



MOTHER & CHILD HEALTH COALITION

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

S U M M E R 2 0 0 8 N E W S L E T T E R

A NEW LOOK FOR MCHC

Chances are you already saw the Coalition's new logo and name, Mother & Child Health Coalition, when it was unveiled at our 4th Annual Celebrating Healthy Motherhood Luncheon in May, or perhaps you heard it on the radio or read it in the Member Spotlight of the Greater Kansas City Chamber of Commerce.

In 2006, the Coalition's board of directors, staff and advisory board engaged in discussions related to our strategic plan priorities. Chief among them is to market and promote the Coalition to the general public, including individuals, corporations, agencies and organizations.

Our members and mission are the core of the Coalition's sustainability. Keeping this in mind, the Coalition is embarking on an exciting journey. Looking at ourselves and trying to define who we are, what we do, and how we make a difference in the community and asking others to join in our efforts and explaining why they should join in, has been an exciting learning process. We sought answers to these questions by focusing on public relations and communication strategies that would help define the MCHC brand.

In order to be better positioned to meet the needs of our various audiences, the Coalition worked with marketing and communication professionals to undertake this branding project.

The Coalition has a new brochure and donor card reflecting the new brand. We are currently working on a booklet designed to introduce the Coalition to the business community in the greater Kansas City

area. We have also begun to update our current website design as well as introduce new content. When considering possibilities for a new name, the Board believed it advantageous to keep the MCHC acronym and website address www.mchc.net, so the new name of Mother and Child Health Coalition seemed like a natural fit. MCHC will maintain its legal name of Maternal & Child Health Coalition.

Listening to you – our members and partners – is critical to the Coalition's success, and I invite you to share your thoughts with me and members of the MCHC Board of Directors. You may also contact the development director, Angha Childress at (816) 283-6242 ext. 249 or achildress@mchc.net.

---Susan McLoughlin, RN, MSN, CPNP
Executive Director

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

Friday, July 25, 2008
Friday, Oct. 24, 2008
Friday, Jan. 23, 2009

MCHC QUARTERLY MEETING

"The Lifelong Impact of Infant Attachment and Bonding"

Join your colleagues for this exciting Quarterly meeting on:

Friday, July 25, 2008

8:00 – 11:00 a.m.

Research Medical Center

Brookside Campus

Curry Auditorium

6675 Holmes, KCMO 64131

Come listen and learn from an internationally renowned child psychiatrist, Martin Maldonado, M.D., about how infant bonding and attachment affects not only children who live with their biological parents but also how it influences the lives of foster and adopted children and their families. Speakers will also explain the foster care and adoption systems in Kansas and Missouri, as well as international adoptions and the bonding process.

Exhibitors will share information on all of these topics. Application has been made for continuing education (CME/CE) credit for physicians and nurses. Certificates of Attendance will be awarded to all non-nursing/physician participants that can be used for individual continuing education credit. CME/CEs are free to MCHC members. The fee for non-MCHC members is \$25.00. For information, please contact Rita Muehlbach at (816) 283-6242 ext. 251 or rmuehlbach@mchc.net.

MCHC MISSION: Every child deserves a healthy start. It is the best gift a community gives to its children and itself. The 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, Suite 216, KCMO 64132 (816) 283-6242 phone (816) 283-0307 FAX www.mchc.net

MCHC IS A UNITED WAY AGENCY



FOR OUR NEW AND RENEWING MEMBERS

Your gift of time, talent and much needed financial support helps us continue our important work - building healthy communities. We count on your support to promote our health prevention programs and educational events. Our sincere thanks to the following new and renewing Coalition members and organizational partners for the period of April – June 2008:

Health Care USA

Zoila Gonzalez, Dana Leonard, Bryan Love, Dana Pamintuan

North Kansas City Hospital

Bert Barnett, Renee Fea, Carol Hefflin, Barb Lawson, Michele Malone, Dawn McBee, Renee Stafford, Janel Zion

Partnership for Children

Carrie Shapton, Emily Smith, Charron Townsend

Sunflower Neonatology

Robert Holcomb, Thomas Lancaster, Katherine Schooley, Tiffany Simpson, Christopher Stapley, Kathleen Weatherstone

The University of Kansas Hospital

Florice Bales, Suzanne Bentley, Mary Bianchi, Kristine Brees, Sara Dubin, Kellie Hartman, Teresa Kilkenny, Jennifer Lombardi, Amanda Meats, Tiffany Moore, Cynthia Orsheln, Gail Schuetz, Lucy Lopez-Stasi, Elisa Van Daalen, Janet Wisner

Individual Members

Dorothy Aust, Dana Barry, Nancy Berry, Pat Burns, Christi Cassidy, Mariah Chrans, John Cowden, Tiffany Crabtree, Audrey Cress, Kristine Cuarino, Barry Daneman, Martina Derra, Stephanie Dunn, Janice Etzenhouser, Meggin Finkeldei, Cheryl Herzog-Arneill, Kim Kimminau, Deborah Largo Mesley, Linda Miller, Jill Morsbach, Robin Neill, Edna Perez-Koury, Ruth Ramsey, Nancy Sanchez, Katie Schatte, Kelly Schiltz, Ann Schorfheide, Angela Shipley, Alisa Smith, Pamela Smith, Linda Stinnett, Mary Margaret Tatum, Melanie Vogts, Pamela Western, Melissa Whitener, Joyce Williams

If you are looking for more ways to get involved with the Mother & Child Health Coalition, call Angha Childress, director of development at (816) 283-6242 ext. 249.

