A program of Mother & Child Health Coalition, the Kansas City Healthy Start (KCHS) Initiative is gearing up to implement a “new and improved” program in the Kansas City metro area. As one of 101 recently federally-funded programs, and having undergone extensive reformation, each Healthy Start program across the country will seek to decrease infant mortality with the overall goal of eliminating disparities in perinatal health in their communities.

In partnership with Samuel U. Rodgers Health Center and Swope Health Services, KCHS will offer systems of care to engage, case manage and connect pregnant women and women with children under the age of two and their families to resources that will be a long-term benefit for improving their health and well-being. This initiative will also strive to involve the dads, and/or significant other men, of the children enrolled in the program.

The focus areas for KCHS include six ZIP codes in Wyandotte County, KS (66101 thru 66106) and ten ZIP codes in Jackson County, MO (64106, 64109, 64110, 64111, 64112, 64126, 64127, 64128, 64130 and 64132.)

In an effort to ensure that our community is collectively addressing issues that positively impact the health and well-being of our families, the KCHS Initiative will also offer training and education venues to case managers, health care and other service providers, members of the communities, and medical home administrators.

We appreciate everyone who has supported KCHS over the last 17 years through volunteering, donations, and other forms of participation. We look forward to continuing these collaborations to assure that every child has a healthy start.

- Jean Craig, PhD  Program Director

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.

6400 Prospect Ave., Suite 216, KCMO 64132  (816) 283-6242 phone  (816) 283-0307 FAX  www.mchc.net

COMING EVENTS
Mark your calendars now for our upcoming events in 2015.

For details or to register, and for other scheduled meetings, go to www.mchc.net

Friday, Jan. 23, 8-11 a.m. - MCHC Quarterly Meeting
(Joint meeting with Safe Kids Metro KC and the Metro Kansas City Youth Collaborative)

Thursday, March 5 - Mid America Immunization Coalition Quarterly Meeting

Friday, April 17 - Child Safety Initiative (CSI) Conference

Friday, June 26 - MAIC Immunization Symposium

Spring 2015 - MCHC will celebrate 30 Years!
Watch for details of plans.

MCHC is a United Way Agency.
THANK YOU to our renewing members and WELCOME to two NEW Individual Members:

Brenda Bohaty, Erin Brower (NEW!), Mary Jean Brown, Bonnie Fairchild, Maureen Gregg, Ashley Hart, Norge Jerome, Cameron Lindsey, Michel Martin, Tawny Marrs, Susan McLoughlin, David Mundy, Mary O’Connor, Janet Padley (NEW!), Margo Quiriconi, Sally Riley, Wilaiporn Rojjanasrirat, Michelle Sanders, Katie Schatte, Barbara Wiman and Katherine Yunghans.

Organizational Memberships

Benefactor Level ($1,000):
Kansas University Hospital (R)
Amber Clark, Leigh Collins, Laurie Hay, Allison Malliacoat, Jaime Milanes, Amanda Meats, Debbie Pennington, Gail Schutz.

Donor Level ($250):
Project EAGLE (R) Leslie Warlen, Sara Weber
St. Joseph Medical Center (R) Dolores Sabia, Deb Ohnoutka

A WORD FROM THE CHAIR

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

As we are closing out 2014, we can take pride and be thankful for our Mother & Child Health Coalition partners! This year, we have faced challenges as never before and we are blessed to know that the year has ended and a new year is opening its doors to us. The vision of MCHC remains true to promoting health and safety of all (poverty, child abuse, and leadership and advocacy opportunities).

Strategies that incorporate the four E’s of education, enforcement, engineering and evaluation are recognized as fundamental in the plans of MCHC to realize the goals as noted above. The MCHC programs and our partnerships move us toward our goal of reducing infant mortality, assuring access to primary healthcare (Mid-America Immunization Coalition, Kansas City Healthy Start, Weighing in Collaborative, Breastfeeding Collaborative) reducing unintentional childhood injuries (Safe Kids Metro KC) and addressing issues such as teenage pregnancy and violence to enhance the health of adolescents ages 10-19 (Metro KC Youth Collaborative).

