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NIHCM Foundation Activities

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NIHCM Foundation and the Children's Safety Network recently hosted a webinar, "[Bullying Prevention: Strategies to Support Statewide Collaboration](#)." The webinar, moderated by CAPT Stephanie Bryn, MPH, Director of Injury and Violence Prevention at the [Health Resources and Services Administration's Maternal and Child Health Bureau](#), featured presentations by Susan P. Limber, PhD, from [Clemson University](#), Janice E. Siegle, MPM, from [Highmark](#) and Matthew Masiello, MD, MPH, from the [Windber Research Institute](#). The discussion focused on sharing outcomes and lessons learned from the [Highmark Healthy High 5 Bullying Prevention Institute](#), which has implemented the [Olweus Bullying Prevention Program](#) in schools across Pennsylvania. The archived event is available for viewing [here](#). To learn more about bullying prevention, please visit our accompanying [Additional Resources](#) page and see the bullying prevention section of this newsletter.

In October NIHCM Foundation hosted a webinar, "[Investing in Early Childhood: Partnerships to Implement Home Visiting Programs](#)." The webinar featured speakers from the [Maternal and Child Health Bureau](#), [Nurse Family Partnership](#), [BlueCross BlueShield of South Carolina Foundation](#) and the [Blue Cross and Blue Shield of North Carolina Foundation](#). Audrey Yowell, PhD, MSSS, National Program Director for the Maternal, Infant and Early Childhood Home Visiting Program, shared an update on federal priorities, and other presenters discussed their successful public-private home visiting collaborations and strategies for building similar partnerships. Additional information including the agenda, speaker biographies, presentation slides and audio archive is available [here](#). To learn more about home visiting, please visit our accompanying [Additional Resources](#) page and see the next section of this newsletter.

Earlier this year, NIHCM Foundation, in collaboration with the [Partners in Program Planning for Adolescent Health \(PIPAAH\) initiative](#), released [Creating Healthy Opportunities: Conversations with Adolescent Health Experts](#) featuring Shay Bilchik, JD, Georgetown University Public Policy Institute; Jane Brown, PhD, University of North Carolina; Angela Diaz, MD, MPH, Mount Sinai School of Medicine; Abigail English, JD, Center for Adolescent Health & the Law; and Richard Kreipe, MD, Golisano Children's Hospital at Strong. A series of podcast clips of the interviews with these adolescent health experts is now available on [NCSL's website](#).

The [Institute of Medicine](#) and the [National Research Council](#) recently released a [fact sheet](#) offering guidance for insurers to strengthen and improve the health system for adolescents based on their 2009 report, [Adolescent Health Services: Missing Opportunities](#). NIHCM, through the [PIPPAH initiative](#), supported efforts to disseminate the report and continues to work to strengthen the leadership, capacity and infrastructure of health insurers to promote and improve adolescent health. NIHCM has highlighted current health plan efforts to improve adolescent health through many [publications](#) and [webinars](#). For more information on NIHCM's adolescent health activities, please contact Kathryn Santoro at [ksantoro@nihcm.org](mailto:ksantoro@nihcm.org) or 202-296-4196.

The [Adolescent Health Working Group](#) and [California Adolescent Health Collaborative](#) recently released a policy brief, [Integrating Behavioral Health and Primary Care for Youth and Young Adults: Recommendations and Resources for Providers in California and Beyond](#). The brief adapted Table 4 from NIHCM's 2009 issue paper, [Strategies to Support the Integration of Mental Health into Pediatric Primary Care](#), to highlight several potential service models for integrating primary care and mental health care.

### **Bullying Prevention Campaigns and Resources**

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The [Health Resources and Services Administration Maternal and Child Health Bureau \(HRSA/MCHB\)](#) has launched a major bullying prevention campaign, "[Stop Bullying Now!](#)" Visit the website for information and materials tailored for specific groups including [children](#), [adults](#), [educators](#), [health and safety professionals](#), [law enforcement and justice professionals](#), [mental health workers](#), and [youth advisors](#). There is also a special section on [cyberbullying](#), information about partnerships and tip sheets.

HRSA's "[Stop Bullying Now!](#)" campaign has also partnered with the [Cartoon Network](#) on a brand new campaign, "[Stop Bullying: Speak Up](#)," aimed at educating and empowering bystanders to take action to reduce/prevent bullying. The on-air and online initiative was launched in October 2010 to coordinate with [National Bullying Prevention Awareness Month](#) sponsored by the [National Center for Bullying Prevention](#).

