



2020 Annual Report



PROGRAM
OVERVIEWS

FINANCIAL
REPORT

PUBLIC
POLICY

COMMUNICATIONS
AND OUTREACH

Snapshot of 2020



Tracy Russell
Executive Director

Dear Supporters,

What an unprecedented year 2020 turned out to be! In December of 2019, we had just changed our name from Mother & Child Health Coalition to Nurture KC, relocated our offices to the Loretto, and began a re-branding campaign that included a new web site design and social media strategy. This reset was only the beginning of a year in which there was one constant – change. Against the backdrop of a pandemic, Nurture KC dove deep into our mission, pivoting to provide our families with services to meet their emergent needs.

Through our Healthy Start Program, we serve families from the ZIP codes of Kansas City, MO and Kansas City, KS with the highest rates of infant mortality. As COVID hit, many of our families were among the first to experience job loss. Food scarcity was an immediate hardship and Nurture KC responded by providing direct relief through grocery store gift cards and fresh produce boxes for more than 5 weeks. Neither of these services could have happened without the care and connection of the Kansas City community. The Greater Kansas City Community Foundation granted us the funding to provide the gift cards, which went to all ALL Healthy Start families, and Truman Medical Centers provided the weekly fresh produce that sustained our moms and children. The spirit of paying it forward became contagious with a group of Healthy Start moms collecting funds to help another mom involved in a car accident. This is just one example of the selflessness that we saw throughout this year that brings joy even in adversity.

As we lean into 2021, we will continue to adapt to meet our families' needs. We will not let barriers stop us from moving forward in our mission to reduce infant and maternal mortality. As always, we appreciate your support.

**Sincerely,
Tracy Russell
Executive Director**

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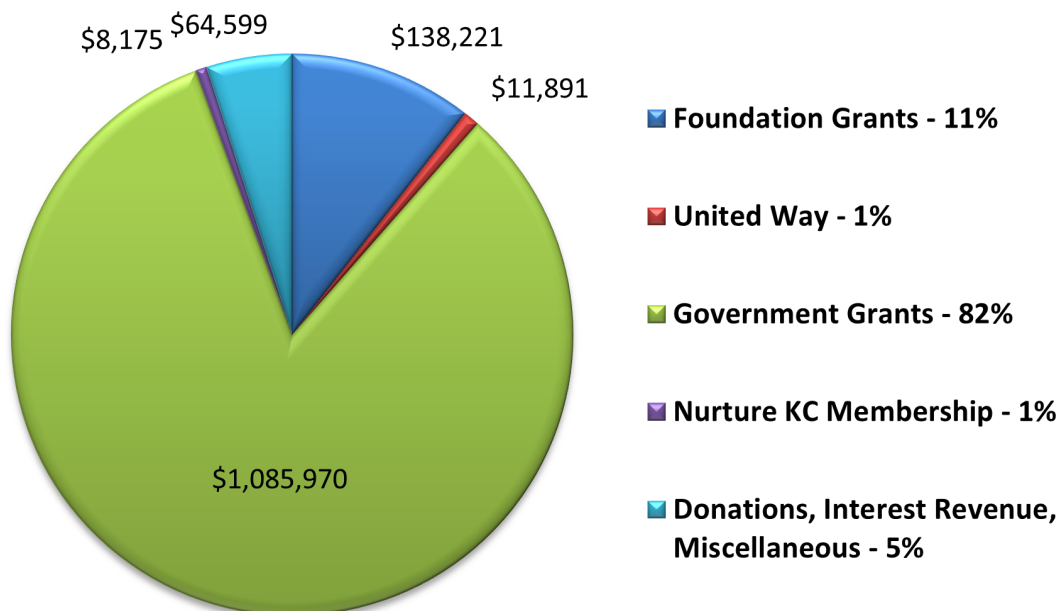
Page 11: Thank You to Our Partners



