

STAKEHOLDER ENGAGEMENT IN WISCONSIN'S NEEDS ASSESSMENT PROCESS

Association of Maternal and Child Health
Programs Needs Assessment Training
January 7, 2015



Wisconsin
Department of Health Services

Wisconsin's Needs Assessment Stakeholder Groups

- Maternal and child health (MCH) professionals and parents/advocates
- MCH Advisory Committee
- Bureau of Community Health Promotion
- Family Health Section (FHS)
- Community groups
- Minority Health Program

Key Needs Assessment Activities Engaging Stakeholder Groups

- Stakeholder Survey (April 2014)
- MCH Advisory Committee Meetings (June and October 2014)
- Community Input on National Performance Measure (NPM) Selection (October 2014)
- Bureau of Community Health Promotion (BCHP) Section Chief Interviews (October 2014)
- Family Health Section Input (Ongoing)
- Minority Health Program Listening Sessions (2014)
- Stakeholder Webinar (January 2015)

Stakeholder Survey – April 2014

- Web-based survey distributed to MCH professionals, parents, and advocates
- 434 respondents started survey (74% professionals; 26% parents or advocates); 287 completed survey (66%)
- Provided introduction to and background on MCH needs assessment process
- Collected information on:
 - Unmet and emerging health needs
 - Current activities
 - Capacity
 - Future of MCH
- Shared survey link on the MCH Program website

MCH Advisory Committee Meetings – June and October 2014

- Approximately 60 participants
- Facilitated group work, including:
 - Sharing background on needs assessment process and results from stakeholder survey
 - Additional brainstorming of unmet and emerging needs, as well as current and future strategies to address
 - Review of data profiles for each NPM, including Wisconsin trend data, national comparison data, and subpopulation analyses
 - Completion of a NPM prioritization matrix, assessing trend, magnitude, severity, preventability, capacity, and community support

Community Input on NPM Selection – October 2014

- The Lifecourse Initiative for Healthy Families (LIHF) funds collaboratives in four high-risk Wisconsin cities through an innovative community-academic collaboration is designed to reduce infant mortality
- Members of each collaborative ranked NPMs
- Information was integrated into final data synthesis

Bureau of Community Health Promotion

Section Chief Interviews – October 2014

- Section Chiefs were interviewed to assess opportunities for collaboration under new NPMS
 - Chronic Disease and Cancer Prevention Section
 - Nutrition and Physical Activity Section (including The Special Supplemental Nutrition Program for Women, Infants, and Children – WIC)
 - Tobacco Prevention Section
- Relevant NPMs included:
 - Tobacco
 - Oral health
 - Nutrition and physical activity
 - Breastfeeding

Family Health Section Input – Ongoing

- Regular needs assessment updates given at monthly Section meetings
- Activities included:
 - MCH Priority Area Work Groups
 - Completion of NPM prioritization matrix
 - Input on new state priorities and selected NPMs
- Section-wide participation in development of logic models and work plans, monitoring progress, coordinating strategies, etc. for MCH new priority areas is anticipated

Minority Health Program Listening Sessions – 2014

- Concurrent process to inform Minority Health Program Priorities for 2015-2020
- Staff collected information about statewide community health to inform Minority Health Program Planning, including:
 - Top concerns within community
 - Ways to improve life within community, including strategies to make healthier choices
- Focus groups included diversity in:
 - Race/ethnicity
 - Socioeconomic status
 - Geography
 - Sexual orientation
 - Disability

Stakeholder Webinar – January 2015

- Audience:
 - MCH professionals and parents/advocates (same population that was contacted to take stakeholder survey)
- Purpose:
 - Provide update on needs assessment process
 - Share new MCH Priority Areas and NPMs
 - Solicit feedback

Synthesizing Stakeholder Information for the Needs Assessment Leadership Team

- Summary document (matrix) prepared for Needs Assessment Leadership Team to inform selection of NPMs
- Document included information on the presence of key factors relevant to NPM selection:
 - Bad trend
 - Large magnitude
 - Existence of disparities across subpopulations
 - High severity
 - High preventability
 - High capacity
 - High community support
 - High priority for LIHF
 - High priority for MCH and FHS
 - Large number of current activities and strategies
 - Possible BCHP Partner
 - Healthiest Wisconsin 2020 Priority Area
 - Large number of local health departments working on topic
- Much of the data in this synthesis document relied on stakeholder input!

Contact Information

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