



Annual Report for Fiscal Year

April 1, 2012 – March 31, 2013

Mission

Every child deserves a healthy start; it is the best gift a community can give its children and itself. The Mother & Child Health Coalition works together with community partners and families to promote wellness and advocate excellence in health care.

2012-2013 Board of Directors

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*Founder
Laura Scott Communications*

MCHC Vision

Mother & Child Health Coalition's (MCHC) vision is that every mother and child in greater Kansas City will be healthy. MCHC believes that healthy families make healthy communities.

During the past year, the MCHC board, staff and committees continued to work on activities related to the five priority initiatives for MCHC— infant mortality, childhood injury prevention, immunizations, childhood obesity, and breastfeeding. Progress on these activities is described in the pages to follow.

Numerous press releases and articles on MCHC activities and child health topics were sent to major Kansas City area media/publication outlets. Several interviews with MCHC members and staff related to MCHC activities were conducted with local radio, newspaper and television media. The MCHC Community Resource Guide was updated and distributed to local agencies and individuals. MCHC continued to be represented on the Missouri Task Force on Prematurity and Infant Mortality and on the Kansas Blue Ribbon Panel on Infant Mortality.

The Coalition maintained a strong financial position this past fiscal year. Quarterly reports for key financial indicators were consistently positive. For every dollar of funding received, approximately 92% was used in programs and 8% for administrative and fundraising costs.

On behalf of the MCHC staff and Board of Directors, we want to thank all of our members, partners, and volunteers for your ongoing support of the Coalition and for the work that you do every day to keep mothers, children, and families healthy. Your continued support, collaboration and innovative ideas are vital as we strive to see that every child in our community receives a healthy start.

Susan S. McLoughlin, MSN, RN, CPNP
Executive Director

Kansas City Healthy Start

Jean Craig, Ph.D.
Project Director

Kansas City Healthy Start (KCHS) is a bi-state, home-visitation program of Mother & Child Health Coalition that seeks to improve the health of pregnant women and infants while decreasing infant mortality and ethnic disparities. Through three subcontract sites located in Jackson County, Missouri and one subcontract site located in Wyandotte County, Kansas, KCHS serves both sides of the state line. Care coordination teams are located at Truman Medical Centers – Hospital Hill, and Children's Mercy Hospitals and Clinics (CMH) in Missouri, and Project EAGLE in Kansas. These teams consist of a family advocate, family support worker and outreach worker.

The care coordination teams through Children's Mercy Hospitals & Clinics (CMH) and Truman Medical Centers served a total of nine ZIP code areas in Jackson County, MO which include: 64106, 64108, 64109, 64110, 64124, 64126, 64127, 64128 and 64130. CMH has two teams, which provided services to both English-speaking and Spanish-speaking program participants. Project EAGLE provided services to six ZIP code areas in Wyandotte County, KS, which include: 66106

Over 300 families were served in 2012. As KCHS focused on early prenatal care, transportation to medical appointments was provided, when needed, to assist participants. Monthly childbirth classes and home visits

with the KCHS families were provided by the program's clinical nurse family advocate (CNFA). A Memorandum of Understanding was developed with The Family Conservancy as a referral resource for mental health services for KCHS program participants. The data collection and reporting process has been reorganized under the Program Evaluator subcontract (UMKC Institute for Human Development.) Portable computer tablets were purchased and distributed to the care coordination team members to assist with sharing educational information with the program participants. These tablets will eventually be used to assist with the data collection processes.

In September, KCHS served as host for the Black Entertainment's RAP It Up HIV/AIDS Awareness Campaign as part of the Infant Mortality Awareness Month. Hope Academy Charter School was co-host. Approximately 250 students attended. The KCHS project director was also instrumental in assisting Healthy Babies, Inc., a Healthy Start sister site in Wichita, KS, to host this forum at Wichita Heights High School. Approximately 350 students attended that forum.

In September, KCHS staff joined Healthy Start sister sites in St. Louis and the Bootheel (Sikeston, MO) to accept proclamations acknowledging Infant Mortality Awareness Month from Gov. Jay Nixon.

