

Community Health Division Newsletter

Perinatal Program



April 2012

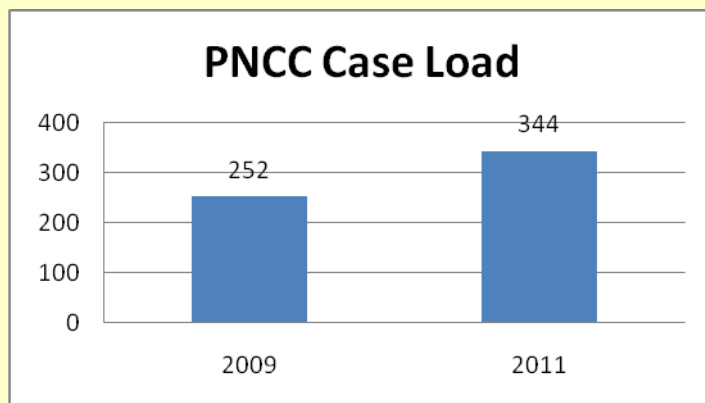
Inside This Issue

- 1 Prenatal Care Coordination
- 2 Breastfeeding Coalition
- 3 Fetal Infant Mortality
- 4 Nurse-Family Partnership
- 5 MCH@WIC

Public Health provides Prenatal Care Coordination (PNCC). This program helps high-risk pregnant women and their families receive medical, social, educational, and other services related to pregnancy. Public Health Nurses (PHN's) visit clients in their home throughout the pregnancy and for 2-3 months post partum. This program is support by Medicaid billing and PHMDC General Purpose Revenue (GPR).

http://dhs.wisconsin.gov/medicaid/recpubs/pncc/p_1046.htm

In 2011 we had 692 referrals for PNCC and postpartum follow up. We saw 344 of these clients for PNCC and served an additional 47 clients that were referred postpartum. This program is voluntary so clients that were not opened either refused help or were unable to locate. From 2009 to 2011 we had a **37% increase in enrollment!**



Perinatal team

Pat Carlson
Cheryl Dell'Accio
Shoua Herr
Susan Hirsch
Bonnie Lincicum
Cindy Matzinger
Alice Meyer
Lorraine Meyer
Jean Nerad
Chris Palmer
Allison Reyes
Denise Scott
Bobbi Smith
Joanne Sorensen
Daniel Stattelmann-Scanlan
Mary Talamantes
Manivan Vang
Chris Watson
Susan Wildrick
Cristina Wills





Breastfeeding Coalition of South Central Wisconsin

Public Health has been a leader in the breastfeeding community for many years. Several staff are involved with the Breastfeeding Coalition of South Central Wisconsin (BCSCW). Check out the website at: <http://bcscw.org/>

The BCSCW began in 1999 as the Madison Breastfeeding Promotion Network and gradually expanded into the Breastfeeding Coalition of South Central Wisconsin. This is a non-profit coalition of health care professionals, businesses, and community members that work collaboratively through action and education to protect, promote, and support breastfeeding. Alice Meyer, PHN, is currently serving as president of this coalition.

Breastfeeding Friendly Community

Laura Berger, PHN, is on the Breastfeeding Friendly Community Sub-Committee of the BCSCW. This group pursues projects that help nursing mothers feel welcome and supported in the community.

They are currently identifying spaces that women can use if they need to pump breastmilk. This is helpful to women who need to be apart from their babies during the day and need to locate such a space. These may be women working as police officers, UPS drivers or cab drivers or women who are outside of the home for a meeting, errands, or other reasons.

There are 19 spaces identified and another 5 or so pending. They are just starting to list these on the website via a map module <http://www.bcscw.org/InformationandResources/PumpingFriendlySites.aspx>.

