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**NIHCM Foundation Activities**

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 NIHCM Foundation invites you to participate in an important webinar, "[Identifying and Treating Maternal Depression: Strategies & Considerations for Health Plans](#)," on Wednesday, December 9, 2009 at 1:00 p.m. to 2:30 p.m. (EST). Approximately 20 percent of women experience depressive symptoms during pregnancy and up to 15 percent of women are affected by postpartum depression in the year following the birth of a child. Maternal depression can lead to serious health risks for both the mother and baby that can increase the risk for costly complications during birth and can have permanent effects on child development and well-being. Health plans play an important role in supporting the early identification of maternal depression and coordinating the management of depression to avoid the consequences of untreated depression. [Electronic registration](#) and a [draft agenda](#) are available on [NIHCM Foundation's website](#). Please register by noon (EST) on Tuesday, December 8.

NIHCM Foundation has released a new report, [Strategies to Support the Integration of Mental Health into Pediatric Primary Care](#), by Susanna Ginsburg, MSW and Susan Foster, MPH, MSSW. This issue paper examines the landscape for mental health service delivery to children, including a discussion of the role of federal and state agencies, as well as public and private insurance. With the aim of informing and facilitating discussions on how mental health care can be fully integrated into pediatric primary care, the issue brief reviews information on mental health programs, practices and

guidelines and discusses strategies health plans can utilize to improve early identification and treatment for children in primary care. To access the report and view others on maternal, child and adolescent health, go to [http://nihcm.org/publications/maternal\\_adolescent\\_and\\_child\\_health](http://nihcm.org/publications/maternal_adolescent_and_child_health).

NIHCM Foundation has released a new edition of *Expert Voices*, "[Uninsured and Eligible for Public Coverage: Underlying Causes and Policy Solutions](#)," by Dr. Genevieve Kenney of the Urban Institute. New estimates indicate that millions of the uninsured are actually eligible for public coverage. Two-thirds of uninsured children and 30 percent of uninsured parents were eligible for coverage yet remained unenrolled. In this essay, Kenney explores reasons behind this phenomenon and describes steps that can be taken to facilitate and encourage enrollment among eligible individuals. She stresses the importance of multi-faceted approaches that promote program awareness, simplify eligibility determination, and automate enrollment and renewal processes. As our country considers expansions in publicly funded coverage, these lessons should be top of mind in order to maximize program enrollment and reach as many uninsured people as possible. View this *Expert Voices* at [http://nihcm.org/pdf/EV-Kenney\\_FINAL.pdf](http://nihcm.org/pdf/EV-Kenney_FINAL.pdf)

On August 26th NIHCM Foundation hosted a webinar, "[Improving Early Identification & Treatment of Adolescent Depression: Considerations and Strategies for Health Plans](#)." The webinar explored the current state of adolescent mental health, with a particular focus on adolescent depression. It also discussed the current guidelines, including the recent U.S. Preventive Services Task Force recommendations, and reviewed effective screening tools for primary care providers to identify depression among adolescents and to provide appropriate treatment or referral. Finally, the session highlighted current health plan efforts to implement mental health checkups, develop a system of referrals in the primary care practice to facilitate better treatment of mental health issues, and create reimbursement mechanisms for these services. Additional information including the agenda, speaker presentations, and audio archive is available at [http://nihcm.org/maternal\\_adolescent\\_and\\_child\\_health1/conferences\\_and\\_webinars](http://nihcm.org/maternal_adolescent_and_child_health1/conferences_and_webinars). An issue brief on this topic will be available later this fall.

**Involving Primary Care Practitioners in Children's Oral Health**

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The Institute of Medicine hosted a workshop, "[The U.S. Oral Health Workforce in the Coming Decade](#)," that examined the current status of access to oral health services, promising workforce strategies to improve access, and strategies to improve the regulations and structure of oral health care delivery. Experts highlighted the need for more integration between the oral health, public health, and medical health care workforces and the increased delivery of services by pediatricians, family physicians and nurses. Read the workshop summary report at <http://www.iom.edu/en/Reports/2009/OralHealthWorkforce.aspx>.

In September the [National Academy for State Health Policy](#) published a new report, [Engaging Primary Care Medical Providers in Children's Oral Health](#). Tooth decay is the most common chronic childhood disease in America and is almost entirely preventable.

Since most children see primary care practitioners (PCPs) earlier and more frequently than dentists, states have turned to medical providers to help prevent tooth decay. Currently 34 states reimburse PCPs for three sets of preventive oral health services for children -- an increase of nine states in a year. These preventive services include: application of fluoride varnish, anticipatory guidance/caregiver education, risk assessment, and an oral examination/screening. For more information, access the full report at <http://www.nashp.org/files/EngagingPrimaryCareMedicalProvidersCOH.pdf>.

Published in the August issue of *Health Services Research*, "[Increased Children's Access to Fluoride Varnish Treatment by Involving Medical Care Providers: Effect of a Medicaid Policy Change](#)" examines how a state-level Medicaid policy change that allows medical care providers to be reimbursed for fluoride varnish treatment (FVT) impacted access for Medicaid enrolled children in Wisconsin. Following the policy change, children's FVT rates more than quadrupled (rising from 1.4 per 1,000 person-years of enrollment in 2002-2003 to 6.6 per 1,000 person-years in 2004-2006). Almost half (48.6 percent) of this increase was attributable to medical care providers. The largest increase was seen in children 1-2 years of age, among whom medical care providers were responsible for 83.5 percent of the increase. The article's abstract is available at <http://www.hsr.org/hsr/abstract.jsp?aid=44115147736>.

### Preventing Infant Mortality

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 The [Maternal and Child Health Library at Georgetown University](#) released a new knowledge path edition, [Infant Mortality and Pregnancy Loss](#). The knowledge path offers resources that examine current data, identify causes and promising intervention strategies, and describe risk-reduction efforts and bereavement-support programs. The knowledge path contains resources for professionals and families as well as separate sections about the factors that contribute to infant mortality and pregnancy loss, namely birth defects, injuries, low birthweight and prematurity, and safe sleep environment. The knowledge path is available at [http://www.mchlibrary.info/KnowledgePaths/kp\\_infmort.html](http://www.mchlibrary.info/KnowledgePaths/kp_infmort.html).

In honor of National Infant Mortality Prevention Month, the [National Healthy Start Association](#) (NHSA) released a [National Infant Mortality Awareness Toolkit](#) containing materials to promote awareness about factors contributing to infant mortality in the United States. The toolkits include promotional materials, suggested fundraising and advocacy activities, statistical resources, and public relations and marketing tips. Although intended for use by Healthy Start programs, the toolkit can be used by anyone to urge community leaders to get involved in efforts to reduce infant mortality rates. The toolkit is available on the NHSA web site at <http://www.healthystartassoc.org/Toolkit.pdf>.

Two new online resources on Sudden and Unexpected Infant/Child Death and Pregnancy Loss are available: [Helping Babies, Healing Families: A Program Manual and SIDS & Infant Death: A Trainer's Guide](#). The program manual aims to support the staff of local and State programs to provide comprehensive Sudden Infant Death Syndrome

(SIDS) and Infant Death (ID) risk reduction services as well as bereavement programs to families and their extended support networks. The trainers guide contains information on how to conduct trainings, presentations and informational sessions with various audiences. These resources update the 2006 document published by the U.S. