

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department/Family and Community Health (FCH) Branch

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Category of Request

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|-------------------------------------|-------------------------------------|---------------------------|---------------|
| <input type="checkbox"/> | New Grant | Previous Council File No. | <u>231071</u> |
| <input checked="" type="checkbox"/> | Grant Continuation | Previous Council File No. | _____ |
| <input type="checkbox"/> | Change in Previously Approved Grant | Previous Council File No. | _____ |

Project/Program Title: 2025 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, 2025

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

The objectives of for the Maternal and Child Health (MCH) 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 Infant Mortality Prevention, Childhood Developmental Screening and Health Equity which overall reduces infant mortality in WI.

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, 3.0 Community Outreach Specialists focused on Developmental Screening, FIMR Interviewing/Safe Sleep, and FIMR Case Abstraction, and 2.0 Public Health Strategists focused on Health Equity and FIMR/Maternal and 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 2025 Grant Cycle:

Developmental Screening:

In collaboration with community partners, the objective is to implement and evaluate 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:

- Utilize and promote the CDC Learn the Signs. Act Early materials.
- Coordinate, organize, and host a professional developmental screening training.
- Partner with an expert (e.g., Brookes Professional Development Coordinator) to provide training to event participants on the fundamentals of ASQ-3 developmental screening administration.
- Conduct outreach to promote developmental screening training with multiple agencies (e.g., childcare providers/agencies, bordering health departments, home visiting agencies, Tribal health communities).
- Enhance community engagement to inform developmental monitoring and screening strategies and activities. When possible, include family and community representatives who are engaged with developmental monitoring and screening activities in the process.
- Collaborate with the statewide technical assistance provider and community partners to promote consistent messaging throughout the community.

Health Equity:

The Strategy of focus for this objective is: "Implement an action plan to advance health equity and enhance community engagement for the MCH population."

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 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.

Infant Mortality Prevent

The selected Strategy for this Objective is: **Develop and implement an action plan to address unmet social service needs of pregnant or recently delivered people that reduce disparities and increase access to resources.**

Core Activities:

- 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.
- 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, 2025 – December 31st, 2025

6. Provide a list of Subgrantees:

None

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

See attached budget spreadsheet.