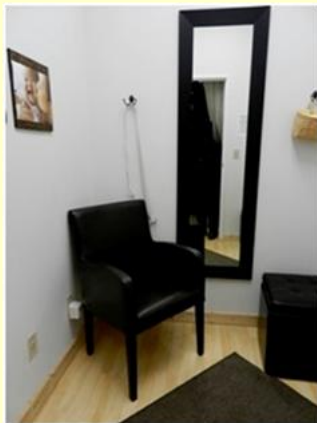
If you are interested in helping identify more spaces in the area or have ideas for future projects, please contact Laura Berger, Public Health Nurse at 608-243-0319 or email: lberger@publichealthmdc.com.

Community Breastfeeding Awards

The BCSCW also presents the Community Breastfeeding Awards.

These awards recognize individuals and agencies that live or work in South Central Wisconsin and demonstrate a strong commitment to the promotion, protection and support of the practice of breastfeeding.

The Awards Ceremony will be held May 10, 2012 | 6 p.m. at Warner Park Community Center



Nicki's Diapers

739 North High Point Road,
Madison, WI
(608) 836-1211 ·
nickisdiapers.com

BF Team

Hershey Barnett- Bridges
Karri Bartlett
Laura Berger
Rika Dombrowski
Alice Meyer
Bibiana Populin
Daniel Stattelmann-Scanlan
Caitlin Szudy
Camille Vazquez

Fetal Infant Mortality Review - Cycle of Improvement

In March 2011 PHMDC initiated the Dane County Fetal Infant Mortality Review (FIMR). FIMR is an action-oriented community process that continually collects, monitors and analyzes data related to fetal and infant deaths (Fetal : stillbirths after 20 wks gestation and infant deaths in the 1st year of life).

FIMR engages a wide range of community partners to analyze the data, identify areas for community action, and develop strategies that will be implemented to improve service systems and community resources for women, infants, and families. The overall goal of the FIMR is to enhance the health and well-being of women, infants and families by improving the community resources and the service delivery systems available to them.

There are over 30 individuals on the FIMR team representing a diverse group of partners including mental health, AODA, human services, early childhood supports, schools, advocacy coalitions, midwives, hospitals, clinics and HMO's. We just finished our first year of case reviews and we will be sharing our first annual report soon with the Dane County community.



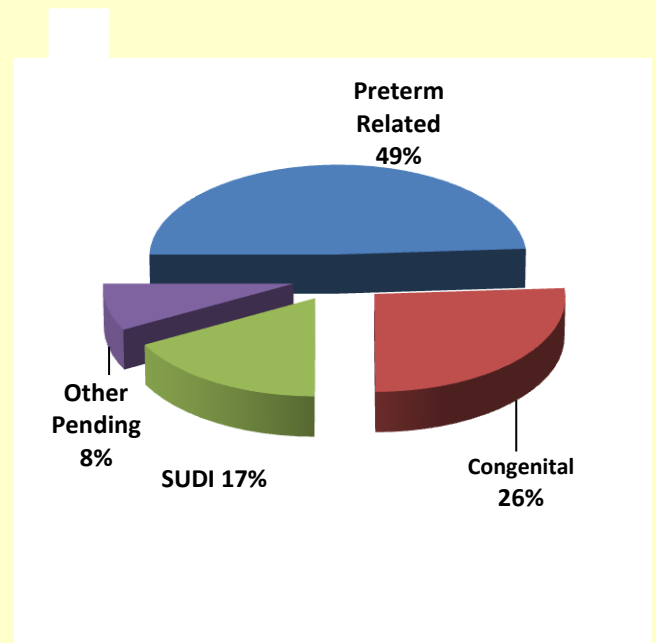
Community Action Issues Identified

- Disparities between Black and Hispanic/ White
- Dangerous sleep environment for infants
- Communication and coordination of care with women that have AODA and Mental Health concerns
- Chronic disease prevention and management (high priority : overweight and obesity)
- Lack of pre-conception and interconception counseling
- Quality of Prenatal Care
- Lack of referrals to Case management and other support services
- Lack of father Involvement in families
- Teen pregnancy

