



The City of Worcester

Department of Health and Human Services

Division of Public Health

Maternal and Child Health Dashboard

Improving Data Accessibility in Worcester

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GUIDED BY LOCAL VOICES

- Historical conversations between the City of Worcester and partner organizations working in the maternal and child health space include a longstanding request for a report card on maternal and child health in Worcester
- This need was reiterated by academic institutions, hospitals, and the City – who require maternal and child health data for different purposes
- The Worcester Division of Public Health (WDPH) would also benefit from this information for priority setting and program evaluation



APPROACH

- WDPH Epidemiology Office worked in tandem with the WDPH Maternal and Child Health Office on an approach to address the community's needs
- Began by reviewing existing guidance on key maternal and child health data
 - The MA Epidemiology Collaborative is an incredible resource for sharing ideas and information – this guide is directly from collaborative members
 - The guide outlines key data points to consider when conducting a needs assessment focused on maternal and child health

Empowering Local Health Departments:
A Guide to Maternal and Child Health Services and Best Practices

Rachel Freedman and Deidra Clermont



[VIEW THE GUIDE](#)

INSPIRATION

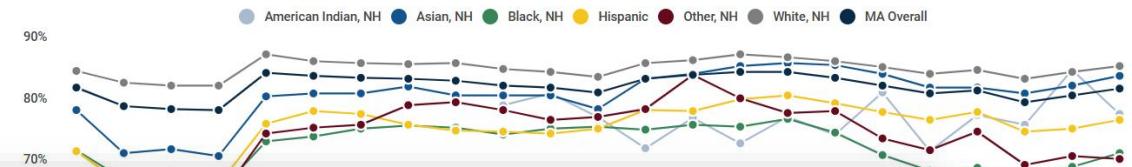
- Reviewed existing maternal and child health dashboards in other jurisdictions around the country
- Drew inspiration and guidance from the Mass DPH Maternal and Child Health Dashboard and the Mass DPH Data Library

Data on Maternal and Child Health in Massachusetts

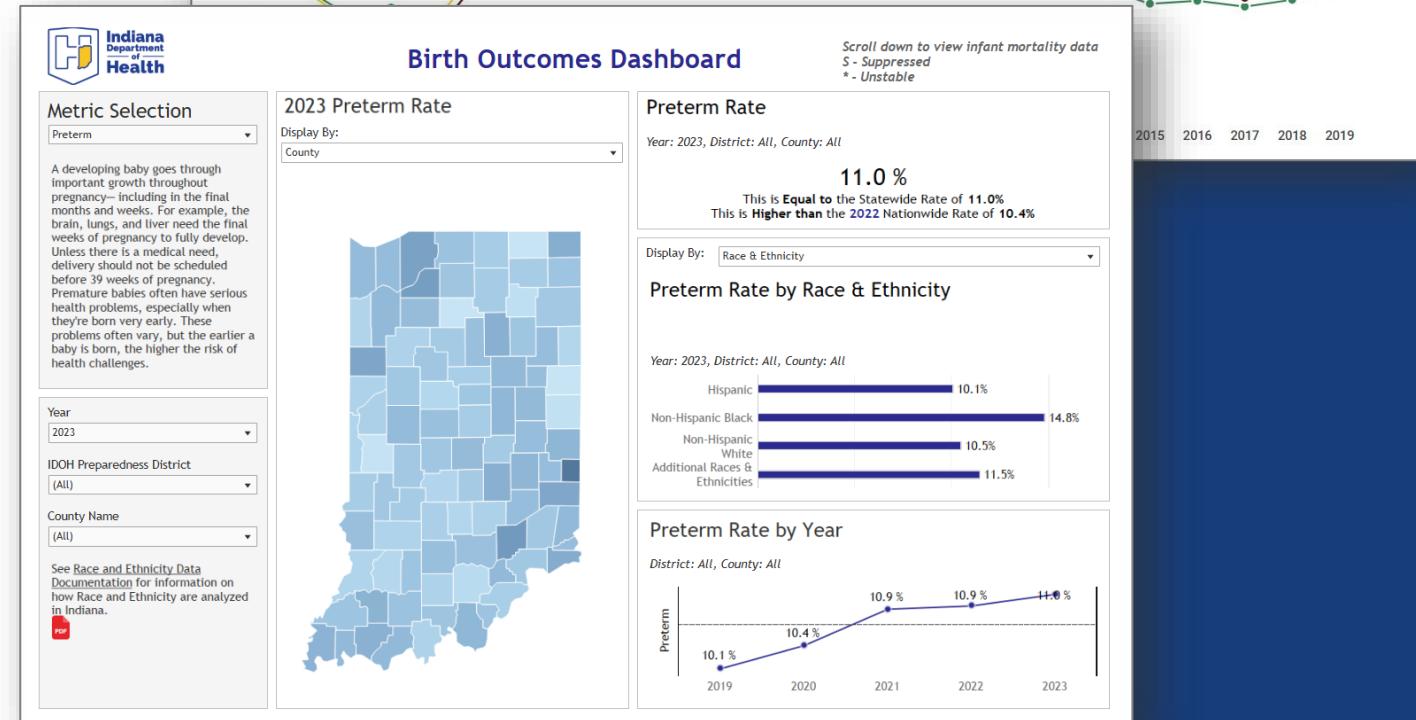
Find data on maternal and child health in Massachusetts by race and Hispanic ethnicity.

