PROJECT OVERVIEW
ATTACHMENT B

Project Name: Milwaukee Alliance for Sexual Health

HWPP Project Number: 2007D-28

Project Summary
Describe the major purpose of the project, the need and how it relates to the Health Improvement Model. Briefly describe the project’s implementation plan, methods to be utilized and involvement of affected communities. Detail the community-academic partnership plan. Specify the evaluation method that will be used to measure feasible, quantifiable and significant outcomes and the impact the project will have on the health of Wisconsin residents. Do not exceed this one page.

Sexually transmitted diseases (STDs) and unintended pregnancies (UP) disproportionately affect African American adolescents in Milwaukee. In 2005, African American youth in Milwaukee accounted for 18% of reportable STD cases in Wisconsin and had STD rates 20 times higher than those among whites of the same age. African American adolescents in Milwaukee also accounted for 20% of teen births in Wisconsin. In 2003, Milwaukee ranked 6th out of the 50 largest US cities in the percentage of total births to teen mothers (17%) and 9th for percentage of births among adolescents who are already parents (21%).

The goal of this project is to reduce the rates of STDs and UP among African American adolescents in Milwaukee through community mobilization and implementation of a Strategic Plan. The objectives are 1) to form the Milwaukee Alliance for Sexual Health (MASH) in order to increase coordination of STD prevention and treatment efforts, to serve as a forum for integration of STD and teen pregnancy prevention efforts, and to enable broader stakeholder representation in these efforts, and 2) to adopt the Strategic Plan and prioritize recommendations for implementation.

This project addresses the Healthier Wisconsin 2010 health priorities of high risk sexual behavior and communicable disease, and the overarching goal of reducing health disparities. The project focuses on the special populations of adolescents and racial and ethnic populations in an urban setting. Reducing STDs and UP may decrease numerous reproductive health conditions (pelvic inflammatory disease, infertility, and infant mortality associated with teen pregnancy and low birth-weight) as well as morbidity and mortality associated with HIV infection and STD-related cancers. This project will transform current STD and UP prevention efforts by building the capacity and focusing the efforts of the community to work together toward common goals.

The alliance will draw from existing networks comprised of the health department, community based organizations and the school system, but will also strive for broader representation from the public and private sectors. The community and academic partners, along with a dedicated facilitator, will work together to identify and recruit the appropriate stakeholders, and will aid the resulting alliance in developing the necessary infrastructure to function as a robust and sustainable body, in adopting strategic planning as a decision-making process, and in prioritizing recommendations from the Strategic Plan for implementation.

The City of Milwaukee Health Department will serve as the lead community partner, and will have primary responsibility for overseeing the development of MASH, identifying potential partners, creating linkages among partners, and providing guidance and support to the MASH facilitator. New Concept Self Development Center will provide the MASH facilitator who will help to identify potential partners, will actively recruit partners, will facilitate network meetings and the evaluation process, and will assist in other activities during the formation and development of MASH. Faculty from MCW, Wendi Ehrman, MD, and Seth Foldy MD, MPH, will serve as academic partners and liaisons to the planning process, they will provide mentorship around evidence-based clinical guidelines and coalition development, and will provide consultation and technical assistance. The Division of Public Health will function as consultants, provide technical assistance, and will provide a link to state-wide efforts. Through integration and collaboration, MASH can target gaps in service coverage, eliminate redundant service provision, and ensure accountability and efficient allocation of resources.

The following outcomes will assess the success of forming and developing MASH: 1) develop MASH as an alliance of partners committed to working together toward reducing STDs and UP among Milwaukee’s African American youth; 2) clearly define a shared mission around STD and pregnancy prevention; 3) develop a defined indicator set and evaluation plan for measuring the success of MASH; and 4) develop and submit successful proposals requesting funding to implement the evidence-based strategies defined in the Strategic Plan. Indicators of these outcomes will be assessed by appropriate methods, such as surveys/questionnaires, checklists, group assessments, review of activity/participation logs, and review of meeting summaries.

The creation of MASH and implementation of the Strategic Plan will ensure a structured, integrated, long-term strategy for reducing STDs and UP among minority youth in the city of Milwaukee.