



MOTHER & CHILD HEALTH COALITION

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

SPRING 2014 NEWSLETTER

COMING EVENTS:

**Fri. April 25 - MCHC Annual Meeting
(Election for 2014-2015 Board of Directors)**

**Fri. June 27 - 2014 MAIC
Immunization Symposium**

**Fri. July 25 - MCHC Quarterly Meeting
Perinatal Periods of Risk (PPOR):
A Community Approach to Fetal & Infant
Mortality**

TO REGISTER go to www.mchc.net

SAVE THE DATE

CHAMPIONS FOR CHANGE:

**Collective Impact Within
Maternal & Child Health**

FRIDAY, APRIL 25, 2014
8 - 11 a.m.

Kaulman Foundation Conference Center
4801 Rockhill Road
Kansas City, MO 64110

Register to attend at:
www.mchc.net



Every Child Deserves
a Healthy Start



SAVE THE DATE

MID AMERICA IMMUNIZATION COALITION
ANNOUNCES THE 2014

Immunization Symposium

Exploring Challenges & Opportunities



FRIDAY, JUNE 27, 2014

7:30 a.m. - 3:30 p.m.

RITZ CHARLES CONFERENCE CENTER

9000 West 137th Street, 137th & Arcock, Overland Park, KS

This event is being co-sponsored by

Mother & Child Health Coalition and Children's Mercy Hospitals & Clinics



MCHC IS A PROGRAM OF MOTHER & CHILD HEALTH COALITION

More information available soon at www.mchc.net

Child Safety Initiative (CSI) Conference Report



Above: Alvin Brooks and Sister Berta Sailer address the attendees at the CSI.

Left: Cards expressing people's personal goals to "Be Brave and Stand Up for Kids" adorn the event poster.

Safe Kids Metro KC, along with Children's Mercy Hospital, Saint Luke's Hospital and Safe Kids Johnson County held the annual **Child Safety Initiative Conference (CSI)** on April 4. This year the program focused on Building Resiliency in Children through Injury and Violence Prevention. Experts in the field of toxic stress and trauma provided much new research regarding the impact of trauma on children. Experts from law enforcement provided current research and programs aimed at curbing and preventing violence in our community and especially our schools. Alvin Brooks, Ad Hoc Group against Crime, and Sister Berta Sailer provided their unique perspectives on the culture of violence in our community. Over 130 participants came from various fields including health, education, law enforcement, mental health and social services.

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.

MCHC IS A UNITED WAY AGENCY



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

OUR NEW AND RENEWING MEMBERS

Your valuable financial and in-kind support helps us continue our many programs and activities. Our heart-felt thanks to the following new and renewing members and organizational partners for JAN - MARCH 2014. Please let us know of any errors or omissions.

Individuals:

New: Rita Carr, Laurie Dolezal, Mickie Heiter, Rhonda Meyer, Linda Parkins.

Renewing: Lisa Bower, Terry Busch, Diane Daldrup, Katie Davis, Doris Egli, Sharon Engelman, Jennifer Gasper, Maureen Gregg, Jean Honan, Tanya Honderick, Heather Keitges, Janet Ross, Sheila Roth, Linda Steinke, Carol Varland, Linda Washburn, Kathleen Welton, Lucinda Whitney, Rachel Williston, Katherine Yunghans.

SUSTAINER LEVEL (\$2,000):

Children's Mercy Hospital (names to be confirmed).

Patron Level (\$500):

Unified Government/Wyandotte County Health Department: Jennifer Allen, Ashlee Folsom, Terrie Garrison, Nancy Sanchez.

Donor Level (\$250):

Project Eagle +3: Nailah Marks, Rhonda Rush, Heather Schrotburger, Ramyia Silvers.

MCHC STAFF DIRECTORY

Susan McLoughlin, Executive Director
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Regina Weir, Immunization and Childhood Injury Prevention Coordinator Ext. 244; rweir@mchc.net

MCHC Staff Wear Blue to Promote Child Abuse & Neglect Awareness and Prevention!



