



Supporting Healthy Pregnancies for Healthy Babies

Project of the Wisconsin Partnership Program
University of Wisconsin School of Medicine and Public Health

Lifecourse Initiative for Healthy Families (LIHF)

Presenter:

Lorraine Lathen, Project Leader
Jump at the Sun Consultants, LLC

April 19, 2011

Wisconsin's black infant death rate is worst in the U.S.

By Guy Boulton of the Milwaukee Journal Sentinel

Feb. 15, 2009



Infant Mortality Rates, 2003-2007

State/County City	White	Black	Hispanic
Dane	3.6	5.3	5.5
Madison	3.1	6.4	5.6
Kenosha	3.8	16.8	3.7
Kenosha City	3.5	16.4	4.0
Milwaukee	5.8	16.5	6.6
Milwaukee City	6.6	16.4	6.5
Racine	6.6	23.4	10.7
Racine City	6.2	22.5	9.9
Rock	5.0	19.5	X
Beloit	6.9	18.7	X
Wisconsin	5.1	16.2	6.3

Note: 'X' denotes less than 5 events and is not reported.

WISH (Wisconsin Interactive Statistics on Health), Infant Mortality Module, accessed 10/8/07.

Program Goals and Outcomes

- **Improved health status of African American women over the lifespan**
- **Improved African American infant survival and health**
- **Elimination of racial and ethnic disparities in birth outcomes**





Steering Committee Activities

- 1. Release Funds Capacity Development Grants**
- 2. Raise public awareness of birth outcome disparities**
- 3. Identify and engage other funding partners**
- 4. Build and Strengthen Community Capacity**
- 5. Expand Access to High Quality Services**
- 6. Engage SMPH Faculty and Research Partners**

