

2017 MCH OBJECTIVES FOR LOCAL HEALTH DEPARTMENTS AND TRIBAL AGENCIES

Overview

- Objectives are identified to address National Performance Measures related to breastfeeding, safe sleep, developmental screening, smoking, and adolescent injury prevention (suicide and transportation-related injury). The objectives build on previous activities of the Wisconsin Healthiest Families initiative and prioritize specific strategies. It is anticipated that focusing on specific evidence-based and evidence-informed strategies will support improvements in technical assistance, measurement and outcomes.
- Resources and tools are available from statewide projects and partners to assist agencies in implementing the strategies. Statewide partners include the following:
 - Breastfeeding: WI Division of Public Health
 - Safe Sleep: Children's Health Alliance of Wisconsin
 - Developmental Screening: Children's Health Alliance of Wisconsin
 - Smoking: Wisconsin Women's Health Foundation
 - Suicide: Mental Health America of Wisconsin
 - Transportation-related Injury: Children's Hospital of Wisconsin
- Required activities for all objectives and strategies include the following:
 - Implement and evaluate effectiveness of the selected strategies and activities
 - Collaborate with community partners
 - Participate in quarterly Learning Community meetings/calls
 - Attend the 2016 MCH Summit
 - Promote the MCH Hotline

Objective 1: Breastfeeding

By December 31, 2017, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (insert strategy number(s)) to improve breastfeeding rates in their community.

Strategy 1: Support **workplaces** to become breastfeeding friendly.

Core Activities:

- Collaborate with the Wisconsin Breastfeeding Coalition and utilize available resources.
- Engage and recruit worksite(s).
- Assist worksites to complete an assessment.
- Assist worksites in making improvements to policies and practices, based on assessment results.

Strategy 2: Support **childcare sites** to become breastfeeding friendly.

Core Activities:

- Collaborate with the Wisconsin Breastfeeding Coalition and utilize available training materials and guidance to support breastfeeding friendly childcare sites.
- Engage and recruit childcare site(s).
- Provide onsite assessment and technical assistance to child care providers.
- Assure recognition through child care resource and referral agency as well as media recognition of breastfeeding friendly status of child care agencies.

Objective 2: Safe Sleep

By December 31, 2017, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (insert strategy number(s)) to support infant safe sleep practices in their community.

Strategy 1: Coordinate and/or provide trainings to implement safe sleep practices with **community groups** using common messaging.

Core Activities:

- Collaborate with Children's Health Alliance of Wisconsin and utilize available tools and resources to promote safe sleep.
- Engage and recruit community groups (e.g., parent or family organizations, home visiting agencies, churches, businesses).
- Conduct trainings and education for community groups to support implementation of safe sleep practices, using tools and resources with common messaging.
- Participate on the local CDR and/or FIMR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations.*

Strategy 2: Coordinate and/or provide trainings to implement safe sleep practices with **childcare providers**, using common messaging.

Core Activities:

- Collaborate with Children's Health Alliance of Wisconsin and utilize available tools and resources to promote safe sleep.
- Engage and recruit childcare site(s).
- Conduct trainings for childcare providers or collaborate with Child Care Resource and Referral Agencies to support implementation of safe sleep practices, using tools and resources with common messaging.
- Participate on the local CDR and/or FIMR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations.*

Strategy 3: Promote the use of the safe sleep policies and procedures developed for **hospitals and health systems**.

Core Activities:

- Utilize the safe sleep webinars and resource kits developed by Children's Health Alliance of Wisconsin to promote safe sleep.
- Engage and recruit hospitals and health systems.
- Conduct trainings for hospitals and health systems utilizing the safe sleep webinars and resource kit.
- Support the adoption of safe sleep policies and procedures by the pediatric and birthing hospitals and health systems in your jurisdiction utilizing the safe sleep webinars and resource kit..
- Participate on the local CDR and/or FIMR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations.*

Objective 3: Developmental Screening

By December 31, 2017, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (insert strategy number(s)) to improve rates of developmental screening in their community.

Strategy 1: Coordinate and/or provide developmental screening trainings to **medical providers**.

Core Activities:

- Collaborate with the Wisconsin Statewide Medical Home Initiative and utilize available tools and resources to promote developmental screening.
- Engage and recruit medical providers/clinics/health systems.
- Promote consistent use of a standardized tool for developmental screening.
- Promote resources and a system of coordinated referrals and follow-up services.

Strategy 2: Coordinate and/or provide developmental screening trainings to **childcare providers**.

Core Activities:

- Collaborate with the Wisconsin Statewide Medical Home Initiative and utilize available tools and resources to promote developmental screening.
- Engage and recruit childcare providers.
- Promote consistent use of a standardized tool for developmental screening through training and education.
- Promote resources and a system of coordinated referrals and follow-up services.
- Implement resources to address barriers to developmental screening in childcare centers.

