



Annual Report for Fiscal Year

April 1, 2011 – March 31, 2012

Mission

Every child deserves a healthy start; it is the best gift a community can give its children and itself. The Mother & Child Health Coalition works together with community partners and families to promote wellness and advocate excellence in health care.

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Mother & Child Health Coalition's (MCHC) vision is that every mother and child in greater Kansas City will be healthy. MCHC believes that healthy families make healthy communities.

During the past year, the MCHC board, staff and committees continued to work on activities related to the five priority initiatives for MCHC— infant mortality, childhood injury prevention, immunizations, childhood obesity, and breastfeeding. The board affirmed that MCHC should maintain a major focus in networking and advocacy, particularly related to education, public awareness, and resource sharing that will promote wellness for mothers, children and families. In order to better meet MCHC's increased focus on public awareness, as identified in the board's five-year strategic plan, a communications coordinator staff position was created. Numerous press releases and articles on MCHC activities and child health topics were sent to major Kansas City area media/publication outlets. MCHC is now on Face Book and Twitter and enhancements continue to the MCHC website. Several interviews with MCHC members and staff related to MCHC activities were conducted with local radio, newspaper and television media. The MCHC Community Resource Guides in English and Spanish were updated and distributed to local agencies and individuals.

With oversight from the MCHC Finance Committee, Executive Committee, and Board of Directors, the Coalition maintained a strong financial position this past fiscal year. Quarterly reports for key financial indicators were consistently positive. For every dollar of funding received, approximately 90% was used in programs and 10% for administrative and fundraising costs. Twenty-three grant/funding requests were submitted to public and private agencies/foundations with sixteen approved.

The Bylaws Committee devoted significant time in researching proposed revisions to the MCHC Bylaws. The board made revisions to the MCHC Code of Ethics and Conduct and purpose statement of the Ethics Committee. The MCHC Planning Committee and staff worked on developing logic models to help focus and guide the various programs and standing committees of the Coalition. Progress on activities is outlined in the committee and program reports.

A new Missouri Task Force on Prematurity and Infant Mortality was created in statute number 210.105.8 within the state's Children's Services Commission and is charged with seeking "evidence-based and cost-effective approaches to reduce Missouri's preterm birth and infant mortality rates." MCHC's executive director and Healthy Start director have joined the task force as ex-officio members. Goals of the task force include healthier babies, reducing premature birth rates, and saving state money. The task force will present its findings and recommendations to the Governor and General Assembly by December 31, 2013. MCHC continued to be represented on the Kansas Blue Ribbon Panel on Infant Mortality and continues to assist the Panel with starting up a Wyandotte County, Kansas Fetal Infant Mortality Review (FIMR) program and with the Statewide Infant Mortality Campaign to increase awareness about the seriousness of infant mortality as a public health issue in Kansas.

Health policy students from the University of Missouri-Kansas City selected to work with MCHC in developing issue briefs that have been utilized by MCHC committees. Topics included implementing policies to promote breastfeeding in the workplace, preventing poor nutrition and obesity in pregnancy, improving childhood immunization rates in Kansas and Missouri, improving the level of health literacy about prenatal care among Kansas City's youth and pregnant women, reducing health disparities in the metropolitan Kansas City area, and reducing infant mortality, particularly in the African American communities in Kansas and Missouri.

On behalf of the MCHC staff and Board of Directors, we want to thank all of our members, partners, and volunteers for your ongoing support of the Coalition and for the work that you do every day to keep mothers,

children, and families healthy. Your continued support, collaboration and innovative ideas are vital as we strive to see that every child in our community receives a healthy start.

Susan S. McLoughlin, MSN, RN, CPNP
Executive Director

Kansas City Healthy Start

Jean Craig, Ph.D.
Project Director

Kansas City Healthy Start (KCHS) is a bi-state, home-visitation program of Mother & Child Health Coalition that seeks to improve the health of pregnant women and infants while decreasing infant mortality and ethnic disparities. Through three subcontract sites located in Jackson County, Missouri and one subcontract site located in Wyandotte County, Kansas, KCHS serves both sides of the state line. Care coordination teams are located at Truman Medical Centers – Hospital Hill, and Children’s Mercy Hospitals and Clinics (CMH) in Missouri, and Project EAGLE in Kansas. These teams consist of a family advocate, family support worker and outreach worker.