MCHC BOARD OF DIRECTORS 2013 - 2014

- Terrie Garrison - Chair
- Michele Malone - Past Chair
- Phyllis Larimore - Chair Elect
- Charlene Burnett - Secretary
- Linda Steinke - Treasurer
- Susan McLoughlin - Ex-officio
- Josie Adams
- ODessa Blocker
- Theresa Rodgers Campbell
- Ashlee Folsom
- Corrina Roberts Gee
- R. Alan Grimes
- Victoria Hanley
- Krystal Hardman
- Artise Hervey
- Ximena Ilabaca-Somoza
- Miguel Jaramillo
- Scott Kedrowski
- Kim Kimminau
- Anna Lambertson
- Dana Leonard
- Clara Reyes
- Wilajorn Rojjanasrirat
- Kara Shelman

Plan now to attend the MCHC Annual Meeting on Friday, April 25 and welcome the 2014-2015 Board of Directors.

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 per year.

Thank you for your support!

Kansas City Healthy Start Update
Jean Craig,
Program Director



The Kansas City Healthy Start (KCHS) program was represented at the 15th Annual National Healthy Start Association's Spring Conference in Washington, D.C March 29th - April 1, 2014 by the KCHS project director, and team members from the Children's Mercy Hospitals and Clinics and Truman Medical Center. The conference theme was: "MOVING FORWARD - the ABCs of Healthcare Transformation." Keynote speakers included: Dr. Hani K. Atrash, MD, MPH, Director, Division of Healthy Start and Perinatal Services. Dr. Atrash was very encouraging and shared expectations on the "collective impact" focus that will be a major piece for connecting the dots of the goals and objectives of the Healthy Start program services. Other speakers included NHSA Board members and the award winning author of the book, *American Promise*. Workshop sessions offered information on advocacy, benefits, challenges and sustainability. A Congressional Breakfast was hosted by the Association for elected officials. The agenda for this activity was to update the attendees on the success of Healthy Start and to thank them for their support. We look forward to future opportunities to attend this valuable conference.

FLU 2014 Report

Regina Weir, Mid America Immunization and Safe Kids Metro KC Coalition Program Coordinator



Mid America Immunization Coalition (MAIC) partnered with Walgreens Pharmacy and the Department of Health and Human Services Region VII to provide free flu clinics in Kansas City, Kansas and Kansas City, Missouri. Four clinics were held and 975 vaccines given. The clinics targeted individuals with limited or no access to healthcare.

The flu is nasty this year, but it often is. Last year, the flu hit unusually late in the season and was relatively mild. This time, the flu arrived early and peaked about a month earlier than usual. The three strains of flu virus covered by this season's vaccine account for about 90% of the flu that is circulating, according to the CDC. The CDC estimates that people who have been vaccinated are 62% less likely to need to go to the doctor to get treated for flu.

The virus that caused the deadly "swine flu" pandemic of 2009 walloped Kansas City and the rest of the nation once again this season, putting countless patients in intensive care and contributing to dozens of deaths from coast to coast. Many of the deaths and most severe cases this

season have been among teens and young and middle-aged adults, rather than the very young and old, the age groups usually most vulnerable to the flu. "That's because the prevalent flu strain so far has been H1N1, which has proved to be dangerous to 'young invincibles.' It's kind of a younger, healthier population that you don't expect to be having such problems," Regina Weir, MAIC coordinator, stated.

H1N1 is the swine flu — so named because it first appeared in pigs — that was responsible for an estimated 151,700 to 575,400 deaths worldwide in 2009. About 80% of those who died were younger than 65. During a typical flu season, about 80 - 90% of deaths are among people 65 and older.

People infected with variant viruses like H1N1 generally have symptoms similar to those of regular human flu, including fever, lethargy, lack of appetite and coughing, according to the federal Centers for Disease Control and Prevention. Symptoms may include nausea, vomiting and diarrhea.

Safe Sleep Project

Kansas currently ranks 40th worst overall among the U.S. states for infant deaths. The Wyandotte County, Kansas death rate for black infants is the worst in the nation, according to the National Center for Vital Statistics. Many issues are involved in infant mortality but one area that Safe Kids Metro KC can make an impact on is Safe Sleep.

Why this is important: According to the Center for Disease Control, in 2009, 907 children under the age of one died from suffocation. 73% of these deaths were due to unsafe sleep conditions involving bed linens, mother's bodies and pillows. The incident rate is on the rise: between 1984 and 2004, nationwide infant mortality rates due to accidental suffocation and strangulation while in beds, in cribs, and on couches rose from 2.8 to 12.5 deaths per 100,000 live births.

SKMCK recently received a grant from the Kansas Department of Health and Environment to conduct Safe Sleep Clinics in Wyandotte County. The clinics will educate parents on safe sleep practices and then provide each participant a safety approved crib, crib sheet and a safe sleep sack for their infant. The clinics will run March through August of 2014. A follow-up visit will measure effectiveness of the program.

