

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department

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Category of Request

New Grant

Grant Continuation

Previous Council File No. 211202

Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: 2023 Maternal and Child Health Grant (Strong Baby Program)

Grantor Agency: State of Wisconsin Department of Health Services

Grant Application Date: N/A (Continuation)

Anticipated Award Date: January 1st, 2023

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

The objectives of for the Maternal and Child Health Grant are to provide evidence-based training, education, and support to internal MHD programs and external community stakeholders to improve birth outcomes and provide family support around Perinatal Mental Health, Childhood Developmental Screening and Health Equity.

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, 2.0 Community Outreach Specialists focused on Developmental Screening and Perinatal Mental Health, 1.0 Community Outreach Coordinator, 2.0 Public Health Strategists focused on Health Equity and Maternal and Child Health, and 0.25 Director of Maternal Child Health. The consolidated contract funds these positions as well as some of the services and the materials needed to sufficiently administer the programs. These functions could not be achieved without the grant funding supplementing the City of Milwaukee funds. Community-wide, these grants work to improve the health of Milwaukee citizens. If funding was not received, the positions paid by this contract would be eliminated and 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 specific tenets of the grant and specific strategies to implement to achieve the objectives. They are broken down into the following sections for the 2023 Grant Cycle:

Developmental Screening:

In collaboration with community partners, the objective is to implement and evaluate Strategy 1: Coordinate to promote awareness and education of importance of developmental monitoring and screening with community groups to improve rates of developmental screening in their community and Strategy 2: Promote education and training of the public health workforce to increase skill and competency in completing an evidence-based developmental screening.

Core activities include:

- Collaborate with Wisconsin Statewide Medical Home Initiative to utilize available tools and resources (i.e., CDC Learn the Signs Act Early Materials) to promote developmental monitoring and screening.
- Outreach and recruit community groups (e.g., parent or family organizations, home visiting agencies, churches, businesses).
- Provide trainings/education for community groups to support implementation of developmental monitoring and screening practices, using tools and resources with common messaging.

Health Equity:

The Milwaukee Health Department (MHD) has executed a 5-year Strategic Plan to hone in on becoming a Public Health 3.0 model which includes refining our role as informant and convener to the community on public health trends/needs. With this shift we want to take advantage of the opportunity to incorporate such strategic focuses throughout all of our programs with the goal to develop a comprehensive

6/15/04

plan that leverages interdepartmental teams and external partnerships. This would better connect our objectives and activities to infant mortality, anti-racism and health equity across the board and using the Strong Baby Program as a driver for this work. We are building off of the foundation of Title V to enhance our work to meet the internal goals of MHD; becoming the trusted and reliable public health officers and subject matter experts in our City.

Perinatal Mental Health

The agency will implement at least 2 practice changes to improve perinatal depression screening and follow-up services.

Core activities/tasks include:

- a. Improve services within a program area that currently provides perinatal depression screening (i.e. doula, home visiting).
- b. Implement new services within a program area that engages pregnant and postpartum women but does not currently provide screening (i.e. WIC, well child services).

5. Grant Period, Timetable and Program Phase-Out Plan:

January 1, 2023 through December 31, 2023.

6. Provide a list of Subgrantees:

NONE

7. If Possible, complete Grant Budget Form and attach to back.

See attached