People of color are more likely to experience risk factors for complications in pregnancy, maternal morbidity, infant mortality, and preterm births, which are associated with less access to prenatal care and exposure to toxins.

Adequate Prenatal Care



Birth Outcomes Dashboard



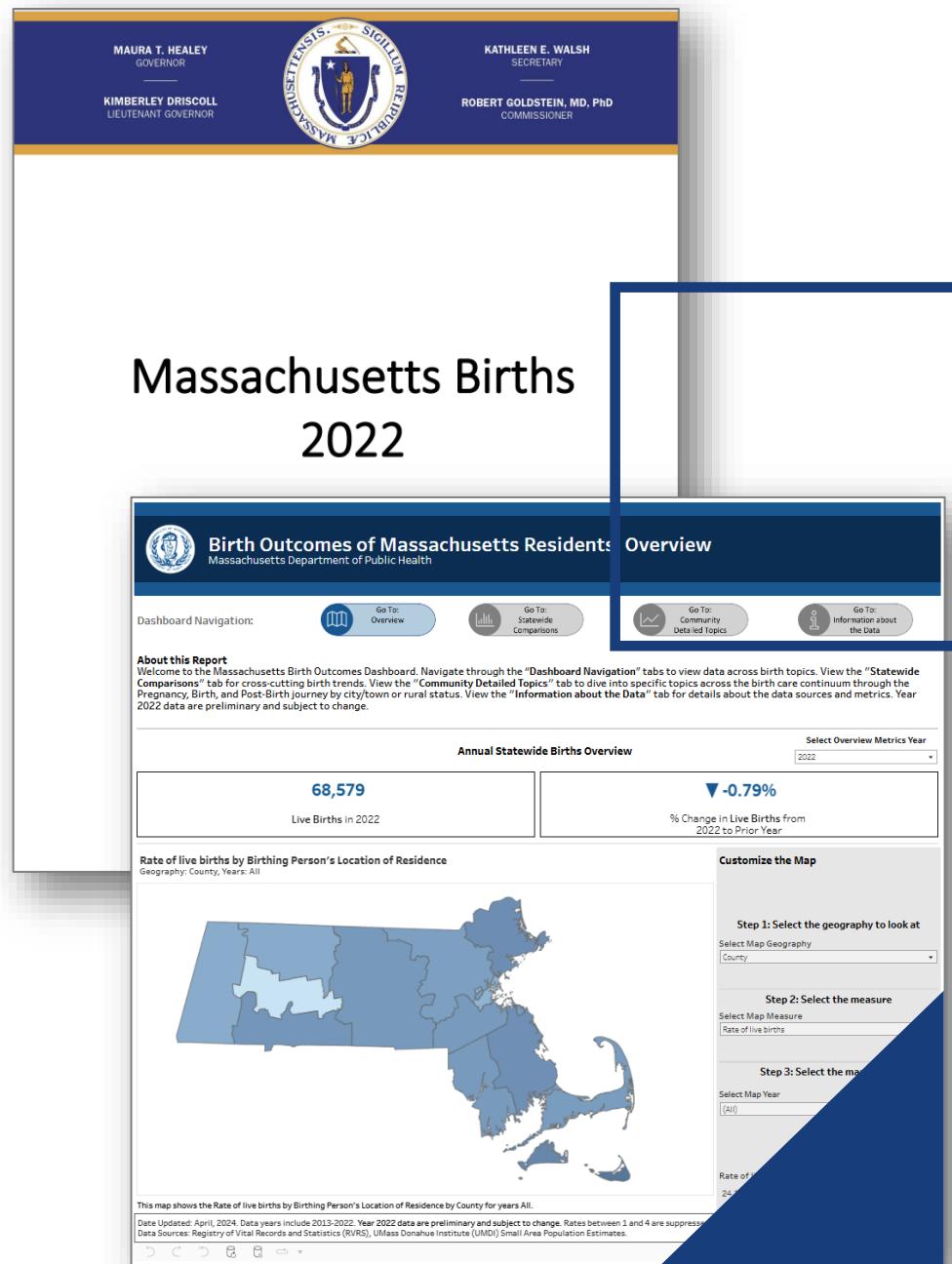
INDICATOR SELECTION

- Epi worked with the Maternal and Child Health Office at WDPH to narrow down indicators based on guidance and other best practices from health departments
- Determine which types of disaggregation would be most impactful for targeted programming: such as geographic level, time trends, racial breakdowns
- Determine the types of visuals that are possible with the data available and that would be the most helpful to a general audience

Indicator	Disaggregation	Category	Data Source(s)
Maternal Health			
OBGYNs (population per provider ratio)	City, State, US Trends over time	Prenatal Care Access and Utilization	National Plan and Provider Enumeration System (NPPES) via MySidewalk
Midwives/Doulas (population per provider ratio)	City, State, US Trends over time	Prenatal Care Access and Utilization	National Plan and Provider Enumeration System (NPPES) via MySidewalk
