



# MOTHER & CHILD HEALTH COALITION

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

W I N T E R 2 0 1 1 N E W S L E T T E R

## JANUARY QUARTERLY MEETING

The next Quarterly meeting of Mother & Child Health Coalition (MCHC) will take place on Friday, January 28, 2011. Please see the sidebar for details. This is the Annual Adolescent Health Meeting of the Coalition and is being planned by the MCHC Adolescent Health Committee. The theme will be adolescent mental health, and the title is, "How Today's World Impacts Teen Mental Health."

If your organization would like to exhibit, please contact Paul Cesare to reserve a table. You may reach him at (816) 283-MCHC (6242), ext. 239 or [pcesare@mchc.net](mailto:pcesare@mchc.net). Please use the words "January Quarterly Exhibit" in the subject line of your e-mail.

We look forward to seeing you at the meeting on January 28th. A flyer will be sent out as soon as presenters are confirmed.

### MCHC QUARTERLY MEETING

*"How Today's World Impacts Teen Mental Health"*

Friday, January 28, 2011

8:00 – 11:00 a.m.

Research Brookside Campus

Curry Auditorium, Level 1

6675 Holmes, KCMO 64131

(Please park in Lot C.)

MCHC Weather Policy: If KCMO Schools are closed due to the weather, this meeting will be automatically canceled. Please check the news before you head out!

## KANSAS CITY HEALTHY START YEAR IN REVIEW



Kansas City Healthy Start (KCHS) and the Dedicated Dads (DD) programs have had a very busy year. Some of the highlights include: KCHS/DD enrolled over 300 families in the program and provided outreach to literally thousands in the community by attending health fairs, partnership activities and making presentations to various groups. In collaboration with the office of Congressman Emanuel Cleaver II and the 100 Black Men organization, KCHS/DD organized and presented the event: "Celebrating 101 Years of Fathers Day" in the historic 18<sup>th</sup> & Vine district. In partnership with the Clay Johnson Foundation, KCHS/DD participated in the Fourth Annual KC Magic All-Star Weekend Event which was again held in the KC Power & Light District and the Sprint Center's College Basketball Experience in downtown Kansas City.

KCHS staff was accompanied by a program participant and her children to attend the 11<sup>th</sup> Annual National Healthy Start Association's (NHSA) Spring Conference in Washington, DC. This conference included visiting elected officials on Capitol Hill to thank them for their support and discuss the impact the Healthy Start programs make on our communities.

KCHS is proud to realize the fourth year of childbirth classes facilitated by Pat Martin, RN, clinical nurse family advocate for KCHS. Also through Pat's efforts, and a scholarship via Shawnee Mission Medical Center, a KCHS program participant became certified as a breastfeeding educator. Last, but certainly not least, Kansas City Healthy Start project director, Dr. Jean Craig, was elected to the NHSA Board of Directors.

KCHS is already busy planning activities for 2011 which will include attending the NHSA Spring Conference and once again hosting Black Entertainment Television's (BET)

Rap It Up HIV/AIDS Awareness Campaign at a local high school.

As we close out another year, we are grateful to have had the opportunity to make a positive difference in the lives of mothers, babies and families in our community.

### CHILD SAFETY INITIATIVE CONFERENCE IT TAKES A COMMUNITY

Save the Date:

**Friday, April 15, 2011**

**8:00 a.m. to 3:30 p.m.**

**Village Presbyterian Church**

**6641 Mission Road**

**Prairie Village, Kansas**

To learn more and to register,

go to

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

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 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 go out to the following new and renewing members and partners for the period of October, November and December 2010. **PLEASE NOTE:** If we don't yet have your email address, please send us a message at [mstevenson@mchc.net](mailto:mstevenson@mchc.net) so that we can stay in touch. Thanks!

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.

