

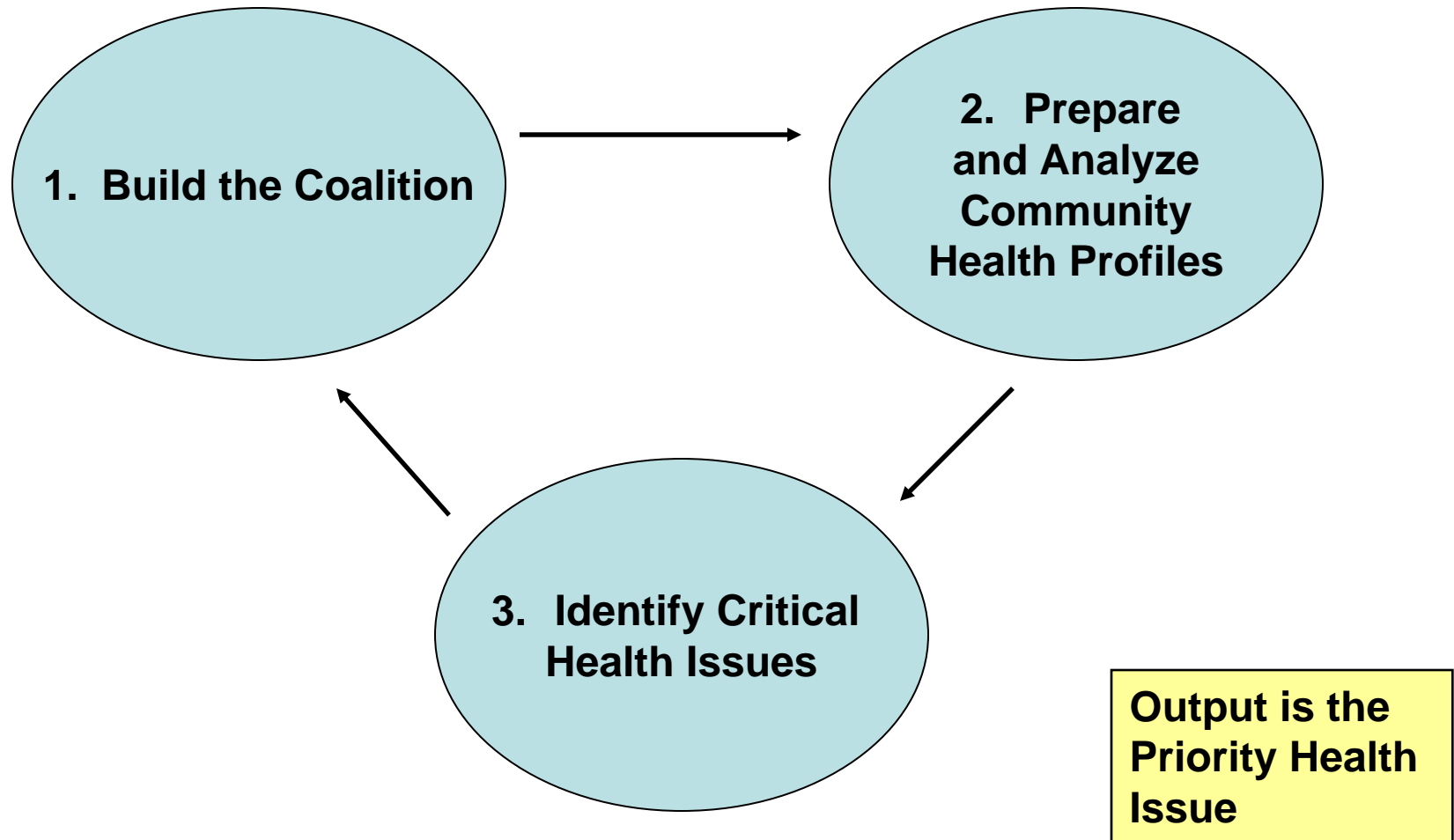
Community Health Improvement Process to Eliminate Racial and Ethnic Disparities in Birth Outcomes

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Overview

- **Community Health Improvement Process (CHIP) supports the development and the implementation of a planned approach for improving health**
- **Developed by Institute of Medicine for Public Health Applications**
- **Consists of two phases and 10 steps**
 - **Phase 1 (step 1-3): Problem Identification and Prioritization Cycle**
 - **Phase 2 (step 4-10): Analysis and Implementation Cycle**

