

Strategies for Reducing Infant Mortality in Milwaukee



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Commissioner of Health

March 9, 2011

Infant Mortality Rate Background

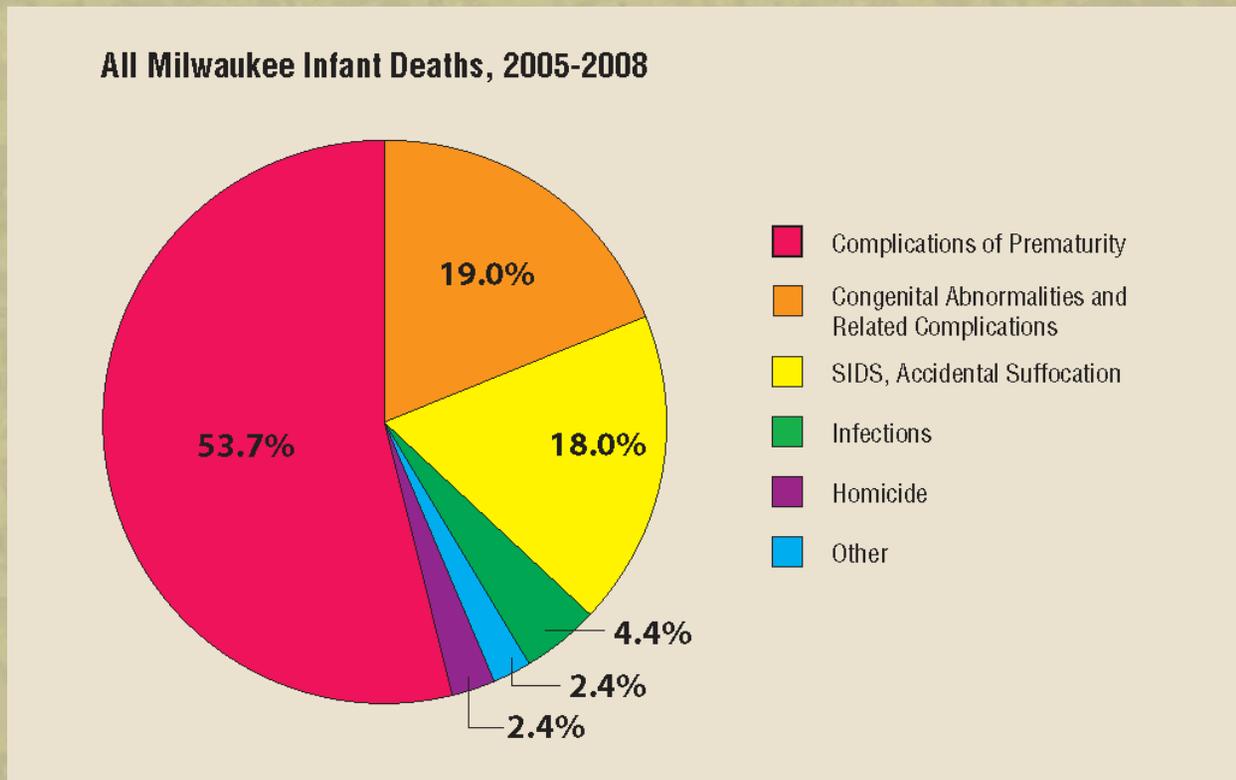
- Infant mortality is a barometer used by the world to determine the health of a community.
- Infant mortality rate = The number of infants who die before their first birthday out of every 1,000 live births.
- African American infants in Milwaukee die at three times the rate of white infants, and they die at a rate higher than in third world countries.

Infant Mortality Context

- While MHD can address some of the factors that contribute to infant mortality, it will remain a significant problem without improvements in broader socioeconomic conditions:
 - Poverty
 - Poor education
 - Lack of viable employment
 - Racism
- All of these, experienced over the life-course, alter stress hormones and predispose women to premature labor.
- We will need help from the Council and others regarding specific ways to address some of these broader factors

Cause of 2005-2008 Infant Deaths in the City of Milwaukee N=499

Source: City of Milwaukee Health Department



Components of the MHD “Safe Baby Program”

- Public Education
- Community Partnerships
- Direct Service
- Research and Evaluation

