

Year 2025 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: Adolescent Well-Being
By December 31, 2025, the agency, in collaboration with community partners, will implement and evaluate Strategy 1 (from Required Input Activities) to decrease rates of adolescent emotional distress.
- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.
- C. 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 ages 10 through 19, Title V State Performance Measure for adolescent well-being: Percentage of adolescents reporting feeling so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities in the last 12 months and report a decrease in being bullied on school property, and Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.
- C.
- D. Implement and evaluate the selected strategy as outlined below with activity details that your agency identified in the 2025 MCH Objectives Supplement.

Strategy 1: Collaborate with community coalitions, schools, healthcare, UW-Division of Extension, and/or other partners to implement skill-based, gate keeper, risk behavior recognition, peer to peer, social emotional-learning, bullying prevention, or other evidence-based suicide prevention and mental health promotion programs that promote belonging and safety.

Core Activities:

- Conduct outreach, recruit, and support collaborative partnerships to collaboratively offer programs that accomplish this strategy and improve adolescent well-being and youth leadership.
- Complete the Youth Engagement Assessment Tool and implement at least one practice change, informed by the results, that increases youth leadership and engagement.
- Collaborate with law enforcement and other partners on efforts to restrict means for suicide such as distribution of firearm locks and access to medication drop boxes.
- Promote peer support resources such as The Prism Program, Youthline, and Iris Place peer support warmline.
- Actively encourage area middle and high schools to participate in the Youth Risk Behavior Survey and School Health Profiles through the Department of Public Instruction and utilize results in program planning.
- Participate in all Learning Community Calls to support progress on the Title V State and National Performance Measures related to Adolescent Well-Being.
- Prepare a plan of sustainability around your work.
- Attend 2025 MCH Summit (virtually).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.
- F. Title V quarterly reporting survey reports and learning community attendee list.
- G.

2.

- A. Objective 2: Breastfeeding
By December 31, 2025, the agency, in collaboration with community partners, will implement and evaluate strategy(ies) XXXXX (insert strategy number(s) from Required Input Activities) to improve breastfeeding initiation and duration rates in their community.
- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.
- C. This work will address the Title V National Performance Measures for Breastfeeding: Percent of infants who are ever breastfed and percent of infants breastfed exclusively through 6 months), and the Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.

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- D. Implement and evaluate the selected strategy as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Partner with worksites and/or childcare sites to improve their support for human milk feeding.

Core Activities:

- Utilize available resources from the Wisconsin Breastfeeding Coalition website.
- Conduct outreach, recruit, and support sustained partnerships.
- Assist site with completing an assessment and in making improvements to policies and practices based on assessment results.
- Assure recognition of breastfeeding friendly status, if applicable.

Strategy 2: Enhance local community coordination to improve continuity of care by strengthening consistent implementation of prenatal, maternity, and postpartum care practices that support breastfeeding.

Core Activities:

- Conduct outreach, recruit, and support sustained partnerships with community stakeholder(s) (e.g., parent/family organizations, home visiting agencies, faith-based organizations, hospitals, and clinics).
- Facilitate local connections and improvements to breastfeeding-supportive policies and practices.
- Enhance community engagement to inform breastfeeding strategies and activities. When possible, include family and community representatives who are engaged with breastfeeding activities in the process.
- Collaborate with community partners to promote consistent messaging throughout the community.
- Prepare a plan for sustainability of the work.
- Participate in all Learning Community Calls to support progress on the MCH National Performance Measure related to Breastfeeding.
- Attend webinars provided by the Michigan Breastfeeding Network.
- Attend 2025 MCH Summit (virtually).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.

- F. Title V quarterly reporting survey reports and learning community attendee list.

G.

3.

- A. Objective 3: Developmental Screening

By December 31, 2025, the agency, in collaboration with community partners, will implement and evaluate strategy(ies) XXXXX (insert strategy number(s) from Required Input Activities) to improve rates of developmental screening in their community.

- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.

