HOME VISITATION PROGRAMS

MATERNAL AND CHILD HEALTH (MCH) DIVISION

CITY OF MILWAUKEE HEALTH DEPARTMENT (MHD)

CREATED BY INTERIM DEPUTY COMMISSIONER OF COMMUNITY HEALTH
ERICA OLIVIER | NOVEMBER 5TH, 2021

AGENDA

Board of Health Meeting

- Brief Overviews of Home Visiting Programs
- Program Updates
  - COVID Impact
  - Primary Data Points
- Goals for 2022

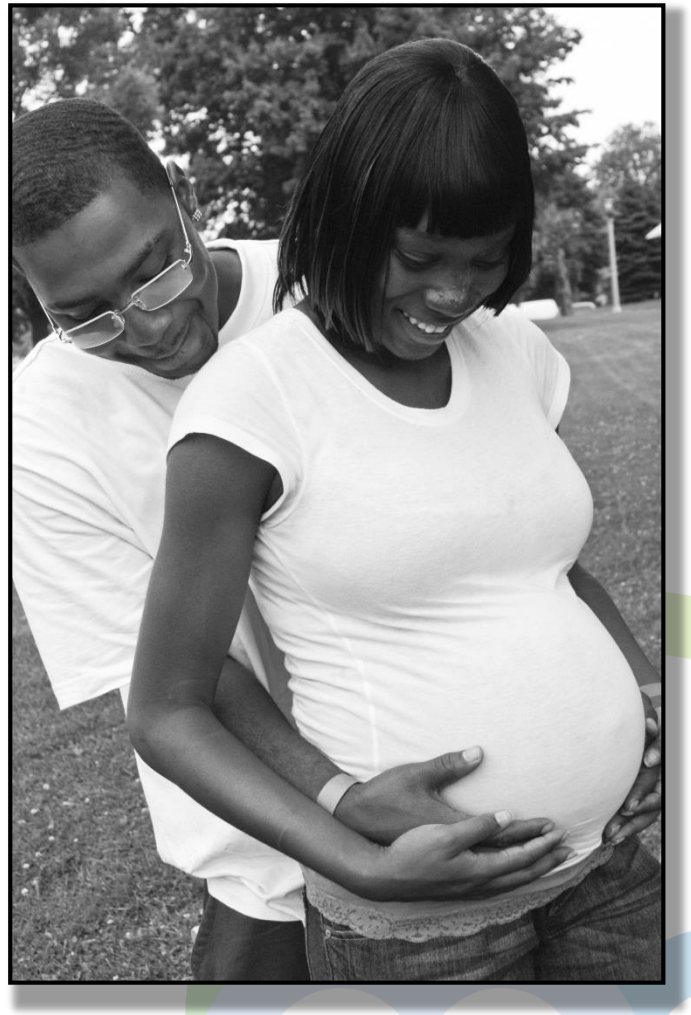
HOME VISITATION PROGRAMS IN MCH

- **Empowering Families of Milwaukee (EFM)**
- **Direct Assistance to Dads (DAD) Project**
- **Parents Nurturing and Caring for their Children (PNCC)**
  - Newborn Hearing Screening
  - Congenital Disorders Screening
- **Birth Outcomes Made Better (BOMB) Doulas**

EMPOWERING FAMILIES OF MILWAUKEE (EFM)

Funded by the Department of Children And Families (DCF), EFM is a long term home visiting program for pregnant mothers in the City of Milwaukee. The program is comprised of Public Health Nurses and Public Health Social Workers that work in dyads to provide a collaborative approach to addressing the compounding needs of at-risk mothers.

In accordance with the evidence-based home visitation model Parents As Teachers (PAT), this program provides health education, resources, case management, crisis intervention and pre/post-natal support to increase healthy birth outcomes and parental capacities. Services can be provided for up to 3 years.



DIRECT ASSISTANCE TO DADS (DAD) PROJECT

Funded by the Department of Children And Families (DCF), DAD Project is a long term home visiting program for expectant or parenting fathers of children under 3 years of age in the City of Milwaukee. The program is comprised of Fatherhood Specialists that work to address the unique needs of our fathers.