Public Education

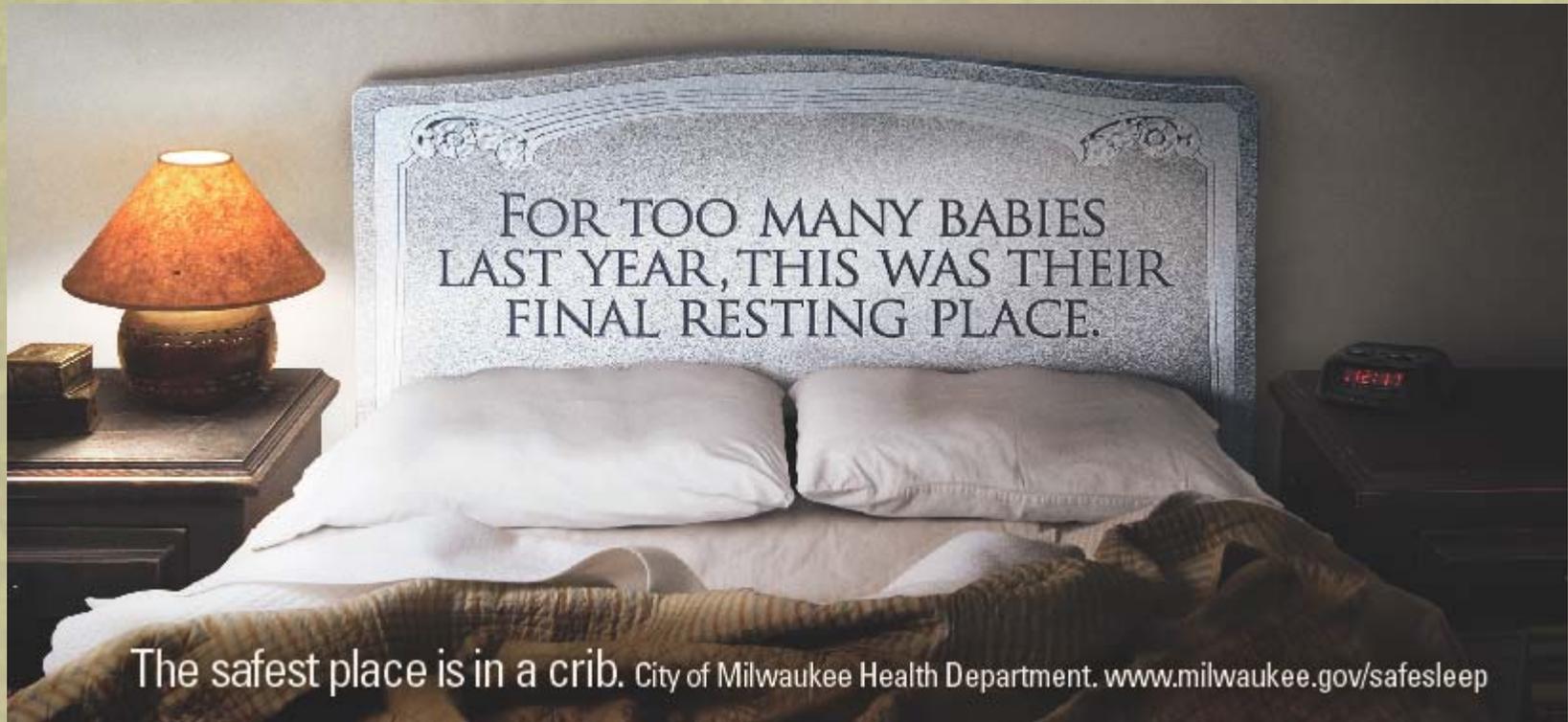
- Milwaukee Journal Sentinel
 - Committed to covering the issue as part of the 2011 “Empty Cradles” series
 - Start of series has so far generated \$3,200 in direct donations by general citizens through mail-in checks and online donations via our website
 - Nine stories, including six editorials
- Milwaukee Courier and Milwaukee Community Journal
 - Helps to reach our target audience

Public Education

- Leveraging of social media with Facebook, Twitter and Spanish Twitter messages as a way to reach the community
- Launch of three media campaigns in 2010
 - Tombstone campaign
 - Radio ads
 - “Rethink Your Position” television public service announcement

Public Education

The image below appeared on 15 county transit shelters and 20 large billboards throughout the city for approximately 700 days, resulting in more than 725,000 views per month. It was supported by the accompanying radio ads (below).



