



Region 7

Maternal Health ECHO[®] Session 2

Bridging Community and Clinical Approaches

July 28, 2026



Welcome!

In the chat, share:

- Your name
- Where you are joining from
- The most unexpected place you have built trust with someone outside of your sector or industry

Who We Are



- ▶ Nonprofit, nonpartisan educational institution based in Topeka.
- ▶ Established in 1995 with a multi-year grant from the Kansas Health Foundation.
- ▶ Committed to convening meaningful conversations around tough topics related to health.

Hello!

Avanthi Chatrathi, M.P.H.

Analyst

Kansas Health Institute

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Agenda

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Welcome

2

Didactic — Bridging Community and Clinical Approaches

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Panel Discussion — Region 7 Panel Discussion

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Problem of Practice Presentation and Discussion

5

Whole-Group Share Out

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Cohort Announcements

7

Closing

Region 7 Maternal Health ECHO®



Region 7 Maternal Health ECHO

Overarching Objectives

- ▶ **Use** actionable strategies to engage mothers and community voices in shaping service delivery and evaluation.
- ▶ **Build** networks across Region 7 to share practices, resources and data-informed insights.
- ▶ **Leverage** community-based approaches (e.g., collaboration with community health workers (CHWs), doulas) with clinical systems.
- ▶ **Identify** and share strategies to address region-specific maternal health barriers (e.g., access, transportation, trauma).