The care coordination teams through Children’s Mercy Hospitals & Clinics (CMH) and Truman Medical Centers served a total of nine ZIP code areas in Jackson County, MO which include: 64106, 64108, 64109, 64110, 64124, 64126, 64127, 64128 and 64130. CMH has two teams, which provided services to both English-speaking and Spanish-speaking program participants. Project EAGLE provided services to six ZIP code areas in Wyandotte County, KS, which include: 66101, 66102, 66103, 66104, 66105 and 66106. Through a subcontract with Truman Medical Centers Behavioral Health, a Mental Health Family Advocate provided depression screening and counseling services for KCHS program participants.

Over 300 families were served in 2011. As KCHS focused on early prenatal care, transportation to medical appointments was provided, when needed, to assist participants. Monthly childbirth classes and home visits with the KCHS families were provided by the program’s clinical nurse family advocate (CNFA). Through the end of September 2011, the community mobilizer, with the Dedicated Dads program, conducted home visits with Healthy Start fathers and facilitated monthly “Real Talk” sessions in collaboration with the Gentlemen of the Roundtable organization where guest speakers helped to address issues of employability, child support, self-esteem, education, and role-modeling. The Director of Education and Health Promotion coordinated monthly trainings for KCHS care coordination teams and monthly trainings for the program’s participants. KCHS successfully completed Cycle III of the Interconception Care Learning Project. Through this project, a survey to assess self efficacy/self-esteem was administered and the results are being incorporated into participant trainings.

Kansas City Fetal Infant Mortality Review Program

Mary Jean Brown, MS, RNC
FIMR Coordinator

The Fetal Infant Mortality Review (FIMR) program was implemented seven years ago by MCHC to intensify the focus on reducing infant mortality and health care disparities in the community. The goal of the FIMR program is to enhance the health and well-being of women, infants and families by improving community resources and service delivery systems available to them. The FIMR program is an action-oriented process where cases are reviewed to determine the factors contributing to the fetal or infant death, trends are identified, and then recommendations for change are developed. By design, the FIMR program allows us to review detailed

accounts of each fetal and infant death in ten ZIP codes in Kansas City, Missouri. The current ZIP codes are: 64109, 64110, 64123, 64124, 64127, 64128, 64130, 64131, 64132 and 64134.

The Kansas City FIMR program is a two-tiered process. The Case Review Team (CRT) methodically analyzes individual cases in depth and makes recommendations for action. The Community Action Team (CAT) works with the CRT and translates the recommendations into relevant community action. The CAT responds to broad issues that are often politically complex and may require significant time and resources to implement change.

Since 2005, 129 cases have been reviewed by the CRT. Trends of health issues within the FIMR population have remained the same: obesity, addiction to alcohol, tobacco and/or drugs, late or no prenatal care and mothers with asthma. Based on recommendations from the CRT, the CAT is working to implement free pregnancy testing, enrollment into Medicaid and, once the client chooses a provider, ensuring that the first prenatal visit is scheduled. A survey of providers and cost for pregnancy testing has been done and recommendations are proposed to the Women's Infants' and Children's Committee of the Kansas City, Missouri Health Commission. This continues to be a work in progress.

Because of the number of infants that die due to unsafe sleep practices, the Safe Sleep Task Force (SSTF) was formed and members include representatives from the CRT, SIDS Resources, Child Fatality Review Panel, Black Health Care Coalition and the Crescent Clinic WIC program. Across the nation, 20% of newborns that died from SIDS or unsafe sleep were with the mother at the time. FIMR data shows the unsafe sleep deaths follow the same trend in Kansas City. The task force recognizes the need to educate those caring for newborns. One goal is to reach relatives and day care providers who are responsible for the baby while the mother is away.

Mid America Immunization Coalition

Regina A. Weir
MAIC Coordinator

Since 1993, the Mid America Immunization Coalition (MAIC) has made its presence known in the metropolitan area. MAIC's mission is to protect all of greater Kansas City's children, adolescents and adults against vaccine-preventable diseases. MAIC accomplishes this through collaboration, advocacy and education. Serving Clay, Platte, Jackson, Wyandotte and Johnson counties, Bee Wise Immunize is MAIC's flagship program, promoting immunizations through all health departments in those counties.

Over the past year, MAIC held a total of 14 immunization trainings, educating 354 attendees. Immunization promotion included an advertisement encouraging viewers to get the flu vaccine. Our Bee Wise Immunize ad in *The Kansas City Star* was expanded to include *The Call* and *Spanish Times* newspapers. We received a grant from the United States Department of Health and Human Services, Region VII, to focus on flu education in the African American and Hispanic communities. We are working with faith communities and neighborhood associations to spread the word regarding the importance of flu vaccines.