Adequacy of Prenatal Care Utilization Index	City, State, US Trends over time Race Payment Type Age	Prenatal Care Access and Utilization	-National Vital Statistics Report (US) -Mass DPH Birth Reports (State, City)
Prenatal Care in the First Trimester	County, State, US Trends over time	Prenatal Care Access and Utilization	-CDC Wonder via MySidewalk
Postpartum Care Attendance	City, State, US Race	Prenatal Care Access and Utilization	-PRAMS (State, US) -Mass DPH PRAMS
Births by Payment Type	City, State, US Race Age	Prenatal Care Access and Utilization	-National Vital Statistics Report (US) -Mass DPH Birth Report (State, City) Birth Outcomes Dashboard
Maternal Mortality	City, State, US Race	Maternal Mortality & Morbidity	-CDC (National)
Severe Maternal Morbidity	City, State, US Race Age Weight Special populations	Maternal Mortality & Morbidity	Mass DPH (state)
Pre-Pregnancy Weight	City, State, US	Maternal Mortality & Morbidity	-Mass DPH (City)
Hypertension/Pre-eclampsia/Eclampsia	City, State, US Race Age	Maternal Mortality & Morbidity	-CDC (National)
Gestational Diabetes	City, State, US Race Age	Maternal Mortality & Morbidity	-Mass DPH (City)
Postpartum Depression		Perinatal mental health and substance misuse	PRAMS -Mass DPH (State) -CDC (US)
Smoking		Perinatal mental health and substance misuse	PRAMS -Mass DPH (City) -Mass DPH (State) -CDC (US)