Region 7 Maternal Health ECHO Sessions

Session 1 | June 23

**Enhancing Regional
Collaboration and
Resource Sharing**

Session 2 | July 28

**Bridging Community
and Clinical
Approaches**

Session 3 | Aug. 25

**Removing Structural
and Financial Barriers**

Session 4 | Sept. 22

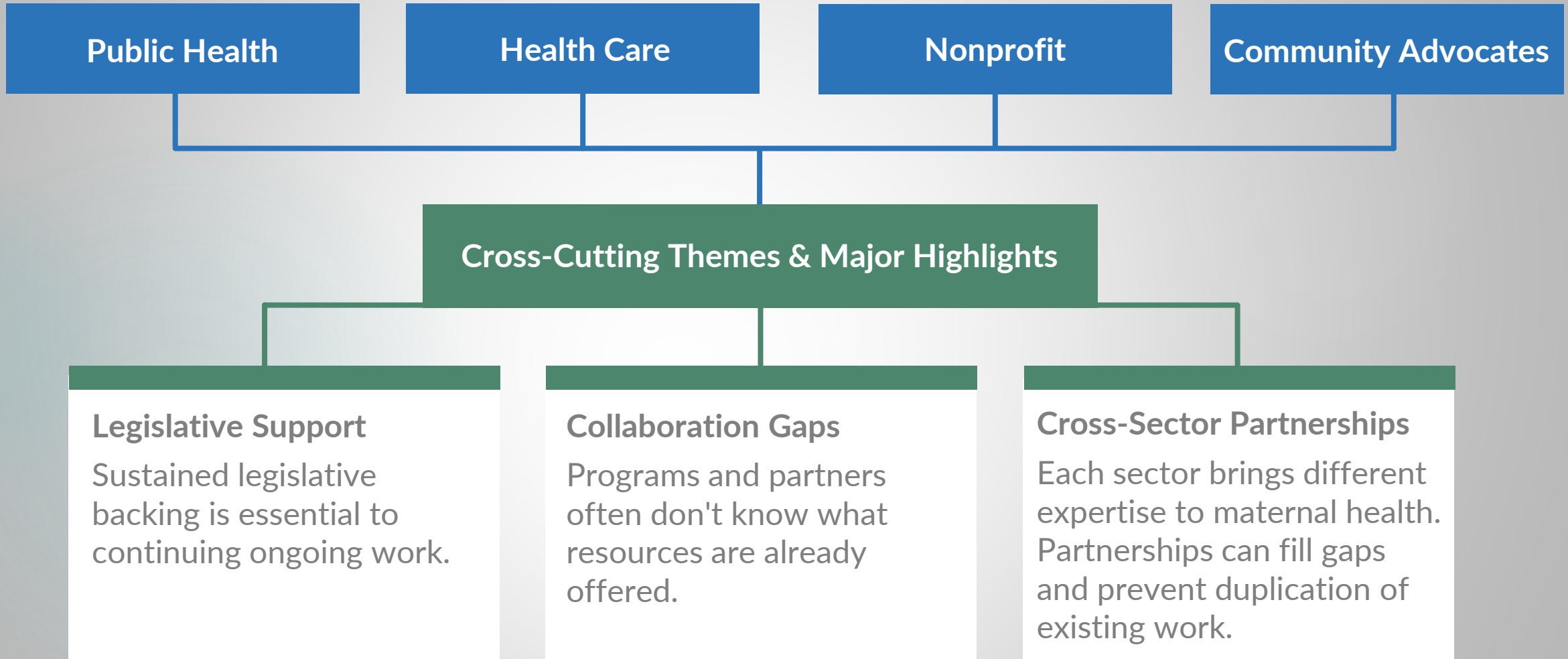
**Supporting Maternal
Mental Health**

Session 5 | Oct. 27

**Reflecting and
Moving Forward
Together**

Session 1 Breakout Discussion Summary

Enhancing Regional Collaboration & Resource Sharing



Ad Astra ECHO Planning Team



Shelby Rowell
ECHO Lead Facilitator



Avanthi Chatrathi
ECHO Lead Facilitator



Rebecca Andrade
*ECHO Coordinator and
Curriculum Lead*



Misha Raichura
KHI Intern

Resource Guide



Resource Guide
Region 7 Maternal Health ECHO® Session 2
Bridging Community and Clinical Approaches

July 28, 2026

On July 28, the Kansas Health Institute hosted Session 2 of the Region 7 Maternal Health ECHO series. Participants explored practical ways to connect community-based support with clinical care pathways, strengthen trust and ensure that maternal health strategies reflect real needs across Missouri, Iowa, Nebraska and Kansas. Use this guide to dive deeper into key resources, reflect on discussion questions and capture your thoughts or takeaways as we explore maternal health in Region 7.

Watch the recording here!

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Register for upcoming events.
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Follow us on social media @KHIforg.

Resources

 Explore strategies on leveraging a broad workforce to improve health care.

 Explore practical tools to overcome barriers to strategic partnerships and maximize their collaborative advantage.

 Invite others to join the ECHO series! Share the registration link for future sessions.

Continued on second page.



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Resource Guide
in the chat!



Didactic

Bridging Community and Clinical Approaches

Tonia Wright

Founder and Chief Executive Officer
Altruism, Inc. and Grace Advertising



A photograph of a healthcare professional, likely a nurse or doctor, examining a newborn baby held by a Black woman in a clinical setting. The woman is smiling and looking at the baby. The healthcare professional is wearing a white lab coat and a stethoscope. In the background, there is a growth chart on the wall and a table with medical supplies. The image is overlaid with a semi-transparent dark blue filter.

Maternal Health ECHO Series Session: Bridging Community and Clinical Approaches

Presented by:
Tonia Wright, Altruism, Inc.
Founder/CEO

July 28, 2026

altruisminc.