Kansas City Fetal Infant Mortality Review Program

Mary Jean Brown, MS, RNC
FIMR Coordinator

The Fetal Infant Mortality Review (FIMR) program was implemented seven years ago by MCHC to intensify the focus on reducing infant mortality and health care disparities in the community. The goal of the FIMR program is to enhance the health and well-being of women, infants and families by improving community resources and service delivery systems available to them. The FIMR program is an action-oriented process where cases are reviewed to determine the factors contributing to the fetal or infant death, trends are identified, and then recommendations for change are developed. By design, the FIMR program allows us to review detailed accounts of each fetal and infant death in ten ZIP codes in Kansas City, Missouri. The current ZIP codes are: 64109, 64110, 64123, 64124, 64127, 64128, 64130, 64131, 64132 and 64134.

The Kansas City FIMR program is a two-tiered process. The Case Review Team (CRT) methodically analyzes individual cases in depth and makes recommendations for action. The Community Action Team (CAT) works with the CRT and translates the recommendations into relevant community action. The CAT responds to broad issues that are often politically complex and may require significant time and resources to implement change.

Since 2005, 125 cases have been reviewed by the CRT. Trends of health issues within the FIMR population have remained the same: obesity, addiction to alcohol, tobacco and/or drugs, late or no prenatal care and mothers with asthma. Based on recommendations from the CRT, the CAT is working to implement free pregnancy testing, enrollment into Medicaid and, once the client chooses a provider, ensuring that the first prenatal visit is scheduled. A survey of providers and cost for pregnancy testing has been done and recommendations were proposed to the Women's Infants' and Children's Health Committee of the Kansas City, Missouri Health Commission. This continues to be a work in progress.

The Back to Sleep campaign was started in the early 1990's to emphasize the message that infants should be placed on their back to sleep. Since parents and caregivers began following this recommendation, the number of SIDS deaths has decreased by over 50 percent. Although great progress has been made to lower the incidence of SIDS, in recent years other sleep-related infant deaths including suffocation, asphyxia and entrapment have increased. Not all sleep related infant deaths occur while in the care of the mother. The Safe Sleep Task Force

recognizes the need to educate those caring for the newborn in the mother's absence (relatives and day care providers).

Mid America Immunization Coalition

Regina A. Weir
MAIC Coordinator

Since 1993, the Mid America Immunization Coalition (MAIC) has made its presence known in the metropolitan area. MAIC's mission is to protect all of greater Kansas City's children, adolescents and adults against vaccine-preventable diseases.

Vaccines work. They are the most effective preventative medicine of the 20th century. In addition, they rank highest in the number of lives saved per cost. However, there have always been barriers that affect rates and make our society more vulnerable to the diseases they prevent. Lack of knowledge of the seriousness of the diseases and of the vaccine schedule, (especially shots for adolescents and adults), fear of pain from the shots, poor record-keeping as to what shots have been given, inadequate health insurance or access to health care, time, and transportation are long-time barriers. Recent anti-vaccine messages only serve to make Mid America Immunization Coalition's (MAIC) promotion of immunizations among the entire population of the metro area even more urgent, because if there is one thing we know, it is that vaccines work.

MAIC accomplishes this through collaboration, advocacy and education. Serving Clay, Platte, Jackson, Cass, Johnson, Ray, Lafayette counties in Missouri and Wyandotte and Johnson County in Kansas. Bee Wise Immunize is MAIC's flagship program, promoting immunizations through all health departments in these counties.

Over the past year, MAIC held a total of 7 immunization trainings, educating 243 attendees. Immunization promotion includes: Our Bee Wise Immunize ad in *The Kansas City Star* expanded to include *The Call* and *Spanish Times* newspapers. We received a grant from the United States Department of Health and Human Services, Region VII, to focus on flu education in the African American and Hispanic communities. We worked with faith communities and neighborhood associations to spread the word regarding the importance of flu vaccines.