Flu ads were shown before the start of movies at the Northglenn and Eastglenn Dickenson Theaters.

A *Vaccines Work* ad is currently showing on the tail end of 10 Kansas City Area Transportation Authority buses, and is also currently running in *M* (the magazine for Kansas City moms). We are currently in the process of updating the School Nurse Workbook for Missouri and Kansas. Plans include expanding the workbook to include birth to six years of age as well as adolescents. The book will be available online so many things can be linked that are not currently a part of the workbook. Our target audience is school nurses, but the guide will be user-friendly to the parent volunteer as well as the professional nurse. Our goal is to ensure every

administrator of every public, charter and parochial school knows that this is a resource for their nurses and to have the book finished by the end of the summer, ready for the 2012-2013 school year.

As part of our MAIC Quarterly meetings we have asked area health departments to increase participation by sharing best practices. Many health departments have successful programs that could be replicated across the state. MAIC wants partners to share these practices in order to increase our childhood immunization rates. Attendance at MAIC meetings and sharing of our programs allows for increased opportunities for valuable collaboration, better access to resources, and an overall increase in vaccine knowledge and safety.

MAIC also gave testimony before the Kansas House Health and Human Services Committee, opposing Kansas HB 2094. The intent of this bill was to amend current legislation that offers religious and medical exemptions to also offer a conscientious (personal) objection to receiving vaccinations required for school-aged children. Passage of this bill would have resulted in many more vulnerable children and adults being exposed to dangerous vaccine-preventable diseases. This bill died in committee.

Safe Kids Metro KC

Regina A. Weir

Safe Kids Metro KC Coordinator

Since 2005, in partnership with members of numerous organizations that make safety a priority, Safe Kids Metro KC (SKMKC) has been a voice for child safety initiatives that encompass numerous injury areas. Providing direct service and supplies, SKMKC is both a resource and a tool for groups wanting to promote childhood safety. Safe Kids Metro KC works with community partners to prevent accidental injury and death to children ages 15 and under in Clay, Platte, Jackson and Wyandotte Counties by educating adults and children, creating safe environments, conducting research and advocating for effective laws.

Over the past year, 6 Child Passenger Safety events were held and 135 car seats were distributed to families that needed them. A total of 223 checks were completed on installed safety seats to ensure they were done properly. Major partners were the KCMO Police Department, Kansas City Head Start programs, and Buckle Up Our Future.

Two bike rodeos occurred, at which helmets were provided and adjusted to fit the children who attended. Other events included pedestrian and Halloween safety activities, health & safety fairs and back-to-school fairs. Child passenger safety trainings and updates were held as were a number of meetings related to childhood injury prevention. We coordinated the annual Child Safety Initiative Conference, held during April, which is nationally recognized as Child Abuse Prevention Month. The project coordinator, Regina Weir, became a Certified Child Passenger Safety Technician to be able to participate in "Buckle Up" and child seat safety checks. We are finishing our two programs with Safe Kids USA, the Safe Travel Grant and the FedEx grant. The Safe Travel Grant partners SK Metro KC with the Independence, Missouri Head Start Program to provide parent education on child passenger safety and a "Buckle-Up" event. The FedEx grant will provide infrastructure improvements to Della Lamb Elementary school. Della Lamb Elementary has the highest number of vehicle crashes in the Kansas City metropolitan area.

Safe Haven for Newborns Education Task Force

Purpose: This group is charged with increasing public knowledge of the Safe Haven law in Missouri and Kansas, and exploring various methods of outreach to the community. The following are some accomplishments.

