

# ANNUAL REPORT

2006

## **Maternal and Child Health Consortium of Chester County: Touching the Lives of Women, Children, and Families**

Founded in 1991, MCHC has been dedicated to a mission of improving maternal and child health in Chester County. In doing so, MCHC has touched the lives of literally thousands of women and children. In 1995, we began to provide home visiting services through Healthy Start, a national initiative to ensure a healthy beginning for all children, and to reduce racial, ethnic and economic disparities. Women and children get connected to resources and support in five Healthy Start community based offices around the county and at our new Family Center in Kennett Square.

Employing a collaborative approach that brings individuals, providers, and policymakers together, MCHC's outreach has grown and flourished throughout all of our community since 1995. We appreciate the generosity of all our Board members, donors, volunteers, and foundation partners that make our work possible.

MCHC has taken a leadership role in health enrollment initiatives offering outreach, enrollment, and training for county health and human

service personnel so that all eligible people in Chester County have medical coverage. That effort has made a significant impact on reducing the county's 45,000 uninsured, many of whom are women and children.

MCHC's Family Health Advocates (8 of the 11 are bilingual and bicultural) have been instrumental in bridging the cultural and language divide by connecting families with an



Photo provided by Rick Davis

array of social and health services, and prenatal and parenting classes. Through trained bilingual staff and interpreters, MCHC is an effective agent in closing the communication gap between clients and providers.

Highlights from the past year:

- ▶ Opened a Family Center in Kennett Square in fall 2006 to provide home visiting and
- ▶ parenting education to families with children aged 2-5 years.
- ▶ Trained 247 health and human service providers to increase cultural competence in working with Latino and African American families.
- ▶ Coordinated the enrollment of 1,286 pregnant women, children, and other adults in Chester County who lacked insurance in partnership with Healthy Start and local health and human service organizations including La Comunidad Hispana and Catholic Social Services.
- ▶ Enrolled 317 uninsured Healthy Start women into health coverage for prenatal care and/or labor and delivery.
- ▶ Fostered connections between medical and support services and the Spanish-speaking community through two interpreter workshops to train 32 Spanish language interpreters.
- ▶ Provided 478 women and their families with prenatal and parenting workshops.
- ▶ Gave hope, support, and services to 1,200 pregnant women and new mothers who felt overwhelmed, depressed, and disheartened.

## Sandra's Story

It is most likely that Sandra\* experienced postpartum depression after the birth of her first child, but just did not realize it. She had difficulty getting up in the morning, preparing meals for her family and, most of all, in taking care of her new baby. Her family noticed that her temperament and personality seemed different, and that she was not her normal self.

Sandra heard about the Healthy Start program from talking to a friend who suspected that postpartum depression was making it hard for her to cope with the added demands of a young child. So when Sandra learned that she was pregnant with her second child, she decided to enroll in Healthy Start right away.

From their first meeting Sandra and Vale, her Family Health Advocate (FHA), developed a positive rapport. Once Sandra completed the depression screening that is given to all Healthy Start moms,

she and Vale discussed her elevated score, an indicator of depression. The results of the screening helped them focus on the specific areas in her life that created the most stress, which they then worked on reducing together.

With her second child on the way, Sandra worried most about finances and how her family was going to make it day-to-day. Vale and her supervisor identified resources that would help the family pay their mortgage, and utility bills, and provide food for them, as well as supplies for the new baby. After their baby was born, at each postpartum visit Vale continued to discuss the warning signs of depression with Sandra.

Both Sandra and her husband often express their appreciation for the help they received from the Healthy Start program. Their worries and concerns at the beginning of the pregnancy have been replaced with overwhelming joy at the birth of their healthy baby girl - Angelina.\*

\* Name changed to protect privacy

## The Family Center

Helping families become stronger and self-sufficient is the central goal of MCHC's Family Center in Kennett Square, the organization's newest initiative. The center's colorful rooms brimming with toys and books offer a home-away-from-home for parents and children ages 2 to 5 promoting school readiness.

