

Year 2023 Template Objectives for Maternal and Child Health Block Grant

Legend

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

1.

- A. Objective 1: Social Connections
By December 31, 2023, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (Insert strategy number(s) from Input Activities) to improve social connections 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 Social Connections
- C.
- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2023 Supplement to GAC Objectives.
Strategy 1:
- Assess need for improvement with social connections within community, may be related to:
- Environment
 - Safe, Stable Housing
 - Community Connections
 - Social Support
 - Social Isolation
 - Schools & Childcare
 - Community Development
 - Neighborhood Safety
- Use results from needs assessment, community health assessment or community health improvement plan.
- Outreach, recruit and support sustained partnerships.
- Enhance community engagement to inform, develop and implement social connections activities.
- Complete the Community Engagement Assessment Tool; 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.
1. Collaborate with community partners to promote consistent messaging throughout the community.
 2. Participate in all Learning Community meetings/calls and attend the 2023 MCH Summit.
 3. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 or Email: help@wellbadger.org
- E. N/A
- F. REDCap and learning community attendee list
- G.

2.

- A. Objective 2: Breastfeeding
By December 31, 2023, 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 and Representative Participation.
- C.

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2023 Supplement to GAC Objectives.
 Strategy 1: Support workplaces and/or childcare sites to become breastfeeding friendly.
 Core Activities:
 - Collaborate with the Wisconsin Breastfeeding Coalition and utilize available resources.
 - Outreach, recruit and support sustained partnerships.
 - Assist site to complete an assessment and in making improvements to policies and practices, based on assessment results.
 - Assure recognition of breastfeeding friendly status.
 Strategy 2: 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:
 - 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).
 - 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. When possible, include family and community representatives who are engaged with breastfeeding activities 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, attend the 2023 MCH Summit and participate in webinars provided by contracted partner.
- 5. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 or Email: help@wellbadger.org
- E. Baseline information as identified in the 2023 Supplement to GAC Objectives.
- F. REDCap and learning community attendee list
- G.

3.

- A. Objective 3: Developmental Screening
 By December 31, 2023, 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.
- C. The MCH/CYSHCN Program Parameters apply to this objective. This work will address the Title V National Performance Measure for developmental screening.
- C.

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2023 Supplement to GAC Objectives.
Strategy 1: Collaborate to promote awareness, education, and programing for advancing developmental monitoring screening within your community.
Core Activities:
- Collaborate with state technical assistance provider to implement available tools and resources, specifically use and promote the CDC Learn the Signs Act Early Material, CDC WIC Developmental Milestones Checklist Program to promote developmental monitoring and screening.
- Identify and build on community resources (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.
- Promote other resources such as HealthCheck and Lead Screening and, resources for coordinated referrals and follow-up services.
Strategy 2: Promote education and training of the public health workforce to increase skill and competency in completing an evidence-based developmental screening.
Core Activities:
- Collaborate with the state technical assistance provider and utilize available tools and resources, specifically use and promote the CDC Learn the Signs Act Early Material.
- 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. Outreach to promote training with multiple agencies that may benefit
3. Collaborate with community partners and attend the 2023 MCH Summit.
4. Participate in all quarterly Learning Community meetings/Technical Assistance calls.
5. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 or Email: help@wellbadger.org
- E. Baseline information as identified in the 2023 Supplement to GAC Objectives.
- F. REDCap, learning community attendee list and participant evaluations.
- G.
- 4.
- A. Objective 4: Adolescent Well-Being
By December 31, 2023, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (insert strategy number(s) from Input Activities) to decrease rates of adolescent emotional distress.
- B. Data in REDCap to document activities 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 and the Title V State Performance Measure
- C.

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2023 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 statewide technical assistance provider and local mental health or suicide prevention coalitions to promote gatekeeper trainings such as QPR (Question, Persuade and Refer), Youth Mental Health First Aid, ASIST (Applied Suicide Intervention Skills Training), Connect Training, adverse childhood experiences and trauma-informed care education/training.
 - Collaborate with law enforcement and community partners on strategies to restrict means such as distribution of firearm locks and access to medication drop boxes.
 Strategy 2: Collaborate with local schools on the implementation of evidence-based suicide prevention programs and/or collaborate with local schools on development and implementation of evidence-based bullying prevention policies and strategies that promote belonging and safety.
 Core Activities:
 - Collaborate with statewide technical assistance provider 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/>
 - Utilize and promote anti-bullying resources from the Wisconsin Department of Public Instruction
 - Promote peer support resources, such as The Prism Program (LGBTQ+ specific) , Youthline, and Iris Place peer-support warmline.
 Strategy 3: Promote Zero Suicide principles and practices with health care providers/health care systems.
 Core Activities:
 - Collaborate with statewide technical assistance partner 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.
 2. Encourage area middle and high schools to participate in the Youth Risk Behavior Survey through the Department of Public Instruction and to utilize results in program planning.
 3. Outreach, recruit, and support sustained partnerships around improving adolescent well-being.
 4. Participate in all Quarterly Learning Community meetings/calls and attend the 2023 MCH Summit.
 5. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 Email: help@wellbadger.org
 6. Participate on the local CDR team and ensure reporting in the National Case Reporting System, to align with the team's prevention recommendations. *
 Note: *For those jurisdictions with no CDR team, consult with your contract monitor. Or participate on the local Child Death Review team and ensure reporting in the National Case Reporting System, to align with the team's prevention recommendations.
 7. Complete the Community Engagement Assessment Tool and implement at least one practice change, informed by the results, that increases youth leadership and engagement.
- E. Baseline information as identified in the 2023 Supplement to GAC Objectives
- F. REDCap and quarterly Learning Community attendee list.
- G.

