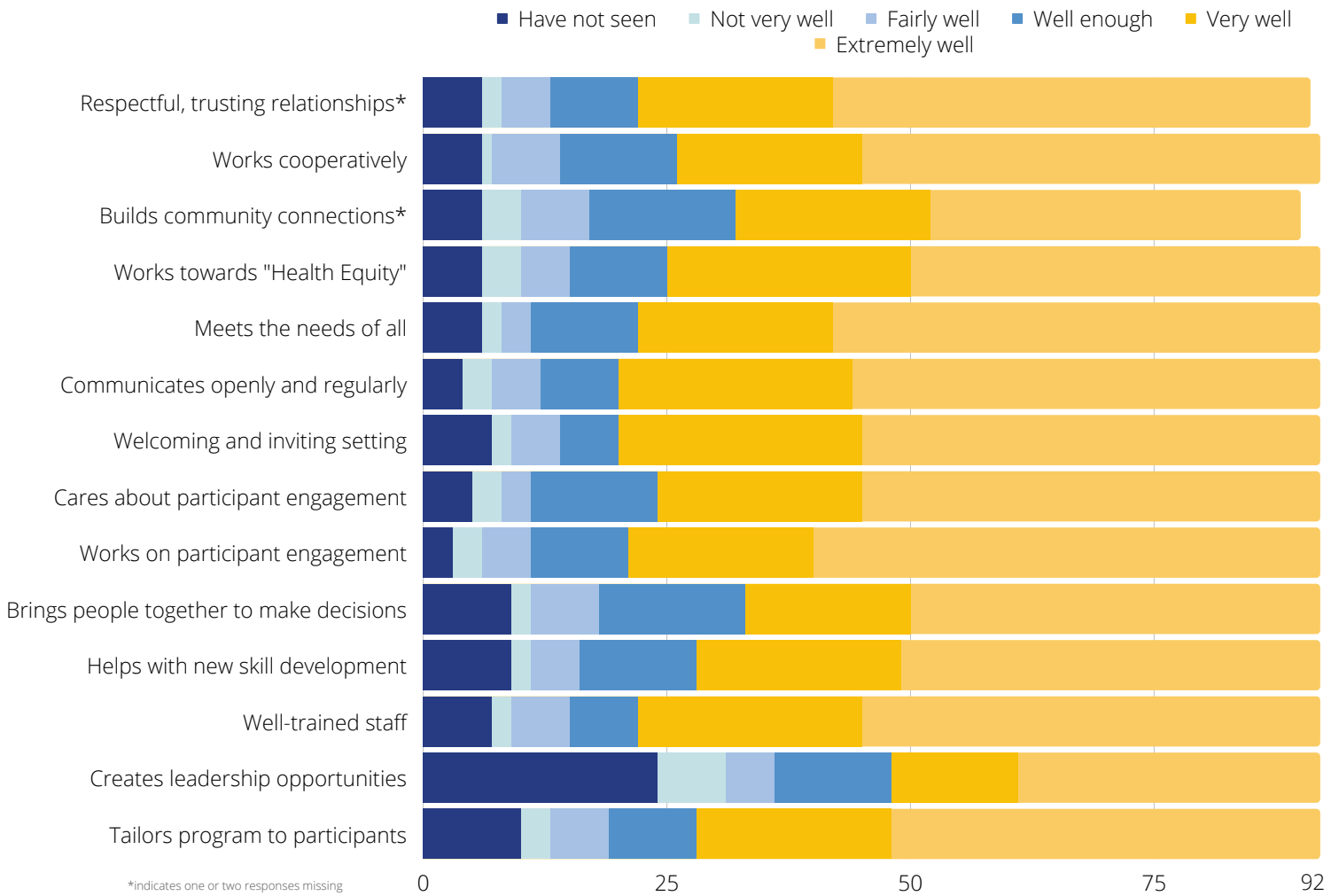


FIRST BREATH

COMMUNITY ENGAGEMENT - SPRING 2022

BACKGROUND: The Wisconsin Title V Maternal and Child Health (MCH) Program has a state performance measure that focuses on family, youth and community member engagement in MCH programs. To track this performance measure, MCH-funded programs (like First Breath) are asked to assess engagement using a Community Engagement Assessment Tool (CEAT).

In Spring 2022, 92 First Breath participants from across the state rated the First Breath program on its efforts in 14 different areas. Possible ratings ranged from "Have not seen" to "Extremely well." Below is a breakdown of surveyed areas and the corresponding number of First Breath participants who responded.



TAKEAWAYS: Current and new activities planned to improve First Breath engagement

Current Activities

- Participant Advisory Group
- Participant storytelling
- Expanded support via participant e-newsletter and social media
- Program data is shared back with participants

Future Activities

- Formalize First Breath's substance-exposed pregnancy prevention efforts
- Improve internal systems for making and tracking referrals for participants' health and social needs
- Conduct community-based outreach with priority populations

