

# Mother & Child Health Coalition

Annual Report April 1, 2017- March 31, 2018



## 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.



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**MCHC Staff, left to right, back row:** (Jessica Haring, intern, from the University of Northern Iowa; Dieynaba Diop, volunteer, from the UMKC Bachelor of Health Science, Diversity in Health Class); Anne Biswell, Communications Coordinator; DuJuan Hord, Immunization and Injury Prevention Coordinator; Gina Hopkins, Finance Manager; Mary Jean Brown, FIMR Program Coordinator; Susan McLoughlin, Executive Director.  
**Front Row:** Paul Cesare, Coalition Coordinator; Jean Craig, KC Healthy Start Project Director; Shannon Williams, KCHS Education and Health Promotion Coordinator; Vanessa Meriwether, Administrative Assistant.  
**Front cover:** Dr. Jean Craig with KC Healthy Start baby.

# 2017 - 2018 Board of Directors

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Kansas Hospital Association  
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Graceland University, School of Nursing  
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Committee

Susan McLoughlin, MSN, RN, CPNP  
Mother & Child Health Coalition  
Executive Director and Ex-Officio

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Committee

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# Community Advisory Board

Betty Boyd  
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Former City Councilman  
and Mayor Pro Tem

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Vice President  
Fleischman-Hillard, Inc.

Paget Higgins  
Community Advocate from Missouri

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Community Advocate from Kansas

Margo Quiriconi  
Children's Mercy Kansas City

Louis Ruiz  
Kansas State Representative

Berta Sailer  
Co-founder  
Operation Breakthrough

Laura Scott  
Founder  
Laura Scott Communications

Rachel Sisson  
Director, Bureau of Family Health,  
Kansas Department of Health and  
Environment

# 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 major initiatives for MCHC— infant mortality, childhood safety/injury prevention, immunizations, and breastfeeding. Progress on these activities is described in the pages to follow. Thousands of invaluable volunteer hours contributed by the various committee members, as well as several college students and interns enhanced many of our program and operation activities. The move into our new space at 1734 E. 63rd Street, Kansas City, Missouri was an unexpected challenge, but we are happily settled into our new home.

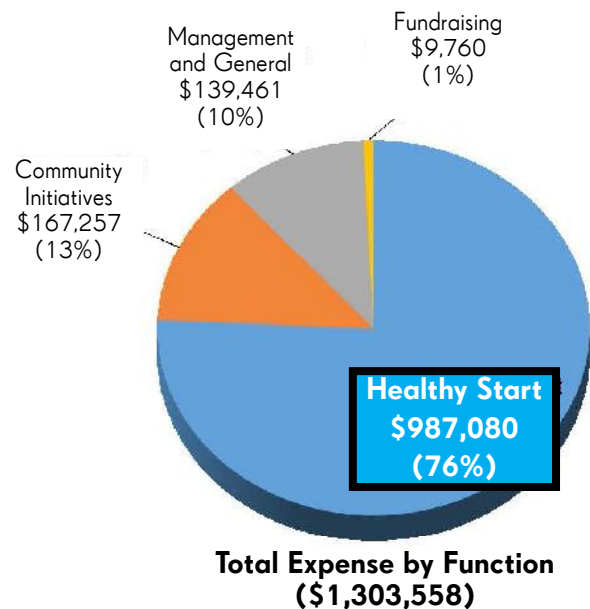
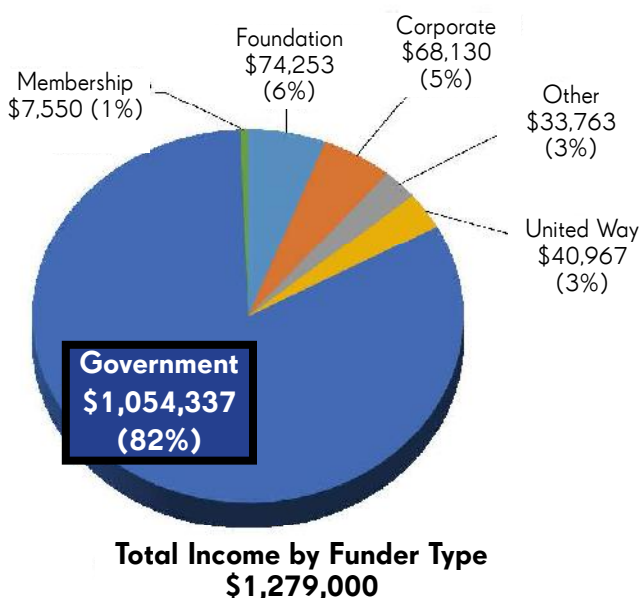
Two new positions were added to the KC Healthy Start team to further improve our service model: Community Health Worker and Outreach Worker. These staff are housed in the MCHC office space, and they enroll and provide care coordination and case management services for families on a home visiting model.

