTS AND CHILDREN

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



Received: 20 May 2020 | Revised: 22 July 2020 | Accepted: 23 July 2020

DOI: 10.1002/bdr2.1787

BRIEF REPORT

Birth Defects Research  WILEY

A model partnership for communication and dissemination of scientific recommendations for pregnant women during the emergency response to the Zika virus outbreak: MotherToBaby and the Centers for Disease Control and Prevention

Lorrie Harris-Sagaribay¹  | Christina D. Chambers²  | Kirstie Perrotta³ | Kara D. Polen⁴ | Margaret A. Honein⁴ | Elizabeth Wasternack⁵

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

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!

AAP Contacts

Heather Fitzpatrick, MPH

Program Manager, Emerging Threats

hfitzpatrick@aap.org

Stephanie Smiley, MA

Director, Pediatric Population Health Initiatives

ssmiley@aap.org

MotherToBaby Emerging Issues Task Force

Lorrie Harris-Sagaribay, MPH

MotherToBaby North Carolina

lorrie.harrissagaribay@hcahealthcare.com

Kirstie Perrotta, MPH

MotherToBaby California

kperrotta@health.ucsd.edu

Questions & Discussion