Objectives 4: Smoking

By December 31, 2017, the agency, in collaboration with community partners will implement and evaluate a strategy to decrease rates of children exposed to smoking in the household.

Strategy: Implement and evaluate CEASE to increase access to smoking cessation services for postpartum women and family members who smoke.

Core Activities:

- Collaborate with the Wisconsin Women's Health Foundation to educate community partners who regularly see postpartum women and families (e.g. WIC, home visiting, Birth to 3, Head Start, childcare, lactation support, and family support programs) to provide or refer to smoking cessation services for the entire family.
- Engage and recruit medical providers/health systems and/or community providers who see postpartum women and families to implement CEASE.
- Collaborate with the Wisconsin Women's Health Foundation to support CEASE sites to ASK (screen for second hand smoke exposure), ASSIST (support access to Nicotine Replacement Therapy) and CONNECT (refer to First Breath, WI Quit Line, local resources).
- Promote available resources and a system of coordinated referrals and follow-up services.

Objectives 5: Adolescent Suicide

By December 31, 2017, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (insert strategy number(s)) to decrease rates of adolescent suicides.

Strategy 1: Coordinate and/or facilitate evidence-based suicide prevention practices with **community groups**.

Core Activities:

- Collaborate with Mental Health America of Wisconsin and local suicide coalitions to promote QPR (Question, Persuade and Refer) and Mental Health First Aid 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.
- Participate on the local CDR and/or FIMR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations.*

Strategy 2: Promote Zero Suicide principles and practices with **health care providers and health care systems**.

Core Activities:

- Collaborate with Mental Health America of Wisconsin and local suicide coalitions to implement the Zero Suicide toolkit. (<http://zerosuicide.sprc.org/toolkit>) with health care providers and health care system.
- Coordinate and/or provide training to Emergency Departments utilizing available resources (e.g. ED focused tools from Zero Suicide, CALM (Counseling on Access to Lethal Means) training) and include planning for continuity of care after an ED visit.
- Participate on the local CDR and/or FIMR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations.*

Strategy 3: Work with **local school districts** to understand and/or reduce youth suicides and suicidal thoughts/behaviors. **(New strategy for 2017)**

- Engage and recruit local high schools to implement the YRBS 2017, if your school district doesn't conduct it.
- Engage and recruit local high schools to use existing YRBS data to inform the implementation of an evidence-based suicide-prevention program in the local school district (e.g., Signs of Suicide, Mental Health First Aid, anti-bullying program)
- Participate on the local CDR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations.*

Objectives 6: Adolescent Transportation-related Injury Prevention

By December 31, 2017, the agency, in collaboration with community partners, will implement and evaluate a strategy to decrease rates of adolescent transportation-related injury.

Strategy: Implement and evaluate the TEEN DRIVING PLAN to increase the quantity and diversity of parent/guardian supervised learner practice in different driving environments.

Core Activities:

- Collaborate with Children's Hospital of Wisconsin Crossroads to implement the TEEN DRIVING PLAN (TDP) model developed by Children's Hospital of Philadelphia. (<http://www.crossroadsteendriving.org/witdp/index.aspx>)
- Complete a TDP facilitator training provided by Children's Hospital of Wisconsin.
- Engage and recruit additional professionals from the community to serve as facilitators and deliver TDP parent sessions.
- Engage and recruit groups and organizations to support programming and messaging (e.g. schools, primary care settings, driver licensing settings, community events, driver's education)
- Plan and deliver education sessions with parent groups.
- Collect data to include group size, demographics and changes in knowledge.
- Participate on local CDR and/or FIMR team(s) and report in the Case Reporting System, to align with the team's prevention recommendations*

Objective 7: Youth, Family and consumer Engagement and Leadership

By December 31, 2017, the agency will implement and evaluate a strategy to increase youth, family and consumer engagement and leadership in MCH-funded activities. **(New objective for 2017)**

Strategy: Utilize a quality improvement process to increase youth, family and consumer engagement and leadership opportunities in MCH objectives and activities.

- Complete an assessment of youth/family/consumer engagement and leadership opportunities.
- Select a level of family engagement for the focus of the work: family, peer support, agency decision making, systems change.
- Participate in educational opportunities or initiatives to learn how to include and support youth/families/consumers as active voices in the planning, implementation and evaluation of MCH objectives and activities (e.g., Leading Together initiative facilitated by Family Voices of Wisconsin)
- Based on assessment findings, complete 1 or more Plan-Do-Study-Act cycle(s) to increase youth, family and consumer engagement and leadership in MCH-funded activities.

*Note: For those jurisdictions with no CDR or FIMR team, consult with your contract monitor.