

Annual Report for Fiscal Year

April 1, 2015 - March 31, 2016



Mission

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.

2015 - 2016 Board of Directors

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Founder
Laura Scott Communications

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Community Advisory Board

MCHC Vision

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. Progress on these activities is described in the pages to follow. Over 2,500 hours of volunteer time contributed to enhancing program and operation activities.

MCHC's strategic plan focuses on networking and advocacy, particularly related to education, public awareness, and resource sharing. Numerous press releases and articles on MCHC activities and child health topics were sent to major Kansas City area media/publication outlets. Several interviews with MCHC members, program participants and staff related to MCHC activities were conducted with local radio, newspaper and television media. Thousands of MCHC Community Resource Guides were distributed to local agencies and individuals. The MCHC Website (mchc.net) was updated and made more user-friendly.

MCHC was represented on many groups, such as the Kansas Blue Ribbon Panel on Infant Mortality, Kansas Perinatal Quality Collaborative, March of Dimes, Kansas City Missouri Health Commission's Women, Infants, and Children's Health Committee, Healthy Communities Wyandotte, Weighing In Childhood Obesity Collaborative Steering Committee, Healthy KC Healthy Eating Action Team, Kansas Breastfeeding Coalition, Beans and Greens Advisory Board, Child Abuse Roundtable, Child Abuse Prevention Association, Child Abuse Month Planning Committee, Missouri Injury & Violence Prevention Advisory Committee, Missouri Coalition for Roadway Safety Occupant Protection, Safe Haven Coalition, Wyandotte County Early Childhood Interagency Coordinating Council, Kansas Dental Project Coalition, Kansas Medicaid Access Coalition, Children's Services Fund/Homelessness Task Force of Greater Kansas City, Kansas City Regional Home Visiting Collaborative, Missouri Advisory Committee for Childhood Immunizations, Show Me State Adult Immunization Coalition, North Kansas City Hospital MCHC Community Health Needs Assessment Planning Committee, Northland Mother & Child Health Partnership, Northland Coalition, Diversity Advisory Council for Health Equity, Mid America Head Start Health Advisory Committee, Mid America Regional Council's Bicycle & Pedestrian Advisory Committee and Destination Safe Leadership, Partners in Quality, Safe Kids Kansas, Safe Kids Johnson County, Latino Health for All Coalition, Healthy Families America Advisory Board, Mexican Consulate, Unified Government Public Health Department Family Planning Advisory Board, Missouri Health Advocacy Alliance, Missouri Infant Mortality Collaborative Improvement and Innovation Network (CoIIN), and Missouri Children's Leadership Council.

The Coalition maintained a strong financial position. Quarterly reports for key financial indicators were consistently positive. It was a challenging year with the new Healthy Start Initiative: Eliminating Disparities in Perinatal Health grant process, but MCHC was successful in receiving a \$4.9 million award for a new five year program.

The major grants awarded were from U.S. Department of Health and Human Services, Health Resources Services Administration's Maternal and Child Health Bureau (Healthy Start Program); Missouri Department of Health and Senior Services (Safe Kids program); United Way (Immunization and Safe Kids programs); W.J. Brace Charitable Trust (Fetal and Infant Mortality Review Program); and the Health Care Foundation of Greater Kansas City (Breastfeeding KC Project). Corporate and individual contributions along with memberships contributed to overall income. The board's priorities are to diversify funding and grow membership. The board established a Membership Quality Improvement Task Force to enhance the organizational and individual membership recruitment and retention practices of MCHC. The Task Force will make recommendations on membership benefits that will best meet the needs of current and potential members.

MCHC is celebrating its 30 year anniversary of serving mothers, children and families in Kansas City. Over the past three decades, the Coalition's efforts have helped change the lives of so many in our community. The Coalition has worked with partners across both Missouri and Kansas to tackle the major health and health care issues of our time such as teen pregnancy, infant mortality, immunizations, injury prevention, childhood obesity, breastfeeding, substance abuse, child abuse and ensuring access for all to quality health care.

Everyone involved with the Coalition deserves to be proud in the work we've accomplished so far. As we honor our past and acknowledge progress made, we also know there is much work to be done, particularly for the most vulnerable in our bi-state community. The gains that we've seen, while they are real, they are fragile, and they are not across the board for everyone. We must continue to be vigilant and envision how we can best achieve real collective impact to eliminate health disparities. We need to consider new ways to work together and with additional partners from all sectors of our community who have an interest in seeing that all mothers, children and families are healthy. Together we have a better chance of eliminating health disparities and ensure that all children have the opportunity of a healthy start in life.