- **Power Point:** A Power Point presentation was completed and is available on You Tube and the Mother & Child Health Coalition (www.mchc.net) website; it is also used as part of in-person training presentations.
- **Videos:** A Safe Haven PSA was recorded by KCPT and is available on YouTube. (Link is on Safe Haven page at http://mchc.net/programs/safe_havens.aspx.) Also, Nick Silverio, founder of Safe Haven in Florida and mentor for our Kansas City group, has given us the video he has produced for Florida middle and high schools, to use in KC metro area schools.
- **Presentations:** Approximately 16 presentations have been made to various committees and organizations. The Education Task Force is seeking more of these opportunities.
- **Media campaign:** The Safe Haven for Newborns campaign, “No One Ever Has to Abandon a Newborn,” was on 18 billboards, and interior cards on 120 Kansas City Area Transportation Authority buses for the month of April 2011, Child Abuse Prevention Month. The campaign was partially funded by a grant from DST Systems, Inc. Bus ads continued through August 2011, with 10 King (side) ads and 10 taillights. **Viewership** - Bus Cards: 480,440 riders for the month estimated. Billboards: 155,000 viewers estimated. 15 English and 3 Spanish billboards at 18 locations. Bus cards covered metro KCMO. Billboards covered a large area of KCMO and KCKS within KC Healthy Start ZIP codes.
- **Signs:** Permanent metal signs are up in most Safe Haven locations, including hospitals and police stations in Missouri, and hospitals, fire stations and health departments in Kansas. All Kansas health departments now display signs. Kansas City Missouri Fire Departments are still not displaying signs, though by law they are Safe Havens.
- **Display:** The Safe Haven table-top display was shown at three major conferences.
- **Posters/Pamphlets:** Posters are available in Somali, Arabic, English and Spanish. These are all available on the www.mchc.net website, and have been distributed widely by Safe Haven members, and are on display at many locations, including libraries, high schools, colleges, health departments and clinics. The flier is also displayed on the LCD display screens at Penn Valley Community College.
- **Partners:**
 - Information is on the KCMO Police Website at (<http://www.kcmo.org/police/Crime/SexCrimes/SafeHavensforNewborns/index.htm>)
 - Lee’s Summit police have indicated they will add information to their website.
 - Kansas City, Kansas libraries were asked to add a Safe Haven logo to the desktop of their computers.
 - “Taking it to the Pews” program on HIV is considering adding the Safe Haven flier with their materials.
 - Met with the Black Health Care Coalition and gave them the Safe Haven brochure, which they agreed to distribute to their churches.
 - Catholic Charities’ Refugee and Migrant Services department has agreed to distribute materials to refugees and include information on Safe Haven in their initial orientation.
- **Survey:** A survey to determine awareness of Safe Haven for Newborns was developed and distributed to over 160 area Safe Havens. The Task Force is now following up on the useful information obtained from the survey by providing materials and education to those 14 agencies who requested signs, pamphlets or training.
- **Training:** Discussing ideas for training hospital and other staff— Missouri Hospital Association, The University of Kansas Edwards Campus— Social Work Department, and the refugee offices of Don

Bosco Refugee Center and Jewish Vocational Services. Shared training information with AFL-CIO Community Services Information & Referral in St. Joseph, MO.

- **Social Media:** Messages and photos are posted regularly on Face Book and Twitter.
- **Interviews:**
 - KCMO Police Department interviewed Brooke Nelson, of Children's Mercy Hospitals and Clinics, shown on Kansas City's [Channel 2](#) on January 6th and repeated for a week at 8:00 a.m. and 5:00 p.m. daily. It is now available on YouTube.
 - Susan McLoughlin and Debby Howland were interviewed on March 8 at KCMO Radio (Cumulus Media) by reporter Tom Bamford, regarding Safe Haven and activities for April, Child Abuse Prevention Month. The interview aired in March and April.
 - Debby Howland was interviewed at KCMO Radio in March by Ray Read, re. The Child Abuse Roundtable and activities for Child Abuse Prevention Month.
 - Debby Howland and Susie Girten were interviewed for an article that appeared in the *St. Louis Post-Dispatch* on March 14. The links for all interviews are on the MCHC website at www.mchc.net.

Goals of the Safe Haven Coalition:

- 1) Push to change legislation to be the same in Kansas and Missouri, and allow for infants up to 45 days old to be safely handed over to Safe Haven site personnel. Missouri law currently stands at 5 days, while Kansas allows for 45 days.
- 2) Work on getting the KCMO Fire Department to display permanent Safe Haven signs.
- 3) Increase funding for public awareness projects.
- 4) Redesign sign: simplify: bigger graphic, less text. Must say, "...when staff are present." May add hospital logos.

