

## Year 2021 Template Objectives for Maternal and Child Health Block Grant

### Legend

<b>A Objective Statement</b>	<b>D Input Activities</b>	<b>G For your Information</b>
<b>B Deliverable</b>	<b>E Base Line for Measurement</b>	
<b>C Context</b>	<b>F Data Source for Measurement</b>	

### 1.

- A. Objective 1: COVID-19 Response  
By December 31, 2021, the agency will provide infrastructural and leadership support to improve the health of mothers, children, and families during the COVID-19 pandemic.
- B. Survey data to document activities.
- C. The MCH/CYSHCN Program Parameters apply to this objective. Title V MCH Block Grant funds allow states to redirect these funds to support a state's needs in responding to an evolving issue, such as COVID-19. One of the strengths of the Title V program is its role in conducting ongoing assessment of maternal and child health population needs and in implementing science-based approaches to address current and emerging issues.
- C.
- D. 1. Potential COVID-19 responses include but are not limited to:  
↳ Support an outbreak investigation.  
↳ Provide support in educating the MCH population about COVID-19 through partnerships with other state agencies, medical providers, and health care organizations.  
↳ Work closely with state and local emergency preparedness staff to assure that the needs of the MCH population are represented.  
↳ Fund infrastructure that supports the response to COVID-19. For example, Public Health Nurses who are routinely supported through the Title V program may be able to be mobilized, using Title V funds or separate emergency funding, to support a call center or deliver health services.  
↳ Partner with parent networks and health care providers to provide accurate and reliable information to all families.  
↳ Engage community leaders, including faith-based leaders, to educate community members about strategies for preventing illness.
2. Attend the virtual 2021 MCH Summit
3. Maintain a link to the Well Badger Resource Center website and searchable directory at: [www.WellBadger.org](http://www.WellBadger.org). Display and provide marketing information and referral resources and services for Well Badger. Provide a voice message for the Well Badger Resource Line:  
Call: 1-800-642-7837  
Text: 608-360-9328  
Email: [help@wellbadger.org](mailto:help@wellbadger.org)
- E. N/A
- F. COVID-19 Response Survey
- G.

### 2.

- A. Objective 2: Breastfeeding  
By December 31, 2021, the agency, in collaboration with community partners, will implement and evaluate strategy \_\_\_\_ (Insert strategy number(s) from Input Activities) to improve breastfeeding initiation and duration rates in their community.
- B. Data in REDCap to document data and learning community calls/meetings.
- C. The MCH/CYSHCN Program Parameters apply to this objective. This work will address the Title V Performance Measures for Breastfeeding (percent of infants who are ever breastfed and percent of infant's breastfed exclusively through 6 months) and Representative Participation. MCH funding and/or activities may be redirected to or integrated with the COVID-19 response efforts.
- C.

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2021 Supplement to GAC Objectives.  
Strategy 1: Support workplaces to become breastfeeding friendly.  
Core Activities:  
¿ Collaborate with the Wisconsin Breastfeeding Coalition and utilize available resources.  
¿ Outreach, recruit and support sustained partnerships with worksite(s).  
¿ Assist worksites to complete an assessment and 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, recruit and support sustained partnerships with 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.  
Strategy 3: Enhance local community coordination to improve continuity of care by strengthening consistent implementation of prenatal, maternity care, and postpartum practices that support breastfeeding.  
Core Activities:  
¿ Utilize Community Match online platform and available resources.  
¿ Outreach, recruit and support sustained partnerships with community stakeholder(s) (e.g., parent or family organizations, home visiting agencies, faith-based organizations, hospitals and clinics).  
¿ Assist new community stakeholder to complete survey on Community Match online platform.  
¿ Facilitate local connections and improvements to breastfeeding friendly policies and practices.
2. Enhance community engagement to inform breastfeeding strategies and activities.  
¿ Complete the Community Engagement Assessment Tool. (Note: When possible, include family, youth, and/or community representatives in the assessment process.)  
¿ Develop an action plan focusing on one indicator from the Community Engagement Assessment Tool.  
¿ Implement the action plan to support at least one practice change to enhance family, youth and community engagement.
3. Collaborate with community partners to promote consistent messaging throughout the community.  
4. Participate in all quarterly Learning Community meetings/calls to support progress on the MCH National Performance Measure related to Breastfeeding.  
5. Attend the virtual 2021 MCH Summit.  
6. Maintain a link to the Well Badger Resource Center website and searchable directory at: [www.WellBadger.org](http://www.WellBadger.org). Display and provide marketing information and referral resources and services for Well Badger. Provide a voice message for the Well Badger Resource Line:  
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Email: [help@wellbadger.org](mailto:help@wellbadger.org)
- E. N/A  
F. REDCap and learning community attendee list  
G.
3.  
A. Objective 3: Developmental Screening  
By December 31, 2021, the agency, in collaboration with community partners, will implement and evaluate strategy \_\_\_\_ (insert strategy number(s) from Input Activities) to improve rates of developmental screening in their community.  
B. Data in REDCap to document data and learning community calls/meetings.