- C. This work will address the Title V National Performance Measure for Developmental Screening: Percent of children, ages 9 months through 35 months, receiving a developmental screening using a parent-completed screening tool, and the Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.

C.

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- D. Implement and evaluate the selected strategy as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Collaborate with community partners to promote awareness, education, and programming for advancing developmental monitoring and screening.

Core Activities:

- Utilize and promote the CDC Learn the Signs. Act Early developmental monitoring materials.
- Conduct outreach and recruit community groups/partners (e.g., parent/family organizations, home visiting agencies, churches, businesses) to promote developmental monitoring and screening.
- Establish partnerships and/or participate in a community coalition that includes cross-sector agencies to increase alignment of developmental screening and referral processes (e.g. early childhood programs, Help Me Grow, childcare sites, Birth to 3 Programs, school systems, clinics and, health systems, etc.).
- Provide education to community groups/partners to support implementation of developmental monitoring and screening practices using tools and resources with common messaging.
- Promote resources such as hearing and lead screening, Wisconsin Wayfinder, and other resources for coordinated referrals and follow up services.

Strategy 2: Promote education and training of the public health workforce to increase skills and competencies in implementing developmental monitoring and screening.

Core Activities:

- Utilize and promote the CDC Learn the Signs. Act Early developmental monitoring materials and Watch Me! online training.
- Ensure public health staff are trained in developmental monitoring and screening tools and practices.
- Partner with an expert to coordinate and host a professional developmental screening training for public health staff and/or external partners on the fundamentals of developmental screening administration and referrals.
- Conduct outreach to promote developmental monitoring and screening training opportunities with partnering agencies (e.g., childcare providers/agencies, bordering health departments, home visiting agencies, Tribal communities).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.
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G. Cont. from input activities:

Strategy 3: Implement the CDC WIC Developmental Milestones Checklist Program to promote developmental monitoring.

Core Activities:

- Establish and/or build a partnership with WIC program staff to work collaboratively on this strategy.
- Participate in a training video from the CDC and share with WIC staff.
- Obtain and utilize resources needed to implement the Learn the Signs. Act Early WIC Checklist Program.
- Test and implement the CDC's WIC Developmental Milestone Checklist Program in WIC clinic(s) utilizing the Wisconsin Deskside Reference
- Guide and other tools, templates, and resources provided by CDC.
- Collect checklist data and track referrals using your preferred data collection tool.
- Enhance community engagement to inform developmental monitoring and screening strategies and activities. When possible, include family and community representatives who are engaged with developmental monitoring and screening activities in the process.
- Collaborate with the statewide technical assistance provider and community partners to promote consistent messaging throughout the community.
- Engage in sustainability planning around selected developmental screening strategies.
- Participate in all Learning Community Calls to support progress on the MCH National Performance Measure related to Developmental Screening.
- Attend 2025 MCH Summit (virtually).

4.

- A. Objective 4: Health Equity and Community Engagement
By December 31, 2025, the agency, in collaboration with community partners, will implement and evaluate Strategy 1 (from Required Input Activities) to advance health equity and enhance community engagement for the MCH population.
- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.
- C. This work will address the Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.
- C.

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- D. Implement and evaluate the selected strategy as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Implement an action plan to advance health equity and enhance community engagement for the MCH population.

Core Activities:

- Select an area of focus from the options below to advance health equity. (Complete in Quarter 1):
 - Identify data available to inform efforts to advance health equity.
 - Assess staff skills and training needed to address health equity.
 - Identify existing policies and interventions designed to reduce and eliminate disparities between populations.
 - Support partnerships to advance health equity.
 - Use data to advance health equity.
 - Assess and improve internal policies or programs using an equity lens.
 - Other strategy determined by the agency.
 - Identify opportunities to integrate community voice in planning and decision-making.
 - Develop and implement an action plan to strengthen the selected health equity strategy and enhance community engagement.
- Participate in mandatory quarterly technical assistance calls and utilize available training and tools to integrate community voice in agency programs and to improve health equity.
 - Participate in optional Learning Community Calls to support progress on the Title V State Performance Measures related to Health -Equity and Community Engagement.
 - Engage in sustainability planning to ensure selected health equity strategy and community engagement activities are embedded long-term.
 - Attend 2025 MCH Summit (virtually).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.
- F. Title V quarterly reporting survey reports and learning community attendee list.
- G.