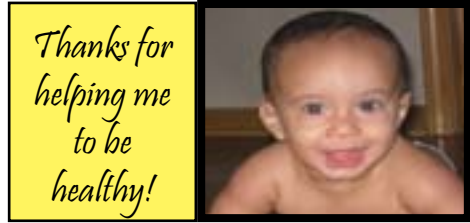


**Safe Kids Metro KC CONGRATULATES**  
 Jamaal Charles and Matt Cassell, FedEx Players of the Week during this successful Chiefs season - GO CHIEFS!  
 To learn more, go to [http://mchc.net/programs/safe\\_kids\\_metro.aspx](http://mchc.net/programs/safe_kids_metro.aspx)

**Sustainer Level:**  
**Children's Mercy Family Health Partners**

Augusta Amadi, Renee Arensberg, Chris Beurman, Alice Criger, Marcie Eckhart-Charay, Veronica Fallah, Kelly Goetz, Greg Hanley, Sydney Mackesty, Cindy Mense, Robin Neill, Kim Picker, Denise Rector, Joanne Shay, Aisha Tate, Beth Wilkes-McElwain.

**Donor Level:**  
**Project EAGLE**  
 Andrea Myer, Martha Staker.



**Individual Memberships**

**NEW:** Chris Bangs, Ashley Campbell, Deborah Davidson, Sharon Engleman, Deborah Markenson, Tawny Marrs, Monica Mayer, Sherri Tauheed, Frieda Tresvan.

**RENEWING:** Anne Biswell, Mary Jean Brown, Katherine Cole, Betty Crooker, Kim Fletcher, Cathy Gordon, Cheri Hunt, Norge Jerome, Jamie Katz, Mary Kruger, Sandra Lane, Wendy Landes, Autumn Lechtenberger, Mona Moran, Nicole Morrow, Mary O'Connor, Sherry Payne, Elaine Riordan, Theresa Rodgers-Campbell, Kathleen Sanchez, Danielle Thornton, Lori Van Fleet.

MID AMERICA IMMUNIZATION COALITION HONORS IMMUNIZATION HEROES

Mid America Immunization Coalition's (MAIC's) December 1<sup>st</sup> Awards meeting was a testimony that our community is blessed with innovative thinking about how to reach disparate populations regarding immunizations. Not only the awardees, but the presenters as well, added to the sense of accomplishment in all of our shared efforts. It was a meeting to be treasured. The 2010 awardees (and presenters) were:

**Hallmark (right)** received the SENDING THE VERY BEST MESSAGE AWARD for sustaining their immunization greeting card program, *For America's Babies*. Since 1995, state governors have been provided congratulatory cards to send to new parents reminding them about the importance of immunizations. Jim Caccamo, now of Mid America



L - R: Greg Swarens, director of Hallmark's For America's Babies program; Jim Caccamo, Mid America Regional Council; Barbara Koirtyohann, Hallmark public affairs director, and Dana Hall, program administrator.

Regional Council but then director of Partnership for Children, shared how he came up with the idea with help from MAIC. He, Susan Kneeskern from MODHSS and Mike Parsons from KDHE presented the award.

**The Health Care Foundation of Greater Kansas City and REACH Healthcare Foundation** received the PAY IT FORWARD AWARD for ensuring that all females ages 9-26

within the service area had access to the HPV vaccine to prevent cervical cancer. Presenter Daryl Lynch, MD, head of Children's Mercy Hospitals & Clinics' Teen Clinic reviewed the history of vaccines and their impact on public health – and, as it relates to his work, the importance of the HPV vaccine. Presenter Judy Moore-Nichols told how the funding for this project allowed the KCMO Health Department to go beyond the initial



Above, L-R: Adriana Pecina, Health Care Foundation of Greater Kansas City; Carla Gibson, REACH Healthcare Foundation; Daryl Lynch, Children's Mercy Hospitals and Clinics, and Judy Moore-Nichols, KCMO Health Department.

IMMUNIZATION HEROES OF 2010

Continued from page 2  
 goal and make new partners and more outreach into their service area.

**Mike Parsons**, (below) of the Kansas Department of Health and Environment (KDHE) received the ABOVE AND BEYOND THE CALL OF DUTY AWARD for his National Infant Immunization Week (April 25-May 1) activities as he visited eight health departments across Kansas in one week's time. Lori Perkins of the JOCO and Melanie Vogts of the WYCO Health Departments told how Mike's presence (in a bee costume)



Above L - R: Melanie Vogts, WYCOHD, Mike Parsons, KDHE, and Lori Perkins, JOCO HD.

helped them educate children and parents about vaccines.