A "Fight The FLU" ad was on the tail end of 10 Kansas City Area Transportation Authority buses, and a "Vaccines Work" ad was in *M* (the magazine for Kansas City moms) and in their 4-venue event programs, reaching an audience of 300,000.

MAIC also provided influenza information to attendees at Health & Safety and Back to School Fairs organized by a variety of organizations across the metro area, and provided information about local and national immunization conferences, webinars, announcements, programs trainings and issues via email to Mother & Child Health Coalition's various group lists and the website.

As part of our MAIC Quarterly meetings and to increase participation, area health departments and health agencies were asked to share best practices. Many health departments have successful programs that could be replicated across the state. MAIC wants partners to share these practices in order to increase our childhood/adult immunization rates. Attendance at MAIC meetings and sharing of our programs allows for increased opportunities for valuable collaboration, better access to resources, and an overall increase in vaccine knowledge and safety.

Maggi Pivovar, meningitis survivor, increased speaking engagements to school groups and school nurses in Kansas and Missouri. MAIC also increased immunization awareness education and updates conducting trainings for LINC's educate participants and training for Missouri Christian Foster Parent Association childcare providers.

Regina participated in the planning/implementation of Missouri's State Immunization Conference, in St. Louis on Nov. 15 & 16, 2012, and attended Missouri's Childhood Immunization Advisory Committee (appointed to represent the Northwest District of Missouri).

MAIC also monitored both the Kansas and Missouri State General Assemblies on all immunizations issues.

Safe Kids Metro KC

Regina A. Weir
Safe Kids Metro KC Coordinator

Since 2005, in partnership with members of numerous organizations that make safety a priority, Safe Kids Metro KC (SKMKC) has been a voice for child safety initiatives that encompass numerous injury areas. Providing direct service and supplies, SKMKC is both a resource and a tool for groups wanting to promote childhood safety. Safe Kids Metro KC works with community partners to prevent accidental injury and death to children ages 19 and under in Clay, Platte, Jackson and Wyandotte Counties by educating adults and children, creating safe environments, conducting research and advocating for effective laws.

Provided information to partners in the way of brochures and handouts at:

- Research Medical Center Health Fair
- Head Start Parent's University Meetings
- Childcare trainings for LINC
- Lake Winnebago Safety Fair
- Johnson County Health and Safety Fair

SK Metro KC received \$500 from Safe Kids Worldwide for International Walk to School Day, received \$500 from Safe Kids Worldwide to conduct a sports injury prevention program, and \$300 from Kansas Safe Kids for a Bucks to Buckles campaign.

Other events included pedestrian and Halloween safety activities, health & safety fairs and back-to-school fairs. Child passenger safety trainings and updates were held as were a number of meetings related to childhood injury prevention. We coordinated the annual Child Safety Initiative Conference, held during April, which is nationally recognized as Child Abuse Prevention Month. We are finishing our two programs with Safe Kids USA, the Safe Travel Grant and the FedEx grant. The Safe Travel Grant partners SK Metro KC with the Independence, Missouri Head Start Program to provide parent education on child passenger safety and a "Buckle-Up" event. The FedEx grant will provide much needed infrastructure improvements to Johnson Elementary school in the Hickman Mills School District.

Worked with legislators to develop strategy for policy on Safe Haven Law that was introduced into the 2013 General Assembly, piggy backed on the CDC's National Safety days for children's issues, kept web site seasonally updated on unintentional injury prevention strategies, and conducted trainings for childcare providers and grandparent caregivers on injury prevention.

Participated in Destination Safe Leadership meetings at MARC. Destination Safe establishes the region's transportation safety priorities, coordinates regional safety planning and implements efforts that improve

transportation system safety — decreasing roadway deaths and injuries. This program includes public information and education including pedestrian safety and child passenger safety.

Partnered with Safe Kids Johnson County, in the Share the Road Safety Task Force. As the numbers of bicyclists on our roads increase, the issue of bike safety becomes a more serious concern — both for bicyclists and drivers of motorized vehicles. Share the Road Safety Task Force works to increase awareness of roadway safety including bicycles safety and helmet use for adults and children.