5.

- A. Objective 5: Infant Mortality Prevention
By December 31, 2025, the agency, in collaboration with community partners, will implement and evaluate strategy(ies) XXXX (insert strategy number(s)) to reduce infant mortality in their community.
- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.
- C. This work will address the statewide infant mortality crisis.
Support the Title V State Performance Measure: rate of infant mortality in babies born to non-Hispanic Black mothers
Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.
- C.

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- D. Develop and implement and evaluate the selected strategies as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Develop and implement an action plan to address unmet social service needs of pregnant or recently delivered people that reduce disparities and increase access to resources.

Core Activities:

- Assess community health systems for unmet social service needs of pregnant and recently delivered people (complete in Quarter 1) that may be related to:
 - Environment, reduce preventable injury
 - Safe, stable housing
 - Community connections
 - Social support, reduce social isolation
 - Newborn screening and birth defects
 - Schools and childcare
 - Community development
 - Neighborhood safety
 - Sudden Unexpected Infant Death and Safe Sleep
- Identify opportunities to integrate community voice in planning and decision-making. Consider collaborating with or providing trainings with community coalitions, One Key Question and Well Badger.
- Using assessment results, collaborate with community partners to develop an action plan outlining steps agency and partners will take to implement a policy, systems, or environmental change related to supporting new or expanded opportunities for infant mortality prevention strategies.

Strategy 2: Collaborate with health care providers, social service providers, and/or community champions (includes doulas) to reduce tobacco, vape, and marijuana use by pregnant people.

Core Activities:

- Select one or more areas of focus from the options below to reduce substance use of pregnant people:
- Improve and increase education or resources for smoking cessation, and how it is associated to preterm birth and low birth weight.
- Address social norms to create a smoke-free culture.
- Promote healthy ways to manage stress.
- Encourage everyone in contact with pregnant people, or recently delivered families not to smoke.
- Identify opportunities to integrate community voice in planning and decision-making. Consider collaboration with coalitions and providing trainings with the First Breath program, Well Badger, and One Key Question.
- Develop and implement an action plan for the selected area(s) of focus to reduce substance use in pregnant, or recently delivered people.

- Enhance community engagement to inform infant mortality strategies and activities. When possible, include family and community representatives who are engaged with infant mortality activities in the process.
- Collaborate with community partners, to promote consistent messaging throughout the community.
- Prepare a plan for sustainability of the work.
- Participate in all Learning Community Calls to support progress on the MCH State Performance Measure related to infant mortality.
- Attend 2025 MCH Summit (virtually).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.
- F. Title V quarterly reporting survey reports and learning community attendee list.
- G.

6.

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- A. Objective 6: Perinatal Mental Health
By December 31, 2025, agency will implement and evaluate strategies (insert minimum of two strategy numbers from Required Input Activities) to establish and/or improve screening and follow-up services for perinatal mental health disorders either, within a program area that currently provides screening for perinatal mental health disorders (e.g., PNCC, Home Visiting), or by implementing new services within a program area that engages pregnant and post-partum women but does not currently provide screening and follow-ups for perinatal mental health disorders (e.g., WIC, well-child services, immunization appointments).
- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.
- C. This work will address the Title V State Performance Measure for High Quality Perinatal Care: Percent of women receiving care within the first trimester and percent of birthing persons receiving a quality postpartum visit, and the Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.
- C.

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- D. Implement and evaluate the selected strategies as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Utilize a quality improvement approach to test and implement a practice change around screening for perinatal mental health disorders (PMHDS).