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Who We Are

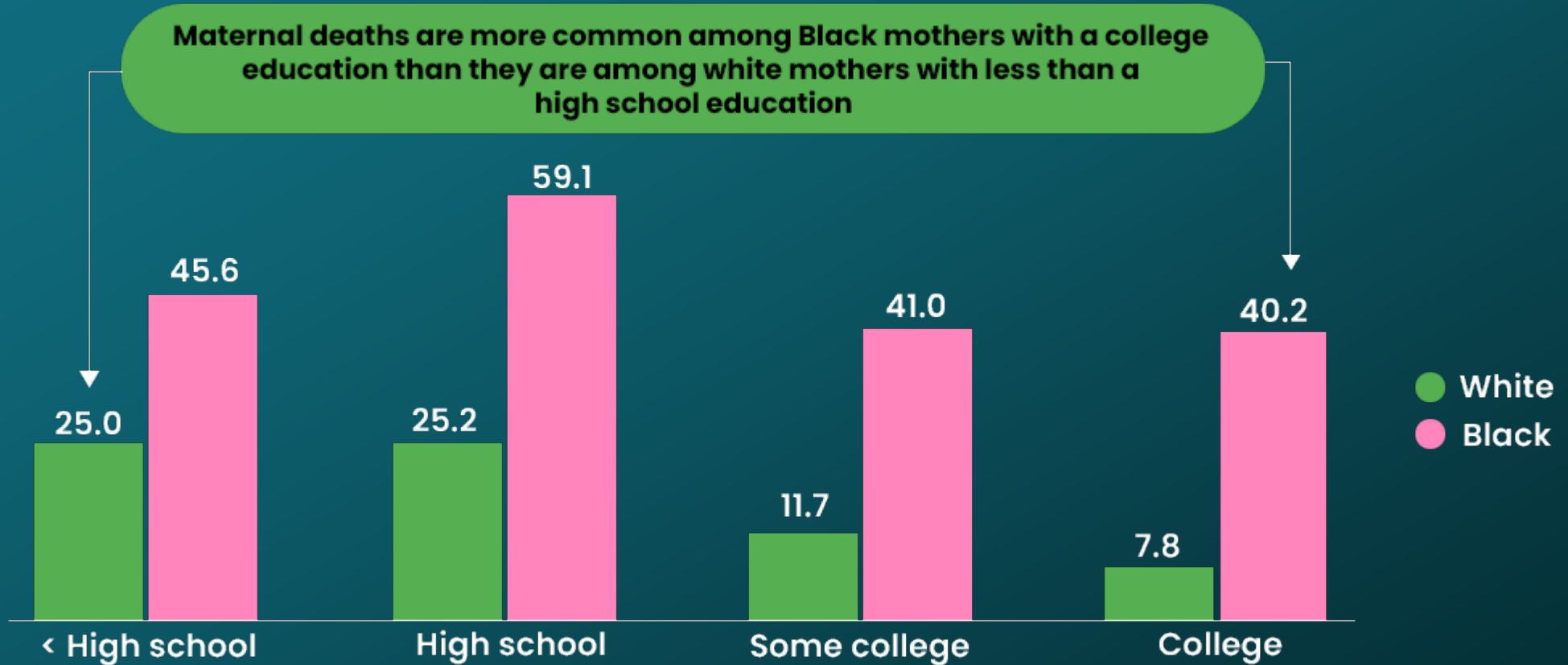
- For-profit – Grace Advertising & Consulting, Inc.
- Health care & rural health care advocacy/outreach – 2007
- Altruistic mission – pro bono services
- COVID-19 – increased pro bono outreach
- Launched Altruism Media, Inc. – 2021
- Focus shifted
- Launched The MalH Project – 2022
- Opened The MalH Center – 2023
- Opened The MalH Center at Sam Rodgers – 2025

altruisminc.





Our Why



Source: Laurie Zephyrin et al, *Community-Based Models to Improve Maternal Health Outcomes and Promote Health Equity* (Commonwealth Fund, Mar. 2021).



Our Why

Birthing people covered through Medicaid have a **7x higher** PANR mortality rate.



Private Insurance



Medicaid Insurance





Our Why



45%

Almost half of birthing people hold back from asking questions or sharing concerns during maternity care visits.



Our Why



30% of Black, Hispanic/Latino, and Multiracial birthing people report mistreatment in clinical settings during labor and delivery.





How to start bridging community and clinical approaches

- Leverage peer worker support
- Share data
- Codify community expertise
- Rethink care delivery





What Are Some Evidence-Based Benefits Of Doula Support?