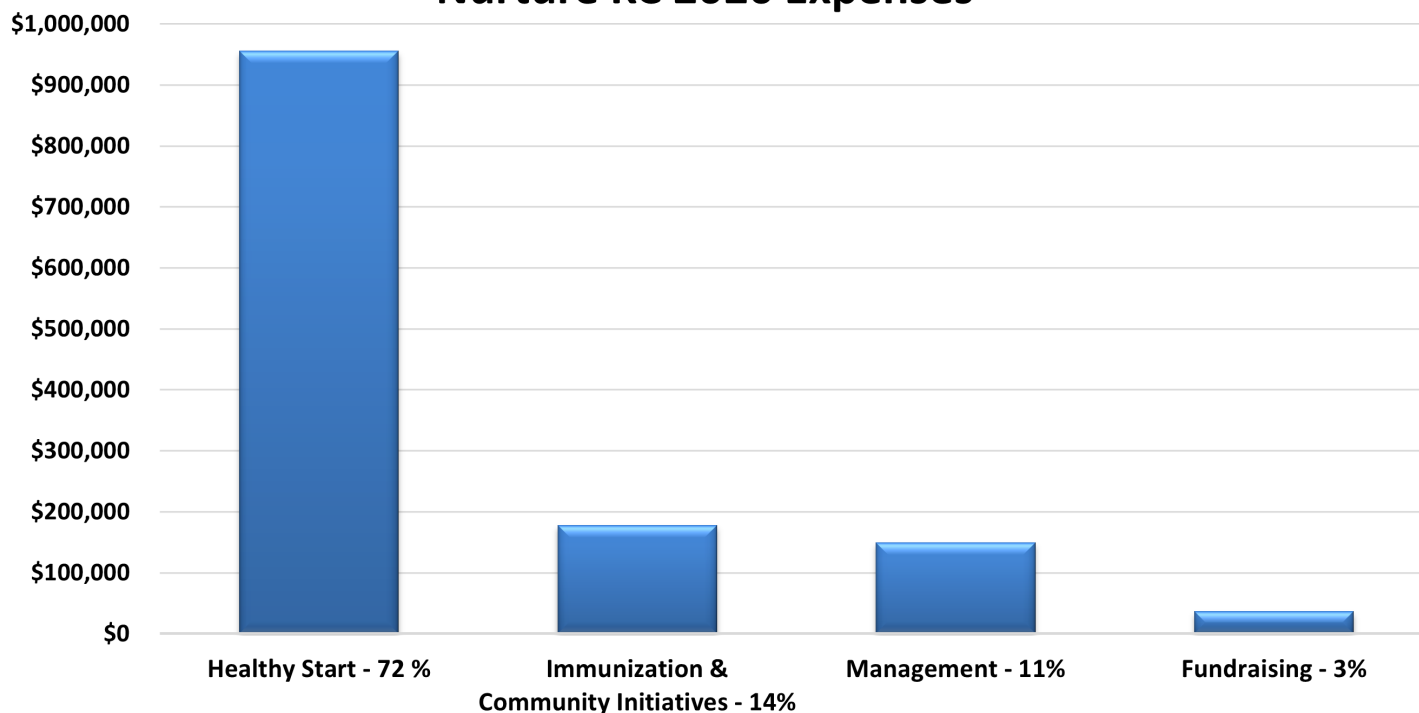
Our Community Health Workers form a special bond with families in our Healthy Start Program.

Financial Report

Nurture KC 2020 Total Income by Funder



Nurture KC 2020 Expenses



"Nurture KC was previously funded overwhelmingly by government grants. The past 2 years, we have strategically diversified our funding sources to help create new opportunities, stability and success."

Gina Hopkins, Director of Finance and Administration



HEALTHY START

Connecting moms with one-on-one support, education and resources to have a safe pregnancy and healthy baby.



Shannon Williams
Healthy Start Director

Services Expanded in 2020

During the pandemic, Healthy Start never shut down services. We pivoted and expanded by:



- Adding a **Clinical Health Nurse** at Truman Medical Centers dedicated to helping our high-risk moms have healthy pregnancies.
- Providing families with **extra necessities**, such as grocery gift cards and regular fresh produce, when they needed it most. Other routine services stayed in place following **safety precautions**. For instance, crib pick up and training parents on safe sleep for baby occurred with a glass wall of separation. In-person visits with Community Health Workers became virtual. Diapers were bundled for pick up via drive-through. **We met families' needs!**



Congrats to Our Healthy Start Graduates

In December of 2020, we celebrated 80 graduates of Healthy Start - sending them with a warm handoff to other community organizations to continue their path of good health and thriving families. To hear from Healthy Start families about their experience in the program, check out this [video](#). Some of our graduates included these sweet faces!



In 2020, Healthy Start served 346 families.



