

2026 Maternal Child Health (MCH) Objective Supplement

Thank you for taking time to review and select the maternal child health objective(s) your agency will implement in 2026. We are grateful for the work you do every day to promote maternal and child health throughout the state. We look forward to reviewing what your agency will focus on this upcoming year.

MCH objective supplement instructions:

1. Local and Tribal health agencies should complete one Maternal Child Health (MCH) objective supplement **for each objective** you select by **October 31st, 2025**.
2. Answer each question thoroughly with specific examples from your agency's work. For example, include county or Tribal specific data that supports your selection, describe current efforts and partnerships, and include any coalition work your agency is part of. If your agency has selected this objective in the past, share how you will continue progressing your work.
3. Do not copy and paste core activities. We want to hear how your agency will accomplish these activities.
4. Please review the 2026 MCH Objectives found on the [Grants and Contracts \(GAC\) System webpage](#) before you begin filling out the MCH objective supplement survey. Once you start the survey it should be completed in its entirety. If you accidentally submit or exit the survey before you are finished, please reach out to your MCH contract administrator.
5. Agencies will also need to complete a 2026 Title V MCH Budget and submit to their MCH contract administrator to complete contract negotiations. GAC will not be used to select objectives in 2026.

Objective 1: Adolescent Mental Health

Objective Statement:

By December 31, 2026, the agency, in collaboration with community partners, will implement and evaluate Strategy 1 to improve mental health outcomes for youth or increase access to mental health services.

Strategy 1: Collaborate with organizational partnerships and youth to plan and implement programs and policies that improve mental health outcomes for youth or increase access to mental health services.**Core Activities:**

- Implement at least one evidence-or practice-based mental health promotion initiative, program, or policy.
Choose one:
 - Implement an evidence-based or practice-based program or policy that provides peer support or helps youth and adults develop mental health skills.
 - Improve access and connection to youth mental health services by partnering with schools, healthcare systems, or community-based organizations.
- Develop and implement a practice change within your agency to involve youth voice in planning, creating, implementing, and evaluating programs, initiatives, or policies that improve mental health.
- Promote and refer families and youth to mental health resources and services including but not limited to [WellBadger](#) , [Youth Wellness Hub](#), [Wisconsin Wayfinder](#), and other mental health training opportunities.
- Actively encourage middle and high schools to participate in the Youth Risk Behavior Survey and School Health Profiles through the Department of Public Instruction and utilize results in program planning.
- Fulfill other Title V MCH program requirements outlined in the 2026 MCH Program Parameters.

Objective 2: Developmental Screening

Objective Statement: By December 31, 2026, the agency, in collaboration with community partners, will implement and evaluate strategy(ies) _____ (insert strategy number(s) to improve rates of developmental screening in their community.

Strategy 1: Increase community awareness of age-appropriate developmental milestones, the importance of developmental monitoring and screening, and opportunities available for screening, referral, and other resources for families.

Core Activities:

- Provide education to families and community partners on the importance of developmental monitoring and screening using the CDC Learn the Signs. Act Early materials.
- Recruit community partners to promote developmental monitoring, screening and other resources related to child-development to families they serve.
- Foster partnerships with agencies who can support families when there are developmental related concerns to increase alignment of developmental screening and referral processes within the community. (e.g. community coalitions, early childhood programs, Help Me Grow, childcare providers, Birth to 3 Programs, school systems, clinics, health systems, etc.).
- Promote resources such as Wisconsin Wayfinder, hearing, lead and other screenings, and local resources that connect families to developmental screenings, referrals and follow up services.
- Fulfill other Title V MCH requirements outlined in the 2026 MCH Program Parameters.

Strategy 2: Strengthen the workforce capacity of public health and/or other professionals to implement developmental monitoring and screening practices.

Core Activities:

- Agency staff complete CDC's *Watch Me! Celebrating Milestones and Sharing Concerns* online training.
- Conduct outreach to community partners (e.g., childcare providers, school districts, early childhood partners, community coalitions, etc.) to promote the importance of developmental monitoring and screening using the CDC Learn the Signs. Act Early materials and to identify training needs related to child development.
- Partner with a training expert to coordinate training, education, and/or other support for public health staff and/or community partners on age-appropriate developmental milestones, using evidence-based screening tools, and implementing effective strategies for developmental monitoring, screening, referral and high-risk follow-up.
- Collaborate with community partners to outline a plan for implementing developmental monitoring and/or screening practices within public health and/or a partnering agency.
- Fulfill other Title V MCH requirements outlined in the 2026 MCH Program Parameters.

