



Our Vision:

A Kansas City community committed to health equity for all families - regardless of race, place or circumstance - beginning with a child's birth through a continuum of care.



WHO WE ARE

- Nurture KC is a community collaborative dedicated to reducing infant and maternal mortality and improving family health.
- We work together to:
 - ✓ Change policy for broad impact
 - ✓ Transform systems to improve health outcomes at a local level
 - ✓ Provide one-on-one support to connect families

Nurture KC → Addresses National Problems →
Through a Local Response → For a Direct and Immediate Impact



WHAT WE DO

Our key programs and services include:

- **Healthy Start** — Serves pregnant women and their children, up to 18 months old, connecting them to the resources vital to a healthy pregnancy and baby.
- **Mid America Immunization Coalition (MAIC)** — Increases public awareness and improves access to life-saving immunizations.
- **Fetal, Infant Mortality Review Committee (FIMR)** — Identifies trends in fetal and infant loss, then makes recommendations for action.
- **Public Policy** — Advocacy at a national, state and local level to ensure our families are represented on issues that impact their health and well-being.

WHY OUR WORK MATTERS

Cause of Infant Death in
Metro KC from 2012-2016



- Preterm Birth (50%)
- Sleep-related Deaths (16%)
- Birth Defects (21%)
- Other Causes (13%)

- **Too many infant deaths across KC metro:**
 - ✓ We lost 662 babies (11 babies every month) in a 5-year span, most recent data shows
 - ✓ Deaths of black infants are double that of white infants
 - ✓ Wyandotte County has the highest infant mortality rate for black infants at 12.9 per 1,000 births
 - ✓ Losing 7 out of every 1,000 babies in KC metro is unacceptable
 - ✓ Many of these deaths are PREVENATABLE
- **Too many maternal deaths across KC metro:**
 - ✓ Missouri ranks 42nd nationally for maternal mortality rates at 32 deaths per 100,000 births
 - ✓ For black moms in Missouri, that stat doubles and jumps to 65 women dying per 100,000 births
 - ✓ Leading causes of death include heart disease, excessive bleeding, high blood pressure and blood clots



KC HEALTHY START INITIATIVE

- Cornerstone of Nurture KC
- Serves 14 ZIP codes in KC, MO and KC, KS with highest rates of infant mortality
- Helps 300 moms, 300 babies and 100 fathers each year
- 1 of only 100 Healthy Start programs in the country
- Only urban Healthy Start in Missouri
- Driven by data and human connection



Community Health Worker, Marcela Metcalf,
with a mom who graduated from our
Healthy Start Program



HEALTHY START: HOW WE HELP

Our Community Health Worker model provides every family with one-on-one assistance from pre-conception through baby's first 18 months. Services for Healthy Start families include:

- Help secure health insurance and find doctors
- Provide free diapers, cribs, car seats and flu shots
- Educate on such parenting topics as safe sleep and car seat safety
- Connect to housing resources, nutrition counseling, breastfeeding support and food assistance
- Offer access to counseling for alcohol and substance abuse
- Assistance from Nurse Liaison at Truman Medical Centers
- Serve as a sounding board and ally for families as they navigate pregnancy and parenthood
- Offer "Healthy Start Shopping Mart" incentive





HEALTHY START: IMPACT

Our Healthy Start families are more likely to:

- Have income below the poverty line
- Possess less than a high school education
- Be covered through public insurance
- Experience high blood pressure and hypertension

Data shows families participating in the program:

- Go to pre-natal doctor appointments earlier and more often
- Practice safe sleep habits for their babies
- Have a consistent source of care
- Access depression screenings
- And more!



FETAL INFANT MORTALITY REVIEW COMMITTEE (FIMR)

Nurture KC implemented FIMR in KC to reduce infant deaths

- Action-oriented case review team that identifies:
 - ✓ Trends in fetal and infant losses
 - ✓ Gaps in the health care system
- Then, recommends actions to improve

How FIMR helps:

- Supports mothers experiencing loss by listening to their stories
- Connects families to support groups and other resources
- Improves the health delivery systems to prevent future losses





MID AMERICA IMMUNIZATION COALITION

MAIC builds collaborative community partnerships to:

- Increase PUBLIC AWARENESS about vaccines
- Improve ACCESS to life-saving immunizations

How MAIC helps:

- Holds free flu clinics each Fall:
 - ✓ More than 700 vaccinations given each year
- Coordinates public service campaigns, such as:
 - ✓ #VaccinesSaveLives billboard promotion
 - ✓ KCATA bus banners
 - ✓ Survivor story bank (and other resources) on www.nurturekc.org
- Provides access to the latest immunization education
- Advocates for pro-immunization policies



MAIC: SURVIVOR STORY

Nurture KC's web site includes an immunization page full of facts and resources. One such resource is where Kansas Citians share their personal immunization (or lack of immunization) stories, including this one ...

"Within 24 hours, Andy Marso went from being a healthy 22-year-old about to graduate college, to fighting for his life in intensive care as his organs failed. Meningitis B was a swift villain stealing Andy's life as he knew it. It was only by luck Andy had mentioned to his friend, Clay, that he wasn't feeling well the night before and turned in early with flu-like symptoms. Clay checked on him the next morning, knew something was terribly wrong and decided to take action. What followed was a perfect chain reaction that, ultimately, saved Andy's life. Although it wasn't without horrific pain, suffering and loss ..."



