



**Maternal and Child
Health Consortium
of Chester County**

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Maternal and Child Health Consortium is a member agency of the United Way of Southern Chester County and the United Way of Chester County.

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DID YOU KNOW?

- Between 2003 and 2007, the number of people in the United States without adequate medical insurance **jumped 59%**. This is **in addition to** the 47 million who have no insurance at all.
- In 2007, **one in five** Americans went without or delayed necessary medical care due to lack of adequate healthcare insurance or ability to pay.
- Rates of African-American preterm births and low birth weight babies are about **double** that of white Americans.
- Each preterm birth costs an average of **\$77,000** in hospital costs. This figure does not factor in ongoing care for health conditions and developmental delays that can result from preterm birth.



Annual Report 2007
MATERNAL AND CHILD HEALTH CONSORTIUM
OF CHESTER COUNTY

Dear Friends,

It is our great pleasure to bring this report to all of you. This year has been a busy one for MCHC and we have seen accelerated growth in demand for our services. We continue to seek new funding and partnerships to support our services and will do so with renewed vigor to ensure that all who need our help can receive it. In the current financial atmosphere, we fully expect our services to be more crucial than ever, and we are committed to providing help to our community's most vulnerable population at a pivotal time in their lives. Your support of our efforts is much appreciated.

Among our many accomplishments in 2007, there are several that deserve special attention. Our depression screening program, which served 370 women in 2006, served more than twice that number - 800 - in 2007. This important service has been fully integrated into our Healthy Start program, and is a critical component in ensuring emotionally supported mothers and happy babies.

We are also extremely proud of our work at the Family Center in Kennett Square. Since the Center's opening in 2006, it has helped 169 families to become better parents, encompassing child developmental screening and parenting skills workshops. The Family Center was created to follow our Healthy Start program as the next step in a continuum of family support services: providing school readiness support for children ages 2-6 years. Many of these children have English as a second language and are often not enrolled in other pre-school programs or prepared for entry into school. Research shows that early pre-reading and math skills are critical for children to achieve success in school.

MCHC's Health Insurance Enrollment Initiative is another program which proved extremely important to our families in 2007. Our Family Health Advocates were able to secure Medicaid or CHIP coverage for 98% of our uninsured, pregnant clients, and have helped us enroll more than 1,400 women and children into health insurance. As healthcare and insurance costs continue to rise, our participants will need more help to meet this basic need. Our staff's dedication to this mission is key to ensuring the best possible birth outcomes for mothers and children in our communities.

All of these accomplishments and more are detailed in the report you are holding. We are proud of our staff who work in our communities to create change and promote social justice, and we are thankful to all of those who support us. Your generosity is making a daily difference in the lives of families throughout Chester County, and you have our gratitude and theirs.



Pamela Bryer

Pamela Bryer
Executive Director



Rae E. Morgan

Rae Morgan
Board Chair

Healthy Start

The Healthy Start program is a national initiative to improve maternal health and birth outcomes for low-income families. MCHC served more than 1,300 pregnant and parenting women in 2007.

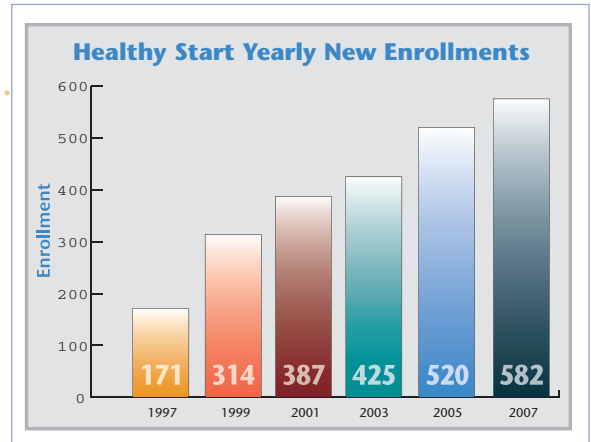
MCHC has Healthy Start offices in five Chester County communities: Coatesville, Kennett Square, Oxford, Phoenixville and West Chester.

In 2007, MCHC enrolled 582 new pregnant women into the Healthy Start program - an increase of 12% from 520 in 2005. Significantly, we increased enrollment by 34% among African American women, who are at greater risk of poor infant health outcomes.

