

1. Describe the proposed ordinance or resolution. File number: _____

This is the annual grant renewal for the Breastfeeding Peer Counselor Program (BFPC) within the Women, Infants and Children (WIC) Program within the Maternal and Child Health Division of the Milwaukee Health Department. This grant is through the United States Department of Agriculture through the State of Wisconsin Division of Health and Family Services. The grant cycle runs from January 1st through December 31st each year.

2. Identify the anticipated equity impacts, if any, of this proposal.

See #3; there would only be positive impacts to equity as highlighted below.

3. Identify which minority groups, if any, may be negatively or positively impacted by the proposal.

Minority groups are positively impacted by the extensive peer-to-peer support, breastfeeding & nutrition education, and referral services WIC provides that target those at highest nutritional risk, those that are disenfranchised, are impacted by health disparities, and have higher infant mortality rates which statistically target our families of color. Our services are offered to all ethnicities, races, genders, sexual identities, legal statuses, ages, languages and disabilities. The only eligibility criteria for participating in this program are that they are pregnant, postpartum, or breastfeeding. The BFPC program also can involve other family members and support persons. Our program provides services, such as language interpretation, as well as tailored services based on participant accommodations. when needed.




4. Describe any engagement efforts with minority communities potentially impacted by the proposal.

The BFPC program, within the Milwaukee Health Department program, is housed within high-risk zip codes in the City making access less of a barrier than other health service providers. WIC participates in dozens of outreach events per year, targeting various populations & demographics, and in a variety of zip codes annually. This year, peer counselors are anticipated to conduct outreach at Ascension St. Joseph's to help increase enrollment and provide peer & breastfeeding support to some of the highest need families. WIC continues to engage with the community via focus groups, targeted outreach, and various forms of surveys to help improve the services provided and make them as culturally appropriate as possible.

5. Describe how any anticipated equity impacts of the proposal will be documented or evaluated.

The WIC Program tracks demographic information of all enrolled participants, services provided, and type of support provided. Breastfeeding data is also collected, monitored, and assessed on an ongoing basis and evaluated no less than annually to ensure progress and/or completion of grant objectives, and to be aligned with policy and program goals and requirements. All of the aforementioned activities are subject to regular auditing done internally, and every other year by the State WIC office, to ensure full equity and policy compliance.

6. Describe strategies that will be used, if any, to mitigate any anticipated equity impacts.

The BFPC Program, as part of the MHD WIC Program, undergoes constant evaluation by its program manager, Breastfeeding Coordinator, the Milwaukee County Nutrition and Breastfeeding Coordinator, and the State WIC Office. Additionally, data is shared with the Milwaukee Health Department leadership and epidemiology team as a way for measuring outcomes as they relate to Maternal and Child Health within the City of Milwaukee. In addition to pen & paper surveys, the WIC Program utilizes innovative survey methods such as by surveying participants on quality measures related to service provision through the WIC phone application. The WIC Program also seeks to maintain current partnerships, and form new partners with community partners to better engage various populations across the City. Lastly, staff trainings, in particular as they relate to equity 

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