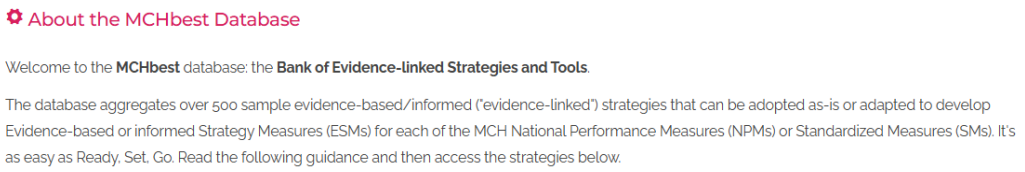
**MCH Evidence - Navigating the MCHbest database for evidence-based strategy and ESM selection**

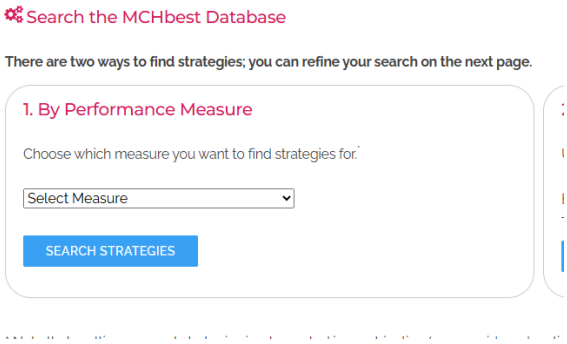
## 1. Open the Strategy Search Tool

Go to: https://www.mchevidence.org/tools/strategies/search/index.php .
This page allows you to look up evidence-based strategies connected to the national or state performance measures (NPM/SPM).



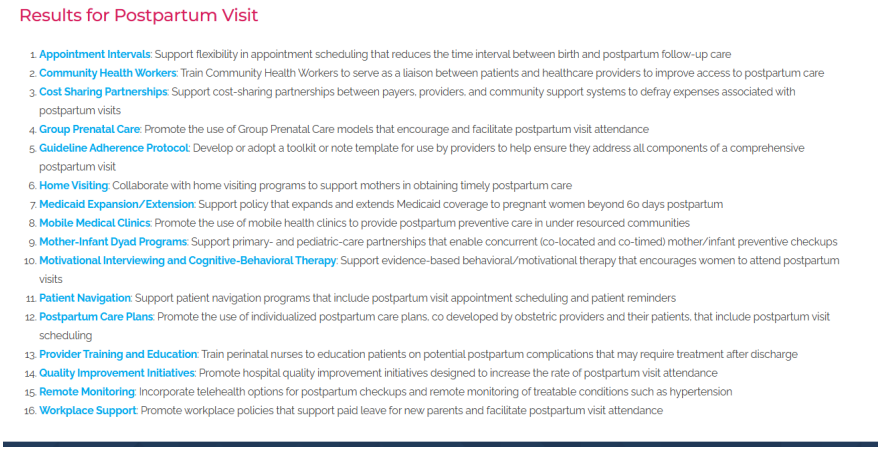

## 2. Select the Appropriate NPM or SPM

On the main search page, locate the section titled *Population Domain*.
Choose the NPM or SPM that matches the measure listed in your Scope of Work (SOW) template or SOW strategy list.
After selecting the measure, click the Search Strategies button.




## 3. Review the Strategy Results

The search results page will display a list of strategies associated with your selected measure.
These are potential strategies you can use in your SOW under Evidence-Based Strategy.

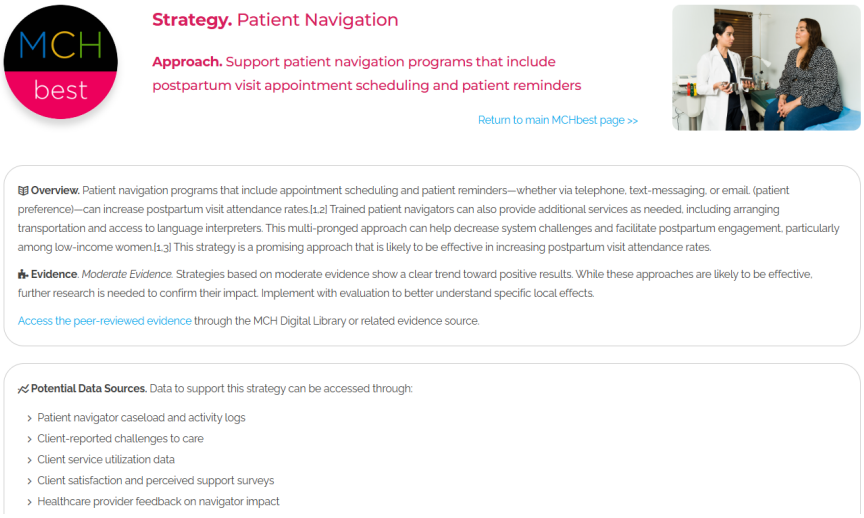


## 4. Explore Each Strategy in Detail

Click on any strategy in the results list to open a detailed overview.

This page provides:

- A description of the **evidence-based strategy**
- A summary of the **evidence supporting the strategy**
- Potential **data sources** you can use
- Outcome components to help you create a **SMART goal**
- A list of **Evidence-Based Strategy Measures (ESMs)** organized into quadrants




## 5. Select an ESM

You may choose an ESM from any quadrant; however, Quadrants 3 and 4 are preferred because they best reflect measurable change.

**Other Helpful Tips for Completing SOW Data Components**

**ESM Indicator**

The ESM indicator should be a *measurable* datapoint that reflects how well your selected strategy is being implemented. This should always be linked to **your agency's existing data systems** and the **needs of the community you serve**. If one of the MCHbest indicators does not directly fit your strategy, feel free to alter it to fit, but it should still fulfill all other requirements as outlined below.

Choose an indicator that:

- Represents meaningful change for the population (mothers, children, families).
- Can be reliably measured using your agency's data sources.
- Directly aligns with the evidence-based strategy chosen through the MCHbest tool.

Examples include: completion rates, access measures, participation numbers, or quality improvement metrics — as long as these are realistic and relevant to your service population.

**Baseline**

The baseline represents the *starting point* for your ESM indicator. This value must come from **agency-level data**, not national trends or assumptions.

For programs without current data, describe how the baseline will be established — for example:

- Collecting initial program data,
- Pulling existing administrative or service records,
- Partnering with community organizations to gather local information.

The baseline should accurately reflect the conditions affecting your community at the beginning of the project period.

**Annual Target**

The annual target should reflect the **expected improvement** based on what is realistic for your agency's capacity and for the population served.

Targets must be:

- Achievable using the resources and data systems your agency has,
- Meaningful for the population (not just a number),
- Clearly connected to the selected evidence-based strategy and community needs.

Remember: Your target is not just a performance requirement — it's a commitment to improving outcomes for the real families and individuals your agency supports.