In accordance with the evidence-based home visitation model Parents As Teachers (PAT), this program provides health education, targeted resources (i.e. child support, housing, co-parenting support), case management, crisis intervention and fatherhood groups to increase nurturing parenting and awareness of fathers' positive impact in their children's lives. Services can be provided for up to 3 years.

PARENTS NURTURING AND CARING FOR THEIR CHILDREN (PNCC)

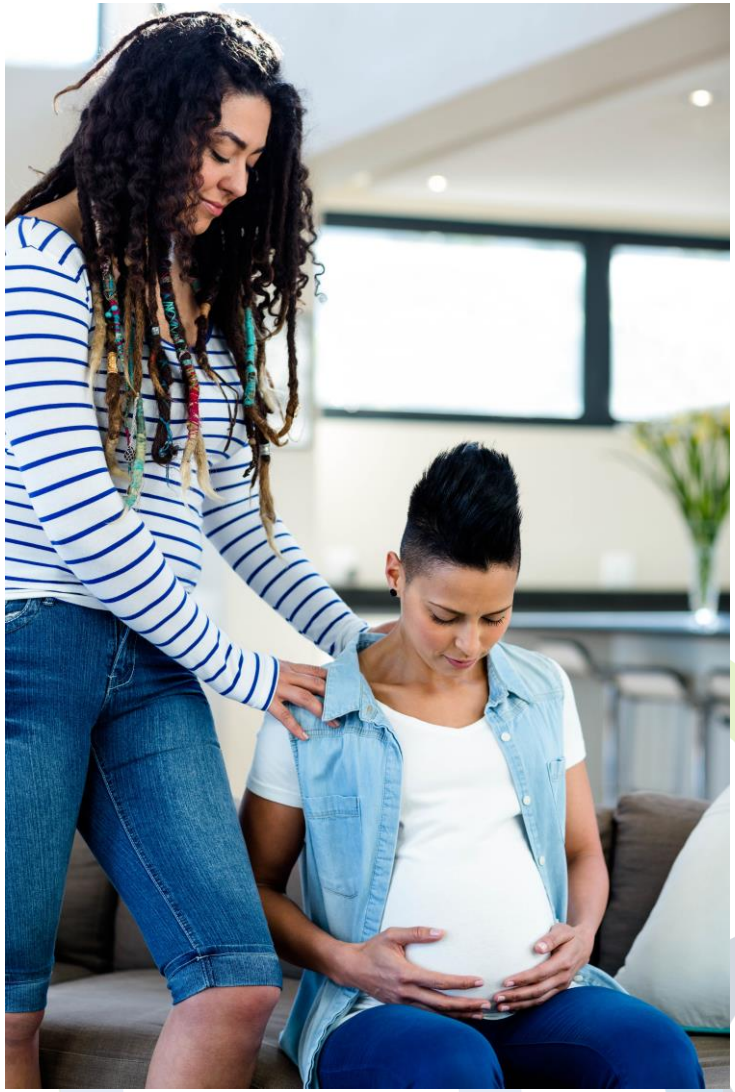
PNCC is a short term Prenatal Care Coordination for Medicaid eligible pregnant mothers in the City of Milwaukee in need of prenatal and limited post-partum support. This team is comprised of Public Health Nurses.

There are two other services under PNCC—one for Congenital Disorder Screening and one fo Newborn Health Screening—staffed by Public Health Nurses that serve several counties in WI to screen for any issues of hearing impairment, sickle cell, etc. and connecting the children to necessary medical interventions.

BIRTH OUTCOMES MADE BETTER (BOMB) DOULAS

Our newest addition to MCH—the BOMB (Birth Outcomes Made Better) Doula Program—provides Doula services to pregnant mothers. This program serves pregnant mothers in the City of Milwaukee in addition to the pilot of Community-Based Doulas targeting the 53206 zip code—where our black mothers and infant mortality rates are disproportionately higher.

Services include but not limited to labor/delivery support, birth plan formulation, breastfeeding assistance, health education and overall prenatal to 12 weeks post-partum support. We want to provide a comprehensive approach to maternal and child health; targeting those most at risk of infant and maternal mortality and poor birthing experiences.