MAIC

MID AMERICA IMMUNIZATION COALITION



Shelby Ostrom
Community Initiatives Director

Provided Free Flu Clinics

In the Fall of 2020, MAIC coordinated **11 free flu clinics** for the public in partnership with Walgreens. On both sides of the state line, MAIC expanded its flu clinic footprint by adding flu clinic sites at Happy Bottoms in Missouri, and Bishop Ward High School and the Salvation Army in Kansas. MAIC also maintained longstanding clinic partners across the KC metro. In all, **400 flu shots** were given to vaccinate the community.

Built Disease-Survivor Story Bank

The MAIC page on Nurture KC's web site was completely revamped. One noteworthy element in particular is this story bank, which conveys the personal impact of immunization in a way that resonates with the public. You can read the **5 pro-immunization stories** at nurturekc.org/solutions/immunization. These have been widely noticed and shared on Nurture KC's social media platforms.

Became a Leader in Immunization Policy

In Kansas, MAIC testified in opposition to a bill (HB 2601) that would have prohibited the Kansas Department of Health and Environment from enacting new vaccine requirements and, instead, given that responsibility to the state legislature. The result? The legislation did not pass. **A victory for pro-vaccine advocates.** This is just one example of MAIC's immunization advocacy for adult and child vaccination, public policy and membership.

Launched Vaccine Public Awareness Campaign

In the Spring of 2020, MAIC developed and launched the **"Don't Hesitate. Vaccinate."** PSA with **3 strategically-placed billboards** across Kansas City highways. (Below is one.) These billboards received **2,761,733 views** from traffic driving by during a two-month period. This campaign also was incorporated on Nurture KC's web site and social media.



Don't Hesitate. Vaccinate.
#VaccinesSaveLives

Check the facts:
nurturekc.org/vaccinefacts





Fetal Infant Mortality Review Committee (FIMR)



Katherine Campbell
FIMR Coordinator

Program Overview

FIMR is an action-oriented case review team that identifies trends in fetal and infant losses, along with gaps in the health care system, and recommends actions to improve. FIMR brings physicians, social workers, nurses, community health workers and community advocates together to ensure a comprehensive approach in examining the causes of infant death (in the KC zip codes with the highest rates) through a lens of health equity.



FIMR Goal = Reduce infant deaths in Kansas City

How FIMR Helps

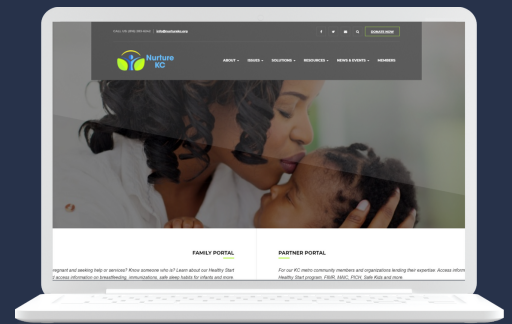
- Supports mothers experiencing loss by listening to their stories
- Connects families to support groups and other resources
- Improves the health delivery systems to prevent future losses



**"If we don't stand up for children,
then we don't stand for much."**

Marian Wright Edelman, Children's Rights Activist

Communications, Marketing & Outreach



Nuture KC went through a rebranding process to more accurately reflect our work and mission, and where we are headed organizationally. With our new name, came a new strategic communications plan and new logos for both Nuture KC and the Mid America Immunization Coalition (MAIC). Communications highlights in 2020 include:

New Web Site

We rolled out nuturekc.org for the public with such relevant content as:

- Infant and maternal mortality data + solutions on how to improve - including our Healthy Start Program (and Health Equity), Immunization and Safe Sleep Program.
- New donation and membership pages making it easier to give and join.
- News and events + Resources + Organizational insights + More.
- MEMBERS-ONLY tab (password protected) with exclusive information just for them.

The site also includes a separate FAMILY PORTAL and PARTNER PORTAL for those audiences.

Social Media Upgrades

Check out our [Facebook](#) and [Twitter](#) channels to see how we have dramatically increased engagement, followers and brand awareness by creating content that inspires action.

Organizational Videos

Compelling videos featuring our staff and families tell Nuture KC's multi-faceted story:

[How We Make An Impact](#)

[Program Overview](#)

[Giving Babies a Healthy Start](#)

[Racial Disparities in Infant/Maternal Health](#)

Marketing Materials

Here is a sampling of new flipbooks (Spanish versions also available on our web site):

[Nuture KC Overview](#)

[What is Healthy Start?](#)

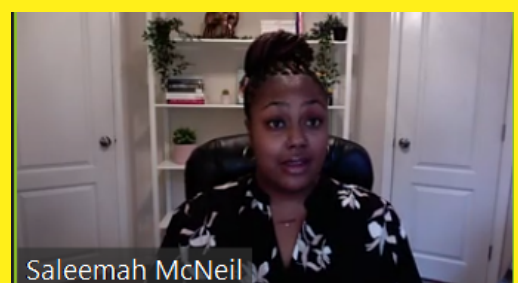
[What is MAIC?](#)

Media Coverage (TV, Radio & Print)

Nuture KC has been featured in the news for providing flu clinics, sharing how race impacts birth outcomes, promoting our Giving Tuesday fundraising campaign and more.