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 Initiative

Jean Craig, Ph.D.
Project Director



At the beginning of this annual reporting year (2015), Mother & Child Health Coalition had been providing services through the Kansas City Healthy Start Initiative (KCHSI) since November 1, 2014 with a Healthy Start Initiative: Eliminating Disparities in Perinatal Health grant. This funding is provided through the Health Resources and Services Administration division of the Maternal and Child Health Bureau. KCHSI is operating on a 5-year grant cycle with allocations totaling \$4,890,000.00

The overall goal of KCHSI is the elimination of disparities in perinatal health throughout greater Kansas City. Five approaches are employed at two tiered levels to address this goal. At Level 1, the approaches focus on specific areas to serve pregnant and interconceptional women, their children (0-2 years of age) and fathers from 10 ZIP codes in Jackson County, MO and 6 ZIP codes in Wyandotte County, KS with poor birth outcomes. Participants are referred primarily by two sub-contracted Federally Qualified Health Centers (FQHCs): and Swope Health Services. At Level 2, the approaches focus on programmatic and systemic change to extend the support for women, young children, and families throughout the five-county greater Kansas City area. MCHC is collaborating to achieve collective impact to improve perinatal outcomes in the five-county metro area as a backbone organization by (a) building a perinatal health agenda, (b) instituting a shared measurement system, (c) fostering public awareness and dialogue, and (d) establishing a Community Action Network (CAN) of stakeholders. CAN subgroups address needs for training, peer support, referral, access to services, a voice in health policies, data for decision-making, and models of best practice. The data collection and reporting process continue to be provided by the program Evaluation team through a sub-contract with UMKC's Institute for Human Development. The development of data collection systems are in place at both FQHCs and continue to be updated to capture accurate program participant information efficiently.

Since program implementation, 6 Memoranda of Understanding (MOU) were developed with various agencies and organizations in the community. These MOU's are framed around the benchmark goals and the collective impact activities. One

new MOU was developed with The Family Conservancy for their Head Start Early Head Start program. MOUs are currently being drafted with United Services Community Action Agency to address the needs of pregnant teen, interconceptional teen and males and with the Urban Neighborhood Initiative for referring children of the families served by KCHSI to their Charter School.

By March 2015, 4 Community Health Workers (CHW) were hired at Samuel U. Rodgers Health Center (SURHC) and 4 at Swope Health Services (SHS) Healthy Start sites. Due to resignations, 1 Lead CHW position and 1 CHW position at SHS were made vacant in 2015. Both positions were filled with employees from within the health center. In February 2016 Janet Rhone, the Lead Community Health Worker at SURHC, tendered a resignation to accept a position at Truman Medical Center. Janet had been with the program for 15 years. Recruitment for this position is currently underway.

A new Education and Health Promotion Coordinator was hired in November 2015.

Sandy Lloyd has been assigned as the new project officer for this program in February 2016. Grantee Monthly Calls/Report meetings are scheduled monthly. These meetings review and discuss activities, successes, challenges of the project and the project officer provide federal updates.

For the first grant year (November 1, 2014 – October 31, 2015) the initial goal was to enroll 800 participants in the program. However, due to delayed program implementation activities, this project was authorized by the granter to reduce that goal by half and seek to enroll at least 400 participants. See Table 1 for enrollment details. This program exceeded the goal by 130%. There has been no infant deaths since enrollment began.

A total of 738 participants have been enrolled in the program as of March 31, 2016.

Donations continue to play a significant role with offsetting the KCHSI budget. As a Partner Agency (MCHC) in the HappyBottoms program, during 2015 KCHSI was provided 45,730 diapers with a retail value of \$11,433. These items were distributed to 251 children enrolled in the program. A total of \$3,000 was received from Home State Health Care to purchase Pack N' Plays (cribs). These items were distributed to families enrolled in the Healthy Start program and members of Home State Health Care. Through the efforts of staff, thousands of dollars' worth of items were received from Toys for Tots and Target. These items were distributed to over 100 KCHSI families at a holiday celebration held on December 17, 2015 at the Greg Klyce Community Center. Refreshments were provided through Missouri Care and Aetna Better Health of Missouri.

This project continues to focus on strategies that will optimize the activities, partnerships and collaborations necessary to assure the success of the program.



Mary Jean Brown, MS, RNA

FIMR Coordinator

The Fetal Infant Mortality Review (FIMR) program was implemented eleven 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. This CAT works within the Women, Infants and Children's Health Committee of the Kansas City Missouri Health Commission. The CAT responds to broad issues that are often politically complex and may require significant time and resources to implement change.

Accomplishments of the CRT and the CAT

Since 2005, 210 cases of fetal and infant deaths have been reviewed by the CRT. Trends of health issues within the FIMR population of women with a loss have remained the same—late or no prenatal care, obesity, addiction to alcohol, tobacco and/or drugs, and mothers with a history of asthma. The CAT chose to work on barriers to early prenatal care. The cost of a pregnancy test for proof of pregnancy was identified as a concern for pregnant women. A survey of providers and the cost of a pregnancy test was completed. A list was generated, including the provider's name, cost, if any, for the pregnancy test and then listed in the MCHC Resource Guide for distribution.

