



**NIHCM
Foundation**

Women's, Children's and Adolescents' Health Update



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NIHCM Foundation Activities

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On Tuesday, April 13th at 1:00 PM EDT, NIHCM Foundation will host a webinar, "[Preventing Prematurity: Opportunities for Health Plans.](#)" The rate of preterm births has increased by 36 percent over the past two decades, with preterm births now accounting for 12.5 percent of all live births. This webinar will bring together health plans and leaders in the maternal and child health community to share innovative programs and explore strategies to reduce preterm births and the associated costs. [Online registration](#) and an agenda for the webinar are now available. Speaker biographies and presentations will be uploaded to the NIHCM website soon.

NIHCM Foundation has released a new brief, *Improving Early Identification & Treatment of Adolescent Depression: Considerations & Strategies for Health Plans*. The issue brief reviews recommendations and tools for primary care providers to identify and treat adolescent depression and shares opportunities for health plans to support providers in identifying and treating adolescent depression. To access the brief and to view other publications on maternal, child and adolescent health, visit [NIHCM's website](#).

On December 9th NIHCM Foundation hosted a webinar, "Identifying and Treating Maternal Depression: Strategies & Considerations for Health Plans." This webinar

explored the prevalence of maternal depression and the current state of screening for perinatal and postpartum depression. It included a discussion of recent recommendations for the treatment of women with depression during pregnancy, featured a web-based training program to educate providers on screening and treatment, and highlighted a health plan program to identify and manage depression during pregnancy. Additional information including the agenda, speaker presentations, and audio archive is available [here](#). An issue brief on opportunities for health plans to support screening and treatment of maternal depression will be available later this year.

### **Preventing Obesity in Children & Adolescents**

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Let's Move is a new campaign launched by First Lady Michelle Obama on February 9th to facilitate public and private sector commitments toward the national goal of solving the problem of childhood obesity within a generation. The [campaign's website](#), a collaboration of the administration and the U.S. Departments of [Health and Human Services](#), [Agriculture](#) and [Education](#), provides families, schools and communities with tools to help children be more active, eat better and get healthy. Multimedia content includes audio and video of the campaign's launch event, a blog, and public service announcements. The Kids' Collection features activity books, games, videos, and posters for kids and other materials for adolescents. At the launch of the campaign, the formulation of the [Partnership for a Healthier America](#), a nonpartisan alliance of organizations with the common goal of improving children's health by preventing obesity, was announced. Partners and founders include the [Robert Wood Johnson Foundation](#), the [California Endowment](#), [Kaiser Permanente](#), [Nemours](#), the [W. K. Kellogg Foundation](#), and the [Alliance for a Healthier Generation](#).

The [March 2010 issue](#) of [Health Affairs](#) has a special theme, "Child Obesity: The Way Forward." It focuses almost exclusively on the childhood obesity epidemic and the policy approaches that could have the greatest impact for helping to solve this public health crisis. The special issue, which was funded by the [Robert Wood Johnson Foundation](#), looks at policy changes on the local, state and federal levels. In addition, the journal explores the role of personal responsibility in childhood obesity, parallels between the anti-smoking movement and obesity prevention, and the economics of childhood obesity in terms of investment and cost.

In January the [US Preventive Services Task Force \(USPSTF\)](#) updated its [screening recommendations](#) for obesity in children and adolescents (ages 6 to 18 years). This recommendation replaces the 2005 recommendation. At that time, the USPSTF found that overweight children can be identified by using BMI measurement but that the evidence for effective interventions for weight management in childhood was inadequate. The major change in the current recommendation is that the USPSTF has determined that comprehensive moderate- to high-intensity programs that include dietary, physical activity and behavioral counseling components can result in improvement in weight status among obese children aged 6 and older who complete the programs.

The Surgeon General released a report in January that strengthens and expands the Surgeon General's [2001 Call to Action](#) by discussing personal behaviors and biological traits, as well as characteristics of the social and physical environments that offer or limit opportunities for positive health outcomes. The [Surgeon General's Vision for a Healthy and Fit Nation](#) focuses on opportunities to prevent obesity by implementing interventions in multiple settings. Contents include background information on obesity, including trends, disparities, measurement, consequences and causes. Also discussed are opportunities for creating healthy home environments, childcare settings, schools and work sites; mobilizing the medical community; and improving communities.

