



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 1 4 N E W S L E T T E R

Save the Date!

PERINATAL PERIODS OF RISK:

A Community Approach to Fetal & Infant Mortality

Note the change of date and location!!
Friday, July 18, 2014 • 8 - 11 a.m.

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

Register to attend at:
www.mchc.net



COMING EVENTS

Mark your calendars now for these important events.
For details or to register, to www.mchc.net

Friday, **July 18**, 8:00 - 11:00 a.m.: MCHC Quarterly Meeting, "Perinatal Periods of Risk (PPOR): A Community Approach to Fetal & Infant Mortality."

Week of July 28: Press Conference for Heatstroke Prevention Day. Details TBD.

Thursday, August 21, 1:00 - 3:30 p.m.: Safe Kids Quarterly Meeting, "Prescription Drug Misuse"

Thursday, Sept. 4, 1:00 - 3:00 p.m.: Mid America Immunization Coalition Quarterly Meeting, United Way of Greater Kansas City, Plaza.

Friday, October 24, 2014 8 - 11:00 a.m.: MCHC Annual Legislative Meeting, Overland Park Marriott.

Thursday, Nov. 20, 1:00 - 3:30 p.m.: Safe Kids Quarterly Meeting, "Driven to Distraction." Location TBD.

Thursday, Dec. 4, 1:00 - 3:00 p.m.: MAIC Annual Awards Meeting, United Way, Plaza.



SAFE KIDS METRO KANSAS CITY

Quarterly Meeting "Prescription Drug Misuse"

Thursday, August 21, 2014
1:00 - 3:30 p.m.

Kansas City Missouri Health Department
Multi-Purpose Room
2400 Troost
Kansas City MO

Who knew Grandma kept a stash!

70% of all people who abused prescription pain relievers got them from friends or relatives

Talk to your kids about prescription drug abuse.

Learn how at www.drugfreenj.org

Partners: Prescription Drug Monitoring Program, Missouri Department of Health and Senior Services, Joint's Strategy

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



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 individual members and organizational partners joining or renewing their membership during the period of APRIL - MAY - JUNE 2014. Please let us know of any errors or omissions.

Individuals:

Joe Edgar Bennett, Jennifer Blain, Melody Bruns, Charlene Burnett, Patricia Burns, Rachel Camp, Kay Connelly, Amanda Cornelius, Justine Cote, Tiffany Croft, Rachelle Davis, Michelle Davisson, Darla Denny, Christina Deterding, Beth Diebold, Jennifer Emch, Amanda Ferbet, Karin Gerberding, Victoria Hanley, Vicki Headley, Whitney Hutsell, Ximena Ilabaca-Somoza, Kelly Josephine, Kim Kimminau, Kelli Littlefield, Sonia Lopez, Teresa Marshall, Diane McNichols, Angela O'Neill, Dena Pepple, Edna Perez-Koury, Adrienne Platt, Kimberly Pyle, Jennifer Reed, Melissa Roseman, Celia Ruiz, Laura Scott, Polly Slater, Britney Snodgrass, Barbara Spaw, Ashley Staritt, Ashley Stumpenhous, Lindsey Sutanto, Mary Sweat, Sarah Tippetts, Diane Utz, Cindy Waits, Pamela Western.

SUSTAINER LEVEL (\$2,000):

KCMO Health Department

Benefactor Level (\$1,000):

UMKC Institute for Human Development

Patron Level (\$500):

Johnson County Dept of Health & Env. Saint Luke's Health System

Donor Level (\$250):

The Family Conservancy

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!

MCHC BOARD OF DIRECTORS 2014 - 2015

- Phyllis Larimore, Chair
- Terrie Garrison - Past Chair
- Rosemary Graves - Chair Elect
- Charlene Burnett – Secretary
- Linda Steinke – Treasurer
- Susan McLoughlin – Ex-officio
- Josie Adams
- Theresa Rodgers Campbell
- Ashlee Folsom
- R. Alan Grimes
- Victoria Hanley
- Artise Hervey
- Ximena Ilabaca-Somoza
- Miguel Jaramillo
- Scott Kedrowski
- Anna Lambertson
- Clara Reyes
- Wilaiporn Rojjanasrirat
- Kara Shelman

Many thanks to our outgoing Board members:

- Michele Malone – Past Chair
- ODessa Blocker
- Corrina Roberts Gee
- Krystal Hardman
- Kim Kimminau
- Dana Leonard

Kansas City Healthy Start Update

Jean Craig, Program Director



Healthy Start Transformed!

Service provisions of all federally funded Healthy Start programs across the country are in the process of being transformed. Funded by the U.S. Department of Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB), Division of Healthy Start and Perinatal Services, the purpose of these programs is to improve perinatal health outcomes and reduce racial and ethnic disparities in perinatal outcomes by using community-based approaches to service delivery, and to facilitate access to comprehensive health and social services for women, infants and their families.