In 2015, based again on access to care issues, the CAT undertook a hard look at the backlog of Medicaid enrollees and the process for enrollment with the Medicaid Division of Missouri Department of Health and Senior Services (MODHSS)). Subsequently, a whitepaper was written and adopted in August 2015. One of the most interesting findings of the white paper was that there is no longer any need for proof of pregnancy to enroll in Medicaid. At the time of enrollment into Medicaid, it is now acceptable to self-attest the pregnancy, thus, eliminating the previously required proof of pregnancy documentation from a provider. This change was effective in January of 2014, under the Affordable Care Act. Work continues in the com-

mittee to ensure that all providers and Medicaid enrollment centers have this information. The MCHC Resource Guide has been updated to reflect the self-attestation piece for enrollment in Medicaid.

Again, citing issues with lack of or no prenatal care, a brochure “Are you ready to have your baby?” was developed by the CAT and disseminated to families of child bearing age in targeted Kansas City communities.

Safe Sleep Task Force

Infant deaths due to unsafe sleep practices are preventable. Unsafe sleep practices include putting the baby to sleep in a position other than on her/his back, co-sleeping with an adult or siblings in the same bed, sleeping on an adult bed, and having bedding, bumper pads and toys in the crib.

The National Back to Sleep campaign was started in the early 1990’s to emphasize the message that infants should be placed on their back to sleep. The program is now called Safe to Sleep. Since parents and caregivers began following this recommendation, the number of SIDS deaths has decreased by over 50 percent nationally. FIMR data from 2005-2015 reviewed 210 fetal and infant deaths in KCMO. Twenty infant deaths were caused by unsafe sleep conditions, plus 6 more deaths with associated with unsafe sleep. Although great progress has been made to lower the incidence of SIDS, in recent years other sleep-related infant deaths including suffocation, positional asphyxia and entrapment have increased. In Missouri, 75 infants died of sleep-related deaths (suffocation) (see The Missouri Child Fatality Review Program Annual Report for 2013).

Not all sleep-related infant deaths occur while the baby is in the care of the mother. Nationally, about 20% of unsafe sleep deaths occur when the baby is with a caregiver other than the mother. The Safe Sleep Task Force recognizes the need to educate those caring for the newborn in the mother’s absence (relatives, day care providers and occasional babysitters).

The Safe Sleep Task Force was established with the three agencies who review the death of newborns: FIMR case review team, Child Fatality Review Panel and SIDS Resources, Inc. The mission of the task force is to educate those caring for newborns in the principles of safe sleep. The target audience include relatives, child care providers and baby-sitters.

Education

A local hospital’s print advertisement for obstetrical staff had a picture depicting an unsafe sleep position of a newborn (asleep, prone position, on something soft). Efforts by the Safe Sleep Task Force resulted in the ad being with-drawn and a more appropriate newborn picture (upright, awake, no unsafe sleep objects displayed) used in the ad. Education on safe sleep practices were offered to the marketing department staff.

Crib Distribution

Through a grant from Kansas Department of Health and Environment (KDHE), a total of 107 cribs were dispersed to families in need, in Wyandotte County, May through September 2015. Partner agencies, with staff educated in the safe sleep principles, provided cribs from the KDHE grant to their clients.

Maternal Mortality Review

In May 2013, MCHC hosted a Town Hall Meeting at the University of Missouri Kansas City (UMKC) School of Medicine to discuss strategies and future direction to reduce pregnancy associated deaths in Missouri. The FIMR coordinator stays in contact with the Infant and Maternal Mortality Coordinator at MODHSS in Jefferson City. Currently, there is no representation from the northwest part of the state that participates in the maternal mortality board that reviews maternal deaths in Missouri.

Mid America Immunization Coalition

Regina A. Weir
MAIC Coordinator



Since 1992, 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.

Vaccines work. They are the most effective preventative medicine of the 21st century. In addition, they rank highest in the number of lives saved per cost. However, there have always been barriers that affect rates and make our society more vulnerable to the diseases they prevent. Lack of knowledge of the seriousness of the diseases and of the vaccine schedule, (especially shots for adolescents and adults), fear of pain from the shots, poor record-keeping as to what shots have been given, inadequate health insurance or access to health care, time, and transportation are long-time barriers. Recent anti-vaccine messages only serve to make Mid America Immunization Coalition's (MAIC) promotion of immunizations among the entire population of the metro area even more urgent, because if there is one thing we know, it is that vaccines work.

MAIC accomplishes its mission through collaboration, advocacy and education. Serving Clay, Platte, and Jackson counties in Missouri and Wyandotte and Johnson counties in Kansas.