Phase 1: Problem Identification and Prioritization Cycle



1.1 Build the Coalition

2003-2004

- Perinatal Summit in Wisconsin Rapids-Life Course Model (240+ attendees)
- Healthy Babies Action Teams
- Milwaukee Forum on Racial/Ethnic Disparities in Birth Outcomes-Mayor Barrett and DHFS Sec. Nelson attend (200+ attendees)

1.1 Build the Coalition

2005-2006

- DHFS Healthy Birth Outcomes Workgroup co-sponsored by Public Health and Medicaid
- Collaborative Partner Data Workgroup established
- MCH Advisory Committee
- Beloit Coalition formed

1.1 Build the Coalition

2006-2007

- Stakeholders meeting on Medicaid in Milwaukee (50+ attendees)
- Town Hall meeting on Framework for Action in Milwaukee (100+ attendees)
- HRSA Performance Review for Milwaukee grantees focusing on infant mortality
- March 9, 2007-Statewide Advisory Committee

1.2 Profile the Community

2005-2006

- **Presentations and web cast on data trends, evidence base, and best practices**
- **Fact Sheets**
 - **Racial and Ethnic Disparities in Infant Mortality**
 - **Poverty and Health in Wisconsin**
 - **Medicaid Costs for Newborns with Low Birth weight**

1.2 Profile the Community

- DHFS and Collaborative Partner Data Workgroup charged with collecting, analyzing and disseminating data**
- Use of FIMR data**
- PPOR Method**

