CITY OF MILWAUKEE
HEALTH DEPARTMENT

EXECUTIVE SUMMARY

Maternal and Child Health Strategic Plan: 2026-2030

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About the Strategic Plan

Milwaukee has a strong network of organizations, providers, community leaders, and families working to improve maternal and child health. Yet persistent disparities remain, and families are often left to navigate disconnected systems of care.

The City of Milwaukee Health Department's (MHD) Maternal and Child Health (MCH) Strategic Plan 2026–2030 provides a shared direction for strengthening Milwaukee's maternal and child health ecosystem. Developed through research, data analysis, and engagement with community members and partners, the plan focuses on helping organizations work more effectively together so families experience a more coordinated system of care. Planning and development took place in 2026, with implementation beginning following the plan's November release and continuing through 2030.

Central to the plan is the understanding that better coordination across organizations is essential to improving maternal and child health outcomes.

North Star

The MCH Strategic Plan is guided by a shared North Star for maternal and child health in Milwaukee, with the goals of:

- Improved maternal health
- Reduced infant mortality
- Reduced preterm births





How the Plan was Developed



MHD developed the MCH Strategic Plan through a collaborative planning process that included a review of local, state, and national data and research. The process also gathered input from public health leaders and staff, healthcare professionals, birth workers, researchers, community-based organizations, advocates, and people with lived experience. Their perspectives helped shape and refine the plan's goals and strategies.

Four Goals Through 2030

MHD will continue providing direct services while strengthening its role as a convener and systems aligner, bringing partners together to support greater coordination and shared accountability. Four goals will guide MHD's work and collaboration with partners through 2030.

What Success Looks Like

Success will mean a more connected maternal and child health ecosystem, stronger partnerships and referral pathways, greater community voice in decision-making, better access to responsive care, and increased MHD capacity. Together, Milwaukee can build a stronger, more connected maternal and child health ecosystem where every family has the support needed to thrive.

Strategic Plan Goals

Health Equity: Embed health equity, community leadership, and meaningful partnership into maternal and child health leadership, decision-making, and the ways organizations measure and improve equitable outcomes.

Infrastructure: Strengthen partnerships, structures, and shared systems needed for coordinated action across Milwaukee's maternal and child health ecosystem, with MHD serving as a trusted convener and systems aligner.

Access: Improve equitable access to coordinated, culturally responsive care, services, and support so families experience seamless, person-centered care throughout the maternal and child health continuum.

Capacity: Strengthen MHD's organizational capacity, leadership, and internal systems to effectively steward, coordinate, and sustain maternal and child health improvement efforts.

Find the full report and more at:
milwaukee.gov/FCH

Other helpful links:
milwaukee.gov/FIMR milwaukee.gov/CHA



City of Milwaukee

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