MAIC Activities

- Bee Wise Immunize is MAIC's most well-known program, published in the KC Star monthly (pro bono) that serves both as a notice and a reminder to all parents of metro health department immunization clinic locations and times and to keep their children current on immunizations.
- Attended Missouri Health and Senior Services (MODHSS) Advisory Council on Childhood Immunization (ACCI) meetings representing the 21 health departments in Northwest District of Missouri.
- 2015 Annual Immunization Hero Awards presented to:
 - Legislative Award: Cathy Sullivan, Chief MODHSS Bureau of Immunization

- Advocacy Award: Teri Rathbun, polio survivor
- Silver Syringe Award: Children's Mercy Hospital
- Life Time Achievement Award: Dr. Edna Perez - Koury
- MAIC monitors the Kansas and Missouri State General Assemblies on all immunization issues
 - Testified on HB 846: This bill requires parental notification if a non-immunized child is in attendance at a child's preschool.
- Worked with Senator Gina Walsh over the past 2 years to pass SB 748 which went into effect in July, 2015.
 - SB748 – “Beginning in the 2015-2016 school year, each student attending a public institution of higher education who lives in on-campus housing must receive the meningococcal vaccine unless he or she has a medical or religious exemption. The Department of Higher Education must oversee, supervise, and enforce this requirement and may promulgate rules. The Department of Higher Education may consult with the Department of Health and Senior Services. This act contains a delayed effective date of July 1, 2015.”
- In January, 2014 MAIC explained and recommended to MODHSS, a rule change could be made to the school immunization requirement regarding the meningococcal vaccine for 6th graders with a booster at 16 years of age (ACIP recommendation). The final orders of rule-making for 19 CSR 20-28.010 and 19 CSR 20-28.040 (Immunization rules) were published in the September 1, 2015, in the Missouri Register. They were published in the Code of State Regulations September 30, 2015, and became effective October 30, 2015.
 - This rule change will be implemented at the beginning of the 2016 – 2017 school year and affect all 6th and 12th grade students in the State of Missouri.
- Article published in Our Health Matters “Why Childhood Vaccinations Matter.”
- Pfizer Pharmaceuticals awarded a grant of \$3,500 to MAIC for immunization advocacy.
- Held annual regional MAIC Symposium on November 13, 2016. Attendance (300) doubled over previous years. Attendees included participants from Indiana, Texas, Oklahoma, Nebraska and Iowa.
- Partnered with Walgreen's Pharmacy and HHS Region VII and held numerous Free Flu Clinics in KCK and KCMO providing a total of 3,000 free flu vaccinations. Targeted the under-insured and uninsured in MO and KS.

*In addition to providing immunizations to those with little or no insurance and little resources to get a flu vaccination, an objective of the flu clinics this past fall was to gather data from those who partake in the free services. There is not an abundance of information, specifically in the KC area, to answer why people do not receive their flu shots. To help address this issue, a survey was developed asking: “What prevents people from obtaining the flu shot?” Hopefully, the data obtained from these surveys will be valuable to MAIC clinics, as well as valuable to those like Walgreen's who hold many flu clinics throughout the year.”

HELP us create a healthier community! YOUR VOICE COUNTS!

Please circle, or fill in, the information that applies to you:

1. Age:

Under 20
20-29
30-39
40-49
50-59
59+

2. Race:

Asian
Black/African American
Hispanic
Native American
White/Caucasian

3. Gender:

Female
Male

4. Residential State:

Kansas
Missouri

5. Please check *any* or *all* that apply:

What keeps people you know from getting the flu shot?

- Cost
- Transportation
- No free time
- No flu shot clinics close to home/work
- Little knowledge about how to get a flu shot
- Uncertainty about flu shot effectiveness
- Religious beliefs
- Cultural beliefs

Other: _____

6. How'd you hear about this?

Flyer
Radio
Television
Online
Word of mouth

- Hosted MAIC quarterly meetings on topical/current immunization issues. Attendance doubled in 2015.
 - Topic: “Measles Outbreak Update and New ACIP Recommendations”
 - Topic: “Human and Economic Burden of Four Major Adult Vaccine-Preventable Diseases in KCMO and the 5 County Metro Area”
- Initiated First Annual National Immunization Awareness Month (NIAM) Campaign:
 - Calendar of (NIAM) community events was printed in the KC Star four times: two Sundays and two weekdays. Daily readership = 336,700 (673,400); Sunday readership = 542,700 (1.8 million). The online ad was up through the end of the month. Weekly page views for the online ad averaged about 5.7 million per week (22.8 million views).
- First annual National Immunization Awareness Month Kick-Off Event Walk and Rally.
- Attended, as a member, newly created CMH Infectious Disease Board.
- Kansas has the lowest HPV vaccination rate in the nation and Missouri is not far behind. MAIC initiated a meeting of diverse committed parties forming a collective group to discuss what each organization is doing around HPV to improve HPV rates in our area



#VaccinesWorkKC! Hashtag Tracking

- The Twitter hashtag tracking report indicated 145 tweets with 512,059 timeline deliveries, indicating 64 contributors with a reach of 152,873.