The [Centers for Disease Control and Prevention \(CDC\)](#) has released a new toolkit to accompany physical activity guidelines. The [Youth Physical Activity Guidelines Toolkit](#) highlights strategies that families, schools and communities can use to support physical activity among youth and was designed to promote the guidelines for children and adolescents included in the [2008 Physical Activity Guidelines for Americans](#). A user guide provides an overview of all toolkit materials, offers suggestions for customizing components, and provides examples of use. Additional toolkit contents include fact sheets, a poster and PowerPoint presentations on the roles of families, schools and communities in promoting youth physical activity.

In December the [Maternal and Child Health Library](#) at Georgetown University released a new edition of its knowledge path, "[Diabetes in Children and Adolescents](#)." The knowledge path points to current resources about diabetes prevalence, diagnosis and management, type 2 diabetes prevention, and pediatric diabetes research. Separate sections present resources that address diabetes management in school, medication monitoring, nutrition and physical activity. The Library also released a new knowledge path, "[Physical Activity and Children and Adolescents](#)." This knowledge path contains links to resources about physical activity recommendations, strategies for promoting physical activity, and programs that promote physical activity in youth. Separate sections point to a number of resources, including promoting physical activity in childcare and early childhood education, community design, school-based physical activity, and special health care needs.

Technological Innovations in MCH

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[Cook Children's Health System](#) in Fort Worth, TX launched a free iPhone application with pediatric medical information for parents ranging from general health to childhood emergencies. It also includes maps and directions to the nearest clinic or doctor's office. It is believed to be the first children's hospital in the nation with a pediatric information iPhone application. In the first three days after the launch, already 850 people had downloaded it to their phones, with participants from all across the globe. The app can be found in the Apple App Store under "[KidsCheckup](#)."

In February the [National Healthy Mothers, Healthy Babies \(HMHB\) Coalition](#) launched [Text4baby](#), a free mobile information service that provides health tips timed to a

woman's stage of pregnancy or an infant's age. The program was made possible through a public-private partnership that includes mobile service providers; health professionals; and federal, state and local agencies. The service enables pregnant women and new parents to receive health information delivered regularly to their mobile phones via text message at no charge. Messages are available in English and Spanish and focus on topics such as immunization schedules, mental health, nutrition, oral health, safe sleep, seasonal flu prevention and treatment, and tobacco use. The program also connects participants to public clinics and support services for prenatal and infant care. Both [WellPoint](#) and [Blue Cross Blue Shield/Carefirst](#) are founding sponsors of the [Text4baby](#) program.

**Supporting Improvements in Maternity Care**

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The [supplement to the January-February 2010 issue](#) of [Women's Health Issues](#) presents the summary proceedings and papers from the Childbirth Connection 90th Anniversary policy symposium, "Transforming Maternity Care: A High Value Proposition," held on April 3, 2009, in Washington,DC. The symposium and supplement were carried out in partnership with the [Jacobs Institute of Women's Health](#) as part of a collaborative effort to propel maternity care system improvement efforts forward and provide a roadmap for stakeholders to concretely address critical issues. One paper presents a view of an optimal maternity care system and the other charts the pathway for moving toward the vision over the next 5 years. Additional topics covered in the journal include the history and methodology of Childbirth Connection's Transforming Maternity Care project; the role of Medicaid in promoting access to high-quality, high-value maternity care; and a summary of key informant interviews on the status of maternity care system performance and the priorities for change.