**Clay County Public Health Center** (below) received the BEST PRACTICE AWARD for implementing "Immunization Guidelines for Employees and Volunteers." Rhonda Luther and Rebecca White of the Missouri Department of Health and Senior Services (MODHSS) gave examples beyond the award basis to show additional work done by the Health Center.



Above - Ximena Somoza, and Gary Zaborac, director, Clay County Public Health Center.

**Johnson County (JOCO) Health Department** received the BEST PRACTICE AWARD for providing education to parents about the importance of vaccinating their children, and making them sign a waiver if they opt out. Maggi Pivovar and Julie Moise, whose lives have been impacted by vaccine preventable diseases (see Fall 2010 MCHC newsletter) presented the award.

**Judy Moore-Nichols**, KCMO Health Department, received the PARTNERSHIP AWARD from Deb Bumgardner, MAIC director, for her recognition of the importance each organization plays in the success of the other.

**Bridget Gilbreath** (right) received the GOING THE EXTRA MILE AWARD from MAIC co-chair Danielle Thornton of the WYCO Public Health Department for working to get children in the Unified School District #500 immunized before the start of school.

The 2010 SILVER SYRINGE CHALLENGE AWARDS went to **Lee's Summit Medical Center** for increasing overall influenza vaccinations among their employees by 117%, and to **Menorah Medical Center** for having 97% of their employees immunized against influenza in the 2009/10 flu season. MAIC co-chair Cindy Olson-Burgess of CMH, and Becky Smith of the Association of Professionals in Infection Control and Epidemiology presented the awards.

Special thanks to Deb Bumgardner, who named and made all the wonderful awards!



Danielle Thornton, Bridget Gilbreath of the Unified Government Health Department.

Watch for MAIC's new ad on KCATA buses around town:

WELCOME, FRIEDA TRESVAN

Ms. Frieda Tresvan was hired as MCHC's director of education and health promotion effective November 22, 2010. Ms. Tresvan's most recent position was program coordinator for seven continuing education health care programs at Penn Valley Community College. Prior to this position she was an assistant director at Park University. Frieda has experience with grant projects and has worked with MCHC's Healthy Start program staff and participants.

Congratulations, Frieda, and welcome to MCHC!



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



**Arif Ahmed, Ph.D.**  
 2010-2011 MCHC  
 Chairperson  
 "Fortes fortuna  
 adiuvat."

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**Frieda Tresvan**, Director of Education &  
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Dear Friends:

Happy Holidays! I want to take this opportunity to thank you for your support, encouragement, and contributions for yet another successful year for MCHC. A special vote of thanks to the dedicated and hardworking staff we are blessed with. With the leadership of a remarkable Board and diligence of the staff, MCHC held its own during these challenging economic times. I consider it a great privilege working with all of you. As we welcome the New Year, I am confident that we can count on your continued and steadfast support for all mother and child health issues.

A major legislative milestone in child health issues was the recent passage of the *Healthy, Hunger-Free Kids Act of 2010*, which reauthorizes the federal child nutrition programs. It was possible because of the strong, persistent advocacy by many organizations and individuals who care deeply about child health in the United States. This law is also consistent with one of our **two major legislative priorities for 2011: Childhood Obesity Prevention and Reduction**—we support policies or proposed legislation on the federal, state and local levels that positively impact the food and fitness environments of children and families in greater Kansas City. While this is great news, we are well aware that there are many other things to achieve in order to ensure optimal health for all children in greater Kansas City. On this note, I would also like to call everyone to action on all MCHC legislative priorities including the other primary legislative priority of **Infant Mortality Reduction and Prevention**.

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 Health Resources and Services Administration,  
 Department of Health and Human Services.



Lastly, I would like to request your continuous engagement in the public policy discourses as the landscape for funding, access, and delivery of health care evolves over the next few years. As enumerated in the mission statement of *Healthy People 2020*, we need to "[i]ncrease public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress."

Kindest regards,  
 Arif Ahmed, Ph.D.

**MCHC BOARD OF DIRECTORS**

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**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) 283-6242 ext. 239.