“Vaccines Work KC!” media coverage

- Item Date: Aug 3 2015 11:00AM CT
Source: KSHB Market: Kansas City, MO
KSHB Midday Play / Download
 - Item Date: Aug 3 2015 07:00AM CT
Source: KMCI Market: Kansas City, MO
KMCI 7 am Play / Download
 - Item Date: Aug 3 2015 05:00AM CT
Source: KSHB Market: Kansas
 - Item Date: Aug 2 2015 06:00AM CT
Source: KSHB Market: Kansas City, MO
KSHB 6 am Weekend Play / Download
 - Item Date: Jul 29 2015 12:00PM C
Source: WDAF Market: Kansas City, MO
WDAF Midday Play / Download
 - Item Date: Jul 28 2015 05:00PM CT
- Source: WDAF Market: Kansas City, MO
WDAF 5 pm Play / Download
- Many opportunities in metro for kids to get back-to-school shots
WDAF-TV 7.28.15
KANSAS CITY, Kan. — Health departments in the metro are offering many regular clinics
KSHB 5 am Play / Download
 - KCMO Kids to get back-to-school shots. Without those vaccinations, they risk not being allowed in school.
<http://fox4kc.com/2015/07/28/many-opportunities-in-metro-for-kids-to-get-back-to-school-shots/>
 - Dr. Edna Perez Curry Radio Interview, KCMO
Aug 2 2015

Safe Kids Metro KC

Regina A. Weir
Safe Kids Coordinator



Safe Kids Metro KC (SKMKC) is part of a national injury prevention network (Safe Kids Worldwide) whose mission is to prevent unintentional childhood injuries, the leading killer of children 19 and under. Formed in 2005, Safe Kids Metro KC's goal has been to stimulate changes in attitudes and behavior using injury prevention strategies that work in the real world. Our service area includes: Jackson, Clay, Platte counties in Missouri and Wyandotte County in Kansas; the program also works closely with safety and health professionals, educators, businesses and public policy-makers throughout Missouri and Kansas.

To categorize our efforts, we group injuries by the place they occur: in the home, in the car and on the road, and during sports and play:

Home	Cars and road	Sports and play
<ul style="list-style-type: none">• Button battery injury prevention• Falls prevention• Fire, burns and scalds prevention• Medication safety• Suffocation prevention and sleep safety• Toy safety• TV and furniture tip-overs prevention• Water safety	<ul style="list-style-type: none">• Pedestrian safety• In and around cars• Child passenger safety• Heatstroke awareness and prevention• Frontover and back-over prevention• Getting ready to drive• Distracted driving	<ul style="list-style-type: none">• Sports-related injuries, especially concussions• Bicycle, skateboard and other wheeled sports safety

- Safe Kids Worldwide awarded a \$500 grant to host International Walk to School Day (IWTSD) activities and education on October 8, 2015.
- Safe Kids Worldwide awarded a \$200 grant to host a 2015 Halloween pedestrian safety community event in October 2015
- SKMKC received approval from the Kansas Department of Health & Environment (KDHE) of a grant request of \$5,000 to continue safe sleep classes in Wyandotte County for 2016.

- Provided information to partners in the way of brochures and handouts, etc. at:
 - Research Medical Center Health Fair
 - Head Start Parent's University Meetings
 - Provided childcare trainings, regarding the new safe sleep law for Local Investment Commission (LINC)
 - Provided 150 helmets at the Mexican Consulate's Health & Safety Fair
 - Provided 75 helmets at the Wyandotte County Fair
- Other activities included:
 - Provided pedestrian and Halloween safety activities to schools
 - Participated in health & safety fairs and back-to-school fairs
 - Provided Child Passenger Safety Technician training classes in partnership with Children's Mercy Hospital & Drive Wisely Wyandotte
 - Coordinated the annual Child Safety Initiative Conference(CSI), held in April 2015, which is nationally recognized as Child Abuse Prevention Month
 - Participated in Safe Kids Kansas Safe Sleep Task Force meetings
 - Facilitated a car seat check-up event and Safe Sleep exhibit at Senator Kiki Curl's Health & Safety Fair at the "K,"
 - Checked 52 car seats and installed 52 new seats to participants.
 - Facilitated a car seat checkup event at Research Medical Center's Community Block Party
 - Checked 32 car seats and installed 35 car seats.
 - Safe Kids Metro KC held an annual event to Kick-off Heatstroke Prevention Month at Walgreen's at 39th & Broadway, KCMO. "Program spreads word to prevent children from dying in hot cars"
 - <http://www.kansascity.com/news/local/article25685170.html>
 - SKMKC presented the Safe Kid Worldwide "Badge of Honor" award to three individuals who rescued a child from a hot car.
 - SKMKC requested Missouri Department of Transportation (MoDOT), for the second year, place "Where's Baby" message on road signs throughout MO during the month of July. The "Where's Baby" message was displayed 164 different times for a total of 170,421 minutes (2,840 hours) on MoDOT's rural dynamic message signs along I-70, I-44, I-29, I-35, I-55, and US 60. The message showed up on 56 different





signs across the state. In addition, they also ran a companion message that said, “Don’t Leave Kids Alone in Cars.” This message was displayed 243 different times for a total of 261,227 minutes (4,354 hours).

