

LRB-RESEARCH AND ANALYSIS SECTION

FINANCE & PERSONNEL COMMITTEE MAY 16, 2012 ITEM 5, FILE # 111720

File #111720 is a resolution relative to application, funding and expenditure of the Community Health Improvement in Metcalfe Park and Concordia (CHIMC): Save Lives-Immunize Grant from the Medical College of Wisconsin (MCW).

Background

1. This is the fifth annual award to the Milwaukee Health Department (MHD) in a 5-year program. Previous awards were approved and expenditures authorized by Resolution File Numbers 080722, 081325, 091441 and 101177.
2. The Medical College of Wisconsin (MCW), Department of Pediatrics, has received approval for grant awards from the National Institute of Child Health and Human Development (NICHD).
3. This grant supports a continuing Community-based Participatory Research (CBPR) Initiative in Reducing and Eliminating Health Disparities. The project involves research interventions to eliminate immunization rate disparities within low-income ethnic/racial populations less than 14 years of age in Metcalfe Park, Concordia and surrounding neighborhoods (zip codes 53205, 53206, 53208, 53210).
4. In 2011:
 - Participation in the project increased 35% from 350 to 465 families based upon completion of surveys by parents and guardians; the number of children in project families increased to 1,254.
 - The 7-10 year-old age cohort was found to have the largest proportion of up-to-date immunizations (89%), an increase of 2% from the previous year. The 19 to 35 month-old cohort saw the largest increase in up-to-date status from 39% to 69% for those children who had parents enrolled in the education intervention.
 - Compared to census figures for the target zip code areas, 89% of participants were African American compared to census figures of 73%; 90% of parent/guardian participants were female compared to census figures of 54%; and 66% of participants were single heads of households compared to census figures of 48%. Participants also reported a higher rate of unemployment and lower income.
5. An intercept study launched to evaluate last year's media campaign indicated that CHIMC's social marketing campaign showed over 80% of individuals sampled in the target zip codes recalled seeing the CHIMC "Take Control" message. The intercept study also showed that those who saw the message were more likely to ask doctors if their children needed immunizations.

Discussion

- 1. This grant is for \$14,984, entirely grantee-funded, and is slightly greater (+\$417) than the current award.
- 2. The budget for the fifth year of this grantor-share only award to the Health Department provides partial (0.15 FTE) funding for a Public Health Nurse position as follows:

Public Health Nurse (Range: 2DN)	\$ 8,127
Fringe Benefits (50%)	4,064
Program Supplies	2,793
TOTAL	\$14,984

- 3. Activities supported by this grant will assist the Milwaukee Health Department in reaching its goal of 95% immunization compliance by the year 2012. Activities in 2012 will include continued enrollment of new clients.
- 4. The period of the grant is from March 1, 2012 to February 29, 2013.
- 5. Resolution File Number 111720 authorizes the City Comptroller to commit \$14,984 grantor share funds within the Project/Grant Parent of the 2012 Special Revenue-Grant and Aid Projects Fund and to create appropriate Special Revenue Fund-Grant and Aid Project/Grant and Project /Grant levels.
- 6. The resolution further authorizes the Health Department, consistent with the terms of the grant, to: expend from these budgeted amounts; enter into subcontracts and leases; expend 2012 budgeted amounts for equipment deemed necessary to the operation of the program; and expend funds for training and out-of-town travel of departmental staff from the grant funds in 2012.

Fiscal Impact

This proposed \$14,984 in non-O&M funding will support continuing activities and services that would not be provided absent such funding. There is no impact on the tax levy.

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