*Family Health Advocate Claudia Jones  
with a Healthy Start mom.*

Photo provided by Rick Davis

## Accomplishments:

- ▶ 69 families have been enrolled since the program began in July 2006.
- ▶ Child development classes and parenting education offer the support and build the skills necessary to cope with and care for young children.
- ▶ Bilingual parent educators assist parents through organized activities and one-on-one home visitation for one hour twice a month.
- ▶ Parents receive English-as-a-second language referrals.
- ▶ Children receive guidance in reading, writing, and math enhancing school readiness potential.
- ▶ Vision, hearing, dental, and immunization screenings are completed for enrolled children.
- ▶ Health insurance enrollment assistance, social support information, and other referrals to help parents are provided.

"I am passionate about this program because it emphasizes prevention, rather than intervention," says Family Center Director, Nelly Arevalo. "You get to make big changes by giving families the tools to become better parents. We can offer parents a support system which helps avoid the stress that sometimes leads to child abuse or neglect."



**FINANCIAL STATEMENT JANUARY 1, 2006 - DECEMBER 31, 2006**

<b>REVENUES AND SUPPORT</b>	<b>Unrestricted</b>	<b>Temporarily Restricted</b>	<b>Total 2006</b>
Government Funding Federal, State & County	\$843,548	-	\$843,548
Foundations, Corporations & Individuals	172,468	469,393	641,861
In-kind contributions	30,000	-	30,000
Interpreting fees	41,108	-	41,108
Seminars and Workshops fees	9,276	-	9,276
Interest Income	29,358	-	29,358
Change in value of beneficial interest in assets held by community foundation	2,257	-	2,257
Net assets released from restrictions	492,146	(492,146)	-
<b>TOTAL REVENUES AND SUPPORT</b>	<b>1,620,161</b>	<b>(22,753)</b>	<b>1,597,408</b>
<b>EXPENSES</b>			
Program Services:			
Healthy Start	933,546	-	933,546
Health Insurance Initiative	150,222	-	150,222
Training and Education	84,088	-	84,088
Family Center	109,026	-	109,026
Interpreting	38,359	-	38,359
Management and General	182,553	-	182,553
Fundraising	113,529	-	113,529
<b>TOTAL EXPENSES</b>	<b>1,611,323</b>	<b>-</b>	<b>1,611,323</b>
<b>CHANGE IN NET ASSETS</b>	<b>8,838</b>	<b>(22,753)</b>	<b>(13,915)</b>

beliefs and values. These workshops were attended by 247 providers.

**Prenatal and Parenting Education** is provided to increase awareness and education for families about health and safety, caring for newborns, early childhood education, and other topics.

**Healthy Start**

MCHC's Healthy Start program is part of a national initiative to address health disparities in the rates of low birth weight and premature birth. This is accomplished by reducing racial, ethnic, and economic disparities in healthcare access and health outcomes for pregnant women and their babies up to the age of two years old. Forty-seven percent (47%) of Healthy Start participants were first-time parents.

**Accomplishments:**

- ▶ 494 newly enrolled pregnant women received health education and support services at home visits and at five community-based offices staffed by 11 Family Health Advocates and 4 Case Managers in Coatesville, Kennett Square, Oxford, Phoenixville, and West Chester.
- ▶ Provided 168 rides to prenatal or pediatric care.
- ▶ 398 prenatal Healthy Start

participants and 370 postpartum mothers were screened for depression.

- ▶ In 2006, Healthy Start Health Educator, Annette Silva, L.P.N., joined the MCHC staff to provide home visiting support and education to Spanish-speaking women by providing instruction on newborn care and breastfeeding support.

**Cross Cultural Education and Training** is provided to increase cultural effectiveness for health and human service providers to deliver appropriate care and to reduce racial and ethnic disparities in health outcomes.

