

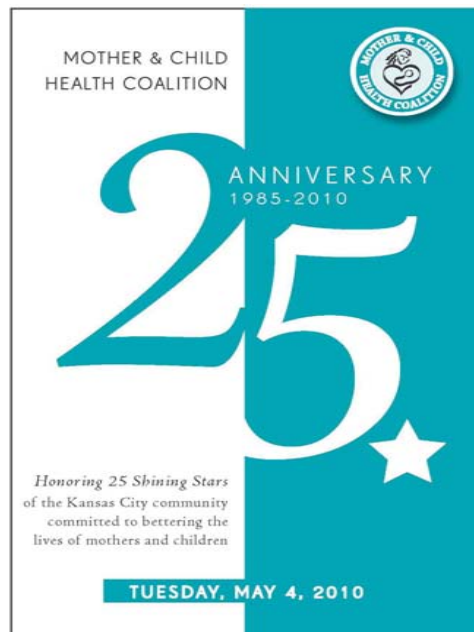


MOTHER & CHILD HEALTH COALITION

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 0 N E W S L E T T E R

2010 SHINING STARS AWARDS



Join us on Tuesday,
May 4, 2010

Westin Crown Center

Call (816) 283-6242
or visit our Website at
www.mchc.net

To commemorate the 25th anniversary of Mother & Child Health Coalition, the program will honor *25 of the Shining Stars* who were nominated for their extraordinary service to mothers and children in our community. If you know a dedicated individual who deserves to be recognized, please contact Anne Biswell at abiswell@mchc.net or (816) 283-6242, ext. 226, to request a nomination form. Nominations will be accepted until January 31.

For information on how to be a luncheon sponsor, please contact Susan McLoughlin at smcloughlin@mchc.net (816) 283-6242, ext. 253. To purchase luncheon tickets, please visit www.mchc.net.

Get ready to be inspired at our annual Celebrating Healthy Motherhood Luncheon on Tuesday, May 4, from 11:30 a.m. to 1 p.m. at the Westin Crown Center. This year's event will feature Jim "Mr. Stinky Feet" Cosgrove, a popular Kansas City-area children's singer who gives motivational speeches about the inspirational power of children.

With your help, Kids And Cars, Inc. could win \$1 MILLION

Help our friends Kids And Cars Inc. win \$1MM by voting for them from Jan. 15-22nd on Facebook at: <http://apps.facebook.com/chasecommunitygiving/> It's quick, it's easy, and best of all it's FREE!! Motor vehicle-related injury is

the leading cause of death for children and young adults. If one child's life is saved today because of your efforts; it is all so very worthwhile!

To learn more go to:
www.KidsAndCars.org

MCHC QUARTERLY MEETING

"Healthy Teens 2.0: Teens and Technology"

Friday, January 22, 2010
8:00 – 11:00 a.m.

Research Brookside Campus
6675 Holmes, KCMO 64131

Are you interested in learning about teen and parent legal responsibilities regarding the use of the Internet?

This and many other fascinating subjects will be presented by our speakers, which will include Rachel Johnston, National Center for Missing and Exploited Children, Ashlee Folsom, Kansas City Free Health Clinic, Loretta Summers, The Summers Group (Human Resources Consultants), and Erin Moore, a member of the Youth Advisory Council of the KC Free Health Clinic.

Children's Mercy Hospitals and Clinics has approved 2 AMA PRA Category 1 credit(s)TM for physicians and 2 contact hours of Nursing CE. Certificates of Attendance will be awarded to all non-nursing/physician participants. CME/CEs are free to MCHC members, and are \$25 for non-MCHC members. For more information, please contact Rita Muehlbach at (816) 283-6242 ext. 251 or rmuehlbach@mchc.net.

IMPORTANT: Members and guests, if you are planning to attend, please RSVP to Paul Cesare at (816) 283-6242 ext. 239 or pcesare@mchc.net so we can prepare appropriately.

MCHC MISSION: 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 to promote wellness and advocate excellence in health care for mothers, children and families.

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 for the following new and renewing members and partners for the period of October - December 2009.