The Fetal and Infant Mortality Review (FIMR) process provides valuable guidance in identifying infants most at risk of not celebrating their 1st birthday. Data gathered from this process helps providers to prioritize limited resources and establish Safe to Sleep Programs to reduce barriers to safe sleep practices (Safe Sleep Education and Crib Distribution Program). Safe to Sleep programs can begin during pregnancy and at the bedside as nurses educate, role model and assess for barriers to a safe crib for the newborn prior to discharge. There is a need of resources to support local crib programs – providing a safe crib and sleeping environment is basic to reducing infant suffocation.

MCHC STAFF DIRECTORY

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I thank MCHC leadership and our members for the opportunity to work side by side with you and I look forward to the New Year as we renew our commitment to the children and their families. 2015 will be a most excellent year… celebrating a milestone… and working with you to celebrate! Happy New Year!

MCHC BOARD OF DIRECTORS

2014 - 2015
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**WINTER 2015 NEWSLETTER**

**PLAN NOW TO ATTEND THE JANUARY QUARTERLY MEETING**

“Bullying & Victimization During Adolescence”

The statistics are staggering. More than 13 million youth are bullied each year, according to the U.S. Department of Education. Nearly 160,000 kids stay home from school each day to avoid being bullied. Bullying has become such an important issue that it was included in the American Academy of Pediatrics (AAP) 2009 revision of its policy with regard to the role of the pediatrician in preventing youth violence.

Mother & Child Health Coalition and Children’s Mercy Hospitals Kansas City are joining together in sponsoring this event, and invite you to join our Community Discussion on Bullying & Victimization During Adolescence on Friday, January 23, 2015 from 8:00 a.m. - 11:00 a.m. The meeting will be held at the Overland Park Marriott, 10800 Metcalf Ave., Overland Park, Kansas 66210.

As this will be a JOINT meeting of MCHC and Safe Kids Metro KC, as well as the Kansas City Youth Collaborative, members of all three groups are invited to participate. Note that there will not be separate Quarterly meetings of either Safe Kids or the Youth Collaborative this quarter.

Bullying is an issue that affects everyone, and all community members have important roles to play in addressing and preventing it. We urge you to attend this important discussion to share your expertise and be a part of shaping a call-to-action for the Kansas City metropolitan area. We need all your voices! For more information, and to register, go to www.mchc.net.

Would your agency like to display your materials at one of our upcoming Quarterly meetings? Please contact the office at least 2 weeks prior to the meeting date at (816) 283-MCHC (6242) ext. 251

**SAFE SLEEP TASK FORCE PROVIDING COMMUNITY EDUCATION**

In 2013, almost 70 babies died from unsafe sleep conditions in the state of Missouri alone, according to the Missouri Department of Health and Human Services. Mother & Child Health Coalition (MCHC) is addressing this through a variety of activities.

Mary Jean Brown, MS, RN, MCHC FIMR coordinator led classes at Samuel U. Rodgers Health Center, where she taught participants about safe sleep practices, such as always putting the baby to sleep on their back, and having nothing in the crib or bassinet except a mattress and tight-fitting sheet. Kansas City Healthy Start, a program of MCHC, provided over 40 participants with a free Pack-n-Play and instructions on its proper use. They also received “This Side Up” baby onesies and other safe sleep materials from MODHSS and the National Institutes of Health. KSHB Channel 41 TV provided media coverage, interviewing Mary Jean for a piece that aired on the evening news on November 5: http://www.kshb.com/lifestyle/family/keeping-infants-safe-by-teaching-safe-sleep-methods

The Safe Sleep Task Force has been working with Babies-R-Us, hosting free safe sleep clinics at three locations in the metro area: Independence, North Kansas City and Overland Park, KS. For more information on these classes, contact the Babies-R-Us near you.

Safe Kids Metro KC received a grant from the Kansas Department of Health in 2014 to provide 60 cribs and safe sleep clinics at multiple sites in Wyandotte County. A new grant for 2015 has now been awarded, doubling the amount that will be available this year.

MCHC staff assisted in organizing a conference held by the United Methodist Women’s Group on Dec. 13 and hosted at St. James Methodist Church highlighting ways to decrease infant mortality. The MCHC executive director and SIDS Resources Inc. participated on the panel discussion. This event allowed for very valuable networking opportunities with the community and faith based leaders that has the potential to allow further opportunities to advertise the safe sleep message within other local churches.