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C. The MCH/CYSHCN Program Parameters apply to this objective. This work will address the Title V National Performance Measure for developmental screening: Percent of children, ages 9 through 35 months, receiving a developmental screening using a parent-completed screening tool. MCH funding and/or activities may be redirected to or integrated with the COVID-19 response efforts.

C.

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2021 Supplement to GAC Objectives.
- Strategy 1: Coordinate to promote awareness and education of importance of developmental monitoring and screening with community groups.
- 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.
- Strategy 2: 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.
  - ¿ Outreach, recruit and provide education and training to medical providers/clinics/health systems.
  - ¿ Promote consistent use of a standardized tool for developmental screening.
  - ¿ Promote other resources such as HealthCheck and Lead Screening and, resources for coordinated referrals and follow-up services.
- Strategy 3: 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.
  - ¿ Outreach and recruit at least one childcare provider/agency in 2021.
  - ¿ Assist childcare agency with completing an assessment of the childcare provider's needs and preferences related to developmental screening.
  - ¿ Based on the assessment, select #1 or # 2 below:
    - 1) Host staff training for childcare agency so they can perform developmental screenings with children at agency.
    - 2) Host a community screening event where children from childcare agency can receive a developmental screening at the event.
  - ¿ Promote consistent use of a standardized tool for developmental screening
  - ¿ Promote other resources such as HealthCheck and Lead Screening and, resources for coordinated referrals and follow-up services
  - ¿ Implement resources to address barriers to developmental screening in child care centers.
- Strategy 4: Promote education and training of the public health workforce to increase skill and competency in completing an evidenced based developmental screening.
- Core Activities:
- ¿ Collaborate with the Wisconsin Statewide Medical Home Initiative and utilize available tools and resources.
  - ¿ Coordinate, organize and host a professional developmental screening training.
  - ¿ Partner with an expert (i.e., Brookes Professional Development Coordinator) to provide training to event participants on the fundamentals of ASQ-3 developmental screening administration.
2. Collaborate with community partners.
3. Participate in all quarterly Learning Community meetings/calls to support progress on the MCH National Performance Measure related to Developmental Screening.
4. Attend the virtual 2021 MCH Summit.
5. Maintain a link to the Well Badger Resource Center website and searchable directory at: [www.WellBadger.org](http://www.WellBadger.org). Display and provide marketing information and referral resources and services for Well Badger. Provide a voice message for the Well Badger Resource Line:
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- Email: [help@wellbadger.org](mailto:help@wellbadger.org)
- E. N/A
- F. Redcap, learning community attendee list and participant evaluations.

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G.

4.

- A. Objective 4; Adolescent Suicide and Self-Harm Prevention  
By December 31, 2021, the agency, in collaboration with community partners, will implement and evaluate strategy \_\_\_\_ (insert strategy number(s) from Input Activities) to decrease rates of adolescent suicides.
- B. Data in REDCap to document data and learning community calls/meetings.
- C. The MCH/CYSHCN Program Parameters apply to this objective. This work will address the Title V National Performance Measure for adolescent injury prevention: Rate of hospitalization for non-fatal injury per 100,000 adolescents 10 through 19. MCH funding and/or activities may be redirected to or integrated with the COVID-19 response efforts.
- C.

**Year 2021 Template Objectives for Maternal and Child Health Block Grant**

Legend

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2021 Supplement to GAC Objectives.  
 Strategy 1: Coordinate and/or facilitate skills-based, gate keeper, risk behavior recognition, and other evidence-based suicide prevention and mental health promotion trainings with local community coalitions and other partners.  
 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.\*  
 Strategy 2: Collaborate with local schools on the implementation of evidence-based suicide prevention programs or trainings directed to at-risk youth. Local and state-level results from the Youth Risk Behavior Survey can inform program and training development and evaluation  
 Core Activities:  
 ∩ Collaborate with Mental Health America of Wisconsin and/or local suicide coalitions in the planning and implementation of evidence-based suicide prevention programs, such as:  
 ∩ Trevor Lifeguard Workshop: (<http://www.sprc.org/resources-programs/trevor-lifeguard-workshop>)  
 ∩ ACT on FACTS: (<http://www.sprc.org/resources-programs/making-educators-partners-youth-suicide-prevention-act-facts>)  
 ∩ Signs of Suicide: (<http://www.sprc.org/resources-programs/sos-signs-suicide>)  
 ∩ Hope Squad: <https://hopesquad.com/>  
 ∩ Sources of Strength: <https://www.sprc.org/resources-programs/sources-strength> OR <https://sourcesofstrength.org/>  
 o Participate on the local CDR team.\*  
 Strategy 3: 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(ED) 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.\*  
 2. Collaborate with community partners.  
 3. Participate in all Quarterly Learning Community meetings/calls to support progress on the MCH National Performance Measure related to adolescent suicide and self-harm prevention.  
 4. Attend the virtual 2021 MCH Summit.  
 5. Maintain a link to the Well Badger Resource Center website and searchable directory at: [www.WellBadger.org](http://www.WellBadger.org). Display and provide marketing information and referral resources and services for Well Badger. Provide a voice message for the Well Badger Resource Line:  
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 Email: [help@wellbadger.org](mailto:help@wellbadger.org)  
 \*For those jurisdictions with no CDR team, consult with your contract monitor.

