Turning the Ship: Making the Shift to a Life Course Framework

Points Along the Journey

• Integrating the life course framework into MCH:
  - Healthy Birth Outcomes: Eliminating Racial and Ethnic Disparities
  - Women’s Health
  - Early Childhood Systems
  - Children & Youth with Special Health Care Needs
  - Program Integration

Healthy Birth Outcomes: Eliminating Racial and Ethnic Disparities
ABCs for Healthy Babies

Focus Group Research, conducted in 2008

Milwaukee, Racine, Kenosha, Beloit, Madison

18 groups, 180 African American mothers, fathers, grandmothers

State Minority Health and Tobacco funds

Healthy Babies Summits

A Framework for Action to Eliminate Racial and Ethnic Disparities in Birth Outcomes

Wisconsin 2008-2011

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Terry Kruse
ABCs for Healthy Families

HRSA First Time Motherhood/New Parents Initiative
- Improve birth outcomes for African American infants in WI
- Increase integration of life course perspective into preconception/intercourse care
- Link to health and support services in Milwaukee and Racine
- Increase father involvement and support couples transitioning to roles as parents

Billboard

Let's deal with stress in ways that don't stress our babies

- Wisconsin Partnership Program of the University of Wisconsin School of Medicine and Public Health (Blue Cross Blue Shield Conversion funds)
- Multi-year commitment of $10 million to improve birth outcomes and address African American infant mortality in Beloit, Kenosha, Milwaukee, and Racine
- MCH LIHF Collaboratives funded to design Community Action Plans using the 12-Point Plan (Michael Lu)
- Implementation in 2012: LIHF Collaboratives and Implementation Projects
- MCH state staff involved in LIHF Steering and Evaluation committee

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Women’s Health

Build and strengthen community capacity
Expand access to and availability of high quality services
Improve accountability

Data
Physical abuse prior to pregnancy
(Social/economic determinants)

Sources: Wisconsin PRAMS; Florida Preconception Health Report

Sexually transmitted infections
(Sexual health and pregnancy planning)

Sources: Wisconsin STD Program; Florida Preconception Health Report

Medicaid and Managed Care

- High Risk Birth Registry
- Medical Home Pilot for Birth Outcomes
  - Pay-for-Performance benchmarks
  - Evidence-based practices
  - Mental Health and Social Services Referrals

Timeline, Timing, Environment, Equity
Prenatal Care Coordination and Family Planning

- **Women's Health Now and Beyond Pregnancy**
  - Standard of care for 3rd trimester contraception

- **Family Planning Pilot**
  - Hand ups – not hand offs
  - Addresses smoking, physical activity, depression
  - Prenatal Care Coordination services

Early Childhood Systems

Local Initiatives

- **Wisconsin Healthiest Families**
  - Family Supports
  - Child Development
  - Mental Health
  - Safety and Injury Prevention

- **Keeping Kids Alive**
  - Child Death Review
  - Fetal Infant Mortality Review
Activities

**STEPS**
- Assessment
- Plan
- Implementation and Evaluation
- Sustainability and Quality Improvement

**CORE ACTIVITIES**
- MCH Core Competencies and Training
- Partnerships
- Provide training on the Life Course Framework for community partners

Life Course Training for Local Public Health Providers

- Regional Presentations
- CityMatCH Life Course Game
- Life Course Toolkit
- Website
- Train-the-Trainer Presentation
- Individual Technical Assistance

Results

- Surveyed participating health depts. June 2011
  - Response Rate = 82% (42/51)

- 81% of respondents (34/42) had provided training on the Life Course Framework
  - 34 health depts informed 726 partners of the framework by mid year!