5.

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- A. Objective 5: Health Equity and Community Engagement
By December 31, 2023, 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.
- 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. 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?
 - 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, when possible, include family, youth and/or community representatives in the assessment process. Agencies completing a Community Engagement Assessment Tool for the breastfeeding or nutrition and physical activity objective do not need to complete a second assessment; however, they do need to implement an additional practice change related to the health equity objective, informed by the assessment results.
 - Foundational Practices Checklist: 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 technical assistance Group to utilize available training and tools.
6. Participate in all quarterly Learning Community sessions and attend the 2023 MCH Summit.
7. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 or Email: help@wellbadger.org
- E. Baseline information as identified in the 2023 Supplement to GAC Objectives
- F. REDCap and learning community attendee list.
- G.

6.

- A. Objective 6: Perinatal Mental Health
By December 31, 2023, the agency will implement at least 2 practice changes to improve screening and follow-up services for perinatal mood and anxiety disorders.
- 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.
- C.

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- D. 1. Identify the scope for the perinatal mental health objective to:
 - a. Improve services within a program area that currently provides screening for perinatal mood and anxiety disorders (i.e., PNCC, home visiting).
 - b. 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 Quality Improvement process to test and implement changes in at least 2 of the 4 areas identified below. Examples of practice changes can be found on full objective list. are listed.
- 3. Participate in quarterly Learning Community calls/meetings and attend the 2023 MCH Summit.
- 4. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 or Email: help@wellbadger.org

E. Baseline information as identified in the 2023 Supplement to GAC Objectives.

F. REDCap and learning community attendee list.

G.

7.

- A. Template Objective 7: Physical Activity and Nutrition
By December 31, 2023, the agency, in collaboration with community partners, will implement and evaluate strategy ____ (Insert strategy number(s) from Input Activities) to improve physical activity and nutrition for children 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 Physical Activity and supports social connection.
- C.

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- D. 1. Implement and evaluate the selected strategy with activity details identified in the 2023 Supplement to GAC Objectives.
Strategy 1: Partner with programs such as UW Extension and FoodWise to support health in children ages 6-11 years old.
Core Activities:
- Develop partnership with UW Ext and FoodWise Program.
- Collaboratively identify gaps in services within communities.
- Partner with local Extension staff to collaborate on a local project, program or practice change that relates to the objective and DHS Title V PAN Survey Results.
Strategy 2: Partner with K-5 schools and local partners on school wellness requirements.
Core Activities:
- Outreach, recruit, or leverage existing partnership with at least 1 K-5 school and offer assistance in completing their school wellness assessment. (Alliance for a Healthier Generation, CDC or Action for Healthy Kids)
- Support K-5 schools in updating their school wellness policy based on the data collected in the assessment.
- Participate in the school wellness committee.
- Partner with the school on implementing new opportunities or support ongoing activities that align with the WI DHS Title V PAN survey results.
Strategy 3: Partner with local afterschool/out of school time programs and community organizations to support opportunities for improved physical activity and nutrition in children.
Core Activities:
- Partner with the local afterschool/out of school time programs and youth serving community organizations on implementing new opportunities or support ongoing activities that align with the WI DHS Title V PAN survey results.
2. Enhance PSE knowledge for the MCH workforce to inform PAN strategies and activities centered in health equity.
- Complete the Systems Approaches for Healthy Communities online training if this is the first year your agency chooses this objective. Expand capacity building with partners to strengthen PSE collaborations and impact (e.g., community residents, community organizations). This course can be completed with community partners and resident leaders.
- If 2023, will be the second year of this MCH objective complete the Community Engagement Assessment Tool. (When possible, include family and community representatives who are engaged with activities 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 and attend the 2023 MCH Summit.
5. Maintain a link to the Well Badger Resource Center website and searchable directory at: 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 or Text: 608-360-9328 or Email: help@wellbadger.org
- E. Baseline information as identified in the 2023 GAC Supplement
- F. REDCap and learning community attendee list
- G.