



**Public Health**  
MADISON & DANE COUNTY

Healthy People. Healthy  
Places.

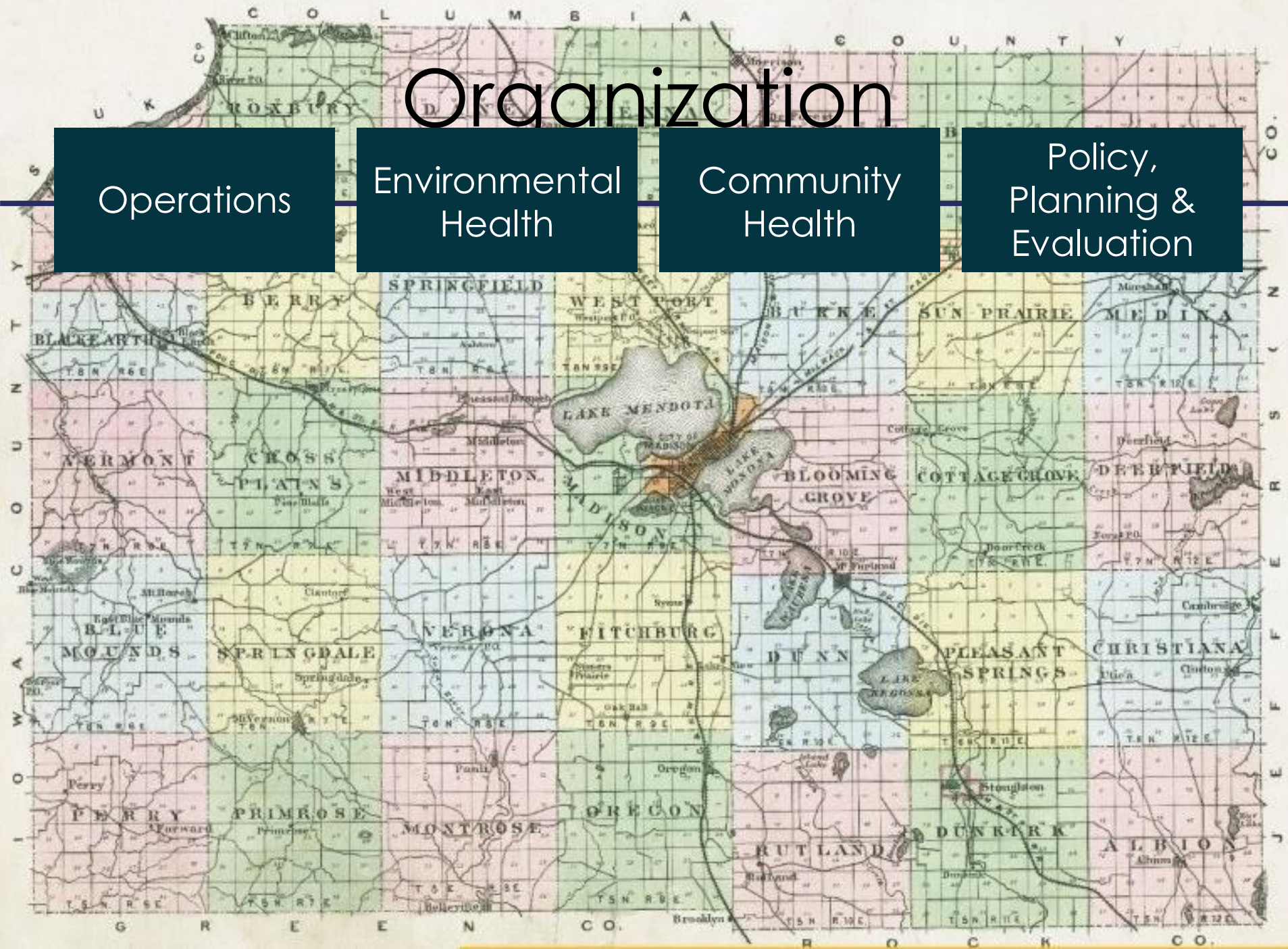
# Organization

Operations

Environmental  
Health

Community  
Health

Policy,  
Planning &  
Evaluation



# We Are...

- Sanitarians
- Epidemiologists
- Public Health Nurses
- Policy Analysts
- Chemists
- Animal Service Officers
- Evaluation Specialists
- Urban Planners
- Community Connectors
- Health Educators

