

# GRANT ANALYSIS FORM

## OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department**

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### Category of Request

- New Grant
- Grant Continuation
- Change in Previously Approved Grant

Previous Council File No. 191248

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**Project/Program Title:** 2021 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 2021

**Please provide the following information:**

#### 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, provide family support including Breastfeeding and Postpartum Depression Screening, Childhood Development Screening, Adolescent Suicide Prevention, 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.

#### 3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

The Maternal and Child Health Grant funds a portion of salary of 1.0 Strong Baby Manager, 4.0 Community Outreach Specialists focused on adolescent health, developmental screening, breastfeeding and perinatal depression, 1.0 Community Education Assistant, 0.5 FIMR/Vitals Manager, 0.5 Public Health Strategist, 0.20 Director of Maternal Child Health, and 0.04 Deputy Commissioner of Community 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.

#### 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 2021 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. 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.

##### Breastfeeding:

Enhance local community coordination to improve continuity of care by strengthening consistent implementation of prenatal, maternity care, and postpartum practices that support breastfeeding to improve breastfeeding initiation and duration rates in their community. Core activities include:

- Utilize Community Match online platform and available resources.
- Outreach, recruit and support sustained partnerships with community stakeholder(s) (e.g., parent or family organizations, home visiting agencies, faith-based organizations, hospitals and clinics).
- Assist new community stakeholder to complete survey on Community Match online platform.
- Facilitate local connections and improvements to breastfeeding friendly policies and practices.

##### Health Equity:

The health equity goals are to continue to assess the capacity of MHD to address health equity and remain committed to implementing MHD Government Alliance for Racial Equity (GARE) recommendations, and MKE Elevate which is a community-led movement to elevate our health, our community and our future. MKE Elevate strives to support safe and healthy neighborhoods where economic security is possible, where eliminating racism is addressed at the root causes, and where positive mental health is supported and is a part of our Community Health Improvement Plan (CHIP). Goal: By December 31, 2021, the agency will implement one practice change to enhance family, youth and community engagement and one additional practice change to advance health equity for the MCH population.

##### Adolescent Suicide:

The Adolescent Health program goal is to work with local schools to understand and/or reduce youth suicides and suicidal thoughts/behaviors.

In collaboration with community partners, will implement and evaluate Strategy 1: Coordinate and/or facilitate skills-based, gate keeper, risk behavior recognition, and other evidence-based suicide prevention and mental health promotion trainings with local community coalitions and other partners to decrease rates of adolescent suicides. Core Activities include:

- Collaborate with Mental Health America of Wisconsin and local suicide coalitions to promote gatekeeper trainings such as QPR (Question, Persuade and Refer), (Youth) Mental Health First Aid, or adverse childhood experiences and trauma-informed care education/training.
- Collaborate with law enforcement and other partners on strategies to restrict means such as distribution of firearm locks and access to medication drop boxes.

**Perinatal Depression:**

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. PNCC, 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).

**\*New Objective for 2021\* COVID:**

The agency will provide infrastructural and leadership support to improve the health of mothers, children, and families during the COVID-19 pandemic. Potential COVID-19 responses include but are not limited to:

- Support an outbreak investigation.
- Provide support in educating the MCH population about COVID-19 through partnerships with other state agencies, medical providers, and health care organizations.
- Work closely with state and local emergency preparedness staff to assure that the needs of the MCH population are represented.
- Fund infrastructure that supports the response to COVID-19. For example, Public Health Nurses who are routinely supported through the Title V program may be able to be mobilized, using Title V funds or separate emergency funding, to support a call center or deliver health services.
- Partner with parent networks and health care providers to provide accurate and reliable information to all families.
- Engage community leaders, including faith-based leaders, to educate community members about strategies for preventing illness.

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

The 2021 grant is \$446,614. This is the same amount rewarded from 2020. The grant period for the Maternal and Child Health Grant is January 1, 2021 through December 31, 2021.

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.

**6. Provide a List of Subgrantees:**

**None**

**7. If Possible, Complete Grant Budget Form and Attach.**