**Accomplishments:**

- ▶ Provided two interpreter workshops to train 32 Spanish language interpreters.
- ▶ Professional education workshops to develop more effective methods of working with interpreters and understanding both African American and Latino cultural

**Accomplishments:**

- ▶ 165 women and partners attended prenatal education classes including the county's only Spanish-language prenatal education program, Comenzando Bien.
- ▶ A series of four free child development workshops called "Parents Learning Together" increase parenting skills and offer participants with children under the age of two an opportunity to share the joys and frustrations of parenthood. Workshops in Spanish and English were attended by 313 parents.
- ▶ Car seat safety checks and free car seat distribution and installation were made possible in partnership with Safe Kids Coalition and Graco technicians. The Phoenixville Hospital Auxiliary also donated resources for the purchase of new car seats and strollers for our women in the Phoenixville area.

## **Health Insurance Enrollment Initiative**

Women and children's lives are improved through gaining access to health insurance. By reducing the number of uninsured women and children, access to treatment and services is increased.

## **Accomplishments:**

Training health and human service organizations to understand eligibility criteria, enrollment, and the application process as well as issues pertaining to immigrant populations. A strong public-private funding partnership supports this work. MCHC collaborates with partnering agencies to enroll uninsured women, children, and families.

- ▶ 1,286 pregnant women, children, and other adults were enrolled into Medical Assistance, CHIP, and adultBasic.
- ▶ Seventy-six percent (76%) of women lacked health insurance when they enrolled in Healthy Start. All eligible women were enrolled into health coverage for prenatal care and/or labor and delivery.
- ▶ Two trainings to communicate current regulations and changes in state laws governing Medicaid, CHIP, and other subsidized health programs. Eighty-three (83) county personnel and social services providers attended health insurance enrollment workshops.

## **Mother's Day Tea**

On May 5, 2007, women and girls enjoyed tea sandwiches and petit fours at tables decorated with baskets of spring flowers at MCHC's First Annual Mother's Day Tea. Held at the Chester County Historical Society, the event celebrated women helping women through the ongoing work and accomplishments of MCHC.

The tea will be an annual event and caps off a year-long effort of ensuring the health and welfare of the women and children most in need in Chester County. Thanks to generous donations from those in our community who believe in the organization's mission, the net proceeds were \$21,803!

Keynote speaker Gerianne Tringali DiPiano, President, CEO, and Founder of FemmePharma Global Healthcare Inc., of Wayne addressed the healthcare crisis confronting women and children both globally and locally.

MCHC Executive Director, Pamela Bryer, spoke about the challenges that lie ahead as MCHC looks to the future. "Our recent evaluation shows that Healthy Start works; our challenge is to enable all children to start healthy and stay healthy."

## **Volunteer Support**

MCHC works with many committed volunteers who donate their time and talent. For more than five years, Miss Gloria Hundley has prepared infant care packages for the littlest newborns in the Healthy Start program. With great care and love, Gloria knits baby blankets in pink, blue, and yellow and gathers together helpful items that a new mom would need and appreciate having such as onesies, diapers, and little toys. She gives generously and graciously to new moms that she has never met.

## **MCHC Board**

Thank you to M. Linda Schaeffer from First National Bank of Chester County for providing leadership and support to MCHC as Board Chair. We appreciate her years of service. Rae Morgan from the Chester County Domestic Relations Office assumes the Board Chair in fall 2007 to help take us to the next level of service delivery.

## **STAFF**

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*Program Manager for Community Education*  
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# Thank you to our generous donors and supporters!

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*Left to Right, Standing: Pamela Bryer, MCHC Executive Director; Rae Morgan; Jackie Kadoch-Kramer; Wendy Mahoney Russell, C.R.N.P.; Haydee Gullaksen; Seated: Deborah McKenty, Esquire, Secretary; and M.Linda Schaeffer, Board President and Treasurer. Not Pictured: Robin Briggs; Yvette Franklin; Rosemary Laird; and Mel Dittrich Martin.*

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Maternal and Child Health Consortium of Chester County is a registered charitable organization. A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



*Family Health Advocate Maria Ortiz  
with a Healthy Start mom.*

Photo provided by Rick Davis