- Expanded Safe Sleep Program in Wyandotte County, KS and KCMO.
To address sustainability of the Safe Sleep Project, two Safe Sleep “Train the Trainer” classes were held for partner agencies, conducted by SIDS, Resources. One hour education sessions conducted by Safe Sleep trained educator partners and Safe Kids Metro KC coordinator were held June – September with participants. Education topics included; SIDS/safe sleep information with examples from the National Institute of Health and the American Academy of Pediatrics.
- Collaborating partners for this project include:
 - Mother & Child Health Coalition
 - SIDS Resources of MO
 - KCKSD#500 Parents as Teachers
 - Wyandotte County Infant Toddler Services
 - Project Eagle/The Children’s Campus
 - Turner House
 - The Family Conservancy
 - El Centro, Inc.
 - The Kansas City Healthy Start Initiative
 - Front Porch Alliance, Inc.
 - Zero to Three
- Created a Safe Sleep Toolkit to monitor and track program and participants to expand and build upon our pilot Safe Sleep program in 2014. Numerous participants asked what other classes we offered, stating how much they learned and enjoyed the safe sleep classes. To address this need we added to our trainer evaluation a listing of topics that piqued the interests of the participants. This information will help us determine new classes to provide to address the needs of our families.
- Required our partner agencies to participate in safe sleep task force meetings which more than tripled the numbers of members that will have a collective impact on infant mortality in the KC Metro area due to safe sleep.
- Safe Kids Metro KC is now the backbone organization for collective impact regarding safe sleep in the Kansas City Metropolitan Area. United Way of Greater Kansas City now includes our program in their list of resources.
- Held Safe Kids Metro KC quarterly meetings addressing the following topics:
 - Bullying/Piggy-backed on KC Youth Collaborative Quarterly Meeting
 - E- Cigs issues and initiatives
 - Distracted driving

- Child Safety Initiative Conference (CSI)
- Attended Safe Kids Kansas Quarterly Meetings at KDHE and at the Missouri Department of Health & Senior Services (MODHSS) Safe Kids Missouri Quarterly Meetings.
- Participated in the Share the Road Safety Task Force a coalition of the Mid America Regional Council (MARC). As the numbers of bicyclists on our roads increase, the issue of bike safety becomes a more serious concern — both for bicyclists and drivers of motorized vehicles. Share the Road Safety Task Force works to increase awareness of roadway safety including bicycles safety and helmet use for adults and children.
- Invited to attend and participate in Missouri Coalition for Roadway Safety hosted by Missouri Department of Transportation (MoDOT). SKMKC's task is to increase teen driver seatbelt use.
- Piggy backed on the CDC's National Safety days for children's issues, kept web site seasonally updated on unintentional injury prevention strategies, and conducted trainings for childcare providers and grandparent caregivers on injury prevention
- Participated in Destination Safe Leadership meetings at Mid-America Regional Council. Destination Safe establishes the region's transportation safety priorities, coordinates regional safety planning and implements efforts that improve transportation system safety — decreasing roadway deaths and injuries. This program includes public information and education including pedestrian safety and child passenger safety.
- SKMKC monitors the Kansas and Missouri State General Assemblies on all preventable injury issues.
 - Testified on HB 707 - The bill requires all licensed child care facilities that provide care for children less than one year of age to implement and maintain a written safe sleep policy in accordance with the most recent safe sleep recommendations of the Academy of Pediatrics.



THIS IS A SAFE HAVEN
WHEN STAFF ARE PRESENT
FOR MORE INFORMATION
DIAL 2-1-1 OR (866) 320-5764



Purpose

Safe Havens provide a legal option to birth parents who are not ready to raise a child and feel their only option is to abandon the baby. Relinquishing the baby at a Safe Haven location ensures the baby is left in a safe place with those who can provide the immediate care needed for the baby's safety and well-being. People can't use this option if they don't know it's available. This group is charged with increasing public knowledge of the Safe Haven for Newborns laws in MO and KS, utilizing various methods of outreach to the community.

- **Power-point:** the Safe Haven Power Point presentation is continually updated and is available on the MCHC website (<http://mchc.net/programs/safe-haven-newborns/>); it is used as part of in-person training presentations.
- **Presentations:** Approximately 27 presentations have been made to various committees and organizations. A presentation for the nurse managers at Children's Mercy in December 2015 resulted in a \$6,000 grant from **Northpointe Family Center** for the program.
- **Media campaign:** These funds are being used for the April 2016 Child Abuse Prevention month public awareness campaign on Safe Haven: 14 billboards, 10 KC ATA bus ads and 17 new signs, mostly for a few hospitals, and police in Kansas, which was added in 2014.
- **Display:** The Safe Haven table-top display was shown at most MCHC meetings. Mosaic Life Care in St. Joseph, has asked to borrow the display for their event on April 30.
- **Signs:** Permanent metal signs are up in most Safe Haven locations, including the five pregnancy resource centers and maternity homes in the metro area. The goal this year is to complete distribution of signs for law enforcement stations on the Kansas side of the metro, as well as hospitals that don't have them yet.
- **MCHC staff** helped organize and participated in **Wear Blue Day** April 8 for Child Abuse Prevention month.
- **Collated community events** for Child Abuse Prevention month; submitted to KC Star for in-kind publication.
- **Susan McLoughlin** submitted a **letter to the editor** for Child Abuse Prevention month on Safe Haven.
- **Web training:** Our partner, Nick Silverio, founder and director of Florida Safe Haven, has created online training modules for both Missouri and Kansas.