[ASTHO](#), [NACCHO](#) and the [Safe States Alliance](#) have been conducting webinars as part of their series, "[Policy Approaches to Injury and Violence Prevention](#)." Archives of all webinars are available online including the recent webinar, "[Policies to Prevent Bullying in Schools](#)."

The [International Bullying Prevention Association](#) recently held its conference, "[The Challenge and Promise of the CYBERWORLD: Bullying Prevention in the Age of the Internet](#)." Many presentations are available for [download](#).

The [National Conference of State Legislators \(NCSL\)](#) tracks state education legislation on more than 50 education issues, including bullying, through a database that can be accessed [here](#). Select "bullying" as a topic to see enacted legislation in your state.

A [survey](#) conducted by researchers from the [National Institutes of Health's Eunice Kennedy Shriver National Institute of Child Health and Human Development](#) found that youth who are victims of cyberbullying have a higher risk of depression than the youth who bully them. The new finding is in contrast to earlier studies of traditional bullying, which found that the highest depression scores were reported bully-victims -- those who both bully others and are bullied themselves.

Home Visiting Research and Support

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The [National Association of City and County Health Officials \(NACCHO\)](#) released [A Compendium of Local Health Department Home Visitation Program Case Studies](#). The publication is designed

to assist local health departments (LHDs) interested in designing new or enhancing existing home visitation programs (HVPs) and those looking to identify additional resources and peer assistance to develop and implement HVPs. Information obtained from in-depth interviews with personnel from eight LHDs (Boston Public Health Commission, Clark County Combined Health District, Cleveland and McClain County Health Departments, Dakota County Public Health Department, City of Milwaukee Health Department, Multnomah County Health Department, Saint Paul-Ramsey County Health Department, and Sedgwick County Health Department) was used to develop the case studies. To download the free publication, click [here](#).

The [Pew Center on the States Home Visiting Campaign](#) provides financial support and technical assistance to public education and advocacy campaigns in four states where key leaders are determined to increase access and improve the quality of voluntary home visiting programs. Pew also continues to manage a [50-state inventory](#) of home visiting policies, programs and funding and offers an ongoing webinar series that highlights promising practices in administering state home visiting programs, "[Model Practices in State Home Visiting: Getting from Good to Great.](#)" In addition, on February 16-17, 2011, Pew is convening a symposium, "[Quality in Home Visiting Programs.](#)" to explore the new generation of home visiting research.

The [National Healthy Start Association](#) published a white paper, [Federal Healthy Start Initiative: A National Network for Effective Home Visitation and Family Support Services](#). The paper showcases the strengths and competencies of the federal Healthy Start Initiative in building high-quality, comprehensive early childhood systems for pregnant women, parents, caregivers, and infants and children from birth to age 8 and its role in health reform.

The [WellPoint Foundation](#) awarded a [\\$210,000 grant](#) to [Nurse-Family Partnership \(NFP\)](#) to help augment educational and monitoring efforts for reducing low birth weight rates among NFP clients in California, Colorado, Kentucky, Nevada, New York, Ohio and Wisconsin. More than 400 NFP nurses and close to 5,000 NFP clients are expected to benefit from this additional funding.

## Health Plan Initiatives and Tools

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[CareFirst BlueCross BlueShield Foundation](#) has partnered with the [Family League of Baltimore City](#), and the [Baltimore City Health Department](#) to address infant mortality throughout the city. The program, "B-more for Healthy Babies," is a comprehensive, community-based model that empowers organizations working within the same community by encouraging collaboration to work more effectively. Program components will include primary care in a medical home, obstetric care, home visiting, referrals for a variety of mental health and substance abuse treatments, smoking cessation, family planning, nutrition support, breastfeeding promotion and safe sleep education. Read more about the partnership in an [article](#) in the *Baltimore Sun* or visit the [B'More for Healthy Babies' website](#).

The [Blue Cross and Blue Shield of North Carolina Foundation](#) has committed \$3 million to a new program developed with the [North Carolina Partnership for Children](#) that will focus on preventing obesity in children from birth to age 5. [Shape NC: Healthy Starts for Young Children](#) comes at a critical time as North Carolina faces the fifth highest rate of childhood obesity in the country. The program is built upon the foundation of three proven, existing programs that promote healthy eating and life styles and physical activity. Read more about the program [here](#).