SUSTAINER LEVEL:

Children's Mercy Hospitals and Clinics

Augusta Amadi, Dorothy Aust, Chris Beurman, Alice Criger, Melody Derks, Lisa Gabel, Kelly Goetz, Sheryl Kennard, Sydney Mackesty, Cindy Mense, Robin Neill, Kim Picker, Veronica Posey-Fallah, Denise Rector, Audrey Roberts and JoAnn Shay.

INDIVIDUAL MEMBERS:

We welcome and thank the following new and renewing individual members: Mary Ellen Baker, Mary Cecena, Betty Crooker, Diane Daldrup, Markesha Dozier, Lori Van Fleet, Kim Fletcher, Sandra Grantello,

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.

Maria Grimoldi, Cheri Hunt, Wendy Landes, Autumn Lechtenberger, Julie Leibold, Richard Magie, Linda May, William McEachen, Nicole Morrow, Norge Jerome, Deb Ohnoutka, Beverly Rush, Kathleen Sanchez, Katherine Smith, Mary Sweat and Gladesia Tolbert.

"Thank you SO much for helping me to be healthy!"



SAVE THE DATE
Tuesday, May 4, 2010
MCHC Annual Luncheon
"2010 Shining Star Awards"
 Westin Crown Center Hotel
 Call (816) 283-6242 ext. 253
 for information on sponsorship or go to www.mchc.net.

MID AMERICA IMMUNIZATION COALITION AWARDS HEROES



Left: Media Farm's Bill Honan, producer, and Lauren Barbour, the young actress who starred as P.J. in MAIC's "P.J. Gets Wise" video, are shown with their fabulous awards, which were made by MAIC director, Deb Bumgardner.

MAIC's December membership meetings recognizing immunization heroes are always a joy. This year's was no exception. Honorees included Unified Government Public Health Department (UGPHD) which was presented the "Best Practices Award" for preparation for H1N1 vaccine distribution. Ian's Rainbow Foundation, Inc. received the "Perseverance Award" for local and

national efforts in flu immunization promotion. Cindy Olson Burgess, R.N., with Children's Mercy Hospitals and Clinics / MAIC co-chair was awarded a "Silver Syringe Award" for leading MAIC's efforts to get health care workers immunized against influenza, and Rosie Howlett, R.N., of UGPHD received the "Lifetime Achievement Award" for her many valuable contributions to MAIC's

success and for her dedication in keeping residents of Wyandotte County healthy.

Even these awardees, however, will agree that the premier distribution of "IMMY" awards for the best 2009 immunization video was almost a gala event. Searchlights (well, flashlights), haute couture clothing (O.K. it was sunglasses and feather boas) and wild applause (this is true) for the video – MAIC's own *P.J. Gets Wise* – and the winners made for a memorable, once-only event. Media Farm's Bill Honan, and Lauren Barbour who played P.J. are shown in the photo (left) with their awards. The MAIC Steering and Symposium Committee members were also thanked for their efforts in 2009 by MAIC director, Deb Bumgardner, who created all of the awards. To learn more, contact Deb at (816) 283-6242 ext. 244 or dbumgardner@mchc.net.



KANSAS CITY HEALTHY START UPDATE

As we come to the close of another year, Kansas City Healthy Start (KCHS) and the Dedicated Dads program are grateful to have been allowed to touch so many lives of families in the community. We have also been deeply moved and motivated by these families who strive to make their lives, and their children's lives, healthier and safer with not much more than determination, resilience and love to keep them going. Today, the barriers and obstacles families face to provide their basic needs are proving to be a real challenge. We want



KCHS program participants celebrating together, and enjoying the spirit of sharing and giving at the annual holiday celebration.



to thank the KC Healthy Start and MCHC Coalition staffs, community, volunteers and all those who have worked with us and are committed to improving our community through the families we serve.

To learn more about Kansas City Healthy Start, or for information about the 2009 Impact Report, contact Dr. Jean Craig, KCHS program director at (816) 283-6242 ext. 225 or jcraig@mchc.

