

Thriving PA advocates for Pennsylvania's children and families to have the opportunity to thrive with a family-centered approach that prioritizes health, economic security, and comprehensive care to ensure a healthy start in life.

## Our Focus

### Access to Care

A healthy baby begins with a healthy pregnancy. All parents should have access to the health resources they need to give birth and Pennsylvania's children should be insured as early as possible to have the healthiest start possible.

### A Coordinated & Comprehensive System

Babies don't come with a book of instructions, and children's needs and challenges grow along with them. Families deserve access to high quality supports and services like evidence-based home visiting, physical and mental health services, and nutrition supports designed to meet their needs.

### Family Economic Security

Economic security is one of the strongest predictors of long-term well-being. A family's ability to meet its basic needs is the foundation for healthy development and self-sufficiency. Every family deserves equitable access to the resources they need to thrive.

## Our Wins

- ✓ Extending postpartum Medicaid Extension coverage
- ✓ Establishing a statewide perinatal psychiatric access program
  - ✓ Making doula services reimbursable by Medicaid
- ✓ Increasing public investment in evidence-based home visiting programs
- ✓ Strengthening stakeholder engagement to increase access to and modernize the consumer experience in the Pennsylvania Women, Infants, and Children (WIC) program.
  - ✓ Improving PA WIC program transparency, including increasing publicly available data and sharing of annual state strategic plan
  - ✓ Providing 12 months of continuous Medicaid coverage eligibility for children under age 19
- ✓ Supporting efforts to establish a refundable State Earned Income Tax Credit

## Our Priorities

### Educate

- Educate families about free or low-cost health insurance options through Medicaid, the Children's Health Insurance Program (CHIP), and the state-based marketplace Pennie™
- Increase awareness about the benefits of WIC and evidence-based home visiting programs among policymakers, community-based organizations, health care professionals, and others who serve eligible populations
- Increase public and policymaker awareness of the benefits of evidence-based home visiting programs

### Advocate

- Increase public investments in healthy development
- Transition to an online Smart Card for redeeming WIC benefits, permanently implement telehealth policies, and utilize mobile units
- Establish a Statewide Paid Family and Medical Leave program

### Collaborate

- Work with state officials on WIC policy improvements to ensure families can easily apply and keep their benefits
- Improve cross-system and -department communication, including data sharing opportunities between SNAP, Medicaid, and WIC
- Collaborate with PA DHS to expand and sustain the Managed Care Home Visiting initiative
- Strengthen, diversify, and increase the cultural competency of the WIC and home visiting workforce
- Monitor progress toward Medicaid reimbursement for Doula services
- Work with DHS on improving connections to health insurance through Medicaid, including improving automatic renewals and expanding continuous coverage until age six