These will be available soon and will be linked on the SH web page.

- **Social media:** Messages and photos are posted regularly on Face Book and Twitter. Most locations have submitted photos of their signs for our SH Face-book page. Please “Like” our page and “Comment” on posts and photos of Safe Haven signs being posted at Kansas Police Departments as well as other informational posts.
- **The Kansas Department for Children & Families** has added a Safe Haven message to the video feed that is shown in their offices lobby waiting areas across the state.
- **Publicity:** The links for all interviews are on the Safe Haven page on the MCHC website.
 - 4-2-2015 KSHB41 report on Safe Haven for Newborns
 - April - The FJC Foundation provided a \$5,000 grant to MCHC to create a Safe Haven for Newborns Public Service Announcement (PSA) for public television and radio (The Bridge) at KCPT. The PSA aired all during the month of April 2015 in recognition of National Child Abuse Prevention Month. Click on this YouTube link to view the Safe Haven PSA video: <https://www.youtube.com/watch?v=0kW7qiZSJjQ&feature=youtu.be>
- Worked with partners to promote **Safe Haven for Newborns Day** April 7, 2016. The proclamation, signed by KCMO Mayor Sly James, and KCK Mayor Mark Holland, was the first Safe Haven Day in MO or KS, and the first joint proclamation ever, between the two cities. TV coverage:
 - Fox 4
 - KCTV5
 - KMBC-Ch 9

Goals

- Complete training for Shawnee Police and Johnson County Sheriff’s departments. (requested)
- Working with Missouri law enforcement to add Safe Haven into their training course.
- Update the Missouri Safe Haven video that was created in 2012 to include new law information.
- New video project with KCKS public schools. (Debby Howland has met with the Wyandotte High School and this project is in progress at this time.)
- Get signs posted at the 3 stations in the South Platte fire district. (North of the river.)
 - Possibly providing signs, materials and education to the other 112 counties in MO. (Clay, Jackson and Platte so far.)
- Add sample policies for Kansas law enforcement to our resources on the web page.

Legislative/Advocacy Committee

Audrey Dunkel, JD

Kansas Hospital Association

Stephanie Seger, MSW, MA

Children's Mercy Hospitals and Clinics

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

Major accomplishments this past fiscal year:

- The committee participated in a number of conference calls or attended meetings related to local, state and/or federal health issues.
- Took action in support of the Kansas Dental Project, creating a registered dental practitioner (mid-level dental professional)
- Provided testimony for the following bills:
 - Missouri House Bill 458, regarding bullying in schools
 - Missouri House Bill 2566, regarding early learning
- Participated on the Kansas Blue Ribbon Panel on Infant Mortality and the Kansas Perinatal Quality Collaborative
- Tracked numerous pieces of legislation (not listed on this report) in Kansas, Missouri, and federally related to MCHC's legislative priorities
- The committee convened policy experts from various local and state organizations to discuss upcoming legislative sessions in both states, craft MCHC's 2016 Advocacy Priorities, and plan the 2015 Annual Legislative Program of MCHC
- Partnered with the Metro KC Youth Collaborative to hold an event with Missouri Representative Genise Montecillo, whose bill (HB 501) was signed into law and requires any public or charter school in the state that teaches sex-education or sexually transmitted diseases to also teach about sexual predators, including online predators.
- Worked in tandem with the Metro KC Youth Collaborative to bring in a Missouri lawmaker, Representative Stacey Newman, to discuss gun abuse prevention bills for the January Quarterly of MCHC.
- Worked with Mid America Immunization Coalition and Senator Gina Walsh over the past 2 years to pass SB 748 which went into effect in July, 2015.
- SB748 – “Beginning in the 2015-2016 school year, each student attending a public institution of higher education who lives in on-campus housing must receive the meningococcal vaccine unless he or she has a medical or religious exemption. The Department of Higher Education must oversee, supervise, and enforce this requirement and may promulgate rules. The Department of Higher

Education may consult with the Department of Health and Senior Services. This act contains a delayed effective date of July 1, 2015.”

- In January, 2014 MAIC explained and recommended to Missouri Dept. of Health & Senior Services, that a rule change could be made to the school immunization requirement regarding the Meningococcal vaccine for 6th graders with a booster at 16 years of age. (ACIP recommendation) The final orders of rule-making for 19 CSR 20-28.010 and 19 CSR 20-28.040 (Immunization rules) were published in the September 1, 2015, in the Missouri Register. They were published in the Code of State Regulations September 30, 2015, and will be effective October 30, 2015.
- Testified on HB 707 - The bill requires all licensed child care facilities that provide care for children less than one year of age to implement and maintain a written safe sleep policy in accordance with the most recent safe sleep recommendations of the Academy of Pediatrics.