The [American Congress of Obstetricians and Gynecologists' \(ACOG's\)](#) Committee on Obstetric Practice published an opinion in the [February 2010 issue](#) of [Obstetrics and Gynecology](#). (ACOG is formerly the American College of Obstetricians and Gynecology.) ACOG states that "screening for depression has the potential to benefit a woman and her family and should be strongly considered." Studies have shown that untreated maternal depression negatively affects an infant's cognitive, neurologic and motor skill development. A mother's untreated depression can also negatively impact older children's mental health and behavior. During pregnancy, depression can lead to preeclampsia, preterm delivery and low birth weight. The document, "[Screening for Depression During and After Pregnancy](#)," is one in a series outlining emerging clinical and scientific advances; it addresses the potential benefit of screening for, diagnosing and treating depression as well as available screening tools and billing for services.

Promoting Adolescent Health

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A recent study by Aberg, et al., "[Cardiovascular fitness is associated with cognition in young adulthood](#)" found that teens who are physically fit are more likely than other teens to achieve later success at college and work. Teen fitness was also linked to a higher IQ. Fit teens were also more likely to get a university degree later in life, and

they landed better jobs - with higher pay or management responsibilities - up to 36 years later.

The [Health Resources and Services Administration](#) (HRSA) maintains a website called "[Stop Bullying Now!](#)" that contains resources for bullying prevention. Last month, the Stop Bullying Now! Team dispersed a number of its illustrated books designed to prevent bullying among children to nearly 1,000 [Boys & Girls Clubs of America](#) locations. Tens of thousands of youth across the country will be equipped with the tools to address bullying in their communities thanks to this effort. To learn more about starting a campaign and distributing bullying prevention booklets in your school or community, click [here](#).

There are two recent reports out on teen driving. The first is a manual published by the [National Highway Traffic Safety Administration](#) (NHTSA), containing best practice guidelines for improving teen driver training. The manual can be found [here](#). The second is a study from [Allstate](#) on attitudes of teen drivers. That report, "[Shifting teen attitudes: the state of teen driving 2009 - An Allstate Foundation report](#)," found that texting is the biggest distraction for teens behind the wheel. May is national Teen Driving Safe Month.

There is also new research on adolescents, sleep deprivation and motor vehicle accidents. Taylor and Bramoweth's study, "[Patterns and consequences of inadequate sleep in college students: substance use and motor vehicle accidents](#)," appears online in the [Journal of Adolescent Health](#). The lead study author, Taylor, said "this study supports what many others have found: insufficient sleep is epidemic. It is perhaps more problematic in young adults because their coping methods - alcohol and substances, skipping homework/class or just pushing through their sleep - set them up for such severe consequences such as addictions and potentially fatal car crashes."

### **Enhancing Access to Oral Health Care**

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The [Maternal and Child Health Library at Georgetown University](#) released a new Knowledge Path in February. The Knowledge path, "[Oral Health for Infants, Children, Adolescents, and Pregnant Women](#)," has a variety of resources related to perinatal and children's' oral health, including separate sections for childcare/Head Start, K-12 education, pregnancy, school-based and school-linked care, and special health care needs. Additional sections point to resources on dental caries, dental sealants and fluoride varnish.

The [American Academy of Pediatrics \(AAP\) Oral Health Initiative](#) released a new resource, "[A Pediatric Guide to Children's Oral Health Flip Chart and Reference Guide](#)." The Flip Chart supports pediatricians and other child health professionals in conducting oral health assessments and educating patients. The 8 ½ x 11 laminated spiral bound tool, designed to stand by itself, provides color photographs and text on topics such as tooth eruption and structure, cavity risk assessment, recognizing early childhood caries, anticipatory guidance, fluoride modalities and treatments, dental trauma, and

oral anomalies. The Reference Guide, located in the back pocket of the flip chart, provides additional in-depth information that answers questions the provider may have about children's oral health. The Flip Chart and Reference Guide have been developed with support from the federal Maternal and Child Health Bureau. A complimentary copy may be requested by completing an [online survey](#) and providing your mailing information.

On January 20th [NACCHO](#) and [CityMatCH](#) held a webinar, "Promoting Oral Health Through Policy and Partnerships," as part of its "Emerging Issues in MCH" series. Jessie Buerlein, MSW of the [Children's Dental Health Project \(CDHP\)](#) spoke along with Marilynn Sutherland, MSSW, director of the Klamath County Health Department and Lynn Mouden, DDS, MPH, Director of the Office of Oral Health at the Arkansas Department of Health. The webinar conveyed the importance of perinatal oral health through policy and practice and introduced novel partnerships among oral health programs. View the archive of the webinar [here](#).