As shown in the pie chart below, the Coalition maintained a strong financial position with consistently positive quarterly reports for key financial indicators.

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, energy and innovative ideas are vital. You inspire us to keep on working towards our goal that every family can celebrate their child’s first birthday and beyond.

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

## 2017-2018 Budget



# Kansas City Healthy Start Initiative



**Jean Craig, Ph.D.**  
**Project Director**

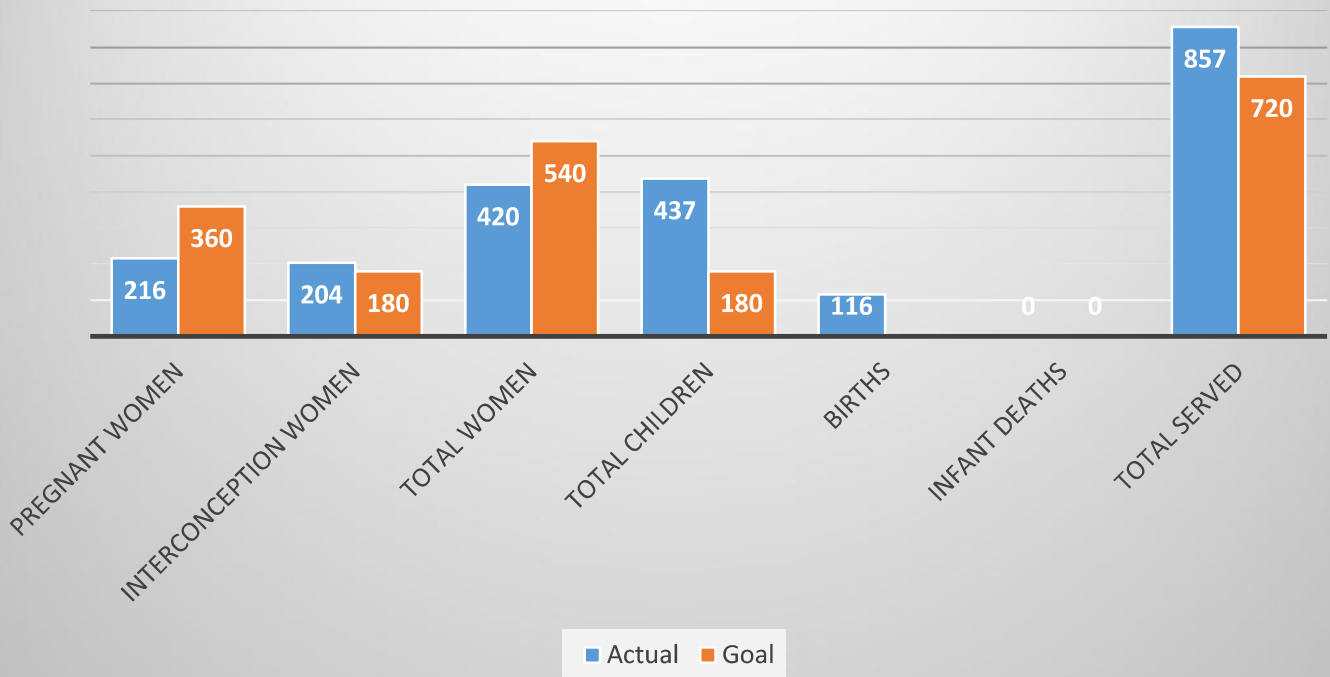
As a program of Mother & Child Health Coalition (MCHC), the overall goal of the Kansas City Healthy Start Initiative (KCHSI) is the elimination of disparities in perinatal health throughout greater Kansas City in the following ZIP codes in Missouri: 64106, 64109, 64110, 64124, 64126, 64127, 64128, 64130 and 64132; and in Kansas: 66101-66106. Five approaches are employed at two tiered levels to address this goal. These approaches include:

- 1) Improve Women's Health
- 2) Promote Quality Services
- 3) Strengthen Family Resilience
- 4) Achieve Collective Impact and
- 5) Increase Accountability through Quality Improvement, Performance Monitoring, and Evaluation.