Metro KC Breastfeeding Collaborative

Ximena Ilabaca-Somoza, MPH

Clay County Public Health Center

Karen Wambach, PhD, RN, IBCLC, FILCA

University of Kansas School of Nursing

The Metro KC Breastfeeding Collaborative promotes, recognizes, and advocates breastfeeding as the healthiest choice for moms, babies, and families.

Major accomplishments this past fiscal year:

- The Employer Support for Nursing Mothers Award continues to be provided to businesses that meet one of a three-tiered set of criteria—gold, silver, and bronze. Employers who meet the criteria will be added to the MCHC web site. Kansas employers will also be added to The Kansas Business Case for Breastfeeding web site, a program of the Kansas Breastfeeding Coalition. The award is based upon The Business Case for Breastfeeding, a national initiative by the U.S. Office on Women's Health. This award process is to assist the public and corporations to know what potential employers and peer businesses are doing well in relation to provisions for employees who are also breastfeeding mothers and how one employer may be able to learn from another.
 - The collaborative has worked with the Missouri and Kansas Breastfeeding Coalitions to maintain relationships with each entity and to promote consistent award criteria throughout both states.
 - The following businesses have received the award in the past fiscal year:
 - Gold Level Award Recipients
 - Platte County Community Center—South
 - Platte County High School
 - Platte City Middle School
 - Silver Level Award Recipients
 - Johnson County Community College
 - Bronze Level Award Recipients
 - Kauffman Foundation
- Through partnerships with the Missouri Breastfeeding Coalition, the Greater Kansas City Lactation Consultants Association, and the United Way of Greater Kansas City, the collaborative has updated its breastfeeding-specific resource guide for the Kansas City metro area, which is housed on the MCHC web site.
- MCHC completed the Breastfeeding KC project, thanks to funding from the Health Care Foundation of Greater Kansas City. The project evaluated 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.

- In collaboration with the Kansas Department of Health and Environment, Kansas Breastfeeding Coalition, and Sunflower Health Plan, the Metro KC Breastfeeding Collaborative held a continuing education meeting entitled, Breastfeeding 101.
- Thanks to the support of Priority Care Pediatrics, LLC, a pilot project has been completed, regarding the collection of breastfeeding data for infants at 2, 4, and 6 months of age.

Metro KC Youth Collaborative

Miguel Jaramillo

**Reece Commercial, A Berkshire
Hathaway Affiliate**

The Metro KC Youth Collaborative shall 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.

Mother & Child Health Coalition will create a youth collaborative for the greater Kansas City area that involves youth-serving organizations and other interested parties to address the needs of youth and foster an environment for structured networking, facilitating the connection of these interests and the sharing of relevant information

Major accomplishments this past fiscal year:

- The Metro KC Youth Collaborative has continued efforts to forge a collaborative from the many youth-serving organizations in the metropolitan Kansas City area. The meetings have focused on the 40 developmental assets of youth, as created by Search Institute, and the 5 promises of America's Promise. Search Institute is a national leader in research centering around the development of children and adolescents. The Search Institute's 40 developmental assets of youth form the basis for the 5 promises of America's Promise, a national organization started by General Colin Powell to mobilize communities to have a positive impact on children's lives. These aspects of youth developmental research and community action, in turn, create the fuel for how the Metro KC Youth Collaborative envisions its future activities enriching the existing efforts to assist youth.
- The meetings of the collaborative are held on a quarterly basis in various parts of the metro community and have provided excellent networking opportunities for attendees.
- Partnered with the MCHC Legislative Committee to hold an event with Missouri Representative Genise Montecillo, whose bill (HB 501) was signed into law and requires any public or charter school in the state that teaches sex-education or sexually transmitted diseases to also teach about sexual predators, including online predators.
- Worked in tandem with the MCHC Legislative Committee to bring in Missouri lawmaker, Representative Stacey Newman, to discuss gun abuse prevention bills.
- The collaborative worked with MCHC staff to plan the January Quarterly Meeting, focusing on gun violence, bullying and its impact upon violence at schools, and child abuse.

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

Major accomplishments this past fiscal year:

- Numerous networking and strategic planning sessions were held to identify goals for the committee, specifically around the areas of poverty and perinatal health.
- Held educational committee meetings on the following topics:
 - Perinatal health among the homeless
 - Nurse case management for OB high-risk patients
 - Adverse pregnancy outcomes in vulnerable communities
 - Funding Priorities of the Women's Foundation as they relate to women's health and poverty
 - How Early Childhood Education and Poverty Reduction Go Hand in Hand
 - From Emergency to Empowerment: Financial Education to Reduce Poverty
 - Children, Poverty, Violence, and Peace
- Partnered with the Legislative Committee on the issue of access to care and early learning, as pieces of the Annual Legislative Meeting of MCHC.

MCHC is a United Way Agency.



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

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