The National Oral Health Conference will be held in St Louis, MO April 26 - 28, 2010. For more information, visit the [conference website](#).

Health Plan Initiatives and Tools

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[UnitedHealth Group](#) recently awarded over \$180,000 in grants to schools and community groups to help fight childhood obesity. The [UnitedHealth HEROES Grants](#) are awarded to local programs that help children get and stay healthy by fighting pediatric obesity. More than 265 grants were awarded in 35 states and the District of Columbia. The grants are part of the UnitedHealth HEROES program, which is a collaborative service-learning health literacy initiative developed by UnitedHealth Group and [Youth Service America](#).

Employees at [Arkansas Blue Cross and Blue Shield](#) raised more than \$10,000 for the [Juvenile Diabetes Research Foundation \(JDRF\)](#) this past fall. More than 500 Arkansas BCBS employees [formed a corporate walk team](#) and gathered for the annual Walk to Cure Diabetes last September. President and CEO Mark White served as the 2009 corporate walk chair for the [Greater Arkansas Chapter of JDRF](#).

**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 government, 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 [National Business Group on Health](#) recently released a publication titled "[Workplace Breastfeeding Programs: Employer Case Studies](#)." Developed by the Business Group's Center for Prevention and Health Services in cooperation with the [U.S. Department of Health and Human Services Office on Women's Health](#) and the [Health Resources and Services Administration's Maternal and Child Health Bureau](#), the 12-page issue brief presents exemplary employer case studies to provide guidance regarding the development, implementation and evaluation of workplace breastfeeding programs.

The [Healthy Teen Network 2010 Call for Proposals](#) for their 31st Annual Conference, [A Time of Opportunity: Engaging Communities in Supporting Healthy Youth and Young Families](#), is now open. [Healthy Teen Network](#) is interested in a wide range of topics related to the health, safety and well-being of adolescents, young adults and pregnant and parenting teens. Workshop proposal applications are accepted online only. The conference will attract hundreds of professionals who work on behalf of adolescents and their children to reduce teen pregnancy, promote positive decisions regarding sexuality and reproductive issues, ensure healthy pregnancies, and support teen parents to raise healthy children. It is being held October 26-29, 2010 at the Hyatt Regency in Austin, Texas.

The [National Association of County & City Health Officials](#) (NACCHO) has put together a [Maternal, Child and Adolescent health toolkit](#). The toolkit offers downloadable tools and resources for local health departments. This toolkit aims to connect local health departments with publications, tools and other resources related to maternal and child health as well as adolescent health. NACCHO welcomes any [further tools or resources](#) for the toolkit.

[Healthy Teen Network](#) and the [American Bar Association Center on Children and the Law](#) recently published a report, "[Advocacy for Young or Expectant Parents in Foster Care](#)." Pregnant and parenting teens under foster care face a multitude of unique challenges. Understanding the legal rights of the youth in foster care is one way to help address these challenges. Healthy Teen Network and the American Bar Association Center on Children and the Law collaborated to provide answers to some common questions practitioners face when advocating for expectant and young parents.

The [National Healthy Start Association \(NHSA\)](#) held its [annual conference](#) on March 14-17 in Washington, DC. The workshops and plenary covered topic areas that are related to NHSA's vision of reducing infant mortality nationwide and improving perinatal health disparities, such as preconception and interconception health care and services, perinatal and postpartum depression, and male involvement and fatherhood initiatives.

City**MatCH** is holding its 20th Anniversary Conference in Chicago Illinois on September 12-14. City**MatCH** welcomes abstract submissions to be considered for oral or poster presentations at the conference. Abstract submission is open now until April 7th and

instructions can be found on the [website](#).

Newsletter Feedback

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NIHCM Foundation is constantly striving to improve our services. Please 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. Detailed information about the Foundation's projects and publications, including our maternal, child and adolescent health initiatives, is detailed on our web site.

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