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 annual MCH Summit
  - Promote the MCH Hotline

Objective 1: Breastfeeding

By December 31, 2018, 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.
- Outreach 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.
- Outreach 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, 2018, 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.
- Outreach 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 ensure reporting in the National 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.
- Outreach 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 ensure reporting in the National 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.
- Outreach 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 ensure reporting in the National Case Reporting System, to align with the team’s prevention recommendations.*
Objective 3: Developmental Screening
By December 31, 2018, 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.
- Outreach 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.
- Outreach 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.

**Strategy 3:** Coordinate to promote awareness and education of importance of developmental monitoring and screening with community groups. (New strategy for 2018)
Core Activities:
- Collaborate with Wisconsin Statewide Medical Home Initiative to utilize available tools and resources (i.e., CDC Learn the Signs Act Early Materials) to promote developmental monitoring and screening.
- Outreach and recruit community groups (e.g., parent or family organizations, home visiting agencies, churches, businesses).
- Provide trainings/education for community groups to support implementation of developmental monitoring and screening practices, using tools and resources with common messaging.

Objectives 4: Smoking/Tobacco Use
By December 31, 2018, the agency, in collaboration with community partners will implement and evaluate strategies 1 and 2 to decrease rates of pregnant/postpartum women who smoke or use tobacco and children exposed to smoking/tobacco use in the household. (Agencies must select both strategies.) (Revised for 2018)

**Strategy 1:** Provide trainings to community groups on multi-generational tobacco use, environmental tobacco smoke, and resources to support smoke-free families.
Core Activities:
- Collaborate with the Wisconsin Women’s Health Foundation to participate in a train-the-trainer program and utilize available tools and standardized resources to educate community groups on multi-generational tobacco use, ETS, and smoke-free families.
- Outreach and recruit community groups who regularly see pregnant/postpartum women, children and families (e.g. WIC, home visiting, Birth to 3, Head Start, childcare, lactation support, and family support programs).
- Provide training/education for community groups to implement routine practices encouraging smoke-free homes and refer to Wisconsin Women’s Health Foundation for triaging to cessation services for pregnant/postpartum women, partners, fathers, grandparents, caregivers and support people in contact with infants and young children.
**Strategy 2: Implement First Breath**
Core Activities:
- Implement the streamlined First Breath (Ask, Advise, Refer) model for public health or tribal programs that serve pregnant/postpartum women, children and families. Add a public health site that is not already implementing First Breath (e.g. PNCC, home visiting, WIC, Cribs for Kids, and immunization programs).
- Provide quarterly feedback to the WWHF on program implementation challenges and successes to aid in rapid-cycle program evaluation and program development.

**Objectives 5: Adolescent Suicide**
**By December 31, 2018, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (insert strategy number(s)) to decrease rates of adolescent suicides.**

*(Edited for 2018)*

**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 gatekeeper trainings such as QPR (Question, Persuade and Refer), (Youth) Mental Health First Aid, or adverse childhood experiences and trauma-informed care education/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 team and ensure reporting in the National 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 systems.
- 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 team and ensure reporting in the National 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.**
- Outreach and recruit local high schools to use YRBS data to inform the implementation of at least one evidence-based suicide-prevention program or training in the local school district targeted towards youth most at risk. Suicide prevention programs include but are not limited to the following:
  - Trevor Lifeguard Workshop: free 1-hour interactive workshop for LGBTQ youth and general youth audiences in middle schools and high schools (http://www.sprc.org/resources-programs/trevor-lifeguard-workshop)
  - ACT on FACTS: free two-hour online interactive training program for educators which highlights four categories of youth who may be at elevated risk for suicide: youth involved in bullying, LGBTQ youth, gifted youth, and students being reintegrated back into school after a suicide attempt (http://www.sprc.org/resources-programs/making-educators-partners-youth-suicide-prevention-act-facts)
  - Signs of Suicide: Providing tools to help youth identify the signs and symptoms of depression, suicide, and self-injury in themselves and their peers (http://www.sprc.org/resources-programs/sos-signs-suicide)
- Participate on the local CDR team and ensure report in the National Case Reporting System, to align with the team’s prevention recommendations.*
Objectives 6: Adolescent Transportation-related Injury Prevention

By December 31, 2018, the agency, in collaboration with community partners and other key stakeholders will strengthen implementation of the Graduated Driver Licensing law (GDL) to reduce morbidity and mortality rates associated with adolescent driver-related motor vehicle crashes. (Revised objective for 2018)

**Strategy:** Leverage state resources (such as the county-level Traffic Safety Commission and Child Death Review team) and local partnerships (law enforcement, schools, driver education, and community groups) to strengthen implementation of Graduated Driver Licensing law through increased awareness, enforcement, and compliance.

Core Activities:

- Collaborate with local Traffic Safety Commission to conduct an assessment of current GDL implementation in county/region.
- Collaborate with Children’s Hospital of Wisconsin Crossroads and utilize their tools and resources within your community to support increase awareness and knowledge of GDL.
- Participate in the local Traffic Safety Commissions in review of adolescent-associated motor vehicle crashes.
- Outreach and recruit key partners, in collaboration with the local Traffic Safety Commission, to identify and implement activities to strengthen GDL implementation based on assessment of current GDL implementation.
- Participate on local CDR and ensure reporting in the National Case Reporting System, to align with the team’s prevention recommendations.*

Objective 7: Health Equity

By December 31, 2018, the agency will implement and evaluate a strategy to increase health equity effectiveness in MCH-funded activities. (Note: Agencies selecting this objective must also select an additional MCH objective.) (Revised objective for 2018)

**Strategy:** Utilize a self-assessment and a quality improvement process to increase health equity effectiveness in MCH objectives and activities.

Core Activities:

- Complete the Foundational Practices self-assessment of organizational strengths and weaknesses or other self-assessment (e.g. BARHII, CLAS, etc).
- Select one or more health equity strategy to strengthen or implement, based on assessment findings, (e.g. health equity training for staff; implement health equity in all policies; work with community impacted by a health inequity to leverage data in order to advance a policy initiative; establish a language access plan).
- Work with impacted stakeholders to outline and implement a health equity strategy/strategies or a change.
- Asses and evaluate the health equity change or new strategy.
- Adopt, adapt or abandon health equity strategies based on the assessment of your health equity efforts.

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