PROGRAM UPDATES

Data and COVID Impact

CITY OF MILWAUKEE
HEALTH DEPARTMENT

COVID AND HOME VISITING

Then and Now

- All Home Visiting Programs paused in person visits between March – June 2020 to establish safe protocols, obtain PPE supplies and configure targeted points in the life of cases for in person visiting
- Established “telehealth” as a new method of contact with families in addition to in-person servicing
- Saw a lull in cases in 2020 but seeing increase in referrals in 2021; supported by increased ability to be in community outreach events
- Was able to maintain enrolled families throughout 2020 and incorporated provision of PPE supplies, COVID education and resources, and support during high isolation/stress of the pandemic

HOME VISITING AND SCREENING DATA (PNCC)

Between 2016 – 2021*:

- PNCC – Served approximately 300 families
- PNCC – Of the hundreds of babies born while enrolled in our programs, 95% of our babies are born full term and of healthy weight
- PNCC – Average number of babies born into the program per year ranges from 50-60
- Newborn Hearing – Average of 500 babies per year Successful Rescreen/Diagnostic Audiological Exam
- Congenital Disorders – Average 100 babies per year referred; 10-25% identified with sickling disorder and successfully case managed
    - PNCC Home Visiting Nurses cross-trained to cover Newborn Hearing and Congenital Disorders Screening

*City of Milwaukee MCH Dashboard Data (2016-2021)

HOME VISITING DATA (EFM/DAD)

Between 2016 – 2021*:

- Enrolled 442 families between EFM (301) and DAD Project (141)
- Of the hundreds of babies born while enrolled in our programs, 90% of our babies are born full term and of healthy weight and less than 1% of all births result in infant mortality (death or stillbirth) and these are typically linked with late enrollees where the lack of prenatal/preventative cares, health education and support mitigating the stressors/health disparities have set in
- Average number of babies born into our home visiting (EFM/DAD) programs per year ranges from 60-80
- Average total number of families enrolled per year is approximately 150 (newly enrolled and continuing)
- EFM - Almost 90% enroll prenatally (state goal 75%)
- DAD – 81% that are offered services enroll (55% is state average)
- Parents overwhelmingly report feeling supported, educated and meeting their personal goals**

2019 (pre-COVID average)*:

- EFM – 94.5% babies born full term/5.5% born low birth weight/premature (COM average was approximately 12.5%)
- EFM and DAD – Over 70% of caregivers (male and female) identify as African American

*City of Milwaukee MCH Dashboard Data (2016-2021)
**FACT Study (2020)

BOMB DOULA PROGRAM

- Fully staffed team of 4 FTE Doulas, 1 Coordinator and Manager
- We have built referral pipeline relationships/partnerships with Aurora, Milwaukee Health Services, Ascension and several other pertinent organizations that serve birthing people!
- We anticipate continued influx of referrals, especially with us launching our community based doulas (contracted) to serve targeted zip code(s) with the highest infant mortality rates
- 4 Contracted Community Based Doulas have been fully trained between July 2021-October 2021 and will take cases in November!

Total Number of Clients Reached	130
Total Number of Clients Enrolled	100
Number of babies born	57
Number of babies born premature (<37 weeks)	5
Race of Clients	75% African American 13% White 10% LatinX
Number of Families Served in High Infant Mortality Zip Codes: Top 5 Zip Codes – running 5 year averages in City of Milwaukee (53206, 53216, 53225, 53210, 53209)	33%

GOALS FOR 2022

- Continue to ramp up enrollments in all Home Visiting Programs
  - ✓Officially launching the Community Based Doula DHHS Initiative
- Identify financial (grant) support for the Doula Programs to continue expanding the reach of Doulas and match the public demand
- Build and implement data reporting system with new Electronic Health Record
- Work with our newly established Data and Evaluation/Health Strategy Directors and Epi team to configure meaningful data touchpoints for all Home Visiting Programs
  - ✓Strategic Planning Process for MHD will help direct this as well
- Increase marketing/public awareness of “One Stop Shop” of MCH Programs

HOW DO YOU REFER TO HOME VISITING PROGRAMS?

- Call Central Intake Line at (414) 286-8620
- Fax referral form to (414) 286-5480
- Access Referral Form on website and submit electronically/by email https://city.milwaukee.gov/Health/Services-and-Programs/MCH

THANK YOU!

Feel free to reach out to me with any questions!

Erica Olivier

Maternal and Child Health Division Director/Interim Deputy Commissioner of Community Health

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