

Maternal and Child Health Disparity Programs

Reducing Racial and Ethnic Disparities in Birth Outcomes. During 2005 and 2006, the *Framework for Action to Eliminate Racial and Ethnic Disparities in Birth Outcomes (2006-2010)* was developed and disseminated. This five-year plan outlines strategies within four main goals: communication and outreach, quality improvement, community and evidence-based practices, and data monitoring.

Please see www.dhfs.wisconsin.gov/healthybirths for the comprehensive *2006 Progress Report* on the accomplishments in 2006, a preview of 2007 efforts, and supporting data on disparities in birth outcomes in Wisconsin. Highlights of the report include:

- **Milwaukee Stakeholders**—Convened in January, 2006 by the Divisions of Health Care Financing and Public Health, highlighting ACCESS (a new online resource for consumers with program eligibility and application features) and new benefits for pregnant women and newborns.
- **Milwaukee Town Hall**—Held in June, 2006 to provide comments on the *Framework for Action*.
- **Web Site**—*Healthy Birth Outcomes: Eliminating Racial and Ethnic Disparities* established in 2006 to share information and best practices.
- **Statewide Advisory Committee** held its first meeting on March 9, 2007; four workgroups will be forming to advance the activities of the *Framework*.
- **First Breath Expansion**—Smoking cessation program tailored for women of color in Milwaukee and southeastern Wisconsin.
- **Medicaid Improvements**—Implementation has begun on cost-effective improvements, including online Medicaid application for pregnant women and newborns.
- **Fatherhood**—Participated in Fatherhood Summit in Milwaukee and will continue collaborative efforts with the Department of Workforce Development and the Milwaukee Mayor's Office.

Data on Wisconsin Youth Sexual Behavior. This Web page provides access to a publication that summarizes data from several sources about sexual behavior and outcomes among Wisconsin youth. It also provides links to related Department of Health and Family Services programs, Department of Public Instruction resources, and national sites. Please see <http://dhfs.wisconsin.gov/stats/s-behyouth.htm>

Statewide Program to Improve Infant Health and Reduce Disparities. The Infant Death Center of Wisconsin provides services to improve infant health and reduce disparities. In addition to bereavement support services and education, the Infant Death Center supports coalitions and a pilot project. In 2007, the Healthy Babies coalition is collaborating with the March of Dimes and the Association of Women's Health, Obstetric and Neonatal Nurses to plan and sponsor a Prematurity Summit. A project in Beloit has implemented activities to increase

awareness of disparities in infant mortality and promote safe infant sleep practices, smoking cessation, and social support for pregnant women. A local coalition was also established in the city of Racine. Planned activities include implementation of a mentoring program for pregnant women and a Cribs for Kids program.

Statewide Program to Improve Maternal Health and Maternal Care. The Wisconsin Association for Perinatal Care receives Title V Block Grant funds as the Statewide Program to Improve Maternal Health and Maternal Care. Major activities include a focus on education, preconception services, a pilot project, and support for the Maternal Mortality Review Program. WAPC supported the Perinatal Foundation's media campaign, "Madre, Hay Esperanza" ("Mother, There is Hope") for educating Latino families about postpartum depression.

Preconception resources include a new Prescription for a Healthy Future tool, "Becoming a Parent" materials, and a revised position statement on folic acid. The 2006 pilot project supported a health system in the city of Racine to implement postpartum depression screening for mothers in pediatricians' offices. In 2007, health care providers in communities with high rates of disparities in birth outcomes will receive a toolkit of strategies to increase screening and follow-up care for the perinatal risk factors of depression and infections.

Maternal Mortality Review Program. The State of Wisconsin Maternal Mortality Review Program conducts systematic review of pregnancy-associated deaths in Wisconsin. A 2004 report identified a large difference in maternal mortality between black and white women in Wisconsin. A second report will be completed at the end of 2007.

Prenatal Care Coordination (PNCC). Wisconsin Medicaid PNCC services are available to Medicaid-eligible pregnant women with a high risk for adverse pregnancy outcomes. The Maternal and Child Health, Children with Special Health Care Needs program is implementing multiple strategies to support the PNCC program and providers. A nationally recognized curriculum, "Great Beginnings Start Before Birth," was identified to guide the provision of psychosocial support for families during each trimester of pregnancy and the postpartum period. The curriculum will be presented at two training sessions and emphasize strategies to engage and retain PNCC participants. Additional trainings on perinatal topics have been made available via webcast.

Key short-term outcomes for the PNCC benefit are being identified. Strategies will be implemented through regional PNCC provider groups and other means to promote data collection on key outcomes, identify benchmarks, and share successful efforts to improve outcomes. A pilot project, "Women's Health Now...and Beyond Pregnancy," will be implemented to expand postpartum services to include a focus on interconception care. Services will include: 1) distributing emergency contraception and dual protection supplies, 2) assuring access to continuing family planning supplies and services, 3) assuring enrollment in the Family Planning Waiver or other Medicaid program, 4) distributing multivitamins containing folic acid, and 5) promoting women's health.

Healthy Start. The Maternal and Child Health Program in DHFS works closely with the two federal Healthy Start projects in Wisconsin: the Milwaukee Healthy Beginnings Project (MHBP) of the Black Health Coalition and Honoring Our Children (HOC) of the Great Lakes Intertribal Council, both of whom were key partners in planning the Healthy Babies Summit. These projects have initiated specific programs within their communities, including providing case management services for incarcerated and undocumented women (MHBP) and strengthening the relationships among tribal staff workers (HOC).