- Decrease maternal stress
- **Fewer C-sections**
- Increased spontaneous vaginal births
- Decreased labor duration
- **Higher satisfaction with birth outcomes/fewer negative feelings of childbirth experience**
- Higher rates of breastfeeding
- Fewer preterm births





What we hope to accomplish

Move from a physician-informed perinatal and reproductive health care model to a **community-informed** perinatal and reproductive health care model.



What are we learning through ongoing discussions and collaboration with one area health system?

Systems change, and equitable birth outcomes are most promising when community approaches and clinical approaches coalesce.



Models of Perinatal and Reproductive Health

	Community-Informed (Desired)	Physician-Centered (Status Quo)
Assumption	Power differences determine differential access, capacity, and opportunity for health beyond individual patient/provider behavior or attribute	Individual physiology, individual behavior, and provider knowledge/skill determine maternal and/or fetal health outcomes
Primary Goal	Pursuit of social justice, liberation, and collective autonomy and self-determination in care experiences	• Clinical health risk mitigation • Knowledge accumulation
Intervention focus	Broad systems and institutions of inequality and inequity, upstream forces	Individual behavior and proximal causes
Position to community	Engaged subjectivity, reciprocity, collaborative partnership	Affective neutrality, objectivity, hierarchical, mother blame
Team Education/Expertise	Experiential learning, institutionalized learning, multidisciplinary approaches Integrating doulas into clinical teams	Institutionalized learning: Homogeneity in clinical disciplines (i.e., medicine, nursing)



Q&A – Thank You

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Region 7 Panel Discussion

Meet the Panelists



Abriona
Markham, C.D.,
C.B.S.

Executive Director
Topeka Doula
Project, INC.



Amber Goodrich,
C.N.M., A.R.N.P., M.S.N.,
F.A.C.N.M.

Division Director
University of Iowa
Healthcare



Stormy Griffin,
B.S.N., R.N.

ILC-Maternal Child Health
Winnebago Public Health
Department

Resource Guide



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Resources

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Explore the Toolkit

Explore practical tools to overcome barriers to strategic partnerships and maximize their collaborative advantage.

Share the Link

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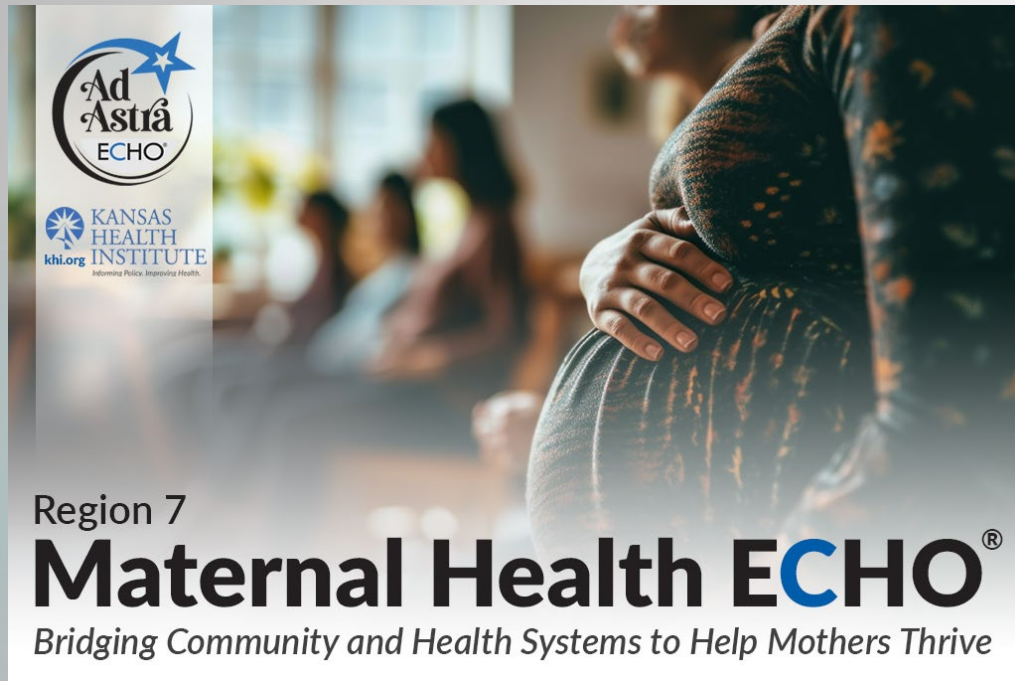
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Up Next