Core Activities:

- Develop a policy and procedure for screening for PMHDS that includes:
- Validated and evidence-based screening tools for the perinatal population, such as the Edinburgh Postpartum Depression Scale (EPDS) and the Perinatal Health Questionnaire (PHQ-9), and for further screening and symptom assessment, the Perinatal Anxiety Screening Scale (PASS), Generalized Anxiety Disorder-7 (GAD-7), and the Mood Disorder Questionnaire (MDQ),
- A frequency schedule for screening for PMHDS (recommended for up to one-year post-partum).
- A procedure for initiating the screening process that focuses on building relationships and ongoing conversations with clients,
- Guidance on how screening results will be shared with clients and families, and
- Rescreening protocol to include who is rescreened and when.
- Optional: Develop universal policy and procedure to screen for substance use.
- Implement a practice change around screening for PMHDS and modify policy and procedure as needed.

Strategy 2: Utilize a quality improvement approach to test and implement a practice change around referrals and follow-up for perinatal mental health disorders (PMHDS).

Core Activities:

- Identify providers accepting referrals for evidence-based treatment for PMHDS and other support service providers within the community.
- Develop a policy and procedure for referrals and follow-up support services for individuals who screen positive for PMHDS that includes:
- A procedure for referrals to evidence-based treatments (e.g., therapy, medical providers, psychiatry, prescribers) and linkages to other support services (e.g., peer support groups),
- A procedure to assess and respond to imminent and/or suicide risk in individuals who screen positive via suicide screening tools, a Periscope Project consultant, or an assessment for postpartum psychosis, and
- A method to track referrals. Suggested data to track: client name, organization/ agency/clinic being referred to, type of referral, follow-up completed, client follow-through (if possible).
- Optional: Develop substance use disorder referral and follow-up policy and procedure.
- Implement a practice change around referrals and follow-up for PMHDS and modify policy and procedure as needed.

Strategy 3: Strengthen support and education for clients/families experiencing perinatal mental health disorders (PMHDS).

Core Activities:

- Develop a policy and procedure for providing support and education to clients/families experiencing PMHDS.
- Provide culturally relevant and culturally informed materials, resources, and education to improve and protect mental wellness in pregnant and post-partum individuals and support persons such as post-partum self-care strategies, strategies to identify support systems, proper nutrition & sleep habits, and other supportive strategies for individuals who screen positive for PMHDS with your agency staff.

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.
- F. Title V quarterly reporting survey reports and learning community attendee list.

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G. Input Activities Continued:

Strategy 4: Collaborate with statewide technical assistance provider and other training partners to strengthen public health and health care provider workforce capacity and knowledge around perinatal mental health disorders (PMHDS).

Core Activities:

-Provide culturally relevant education to public health and other health care providers utilizing Perinatal Mental Health training modules, virtual training sessions, and other tools shared by the Technical Assistance provider and other training partners.

-Recruit public health and other health care providers from the community to enroll in The Periscope Project, a free resource for providers caring for pregnant and postpartum individuals in Wisconsin who are struggling with mental health or substance use disorders. Services include consultations with a perinatal psychiatrist, information on community resources, and utilization of provider toolkits and education.

-Enhance community engagement to inform perinatal mental health strategies and activities. When possible, include family and community representatives who are engaged with perinatal mental health support and activities in processes.

-Collaborate with community partners to promote consistent messaging and enhance community engagement.

-Engage in sustainability planning to ensure selected perinatal mental health strategies and activities are embedded long-term.

-Participate in all Learning Community Calls to support progress on the MCH National Performance Measure related to perinatal mental health.

-Attend 2025 MCH Summit (virtually).

7.

A. Objective 7: Physical Activity and Nutrition

By December 31, 2025, agency will implement and evaluate strategy XXXXX (insert strategy number from Required Input Activities) to improve physical activity and nutrition for children ages 6-11 in their community.

B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.

C. This work will address the Title V National Performance Measure for Physical Activity: Percent of children ages 6-11 who are physically active at least 60 minutes each day), Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.

C.

