

1. Describe the proposed ordinance or resolution. File number: 251223

*This is the annual grant renewal for the Strong Baby Program under the Family and Child Health Branch of the Milwaukee Health Department. This is a State of WI - Consolidated Contract and this grant cycle runs from January 1st, 2026 until December 31st, 2026.*

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

*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. This grant funds the Strong Baby Program that provides training, education, and informs practice on one focus area — Infant Mortality Prevention. Its meant to build awareness and practice in this area. This is including but not limited to providing outreach/educational events, and collaborating with health care providers, child care centers, schools, and community organizations that impact children and families in Milwaukee.*

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

*Minority groups are positively impacted by the services provided by all programs under the Strong Baby Program as these tenets target primary topics that impact the health and safety of families - prenatally through early childhood years; those that are disenfranchised, have increased issues with health disparities, and have higher infant mortality rates which statistically speaking tend to be our mothers and fathers of color. Our services are offered to all ethnicities, races, genders, sexual identities, legal statuses, ages, languages and disabilities. We can accommodate language, socioeconomic, housing, transportation and literacy needs and our services are built to support those most in need.*

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

*All of our programs are usually marketed by word of mouth and community referrals from our community partners. Outreaching into the community is done at a program level either by internal or external partnering. We provide education to the community on an individual basis or group settings to enhance current policy or reform policy within an organization. There is an intake process for our safe sleep program which allows families to gauge whether they meet qualifications or not for the program up front. We service all race and ethnicities and provide accommodations for those that are in need of it at the time of receiving services. We do outreach on different sides of town to provide health education, resources, and referrals into our programs. We provide education to our community based partners, clinics, schools, and faith based organizations.*

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

*Our program tracks information of all parties, organizations, partners, etc. that we work with, including but not limited to demographic info, services provided, compliance, outcomes and trends that we use in our Continuous Quality Improvement processes through our State funder. We utilize such information to find areas of improvement, areas of strength, and areas of opportunities to increase efficacy in our services provided. It is built into our contract to participate in learning annexes, summits, mid-year check ins and quality control projects on a regular basis that are documented/tracked in our databases.*


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

*Utilization of data/trends via our Policy, Innovation and Equity Branch - specifically Public Health Strategists and Epidemiologists to help guide our practice on issues of health equity, social determinants of health, disparities, infant mortality and any other identified needs in the community.*

- Surveying our clients for their satisfaction/dissatisfaction of services and accounting for any feedback in our practice.*
- Utilizing community impact assessments performed under our Division and/or MHD that solicit the voices of our community and how we can better our approaches.*
- Gaining input/insight from local stakeholders in the community to help drive our practice*

Name: **Marcella Johnson**

Signature: **Marcella Johnson**

 Digitally signed by Marcella Johnson  
Date: 2025.11.04 10:02:24 -06'00'

Date: **11/4/2025**