As a program of Mother & Child Health Coalition since 1997, Kansas City Healthy Start meets the new *transformation* eligibility criteria and is gearing up to accept the challenges for providing services to families in the Kansas City metro area. This program anticipates offering services through linkages with the local federally qualified health centers (FQHCs), other medical home organizations and partner stakeholders to make a collective impact on the health and lives of pregnant women, and women with children under the age of two and their families. As a number of life situations affect the long-term health of individuals as a whole, these services will focus on providing health education, mental/behavioral health service coordination, father engagement, mentoring, partner agencies' resource referrals, and much more!

An official announcement of the implementation of this much needed program is expected to be released sometime during late summer (2014). For information about the program, please feel free to contact Dr. Jean Craig, Kansas City Healthy Start project director, at (816) 283-6242 Ext. 225.

Remember:
Every child deserves a healthy start!



MCHC STAFF DIRECTORY

- Susan McLoughlin**, Executive Director
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Missouri Seat Belt Use Up – But Still a Primary Problem

Seat belts save lives. A recent survey of Missouri motorists show that more Missourians are getting that message. However, a full 21% of the general public and 33% of teens don't wear their seat belts.

Last year, 757 people died in traffic crashes in Missouri. More than 63% happened because someone was not wearing a seat belt.

Those numbers come from the launch of the Click It or Ticket campaign by the Missouri Highway Patrol and the Missouri Coalition for Roadway Safety. Wearing a seat belt is your best defense in a crash because it provides protection



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

from being ejected and keeps motorists from smashing into windshields, dashboards and other passengers. "All the data and the experts agree that seat belts are life-saving devices," said Leanna Depue, chair of the Missouri Coalition for Roadway Safety's executive committee. "But convincing all Missouri motorists is a difficult task. A primary seat belt law instead of the secondary one

Missouri has now would certainly save more lives each year."

For the last six years, Missouri's seat belt usage of 79% remains below the national average of 86%. Officials said reaching that average could save more than 100 lives.

Currently, Missouri does not have a statewide primary seat belt law. That means officers can only pull you over for a different traffic violation before giving you a ticket for not wearing a seat belt. The KCMO City Council voted this year for a primary seat belt ordinance. Only 39 other cities or counties in Missouri have local laws.

Safe Kids Metro KC will be working with the Missouri Coalition for Roadway Safety to address seatbelt issues targeting 15 to 19 year olds in the bi-state area.

Child Heatstroke Prevention - It's Up to All of Us

When it comes to preventing our children from dying in hot cars due to hyperthermia/heatstroke, the #1 thing to remember is this: IT CAN HAPPEN TO ANYONE. It's not just the irresponsible parent or the extremely rare one with murderous intent, but it's the harried, distracted, and yes, scatterbrained parent that, heaven forbid, could be any one of us. We're working hard this summer to get the word out in every way that we can: radio, TV, public and private partners, posters, and window clings. We're very excited to report that MoDOT has agreed to partner with us and run the message, "**WHERE'S BABY? LOOK BEFORE YOU LOCK!**" on their electronic SCOUT highway signs, across the state of Missouri, during the month of July! Hopefully, all our efforts will keep our metro KC babies safe and sound during these warmer months. **How you can help:** If you've not received electronic copies of our list of ready-made Tweets, posters and window clings to distribute to your families, clients and colleagues, contact Anne Biswell at abiswell@mchc.net or (816) 283-6242 ext 226. The campaign will culminate with a press conference on or around **Thursday, July 31, National Heatstroke Prevention Day.** Watch www.mchc.net for details.

Call the office to learn how to get window clings (right) to distribute to your clients. Donations to help cover the cost would be greatly appreciated. (816) 283-6242 or info@mchc.net. Help us to reach every parent in our metro area.



VACCINES WORK!

Measles, mumps, and pertussis (whooping cough) three vaccine-preventable diseases, are making an unfortunate comeback in the United States this year. Locally there have been measles outbreaks in Jackson and Clay counties in Missouri and a pertussis outbreak in Johnson County, Kansas.

These cases usually occur because people have not been vaccinated (for any number of reasons) or have been under-vaccinated. "A person's decision to not immunize doesn't affect just them," says Marian Michaels, MD, professor of pediatrics at Children's Hospital of

Pittsburgh. "It affects the entire public."

CDC officials declared measles eradicated in the United States in 2000. According to the CDC, the disease is on track to infect three times as many people as in 2009. That's because in most cases people who have not been vaccinated are getting infected by others traveling into the United States, then they infect their communities.

