

# AMCHP FUTURE

# 2027



# AMCHP

ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

## Our Mission

- AMCHP's mission is to advance the health of women, children, youth, families, and communities by strengthening governmental public health and deepening community partnerships through a health equity lens.

## Our Vision

- AMCHP's vision is a nation committed to the unfettered wellbeing of women, children, youth, families, and communities so that they may thrive.





### HEALTH EQUITY & ANTI-RACISM

Activate health equity and anti-racism efforts.



### POLICY

Educate and advocate for comprehensive policy solutions.



### YOUTH, FAMILIES, PEOPLE WITH LIVED EXPERIENCE

Incorporate the voices of youth, families, and people with lived experiences.



### PARTNERSHIPS

Create and sustain durable, interdisciplinary partnerships.

# AMCHP

JOURNEY TO 2027 EXPLORES

## core areas of our work

### COMMUNICATIONS & BRANDING

Communicate & tell our stories.



### MATERNAL & CHILD HEALTH TALENT

Build and support talent, strengthen public health systems, and link peers in our work.



### ORGANIZATIONAL CULTURE AND INFRASTRUCTURE

Modernize critical internal processes, infrastructure, and sharpen fiscal stewardship. Maximize the full range of AMCHP's core values, and generate a distinct, rich organizational environment of belonging.



### MEMBERSHIP

Increase the voice and vital role of governmental public health MCH programs through robust member engagement.



## Core Values

**Innovation & Impact**  
**Leadership, Support, & Growth**

**Accountability & Stewardship**  
**Diversity, Inclusion, & Honoring Voices**

**Collaboration**  
**Compassion**