



# Employer Support for Nursing Mothers Award

Silver Level:

Johnson County Community College

Gold Level:

Platte County High School

# Mother & Child Health Coalition



Annual Meeting  
April 24, 2015

## Mission

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



30 years of Improving the Health  
of Mothers, Children & Families  
1985-2015

# *Past Board Chairs*

Robert (RT) Hall

Thad Wilson

Donna Miller

Jeffrey Byrne

Deborah Largo-Mesley

Paula Cokingtin

Adele Eberhart

David Mundy

Alison Whyte-King

# *Past Board Chairs*

Donna Daily

Betty Novak

Daryl Lynch

Nancy Quintero

Angie Knackstedt

Mary Grace Lanese

Barb Wiman

Anna Terrell

# *Past Board Chairs*

Kay Connelly

Lou Edwards

Pamela Smith

Arif Ahmed

Annette Campbell

Michele Malone

Terrie Garrison

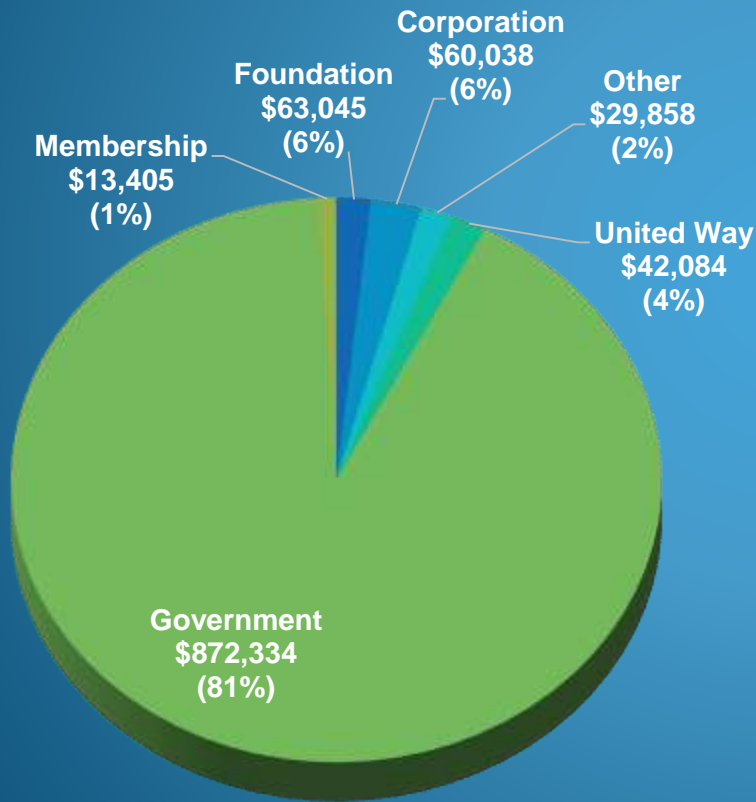
Phyllis Larimore

# Five Priority Initiatives

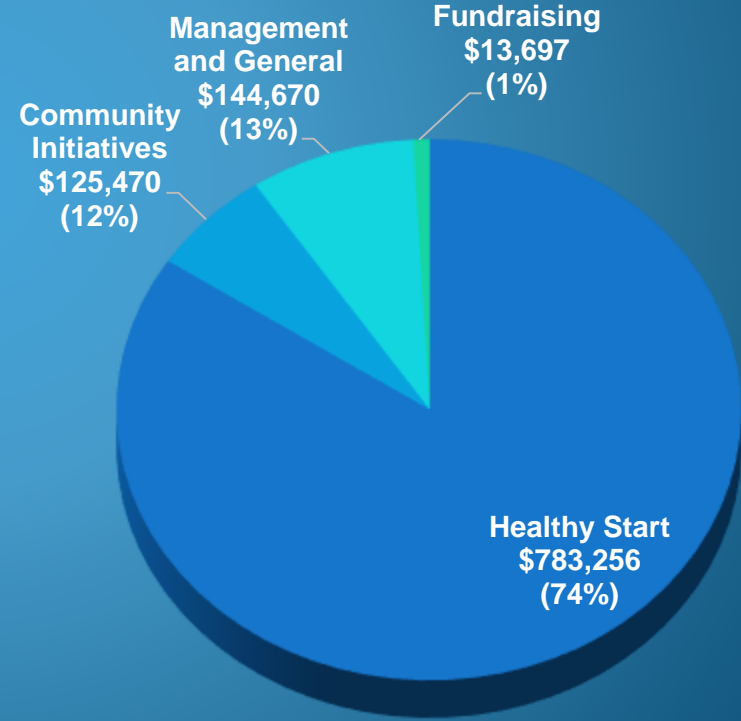
- Infant mortality
- Childhood injury prevention
- Immunizations
- Childhood obesity
- Breastfeeding

# Mother & Child Health Coalition

## April 1, 2014 – March 31, 2015 Unaudited Financial Report



Total Income By Funder Type



Total Expense by Function



# Major Grants Awarded

- U.S. Department of Health and Human Services, Health Resources Services Administration's Maternal and Child Health Bureau (Healthy Start Program)
- Missouri Department of Health and Senior Services (Safe Kids program)
- United Way (Immunization and Safe Kids programs)
- W.J. Brace Charitable Trust (Fetal and Infant Mortality Review Program)
- Health Care Foundation of Greater Kansas City (Breastfeeding KC Project).