A spiral-bound notebook is shown from a top-down perspective, resting on a wooden surface. A black pen lies diagonally across the bottom right corner. The notebook's page is filled with a hand-drawn illustration of a human head in profile, facing left, with a brain visible inside. Several thought bubbles emanate from the head, each containing a different icon: a house with a tree, a stack of money with a dollar sign, a car, a building, and a diamond. The drawing is done in black ink on a light-colored paper.

Content  
Experts

Technical  
Experts

# Divisions

Operations

Environmental  
Health

Community  
Health

Policy,  
Planning &  
Evaluation

- Administrative support
- Budget & finance
- Communications
- Workforce development
- Performance management
- Emergency preparedness

# Divisions

Operations

Environmental  
Health

Community  
Health

Policy,  
Planning &  
Evaluation

- License & inspect regulated facilities
- Animal services
- Well and septic – citing and inspection
- Chemical and bacteriological testing of water

# Divisions

Operations

Environmental  
Health

Community  
Health

Policy,  
Planning &  
Evaluation

- Analyze data to track health trends
- Recommend systems & policy priorities to support long-term population health
- Build capacity of organizations to incorporate supporting healthy communities into decision-making

# Divisions

Operations

Environmental  
Health

Community  
Health

Policy,  
Planning &  
Evaluation

- Monitor & reduce rates of sexually transmitted infections
- Investigate & prevent transmission of diseases
- Prevent deadly infectious diseases through immunizations
- Support long-term family improvements in health, education & economic self-sufficiency
- Improve health, birth outcomes and contain health care costs through WIC



# Addressing Maternal and Child Health Inequities Through Collaborative Action



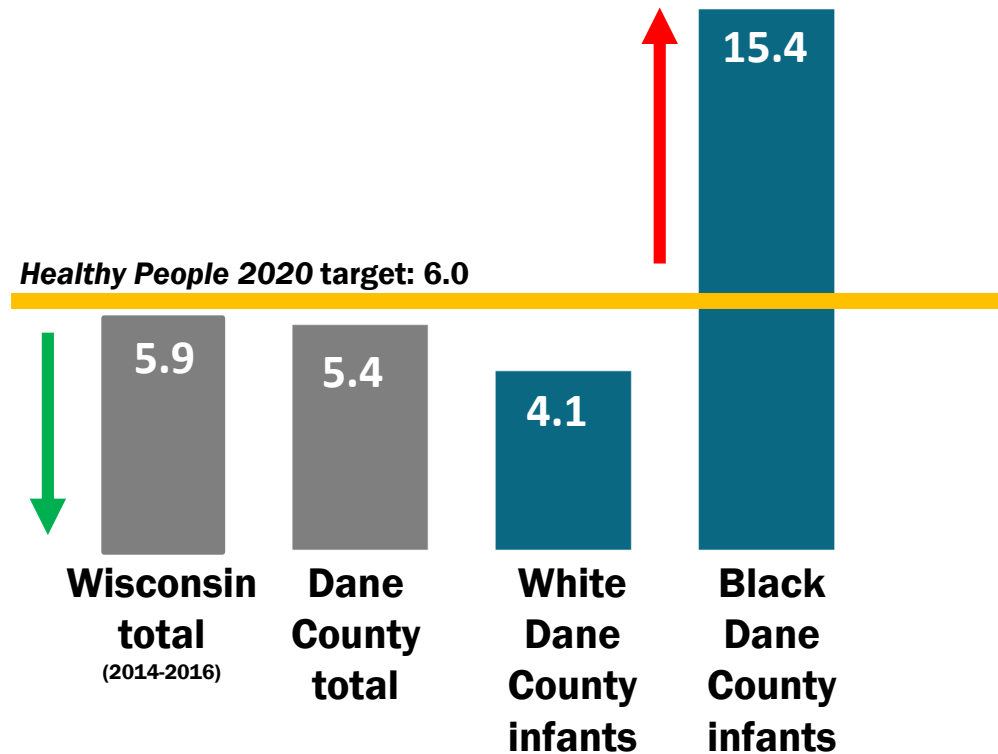
**Birth outcomes** are important indicators of the health and well-being of our community.