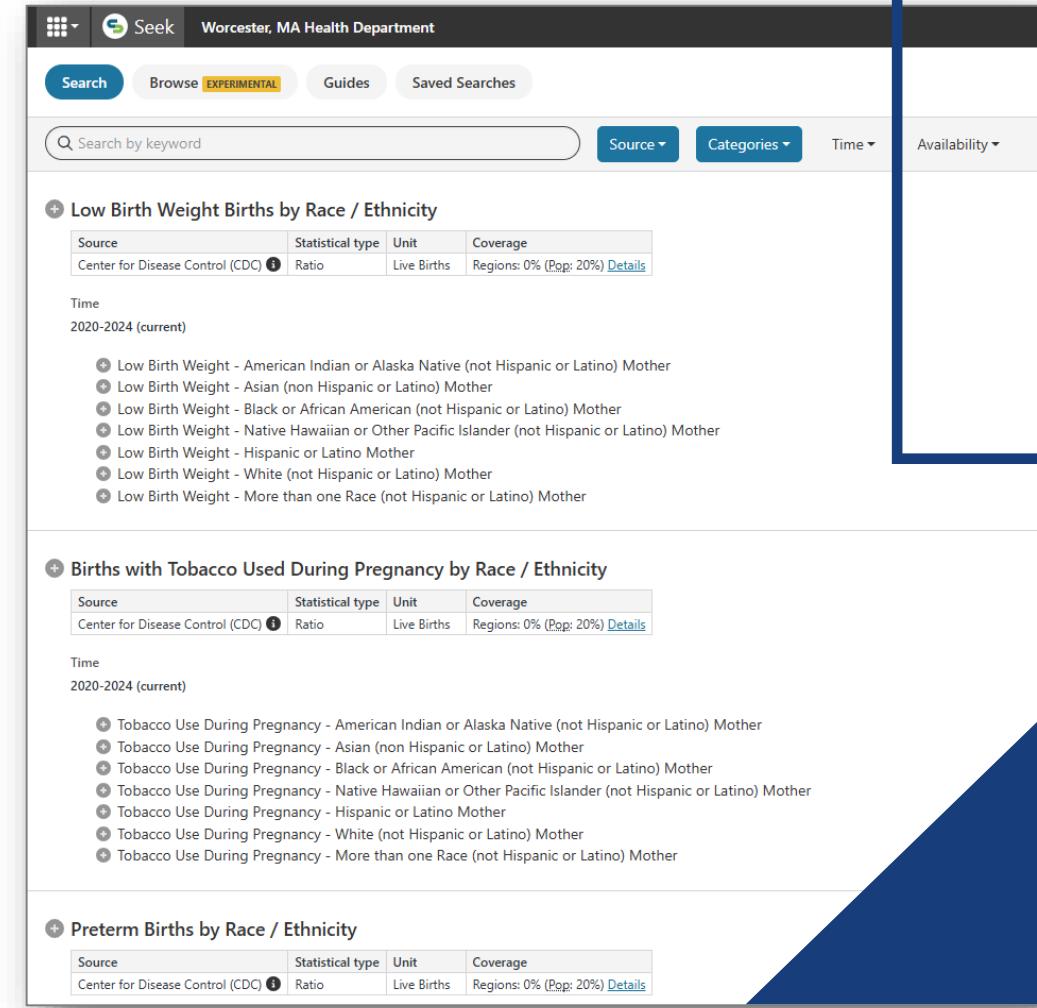
DATA SOURCES

- Most data is publicly available, but scattered across various sources and sometimes difficult to access or navigate
 - As a larger municipality, we are fortunate to have the ability to access some public data at City-level, this often isn't the case for many municipalities in Massachusetts
- What data sources are available
 - State: PRAMS, Birth Reports, SMM Reports, DOE, DEP
 - National: CDC Wonder, National Vital Statistics, US Census Bureau
- Limitations
 - Data delays (several years delay)
 - Less data at local level
 - Self-reported vs medical record data



PLATFORM SELECTION

- Considered the pros and cons of various available software available to the division:
 - Excel, Power BI, MySidewalk, ArcGIS StoryMaps, Google Looker
- User experience: Ease of use, interactivity, navigation
- Back end maintenance: Internal capacity to update, ease of use
- Cost: Additional cost or existing software access
- IT Approval



LAUNCH



The City of Worcester

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Home > Announcements > Worcester Division of Public Health Launches New Maternal and Child Health Dashboard

CITY OF WORCESTER, MA

Eric D. Batista
City Manager

WORCESTER DIVISION OF PUBLIC HEALTH LAUNCHES NEW MATERNAL AND CHILD HEALTH DASHBOARD

FOR IMMEDIATE RELEASE: 9/5/2025 10:42 am

WORCESTER, Mass. – The City of Worcester Division of Public Health (WDPH) announced Friday the launch of its Maternal and Child Health Dashboard, an interactive online tool designed to increase transparency, inform public policy, and improve outcomes for mothers, infants, and families across Worcester.

Developed in collaboration with public health professionals and community organizations, the dashboard presents comprehensive data on key indicators such as prenatal care, infant mortality, birth outcomes, and access to services. It is free to use for all members of the public.

