

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department/Family and Community Health (FCH) BranchContact Person & Phone No: Marcella Johnson (Strong Baby Program Manager x6621) Rosamaria Martinez (FCH Director, x6629)

Category of Request

☐

New Grant

x

Grant Continuation

Previous Council File No.

241055☐

Change in Previously Approved Grant

Previous Council File No.

Project/Program Title: 2026 Maternal and Child Health Grant (Strong Baby Program)Grantor Agency: State of Wisconsin Department of Health ServicesGrant Application Date: N/A (Continuation)Anticipated Award Date: January 1, 2026

1. Description of Grant Project/Program (Include Target Locations and Populations):

The objective for the Maternal and Child Health (MCH) Grant is to provide evidence-based training, education, and support to birthing families, community partners and internal stakeholders focused on infant mortality prevention. In addition, the program aims to collaborate with internal and external stakeholders to improve birth outcomes and strengthen our Fetal and Infant Mortality Review (FIMR) practices to reduce infant mortality within the City of Milwaukee.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

This program meets the strategic goal of improving access to preventative health care; promoting healthy behaviors; assuring safe and healthy homes, businesses, and neighborhoods; reducing racial and ethnic health disparities; improving the quality of healthcare information and coordination of services; and reducing infant mortality. The Milwaukee Health Department's Mission is to "Advance the health and equity of Milwaukeeans through science, innovation, and leadership" with the values of Equity, Collaboration, Courage, Accountability and Quality. Overall, we want to be able to concurrently provide direct service to the community while being the subject matter experts in targeted health topics to support the practice of providers that serve the City of Milwaukee

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

The Maternal and Child Health Grant funds portions of the salaries of 1.0 Strong Baby Manager, 1.0 Community Outreach Specialists focused on Infant Mortality Prevention, 1.0 Community FIMR Coordinator, 1.0 Public Health Strategists focused on FIMR/Maternal and Child Health and 1.0 Director of Family and Community Health role. These functions could not be achieved without the grant funding supplementing the City of Milwaukee funds. The contract will also support the Doula contract work to improve birth outcomes. The grant provides partial funding for doula positions as well as some of the services and the materials needed to sufficiently administer the programs. Community-wide, these grants work to improve the health of Milwaukee citizens. If funding was not received, the ability of the Health Department to provide these services would be greatly diminished.

4. Results Measurement/Progress Report (Applies only to Programs):

The MCH Grant outlines a specific objective of the grant and specific strategy to implement to achieve the objectives. They are broken down into the following sections for the 2025 Grant Cycle:

Infant Mortality Prevention

The selected Strategy for this Objective is: Complete a standardized review of infant mortality in your jurisdiction, assessing gaps in services and resources, and conduct a community educational campaign based on the findings.

Core Activities: Complete a standardized review of infant mortality in your jurisdiction, assessing gaps in services and resources, and conduct a community educational campaign based on the findings

- Assess community health systems for unmet social service needs of pregnant and recently delivered people that may be related to:
 - Sudden Unexpected Infant Death and Safe Sleep (main focus area)
 - With options to incorporate:
 - o Environment, reduce preventable injury
 - o Safe, stable housing
 - o Community connections
 - o Social support, reduce social isolation
 - o Newborn screening and birth defects
 - o Schools and childcare
 - o Community development
 - o Neighborhood safety
- Identify opportunities to integrate community voice in planning and decision-making. Consider collaborating with or providing trainings with community coalitions, One Key Question and Well Badger.

6/15/04

- Using assessment results, collaborate with community partners to develop an action plan outlining steps agency and partners will take to implement a policy, systems, or environmental change related to supporting new or expanded opportunities for infant mortality prevention strategies.
- Enhance community engagement to inform infant mortality strategies and activities. When possible, include family and community representatives who are engaged with infant mortality activities in the process.
- Collaborate with community partners, to promote consistent messaging throughout the community.
- Prepare a plan for sustainability of the work.
- Participate in all Learning Community Calls to support progress on the MCH State Performance Measure related to infant mortality.

5. Grant Period, Timetable and Program Phase-Out Plan:
January 1st, 2026 – December 31st, 2026

6. Provide a list of Subgrantees:
None

7 If Possible, complete Grant Budget Form and attach to back.
See attached budget spreadsheet.