You may join, or renew your membership in the Coalition during the Quarterly meetings or on our secure website: <http://www.mchc.net/join.htm>.

APRIL ANNUAL MEETING Focuses On Improving Maternal and Child Health in the Community

The 2008 MCHC Annual Meeting was held on Friday, April 25th at the Research Medical Center—Brookside Campus. Rear Admiral John Babb, Regional Health Administrator, Region VII, U.S. Department of Health & Human Services, shared information about Healthy People 2010 and how indicators related to maternal and child health (MCH) impact the health of the individual and the community. Dr. V. James Guillory, Associate Dean of Research, Kansas City University of Medicine and Biosciences, and chair of the MCHC Model Standards Committee, presented on the work of the committee. The committee is working on a pilot project to collect data on 7 out of 23 MCH indicators identified as important for this region. It is hoped that this vital work will continue and eventually engage several community members and agencies in the community health improvement process focusing on improving health outcomes for area mothers and children. Mary Jean Brown, coordinator of MCHC Fetal and Infant Mortality Review (FIMR) shared FIMR processes and the importance of this program for the community. The meeting was well attended and the presenters answered questions from the members and guests. The Coalition also held its annual election for the board officers and members. (See right column.)



MCHC BOARD OF DIRECTORS 2008-2009

Lou Edwards– Chair
 Kay Connelly- Past Chair
 Pamela Smith- Chair-Elect
 Ann Schorfheide – Secretary
 Cynthia Eldridge-Davis- Treasurer

Arif Ahmed
 Annette Campbell
 Elizabeth Campbell
 Miquela Dawkins-Davenport
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 William McEachen
 Rusty McLouth
 William Pankey
 Ernestine Persley
 Wilaiporn Rojjanasirrat
 Emily Smith
 Janie Smith
 Linda Steinke
 Denise St. Omer
 Anna Terrell
 Leon Vinci
 Cassandra Wainwright
 Cammie Willis
 Julie Wood

Congratulations to the new and returning board members on their election to the 2008-2009 Board of Directors, and THANK YOU for your commitment to and support of the work of Mother & Child Health Coalition.

(Left) Dr. V. James Guillory, Mary Jean Brown and Rear Admiral John Babb shared their information and expertise with the membership at the MCHC Annual Meeting, April 25th.

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**URAC HONORS BLUECROSS
BLUESHIELD OF KC**

MCHC congratulates BlueCross BlueShield of Kansas City and Prime Solutions, Inc. on receiving awards for their Adolescent Immunization Community Collaborative, now part of MAIC. At the 2008 Best Practices in Consumer Empowerment and Protection conference sponsored by URAC, one of the fastest growing health care accreditation agencies in the world, they received Honorable Mention in the overall category, and the Gold Award in the Health Plan category. Congratulations to Shelley Bowen and all the folks at BCBSKC!

**CELEBRATING HEALTHY MOTHERHOOD LUNCHEON 2008
Women Need "Self-Care" per Dr. Mom**

Guest speaker "Dr. Mom," Marianne Neifert's inspiring message about the balancing act of being a mother, wife, and a professional, sprinkled with humor and personal insights and stories was a hit with the 460 attendees at MCHC's 4th Annual Celebrating Healthy Motherhood Luncheon. Dr. MOM shared how and why women need to savor life, re-evaluate priorities and engage in "self-care" so that they can feel energized and happy before giving themselves completely to life's myriad tasks and taking care of competing priorities, including families.

The Coalition honored Jean Honan and Davoren Tempel, honorary co-chairpersons for the luncheon, for their continuing support of the Coalition and for their passionate commitment to promoting preventive

practices for improving the health of the children in Kansas City.

The Coalition made its new name, Mother & Child Health Coalition, and logo public at the event, and provided each guest with a copy of the new MCHC brochure and a pen embossed with the new name.

We thank **Children's Mercy Hospitals & Clinics** for their generous support as the Presenting Sponsor for this luncheon. We also thank all the table hosts, organizations, businesses and individuals who continue to make this luncheon a very enjoyable and successful event year after year. The luncheon committee has already started working on planning the 2009 luncheon! Please check our website, mchc.net, for updates, and plan to attend the luncheon next year, on May 7th.



