

Spotlight on Screening

Fall 2026

Quarterly newsletter from the Wisconsin Newborn Screening Program



Program updates

We're excited to share important updates about the Wisconsin newborn screening program with this new newsletter! These will be published on a quarterly basis.

We are starting in September for Newborn Screening (NBS) Awareness Month! This month is observed nationally to highlight this public health program that tests millions of babies shortly after birth for rare, serious, and treatable genetic, metabolic, and functional conditions. There are social media graphics and resources in the [2026 NBS Awareness Social Media Toolkit](#) from Baby's First Test that can be shared by your organization any time in September.



Metrics that matter

In 2025, **59,397** babies were born in Wisconsin. Newborn screening found:

- **108** babies with permanent hearing loss and **25** babies with transient conductive hearing loss.
- **135** babies who failed their pulse oximetry screening and had additional testing.
- **132** babies with one of the 50 conditions on the blood screening panel.

Around Wisconsin

Currently in WETRAC, there are:

- **103** midwives.
- **80** hospital birth units.
- **28** Neonatal Intensive Care Units (NICUs).
- **73** audiology clinics.



? **Did you know** that roughly 1 out of every 300 screened infants is found to have a treatable disorder?

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Featured Friend of NBS

Interview with Quontella Turner

Quontella Turner is the audiology therapy coordinator at Children's Wisconsin.



What do you like best about your job?

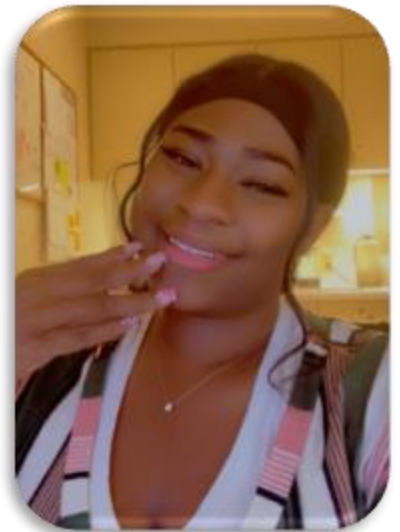
"I like being able to connect with families, communicate with them about the importance of hearing screening, and the autonomy I'm given to do my job."

I feel like I have a purpose; I enjoy providing education to families about what to expect regarding NBHS follow-up, and I strive to get appointments scheduled for families as soon as I can so their children can be seen in a timely manner."

What motivates you to keep WETRAC up to date?

"I like to see babies and children receive the care they need and deserve in a timely manner. I update notes and results often to ensure families are getting connected for their child's care without delays."

I'll be honest, I do kind of thrive on seeing my queue's number decrease, and I get a little adrenaline rush when babies' follow-up is completed successfully!"



What tips do you have for making contact with families?

"I am very consistent in my outreach attempts and give families multiple opportunities to schedule. I keep conversations very child-focused, and I'm sure to thank families for allowing Children's to be a part of their child's care."

What NBS staff love about working with Quontella:

- She has a genuinely friendly and enthusiastic attitude.
- Her outreach to families is always very timely.
- It is easy to collaborate with her.
- She helps us by keeping the WETRAC queues up to date (manages both Milwaukee and Fox Valley area clinics).
- Her clear communication with NBS staff about next steps for families, notes of future appointments, and outreach efforts that have been made.

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WETRAC reminders

In addition to your hearing cases, review and update the heart cases regularly too! Use the notes section in the Child Chart to document contact attempts, special circumstances, anything that would help the follow-up team at the Department of Health Services (DHS).

If baby will be seen somewhere else, don't close the case but "Refer to Org/Individual" so the next provider can reach out.

Here is the link to bookmark for easy [WETRAC access](#).

Additional resources

Visit the [Wisconsin Newborn Screening webpage](#) for **free, shareable fact sheets** available to order.

Please hand out paper copies and send messages with the link to families having a baby in your organization.

Communication tips for families

Communicating newborn screening results is a critical responsibility that directly affects family understanding, trust, and follow-up. Families remember what you say and more importantly - how it makes them feel.

Consistent, clear, and intentional word choice can reduce confusion and anxiety, support timely follow-up, and strengthen confidence in the newborn screening system.

Additional guides to review:

- [Guide for Communicating Newborn Screening Results](#)
- [Quick Reference Card for Communicating Newborn Screening Results](#)



Thank you for being our partner in newborn screening!

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