

F. Other Program Activities

Public Health Information and Referral (PHIR) Services for Women, Children and Families (hotline services) - Gundersen Lutheran Medical Center - LaCrosse -- Since 1995, the MCH Hotline has provided comprehensive information on the various MCH programs in Wisconsin. During this time, the need has grown for other state health-focused programs to establish a toll-free hotline and supporting information and referral service. In order to avoid unnecessary duplication, the state combined the needs of these programs into one comprehensive PHIR service for women, children and families provided by one agency, Gundersen Lutheran Medical Center, La Crosse, Wisconsin. The purpose of developing a comprehensive hotline system is to streamline the mechanism by which individuals and families can receive information and access specific providers in Wisconsin. This agency combines information and referral services for the following programs:

- MCH Hotline, including the CYSHCN Program and reproductive health..... (800) 722-2295
- Services Hotline for Women, Children and Families (ACT 309) (877) 855-7296
- Supplemental Nutrition Program for Women, Infants and Children (WIC) (800) 722-2295
- Wisconsin Medicaid, including HealthCheck and Healthy Start..... (800) 722-2295
- Wisconsin Birth to 3 Program & Regional CYSHCN Centers (First Step Hotline)..... (800) 642-7837

In 2004 the MCH Hotline received 8,549 calls; an increase of 516 calls from 2003. The website address is www.mch-hotlines.org.

In 2004, the First Step Hotline received 2,103 calls in 2004; an increase of 604 calls from 2003. In addition, the CYSHCN Program maintains a toll-free phone number (800) 441-4576 to assist parents and providers regarding children with special health care needs.

The Statewide Poison Control System was implemented on July 1, 1994, with state GPR funds (\$375,000) and a 50% match requirement from each regional poison control center. The program provides Wisconsin citizens with the following services: a toll-free hotline allowing easy access for poison control information; quality interpretation of poison information and needed intervention; and education materials for consumers and professionals. As of July 1, 2001 the Wisconsin Poison System contract solely supports the poison control center located at the Children's Hospital of Wisconsin (CHW), Milwaukee. The University of Wisconsin Hospital and Clinics, Madison continues to support the poison control system in Wisconsin by staffing a Poison Prevention Education Center. The Children's Hospital of Wisconsin Poison Center received 64,836 total calls during CY 2004; 43,718 were human exposure calls. In February 2005 this center received full certification by the American Association of Poison Control Centers (AAPCC). This new certification makes the Poison Center the first in Wisconsin history to become nationally certified.

/2007/ The MCH Hotline received 9,025 calls in 2005; an increase of 476 calls from 2004. The Wisconsin First Step Hotline received 2,185 calls in 2005; an increase of 82 calls from 2004. The Children's Hospital of Wisconsin Poison Center received 76,997 total calls in CY 2005; nearly 60% of the calls were regarding a poison exposure. //2007//

/2008/ The MCH Hotline received 11,196 calls in 2006; an increase of 2,171 calls from 2005. The Wisconsin First Step Hotline received 2,344 calls in 2006; an increase of 159 calls from 2005. The Wisconsin Poison Center received 60,764 total calls in CY 2006; nearly 70% of the calls were regarding a poison exposure. //2008//

/2009/ The MCH Hotline received 8,634 calls in 2007; a decrease of 2,562 calls from 2006. The Wisconsin First Step Hotline received 1,932 calls in 2007; a decrease of 412 calls from 2006. The Wisconsin Poison Center received 52,834 total calls in CY 2007; nearly 85% of the calls were regarding a poison exposure.

This decrease is due to the Hotline not needing to take calls for the BadgerCare program in 2007. (In 2006, there were 1,669 calls related to BadgerCare.) Also, calls made to an agency on behalf of a caller are currently logged as 1 call whereas previously they were recorded as 2 calls, from the caller and to the agency.

The Wisconsin Birth Defects Prevention and Surveillance Program released a new report, "Wisconsin Birth Defects Registry 2007 Annual Report", (PPH 40150). The report can be downloaded, viewed, and printed from the website at http://dhfs.wisconsin.gov/DPH_BFCH/cshcn/bdpsdesc/bdpssystem.htm. The program focuses on prevention and access to services through 3 projects. The "Women's Health Now and Beyond Pregnancy" project is a preconception program promoting the use of multi-vitamins with 400 mcg of folic acid and providing the multi-vitamin to women after delivery. Another project is the "Wisconsin Stillbirth Services Program" at the University of Wisconsin's Clinical Genetics Center to help investigate the causes of stillbirths (<http://www.wisc.edu/wissp/>).

The third project funded by the Wisconsin Birth Defects Prevention and Surveillance Program is the "Nourishing Special Needs Infants and Children: Wisconsin WIC Partnership." This pilot project, currently at 8 WIC sites throughout Wisconsin, is a collaborative effort between WIC Nutritionists, DPH Regional Office, State WIC and CYSHCN programs, and the UW-Pediatric Pulmonary Center. The project builds on the existing capacity of the WIC program to improve access to nutrition services and support for infants and children with birth defects and other special health care needs. Program goals are to: identify nutrition-related concerns early, provide access to formula and medical nutrition products, make referral to other programs, provide care giver education and support, screen for the need for medical nutritional therapy, and assist families by communicating with providers. //2009//