Safe Haven for Newborns Education Task Force

Purpose: This group is charged with increasing public knowledge of the Safe Haven law in Missouri and Kansas, and exploring various methods of outreach to the community. The following are some accomplishments.

- **Power Point:** A Power Point presentation was completed and is available on You Tube and the Mother & Child Health Coalition (www.mchc.net) website; it is also used as part of in-person training presentations.
- **Videos:** A Safe Haven PSA was recorded by KCPT and is available on YouTube. (Link is on Safe Haven page at http://mchc.net/programs/safe_havens.aspx.) Also, Nick Silverio, founder of Safe Haven in Florida and mentor for our Kansas City group, has given us the video he has produced for Florida middle and high schools, to use in KC metro area schools.
- **Presentations:** Approximately 16 presentations have been made to various committees and organizations. The Education Task Force is seeking more of these opportunities.
- **Media campaign:** The Safe Haven for Newborns campaign, “No One Ever Has to Abandon a Newborn,” was on 18 billboards, and interior cards on 120 Kansas City Area Transportation Authority buses for the month of April 2011, Child Abuse Prevention Month. The campaign was partially funded by a grant from DST Systems, Inc. Bus ads continued through August 2011, with 10 King (side) ads and 10 taillights. **Viewership** - Bus Cards: 480,440 riders for the month estimated. Billboards: 155,000 viewers estimated. 15 English and 3 Spanish billboards at 18 locations. Bus cards covered metro KCMO. Billboards covered a large area of KCMO and KCKS within KC Healthy Start ZIP codes.
- **Signs:** Permanent metal signs are up in most Safe Haven locations, including hospitals and police stations in Missouri, and hospitals, fire stations and health departments in Kansas. All Kansas health departments now display signs. Kansas City Missouri Fire Departments are still not displaying signs, though by law they are Safe Havens.
- **Display:** The Safe Haven table-top display was shown at three major conferences.
- **Posters/Pamphlets:** Posters are available in Somali, Arabic, English and Spanish. These are all available on the www.mchc.net website, and have been distributed widely by Safe Haven members, and are on display at many locations, including libraries, high schools, colleges, health departments and clinics. The flier is also displayed on the LCD display screens at Penn Valley Community College.
- **Partners:**
 - Information is on the KCMO Police Website at (<http://www.kcmo.org/police/Crime/SexCrimes/SafeHavensforNewborns/index.htm>)
 - Lee’s Summit police have indicated they will add information to their website.
 - Kansas City, Kansas libraries were asked to add a Safe Haven logo to the desktop of their computers.
 - “Taking it to the Pews” program on HIV is considering adding the Safe Haven flier with their materials.

- Met with the Black Health Care Coalition and gave them the Safe Haven brochure, which they agreed to distribute to their churches.
- Catholic Charities' Refugee and Migrant Services department has agreed to distribute materials to refugees and include information on Safe Haven in their initial orientation.
- **Survey:** A survey to determine awareness of Safe Haven for Newborns was developed and distributed to over 160 area Safe Havens. The Task Force is now following up on the information obtained from the survey by providing materials and education to those 14 agencies requesting signs, pamphlets or training.
- **Training:** Discussing ideas for training hospital and other staff— Missouri Hospital Association, The University of Kansas Edwards Campus— Social Work Department, and the refugee offices of Don Bosco Refugee Center and Jewish Vocational Services. Shared training information with AFL-CIO Community Services Information & Referral in St. Joseph, MO.
- **Social Media:** Messages and photos are posted regularly on Face Book and Twitter.
- **Interviews:**
 - KCMO Police Department interviewed Brooke Nelson, of Children's Mercy Hospitals and Clinics, shown on Kansas City's [Channel 2](#) on January 6th and repeated for a week at 8:00 a.m. and 5:00 p.m. daily. It is now available on YouTube.
 - Susan McLoughlin and Debby Howland were interviewed on March 8 at KCMO Radio (Cumulus Media) by reporter Tom Bamford, regarding Safe Haven and activities for April, Child Abuse Prevention Month. The interview aired in March and April.
 - Debby Howland was interviewed at KCMO Radio in March by Ray Read, re. The Child Abuse Roundtable and activities for Child Abuse Prevention Month.
 - Debby Howland and Susie Girtten were interviewed for an article that appeared in the *St. Louis Post-Dispatch* on March 14. The links for all interviews are on the MCHC website at www.mchc.net.