- **0** infant deaths among program participant families during the 2017-18 fiscal year.
- **2** MOUs signed with maternity homes to exchange referrals.
- **10** two-year-olds graduated and received certificates for completing the program.
- **26** children, **17** moms and **7** guests attended the graduation ceremony for KC Healthy Start families in December. (See photos below.)
- **29** more pregnant women were served as a result of hiring a new Outreach Worker.
- **82** new Pack n' Plays (cribs) and corresponding safe sleep education were provided to Healthy Start families.
- **Over 100** Healthy Start program representatives from Kansas, Iowa, Oklahoma, Nebraska and Missouri attended the Region VII Healthy Start conference hosted in Kansas City. 19 Healthy Start program participants also took part in the conference.
- **\$25,966:** Value of diapers distributed to KCHSI families during this reporting period.



## Kansas City Healthy Start Participants April 1, 2017- March 31, 2018



**NOTE:** Healthy Start data is reported on a calendar year basis. The bar graph reflects Healthy Start data during the MCHC fiscal year.



# Pregnant?

Know someone who is?

Call Kansas City Healthy Start:  
**(816) 283-6242**

It's a free program.



Call today!

[www.KansasCityHealthyStart.net](http://www.KansasCityHealthyStart.net)



A new window cling was created and distributed widely in the community, to promote more awareness of the program.



**Mary Jean Brown, MS, RNA**  
FIMR Coordinator

The Fetal Infant Mortality Review (FIMR) program was implemented in 2005 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 death, trends are identified, and recommendations for change are developed. By design, the FIMR program allows us detailed review of each fetal and infant death in ten ZIP codes in Kansas City, Missouri: 64109, 64110, 64123, 64124, 64127, 64128, 64130, 64131, 64132 and 64134.

- Cases reviewed: the Case Review Team examined details of 7 fetal deaths, 2 infant deaths and forwarded findings and recommendations to the Community Action Team.
- Reviewed and provided recommendations on the accuracy of the “Are you Ready to Have a Baby” brochure, and the “Medicaid and Infant Mortality White Paper.”
- With the Community Action Team, worked on an action plan to engage more African American women in pre-natal care.
- Began Implicit Bias training for the Community Action Team.
- Distributed Pak n’ Play cribs to families completing Safe Sleep training session: 50 in Wyandotte County, KS and 20 in Jackson County, MO.
- A baby shower was held in Wyandotte County, and 35 English-speaking and 11 Spanish-speaking mothers were provided with safe sleep information and supplies.





# Mid America Immunization Coalition

DuJuan Hord

MAIC Program Coordinator



Mid America Immunization Coalition's mission is to work to protect families in Clay, Jackson, & Platte counties in Missouri, and Johnson & Wyandotte counties in Kansas against vaccine-preventable diseases through collaboration, advocacy and education.

**Provided educational and outreach opportunities in Kansas and Missouri about the importance and safety of vaccines:**

- **10 Free Flu Clinics** were held across the bi-state metro area. 550 doses of flu vaccine were provided. (This project is a partnership with Walgreens Pharmacy and the US Department of Health and Human Services, Region VII.)
- **Hosted the 2017 MAIC Immunization Symposium in June\***  
(Attendance: 141)
- **Hosted 3 Quarterly Membership meetings\***  
(Attendance: 125)
- **Participated in a radio show**, Highlights on Health 106.1 FM (with over 40,000 listeners) on fall flu campaign.
- **Kansas City Star** published free monthly Bee Wise Immunize ads, promoting vaccines at all area health departments.
- **Participated in Health Fairs** at St. Mark Child Development Center, Samuel U. Rodgers Health Center, Gladstone Public Schools and Concorde Career College.
- **Developed Work Groups** and guidelines to advance work on MAIC's strategic priorities: Advocacy, Education, and Stakeholder Engagement.