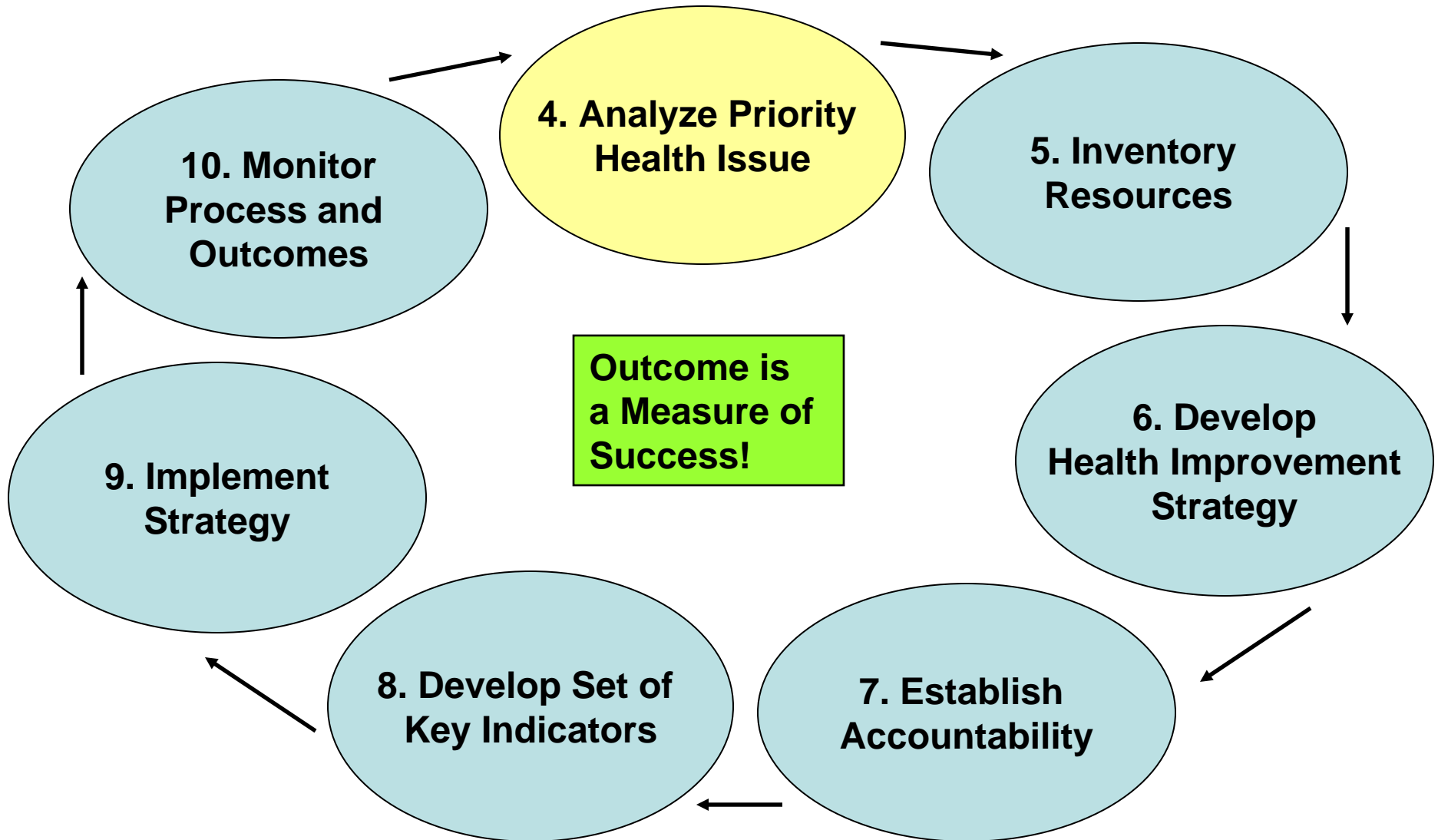
1.3 Identify Critical Health Issues

- **Infant Mortality for African Americans in Wisconsin**
- **Racial/Ethnic Disparities in Birth Outcomes (low birth weight, prematurity)**
- **Safe Sleep Environment-Back to Sleep**

1.3 Identify Critical Health Issues

- **Use of Family Planning Services**
- **Preconception and Interconception Care**
- **Infections: STDs, UTIs, Periodontal**
- **Diabetes, Gest. Diabetes, Hypertension**

Phase 2: Analysis and Implementation Cycle



2.4 Analyze Health Issue

(in progress)

Specific Issues and Goals

- **Elimination of Disparities in Birth Outcomes**
- **Framework for Action Goals**

Causes and Contributing Factors

- **Low birth weight,**
- **prematurity,**
- **social and economic determinants,**
- **safe sleep environment,**
- **life course**

2.4 Analyze Health Issue

(in progress)

Effective Interventions

- *First Breath and My Baby & Me*
- **Screening and Treatment for**
 - **STDs**
 - **UTIs**
 - **Periodontal disease**
 - **Perinatal depression**
- **Breastfeeding**
- **Safe Sleep Environment**

2.5 Inventory Resources

(examples)

Organizations

- DHFS Programs and Services**
- Local governmental**
- Hospitals and Health Systems**
- Community-based Agencies**

Influence

- DHFS Secretary, DPH Administrator**
- Medicaid Management**

2.5 Inventory Resources

(examples)

Expertise

- Medical, Public Health, Academia**

Leaders

- Statewide Advisory Committee**

Funding

- Some related programs in Governor's Budget**

2.6 Develop Health Improvement Strategy

(in progress)

Using Available Resources

Framework for Action

Goals and Effective Actions

- **Communication and Outreach**
 - Example: Social Marketing Campaign
- **Quality Improvement**
 - Example: Medicaid Eligibility
- **Community and Evidence-Based Practices**
 - Example: Doulas and First Breath
- **Data**
 - Example: Monitoring trends

2.6 Develop Health Improvement Strategy (in progress)

**Consider the consequences of not
taking action**

Barriers to Success

- Funding**
- Racism, poverty, education, employment,
incarceration**

2.7 Establish Accountability

Examples

- Annual Town Hall Meetings**
- MCH Contract Objectives**
 - Infant Death Center**
 - Wisconsin Association for Perinatal Care**
- EFM Home Visiting Contract Objectives**
- HIV Testing Recommendations**

2.8 Develop Set of Key Indicators **(in progress)**

- **Selection of Indicators in process**
- **Preview Today**
 - **Will consult with data experts**
 - **Collaborative Partner Data Workgroup approval**
 - **Finalize Set of Key Indicators**

2.9 Implement Strategy

(in progress)

Examples

State Level

- *Framework for Action*

Community Level

- **FIMR Activities**

Federal Level

- **Outcomes of HRSA Performance Review**

2.10 Monitor Process and Outcomes

(in progress)

- **Data Monitoring**
- **Key Indicators**
- **Evaluation of EFM Home Visiting**
- **Others**