Wisconsin
Maternal and Child Health Block Grant 2021

The Maternal and Child Health Services Block Grant, Title V of the Social Security Act, is the only federal program devoted to improving the health of all women, children and families. In FY2019, 92.1% of all pregnant women, 98.0% of infants, and 59.6% of children nationwide benefited from a Title V-supported service. To learn more about Title V, visit www.amchp.org.

MCH Block Grant Funds to Wisconsin

<table>
<thead>
<tr>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,851,318</td>
<td>$10,923,868</td>
<td>$10,916,577</td>
</tr>
</tbody>
</table>

Title V Administrative Agency:
Bureau of Family and Community Health, Department of Health Services

*States must provide a three dollar match for every four Federal dollars allocated.

Protecting and Improving the Health of Wisconsin’s Families

Women’s Health — The Reproductive Health Family Planning Program promotes and supports an integrated, statewide system of community-based reproductive health services for confidential, quality, evidence-based, patient-centered, equitable, cost-effective and affordable family planning and related specialty primary reproductive health care. The goals of the program are to: maintain a statewide system of community-based specialty clinic services; implement evidenced-based standards of practice and quality improvement practices; assure a reproductive/sexual health medical home environment at community-based clinics; increase community access to contraception and related reproductive/sexual health services; support optimal reproductive health and pregnancy planning; and promote reproductive justice so that all people and communities have access to information, resources and services.

Perinatal Health — With Title V support, the Wisconsin Perinatal Quality Collaborative coordinates initiatives to support high-quality perinatal care. Additionally, online training modules on postpartum depression screening are offered to assist home visitors, women’s health providers, public health providers and others in understanding and implementing screening. The Periscope (Perinatal Specialty Consult Psychiatry Extension) Project is an innovative program funded by Title V that connects primary care providers for women during pregnancy and postpartum with a perinatal psychiatrist for consultation on management of mental health. In addition, the Wisconsin Maternal Mortality Review Team actively reviews cases of maternal death to identify opportunities for prevention. Recent recommendations of the team relate to social determinants of health, chronic disease, continuity of care, mental health, risk-appropriate care and substance abuse.

Infant/Child Health — The Title V Program is working to reduce infant mortality in babies born to non-Hispanic Black mothers. In 2019, the Title V Program leveraged Title V-supported staff time and data products to successfully advocate for the establishment of a new Maternal and Infant Mortality Prevention Unit (founded in 2020), whose goal is to identify and expand promising practices in community-based health promotion and to enhance capacity for health surveillance.

The Title V Program also funds local and tribal health agencies to implement evidence-based and evidence-informed strategies related to breastfeeding, COVID-19 response, health equity, and developmental screening.

The Children’s Health Alliance of Wisconsin and the Wisconsin Medical Home Initiative are contracted to develop resources and tools, to provide technical assistance, and to support learning communities to assist agencies in implementing these strategies.

The Wisconsin Women’s Health Foundation supports statewide smoking cessation efforts by providing direct services and trainings to clinical providers and community groups on multi-generational tobacco use and smoke-free resources. First Breath (Ask, Advise, and Refer) model is implemented in local clinics and programs serving pregnant/postpartum women, children and family members.
**Adolescent Health** — The Title V Program partners with the PATCH (Providers and Teens Communicating for Health) Program, which empowers young people to begin managing their own health care experiences and equips them with the knowledge and skills needed to navigate and advocate for youth-friendly services. PATCH also works with health care professionals to help them understand how to create safe spaces to properly care for young people. Furthermore, PATCH collaborates with youth with special health care needs.

In addition, Wisconsin is the first state to implement and expand the Adolescent Champion model, an intensive quality improvement intervention developed by the University of Michigan to develop youth-friendly clinics.

The Title V Program also funds local and tribal health agencies to implement evidence-based and evidence-informed strategies related to adolescent suicide prevention, COVID-19 response, and health equity.

Mental Health America of Wisconsin supports gatekeeper training and works with local school districts to reduce youth suicide and suicidal thoughts/behaviors.

**Children and Youth with Special Health Care Needs (CYSHCN)** — The Title V Program funds five regional centers to support an integrated system of care for children and youth with special health care needs (CYSHCN) and their families throughout the state. These centers do not provide or pay for direct medical care, but instead provide information, referral and follow-up services, technical assistance, and training critical to families and providers not available from any other source. Family Voices provides training for families, Parent to Parent of Wisconsin offers one-to-one parent matching, and ABC for Health delivers, technical assistance regarding health care coverage, and help for families who need to access services.

The Title V Program also supports the Wisconsin Medical Home and Youth Health Transition Initiatives, to promote implementation of evidence-based practices. They provide support to health care providers to use quality improvement strategies in such areas as care coordination for CYSHCN using a Shared Plan of Care, and pediatric to adult health care transition planning. Together with partners, the Title V Program works to link families with CYSHCN to appropriate services, improve cross-program coordination, reduce duplication, and develop policies to better serve families. The Title V Program also participates in the HRSA-funded Children with Medical Complexity Collaborative Improvement and Innovation Network.

**Health Equity** — The Title V Program has expanded family, youth, and community engagement in the Maternal and Child Health Advisory Committee, as well as in the comprehensive five-year needs assessment process. In addition, six local health departments chose to work on the Health Equity Objective in 2021, which focuses on growing community engagement and implementing policy or practice changes within agencies to further health equity in communities. Many health departments are overburdened with COVID-19 response efforts currently, and the Title V Program expects more local health departments will choose to work on the Health Equity Objective in future years, once their regular operations can resume.

**Access to Information and Referral Resources and Services** — The Wisconsin Women’s Health Foundation provides a statewide system for public health information and referral services called Well Badger. These services are customer-driven through the support of toll-free voice, chat, text, and an integrated web portal directory and reach diverse populations of women, children, youth and families. Well Badger is funded through multiple sources including the Title V Program and Medicaid to address issues and programs such as Healthy Start, prenatal care coordination, perinatal depression, adolescent health, CYSHCN, women's health, and WIC. Well Badger services have also expanded in 2020 to include resources for COVID-19 related needs.

**Percentage Served by the Wisconsin Title V Program**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant women</td>
<td>34.0%</td>
</tr>
<tr>
<td>Infants under one</td>
<td>99.0%</td>
</tr>
<tr>
<td>Children and adolescents</td>
<td>10.0%</td>
</tr>
<tr>
<td>Children with special health care needs</td>
<td>10.0%</td>
</tr>
<tr>
<td>Others</td>
<td>1.0%</td>
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</tbody>
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*2019 State/Jurisdiction Preliminary Program Data

**Priority Health Needs in Wisconsin**

- Advance Equity and Racial Justice
- Assure Access to Quality Health Services
- Cultivate Supportive Social Connections and Community Environments
- Enhance Identification, Access, and Support for Individuals with Special Health Care Needs and their Families
- Foster Positive Mental Health and Associated Factors
- Improve Perinatal Outcomes
- Promote Optimal Nutrition and Physical Activity
For more information, contact:

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Current Special Projects of Regional and National Significance (SPRANS)

**State Systems Development Initiative (SSDI)**  
WISCONSIN STATE DEPARTMENT OF ADMINISTRATION  
Madison, WI

**Hemophilia Treatment Centers**  
GREAT LAKES HEMOPHILIA FOUNDATION, INC  
Wauwatosa, WI

**MCH Pipeline Training Program**  
UNIVERSITY OF WISCONSIN MILWAUKEE  
Milwaukee, WI

**Maternal and Child Health Public Health Catalyst Program**  
UNIVERSITY OF WISCONSIN MILWAUKEE  
Milwaukee, WI