**Above:** The staff of Jackson County Health Department chose MAIC as the recipient of their charitable donation for the month of September. Frank White, Jackson County Executive, presented the check to DuJuan Hord and Susan McLoughlin.

\* These and other Power Point presentations are available in pdf on the MCHC website at: <https://mhc.net/news-events/meeting-notes-links/>

# Safe Kids Metro KC

DuJuan Hord

Safe Kids Program Coordinator

Safe Kids Metro KC is part of a national injury prevention network (Safe Kids Worldwide) whose mission is to prevent unintentional childhood injuries, the leading killer of children 19 and under. Formed in 2005, Safe Kids Metro KC's goal has been to stimulate changes in attitudes and behavior using injury prevention strategies that work in the real world. Our service area includes Jackson, Clay, and Platte counties in Missouri, and Wyandotte County in Kansas. The program also works closely with safety and health professionals, educators, businesses and public policy-makers throughout Missouri and Kansas.



## Child Passenger Safety Education and Car Seat Buckle Up Events in Kansas and Missouri:

- 7 car seat events held
- 406 car seats installed
- 187 families served
- 35 trainees trained

## Local and statewide child injury prevention events to promote the Safe Kids Program:

- Co-hosted annual Safe Kids Day event with Sunshine Early Education Center.
- Participated in state of Kansas Safe Kids Coalition Cafe monthly meetings.
- Bike Safety events: Distributed 113 helmets at 2 events.
- Fire Prevention event with Gladstone Fire Dept. and American Red Cross: 48 smoke alarms & 24 CO detectors distributed to 72 participants.

## Safe Sleep Education and promoting safe sleep practices:

- 5 crib safety events held; 59 participants trained on best safe sleep practices.

## Pedestrian Safety Events:

- 318 students participated in International Walk to School Day activities with Bike Walk KC and Wyandotte County Health Department at Eugene Ware Elementary School;
- 284 students participated in a Halloween Safety Event with Children's Mercy Kansas City and University Academy.



### 2 fire safety events:

48 smoke alarms,  
24 CO2 detectors  
distributed to  
72 participants.



### 2 pedestrian safety events:

602 students reached  
with safety training.



### 2 bicycle safety events:

113 kids fitted with  
new helmets.



### 5 Safe Sleep crib safety events:

Provided 59 families  
with training and a  
new Pak n Play crib.



### 7 car seat events:

406 seats installed;  
187 families served;  
35 trainees trained.



# Safe Haven for Newborns

Safe Haven for Newborns Coalition of Greater Kansas City

Anne Biswell

MCHC Communications Coordinator



The Safe Haven for Newborns Coalition is dedicated to reducing infant mortality by reducing the incidence of newborn infant abandonment. Safe Havens provide a legal option to birth parents who are not ready to raise a child and feel their only option is to abandon the baby. A parent can relinquish a baby up to 45 days old at a hospital, fire or police station, maternity home or pregnancy resource center, without fear of prosecution, and no questions asked, by invoking the Safe Haven law. KC Metro Safe Haven for Newborns Coalition is made up of representatives from many local child and youth-focused organizations, and Safe Haven agencies.

- **Statistics:** According to our records, in Missouri, 47 babies have been safely relinquished under the Safe Haven law; in Kansas, 8. In the KC metro area: 4.
- **Public Outreach:** Presentations were given to Head Start staff at Mid America Regional Council Early Head Start, Hallmark, at the National Governor's Conference in Topeka, Kansas and two to AT&T employees.
- **Video Update:** Working through PrepKC, students of some of the Kansas City Kansas high schools will create an updated video for the website. (The project took place during June 2018.)
- **National Safe Haven Alliance:** Our local group is now a member of the new national group, which is working to provide information and support to all 50 states in their efforts to promote awareness of the Safe Haven laws. [www.nationalsafehavenalliance.org](http://www.nationalsafehavenalliance.org)
- **Missouri state expansion:** Ongoing discussions are taking place with partners in St. Louis and Columbia regarding increasing public awareness activities across the state.
- **Kansas state expansion:** Local efforts have resulted in the creation of a new Kansas Safe Haven Coalition in Wichita.
- **Proclamations for Safe Haven Day, April 5,** were secured in 10 metro KC municipalities: Kansas City, Independence, and St. Joseph, MO; Kansas City, Shawnee, Overland Park, Leawood, Mission, Prairie Village, Fairway, Roeland Park, Westwood, Mission Hills, Westwood Hills and Mission Woods, KS.
- **Training for Safe Haven staff:** Encouraged all staff of Missouri and Kansas Safe Havens to take the on-line training available at <https://asafehavenfornewborns.com/>



