MOTHER & CHILD HEALTH COALITION

A bistate catalyst for improving maternal, child and family health in the greater Kansas City community

FALL 2009 NEWSLETTER

THIS IS HOW YOU GET ANY INFLUENZA.

GET A FLU SHOT INSTEAD.

LOOK FOR THIS AD AT TWO DICKINSON MOVIE THEATERS IN MISSOURI: Northglen and East Glen. Sponsored by Mid America Immunization Coalition; the City of Kansas City, Missouri; the Missouri Department of Health and Senior Services; and Mother & Child Health Coalition.

MCHC QUARTERLY MEETING

Friday, October 23, 2009

8:00 – 11:00 a.m.

Kauffman Conference Center

Town Square

4801 Rockhill Road, KCMO 64110

The October Quarterly Meeting, otherwise known as the Annual Legislative Program of the Coalition, will focus on health care reform and other issues related to health insurance.

Sandy Praeger, insurance commissioner for the state of Kansas and the immediate past president of the National Association of Insurance Commissioners, has accepted an invitation to be our keynote presenter and has been asked to cover the topic of health reform. Other confirmed presenters include Amy Blouin, executive director, The Missouri Budget Project, who will discuss the impact of health care reform legislation on the Missouri state budget. Suzanne Wikle, director of health policy, Kansas Action for Children, will present on the expansion of Healthwave in Kansas and how health care reform will impact Kansas. Finally, Jeremy LaFaver, policy and outreach coordinator, Partnership for Children, will discuss outreach and enrollment strategies for the Children's Health Insurance Plan (CHIP) and express lane eligibility. See you there!

MCHC WELCOMES NEW EMPLOYEE

Please join us in welcoming Mildred Stevenson to the Coalition staff. Mildred has accepted the position of administrative assistant, and will be getting to know all our members and programs. She is very excited to be a part of the team.

Mildred comes to us from the corporate arena, and brings a wide range of skills and experience that will be invaluable to both the staff and members of the Coalition.

Mildred and her husband Donald have two children: Donald III (18) who is attending his first year of college in St. Louis; and daughter Jory is in 8th grade. Mildred loves home decorating, watching HGTV and spending quality time with her family and pet Yorkie, Sunny. We're glad you are a part of our team, Mildred!

Mildred Stevenson, new MCHC Administrative Assistant

MCHC MISSION: Every child deserves a healthy start. It is the best gift a community gives its children and itself. Mother & Child Health Coalition works together with community partners to promote wellness and advocate excellence in health care for mothers, children and families.

6400 Prospect Ave., Suite 216, KCMO 64132 (816) 283-6242 phone (816) 283-0307 FAX www.mchc.net

MCHC IS A UNITED WAY AGENCY

OUR NEW AND RENEWING MEMBERS

Your valuable financial and in-kind support helps us continue our many programs and activities. Our heartfelt thanks to the following new and renewing Coalition members and partners for the period of July - September 2009:

SUSTAINERS

Research Medical Center

Adding Bethany Hess, Cathy Fox, Pat Taylor.

BENEFACTORS

Institute for Human Development

Mike Abel, Jodi Arnold, Cynthia Beckmann, Carl Calkins, Kathryn Fuger, Mary Ann Heryer, Vim Horn.

DONORS

Kansas City Free Health Clinic

Tracey Allen-Ehrhart, Corrie Jones.

INDIVIDUAL MEMBERS

Janie Berquist, Jennifer Bliven, Selena Blom, Theresa Campbell, Carol Cowden, Pamela Crandall, Thuy-Tim Dang, Kathy Davis, Bonnie Fairchild, Meggin Finkeldei, Terrie Garrison, Suzie Girten, Victoria Hanley, Jenny Hatfield-Callen, Rebecca Hefele, Cheryl Herzog-Arneill, Jean Honan, Quiana Jackson, Frances Jaeger, Mary Kruger, Trudy Lewis, Susan McLoughlin, Shenee Mitchell, David Mundy, Vanessa Perez, Carol Ann Petersen, Melissa Posey, Kara Rechterman, Sally Riley, Wilaiporn Rojjanasrirat, Beverly Rush, Deborah Salkov, Mary Sanders, Vanessa Schuman, Alisa Smith, Candace Steinline, Oneta Templeton-McMann, Kisha Thomas, Diane Utz, Melanie Vogts, Kerri Wade, Debra Whiteman, Thad Wilson, Nancy Zaner.