Family Health Advocates know that having a healthy pregnancy depends on adequate health

coverage, good medical care, good nutrition including folic acid, and healthy behaviors during pregnancy. Advocates provided one-on-one health education to 720 pregnant participants and 977 postpartum participants. They also oversaw the meeting of several support groups for pregnant and parenting Healthy Start moms across the county, and conducted a total of 800 depression screenings.

MCHC continued to provide prenatal and parenting education to our Healthy Start enrollees with the support of the March of Dimes. Our prenatal education classes served 139 parents in 2007. Program staff also conducted car seat safety classes



for 70 parents and distributed a total of 56 new car seats. Our partnership with Graco helped to make this possible.

Depression Screening

In Spanish, it is called “Grupo De Apoyo De Mujeres Latinas.” In English it is “Moms Supporting Moms.” Started in 2006, MCHC’s depression screening and support program fills a much-needed void for pregnant and postpartum women experiencing symptoms of depression.

The first group of seven women gathered in the Kennett Square Healthy Start office in early 2006. They had been identified by MCHC staff as displaying some of the symptoms of depression. The women, ages 19 to 35, learned they had one thing in common - feelings of isolation, whether it was in the community or among their peers. The topics of discussion were chosen by the women. A Healthy Start

Healthy Start Sites



supervisor and a counselor from Family Service of Chester County facilitated the discussion, helping the women come together and provide support for each other. This pilot program turned out to be effective in overcoming cultural obstacles to seeking support in the face of depression and improving the lives of the women who have attended.

Since that first group, MCHC's depression support program has expanded to include meetings in Coatesville and West Chester. A total of 35 women have gained support through the program since its inception.

"As the women sit in a circle and share their stories and their pain, strong friendships are formed that can last a lifetime," says Neydary Zambrano, Healthy Start program director. "These groups give women the understanding that others are going through the same thing and that there is support for them in the community." Support from the Aetna Foundation, the Chester County Fund for Women and Girls, the Pew Charitable Trusts and the Office of Minority Health enables MCHC to offer this program.



The Family Center

MCHC's new Kennett Square Family Center opened its doors in the summer of 2006. The Family Center provides a place where parents learn to ready their children ages 2 to 6 for school. Parents who enroll in the program can receive referrals to English-as-a-second-language classes; they can also take part in organized parenting classes and receive the same access to health insurance enrollment and social support that MCHC offers at its other locations. Children at the Center are screened for vision, hearing, dental and immunizations. There is also guidance available to help children learn pre-literacy and math skills, ensuring school readiness at a crucial stage.

One hundred new families were enrolled in 2007. Using the "Ages and Stages" screening tool, our staff screened all children to identify health issues and other developmental delays, and found that 25% of the children we serve at the Center had some form of developmental problem. MCHC linked more than 90% of the children identified with developmental issues to the county Early Intervention program to address problems and find solutions before the children begin their school careers.

A recent survey MCHC conducted among families at the Center found that 100% of enrolled parents report that the Center "plans and organizes activities and programs that are interesting and useful for families."

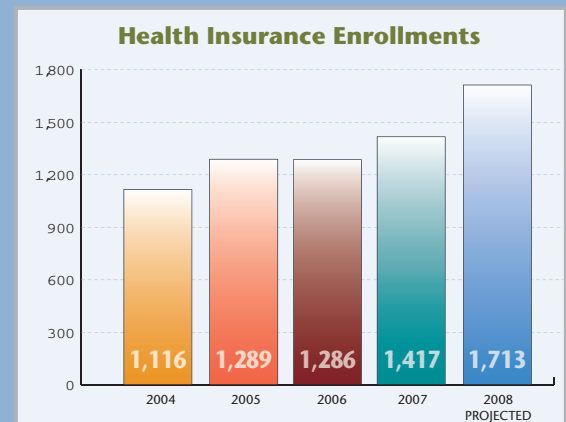
"I contacted the Family Center by phone and I am very happy that I did. My son is very enthusiastic to have someone who teaches him. I am thankful that there are people who understand that there is no problem so big it cannot be solved and that little by little everything can be done."



Health Insurance Enrollment Initiative

MCHC coordinates a countywide effort to enroll uninsured adults and children into health insurance programs. About 75% of Healthy Start participants do not have health insurance at the time of their enrollment. In 2007, MCHC succeeded in securing insurance for 98% of previously uninsured participants, enabling these women to gain access to prenatal care and care for their newborn.