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- D. Implement and evaluate the selected strategy as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Strengthen MCH public health workforce capacity and community partnerships to support new or expanded opportunities for physical activity and improved nutrition in children ages 6-11, with a focus on policy, systems, and environmental change. (Intended for agencies new to this objective.)

Core Activities:

- Complete the University of Minnesota Extension Systems Approaches for Healthy Communities course. *Please note that a code will be sent in early 2025 to register.
 - Establish and/or strengthen partnerships with agencies that serve children ages 6-11, that includes local UW-Madison Division of Extension and other partners.
 - Review local data and assessment information to identify populations disproportionately affected by physical activity and nutrition related issues and determine project focus.
 - Collaborate with community partners to identify and complete (if able) formal and/or informal assessments that will help identify a policy, systems, or environmental change that will be implemented the following year.
- Using assessment results, collaborate with community partners to develop an action plan outlining steps agency and partners will take to implement a policy, systems, or environmental change related to supporting new or expanded opportunities for physical activity and improved nutrition in children.

Strategy 2: Collaborate with community partners to implement a policy, systems, or environmental change that supports new or expanded opportunities for physical activity and improved nutrition in children ages 6-11. (Intended for agencies who have completed Strategy 1 activities.)

Core Activities:

- Complete the University of Minnesota Extension Systems Approaches for Healthy Communities course and participate in Learning Community Calls corresponding to course modules and content. Not applicable to staff who have completed the course in previous years. *Please note that a code will be sent in early 2025 to register.
- Establish and/or strengthen partnerships with agencies that serve children ages 6-11, that includes local UW-Madison Division of Extension and other partners.
- Collaborate with community partners to implement a policy, systems, or environmental change that supports new or expanded opportunities for physical activity and improved nutrition in children.
- Update previously developed Action Plan (if applicable), outlining key steps agency will take to continue working towards implementing a policy, systems, or environmental change.
- Enhance community engagement by integrating community voice throughout assessment, planning and implementation.
- Participate in Learning Community Calls relevant to the selected strategy to support progress on the Title V National Performance Measure related to Physical Activity (and Nutrition).
- Participate in additional technical assistance opportunities offered by statewide technical assistance provider.
- Engage in sustainability planning around selected physical activity and nutrition strategies.
- Attend 2025 MCH Summit (virtually).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.
- F. Title V quarterly reporting survey reports and learning community attendee list.
- G.

8.

- A. Objective 8: Social Connections
By December 31, 2025, the agency, in collaboration with community partners, will implement and evaluate strategy (ies) XXXX (insert strategy number from Required Input Activities) to improve social connections in their community.
- B. Submit data quarterly using the Title V reporting survey to document activity progress, successes, barriers, and outcomes.

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- C. This work will address the Title V State Performance Measure for Social Connections: Percent of Wisconsin adults who report that they *usually* or *always* get the social and emotional support that they need.
Title V State Performance Measure for Representative Participation: Percent of performance measures with family, youth, and community engagement embedded into programs and policies.

C.

- D. Implement and evaluate the selected strategy as outlined below with activity details that your agency identified in the 2025 Maternal Child Health (MCH) Objectives Supplement.

Strategy 1: Assess need for improvement with social connections within community.

Core Activities:

- Assess need for improvement for 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 the results from needs assessment (community health assessment or community health improvement plan can be used) to develop an action plan.
- Conduct outreach, recruit, and support sustained partnerships.

Strategy 2: Implementation of action plan and practice change.

Core Activities:

- Implement action plan and practice change.
- Conduct outreach, recruit, and support sustained partnerships.
- Enhance community engagement to inform, develop, and implement social connections and activities.
- Collaborate with community partners to promote social connections throughout the community.
- Participate in all Learning Community Calls to support progress on the Title V State Performance Measure related to Social Connections.
- Attend 2025 MCH Summit (virtually).

- E. Baseline information as identified in the 2025 MCH Objectives Supplement.

- F. Quarterly Alchemer reports and learning community attendee list.

G.