



Maternal, Child and Family Health Coalition

2011 Annual Report

*The **Maternal, Child and Family Health Coalition** increases healthy births, promotes healthy families and builds healthy communities. The MCFHC accomplishes its mission and goals through creating a community agenda for improving MCH, coordinating strategic action, educating professionals and the public, leveraging pooled resources, and promoting systemic change.*

Annual Awards Dinner for MCH Leaders Inspire



The MCFHC celebrated six outstanding leaders for mothers and babies at the 2011 ***Standing Up for Mothers and Babies Awards Dinner***. Award recipients included the PNC Foundation for making a major commitment to young children and increasing parenting skills through their Grow Up Great Initiative; Lillie Dale as a community champion; Dr. Melissa Jonson-Reid for her work at the Center for Violence and Injury Prevention; Dr. Kathleen Rice Simpson for dedicating her life's work to the science of improving care for pregnant women and their babies; Rebekah Hassler for her contributions as a nurse practitioner; and Ms. Romi Pierce as an emerging leader.



2011 Programs & Accomplishments

- 575,000 impacted by radio, billboards, bus shelter signs
- 14,125 received literature
- 2,658 received community education
- 495 providers received education and training
- 137 expectant and new parents attended Healthy Start classes
- 145 families served through Healthy Start

Priorities

- Women's health and health care before, during and beyond pregnancy
- Maternal mental health
- Healthy and sustainable homes
- Building maternal and child health capacity

Healthy Mothers and Babies Programs:



Healthy Start: St. Louis Healthy Start is a federally and locally funded initiative to reduce racial disparity in infant death in at-risk families by promoting prenatal care and coordinating system level changes. Through this program, over 3,000 home visits are provided each year to 145 families living in high risk neighborhoods. A recent study of Healthy Start

participants found that women in the program have fewer lower-birth weight and premature babies when compared with similar women not enrolled in the program. In 2011, St. Louis Healthy Start launched the Making Change Happen Leadership Academy where Healthy Start program participants receive training, inspirational or educational presentations, as well as experiential learning needed to participate in and lead community action.

Fetal Infant Mortality Review (FIMR): FIMR, a component of Healthy Start, examines the social, economic, cultural, safety and health system factors associated with fetal and infant deaths through case review. FIMR findings are used to develop interventions that improve access to quality care and services. Examples of current recommendations include investing in weight management strategies for women of childbearing age, eliminating gaps in grief support and interconception care after a loss, and promoting safe sleep for infants.



Prenatal and Infant Wellness Collaborative: This partnership reduces infant death and low birth weight births by increasing early and regular prenatal care. In 2011, the Collaborative launched a coordinated, comprehensive outreach and education campaign in the 27th Ward of the City of St. Louis, the TRIUMPH campaign.

TRIUMPH

FOR BABIES. FOR YOU. FOR LIFE.

Maternal Mental Health: Improving maternal mental health was identified as a Mapping a Course priority in 2009 and in 2010 an expert planning group developed an agenda with three strategies for action. As a result, in November of 2011 the St. Louis Mental Health Board announced it will co-invest with the MCFHC to fund the implementation of this agenda.

Perinatal Substance Abuse Prevention Committee: This committee is developing tools and training to identify and treat substance using women early in pregnancy. In September 2011, their annual symposium explored the challenges, best practices and future direction in addressing the needs of this special population through a multi-disciplinary panel of experts.



Partnership for Preconception Health: The health of women before pregnancy is a leading contributor to our area's high infant mortality rate and the racial and ethnic disparities in poor birth outcomes. In 2011, the Partnership published a comprehensive needs assessment of current preconception health and recommendations to improve preconception health in St. Louis. This assessment serves as a strategic plan for community action.



Healthy Families and Communities Programs:



Gateway Immunization Coalition (IC): This partnership protects children, adolescents and adults against vaccine preventable diseases and provides updated immunization information to health care professionals. The Coalition is proud to help provide more than 100,000 immunizations to area residents through its partners. The GIC provides outreach and education targeted to adolescents, parents, schools, and child care providers to increase the rate of vaccination in our region. The Flu Task Force coordinates flu vaccine promotion and education and operates a flu information line every year.

In April 2011, the Gateway Immunization Coalition (GIC) with funding from St. Louis County Health Department launched its “Kids that Rock” Campaign to combat the low childhood immunization rates in our region. As parents registered their children for this photo contest campaign with The Point, 105.7, they received information on the importance of immunizing their children against childhood diseases especially flu and pertussis.

Healthy and Sustainable Homes: Formed in 2009 as a result of the Mapping a Course priority to address the poor quality of housing contributing to health problems. The planning group will protect more children and families from harmful exposures by eliminating health risks associated with housing. MCFHC is in a support role to 3 lead agencies and is assisting in developing materials, designing and implementing focus groups and field testing tools.

Quarterly Coalition Series: The Maternal, Child and Family Health Coalition introduced a new Quarterly Coalition Series for 2011: Gaining Ground in an Environment of Scarcity. The past few years have been tough economic times not only for non-profit organizations but for the communities our Coalition members serve. That is why the MCFHC turned the focus of our Quarterly Coalition Meetings towards how we can work together collaboratively and build our strengths collectively to keep gaining ground in the field of Maternal, Child Health.



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**as of 12/31/2011*

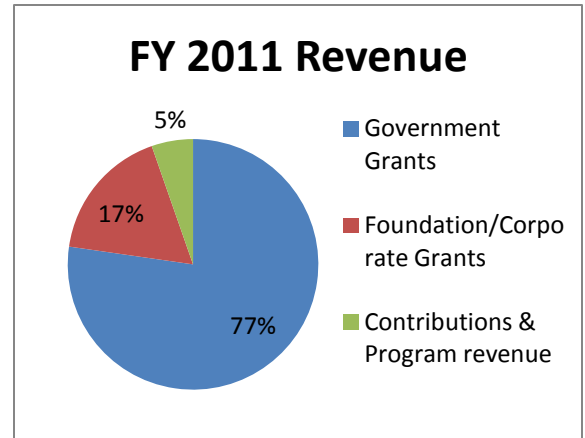


2011 Financial Snapshot

FY 2011 Revenue Sources

Government Grants	\$924,375	77%
Foundation/Corporate Grants	207,955	17%
Contributions & Program revenue	63,982	5%

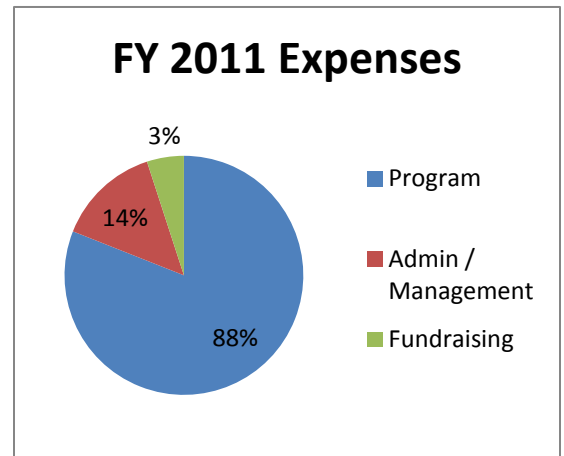
Total **\$1,196,312** **100%**



FY 2010 Expenses

Program	\$978,097	88%
Admin / Management	99,980	9%
Fundraising	34,883	3%

Total **\$1,112,960** **100%**



Audited financial statements are available upon request.

