

2.0 Key Personnel

2.1 Policy: Each BIH Program must have a BIH Coordinator that is approved by the State MCH Branch and works in conjunction with the MCH Director. The MCH Branch must approve any changes to the position including allotted time, duties, job specifications, and organization charts.

2.2 BIH Coordinator Requirements

- 2.2.1 Implement and maintain a culturally competent BIH Program including recruiting, training, and retaining staff that reflect and respond to the values and demographics of the communities served.
- 2.2.2 Must assume responsibility to develop, maintain, and operate the BIH Program as specified in 1.0 Local BIH Activities.
- 2.2.3 In collaboration with MCH conduct a local Community Needs Assessment every five years as required by Title V. The BIH component of the MCH Community Needs Assessment should be specific to the African-American community and aimed at facilitating improved perinatal services for pregnant and parenting African-American women, infants, and their families.
- 2.2.4 Identify by zip codes/census tract areas of pregnant and parenting African American women to assure the provision of program services in zip code areas with the highest concentration of African-American births and deaths.
- 2.2.5 Facilitate the formation and maintenance of a culturally competent BIH Advisory Board.
- 2.2.6 Set the goal for the number of clients to be served.
- 2.2.7 The priorities for serving clients in the BIH program is:
- Serve 25-30% of all African-American births.
 - Half of the pregnant women served should be first time pregnant moms.
 - Provide follow up services, for up to 12 months, to mothers and infants.
- 2.2.8 Identify local objective(s) to be implemented in addition to program interventions. The local objective(s) should be based upon the Needs Assessment or findings from the FIMR Review or the BIH Advisory Board.

2.2.9 Coordinate at a minimum two BIH “Celebrate Healthy Baby” events annually.

2.2.10 Serve on the Fetal Infant Mortality Review (FIMR) Committee to share FIMR findings with the BIH Advisory Board and to further community analysis and community- based resolutions.

2.2.11 Attend and participate in semi-annual statewide meetings as scheduled and coordinated by the MCH Branch. At a minimum, each program is required to send at least one representative to scheduled BIH meetings.

2.3 Procedures for Key Personnel

2.3.2 Please refer to Procedures for Key Personnel of the MCH policies and procedures.