Strategy 3: Implement the CDC WIC Developmental Milestone Checklist Program to promote developmental monitoring.**Core Activities:**

- Establish and/or strengthen a partnership with local WIC agency staff and work collaboratively to develop an implementation plan.
- In collaboration with WIC agency staff, participate in training opportunities provided to support implementation.
- Test and implement CDC's WIC Developmental Milestone Checklist Program utilizing the Wisconsin Deskside Reference Guide and other tools, templates, and resources.
- Collaborate with Title V and state WIC staff to outline the agency's process for implementing the checklist program.

- Fulfill other Title V MCH requirements outlined in the 2026 MCH Program Parameters.

Objective 3: Infant Mortality Prevention

Objective Statement: By December 31, 2026, agency, in collaboration with community partners, will implement and evaluate strategy 1 to reduce infant mortality in their community.

Strategy 1: Complete a standardized review of infant mortality in your jurisdiction, assessing gaps in services and resources, and conduct a community educational campaign based on the findings.

Core Activities:

- A. Assess community health systems for unmet social service needs of pregnant and recently delivered people (complete in Quarter 1) that may be related to:
 - Environment, reduce preventable injury
 - Safe, stable housing
 - Community resources
 - Peer support and/or social isolation
 - Newborn screening and birth defects
 - Schools and childcare
 - Community development
 - Neighborhood safety
 - Sudden Unexpected Infant Death and Safe Sleep practices
- B. Using assessment results, collaborate with community partners to develop an action plan to support infant mortality prevention strategies.
- C. Conduct a community educational campaign on at least two infant mortality prevention topics based on your agency's findings which may include, but are not limited to:
 - Premature birth/low birthweight
 - Unintentional injuries

- Maternal complications in pregnancy that affect both the mother's and baby's health
- Congenital anomalies (birth defects)
- Sudden infant death syndrome

D. Fulfill other Title V MCH requirements outlined in the 2026 MCH Program Parameters.

Objective 4: Perinatal Mental Health

Objective Statement:

By December 31, 2026, the agency, in collaboration with community partners, will implement and evaluate strategy(ies) _____ (insert strategy number(s) from Required Input Activities) to improve maternal mental health outcomes and/or increase access to mental health services.

Strategy 1: Utilize a quality improvement approach to test and implement a practice change for screening, referral and follow-up for perinatal mental health disorders (PMHDs). This strategy may also include substance use disorder (SUD) as it relates to perinatal mental health in your community.

Core Activities:

- Apply universal screening methods: Develop and implement a policy and procedure to promote standardized universal screening processes for PMHDs and/or SUD that includes utilization of at least one validated and evidence-based screening tool. Note: agencies may modify existing policy and procedures as needed.
- Coordinate referral and follow-up: Develop and implement a policy and procedure for referrals and follow-up support services for individuals who screen positive for PMHDs and/or SUD. Note: agencies may modify existing policy and procedure as needed.
- Enhance support and treatment options:
 - Identify providers accepting referrals for evidence-based treatment for perinatal mental health disorders PMHDs and SUD and share findings with community and partners.
 - Identify other supportive services within your community and share.
- Improve access to educational materials and resources: Develop and implement policy and procedure for perinatal mental health education and/or harm reduction strategies related to substance use. Note: agencies may modify existing policy and procedures as needed.

- Fulfill other Title V MCH program requirements outlined in the 2026 MCH Program Parameters.

Strategy 2: Strengthen support for mothers and families by expanding access to available perinatal mental health resources and strengthening the community workforce capacity's knowledge of perinatal mental health disorders (PHMDS) and/or substance use disorder (SUD).