You may join, or renew your membership in the Coalition during the Quarterly meetings or at any time on our secure Website: http://www.mchc.net/join.htm. Individual membership is still only $25/year.

"Thank you SO much for helping me to be healthy!"

SAVE THE DATE
Tuesday, May 4, 2010
MCHC Annual Luncheon
"2010 Shining Star Awards"
Westin Crown Center Hotel
Call (816) 283-6242 ext. 253
for information on sponsorship.

WEIGHING IN CHILDHOOD OBESITY COLLABORATIVE GROWING STRONGER

In 2004, MCHC formed a coalition called "Weighing In: A collaborative effort to help Kansas City's children and youth maintain a healthy weight," providing a network for organizations and individuals who have an interest in preventing and reducing childhood obesity. Over the past few years through Weighing In, both MCHC and Children's Mercy Hospitals and Clinics (CMH) have taken the leadership role in the Kansas City community for convening childhood obesity networking and resource sharing. With guidance from the Weighing In Steering Committee chaired by Sarah Hampl, MD, medical director of weight managament services at CMH, both organizations have worked over the past year to strengthen the partnership resulting in a new Weighing In organizational partnership collaboration model that was presented to the Weighing In membership at its quarterly meeting on September 1, 2009. The model was approved by both the Mother & Child Health Coalition (MCHC) Board of Directors and by the Children's Mercy Hospital (CMH) administration. Susan McLoughlin, MCHC executive director, said, "Weighing In will be more effective and integrated with the various programs and experts within both organizations. The new model will help promote best practices and increase capacity of the collaborative." Weighing In has formed five committees (Public Awareness, School Issues, Public Policy, Community Issues, and Early Childhood), and these groups have been working to identify collaborative activities that have potential for greater impact. The successful Eat Small campaign originated four years ago from the Weighing In Public Awareness Committee. According to Dr. Hampl, "The collaborative efforts of the workgroups supported by staff at both CMH and MCHC is a big next step in fulfilling Weighing In's strategic plan and advancing our childhood obesity prevention efforts within the greater KC area."

Weighing In has grown to include nearly 200 organizations and individuals and meets four times a year. In addition to CMH, members include such organizations as PE4Life, Harvesters, Children's Mercy Family Health Partners, HHS Region VII, KC University of Medicine and Biosciences, UMKC, KU Med, YMCA, American Heart Association, National Kidney Foundation of KS and Western MO, MidContinent Council of Girl Scouts, Blue KC, Missouri PTA, University of Missouri Extension, Healthcare USA and a variety of school districts, hospitals, health departments (both local and state) and local clinics.

A new Weighing In logo and tagline was also showcased at the September 1st meeting (see above). CMH is in the process of hiring a Weighing In executive director who will work closely with the MCHC Weighing In liaison staff. Yvonne Dorsey is the MCHC Weighing In liaison. Anyone interested in participating in the quarterly Weighing In meetings or one of the work groups should contact Yvonne at (816) 283-6242 ext. 257.

KC HEALTHY START CELEBRATES KC MAGIC WEEK ACTIVITIES

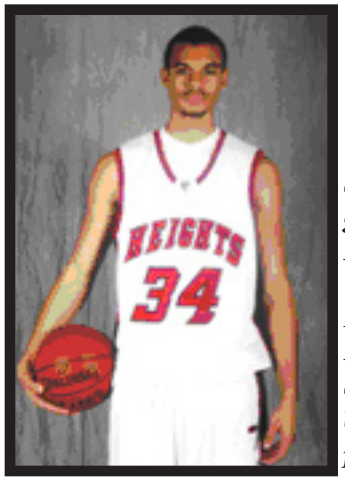
In partnership with the Clay Johnson Foundation, Kansas City Healthy Start's Dedicated Dads Committee (KCHS/DDC) organized a series of activities for participation in the 3rd Annual Kansas City Magic All Star Weekend. A Men's Health Screening event was held at the Southeast High School gym on 09/19. A steady flow of men took advantage of screenings that included vision, blood pressure, spinal check, HIV, blood sugar and more. Several physicians were available to answer personal questions.