- Corporate and individual contributions along with memberships contributed to overall income.
- Diversify Funding & Grow Membership

# Membership Quality Improvement Task Force

Enhance the organizational and individual membership recruitment and retention practices of MCHC.

Recommendations on membership benefits that will best meet the needs of current and potential members.

# Public Awareness

- Press releases
- Articles
- Twitter
- Website
- Radio
- Newspaper
- TV
- Bus Ads

# MCHC Community Resource Guides

MCHC Website ([mchc.net](http://mchc.net)) was updated and made more user-friendly

# Prematurity and Infant Mortality

- Kansas Blue Ribbon Panel on Infant Mortality
- Missouri Infant Mortality Collaborative Improvement and Innovation Network (CoIIN) Initiative coordinated through the **National Institute for Children's Health Quality (NICHQ)**, Association of Maternal & Child Health Programs (AMCHP) and the Association of State and Territorial Health Officials (ASTHO).

# Fetal Infant Mortality Review

To enhance the health and well-being of women, infants and families by improving community resources and service delivery systems available to them.

- Case Review Team
- Community Action Team
  - Kansas City Missouri Health Commission's Women, Infants, & Children's Health Committee
  - Healthy Communities Wyandotte

# Four Trends Persist with Analysis of 189 KCMO FIMR Cases over 11 years

- Little or no prenatal care
- Addiction:
  - Alcohol, Tobacco, and Drugs
- Nutrition (obesity)
- Asthma



# Fetal and Infant Mortality Review

- Safe Sleep Task Force
  - Target relatives, child care settings, and hospitals
  - Educational resources for pediatricians' offices
  - Babies R Us stores

# Mid America Immunization Coalition

To protect all of greater Kansas City's children, adolescents and adults against vaccine-preventable illnesses through education, trainings, advocacy, & public awareness.

- Monthly Bee Wise Immunize ad in KC Star
- Focus on flu education
- Trainings for child care providers
- Annual regional MAIC Symposium
- 2014 Annual Immunization Hero Awards

# Safe Kids Metro Kansas City

Works with community partners to prevent accidental injury and death to children ages 19 and under in Clay, Platte, Jackson and Wyandotte counties.

- Child passenger safety events
- Heat Stroke Public Awareness Campaign
- Pedestrian, Halloween, and safety fairs
- Bucks to Buckles campaign
- Safe sleep classes and clinics
- Annual Child Safety Initiative (CSI) Conference
- Mid America Regional Council's Destination Safe Leadership Award

# Safe Haven Education Task Force

To increase public knowledge of the Safe Haven for Newborns laws in Missouri and Kansas.

- Media campaign “No One Ever Has to Abandon a Newborn”
- Web page on [mchc.net](http://mchc.net); Power Point; posters and pamphlets
- Metal Signs
- Bus Ads
- Social Media: Face Book and Twitter
- Legislation

# Metro KC Youth Collaborative

Youth-serving organizations address the needs of youth and foster an environment for structured networking, facilitating the connection of these organizations and the sharing of relevant information.

- Focus on the 40 developmental assets of youth
- Substance abuse prevention and treatment for youth
- Bullying & Victimization during Adolescence

# Breastfeeding Collaborative

- Breastfeeding KC Project: conducting formative evaluation of the facilitators and barriers to breastfeeding
- *Breastfeeding Welcome Here* Campaign
- Recognition program for organizations supporting employees who breastfeed - *Business Case for Breastfeeding* - 19 agencies recognized
- Created first breastfeeding-specific resource guide for the Kansas City metro area.



- *Eat at Mom's* trademark registration
- New business collaboration with Aveda, Inc., a for-profit breastfeeding pump company
- Ongoing donations to MCHC

# Legislative Advocacy Committee

- Testified in support of immunization and seatbelt legislation
- Monitored and advocated related to Medicaid expansion, breastfeeding, and immunizations
- Promoted activities of the Kansas Dental Project
- Annual legislative program on Prioritizing **Children's** Health and Well-being Kansas & Missouri



# Pregnancy, Infant, and Child Health Committee

- Focusing on partnering with community agencies on the multiple issues related to pregnancy and poverty.

# THANKS TO ALL OF YOU!

Thank you to all our members, partners and volunteers for the work that you do every day to keep mothers, children and families healthy.