Core Activities:

- Improve access to educational materials and resources:
 - Provide or develop materials, resources, and educational opportunities to improve and protect mental wellness in pregnant and post-partum individuals (support groups, post-partum self-care strategies, strategies to identify support systems, proper nutrition & sleep habits, strategies to improve physical activity, and others).
 - Implement an educational campaign that supports pregnant and postpartum persons and their families. Topics may include mental and physical well-being, perinatal loss, perinatal mental health disorders, substance use information and treatment, support systems/peer support, mental health hotlines.
 - Promote access for available perinatal mental health services (counseling, peer support groups, telehealth) to support mothers and families experiencing PHMDs and/or SUD.
- Increase workforce capacity and knowledge:
 - Educate and refer public health and other health care providers from the community to enroll in [The Periscope Project \(free teleconsultation service,\)](#)
 - Provide opportunities for PHMDs and/or SUD trainings and other resources (provider toolkits, perinatal mental health training webinars, screening tools, mental health hotline, Well Badger Resource center information, and other tools and resources) shared by DHS MCH Program staff.

- Fulfill other Title V MCH program requirements outlined in the 2026 MCH Program Parameters.

Required activities across all MCH Objectives include:

1. Implement and evaluate the selected objective activities agency described in the 2026 MCH Objective Supplement.
2. Collaborate with community partners to promote selected objective(s) throughout the community.
3. Participate in all Learning Community Calls to support progress on selected objective(s).
4. Involve community members in activity planning and ensure engagement throughout the year.
5. Host a site visit to allow your MCH contract administrator to offer technical support, build collaborative relationships, and collect data for program enhancement.
6. Well Badger Resource Center
 - a. Confirm agency is listed and information is up to date in the Well Badger Resource Center searchable directory found at www.wellbadger.org.
 - b. Promote the Well Badger Resource Center using their tools for professionals and partners. For example:
 - i. Print and/or order Well Badger Resource Center materials, such as flyers and posters, and display in areas where clients are served.
 - ii. Include the Well Badger Resource Center phone number and email on agency's voicemail for clients calling outside normal business hours.
 1. Call: 1-800-642-7837 or Text: 608-360-9328
 2. Email: help@wellbadger.org
 - iii. Incorporate the Well Badger Resource Center social media posts and/or newsletter messages into agency's communication methods.
7. Submit data on objective and activity progress, successes, barriers, and outcomes at the frequency and manner as directed by the Title V MCH program.

8. Utilize data and prevention recommendations from local Fetal Infant Mortality Review (FIMR) and Child Death Review (CDR) teams to inform and align the work of selected MCH objective(s), when applicable. *This does not apply to agencies that do not have a local FIMR or CDR team.*
9. Request technical assistance as needed from agency's assigned MCH contract administrator.
10. All materials for public distribution developed by a grantee funded by the Title V MCH Block Grant must identify the funding source as follows: *"Funded in part by the MCH Title V Services Block Grant, Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services."*
11. Submit a 2026 budget to agency's assigned MCH contract administrator using the Title V budget template available on the Division of Public Health Grants and Contracting (GAC) System page under the 2026 Maternal and Child Health (MCH) section.
 - a. All future budget changes must be approved by agency's assigned MCH contract administrator. Changes across budget categories of 25% or more (cumulative over the contract year) will need additional approval.
12. Expense & Match Reporting:
 - a. Agencies receiving federal funds must provide 60% match for all Title V MCH Block grant funds. Agencies that do not meet their MCH match requirement may be subject to repayment of grant funds. Tribal Agencies are not required to report match for Title V MCH annual funding.
 - b. Expenses and match should be reported monthly using the GEARS Expenditure report available here.
 - c. Agencies should use profile ID #159320 for Title V MCH expenses (unless directed otherwise) and profile ID #193002 for Title V MCH match.
 - d. Agencies should copy their MCH contract administrators on all expense and match submissions.

- 1. I have reviewed and understand the required activities outlined in the Title V MCH Program Parameters. Additionally, I understand the required activities apply to all MCH objectives, and our agency should be prepared to implement each of them. If I have questions, I will reach out to my contract administrator for clarification.**
- ☐ Yes
 - ☐ No

MCH Objective Supplement

Now that you have reviewed all the objectives and associated required core activities, select the objective you will be implementing this upcoming year. If you are selecting multiple objectives for 2026, you should submit this form for each objective.

2. Which objective will your agency be implementing in 2026? Select only one. Remember, if your agency is selecting more than objective, you need to complete one form per objective.