ANNUAL EVENT (via Zoom) Addressing Maternal Mortality: Driving Data to Action

We serve as a community resource by providing the latest expertise to improve systems that save lives.



Saleemah McNeil

Public Policy Action



Nuture KC engaged in local, state and national policies designed to improve maternal and infant health outcomes. While direct service will always be our primary focus, policy work brings broad change needed for deep impact. Here are some issues we worked on this year:

Medicaid Expansion in Missouri – Yes on 2 Coalition

This critical **access to care issue was approved** by the Missouri electorate in August of 2020. In the experience of other states that have implemented expanded Medicaid, health outcomes for mothers and children is significantly higher than in non-expansion states. Nuture KC was active in supporting this effort, as it directly impacts mothers in our Healthy Start program.

Zero Fair Initiative

Adopted by the Kansas City Council, this initiative makes **public transit free**. Nuture KC testified in support of the proposal as a means to reduce the transportation barrier that directly correlates to health equity.

Protection of Immunization Requirements

Nuture KC testified in opposition to a proposed Kansas bill that would have taken authority away from the Kansas Department of Health and Environment and given it to the legislature to institute new vaccination requirements. This legislation failed to garner approval in Committee, which was a **victory for Nuture KC and all pro-vaccine advocates**.



Want to stay up-to-date?

The latest legislative information, including bill tracking, is available to Nuture KC members on our web site's [MEMBERS ONLY](#) page. Become a member [here](#).

Nuture KC was invited to discuss Medicaid expansion + its impact on maternal and infant health with Kansas Lieutenant Governor, Lynn Rogers.



Our Response to the Pandemic



COVID-19 Testing

We provided drive-through COVID-19 testing in the parking lot of Nurture KC's headquarters in partnership with Truman Medical Centers. We mainly served communities of color which were hit disproportionately hard by the virus. These are the same communities where our Healthy Start families live.

Helping Families

Many of the families we serve through our Healthy Start program lost their incomes early on during the pandemic due to the front-line nature of their work. Thanks to our partners, we provided fresh produce on a regular basis to families, along with grocery store gift cards. Their number one concern during the pandemic was putting food on their tables.



Meet Our Board of Directors



**Stephanie Seger,
MSW, MA**

Children's Mercy Hospital



Jovanna Rohs, PhD

Mid America Regional Council



**Samantha Collinson,
MSN, APRN, CNM**

Truman Medical Centers



**Wilaiporn Rojjanasrirat,
PhD, RNC, IBCLC**

Graceland School of Nursing



Tracy Russell

Nurture KC



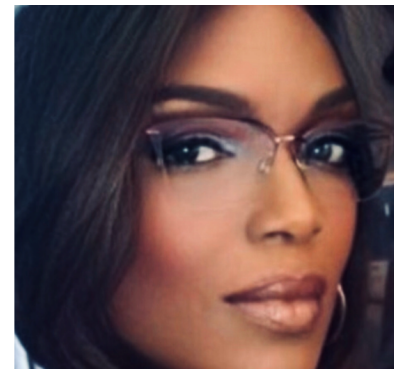
Audrey Hill, MPA

Saint Luke's Health System



Willy Pegues IV, MBA, MSS

McCownGordon



Terri English-Yancy, MA

Essential Families



Tamela Ross-Davis, PhD

Encompass Medical Group



Reagan Cussimano, J.D.

University of Kansas Health System



Erin Gabert

American Heart Association



Kelsey Thompson

American Academy of Pediatrics

**"Unity is strength ... when there is
teamwork and collaboration,
wonderful things can be achieved."**

Mattie Stepanek, American Poet

Thank You to Our Partners

Nurture KC's work would not be possible without the support of our valued partners. For 2020, our partners included:



This year, Nurture KC added a dedicated Community Health Program Nurse at Truman Medical Centers. Raechel Blades, MSN, RNC-OB, helps moms in our Healthy Start program who need more specialized care to overcome barriers.