Keynote speaker, Dr. Mom, Marianne Neifert.



Event chairs Barb Wiman (L) and Betty Novak.



2008 Luncheon planning committee (L-R): Betty Novak, Angie Knackstedt, Mary Grace Lanese, Kay Connelly, Barb Wiman and Carol Cowden.

**Mark Your
Calendar
Now!
2009 MCHC
Annual
Celebrating
Healthy Motherhood
Luncheon
Thursday,
May 7th, 2009
Hyatt Regency
Crown Center**



Honorary co-chairs Davoren Tempel (L) and Jean Honan.

INVITATION TO JOIN THE 2009 LUNCHEON COMMITTEE
Want to get to know people, put on a fun event and help the Coalition at the same time? You can do just that by **joining the MCHC Luncheon Committee!** We need members and volunteers who are passionate about event fund raising, planning, logistics, and publicity. Call the MCHC Development Office at (816) 283-6242 ext. 249 or email achildress@mchc.net for more details.



MESSAGE FROM THE CHAIR

Lou Edwards,
2008 MCHC Chairperson

As your newly elected chair of the Board of Directors of the newly named Mother & Child Health Coalition (MCHC), I am very pleased to serve such a worthwhile organization. It is exciting to have the opportunity to provide leadership to a group that has real influence in changing the lives of mothers, children and families. The core values of MCHC are advocacy, collaboration, quality improvement, empowerment, equity, inclusion and integrity, all of which are intrinsic values I uphold. MCHC embodies these values in its mission and programs. Throughout the history of the Coalition the major purpose has been to take care of the most vulnerable populations of the Kansas City community.

This purpose is reflected in the various programs of the Coalition: Kansas City Healthy Start, Mid America Immunization

Coalition, FIMR (Fetal Infant Mortality Review), The Weighing In Collaborative and Safe Kids Metro KC. These programs provide the tools necessary for the Kansas City community to promote the health of children and their families.

MCHC works collaboratively with other organizations whose goals align themselves with the mission of the Coalition, working with individuals, health organizations and the government at all levels.

As the Coalition pursues its work, it gives me a great deal of pleasure that I serve with other board members who have a higher level of understanding and the necessary insights about the needs of the Kansas City region. Also, it is so rewarding to work with the MCHC staff. Their dedication and work is beyond reproach. I am also very grateful for the support of all our members and donors. Without you MCHC could not fulfill its mission. Lastly, let me say again, it is truly an honor to serve the Coalition and its members as we move forward.

**KANSAS CITY
HEALTHY START
PROMOTES
BREASTFEEDING**

The Kansas City Healthy Start (KCHS) program recognizes the importance and the benefits of breastfeeding. Through case management, each pregnant woman is given individual education, personal support and encouragement to breastfeed her baby. Also, through KC Healthy Start, mothers-to-be throughout the Kansas City metropolitan area are offered an opportunity to attend a childbirth class that incorporates educational information regarding breastfeeding. This class is facilitated monthly by Pat Martin, RN, BSN, clinical nurse family advocate for KCHS. There is no fee to attend the class and it is open to any pregnant woman. For more information, please contact Pat Martin at (816) 283-6242 Ext. 252.

NEW EAT SMALL CAMPAIGN DIRECTOR

MCHC is pleased to introduce Yvonne Dorsey as the new director for the MCHC Eat Small Campaign. Yvonne comes to us from YWCA, where she worked as a health and fitness program manager.

Yvonne is also the owner and consultant of FIT WITHIN, which offers programs and services to educate, promote and empower children and adults to incorporate physical fitness in a fun way!

Yvonne graduated cum laude from Lincoln University with a bachelor of science degree in criminal justice and a minor in psychology. Yvonne is certified with the Aerobics and Fitness Association of America in Primary Group Fitness, among many other others.

Fitness is one of the avenues that Yvonne uses to reach a diverse group of people, all coming together, united for the same

Yvonne Dorsey, the new
Eat Small Campaign
Director



purpose: to strive for a better body, mind, and spirit in a healthy way. She desires to uplift and to encourage the "can do attitude" in everyone – a philosophy she will put to good use for the Eat Small Campaign.

Yvonne's passion has always been to motivate, inspire, teach, and push others beyond what they think is possible. Please help us welcome Yvonne to the MCHC family.

Check out the
newsletter on
[www.mchc.net!](http://www.mchc.net)

**KC HEALTHY START
PROGRAM PARTICIPANT
CERTIFIED AS
BREASTFEEDING
EDUCATOR**

MCHC is very proud to announce that LaQuita Long, KCHS program participant at the Children's Mercy Hospital site, was awarded a scholarship for the Debi Bocar Breastfeeding Educator course given by the Shawnee Mission Childbirth Educators. The course took place April 16-18th 2008. LaQuita successfully completed the training and is now a certified breastfeeding educator. Congratulations, LaQuita!

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