IMPACT OF COVID-19: RISING TO THE CHALLENGE

Our services have expanded during the pandemic to meet the immediate needs of our families. We pivoted to:

- **Provide food**
 - ✓ Fresh produce distributed weekly
 - ✓ \$125 grocery gift cards for each of our 237 families
- **Serve as a COVID-19 mobile testing site**
 - ✓ By partnering with Truman Medical Centers
 - ✓ Why? Our community of color has been disproportionately impacted by the pandemic
- **Keep our doors open**
 - ✓ We continue to provide essential services

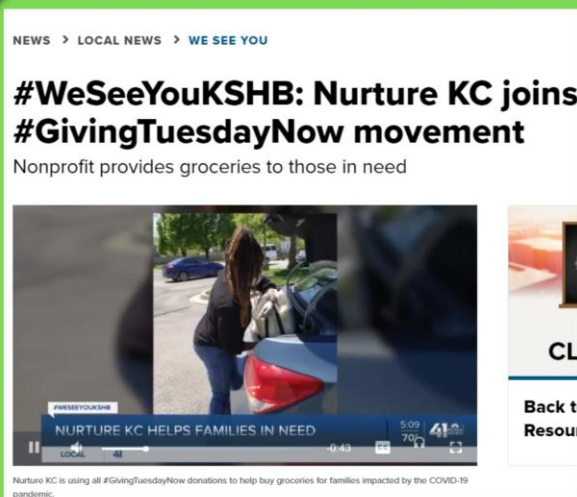




WE ARE A COMMUNITY LEADER

Nurture KC is the authority on infant and maternal health

- **Trusted by media** — We have been interviewed as an expert on:
 - ✓ TV stations, such as KSHB-41, KCTV-5 and Fox 4
 - ✓ Radio stations, such as Hot 103 Jamz
 - ✓ Newspapers, such as *The Kansas City Star*
 - ✓ Digital Platforms, such as *Flatlands* (KC's PBS digital magazine)
- **Serve on panels and coalitions:**
 - ✓ Missouri Pregnancy Associated Mortality Review Committee
 - ✓ Kansas Maternal Mortality Review Committee
 - ✓ Kids Win Missouri Health Subcommittee
 - ✓ Alliance for a Healthy Kansas
 - ✓ Yes on 2 Coalition
 - ✓ Lt. Governor Lynn Rodger's Medicaid Listening Session
 - ✓ Health Forward Foundation Leadership Academy
 - ✓ Kansas City Health Commission Birth Outcomes Committee
 - ✓ Wyandotte County Maternal and Child Health Needs Assessment Steering Committee

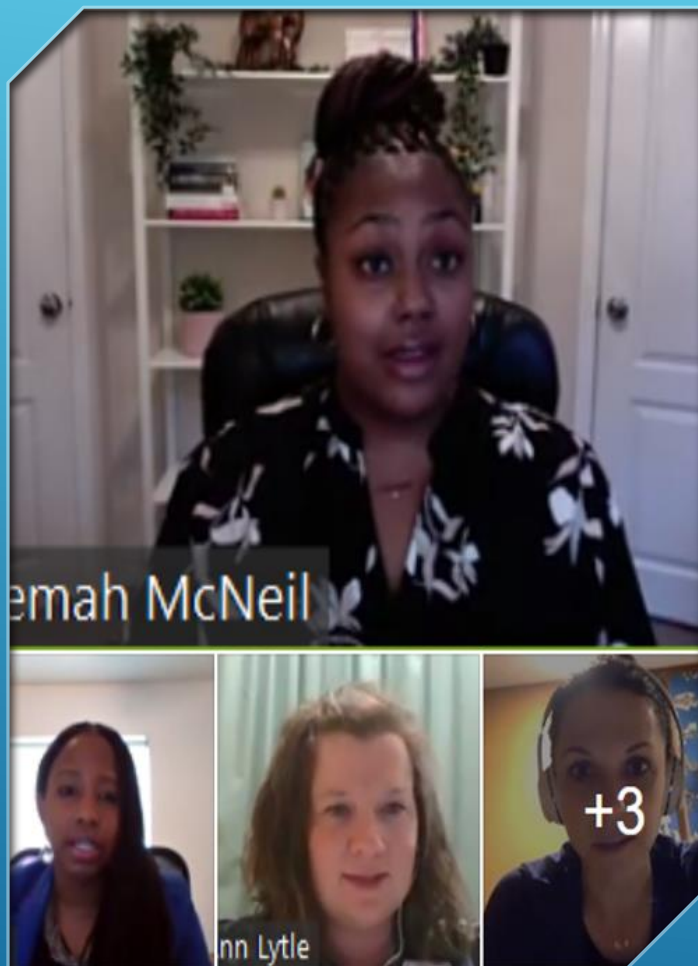




WE EDUCATE

Nurture KC brings people together through:

- Events:
 - ✓ **Annual Event on Maternal Mortality** – Provides the latest information to health care professionals and advocates
 - ✓ **Annual MAIC Symposium** – Shares immunization trends
 - ✓ **Special Events** – Such as Giving Tuesday or our Year-End Campaign
- Call-to-action Groups:
 - ✓ **Safe Sleep Task Force** – Develops strategies, communications and educational materials
 - ✓ **Pregnancy, Infant and Child Health Committee (PICH)** – Brings together community advocates focusing on access to health care, transportation and tobacco prevention for our families



WE PARTNER FOR SUCCESS

These are just a few of our more than **200** partners
that make our work possible:





HOW YOUR GENEROSITY IMPACTS OUR FAMILIES



- Fulfills direct service needs, such as purchasing car seats, cribs, diapers and other essentials for baby
- Ensures each Healthy Start family receives one-on-one care through our Community Health Workers
- Develops culturally-sensitive education and training resources, so advocates and health professionals use best practices to reduce infant and maternal mortality in KC
- Helps us adopt policies that value the health of mothers and babies at the national, state and local level to reverse health disparities
- Shines a spotlight on our infant and maternal mortality crisis in KC and across the U.S.