# Legislative/Advocacy Committee

Audrey Hill, MPA

Kansas Hospital Association

Stephanie Seger, MSW, MA

Children's Mercy Kansas City

Mother & Child Health Coalition supports the investment of health in all public policies. The committee participates in and develops advocacy activities that will promote and improve awareness regarding MCHC's Advocacy Priorities.

## Primary Advocacy Priorities:

Access to Health Care and Coverage  
Child Mortality and Safety

## Secondary Advocacy Priorities:

Breastfeeding  
Childhood Obesity Reduction and Prevention  
Early Learning  
Immunizations



- The committee planned and held the 2017 Annual Legislative Program:
  - The 2018 Advocacy Priorities were adopted by the full membership
  - The National Association of Insurance Commissioners, Kids Win Missouri, Missouri Budget Project and Kansas Action for Children each presented on pertinent health policy issues. Presentations are posted on MCHC's web site.
- Began development of speaker's bureau and committee membership/commitment form.
- Met with the new executive director of Communities Creating Opportunity to determine possible connections/partnerships.
- Met with representatives of the American Cancer Society and the American Heart Association regarding proactive advocacy in 2018 around tobacco cessation.
- Agreed to participate in the tobacco tax increase coalition in Kansas, titled, "DollarsAndSense4KS."
- Signed on to a December 21, 2017 letter advocating for the passage of the Children's Health Insurance Program bill.
- Sent a letter to the Kansas Senate Public Health and Welfare Committee advocating for the expansion of KanCare.
- Sent written testimony on March 13, 2018 to Kansas House Taxation Committee in support of House Bill 2231, Governor's Tobacco and Alcohol Tax Proposals.

# Metro KC Breastfeeding Collaborative

**Kristin Schlenk, MEd, CHES**  
Jackson County Health Department

**Christi Smith, MBA**  
Child Care Aware Kansas

The Metro KC Breastfeeding Collaborative promotes, recognizes, and advocates for breastfeeding as the healthiest choice for moms, babies, and families.



**Mission:** Taking an interest in the most nutritious and natural method of infant feeding, the Metro KC Breastfeeding Collaborative works across state lines and among diverse partners in the Kansas City region to educate and advocate regarding the importance of breastfeeding in all sectors of the community.

**Vision:** "Breastfeeding will be supported as the cultural norm in the bi-state, metropolitan Kansas City region for every mother and child."

**Above:** Theresa Rodgers Campbell, MCHC chair, presented the Employer Support for Nursing Mothers Award to Russ Johnson, of Hy-Vee Store 1508, in Overland Park, Kansas at the MCHC Quarterly Meeting on April 28, 2017. A complete list of awardees to date is available on the MCHC website at <https://mchc.net/us/committees>.

**Increasing the number of employers in the greater Kansas City metro area that have worksite lactation support policies in place:** Ten employers, with a combined total of more than 30,500 employees, were presented with the Employer Support for Nursing Mothers award, for providing policies and facilities to encourage and enable their employees to breastfeed their babies.

**Engaging OB, Family, and Pediatric medical practices in the greater Kansas City area to collect data on breastfeeding exclusivity and duration among 2, 4, and 6-month-old infants:** An online survey was created with KU research staff and disseminated to many partners. Follow-up continues into 2018.

**Working with EMPower hospitals in the Kansas City area to assist them to become Baby-Friendly:** Truman Medical Centers Hospital Hill and Lakewood, KU Medical Center, and Shawnee Mission Medical Center have each achieved this important status milestone.

**Outreach to new and existing partners who share common interests in promoting and supporting breastfeeding in the metro Kansas City area:** An average of 11 people, representing various area health departments, hospitals, and other organizations, attended the quarterly membership meetings to improve their knowledge and practices. The February 1 meeting included presentations from two groups: MO/KAN Black Breastfeeding Coalition: Healthcare Justice and Advocacy in Action, and Collective: A New Program for Breastfeeding Promotion and Support from Kansas WIC.