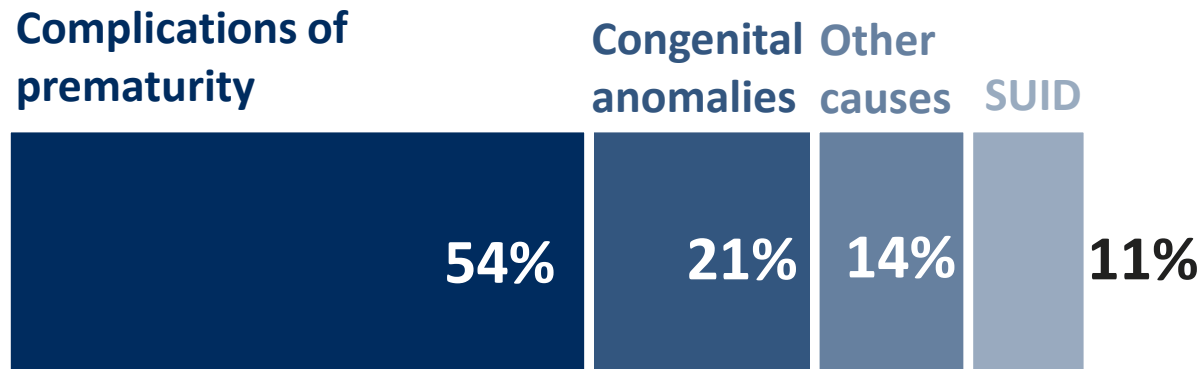
# Wisconsin & Dane County have met the *Healthy People 2020* target for infant mortality

However, we continue to see large Black-White inequities in infant mortality statewide and in Dane County

From 2013-2015, Wisconsin had the worst infant mortality rate among Black infants in the US



# Preterm birth is the leading cause of infant death in Dane County.



**Leading causes of infant death, 2015-2017**

Black mothers are more likely than White mothers to face social and economic challenges that contribute to poor birth outcomes.



Discrimination and racism



Low income  
Food insecurity  
Unstable housing



Black women may experience these challenges from infancy through adulthood, or through the life-course



These experiences lead to high levels of chronic stress for Black mothers, which in turn can lead to problems such as high blood pressure, pre-eclampsia, and infections.

**These conditions may also increase the risk for preterm birth for these mothers.**

**What can we do?**



# Breastfeeding is a protective factor for moms and babies.

- Reduces risk of sleep related death
- Reduces incidence of respiratory infection in infants
- Reduces mom's risk of postpartum mood disorders

Eidelman AI & Schanler RJ. 2012. Policy Statement: Breastfeeding and the Use of Human Milk. *Pediatrics*, 129(3). Available at: <https://pediatrics.aappublications.org/content/129/3/e827..info>.