KC Childhood Obesity Collaborative-Weighing In

Deborah Markenson, MS, RD, LD

Weighing In Director, Children's Mercy Hospitals and Clinics

Community collaboration to prevent and reduce childhood obesity made significant progress this last year, through the efforts of the KC Childhood Obesity Collaborative-Weighing In. The Weighing In Collaborative (WI) is the childhood obesity collaborative in Kansas City and is a partnership between Mother & Child Health Coalition (MCHC) and Children's Mercy Hospital and Clinics (CMH). Major accomplishments include:

- Strategic and action plans were updated and two leadership training sessions were offered to implement plans and advance our efforts.
- A community capacity inventory was completed that reviewed the current capacity in Jackson and Wyandotte Counties to address childhood obesity and inform future directions for Weighing In. A report on the results, *Childhood Obesity Prevention for the Greater Kansas City Area-Inventory of Community Capacity and Assets*, can be found on the Weighing In website www.kcweighingin.org.
- The Kansas City Collaborative for Healthy Weight was selected in the first round of 10 national teams chosen to accelerate progress toward community-wide healthy weight and health equity. Through supports made available from the National Initiative for Children's Healthcare Quality, the KC team has established a work plan to pilot strategies to increase the proportion of children, ages 2-5, at a healthy weight. Pilot efforts are focused in the inner KC area. Efforts will focus on protocol, practices, environments and policies to impact physical activity, healthy eating, and assessing and promoting healthy weight for the target population. The collaborative will work to implement integrated activities in the following settings: primary care, Head Start Centers, child care centers, and WIC agencies.

- Concerted effort was invested to identify a consistent set of messages that reinforce behaviors associated with healthy weight. The 5-4-3-2-1 message bundle was selected based on research and input from the community. These messages will be incorporated into a variety of materials and protocols and piloted over the next 6 months in the settings referenced above.
- Plans were launched by the Early Childhood Working Group to survey nutrition, feeding, and physical activity practices, policies and environments in child care settings this year. This information will allow the Working Group to identify priorities for action for this important setting.
- The Healthy Schools Committee is coordinating efforts to help leverage community capacity that supports schools. Funding to assess school wellness policies in the greater Kansas City area was awarded by the Health Care Foundation to Children's Mercy Hospitals and Clinics that supports the efforts of Weighing In and The University of Kansas Medical Center. The project started in January 2012 and is expected to be completed in the summer of 2012.
- Weighing In has contracted with the Midwest Center for Non-Profit Leadership to compile a systems map for a six-county Kansas City area. The consensus process will use a methodical approach to define the key functions and which agencies perform those functions. This process will result in a visual map and data base that organizes the agencies by type, services, functions, responsibilities, and resources. This map and database will support and facilitate future collaboration to implement those actions that will accelerate our progress in preventing and treating childhood obesity.

Adolescent Health Committee

Tracey Allen-Ehrhart, *Kansas City Free Health Clinic*

Bryan Love, *HealthCare USA*

Committee Co-chairpersons

The Adolescent Health Committee shall work to participate in and develop preventive activities that will improve the health and well-being of adolescents between the ages of 10 and 19 years by building community capacity to better address complex interrelated youth issues.

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 438
- Number of Adolescent Health Committee meetings held: 5
- The committee, in conjunction with MCHC staff, planned the January Quarterly meeting, the title for which was, "*What Will We Promise Our Youth for Their Future Success?*" and had the following presentations:
 - 5 Promises and 40 Assets = YC2: Youth Community Coalition
 - What are the 40 Developmental Assets for Youth?
 - A Zone for Developing our Most Precious Assets: Kids
 - Adolescents 2012
- Held educational committee meetings on the following topics:
 - The DOVE Center: Domestic Violence Education for Teenage Girls
 - Kansas City Public Library and Adolescents
 - Metropolitan Coalition for Responsible Sex Education
 - All Stars Project
 - Trends with HIV Infections Among Kansas City Youth
 - National HIV/AIDS Strategy for the United States
 - Trauma-Informed Care
- Promoted numerous community events related to youth throughout the metro area to the full Coalition
- Began the effort to create a Youth Collaborative for the Kansas City metropolitan area

Legislative Committee

Anna Lambertson, M.A., *Kansas Health Consumer Coalition*
Committee Chairperson

The committee shall participate in and develop legislative activities that will promote and improve maternal/child health care.