“Choose Smart” and “Eat Small” - Two Simple Slogans That Can Help Kids to Become Healthier in 2010!

This fall, Eat Small added the slogan, “Choose Smart” to their existing six slogans that have been around for the past three years. Mother & Child Health Coalition has added a new partner in efforts to combat the rise in childhood obesity: Radio Disney. Radio Disney leverages the Disney brand with on-site, on-air programming that engages local kids in physical activities. Radio Disney is an active partner with many local school districts in providing themed on-site events. With that in mind, MCHC is reaching out to two schools, and taking the Eat Small messaging into the schools, using school assemblies as a way to target more kids and educate them in an engaging way. The first school event was hosted by Radio Disney at Truman Elementary of Hickman Mills School District last fall, and the second was held December 17 at Choteau Elementary. The students participated in the Eat



Small presentation, and Eat Small materials were distributed to the kids. The students were also given a survey and log sheets to track their knowledge, retention and behavior changes. Additional follow-up surveys will be given mid-year and in the spring along with Eat Small posters for the school cafeterias. Over 500 kids, personnel, staff and administrators attended the Eat Small school events. In conjunction with the school events, there was an Eat Small

community event hosted by Radio Disney at the Kids Marathon held on October 17. There were over 1,100 kids, parents and community members who participated in the activities. Eat Small materials were also given out at the community event.

For more information about Eat Small, contact Yvonne Dorsey, program director, at (816) 283-6242 ext. 257 or ydorsey@mchc.net.

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

Holiday greetings to everyone! My goodness, I can hardly believe 2009 is coming to an end! The year went so quickly, but I look forward to 2010 and all that it will bring. I am grateful for each and every one of you who has supported Mother & Child Health Coalition this year. The work that the Coalition does would not be possible

*Pamela Smith, RN, BSN,
2009-2010 MCHC
Chairperson*



without you! I would like to take this opportunity to say THANK YOU to all of you, and THANK YOU to our wonderful staff that works so diligently to keep our programs up and running on an on-going basis. I am truly honored to be a part of such a vibrant, caring and essential organization! We feel so blessed that we have been able to maintain all of our programs in the midst of so much economic strife. My thoughts and prayers go out to those families and organizations that have not been so fortunate. As we go forward into the new year, I am hopeful that the worst is behind us and that we will begin to see unemployment go down. I am optimistic that Congress will finally get a healthcare bill, maybe not before the end of the year, but soon. I am hopeful that this will help uninsured families to obtain affordable, high-quality healthcare.

I wish everyone a glorious and peaceful holiday and look forward to your continued commitments with the new year!

MCHC BOARD OF DIRECTORS

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- Lou Edwards – Past Chair
- Arif Ahmed – Chair-Elect
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- William Pankey, Ernestine Persley,
- Wilajporn Rojjanasrirat,
- Janie Smith, Linda Steinke,
- Anna Terrell, Charron Townsend,
- Julie Wood.

MCHC OCTOBER QUARTERLY

At the 2009 Annual Legislative Program October 23, MCHC welcomed Kansas Insurance Commissioner Sandy Praeger as the keynote presenter, who provided an update on federal legislation pertaining to health care reform. Commissioner Praeger was joined by three other knowledgeable presenters: Suzanne Wikle, Kansas Action for Children, Jeremy LaFaver, Partnership for Children, and Amy Blouin, of The Missouri Budget Project.

They discussed children's health insurance in Kansas and how it may be affected by national legislation; various strategies for reaching out to the uninsured children in Missouri; and the state of the MO budget, including needed changes to enhance programs for children and families.

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This publication is funded by
Project #1 H49 MC01449
from the Maternal and Child Health Bureau
(Title V, Social Security Act),
Health Resources and Services Administration,
Department of Health and Human Services.

Upcoming dates:
4th Fridays of
each quarter:
1-22-10
4-23-10
7-23-10

Would your agency like
to display your materials
at one of our upcoming
Quarterly meetings?

Please contact Rita Muehlbach
at least 2 weeks prior to the
meeting date at
(816) 283-6242 ext. 251
or rmuehlbach@mchc.net.