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Check out the dashboard! Scan or visit bit.ly/WorcesterMCH



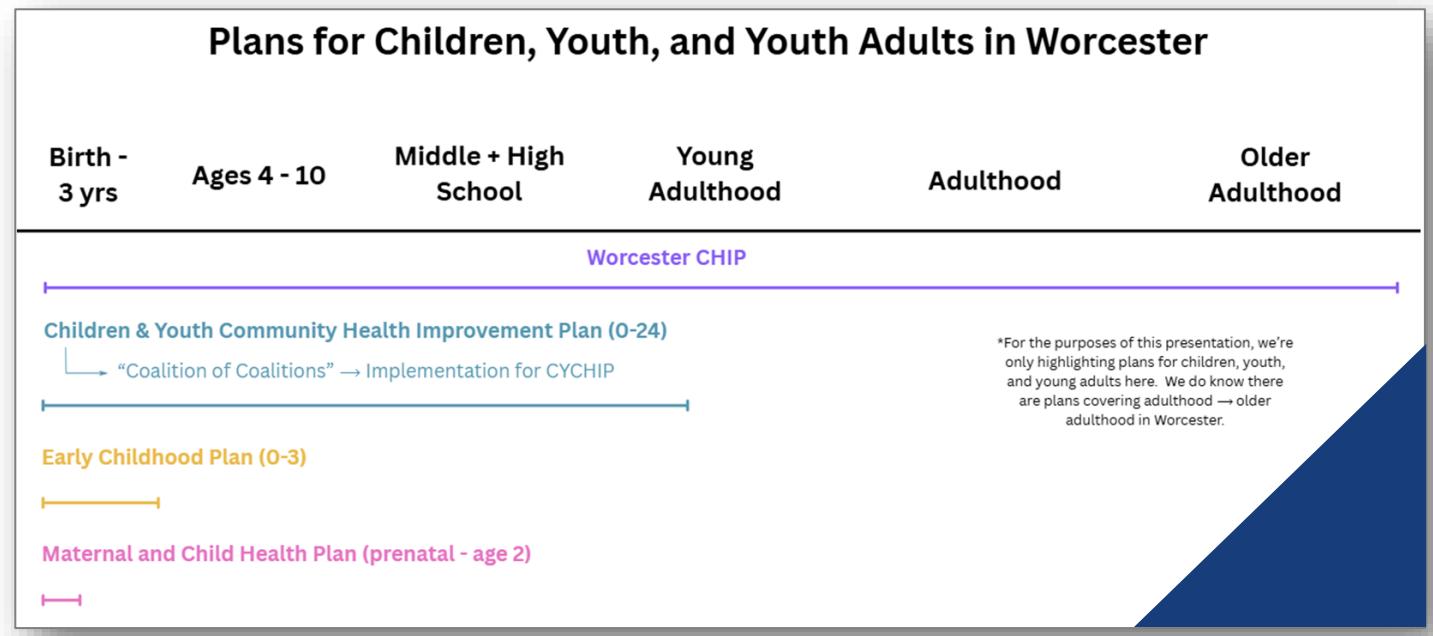
About This Dashboard

Centering Mothers and Children in Public Health

Maternal and child health is a cornerstone of public health, shaping the health and well-being of individuals across the lifespan. Ensuring strong maternal and child health outcomes lays the foundation for healthier communities, yet persistent disparities continue to undermine this goal - particularly among underserved populations. Addressing these inequities is not only a matter of health, but of justice and opportunity.

