

# MILWAUKEE LIFECOURSE INITIATIVE FOR HEALTHY FAMILIES (LIHF) COLLABORATIVE

## 2017 REPORT TO THE COMMUNITY



**LIHF**  
Lifecourse Initiative  
for Healthy Families  
**Milwaukee**



**Wisconsin Partnership Program**  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH



## MISSION

The Milwaukee LIHF Collaborative is dedicated to improving the community conditions that support healthy birth outcomes.

## VISION

Our vision is to eliminate the racial disparities in birth outcomes, ensuring that all babies blow out their first birthday candle.

- Milwaukee LIHF is a local collaborative focused on improving birth outcomes among African-American families in Milwaukee.
- LIHF Collaboratives are active in Milwaukee, Kenosha and Racine. United Way of Greater Milwaukee & Waukesha County serves as the backbone agency for the Milwaukee LIHF Collaborative.
- Our active membership in 2017 included 152 members from the following sectors:



## ABOUT THE ISSUE

The City of Milwaukee Fetal Infant Mortality Review (FIMR) report summarizes what is known about Milwaukee's stillbirths and infant deaths, and identifies several key factors that contribute to infant mortality. We use the findings of this report to help inform our efforts to reduce infant mortality and eliminate the associated racial and ethnic disparities.

Visit [www.unitedwaygmwc.org/MilwaukeeLifecourse](http://www.unitedwaygmwc.org/MilwaukeeLifecourse) for the most recent data.

## GOAL & STRATEGIES: PREMATURITY PREVENTION PRIORITIES

Milwaukee LIHF's primary focus is to prevent the leading cause of infant deaths: complications of prematurity. Specifically, our goal is to advance local and state policies and practices around three priority areas:

- Increasing awareness of the importance of pregnancy intendedness and birth spacing, because close-interval pregnancies are a key driver of pre-term births
- Supporting mental and physical preparedness for pregnancy, because unmanaged chronic conditions are a key driver of pre-term births
- Improving social and economic conditions for communities at highest risk, because the chronic stress of economic insecurity, housing instability and other social factors creates physiologic changes that increase the risk of pre-term births

## COMMITTEES

Milwaukee LIHF brings people and organizations together to align efforts across the community to support the aforementioned priorities around prematurity prevention. Three action committees identify and implement strategies:

### HEALTH CARE ACCESS

Expand access to high quality health care over

the lifecourse for African American families in targeted Milwaukee ZIP codes (53205, 53206, 53208, 53209, 53210, 53212, 53216, 53218, 53223, 53224 and 53225).

**POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE (SOCIAL DETERMINANTS OF HEALTH)**

Focus on advancing achievable policy, systems and environmental change that will prevent/reduce prematurity. Improve conditions through equitable policy change that directly addresses social determinants of health and healthy birth outcomes. Increase community capacity.

**STRENGTHENING AFRICAN AMERICAN FAMILIES/FATHERHOOD AND MALE ENGAGEMENT (SAAF/FME)**

Focus on addressing the racial impact of environmental stressors that contribute to premature births and infant mortality, monitor and support existing fatherhood and male engagement efforts in Milwaukee, while supporting efforts to improve the status of women’s health in African American communities.

**PROGRESS IN 2017**

Collaborative members worked together to achieve the following in 2017:

- **Implemented One Key Question® pilot project to support pregnancy intendedness and prenatal health.** During the 2016-17 pilot year, more than 9,000 women were asked One Key Question® (“Would you like to become pregnant in the next year?”) in Milwaukee across four clinic sites. Of those women, 83% answered “no” they would not like to become pregnant and only 13% answered “yes.”
- **Promoted public awareness around factors that support healthy pregnancies and a healthy first year of life through two new Strong Baby Campaigns.** Campaigns focused on Breastfeeding and Smoking Cessation with support from African American Breastfeeding Network, Community Advocates, City of Milwaukee Health Department and Milwaukee LIHF. During 2017, we received over 20 million impressions from outdoor, bus shelters, earned media and social media advertising. Social media brought over 48,000 engaged users and over 6 million impressions. Facebook and YouTube videos received over 372,000 views. In addition, Milwaukee LIHF was covered in 40

earned media pieces.

- **Promoted mental and physical preparedness for pregnancy through 2nd Annual HaRUNbee 5K Walk/Run for Healthy Birth Outcomes** in partnership with Friends of Bronzeville and presenting sponsor, Froedtert & The Medical College of Wisconsin, over 200 participated in this event which took place in the Harambee neighborhood.
- **Hosted LIHF Barbershop sessions during the 12th Annual Milwaukee Fatherhood Summit**, presented by Mayor Tom Barrett and The Milwaukee Fatherhood Initiative. The session included an overview of the infant mortality rate in the City of Milwaukee, steps being taken by groups like LIHF to reduce infant mortality in the Milwaukee, the role of dads in healthy birth outcomes, and overcoming barriers.
- **Held multiple meetings with state legislators** to provide information around policy recommendations and to promote prioritizing housing and economic security to improve overall conditions that support healthy African American families.





# WHAT YOU CAN DO

Be part of the movement to change the health of the community  
and join the collaborative!

TO LEARN MORE AND COMPLETE A MEMBER FORM, VISIT

**[UNITEDWAYGMWC.ORG/MILWAUKEELIFECOURSE](https://UNITEDWAYGMWC.ORG/MILWAUKEELIFECOURSE)**

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