<table>
<thead>
<tr>
<th>How useful are the following in helping you to understand the Life Course Framework?</th>
<th>% useful or very useful</th>
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</thead>
<tbody>
<tr>
<td>Educational Offering</td>
<td>93%</td>
</tr>
<tr>
<td>Fact sheets/Articles</td>
<td>81%</td>
</tr>
<tr>
<td>Video presentations</td>
<td>74%</td>
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<tr>
<td>Train-the-trainer presentation</td>
<td>64%</td>
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<tr>
<td>Life Course game</td>
<td>64%</td>
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<tr>
<td>Technical assistance</td>
<td>64%</td>
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<tr>
<td>Regional session presentation</td>
<td>57%</td>
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</tbody>
</table>
Survey Results: Knowledge/understanding of Life Course Framework BEFORE implementation of objective and AFTER participation in education

Survey Results: Comfort level in presenting Life Course Framework BEFORE implementation of objective and AFTER participation in education

Children and Youth with Special Health Care Needs
Making the Link

**CYSHCN Outcomes**
- Partner in decisions
- Medical home
- Insurance
- Screening
- Organized service system
- Transition services

**Life Course Concepts**
- Timeline
- Timing
- Environment
- Equity
- Risk and Protective Factors

CityMatCH Life Course Game

**CYSHCN Game Cards**

Your child received developmental screening and a concern was identified. A referral was made for early intervention services and a care coordinator assured that services were accessed. Move ahead 2 spaces.

You have a transition to adult health care plan and you now manage your own condition. Move ahead 1 space.

As the parent of a child with special needs, you spend a great deal of time trying to access services, dealing with waiting lists, and clarifying insurance coverage. Move back 3 spaces.

You are matched with another parent of a child with the same diagnosis as your child. Move ahead 1 space.
### Program Integration

- Maternal Child Health
- Nutrition and Physical Activity
- Chronic Disease
- Tobacco Control

### Developing a Strategic Agenda for Improved MCH Outcomes

- Knowledge Base
- Improved Maternal and Child Health Outcomes
- Social Strategy
- Political Will

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### Wisconsin HEALTHY PEOPLE AT EVERY STAGE OF LIFE FRAMEWORK: Core Messages

- **Be Active**: 
  - Physical activity is tied to better health outcomes and quality of life.
  - Regular exercise can help prevent chronic diseases.
  - Active lifestyles promote mental well-being.

- **Eat Well**: 
  - A balanced diet is essential for maintaining health.
  - Incorporate whole grains, fruits, and vegetables into meals.
  - Limit consumption of processed and sugary foods.

- **Get Well**: 
  - Regular check-ups are crucial for early detection of health issues.
  - Seek medical advice for any health concerns.
  - vaccinations and immunizations.

- **Focus on Healthy Weight**: 
  - Maintain a healthy body mass index (BMI).
  - Regular exercise complements healthy eating habits.
  - Avoid smoking and limit alcohol intake.

### Turning the Ship: Making the Shift to a Life Course Framework

- Terry Kruse

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### Key Messages

- **Break the Cycle**: 
  - Recognize the importance of healthy habits.
  - Educate children and adults about the benefits of healthy living.

- **Don’t Smoke**: 
  - Tobacco use is linked to various health issues.
  - Encourage quit smoking initiatives.

- **Get Moving**: 
  - Physical activity is vital for overall health.
  - Promote physical activity programs in communities.

- **Eat Right**: 
  - Balanced diet supports a healthy lifestyle.
  - Promote nutrition education in schools.

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### Table: Wisconsin HEALTHY PEOPLE AT EVERY STAGE OF LIFE FRAMEWORK: Core Messages

- **Be Active**: 
  - Continuous movement.
  - Active lifestyles promote mental well-being.

- **Eat Well**: 
  - Manage calories and fat intake.
  - Limit the consumption of processed foods.

- **Get Well**: 
  - Regular check-ups are crucial for early detection of health issues.
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- **Focus on Healthy Weight**: 
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Websites

- www.dhs.wisconsin.gov/healthybirths/
- http://www.med.wisc.edu/wisconsin-partnership-program/lifecourse-initiative-for-healthy-families/502
- www.dhs.wisconsin.gov/health/mch/EarlyChildhoodSystems/