Goals of the Safe Haven Coalition:

- 1) Push to change legislation to be the same in Kansas and Missouri, and allow for infants up to 45 days old to be safely handed over to Safe Haven site personnel. Missouri law currently stands at 5 days, while Kansas allows for 45 days.
- 2) Work on getting the KCMO Fire Department to display permanent Safe Haven signs.
- 3) Increase funding for public awareness projects.
- 4) Redesign sign: simplify: bigger graphic, less text. Must say, "...when staff are present." May add hospital logos.

Legislative Committee

Anna Lambertson, M.A., *Kansas Health Consumer Coalition*
Committee Chairperson

**The committee shall participate in and develop legislative activities
that will promote and improve maternal/child health care.**

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 243
- The committee participated in a number of conference calls or meetings attended related to state and/or federal health issues:
 - Organizations hosting conference calls/meetings:
 - Kansas City Child Abuse Roundtable Coalition

- Kansas Action for Children
 - Kansas Association for the Medically Underserved
 - Kansas City Child Abuse Roundtable
 - Kansas Health Consumer Coalition
 - Missouri Health Advocacy Alliance
 - KC Regional Health Care Initiative Oral Health Access Committee
 - Missouri Children's Leadership Council
- Took action in support of the Kansas Dental Project, creating a registered dental practitioner (mid-level dental professional)
 - Monitored Kansas SB 61 on Human Trafficking
 - Monitored and advocated for Missouri SB 87 related to a mother's right to breastfeed her child in public
 - Advocated for and provided testimony for the Safe Haven for Newborns legislation in Missouri that would expand the number of days a parent could relinquish his/her child over to a person within an acceptable agency to 45 days, making it consistent with Kansas and other states
 - Monitored and advocated for legislation that would create mandatory meningococcal immunizations for all students of Missouri public colleges/universities who live on the campus
 - Advocated for the tobacco tax increase in Missouri
 - Promoted the benefits of Medicaid expansion in both Kansas and Missouri through advocacy efforts and through an educational meeting held on October 26, 2012, which was the Annual Legislative Program of MCHC.
 - The MCHC executive director participated on the Kansas Blue Ribbon Panel on Infant Mortality and the Missouri Children's Leadership Council.

Metro KC Youth Collaborative

Ashlee Folsom, *Unified Government of Wyandotte County Public Health Department*
Collaborative Chairperson

The Metro KC Youth Collaborative shall participate in and develop preventive activities that will improve the health and well-being of adolescents between the ages of 10 and 19 years by building community capacity to better address complex interrelated youth issues.

Goal:

Create a youth collaborative for the greater Kansas City area that involves youth-serving organizations to address the needs of youth and foster an environment for structured networking, facilitating the connection of these organizations and the sharing of relevant information.

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 456
- The Metro KC Youth Collaborative has begun efforts to forge a collaborative from the many youth-serving organizations in the metropolitan Kansas City area. The meetings have highlighted the 40 developmental assets of youth, as created by Search Institute, and the 5 promises of America's Promise. Search Institute is a national leader in research centering around the development of children and adolescents. The Search Institute's 40 developmental assets of youth form the basis for the 5 promises of America's Promise, a national organization started by General Colin Powell to mobilize communities to have a positive impact on children's lives. These aspects of youth developmental

research and community action, in turn, create the fuel for how the Metro KC Youth Collaborative envisions its future activities enriching the existing efforts to assist youth.

