

## **Maternal Child Health (MCH) Template Objectives**

The required activities listed in the MCH Program Parameters apply to all the MCH objectives outlined below. Agencies should review the MCH Program Parameters and ensure that they are prepared to meet each of the required activities. The MCH Program Parameters can be found on the [Division of Public Health Grants and Contracting \(GAC\) System page](#) under “2026” program Information” in the “Maternal and Child Health” section.

### **Objective 1: Adolescent Mental Health**

#### **Context:**

This work will address the Title V strategy to improve youth mental health supports.

#### **Objective Statement:**

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

#### **Required Input Activities:**

Implement and evaluate the selected strategy as outlined below with activity details that your agency described in the [2026 MCH Objectives Supplement](#).

**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 or 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 which may include but are 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.

#### **Deliverable:**

Submit data on objective and activity progress, successes, barriers, and outcomes at the frequency and manner as directed by the Title V MCH program.

#### **Baseline Data for Measurement:**

Baseline information as identified in the [2026 MCH Objectives Supplement](#).

#### **Data Source for Measurement:**

Agency’s Title V MCH Program reports and Learning Community Call attendee list.

## Objective 2: Developmental Screening

### **Context:**

This work will address the Title V strategy to enhance and expand universal developmental monitoring and 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) from Required Input Activities) to improve rates of developmental screening in their community.

### **Required Input Activities:**

Implement and evaluate the selected strategy as outlined below with activity details that your agency described in the 2026 Maternal Child Health (MCH) Objectives Supplement.

**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 and increase developmental monitoring.**

**Core Activities:**

- Establish and/or strengthen a partnership with local WIC agency staff and work collaboratively to develop a plan to implement this strategy.
- 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.

**Deliverable:**

Submit data on objective and activity progress, successes, barriers, and outcomes at the frequency and manner as directed by the Title V MCH program.

**Baseline Data for Measurement:**

Baseline information as identified in the [2026 MCH Objectives Supplement](#).

**Data Source for Measurement:**

Agency's Title V MCH Program reports and Learning Community Call attendee list.

### **Objective 3: Infant Mortality Prevention**

#### **Context:**

This work will address the Title V strategy to reduce rates of preterm birth, SUID, stillbirth, and low birthweight.

#### **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.

#### **Required Input Activities:**

Implement and evaluate the selected strategy as outlined below with activity details that your agency described in the 2026 Maternal Child Health (MCH) Objectives Supplement.

**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 connections
  - Social support, reduce social isolation
  - Newborn screening and birth defects
  - Schools and childcare
  - Community development
  - Neighborhood safety
  - Sudden Unexpected Infant Death and Safe Sleep
- 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.

#### **Deliverable:**

Submit data on objective and activity progress, successes, barriers, and outcomes at the frequency and manner as directed by the Title V MCH program.

#### **Baseline Data for Measurement:**

Baseline information as identified in the [2026 MCH Objectives Supplement](#).

#### **Data Source for Measurement:**

Title V reporting survey reports and learning community call attendee list.

## **Objective 4: Perinatal Mental Health**

### **Context:**

This work will address Title V priority: All women experience the safe and stable supports they need to live and thrive from preconception through 12 months postpartum.

### **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.

### **Required Input Activities:**

Implement and evaluate the selected strategy as outlined below with activity details that your agency described in the 2026 Maternal Child Health (MCH) Objectives Supplement.

**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 process for PMHDs and/or SUD that includes utilization of at least one validated, evidence-based screening tool. Note: agencies may modify existing policy and procedure 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 procedures 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 birthing clients 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 birthing clients 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.

**Deliverable:**

Submit data using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.

**Baseline Data for Measurement:**

Baseline information as identified in the [2026 MCH Objectives Supplement](#).

**Data Source for Measurement:**

Title V reporting survey reports and learning community attendee list.