**Structural barriers**  
create  
complications for  
families who want  
to breastfeed.

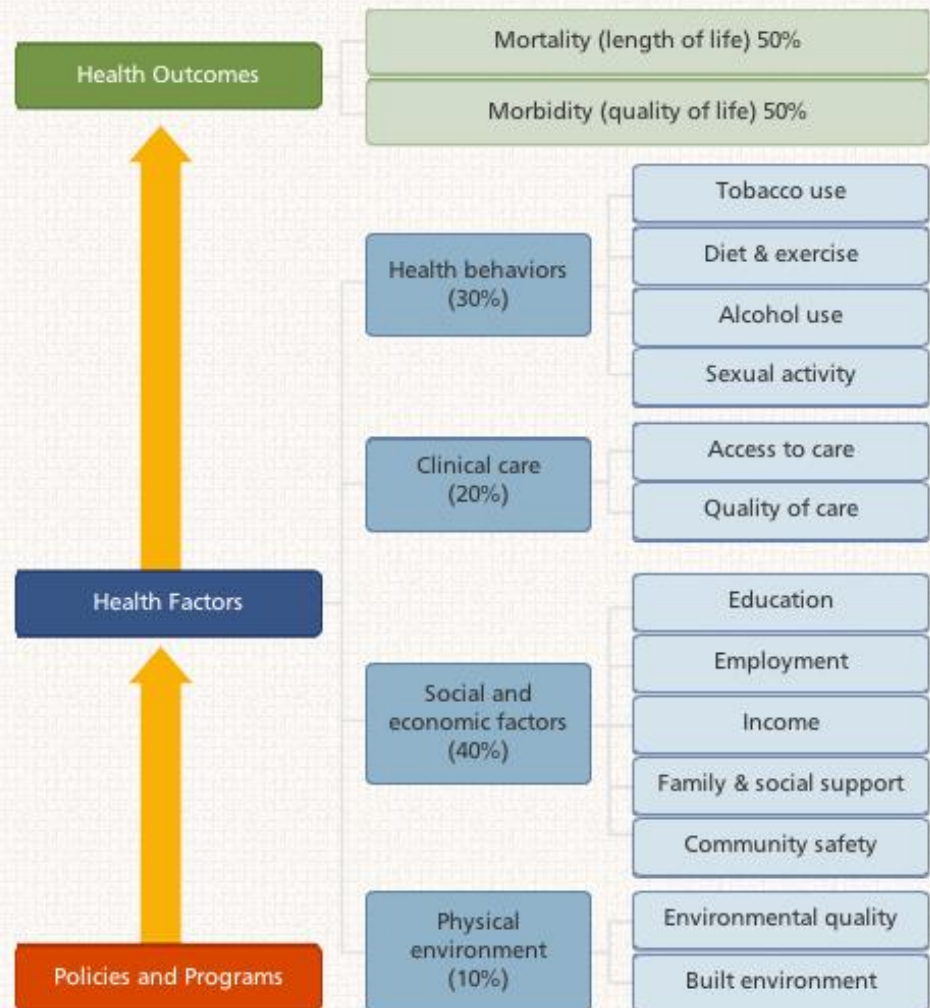
- Historical trauma
- Lack of support from employers
- Lack of culturally relevant support and education
- Social determinants of health





# What Works in Public Health?

- Health care only 20% of someone's health
- Direct services, behavior change important, (ex: WIC, NFP), and also need to work in environment and systems
- Our team aims to affect social and economic factors and physical environment as well



# Breastfeeding Community Collaboration Team (BCCT)





# What We Do

- Develop and advise on lactation policies
- Offer micro funding to community sites and small businesses to establish public lactation rooms in First Food Deserts
- Support community-based breastfeeding and doulas of color organizations
- Promote lactation awareness through media channels
- Take policy stances on issues relevant to maternal health

**In order to address policy, environment, and systems in all communities in Dane County, we need to work in partnership with communities.**



## Harambee Village Doulas

Community-based doula agency that provides pregnancy, birth, and lactation support. They provide accessible education and engage stakeholders around health and racial equity work in respect to Maternal and Child Health.



## **African American Breastfeeding Alliance (AABA)**

Addresses African American breastfeeding disparities through information, research, consultation, and individualized lactation support. Their goal is to help every African American family make well-informed decisions regarding the choice to breastfeed.



## **Raíces para el cambio– Roots4Change**

A cooperative of Latina community wellness workers (promotoras de salud) who provide culturally relevant support for Latinx families, including postpartum support, lactation support, and doula support.