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 216
- The committee participated in a number of conference calls and attended meetings related to state and/or federal health issues:
 - Organizations hosting conference calls/meetings:
 - Communities Creating Opportunity
 - Kansas Action for Children
 - Kansas City Child Abuse Roundtable
 - Kansas Health Consumer Coalition
 - Missouri Budget Project
 - Missouri Health Advocacy Alliance
 - Partnership for Children
- MCHC became a member of the Missouri Children's Leadership Council.
- Took action in support of the Kansas Dental Project.
- Provided testimony to the Kansas legislature in support of vaccinations for children in Kansas, noting that Kansas needs to maintain the opt-out law and parents may not seek an exemption without first going to a medical doctor.
- Provided testimony to the Missouri legislature to extend the window of time when a parent may relinquish her/his child under the Safe Haven for Newborns law in Missouri. This is to make the time-frame consistent with Kansas (45 days).
- Partnered with the Breastfeeding Committee of the Coalition to plan a Human Resource Forum with the following presentations:
 - A Public Health Perspective
 - The Human Resource Ramifications of the Affordable Care Act's Requirements for Lactating Employees and the Family and Medical Leave Act
 - Policies and Practices: Their Effects on the Professional
 - Affordable Care Act and Health Insurance
- Convened the Annual Legislative Program of MCHC related to The Patient Protection and Affordable Care Act and maternal and child health updates
 - The committee recommended Legislative Priorities to the full Coalition, which were adopted at its Annual Legislative Meeting in October 2011.
 - Presentations included the following:
 - The Affordable Care Act and Its Impact on Children
 - The Effect of the Affordable Care Act on Families, Small Businesses, and Providers of Care
 - Child Health Issues in Missouri

Pregnancy, Infant and Child Health Committee

Cheryl Herzog-Arneill, MSW, *SIDS Resources, Inc.*

Committee Chairperson

The committee shall participate in and develop activities that will improve pregnancy outcomes for mothers and promote and improve infant and child health.

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 556
- Number of Pregnancy, Infant, and Child Health Committee meetings held: 8
- Along with MCHC staff, the committee planned the July Quarterly Meeting titled, “*Perinatal Health: How it Affects Mother and Baby*,” and had the following presentations:
 - Exercise Before, During, and After Pregnancy: Benefits for Mom and Baby
 - How Nutrition Affects Mother and Baby
 - Infant Stimulation
- Held educational committee meetings on the following topics:
 - Psychiatric Management of Depression in Pregnancy and Post-Partum: Weighing the Risks
 - Share – A – Fare
 - Baby Wearing
 - Safe Haven for Newborns
 - How to Recognize and Treat Abuse among Young Children and Infants
 - Birthright
 - HIV Family-Centered Case Management
 - SoundBeginnings Newborn Hearing Program
 - Advocates for Family Health

The committee also discussed possible collaborative activities for preventing childhood obesity and acts as the perinatal health working group of Kansas City’s Childhood Obesity Collaborative—Weighing In.

Breastfeeding Committee

(A Subcommittee of the Pregnancy, Infant, and Child Health Committee)

Mariah Chrans, *Community Advocate from Missouri*

Committee Chairperson

Major accomplishments this past fiscal year:

- Volunteer hours provided to MCHC: 183
- Number of Breastfeeding Committee meetings held: 9
- Partnered with the Legislative Committee of the Coalition to plan a Human Resource Forum (see above for details).
- Participated in several meetings of the Kansas and Missouri Breastfeeding Coalitions, Kansas City Community Breastfeeding Partners, United States Breastfeeding Committee, and other groups that promote breastfeeding.
- Continued to disseminate the Eat at Mom’s infant onesies and the related educational brochure.
- This committee serves as the breastfeeding working group of Kansas City’s Childhood Obesity Collaborative—Weighing In. In that capacity, committee members have sat in on meetings of the National Initiative for Children’s Healthcare Quality (NICHQ) to learn about Best Fed Beginnings, an

initiative in conjunction with the Centers for Disease Control and Prevention (CDC) and the United States Breastfeeding Committee (USBC) to promote hospital environments in the United States that not only are conducive to breastfeeding, but also allow for positive increases in other maternal and child health outcomes.

- The committee is also looking into child care/early childhood education centers and their policies and practices related to the support of breastfeeding infants and toddlers.
- Committee members are investigating how much and what type of research is available regarding breastfeeding duration rates.
- Supporting efforts of an African American woman from Kansas to begin an African American breastfeeding support group.
- Awarded Holt Tax, Inc. with a **Breastfeeding-Friendly Business Award** for 2011.
- Worked with the Kansas Breastfeeding Coalition to develop award criteria and protocol for breastfeeding-friendly businesses in conjunction with The Business Case for Breastfeeding, as well as the creation of a window cling for such businesses.

For additional information about activities and programs and to donate to Mother & Child Health Coalition, please visit the website at www.mchc.net or contact us at:

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Mother & Child Health Coalition is eligible to receive tax-deductible contributions.