For the first time in Kansas City, on 09/24, KCHS/DDC and the Center School District hosted Black Entertainment Television's (BET) "Rap It Up" campaign. Education regarding HIV/AIDS was presented to over 300 junior and senior students at Center High School via celebrity and local panelists which included Dr. Rex Archer, director of health for the City of Kansas City, MO and Dr. Teresa Wesley, internist.

On 09/26 a workshop for parents focusing on the "effects of father absence" was presented in the Power & Light District stage area. This session was presented by Ray UpChurch, producer of the award-winning "Daddy Hunger: A Message of Redemption, Hope & Love." A single father of two young sons, Mr. UpChurch did not meet his biological father until the age of 42. Persons committed to making positive changes in our community served on a panel to share their experiences along with Mr. UpChurch.

At the same time, a Family Block Festival was enjoyed by a large crowd on Grand Blvd. Activities included KCATA's Reading and Riding Bus, Radio Disney, the US Army Rock Wall, face painters and a book give-away by the Kansas City Public Library, just to name a few. Staff from Lincoln University's cooperative extension office made fresh fruit smoothies to the delight of festival attendees. Other refreshment booths were also present.

Youth, ages 8 – 19 attended a basketball clinic at the Sprint Center's College Basketball Experience to learn skills that will enhance teamwork and sportsmanlike conduct, and the value of an education. The youth were encouraged by special guest, Perry Ellis of Wichita, KS (see photo inset). Perry is a 6'8 sophomore at Wichita Heights High School and holds many "firsts" in basketball. He has been featured in "Sports Illustrated for Kids," "Slam" and "Dime" magazines and has six college offers. Above all, Perry holds a 4.0 GPA! His message to the youth was that they must "take their studies seriously."



Special guest Perry Ellis, Wichita Heights High School star basketball player.

To conclude the activities, parents and youth gave resounding applause for the message delivered by Dr. Kawanza Kunjufu. He emphasized that "knowledge is the foundation to all successes in life." Dr. Kunjufu has authored more than 31 books including national best sellers. His work has been featured in "Ebony" and "Essence" magazines, and he has been a guest on BET and Oprah. He is a proud husband, father, and grandfather, and has not missed a day's work in 35 years!

These events were sponsored by Mother & Child Health Coalition, Lincoln University, KCP&L, Truman Medical Center's StartRight Teen MOMS program, MAST Ambulance, Molina Insurance and Phenom.

A BIG **THANK YOU** to all the volunteers who were committed to helping make a positive impact on our community through these activities. It would not have happened without YOU.

This publication is funded by
Project #1 H49 MC01449
from the Maternal and Child Health Bureau
(Title V, Social Security Act),
Health Resources and Services Administration,
Department of Health and Human Services.

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A WORD FROM THE CHAIR: PREVENTION

President Obama has a huge challenge right now as he works to reform our broken healthcare system. While the U.S. spends over twice what most industrialized nations spend on healthcare, our health outcomes do not reflect this monetary investment. Americans pay the highest healthcare taxes in the world (60% of healthcare spending is paid for by taxes), yet we still have 47 million uninsured Americans. 45,000 people die every year from lack of adequate healthcare - that is 123 people a DAY. Half of all bankruptcies are because of medical bills, and three-fourths of those people were INSURED. Private business finances less than 20% of healthcare costs, however, that number is rising as healthcare costs are expected to rise over 10% this year alone. These costs, most likely, will be passed on to the employees and to the consumers who buy their products or services. In other words, us. The current system is clearly NOT working.