As the financial pressures on working families increase, access to health insurance becomes an increasingly important part of our work. The number of women and children who need our help enrolling in state subsidized health coverage increases each year. In 2007, MCHC staff and our community partners helped 1,417 women, infants and children to gain access to health insurance.



Cross Cultural Education and Training

MCHC continued to expand our innovative program to enhance the effectiveness of health and human service providers by increasing their cultural competency. In 2007, MCHC ran two interpreter training courses, which trained 24 Spanish language interpreters. We also conducted 9 professional education workshops to train 308 people in effective methods of working with interpreters and understanding African American and Latino cultural norms.

FAST FACTS

Chester County is the most affluent county in Pennsylvania, with a median income of more than \$77,000. By contrast, some of the areas we serve have median income levels of less than half that amount.

Giving in 2007

Graco Car Seats

Baby product manufacturer Graco donated more than 100 car seats, strollers, high chairs and educational baby toys to MCHC in 2007. These generous contributions helped area families to obtain basic equipment for their new babies they would not have otherwise been able to afford. The car seats were instrumental to our Family Health Advocates in their ongoing Car Seat Safety training, as they work to ensure that all babies in the Healthy Start program are able to be safely transported home from the hospital in properly installed seats.

Mother's Day Tea

MCHC kicked off a new event to honor mothers in 2007: a Mother's Day Tea held in May at the Chester County Historical Society. The event was attended by 72 women and girls. Almost \$22,000 was raised at the event to support MCHC's programs.

The keynote speaker for this inaugural event was Gerianne Tringali DiPiano, president, CEO and founder of FemmePharma Global Healthcare, Inc.. FemmePharma is a Wayne-based pharmaceutical company that develops and markets drugs to treat diseases and disorders that affect women. DiPiano spoke to attendees about the challenges of creating health resources especially for women.

FAST FACTS

Studies show that investment in early childhood education focused on skill-building and school readiness can generate a level of economic return to society superior to that of most stocks on the market.



"My baby benefited in so many ways from Healthy Start. My advocate helped me make appointments for prenatal and pediatric visits, provided help with interpretation, and told me where and how to enroll in prenatal classes, where I learned how to take care of myself and my baby."

"My son and my family have benefited greatly from the generosity of individuals who donate to Healthy Start. We are forever grateful!"

Leadership Gifts

MCHC has been thrilled to receive a number of truly transformative gifts from several area foundations. The impact of each of these gifts has been enormous, and MCHC staff has been able to provide important services as a result of the generosity of these donors.

- Aetna Foundation contributed to MCHC's Maternal Depression Project.
- Hispanics in Philanthropy made a grant for organizational capacity building to support a strategic planning initiative to help MCHC plan for its future.
- Phoenixville Community Health Foundation funded Phoenixville Healthy Start and the Health Insurance Initiative.
- Brandywine Health Foundation donated generously to Coatesville Healthy Start and the Health Insurance Initiative.

- Claneil Foundation supported MCHC with unrestricted funding and with a capacity building grant for our Healthy Start data system.
- The Connelly Foundation supported our Healthy Start program operations.
- United Way of Chester County provided important support for the Health Insurance Enrollment Initiative.
- The William Penn Foundation made a capacity-building grant to help MCHC strengthen its infrastructure for its future, including building an endowment, designing an organizational business plan, and creating a more competitive staff compensation program.

Each of these gifts, along with many other important contributions, made our work in the community possible. All of us are extremely grateful for your support!



FAST FACTS

Independent research conducted on our first ten years of Healthy Start (1996-2005) shows that our Healthy Start program produces dramatically better birth outcomes for our program participants than are experienced by women and infants in our communities who do not enroll in the program.

"My advocate helped me so much when I was pregnant. She helped me find a pediatric doctor for my baby who needed surgery. She referred me to the right person for me and my baby's health."

Thank you to our generous donors and supporters!