- E. N/A  
 F. Redcap and quarterly Learning Community attendee list.  
 G.

**5.**

- A. Objective 5: Health Equity and Community Engagement  
 By December 31, 2021, the agency will implement one practice change to enhance family, youth and community engagement and one additional practice change to advance health equity for the MCH population.

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- B. Data in Redcap to document and learning community calls/meetings.
- C. The MCH/CYSHCN Program Parameters apply to this objective. This work will address the Title V MCH State Performance Measures for Representative Participation and African American Infant Mortality. MCH funding and/or activities may be redirected to or integrated with the COVID-19 response efforts.

Agencies may want to consider the following questions to support the development of an action plan:

- ¿ Are there MCH populations that are disproportionately affected in a negative way? Who are they?
- ¿ Are there populations that are disproportionately affected in a negative way? Who are they?
- ¿ In what ways are the identified populations negatively affected?
- ¿ What inequities did COVID-19 bring to the forefront?
- ¿ What conditions, systems, and structures support these different outcomes?
- ¿ Which Foundational Practices can help you address those conditions, systems and structures?
- ¿ How can affected populations be engaged to inform planning and policies for MCH activities?

- C.
- D. 1. Complete assessments utilizing the following tools:
  - ¿ Community Engagement Assessment Tool
    - o When possible, include family, youth and/or community representatives in the assessment process
    - o A community engagement assessment, action plan and practice change completed for the breastfeeding objective also applies to this objective and these activities only need to be completed once.
  - ¿ Foundational Practices Checklist
    - o If a health equity assessment tool was completed in a previous year, it is not necessary to repeat the assessment.
- 2. Develop an action plan focusing on one indicator from the Community Engagement Assessment Tool and one of the Foundational Practices.
- 3. Implement the action plan to support one practice change to enhance family, youth and community engagement and one additional practice change to advance health equity.
- 4. Identify the impact or potential impact of the practice changes.
- 5. Collaborate with the MATCH Group to utilize available training and tools.
- 6. Participate in all quarterly Learning Community sessions.
- 7. Attend the virtual 2021 MCH Summit.
- 8. Maintain a link to the Well Badger Resource Center website and searchable directory at: [www.WellBadger.org](http://www.WellBadger.org). Display and provide marketing information and referral resources and services for Well Badger. Provide a voice message for the Well Badger Resource Line:  
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- E. N/A
- F. Redcap and learning community attendee list.

G.

6.

- A. Objective 6: Perinatal Depression  
By December 31, 2021, the agency will implement at least 2 practice changes to improve perinatal depression screening and follow-up services.
- B. Data in REDCap to document data and learning community calls/meetings.
- C. The MCH/CYSHCN Program Parameters apply to this objective. This work will address the Title V MCH State Performance Measures for High Quality Perinatal Care and African American Infant Mortality. MCH funding and/or activities may be redirected to or integrated with the COVID-19 response efforts.
- C.

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- D. 1. Identify the scope for the perinatal depression objective to:
- Improve services within a program area that currently provides perinatal depression screening (i.e. PNCC, home visiting).
  - Implement new services within a program area that engages pregnant and postpartum women but does not currently provide screening (i.e. WIC, well child services).
2. Utilize a QI process to test and implement changes in at least 2 of the 4 areas identified below. Examples of practice changes are listed below:
- Screening
    - ζ Policy and procedures for screening that identify validate, standardized tools and periodicity schedule
    - ζ Guidance for initiating the screening process that focuses on building relationships and ongoing conversations
    - ζ Guidance for sharing screening results with families
    - ζ Reminder system for rescreens
  - Referral and Follow-up
    - ζ Policy and procedures for referral and linkage to services for women who screen positive
    - ζ Policy and procedures to assess and respond to suicide risk
    - ζ Tracking system for referrals
  - Support
    - ζ Materials and discussion points related to identifying personal supports, scheduling breaks, getting sleep, and other support strategies.
  - Workforce:
    - ζ Education of public health providers utilizing the Perinatal Mental Health Training Modules
    - ζ Enrollment of public health and health care providers in The Periscope Project to receive consultation with a perinatal psychiatrist, information on community resources, and education (<https://the-periscope-project.org>)
3. Participate in quarterly Learning Community calls/meetings.
4. Attend the virtual 2021 MCH Summit.
5. Maintain a link to the Well Badger Resource Center website and searchable directory at: [www.WellBadger.org](http://www.WellBadger.org). Display and provide marketing information and referral resources and services for Well Badger. Provide a voice message for the Well Badger Resource Line:  
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- E. N/A
- F. Redcap and learning community attendee list.
- G.