Helpless



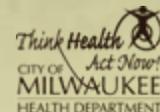
News



Roll Over

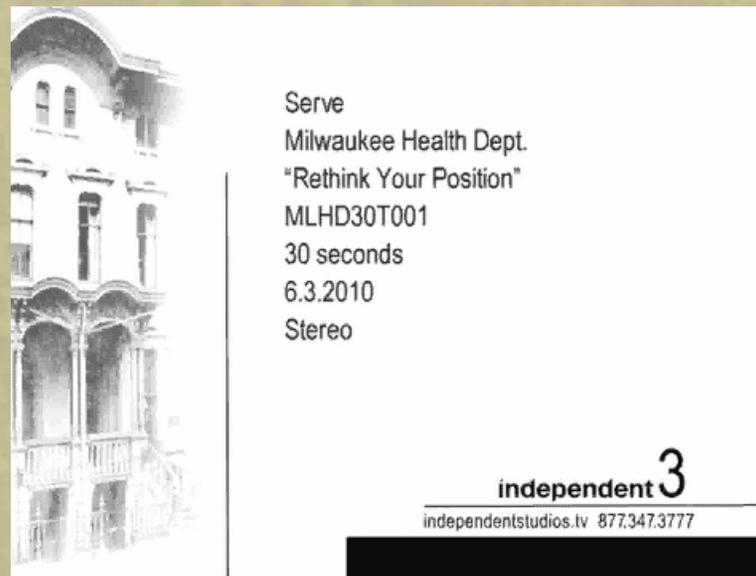
Think Health. Act Now! - CITY OF MILWAUKEE HEALTH DEPARTMENT - www.milwaukee.gov/Health

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Public Education

The “Rethink Your Position” ad aired for at least four weeks on five TV stations.



Public Education



In July 2010, mattresses with stenciled safe sleep messages were placed along streets in two zip codes with the highest incidents of deaths associated with an unsafe sleep environment in Milwaukee.

Public Education

Social marketing campaigns have generated interest and inquiries for replication nationally and internationally:

- New Mexico
- Alaska
- Australia

Community Partnerships

Annual Infant Mortality Summit

- Mayor Tom Barrett launched the First Annual Summit on May 3, 2010
 - Focus: Safe Sleep
 - More than 300 community partner attendees
 - Underwritten by Wheaton Franciscan – St. Joseph
- Second Annual Summit will be held on May 11, 2011
 - Focus: Prematurity Prevention
 - Target Audience: Physicians
 - 100% underwritten by Wheaton Franciscan – St. Joseph, United Way of Greater Milwaukee, and Children’s Hospital of Wisconsin

Community Partnerships

- MHD is supporting the Lifecourse Initiative for Healthy Families (LIHF)
- \$10,000,000 initiative – Wisconsin Partnership Program
- Nearing end of 18-month planning process

Community Partners

- Planning Council for Health and Human Services, Inc
- University of Wisconsin School of Medicine and Public Health
- Wheaton Franciscan St. Joseph's
- Children's Hospital of Wisconsin
- Children's Community Health Plan
- Infant Death Center of Wisconsin
- Froedtert Memorial Lutheran Hospital
- Columbia St. Mary's Health System
- Aurora Health Care
- Center for Quality Community Life
- Medical College of Wisconsin
- Wisconsin Association for Perinatal Care
- Black Health Coalition of Wisconsin, Inc.
- Center for Urban Population Health
- Center for the Advancement of Underserved Children
- Children's Health Alliance of Wisconsin
- Bureau of Milwaukee Child Welfare
- Milwaukee County Medical Examiner
- University of Wisconsin Milwaukee School of Public Health

City Agency Partnerships

- Milwaukee Fire Department
- Milwaukee Police Department
- Housing Authority

Direct Service

- Home Visitation
 - 53204
 - 53205
 - 53206
 - 53208
 - 53210
 - 53212
 - 53218
 - 53233
- 21 MHD Public Health Nurses provided nearly 9,000 home visits to at-risk infants and their families in 2010 in eight targeted zip codes:

Direct Service

- Cribs for Kids Program
 - 419 cribs distributed in 2009
 - 1,010 cribs distributed in 2010
- Women, Infants and Children (WIC) Nutrition Program
 - Serves an average of 8,000 clients each month at all three MHD health centers
 - Provides formula and food vouchers for pregnant women and children until age 5.