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John and Denise Bryer
Pamela and Jeff Bryer
Mr. and Mrs. Robert Bugel in honor
of their new great-nieces
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First Presbyterian Church of West Chester
Church Women United – West Chester Area
Church of the Holy Trinity

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1675 Foundation
 Aetna Foundation
 Atlantic Pension Services, Inc.
 The Bentley Foundation
 Brandywine Health Foundation
 Chace Grants Group
 Chester County Department of Community Development
 Citadel Federal Credit Union
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 Health and Welfare Foundation of Southern Chester County
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 Kennett Run Charities, Inc.
 March of Dimes
 Mid-Atlantic Consortium of Educational Foundations
 National Penn Bank
 New Century Bank
 The Oxford Area Foundation
 The William Penn Foundation
 Pennsylvania Children's Trust Fund
 The Pew Charitable Trusts
 The Philadelphia Foundation
 Phoenixville Community Health Foundation
 Pottstown Area Health and Wellness Foundation
 Sovereign Bank
 Sovereign Bank Foundation
 Target, Inc.
 U.S. Department of Health and Human Services (Healthy Start)
 U.S. Department of Health and Human Service, Office of Minority Health
 United Way of Chester County
 United Way of Southeastern Pennsylvania
 United Way of Southern Chester County
 Marian S. Ware Charitable Lead Annuity Trust
 Whole Foods Market
 Women's Way

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Left to right: Julia Malloy-Good, Rosemary Helm, Deb McKenty, Mel Dittrich-Martin, Pam Bryer, Rae Morgan, Betty Silfa, Cheryl Vermey, Katie Wooten-Bielski, and Linda Schaeffer.

Missing: Debora Bridges, Haydee Gullaksen, Jackie Kadoch-Kramer, and Wendy Russell.

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Katie Wooten-Bielski, MSH,
CRNP

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Pamela Bryer, MPH, CFRE

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Maryann McMackin Measure, MSS

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Neydary J. Zambrano, LLM

Business Manager
Beatrice Stubbs Polk

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Linda Peters

Director of Development
LeeAnn Riloff

Health Insurance Coordinator
Monica Ramirez

Health Educator
Annette Silva

Administrative Operations Manager
Jennifer M.S. Giunta

Community Health Support Coordinator
Courtney L. Coleman

Administrative Assistant
Frances Lisowski

Mission

MCHC seeks to improve maternal and child health through the collaborative efforts of individuals, providers, and policy makers.

Healthy Start Supervisors

Judith Harris-Stevenson
Milena Lanz
Christine Mummert
Veronica Ortiz

Family Health Advocates

Aurea Comas
Shanelle Dorsey
Ranery Figueroa
Cristina Gonzalez
Claudia Jones
Vanessa Libran
Maria Ortiz
Sonia Ortiz
Winona Patterson
Migdalia Rosado
Maria Zamudio
Magda I. Zayas

Program Manager for Community Education/Family Center Director
Nelly J. Arévalo, J.D.

Family Center Parent Educators

Elizabeth Garduno
Maria Mata
Maritza Rivera-Cochran
Luz Ruiz

Bilingual Administrative Assistants

Norha Gomez
Maria Moreno



Financial Statement 2007

REVENUES AND SUPPORT	Unrestricted	Temporarily Restricted	Total 2007
Grants	\$1,041,882	-	\$1,041,882
Contributions	182,834	865,364	1,048,198
In-kind contributions	-	-	-
Interpreting fees	75,545	-	75,545
Seminar and workshop fees	12,051	-	12,051
Interest income	51,614	-	51,614
Change in value of beneficial interest in assets held by community foundation	1,490	-	1,490
Net assets released from restrictions	345,045	(345,045)	-
TOTAL REVENUES AND SUPPORT	1,710,461	520,319	2,230,780
EXPENSES			
Program Services:			
Healthy Start	985,352	-	985,352
Health Insurance Initiative	118,490	-	118,490
Training and Education	41,713	-	41,713
Family Center	251,797	-	251,797
Interpreting	72,093	-	72,093
Supporting Services:			
Management and general	207,888	-	207,888
Fundraising	135,878	-	135,878
TOTAL EXPENSES	1,813,211	-	1,813,211
CHANGE IN NET ASSETS	(102,750)	520,319	417,569



Front row, left to right: Jennifer Giunta, Milena Lanz, Vanessa Libran, Maria Zamudio, Nelly Arevalo, Maria Ortiz, Sonia Ortiz, Beatrice Polk, Norha Gomez, Magda Zayas, Aurea Comas, Migdalia Rosado, Courtney Coleman.

Back row, left to right

Pam Bryer, Claudia Jones, Cristina Gonzalez, Maria Mata, Elizabeth Garduno, Annette Silva, Judy Harris, Christine Mummert, Monica Ramirez, Maria Moreno, Fran Lisowski, Neydary Zambrano, LeeAnn Riloff, and Winona Patterson.