- The meetings of the collaborative are held roughly on a quarterly basis in various parts of the metro community and have been on the following topics:
 - Violence prevention, with Aim4Peace as the presenting program
 - Reproductive health services for youth at the Unified Government of Wyandotte County Public Health Department
 - Domestic violence among youth
 - Services for youth at Samuel U. Rodgers Health Center
 - Teen suicide prevention
- The collaborative worked with MCHC staff to plan the January Quarterly Meeting, with the theme of human trafficking in the metropolitan Kansas City area
- Promoted numerous community events related to youth throughout the metro area to the full Coalition

Pregnancy, Infant and Child Health Committee

Theresa Campbell, MSN, RN, Kansas City Kansas Community College
Committee Chairperson

The committee shall participate in and develop activities that will improve pregnancy outcomes for mothers and promote and improve infant and child health.

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 983
- Held educational committee meetings on the following topics:
 - Kansas City Freedom Schools
 - Project EAGLE's Connections program
 - Beans & Greens program of Menorah Legacy Foundation
 - Truman Medical Centers- Hospital Hill and its work to help families acquire the necessary nutrition through its farmers' market
 - DeLaSalle Education Center and its efforts to teach children about nutrition; linked to better school performance
 - Children's Mercy's Weight Management Program and its work with youth
 - Get Growing KC: Good Food Growing in Every Neighborhood
 - The Plant to Plate program of Turner Recreational Center and Kansas State Extension
- A \$2,500.00 grant was received from the U.S. Office on Women's Health to hold an educational meeting on preventive medical services for women under the Affordable Care Act. The meeting was held on July 27, 2012. Presenters included Captain Jose Belardo, Regional Administrator for HHS Region VII, Dr. Marianne Neifert, national expert on lactation health, and Kit Wagar, regional spokesperson for HHS Region VII on the Affordable Care Act. This was a joint committee partnership with the MCHC Breastfeeding Committee.
- The committee is collecting research articles on the benefits of healthy nutrition and weight as they pertain to pregnancy

Breastfeeding Committee

(A Subcommittee of the Pregnancy, Infant, and Child Health Committee)

Mariah Chrans, *Uzazi Village*

Committee Chairperson

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 108
- The Breastfeeding Committee has worked with an African American woman in Kansas City, Kansas to assist her in starting the breastfeeding support group, called Mocha Leche. The committee is also supportive of Chocolate Milk Café, a program of Uzazi Village, by providing publicity and steering African American women in Kansas City, Missouri to that organization as appropriate.
- A \$2,500.00 grant was received from the U.S. Office on Women's Health to hold an educational meeting on preventive medical services for women under the Affordable Care Act. The meeting was held on July 27, 2012. Presenters included Captain Jose Belardo, Regional Administrator for HHS Region VII, Dr. Marianne Neifert, national expert on lactation health, and Kit Wagar, regional spokesperson for HHS Region VII on the Affordable Care Act.
- A *Breastfeeding Welcome Here* campaign was developed as the committee's involvement with the Kansas Breastfeeding Coalition. The campaign includes a window cling and other items that showcase which businesses are breastfeeding-friendly to customers. The campaign is being aimed at businesses with customers, so they may support stores/businesses that are in favor of breastfeeding. This is an attempt at changing the mindset of the consumer, so that s/he is aware of purchasing power having an impact upon the decisions of business owners. The overall intent is to create a breastfeeding-friendly shopping experience for mothers of infants/toddlers still nursing, with the goal to alter public opinion such that breastfeeding becomes the norm, rather than the exception. Too many women stop breastfeeding due to feeling ostracized due to their infant feeding choices.
- The *Nursing Employee Support Award*, a collaborative effort of the Kansas Breastfeeding Coalition and MCHC, has been developed to give to businesses that meet one of a three-tiered set of criteria—gold, silver, and bronze. Employers who meet the criteria will be added to the MCHC web site and provided with an award. Kansas employers will also be added to The Kansas Business Case for Breastfeeding web site. The award is based upon *The Business Case for Breastfeeding*. This award process is to assist the public and corporations to know what potential employers and peer businesses are doing well and how one may be able to learn from another, especially since it is now a part of the Patient Protection and Affordable Care Act that employers must assist lactating employees in their efforts.

For additional information about activities and programs and to donate to Mother & Child Health Coalition, please visit the website at www.mchc.net or contact us at:

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