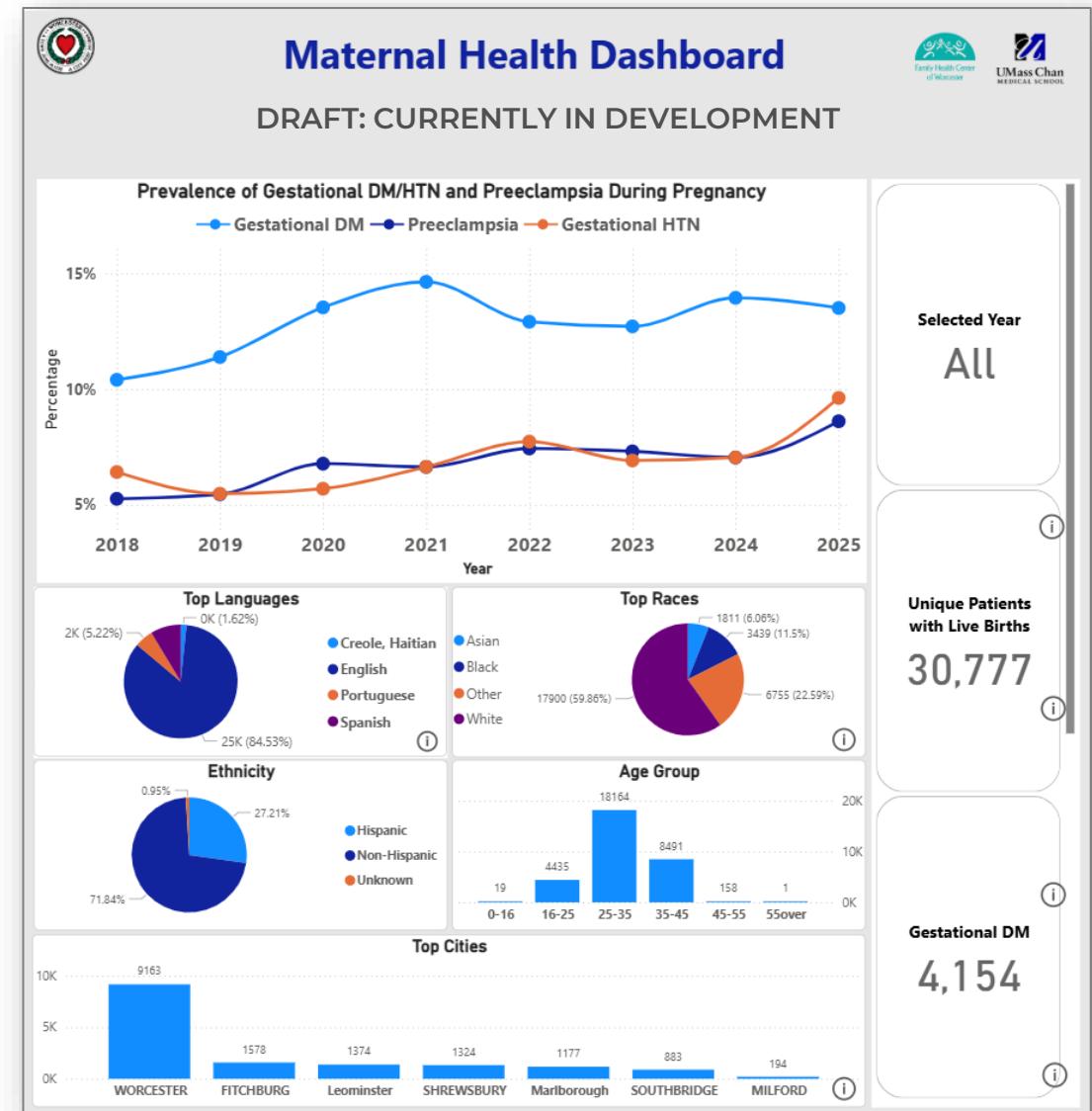
DATA USE

- Worcester Division of Public Health uses the dashboard to determine programming priorities and work planning
- Fostering wider conversations about limited local child health data, identifying existing data sources, and filling information gaps with activities like the Worcester Children and Youth Community Health Improvement Plan currently underway
- Partners working in the maternal and child health space see the platform as a potential platform to share programmatic data



DATA USE

- The Worcester Integrated Health Data Exchange, a parallel initiative between the City of Worcester and UMass Chan Medical School, is now working to develop a near real time dashboard on maternal and child health
- The City's maternal and child health dashboard was used as a template and WDPH staff are regularly consulted about content



MOVING FORWARD

- Develop an SOP for continued maintenance and updates to the dashboard
- Data request to Mass DPH for Worcester-specific data and data disaggregation not available in public reports
- Expansion of the dashboard to include maternal and child health resources, events, and organization links
- Move towards data for decision-making with a report-card for each indicator, ranking Worcester's maternal child health indicators against state and national prevalence
- Work with the community to continually evolve the dashboard based on needs
- Advocate for greater transparency and openness in data availability to advance health equity for mothers and children