

Racine Healthy Babies – Work Plan and Description of Deliverables

Home Visitation Program

Racine County Human Services Department will act as the fiscal and lead agent as well as oversee the development of the coordinated system of care for the Racine Healthy Babies project. Contract providers will be using the Healthy Families America (HFA) model of home visiting services that will be conducted through two sites: Children's Service Society of Wisconsin (CSSW), and the Central Racine County Health Department (CRCHD).

HFA strongly recommends a 1:15 staff to client ratio to ensure that home visitors have an adequate amount of time to spend with each family. The project includes a total of 2.0 Family Support Workers/Nursing staff and supervision at each of the project sites. Both funded partners in this project have experienced Supervisors to oversee the implementation of home visiting services. Supervision will be provided in accordance with HFA's recommendations. Staff will be merged into the existing structure of the Racine County Home Visitation Network project. The target population for the proposed project is as defined in Exhibit II.

The Central Racine County Health Department and Children's Service Society of Wisconsin are Prenatal Care Coordination (PNCC) certified providers. Racine County as well as its subcontractors will begin to explore utilizing CCC funds once all providers have begun the billing process.

Stakeholders Advisory Committee

Racine County Human Services Department (RCHSD) will form a **Stakeholders Advisory Committee** of the Racine Healthy Babies Project in conjunction with the Racine County Home Visiting Network (RCHVN) - DCF grant and the Racine County Family Resource Center Network (RCFRN) - CTF grant. The committee will include recipients or family members of the services, and representatives from stakeholder organizations in the community, including representatives from the Greater Racine Collaborative for Healthy Birth Outcomes, the City of Racine, the RCHSD Q/A Coordinator and the United Way of Racine County, appropriate staff from the Wisconsin Department of Children and Families and the Department of Health Services, as well as State Representative Cory Mason. All funded project partners will present outcomes to the Advisory committee for review semi-annually for their projects. Included in these outcomes will be data on retention, attrition, and demographic trends analysis. Information provided to the Advisory Committee will be used to inform project modifications and make midcourse corrections to improve the quality and impact of home visiting services in the project. The Committee will: (a) provide feedback on the project design and on services and gaps in services; (b) share ideas about program and outreach materials created for the project; (c) review project outcomes and make recommendations on program improvements; and (d) facilitate linkages with other community-based programs.

One of the primary goals of the RCHVN is to establish a coordinated system of care in Racine County for pregnant young women, mothers, infants and children who are at-risk for poor maternal and birth outcomes. This project will coordinate their efforts with RCHVN.

Referrals for this project will be made to the Navigator of the RCHVN. With this in mind, the project partners will engage a broad array of public and private resource providers who can support the successful implementation of the program by making referrals to the program, receiving referrals from the program and assisting the program in reaching young pregnant women who are in their first trimester. Organizations that will be engaged include:

▪ WIC Program	▪ Wheaton-Franciscan Health Care System
▪ W-2 Providers	▪ Aurora Health Care
▪ Racine Unified School District	▪ Racine Community Health Center (free clinic)
▪ Local Shelters: SafeHaven	▪ Gateway Technical College
▪ Youth Serving Agencies	▪ Family Planning Providers/PPW
▪ Family Physicians and OB-GYNs	▪ HALO – Homeless Assistance Leadership Org.
▪ 4 Cs Community Coordinated Child Care	▪ Catholic Charities
▪ Lutheran Social Services	▪ Salvation Moms (Gospel Church)
▪ The ARC of Racine County	▪ Women’s Resource Center
▪ Family Literacy Services of Racine	▪ Health and Nutrition Services of Racine

Developing strong relationships with these resource providers will not only support project efforts to reach young pregnant women in their first trimester, it will ensure that the families have access to the basic services and supports they need to promote child safety, healthy development and family permanency and well-being.

The RCHSD will oversee the development of a coordinated community system of care with the project partners in the Racine County Family Visiting Network and the Racine Healthy Babies Project. Participation of the Greater Racine Collaborative for Healthy Birth Outcomes and Racine LIFH will support increased coordination. The proposed project is in alignment with the Community Action Planning process currently being undertaken by the GRC4HBO. Their participation in the project, along with other stakeholder groups (the Family Center Resource Network and the Racine County Home Visitation Network) will support the development of a coordinated system of care for evidence-based home visiting services in the community.

One-time Funding Subcontracts: Community Outreach and Engagement

Creating an effective, broad-based, and aggressive outreach plan for the project will be critical to engaging women early in their pregnancy. The Advisory Committee and other key stakeholders in collaboration with the Greater Racine Collaborative for Healthy Birth Outcomes will develop an outreach and engagement plan that will be implemented early during the planning phase of the program. The outreach plan will place a special emphasis on reaching out to young pregnant African American women in the community. This will involve contracting with an existing community agency to provide one full-time FTE to conduct these duties.

Strategies used in the outreach plan will include:

Strategy:	Activities:
Communication	<p>Identifying key messages for the project, including the benefits of home visiting, a description of the HFA model and how they complement each other</p> <p>Creating a brochure for the project. Wallet cards with contact information will be distributed to organizations and providers who reach the target population. Information flyers on effective parenting practices and maternal health and child development milestones will also be created.</p> <p>Utilizing parent testimonials in print materials and at public presentations. Testimonials on the benefits of home visiting may resonate with the target population and stakeholders even more than data and statistics.</p> <p>The project partners will host a kick-off event to introduce the expanded program. Invitees will include local leaders, child and family service providers and other interested stakeholders.</p> <p>Engaging the local media through press releases that include information on best practices. Articles and letters in local newspapers and radio public service announcements will increase community knowledge about home visiting services.</p> <p>Utilizing social media outlets will also be explored.</p>
Individual and Community Engagement	<p>The project partners will seek opportunities to make presentations about HFA to local organizations and agencies.</p> <p>Opportunities to gain visibility through presentations at local churches, health fairs, and community events attended by at-risk families will also be pursued. Additionally, staff will meet with individuals within the community who meet the requirements for this grant to encourage participation and follow with programming, medical care and other programs and services beneficial to their family.</p>

One-time Funding Subcontracts: Interim Direct Home Visitation Services*

While the home visitation portion of this program is put in place (staff hired and trained) the RCHSD feels that it is important to ensure that current providers of service to this target population can continue to meet the needs of this community. To that effort three to five programs will be funded that meet the following criteria:

- Provide in-home visitation services to this target population as it pertains to a healthy pregnancy/baby, **or**
- Provide direct service to the target population as it pertains to a healthy pregnancy/baby, **or**
- Provide direct services through case-finding and referrals, **and**
- Will provide quarterly reports on expenditures as well as other defined data (i.e. number of clients served; trimester of 1st contact; race; health insurance at time of 1st contact; pregnancy results), as agreed upon between RCHSD and the Wisconsin Division of Public Health.

The RCHSD will request that the Greater Racine Collaborative for Healthy Birth Outcomes Endorsement Committee participate in the selection of these vendors.

RCHSD understands they are responsible for fulfilling all Racine Healthy Babies Program Requirements, including all program and fiscal reports, as outlined in Exhibits I and II of the Contract, and that this Work plan and Description of Deliverables, as well as the attached Deliverables, are a subset of those requirements.

*See Direct Services Definitions