According to the CDC, the 189 cases of measles in the U.S. last year is small compared with the 530,000 cases the country used to see on average each year in the 20th century. But, the disease — which started to wane when a vaccine was introduced in 1967 — is one of the most contagious in the world and could quickly go from sporadic nuisance to widespread killer.

Measles kills about once in every 1,000 cases. As cases mount, so does the risk. In some states the anti-vaccine movement, aided by religious and philosophical state exemptions, is growing, says Paul Offit, chief of infectious diseases at Children's Hospital of Philadelphia. "People assume this will never happen to them until it happens to them," Offit says. "It's a shame that's the way we have to learn the lesson. There's a human price for that lesson."

The most vulnerable are infants who may be too young to be vaccinated, children with compromised immune systems and others who may be unable to be vaccinated for medical reasons. Research shows vaccines work! VACCINATE yourself and those you love.

A W O R D F R O M T H E C H A I R



**Phyllis Larimore
RN, MPH, PhD(c)**
Injury Prevention
Program
Coordinator,
Children's Mercy
Hospital

"...The world may be different because you were important in the life of a child."

No one could be more surprised than I am that I was offered this opportunity last year to support the work of Mother & Child Health Coalition (MCHC). I have been "in training" under Past Chair, Terrie Garrison, and pledge to do my best for you this next year as your Chair. I have been a member of the Coalition for several years and the Chair of the Safe Kids Metro KC Coalition since its birth! My background is that of a pediatric nurse for over 40 years. I share my loyalty between KU Medical Center and Children's Mercy Hospital - I have been blessed to work with and learn with the BEST. As with many nurses, I have worn different hats over the years: bedside nurse, intensive care nurse, renal dialysis and transplant clinician at KUMC and emergency room nurse for about 20 years. The past 13 years, I have been fortunate to coordinate the injury prevention program at Children's Mercy Hospital. There is no doubt that I juggle several balls right now, trying not to drop one. If I keep them all up in the air, I will earn my PhD in public health with specialization in community health and education by the end of this year! None of my work would be possible without my family – my husband and I celebrated our 55th wedding anniversary recently and I am very proud of our Larry, Robin and

Susan. We have the best grandchildren and great-grandchildren. Life is full and very active!

In my work as the program coordinator, we provide clinical injury prevention consultation and services to our inpatients and primary care patients to promote safe travel of children, safe to sleep bedside nursing practice, and pedestrian and bike safety. We are very blessed to partner with several community organizations in addition to MCHC to support injury prevention in the greater Kansas City community. What I most appreciate about the MCHC family is that we all have a special expertise and passion that brings us together to work for the children and their families with the vision of promoting health and safety of children and their mothers. This vision can be realized when the community gathers together and commits to partnering with those who share our vision and mission, and "growing" new partners. There are many individuals in our community who may need to be invited to join us. So please consider inviting your co-worker, your friend or an associate who shares our commitment to promoting the health and safety of our most precious treasure: our children!

MCHC's program, **Mid America Immunization Coalition (MAIC)**, offers individuals an opportunity to learn about why immunizations are "key" to the health and prosperity of our community. Babies get a "Healthy Start" prenatally and during the crucial first 2 years of life with the support of our **Kansas City Healthy Start (KCHS)** staff. The **Breastfeeding Public Awareness Project** works toward increasing breastfeeding initiation and duration to improve the health of mothers and babies. Encouraging parents to keep kids physically fit and

reducing childhood obesity are goals of **KC's Collaborative for Childhood Obesity, the Weighing In** program. The **MCHC Fetal Infant Mortality Review (FIMR)** program provides a basis to identify the factors that are related to sudden infant death syndrome (SIDS) and sudden unexpected infant death syndrome (SUIDS) as well as identifying characteristics that increase the risk, and then working within the public health system and healthcare providers to develop evidence-based programs that educate and provide safe sleeping environments for infants. The **Safe Sleep Task Force** is also working to reduce SIDS and SUIDS. MCHC is our lead agency in the local campaign to educate young parents that there are "**Safe Havens**" for their newborn when they do not feel that they can care for their newborn. Last but not least is our **Safe Kids Metro KC** – a local coalition of Safe Kids Worldwide. Again, this is a collaborative community partnership between law enforcement, firefighters and emergency medical providers, public health, educators, child care providers, social workers, healthcare providers and governing bodies, aimed at reducing injuries to children.

As you can see – MCHC and I welcome you to continue to support the work of the Coalition. Please send an email to advise us how you feel that you can offer your expertise and passion to our work! There is much to do!

I will leave you with this saying: (I believe it to be true - do you?) "*A hundred years from now, it will not matter how much money you had, the sort of house you lived in or the kind of car you drove, but the world may be different because you were important in the life of a CHILD.*"

*For a current calendar of MCHC committee meetings and other activities,
go to <http://mchc.net/news/calendar>. Find your niche!*

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