# 2018 Collaborative Work



**1,165** parents and children served in Dane County



**38** mothers received doula services



**55** breastfeeding support visits were provided



**21** new doulas were trained or hired



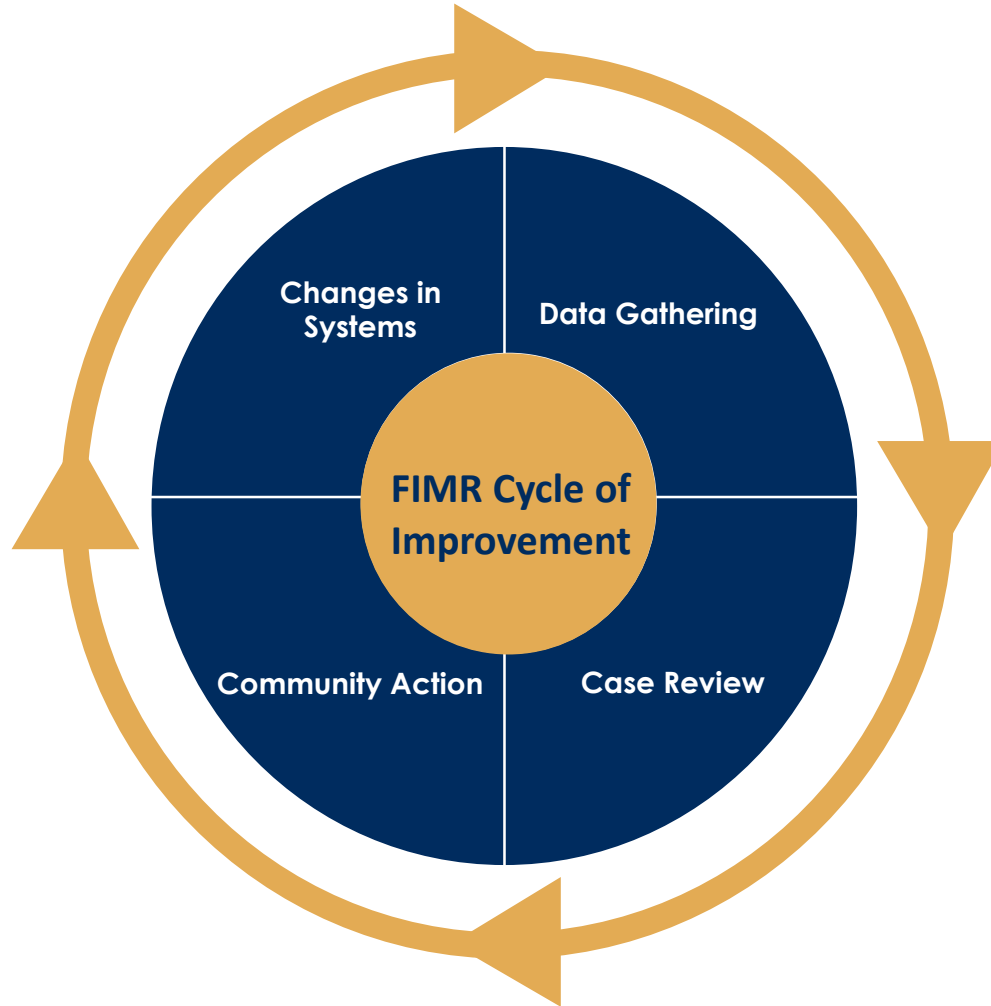
# 2018 Collaborative Work

- Harambee Village and Roots4Change **applied to grant opportunities** together
- **Organizations maintain referral relationships** so clients can be more easily connected to needed services
- Promotoras de salud at Roots4Change received parts of their **doula training** from Harambee Village Doulas