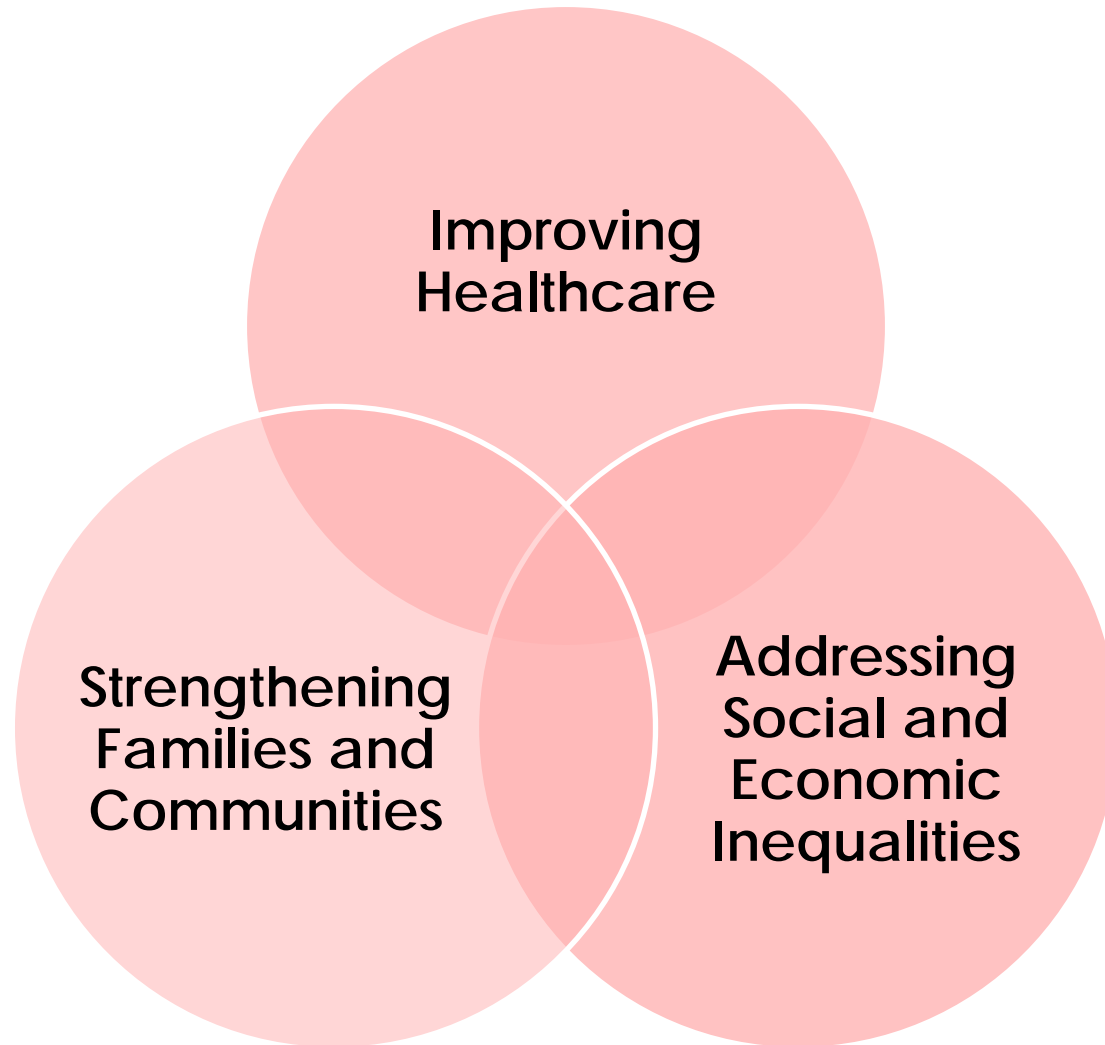


Life Course Perspective

Suggests that biological, psychological, behavioral and **social protective and risk factors contributes to health outcomes over a person's life span**

The life course perspective conceptualizes birth outcomes as the end product of not only the nine months of pregnancy, but **the entire life course of the mother leading up to the pregnancy.**

A Paradigm Shift to Address MCH





LIHF Program

Planning Phase (December 2009 – July 2011)

- Guided by Steering Committee and OAC
- Early Implementation Projects
- Conducting a Needs Assessment
- Developing a Community Action Plan (CAP)
- Establishing a Life Course Collaborative
- Developing an Evaluation Plan
- Raising Public Awareness
- Fund Development

Implementation Phase (April 2012 - beyond)

- Continuation of Life Course Collaboratives
- Implementation of CAPs
- Public Awareness
- Program Evaluation
- Fund Development



Program Resources

- Investment of up to \$10 million over the next five to ten years
- WPP Staff and Consultants
- UW SMPH Faculty and Academic Partner Team
- Collaboration with the Wisconsin Department of Health and Family Services
- Other funding partners, including private and public sectors



Phase I : Capacity Development and Early Implementation (2010 – 2011)

Goals: Increase community capacity and establish a Life Course Maternal and Child Health Collaborative

- Engage community in visioning activities
- Conduct community needs assessment
- Develop Community Action Plans within a Life Course/Health Equity Framework
- Support Public Education Campaign
- Engage in early implementation of evidence-based programs

Communications Plan

- **Before**
- **During**
- **After**
- **PRAMS**

Regional Communications and Public Awareness Plan

The Lifecourse Initiative for Healthy Families

*A Project of the Wisconsin Partnership Program, University of Wisconsin,
School of Medicine and Public Health*



Prepared by the LIHF Communications and Public Awareness
Work Group

February 2012





Activities

- When a Baby Dies in Beloit
- Screenings of When the Bough Breaks
- African American Tasks Force
- Life Course Workshops
- Jeopardy
- Community Forums
- Discussion Groups
- Community Launches
- Digital Storytelling
- Social Media



Phase II : Implementation (2012 – 2014)

Goals: Implement MCH Life Course Community Action Plans

- **Improving Health Care Services**
 - **Focus on preconception and interconception care**
- **Strengthening Families and Communities**
 - **Focus on father involvement, support to mothers and families**
- **Addressing Social and Economic Inequities programs**
 - **Focus on racism and workforce development**



Contact

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