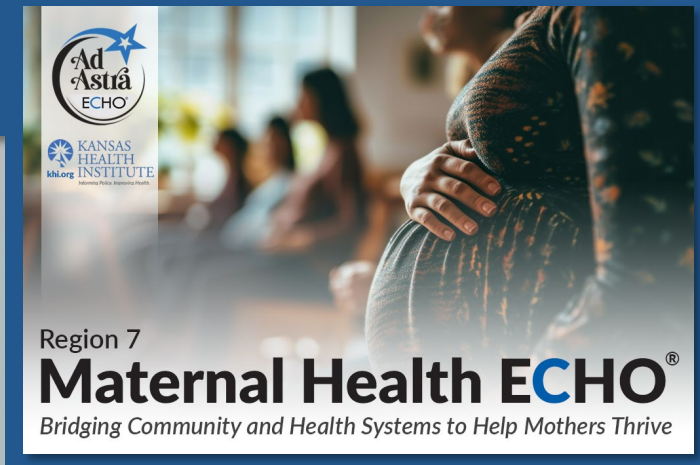


Session 3

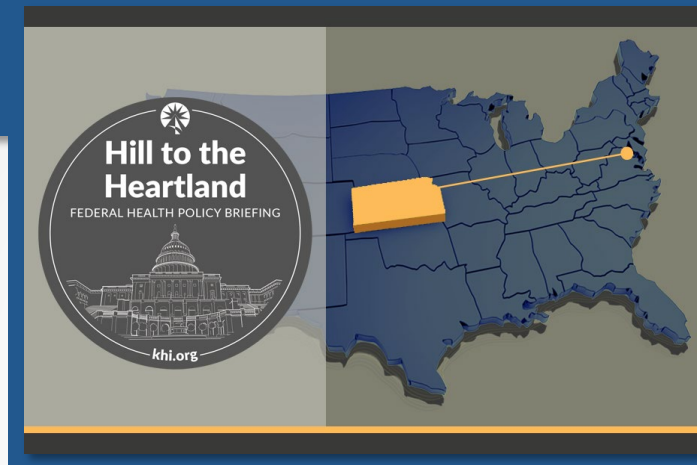
Removing Structural and Financial Barriers

Aug. 25, 2026

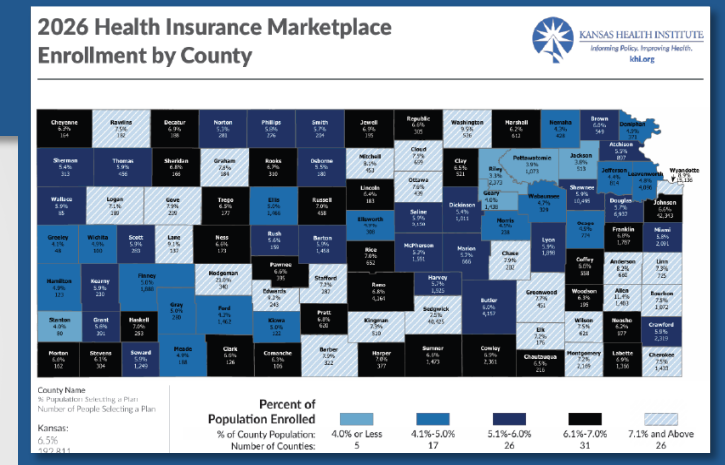
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