Everyone can help more families avoid the tragedy of losing a baby because of unsafe sleep, by sharing the message of the ABCs of safe sleep:

**Alone, on their Back, in a Crib.**

Have you seen our new website??

Take a look at www.mchc.net and let us know what you think!

APRIL is child abuse prevention month. The CAP Month Planning Committee will once again be submitting information about activities to the Kansas City Star for publication in a special calendar of events at the end of March. Send information about your April child abuse prevention activities to Katie.Flora@dcf.ks.gov
Walt Disney is quoted as saying “If you can dream it, you can do it.” Truman Medical Center Hospital Hill’s dream came true on October 14, 2014 when we were officially designated as the 208th hospital in the United States to become Baby Friendly. We had a committed core team (picture below) who each made invaluable and unique contributions to the project. Without their efforts, the designation would not have been accomplished.

Baby Friendly embraces “Ten Steps to Successful Breastfeeding.” I would like to suggest “7 Tips to Help Navigate the Baby Friendly Journey”:

1) Obtain support from senior administration leadership willing to take an active role in “casting the vision” to hospital personnel. This is a culture change that affects the entire hospital.

2) Physician champions, both pediatric and obstetric, are crucial; they must be willing to leave the “olden days” for “better ways.”

3) Complete the Baby Friendly Self-Appraisal Tool, establish a time-line, and go for the “low hanging fruit” first. It will get your momentum moving in the right direction.

4) Utilize a change model that allows for “small tests of change” such as the PDSA (Plan, Do, Study, Act model) – and engage your staff in the change process.

5) Be resourceful. Seek ideas and suggestions from other hospitals. It isn’t always necessary to reinvent the wheel.

6) Connect with departments within your hospital such as Public Relations, Information Technology, Interpreter Services, Purchasing, and Charitable Foundations. Individuals in these areas played a critical role in our hospital’s success story.

7) Communicate, everything from measurement data, notifications of practice changes, and kudos to staff. It is important to CELEBRATE even small successes. Praise is powerful!

This accomplishment was a journey that required persistence, determination and courage. It would be misleading if I said the road was easy; we faced many challenges along the way, but persevering made our success even sweeter.

- Submitted by Beth Sevart, Lactation Consultant at Truman Medical Center.

MAIC Presents Annual Immunization Hero Awards for 2014

Mid America Immunization (MAIC) a program of Mother & Child Health Coalition, works to ensure that all of greater Kansas City’s children, adolescents and adults will be protected against vaccine-preventable diseases. On December 4, MAIC hosted its 14th Annual Immunization Heroes Awards program to recognize contributions of our valuable community partners.

The Keynote speaker was William L. Atkinson, MD, MPH, associate director for immunization education at the Immunization Action Coalition in Saint Paul, Minn. Dr. Atkinson is retired from the CDC where he worked on the development and publication of the childhood and adolescent immunization schedules. For a copy of Dr. Atkinson’s excellent presentation, “What’s New in Immunizations” please visit the website at www.mchc.net.

Congratulations to all and thanks for your commitment to our community:

Legislative Award - Gina Walsh, MO Senate, District 13 for sponsoring legislation to protect college students from meningitis, a highly contagious and sometimes crippling or fatal disease most often affecting young adults.

Advocacy Award - Andy Marso, meningitis survivor and advocate, for his advocacy in the passage of SB716, the collegiate meningococcal bill, in 2014.

Corporate Responsibility Award - Hilton Garden Inn Kansas City, KS, for commitment to the health of our community.

Excellence in Community Service and Social Responsibility - Mexican Consulate of Kansas City, for commitment to the health of our community.

Corporate Social Responsibility in Media Award - KC Hispanic News, for commitment to the health of our community and FOX 4 News (WDAF-TV) for continuous coverage of issues surrounding vaccine preventable illnesses.

Left: The 2014 MAIC Immunization Hero Awards presented December 4, 2014 to deserving individuals and organizations, for doing their part to help protect Kansas Citians from vaccine-preventable diseases.