

State of Wisconsin
Healthy Birth Outcomes
Eliminating Racial and Ethnic Disparities

BACKGROUND AND TIMELINE

1980's and 1990's—FEDERAL AND STATE PROGRAMS

- Title V Maternal and Child Health Program
- WIC
- Medicaid Prenatal Care Coordination (PNCC)
- Federal Healthy Start (Milwaukee Healthy Beginnings (MHB) at the Black Health Coalition of Wisconsin, Inc., and Honoring Our Children (HON) at Great Lakes Intertribal Council, Inc.)
- Fetal and Infant Mortality Review in Milwaukee

2001-2003—DATA and ADVOCACY

- Concern about worsening African American Infant Mortality
- Title V MCH Program, Infant Death Center, Healthy Start (Milwaukee Healthy Beginnings and Honoring Our Children) and WAPC plan for Statewide Summit

2003—LIFE-COURSE PARADIGM

- New Paradigm for Wisconsin--Michael Lu, MD, MPH of UCLA, keynote speaker at Healthy Babies Summit in Wisconsin Dells and introduces the Life-course Theory (just after his article with Neal Halfon is published in the Maternal and Child Health Journal in March 2003) and Healthy Babies Action Teams form.

2003 and ongoing—STATE LEADERSHIP

- Department of Health Services (DHS) Secretary attends 2003 Summit
- DHS Secretary and key DHS managers, and Milwaukee Mayor attend 2004 Milwaukee Forum on Birth Outcomes; focus expands to Beloit, Kenosha, and Racine
- State Health Officer/Division of Public Health (DPH) Administrator named as the Executive Sponsor of the initiative in 2005
- Chief Medical Officer for Community Health Promotion provides leadership role within and external to the Department in 2005
- Disparities in Birth Outcomes director funded by Title V MCH program in 2005 and key MCH staff contribute substantial time and effort
- The Minority Health Program allocates 50% of Minority Health Officer's time to the initiative during 2005
- Multiple local, state, and national presentations on Wisconsin data and efforts

2005 and ongoing—STATEWIDE ADVISORY COMMITTEE AND *FRAMEWORK FOR ACTION*

- Statewide Advisory Committee on Eliminating Racial and Ethnic Disparities in Birth Outcomes established to advise DHS and promote the strategies of the *Framework for Action*. Four workgroups on communication and outreach, data, evidence-based practices, and policy and funding established and submit recommendations in 2009.
- The committee meets 2 times/year; (<http://dhs.wisconsin.gov/healthybirths>) website created; town hall meetings held to raise awareness, monitor progress, and promote best practices.

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2005 and ongoing—COMPREHENSIVE HOME VISITING SERVICES IN MILWAUKEE

- DPH awards \$4.5 million, 5-year TANF home visiting program to the City of Milwaukee Health Department; by 2007, program demonstrating positive birth outcomes in central city zip code area; program expanded to additional zip codes; transferred to Department of Children and Families in 2008 and refunded in 2011.

2006—FEDERAL REVIEW/HARLEM MENTOR

- Health Resources and Services Administration (HRSA) Community Strategic Partnership Review: sponsors a program performance review and infant mortality is selected as the key population-based health indicator for collaborative state and local efforts in Milwaukee; introduces Wisconsin to Mario Drummonds from Manhattan Perinatal Partnership, who challenges us to create a social movement.

2007—UW SCHOOL OF MEDICINE AND PUBLIC HEALTH COMMITMENT

- State Health Officer and MCH Chief Medical Officer deliver presentation in April to the Wisconsin Partnership Fund of the UW School of Medicine and Public Health; Dean Robert Golden reports to UW Regents in May that the school is willing to make a multi-year resource commitment to address the issue.

2007 and ongoing—HOME VISITING IN RACINE

- 2007 Wisconsin Act 20 authorizes \$500,000 of GPR each biennium to reduce fetal and infant mortality and morbidity in Racine.

2007 and ongoing—PRAMS

- Pregnancy Risk Assessment Monitoring System, a CDC-funded statewide survey by mail, designed to monitor the health and experiences of women before, during, and after pregnancy. The data are used to help inform programs and policies for women, their infants, and families.

2008-2009—FOCUS GROUPS

- 18 focus groups with African American mothers, fathers, and grandmothers held in Beloit, Kenosha, Madison, Milwaukee, and Racine funded with state Minority Health and Tobacco funds. Begins community-driven social marketing efforts and helps secure 2-year federal HRSA grant.

2008-2010—ABCS FOR HEALTHY FAMILIES and JOURNEY OF A LIFETIME

- 1 of 13 states to receive 2-year, \$498,000 grant from HRSA/ MCHB/First Time Motherhood-First New Parents Initiative for federal social marketing grant to improve African American birth outcomes in Milwaukee and Racine. National experts brought onto technical advisory group and community-driven campaign wins ADDY® Award.

2008-2010—FATHERHOOD AND RACISM IN MILWAUKEE

- Wisconsin was 1 of 6 states to participate in an 18-month action learning collaborative, sponsored by the Kellogg Foundation, Partnership to Eliminate Racial and Ethnic Disparities in Infant Mortality.

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- Recommendations include informing the larger Milwaukee community on racism and particularly its effects on men; promoting positive roles and images of African American fathers in the media; and establishing a coaching and mentoring program for African American men.

2008 and ongoing—DHS PERFORMANCE MEASURE

- Eliminating racial and ethnic disparities in birth outcomes selected as a department-wide performance measure and a DPH priority initiative that is tracked and monitored.

2009 and ongoing—WISCONSIN PARTNERSHIP FUNDS

- UW School of Medicine and Public Health announces \$10 million, 5-year Life-course Initiative for Healthy Families (LIHF) to improve birth outcomes and reduce African American infant health disparities in Milwaukee, Racine, Kenosha, and Beloit.

2009 and ongoing—CENTERING PREGNANCY®

- The Division of Public Health provided start-up funds for Centering Pregnancy® prenatal care and Centering Parenting programs at the Milwaukee Health Services, Inc. FQHC, and provides technical assistance as needed.

2009 and ongoing—WISCONSIN MEDICAL HOME PILOT FOR BIRTH OUTCOMES

- DPH collaborated with the Medicaid Program to establish a Medical Home Pilot and pay-for-performance benchmarks to reduce poor birth outcomes among high-risk pregnant women, implement evidence-based practices recommendations, and provide information on mental health and social services referrals for the new Medicaid Managed Care Organizations in southeastern Wisconsin. Implementation began January 2011.

2010—LEGISLATIVE STUDY ON INFANT MORTALITY:

- The Legislative Council Special Committee on Infant Mortality met from September through December, 2010 and published several bill drafts to be recommended to the Joint Legislative Council for introduction as a bill in 2011-2012. <http://legis.wisconsin.gov/lc/committees/study/2010/MORT/index.html>

2010 and ongoing—text4baby

- DPH, Title V MCH Program, and ABCs for Healthy Families join National Healthy Mothers Healthy Babies Coalition to promote text4baby messages for pregnant and new moms.

2011 and ongoing—WISCONSIN PUBLIC HEALTH IMPROVEMENT INITIATIVE

- DPH partners with the Kenosha Division of Public Health to implement services and plan-do-study-act cycles to improve women's health and reduce infant mortality by increasing spacing between pregnancies.

2011 and ongoing—WISCONSIN HEALTHIEST WOMEN INITIATIVE

- Efforts to eliminate racial and ethnic disparities in birth outcomes join with this new initiative, focusing attention on the critical health and socioeconomic needs of women and their partners.