Happy Mother's Day (May 11) and Happy Father's Day (June 15) to all our moms and dads out there. We wish you a happy, healthy and safe year!



Above: KC Healthy Start family: Nathan Elbert, Micayla Delarber and baby Benzal Elbert.

Safe Haven Signs to Appear on KC ATA Buses for the Month of April



MCHC was able to fund a Safe Haven for Newborns public awareness project for the month of April, which is Child Abuse Prevention month. Look for these signs, which will be on the tail-ends of 10 Kansas City ATA buses throughout the metro area. Last April, some of the signs were still posted well into the summer.

A WORD FROM THE CHAIR



“Step out of your comfort zone and find the place that best fits you within the Coalition.”

Terrie Garrison, BSN, RN
MCHC Chair, 2013-2014
 Unified Government
 Public Health Department

Since this will be my final message from the chair, I am amazed at how quickly my year as chair has gone! Though I will remain on the board for another year as past chair, I will forever keep the title of past chair of Mother & Child Health Coalition, and fondly remember the experience. It is an experience and title that will never leave me, much like the title and experience of being a mother. MCHC will forever be in my heart, and much like motherhood my role may change but my support will always be there. As I begin to transition from chair to past chair I know I am leaving the future of the Coalition in extremely capable hands of the incoming Chair and Board members, along with the tremendously talented and dedicated MCHC staff. Change is difficult; however it can also be exciting. The changes that are anticipated with

the new Healthy Start grant are just that, difficult and yet exciting: excitement about what it will look like and all that can be accomplished, yet difficult in how do we get there. More than all of these I believe it is imperative that MCHC and the Kansas City Healthy Start program are able to continue to be a reliable resource and strong advocate for mothers, children and families in the greater Kansas City area, and to continue to make an incredible impact on many lives.

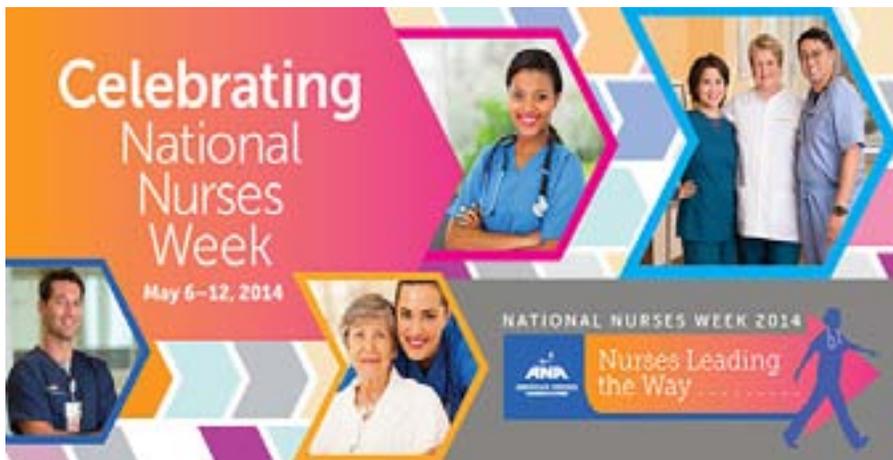
Good News for Breastfeeding Mothers



Mother & Child Health Coalition is very pleased to announce a notice of grant funding from the Health Care Foundation of Greater Kansas City in the amount of \$65,000 to support a formative evaluation of the facilitators and barriers to breastfeeding in the greater Kansas City area. This evaluation will help identify important factors leading to effective interventions, thus increasing the likelihood of positive impacts on breastfeeding initiation, continuation and exclusivity.

A step has recently been taken in Missouri that MCHC classifies as a facilitator to breastfeeding. On Thursday, April 3rd, Governor Nixon signed into law HB 1320, which was unanimously approved by the Missouri General Assembly. This law provides women the ability to breastfeed in public without threat of being accused of either indecent exposure or abuse. It also allows a breastfeeding woman to be excused from jury duty with a physician’s written letter.

Don’t forget, MCHC has those adorable “Eat at Mom’s” onesies (like the one on this sweet baby) available at www.mchc.net for a small donation.



**Salute to all nurses:
 Happy Nurses Week,
 May 6-12:
 YOU ARE
 APPRECIATED!**

Would your agency like to display your materials at one of our upcoming Quarterly meetings?
 Please contact the office at least 2 weeks prior to the meeting date at
 (816) 283-MCHC (6242) ext. 251