- Adolescent Mental Health
- Developmental Screening
- Infant Mortality Prevention
- Perinatal Mental Health

3. Which strategy will you be implementing from the Adolescent Mental Health Objective?

- ☐ Strategy 1: Collaborate with organizational partnerships and youth to plan and implement programs and policies that improve mental health outcomes for youth or increase access to mental health services.

3. Which strategy(ies) will you be implementing from the Developmental Screening Objective? Select all that apply, you must select at least one strategy.

- ☐ Strategy 1: Increase community awareness of age-appropriate developmental milestones, the importance of developmental monitoring and screening, and opportunities available for screening, referral, and other resources for families.
- ☐ Strategy 2: Strengthen the workforce capacity of public health and/or other professionals to implement developmental monitoring and screening practices.
- ☐ Strategy 3: Implement the [CDC WIC Developmental Milestone Checklist Program](#) to promote developmental monitoring.

3. Which strategy will you be implementing from the Infant Mortality Prevention Objective?

- ☐ Strategy 1: Complete a standardized review of infant mortality in your jurisdiction, assessing gaps in services and resources, and conduct a community educational campaign based on the findings.

3. Which strategies will you be implementing from the Perinatal Mental Health Objective? Select all that apply, you must select at least one strategy.

- ☐ Strategy 1: Utilize a quality improvement approach to test and implement a practice change for screening, referral and follow-up for perinatal mental health disorders (PMHDs). This strategy may also include substance use disorder (SUD) as it relates to perinatal mental health in your community.
- ☐ Strategy 2: Strengthen support for mothers and families by expanding access to available perinatal mental health resources and strengthening the community workforce capacity's knowledge of perinatal mental health disorders (PHMDs) and/or substance use disorder (SUD).

4. Is this the first time your agency has selected [objective]?

- ☐ Yes
- ☐ No

Please tell us how your agency selected [objective].

5. Write 1-5 measurable data points that justify selecting [objective]. Measurable data points should be specific to your population/community. Data sources can include things like community health assessments, county health rankings, YRBS, FIMR, WISH, and more. Please include the year and a link to the source (if possible).

Examples:

1. In 2022, 17% of high school students in [county/community] reported [issue] in the past year. Source: YRBS, link.
2. In [community]'s 2022 CHA, 60% of respondents indicated [issue] as a top priority.

6. Please share other key sources of information that justify selecting [objective]. This can include things like your county's CHIP, community/client feedback, historical context, and more.

Examples:

1. [Issue] was selected as a strategic issue in [community]'s 2022-2026 CHIP.

- 7. List up to 8 key partners, coalitions, and/or collaborative groups your agency will work with to implement this objective. Briefly describe the specific ways you will collaborate.**

Examples:

1. XYZ Coalition-resource sharing, coordinating educational opportunities, and providing technical assistance
2. XYZ Agency-referrals, co-hosting trainings, distribution of marketing materials

- 8. (Optional) Use this space to share additional information about why you selected this objective and/or collaboration or engagement plans.**

Addressing Required Activities

9. You selected [objective], strategy [strategy details].

Identify 3-5 activities (specific, actionable steps) you will use to implement this strategy. Do not copy and paste the core activities. Instead, describe how your agency will accomplish these activities.

Examples:

1. Train XX staff to implement XYZ.
2. Recruit and onboard XX sites to XYZ.
3. Develop, test, and disseminate XYZ.

10. Describe how you currently engage with community and how your agency plans to enhance community engagement within (insert objective choice) in 2026. Briefly describe 2-5 strategies your agency will use to enhance community engagement.

Examples:

1. Conduct focus groups/post program surveys with [population] to better understand XYZ.
2. Co-lead ZYZ Coalition to [goal].
3. Form a community advisory board to provide direction to [initiative].

Agency Information

17) What is the name of your agency? Select one.

18) What is the name of the person completing this form?

19) What is the email address of the person completing this form?

Thank you for submitting your 2026 MCH Objective Supplement!

MCH Contract administrators will review submissions and notify agencies of approval or recommended edits. When MCH Objectives Supplement(s) and budgets are approved your contract administrator will notify your agency that contract negotiations have been complete.

As a reminder, agencies need to complete one MCH Objective Supplement **per objective**. If your agency is selecting more than one objective and you can complete another supplement [here](#).