# Breastfeeding Equity Open House

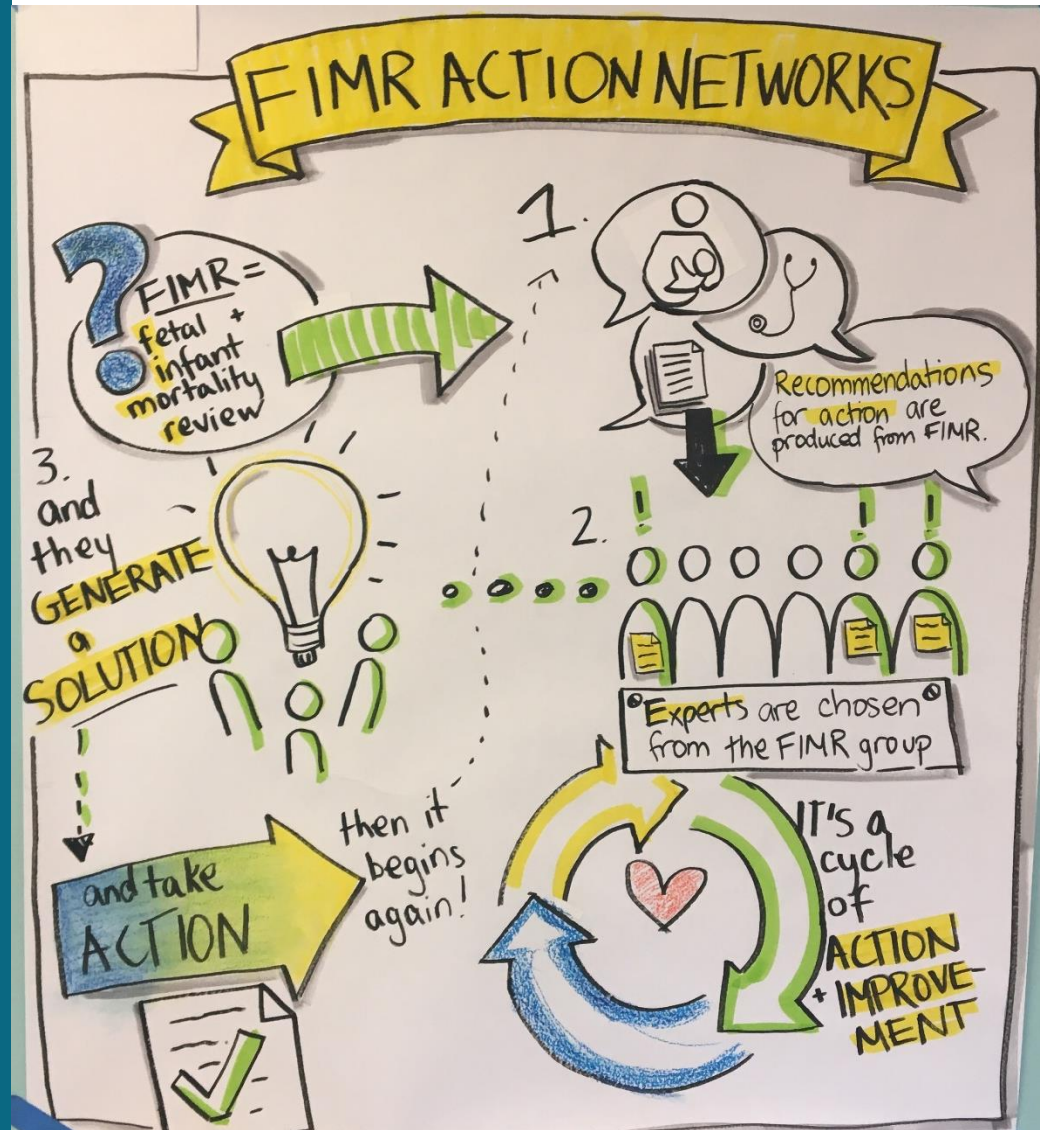


# Fetal and Infant Mortality Review (FIMR)



# FIMR Action Networks

- Responsive and fast-acting—respond to case review discussion
- Pull cross-sectional teams together to address an issue across systems



# Current FIMR Action Network topics

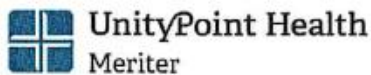
- Grief support for African American families
- Support for extending postpartum Medicaid coverage and Medicaid doula reimbursement
- Exploring nuanced safe sleep messaging with home visitor nurses and health systems

# MCH Strategic Plan

## Areas of focus

1. Cultivate strong, authentic partnerships with community partners and stakeholders
2. Enhance coordination of MCH-related priorities across teams and divisions within PHMDC
3. Communicate and promote MCH work internally and externally
4. Create pathways into public health, especially for communities of color
5. Advocate for MCH public health priorities
6. Elevate MCH data accessibility, availability, and equity

# Dane County Health Council



The council, formed almost 20 years ago, works to implement and support efforts drive by the health system and community to improve the health of Dane County. Currently, the Council focuses specifically on maternal and child health in the Black community, with a specific goal to eliminate inequities in the birth outcomes of Black families.