PHMDC FIMR team

Ruby Dow
 Patricia Frazak
 Shoua Herr
 Mamadou Ndiaye
 Daniel Stattelman-Scanlan

Dane County 2011 Infant Death Causes



****SUDI (Sudden unexpected death in infancy) is defined as "deaths in infants less than 1 year of age that occur suddenly and unexpectedly, and whose cause of death are not immediately obvious prior to investigation".***



Beginning in 2012, PHMDC will implement the Nurse Family Partnership Program in Dane County. This is an evidence-based, nurse led, community health program that works with vulnerable mothers pregnant with their first child. Each mother is partnered with a nurse early in her pregnancy and receives frequent home visits until the child is two years old. This program has been in communities for over 30 years and has consistently been shown to:

- Improve prenatal health
- Reduce childhood injuries
- Increase intervals between births
- Increase maternal employment
- Improve school readiness

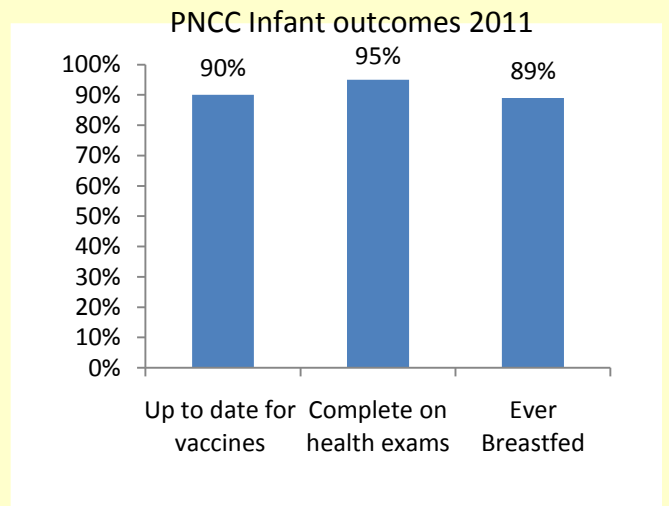
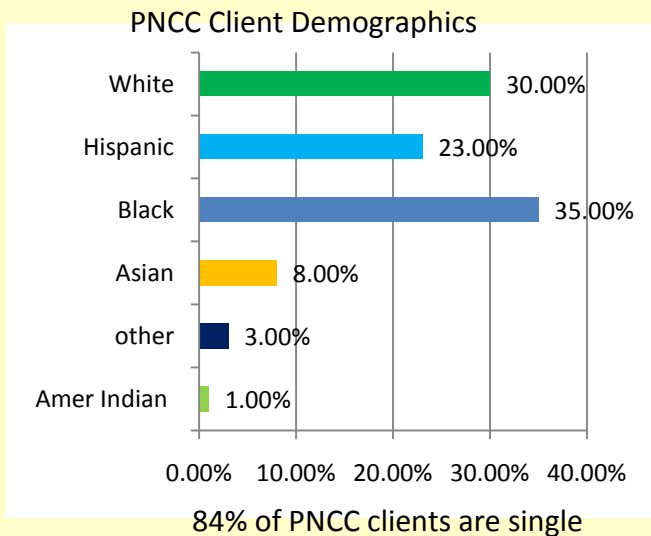
We plan to have four nurses work in this program. Each NFP nurse will have a maximum caseload of 25 clients, although we anticipate that it will take some time to build to this level. Based on our current PNCC caseload, we know that approximately 60 percent of current PNCC clients are eligible for NFP.

Although a healthy pregnancy is a vital factor, we know that there is more to maternal child health than pregnancy outcomes. NFP complements our existing services because it offers clients and nurses the opportunity to work on long-term goals beyond the pregnancy—developing parenting skills, having healthy relationships, and planning their family and work lives. Becoming an NFP site will give us knowledge of the most up to date best practices and tools. Because of the long term nature of the work involved, supportive supervision and mentoring are built into the model.