# Metro KC Youth Collaborative

Jamie Katz, MPH CPP

Johnson County Mental Health Center

Judith Westmoreland, JD

Mother & Child Health Coalition will create a youth collaborative for the greater Kansas City area that involves youth-serving organizations and other interested parties to address the needs of youth and foster an environment for structured networking, facilitating the connection of these interests and the sharing of relevant information.

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.

The Metro KC Youth Collaborative seeks to bring together youth development, prevention, health care providers, and others who impact youth to share resources, network and collaborate. The work of the Youth Collaborative centers on the Five Promises\* of America's Promise and Search Institute's Forty Developmental Assets to bring best practices to youth in our community.

Enhance the work of youth-serving organizations in metropolitan KC by fostering an environment for structured networking, facilitating the connection of these organizations and the sharing of relevant information:

- A meeting/training on Suicide Prevention was held at the Johnson County Northeast Mental Health Office.
- The Steering Committee has met to discuss strategies for addressing the communities' need for additional information related to trauma informed care and to find ways the Youth Collaborative can meet that need.
- Held a meeting to bring attention to what two police departments are doing to integrate trauma-informed activities into their police force. Those two departments are the Kansas City, Missouri Police Department and the Overland Park, Kansas Police Department.

\* <http://www.americaspromise.org/promises>



**Scott Anglemeyer, MA**

**Kansas Association of Community Action Programs**

**Carol Ayres, MA**

**The Family Conservancy**

**The committee participates in and develops activities aimed at improving pregnancy outcomes for mothers, and improving infant and child health.**

1) Generating a community-wide investment in perinatal health tied to community indicators and based upon four topics—intimate partner violence, cigarette use, perinatal depression, and father/partner involvement.

2) Influencing change in the business community through data and related advocacy, linking the goals of the MCHC Pregnancy, Infant & Child Health Committee with those of the MCHC Legislative/Advocacy Committee.

The July Quarterly Meeting of MCHC centered around safe sleep practices, with a tie-in to poverty and its role in such practices. The main presentations\* related to the role of poverty in families raising children in Johnson and Wyandotte Counties:

- “Goodnight: The Importance of Sleep in Infants & Toddlers Age 0 – 2,” Njideka Osuala, DNP, APRN, FNP-BC, Children’s Mercy Hospital.
- “The Importance of Adult Sleep,” Daniel Shippy, BS, RPSGT, Sleep Disorders Clinic, University of Kansas Health System.

The committee met on Feb. 13 on the topic of intimate partner violence and heard two presentations\*:

- Marianne Hamer, Rose Brooks Center, spoke on “The Intersection Between Intimate Partner Violence (IPV) and Perinatal Depression (PD)”, and
- Kristina Brown, Child Abuse Prevention Association, spoke on “The Impact of Domestic Violence on Child Development.”

The April 11 meeting was on “The Role of Poverty in Families Raising Children in Johnson and Wyandotte Counties,” presented by co-chair Scott Anglemeyer.

The committee is undergoing a “rebirth” as the Community Action Network (CAN) for the KC Healthy Start Initiative, and as such, members are working with a consultant to create an implementation plan.

\* These and other Power Point presentations are available in pdf on the MCHC website at:  
<https://mchc.net/news-events/meeting-notes-links/>





**From top left:** MCHC staff with an international delegation of Global Ties visitors, June 2017; Safe Sleep team; recipients of the MCHC and MO Breastfeeding Awards; Dr. Tiffany Willis, Children's Mercy Kansas City, speaking with the media at the Child Safety Initiative Conference; Sandra Lloyd, KCHSI Project Officer, speaking to attendees, and Susie Girten, Lynette Fowler and table mate enjoying an ice-breaker game at the Healthy Start Regional Conference June 8-9; Santa Claus (Joe Craig) and a young gentleman at the Healthy Start graduation event in December.

For additional information about activities and programs, to find out how you can help, to volunteer, to become a member or to donate to Mother & Child Health Coalition, please visit us at [www.mchc.net](http://www.mchc.net). You can also contact us at:

## Mother & Child Health Coalition

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Mother & Child Health Coalition is eligible to receive tax-deductible contributions.

MCHC is a United Way Agency.

