Maternal, Child and Family Health Coalition

2007 Annual Report

Achieving Collectively What No One Organization Can Achieve Alone
A healthy community starts with healthy mothers and babies. The Maternal, Child and Family Health Coalition brings together parents and professionals to improve the health of women, children and families.

2007 Programs & Accomplishments

The goals of the Maternal, Child and Family Health Coalition are to:
- decrease infant deaths
- increase health access for at-risk mothers and children
- increase vaccination rates
- decrease disparate health outcomes

Healthy Start: St. Louis Healthy Start is a federally 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 100 families living in 63113, 63120 and 63136.

- To date, 94% of program participants are African American, and 75% are under age 24. Ninety-five percent also have an established medical home.
- Through 2007, the project recruited, engaged and educated 143 at-risk pregnant women in monthly Healthy Start prenatal classes. Of these, 93% indicated that they learned new information about how to have a healthier baby.
- Reduced low birth weight births among participants from 13% in 2004 to 9% in 2008 (surpassing the goal of 10% by 5/31/09).
- 91% of 1 year-old program participants received the full schedule of age appropriate immunizations.

Participants at a Healthy Start Town Hall meeting

Healthy Start participants attended Child Advocacy Day
**Fetal Infant Mortality Review (FIMR):** FIMR identifies and addresses the risk factors that lead to infant deaths and gaps in the systems of care that could prevent future deaths.

- Helped encourage safe sleep for infants through the Safe Sleep Initiative. Fifteen provider trainings were conducted in partnership with SIDS Resources. 20 simulated safe sleep displays were placed in community clinics and physician offices.
- Helped pregnant women stop smoking by enlisting, training and preparing professionals to incorporate tobacco screening and cessation counseling into their practice. 30 days following the training, 67% of participants were using the screening and counseling techniques.

**St. Louis 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 Adolescent Immunization Outreach program developed a teen-created education tool and website (**www.startwithfour.org**) about four important vaccines. Testing by 450 teens demonstrated its appeal and effectiveness.
- The IC launched a Flu Task Force to expand efforts to protect children and adults from the flu. The flu information line was enhanced with automated features.

**Mapping a Course:** Mapping a Course identifies the top community priorities for maternal and child health (MCH) and creates a roadmap for collective action, program and policy development, and advocacy. This effort, which is critical in an area known for its fragmentation, is a means to convene community members and providers and improve coordination.

- Over 200 parents and professionals came forward to identify the top issues affecting the health of children and their families through Mapping a Course.
- Top priorities are poverty, access to health insurance, healthy environments, and mental health.
Maternal and Child Health (MCH) Education: The MCFHC provides education to build core competencies in MCH, such as cultural competence, and improve quality of care. Education programs convene the MCH community for networking and improving coordination.

- 60 providers learned how to increase prenatal education and health literacy through the use of Baby Basics. Following the training 74% applied new ideas and skills in their practice and 53% began using the Baby Basics book and planner with their clients.
- 75 health and social service professionals attended the 2007 State of MCH Forum to learn about the proposed changes to the Missouri Medicaid program.

Member Organizations and Individuals

**Organizations**
American Academy of Pediatrics – MO Chapter
ARCHS
Barnes Jewish Hospital
Behavioral Health Response
Center for Hearing and Speech
Child Day Care Association
Citizens for Missouri’s Children
Contemporary Living Options
Deaconess Foundation
Eastern MO AHEC
Family Care Health Centers
Family Support Network
Grace Hill Neighborhood Health Centers
Harmony Health Care
HealthCare USA
Incarnate Word Foundation
Lemay Child and Family Center
Lift Missouri
Lutheran Family and Children’s Services
March of Dimes
MedImmune, Inc.

Mental Health Board
Mercy Health Plans
Nurses For Newborns Foundation
Planned Parenthood
RegionWise
SSM Healthcare – St. Mary’s Health Center
SSM Cardinal Glennon Children’s Medical Center
& Missouri Regional Poison Center
St. Louis ARC
St. Louis Children’s Hospital
St. Louis City Health Department
St. Louis County Health Department
St. Louis Crisis Nursery
St. Louis Empowerment Zone
St. Louis Public Schools
St. Louis Regional Health Commission
SLU Department of Pediatrics
SLU School of Public Health
Vision for Children at Risk
Women’s Safe House
Membership in the MCFHC increased **47%** to **75 members in 2007**.

Members represent state and local public health agencies, health centers, hospitals, community and social service agencies, advocacy organizations, coalitions, funders and academic institutions.

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**2007 Board of Directors**

Mr. William Dotson  
City of St. Louis Department of Health

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Mercy Health Plans

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St. Louis Immunization Coalition

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Behavioral Health Response

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HealthCare USA

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Fleishman Hillard

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Grace Hill Neighborhood Health Centers

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Consultant

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St. Louis Diabetes Coalition

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St. Louis University

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St. Louis County Department of Health

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Greensfelder, Hemker and Gale PC

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Community Advocate

Ms. Brooke Sehy  
St. Louis Integrated Health Network

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SSM St. Mary’s Health Center

Ms. Corinne Walentik, MD, MPH  
SSM Cardinal Glennon Children’s Hospital / St. Louis University

Ms. Judy Wilson Griffin  
SSM St. Mary’s Health Center

2007 MCFHC Staff

Kendra Copanas, Executive Director  
Rochelle Dean, FIMR Manager  
Sandii Leland Handrick, Healthy Start Project Director  
Amber Howlett, FIMR Assistant  
Tiffany Severson, Administrative Assistant  
Jill Thompson, Education Manager

MCFHC Staff are frequently asked to speak at meetings and graduate and undergraduate classes about maternal and child health.

In June 2007, Kendra and Sandii completed the Johnson & Johnson / UCLA Health Care Executive Program.

2007 Financial Snapshot

FY 2007 Revenue Sources

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<tr>
<th>Source</th>
<th>Amount</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Government Grants</td>
<td>$581,364</td>
<td>78%</td>
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<tr>
<td>Foundation/Corporate Grants</td>
<td>139,224</td>
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<tr>
<td>Contributions &amp; Program revenue</td>
<td>21,106</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$741,694</strong></td>
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FY 2007 Expenses

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<th>Percent</th>
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<tr>
<td>Management</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$745,987</strong></td>
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Audited financial statements are available upon request.