Program link: <http://www.nursefamilypartnership.org/>

Program overview: http://www.nursefamilypartnership.org/assets/PDF/Fact-sheets/NFP_Overview

PNCC data- (continued from page 1)



MCH@WIC

Perinatal nurses work at WIC clinics in Dane County offering clients resources and health information in a timely and efficient manner.

Goals of this work include:

- Improving outcomes for clients by removing barriers, increasing efficiency, and offering targeted services
- Linking clients with resources at the earliest point possible
- Providing families with resources and education through an integrated service delivery system
- Increasing referrals to internal as well as community programs (PNCC, Immunizations, Dental, Community Resources, Car seats)
- Providing targeted health messages (i.e. Safe Infant Sleep, Infant caregivers getting the Tdap vaccine)

Research supports this work as the goals of MCH @ WIC are to:

Foster cross disciplinary partnerships “partnerships and collaborations are critical”

NIH Summit on Health Disparities (2008)

Enhance systems collaboration and integration for family support services

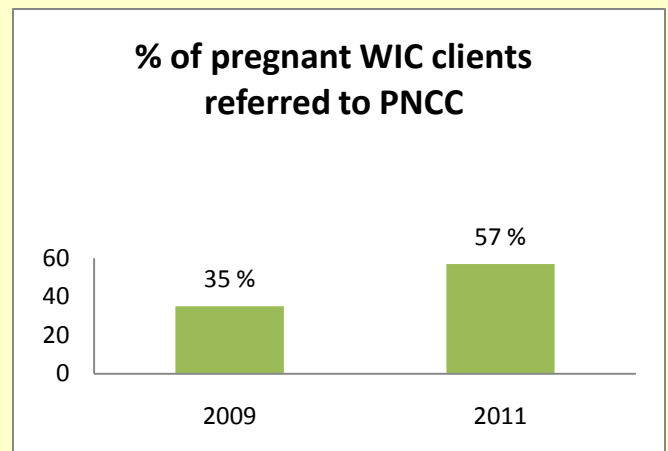
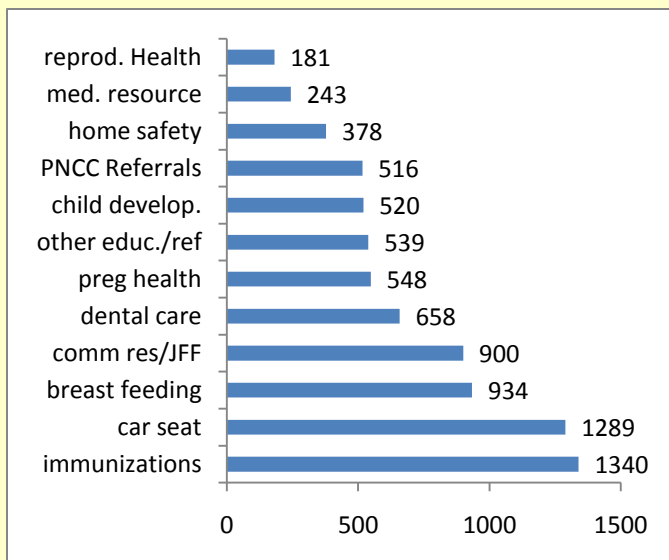
White Paper for Wisconsin Partnership Program Special Funding Initiative (2008):

This spring nursing student Kristen Thibeseau, working with Denise Scott, conducted a survey at WIC and evaluated our program to learn more about our MCH services

What we found:

- In 2011 our nurses spoke with 5557 WIC clients and provided education and referrals on over 8200 topics
- 84% of WIC participants know there is a nurse available
- 53% have talked with the MCH nurse
- **The #1 topic of interest for WIC clients was “Getting in Shape”**

MCH education/ referrals 2011



From 2009 to 2011 there was a **63% increase** in referrals to PNCC From WIC!!