Direct Service

- Community Healthcare Access program enrolled 5,000 Milwaukee residents into Medicaid in 2010
- Teen pregnancy prevention programs
 - No Condom? No Way!
 - Plain Talk
- STD screening and treatment

Research

**2010 City of Milwaukee
Fetal Infant Mortality Review
(FIMR) Report:**

Understanding and Preventing
Infant Death and Stillbirth in Milwaukee

2005–2008 Stillbirths and Infant Deaths



This report is dedicated to the 807 babies who died in Milwaukee between 2005 and 2008. Through the examination of their deaths, it is our hope that their stories will help to end racial and ethnic disparity, show us prevention strategies and lead to a better understanding of why infant deaths and stillbirths occur.



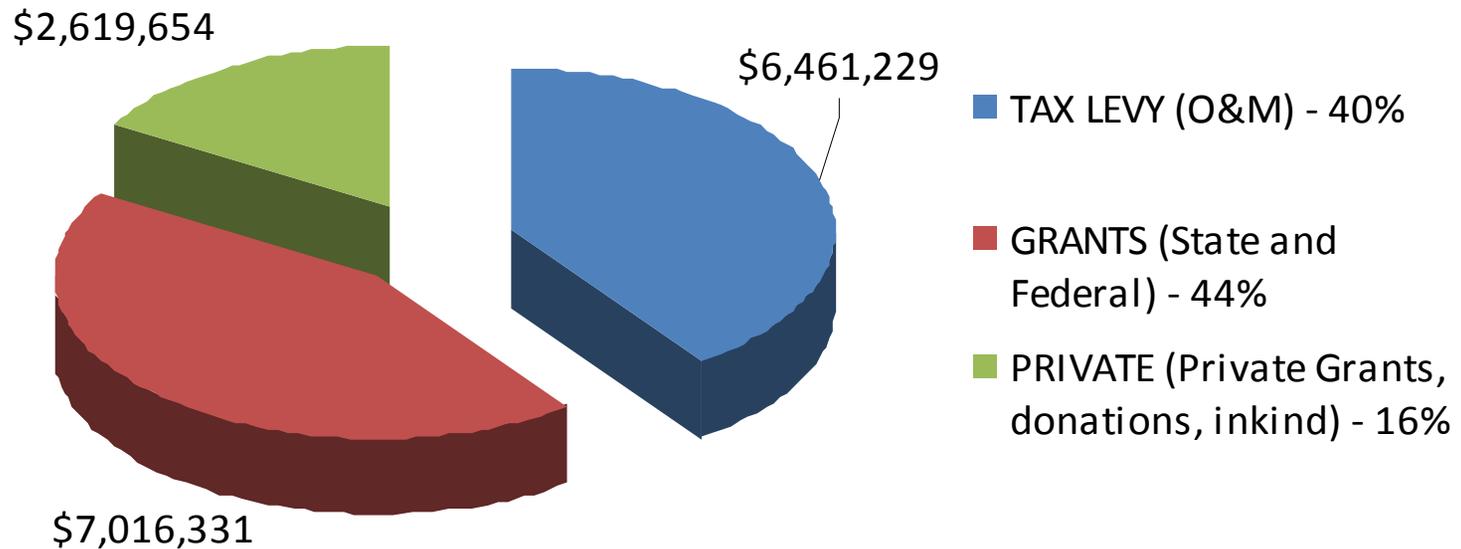
- The Fetal Infant Mortality Review (FIMR) Report was released January 24, 2011 by Mayor Tom Barrett.
- View report at www.milwaukee.gov/FIMR2010

Research

- The FIMR report is a complete forensic review of factors that contributed to Milwaukee's high number of stillbirths and infant deaths from 2005-2008.
- FIMR Process includes:
 - Review of infant medical charts
 - Interview with bereaved mother
 - Analysis by MHD and group of community experts

Infant Mortality Spending Over Five Years

Total Infant Mortality Spending - 5 years (2007-2011)



Conclusions

- Infant mortality rates in Milwaukee constitute a public health crisis for our city, but must be seen in the broader context of socio-economic disparities.
- The City of Milwaukee Health Department is working to reduce infant mortality through education, partnerships, direct service, and research.
- MHD efforts can make an impact, but truly significant and lasting change will require tackling difficult social and economic issues that reach outside the scope of the MHD.

Questions



Tom Barrett, Mayor

Bevan K. Baker,
Commissioner of Health

www.milwaukee.gov/health

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