

MATERNAL AND INFANT HEALTH

A WILCO WELLNESS ALLIANCE WORKING GROUP



GOAL

Improve the health and well-being of mothers, infants, and children by addressing the health and wellness of women before, during, and after pregnancy.

1 CONTINUITY OF CARE



By 2019, the Maternal and Infant Health working group will encourage all maternal, infant, and child health initiatives in Williamson County to use evidence-based guidelines to align messaging used for education.

1. Identify and provide accurate educational resources.
2. Build working groups knowledge of Aunt Bertha and additional tools.
3. Identify sources of maternal, infant, and child health messaging in the community.
4. Align breastfeeding messaging among professionals (i.e. obstetricians, pediatricians, lactation consultants).

2 ACCESS TO HEALTHCARE

By 2019, Maternal and Infant Health working group will improve access to healthcare before, during, and after pregnancy for Williamson County women by identifying and sharing best practices.

1. Identify women in need (target population) and needs of target population.
2. Identify organizational needs related to services, resources, and point of contacts of members that participate in working group.
3. Identify maternal, infant, and child health resources and best practices in Williamson County.
4. Share maternal, infant, and child health resources and best practices in Williamson County.



3 COLLABORATION

By 2019, the Maternal and Infant Health working group will create solid relationships with all professional organizations that provide maternal, infant, and child health resources in Williamson County.

1. Identify point of contacts in professional organizations for women before, during, and after pregnancy.
2. Develop outreach and networking opportunities for professional organizations.
3. Build working knowledge of member organizations in working group and identify how they add value.