[Anthem Blue Cross and Blue Shield](#) in New Hampshire initiated an innovative partnership with the Manchester City Marathon Association and the Manchester School Department this past fall. Manchester school children logged exercise activities for two months in the fall, culminating in a one mile run on November 4th. The activities amounted to a full marathon of 26.2 miles. The [Anthem Kid's Marathon](#) supports healthy and active living for these children in a fun way by allowing them to participate in a variety of fun activities including the [Manchester City Marathon weekend](#). Read about the event [here](#).

[Highmark](#) is collaborating with the [Alliance for a Healthier Generation](#) to expand its benefits for obese children in 2011. Starting January 1, 2011, children ages 3 to 18 with a body mass index (BMI) over the 85th percentile for their age will be eligible to receive the benefits and will be automatically enrolled in a preventive health benefit plan. Eligible children will receive a minimum of four follow-up visits with their primary care providers (or other health care professionals), along with four visits with a registered dietician. Additional information about this collaboration is available [here](#).

The [Blue Cross and Blue Shield of Minnesota Foundation](#) commissioned [Wilder Research](#) to analyze health data, organized by ZIP code, to determine the impact of several socioeconomic factors on health in the Twin Cities. The study found that health and life expectancy are strongly connected to median area income, neighborhood conditions, education and race. Their findings are summarized in a joint report, [The Unequal Distribution of Health in the Twin Cities](#), along with a companion report, [Revealing Socioeconomic Factors That Influence Your Health](#). The report authors also invited responses from [eight community leaders](#) who offer recommendations for action to reduce health inequities in the Twin Cities and all of Minnesota.

AIM, NIIAH and PIPPAH Collaborative Activities

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NIHCM Foundation is part of three collaboratives aimed at improving Maternal, Child and Adolescent Health: the [Alliance for Improving Maternal and Child Health \(AIM\)](#), the [National Initiative to Improve Adolescent Health \(NIIAH\)](#) and the [Partners in Program Planning for Adolescent Health \(PIPPAH\) Collaborative](#). These alliances are comprised of national membership organizations representing decision makers within state and local governments, maternal, child and adolescent health professions, foundations, the health insurance industry, and business, as well as advocates for families. As part of these efforts, NIHCM Foundation occasionally highlights the publications and activities of the other organizations participating in the collaboratives.

The [Maternal and Child Health Bureau](#) celebrated the 75th Anniversary of Title V of the Social Security Act at a day-long conference in Washington, DC on October 20, 2010. Click [here](#) to visit the MCHB Web page on the anniversary. In addition, the MCH Library has created an [Anniversary Gateway](#) with links to podcasts from leaders in the field, materials from the library collection, and a list of "75 Books for 75 Years."

The [Maternal and Child Health Library](#) at [Georgetown University](#) has updated several Knowledge Paths. Resources are provided for the following topics in these updated Knowledge Paths: [Adolescent Pregnancy Prevention](#), [Adolescent Violence Prevention](#), [Asthma in Children and Adolescents](#), and [Infant Mortality and Pregnancy Loss](#). The MCH Library also maintains an [AIM Partners Products Inventory](#), providing an up-to-date list of publications and products from AIM Partners.

[Grantmakers for Children, Youth and Families \(GCYF\)](#) has released its Fall 2010 issue of [Insight, Influencing Policy at All Levels of Government](#). The issue explores how foundations engage in public policy to significantly impact and bring about systems change at the local, state and federal levels. Grantmakers contribute perspectives, strategies and lessons learned during their on-going quest to create positive, large-scale impact on behalf of vulnerable children and families. The introduction is publicly available for download on GCYF's website, and the full issue is available to members and can be ordered online.

[Grantmakers in Health](#) convened their 2010 Fall Forum, ["Improving Women's Health from Communities to Care Settings,"](#) on November 9th. The Forum examined women's primary health challenges across the age spectrum with special attention on the social determinants of health that shape women's life options, choices and health-related behaviors. Policy leaders and funders explored how funders affect women's health and discussed the roles funders can play in

improving outcomes. Donald Berwick, MD, administrator for the Centers for Medicare and Medicaid Services (CMS), was the keynote speaker on health reform's priorities and processes. Several speaker presentations are available for [download](#).