One focus of President Obama's plan is **prevention.** We know that **prevention** is an initial investment that pays dividends down the road. This is not only cost effective, but morally and ethically, it is the right thing to do for our fellow human beings. Our work at Mother & Child Health Coalition is all about **prevention.** The Healthy Start program staff, lead by Dr. Jean Craig, help pregnant women to improve their health and the health of their unborn babies by assisting them in getting timely and regular prenatal care and education about caring for themselves, as well as their children, impacting the health of the entire family. **Prevention.** Pat Martin, clinical nurse family advocate, guides our participants to improved health, including educating them about the birth process and empowering them to understand and participate in the birthing of their baby. She teaches them about breastfeeding and the long and short term health benefits it provides to both mother and child. **Prevention.** Mary Jean Brown, FIMR project coordinator, reviews and identifies when and where

Pamela Smith, RN, BSN, 2008-2009 MCHC Chairperson

poor outcomes occur in the community so that we can address those issues more efficiently in the future. **Prevention,** again. Deb Bumgardner, MAIC director, collaborates with community providers and organizations to educate and facilitate timely immunizations of adults and children. Deb is also coordinator of Safe Kids Metro KC, educating and advocating, not only for car seat safety issues but for many aspects of child safety. Again, both are **prevention** activities. Yvonne Dorsey, Eat Small campaign director and Weighing In liaison, helps facilitate community education programs that address the obesity epidemic, which also feeds into diabetes, heart disease, and other health problems. **Prevention.** Tyrone Yarbrough, our Healthy Start community mobilizer, manages the Dedicated Dads (DD) program. This past week they sponsored, along with other community organizations, a men's health fair and the 3rd Annual KC Magic Weekend. The DD program facilitates more parental involvement in the lives of children. We know that a strong role model is **prevention** of future health issues for those children. And of course, none of these programs would be possible without Susan McLoughlin, our "rock star" executive director of 15 years, Anne Biswell, our office manager and publications specialist, Rita Muehlbach, our director of health education and promotion, Paul Cesare, our Coalition coordinator, Linda Hawkey, our financial wizard (financial and resource manager), the dedicated Board of Directors, and all of our Coalition members who promote and facilitate our wonderful programs and committees! Mother & Child Health Coalition has been focusing on health and **prevention** activities in this community for almost 25 years. **We ARE prevention**. We can all be proud to say we are part of this fabulous organization! May our President be successful in this huge challenge he is taking on for our country. Now is the time for healthcare reform!

MCHC BOARD OF DIRECTORS

Elected April 24, 2009

Pamela Smith – Chair
Lou Edwards – Past Chair
Arif Ahmed – Chair-Elect
Angie Knackstedt – Secretary
Kay Connelly – Treasurer

Tracey Allen-Ehrhart, Mary Bianchi, Tonicia Caldwell, Annette Campbell, Barry Daneman, Cynthia Eldridge-Davis, Cielo Fernandez, Sandra Grantello, Cheryl Herzog-Arneill, LaQuita Long, Michele Malone, William McEachen, William Pankey, Ernestine Persley, Wilaiporn Rojjanasrirat, Janie Smith, Linda Steinke, Anna Terrell, Charron Townsend, Julie Wood.

MCHC JULY QUARTERLY

The July Quarterly Meeting, held at Kauffman Conference Center at the Kauffman Foundation on July 24th, pertained to the issue of ethics and was entitled, "Ethics and Decision-Making in Maternal and Child Health."

The audience was able to hear how ethics plays a large role in neonatal health issues, not simply from the perspective of the medical professional, but also from the perspective of the parents.

Upcoming dates: 4th Fridays of each quarter:

1-22-10
4-23-10

Would your agency like to display your materials at one of our upcoming Quarterly meetings?
Please contact Rita Muehlbach at least 2 weeks prior to the meeting date at (816) 283-6242 ext. 251 or rmuehlbach@mchc.net.