# Dane County Health Council Community engagement

THE FOUNDATION FOR  
BLACK WOMEN'S  
WELLNESS



## Critical and Consistent Themes

Key factors cited by Black women (and men) that heavily impact their quality of life and health in Dane County, including the quality of their pregnancies and the health of their babies:

- Racism, discrimination and institutional bias
- Bias and cultural disconnect in healthcare delivery and experiences
- Economic insecurity
- Housing insecurity and high cost of living
- Poor access to health-supporting assets

- Inadequate social supports
- Gaps in health literacy, education and support
- Disconnected and hard-to-navigate community resources
- Systemic barriers to individual and family advancement
- Chronic Stress



# Dane County Health Council Community engagement

THE FOUNDATION FOR  
BLACK WOMEN'S  
WELLNESS



## Phase 2

### RECOMMENDATIONS - Priority Areas

#### Internal Health System Actions

- Expanding promising Initiatives
- Prioritize cultural competence and workforce diversity
- Root out racial bias and invest deeply in efforts that embed equity
- Root Solutions
- Continue to invest in and partner deeply with existing community-based efforts and organizations
- Align efforts, initiatives, and CHNAs across systems for greater systemic impact

#### Community Investments Staff Team Recommendations

- Create a Black Maternal and Child Health Community Portal
- Care Coordination
- Expand African American Doulas
- Fund the Annual Wisconsin Black Maternal and Child Health Summit
- Establish the Black Maternal and Child Health Alliance
- Fund Neighborhood Based education in high needs zip codes

#### System and Policy Actions

- Reframe and tie "healthcare" to economic and regional advancement
- Include and Engage Black Men /Fathers/Partners/and Family Support
- Cross-Sector Partners
- Advocacy and Alliances for Public Policy
- Prioritize DEI Commitment

# Dane County Health Council/WI Partnership Program Grant

## HEALTHY BLACK FAMILIES DANE COUNTY

• THEORY OF CHANGE •

**Long-term Goal:** Eliminate Black-White racial disparities in infant mortality and low birth weight for babies born in Dane County, WI

### CURRENT ECONOMIC AND SOCIAL CONDITIONS DRIVE POOR BIRTH OUTCOMES FOR BLACK FAMILIES

Structural Racism & Discrimination



Inadequate Housing



Food Insecurity



Lower Educational Attainment



Less Economic Opportunities



Poverty



### CROSS-SECTOR CHANGE IS NEEDED TO BUILD EQUITY

**Our core strategies respond to stated priorities of Black women and their families**

#### Community Voice

Center **Black families' voice** and experience in all planning, design and implementation activities

Expand cohort of community-based **doulas, community health workers (CHWs)** and **healthy birth ambassadors**

#### Social Service Systems Change

Centralize community resources through 2-1-1 resource directory in **community informed and designed care coordination model**

**New resource navigation** workflows and closed-loop referrals align existing network of services and create a **no wrong door** entry point for families

#### Health Care Systems Change

Prenatal and primary care providers use first-ever **universal social needs screener** to document unmet needs in individual electronic health records

Maternity care teams include community-based doulas, CHWs, and healthy birth ambassadors for **increased cultural competency in healthcare delivery**

### OUR INITIATIVE'S INTERMEDIATE OUTCOMES TOWARDS CREATING A HEALTHIER DANE COUNTY

- Culturally-responsive, sustainable evaluation is embedded in all partnering systems and organizations
- Participating Black families report being linked to community resources to address identified social determinants of health
- Participating Black women report improved cultural-competency in healthcare and social service delivery
- Participating Black women and families report improved health, educational, and economic outcomes

**An unprecedented MULTI-SECTOR PARTNERSHIP is committed to long-term sustainable change**

Community-led • Invest upstream • Data-driven



Thank you!



Public Health  
MADISON & DANE COUNTY

*Healthy people. Healthy places.*