[Grantmakers in Health](#) will convene their Annual Meeting on Health Philanthropy, "[Creating a Healthier Future for Our Kids, Families, and Communities](#)," on March 2-4, 2011 in Los Angeles, CA. [Registration](#) is available through February 4th.

The [National Healthy Start Association](#) recently released an issue brief, [Two Pieces of The Puzzle: A Collaboration Between The Pregnancy Risk Assessment Monitoring System \(PRAMS\) and The Federal Healthy Start Initiative](#). The issue brief highlights how PRAMS and Healthy Start have been working together over the past few years to improve birth outcomes in the U.S. and shares several examples to demonstrate successful collaborations.

The [Association of Maternal & Child Health Programs \(AMCHP\)](#) and [Family Voices](#) are co-locating their annual conferences at the Omni Shoreham Hotel in Washington, DC. AMCHP's conference will held on February 12-15, 2011 and Family Voices on February 13-15, 2011. Early bird registration rates will be available until January 3rd. For more details and to register, please click [here](#).

The [Association of Maternal & Child Health Programs \(AMCHP\)](#) has released three new fact sheets to help state maternal and child health programs understand and implement key provisions of the Patient Protection and Affordable Care Act (ACA). The resources focus on provisions related to promoting [medical homes](#), [adolescent health](#), and [care for children and adolescents with special health needs](#). Each document provides an overview of the legislation, opportunities and issues for state programs, and links to additional resources.

The [National Association of City and County Health Officials \(NACCHO\)](#) recently updated its [MCH Resources page](#). The new page now provides an expanded selection of resources categorized by topic area. NACCHO intends for this page to better connect local health departments and MCH professionals to a variety of organizations, tools, reports and other resources (including those that advocate for child nutrition) that can improve information sharing and the promotion of MCH activities at the community, local and state levels.

The [American College of Preventive Medicine \(ACPM\)](#) has opened registration for its annual conference, [Preventive Medicine 2011](#). The meeting will be held February 16-19, 2011 in San Antonio, TX. Dr. Susie Wiet and Jane Park will present a special adolescent mental health session that will provide a national profile of adolescent mental health and well-being, examine the prevalence of mental health problems and related behaviors, examine positive mental health, review relevant frameworks and research, and discuss steps involved with levels of adolescent mental health intervention and youth involvement.

ACPM also recently announced the launch of the [Adolescent Wellness Exam Time Tool](#), an innovative educational tool designed to assist providers in managing adolescent health issues. The tool includes an executive summary of up-to-date information and a practical approach to delivering the needed services to patients in the context of a clinical visit. It is complemented by a robust clinical reference document delineating the epidemiology, the clinical evidence, recommendations by various professional and government entities, and additional resources.

[Partnership for Prevention](#), [NAHIC](#), [ACPM](#) and the [National Alliance to Advance Adolescent Health](#) have released a report, [Strengthening Preventive Care to Better Address Multiple Health Risks Among Adolescents](#), summarizing the presentations and discussions at the Preventive Medicine 2010 Adolescent Preventive Services Institute and providing an overview of health risk behaviors among adolescents and effective clinical and community strategies to reduce them. In addition to the report, ACPM has also made an archive available of the [Institute session on adolescent health](#).

## Career Opportunities

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NIHCM Foundation is currently seeking a highly motivated individual to join our team as a Research and Policy Analyst. Please view the [position announcement](#) for more information and application instructions.

Newsletter Feedback

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NIHCM Foundation is constantly striving to improve our services. Please take a moment to complete a [brief evaluation form](#). We value your feedback on the Update.

## About NIHCM

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The Women's, Children's and Adolescents' Health Update is produced by NIHCM Foundation through funding from the Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services.

The NIHCM Foundation is a non-profit, nonpartisan organization dedicated to improving the effectiveness, efficiency and quality of America's health care system. The Foundation conducts research, policy analysis and educational activities on a range of health care issues. It fosters dialogue between the private health care industry and the public sector to find workable solutions to health system problems. Information about the Foundation's projects and publications, including our maternal, child and adolescent health initiatives, is detailed on our web site.

website: www.nihcm.org
phone: 202-296-4426
email: nihcm@nihcm.org

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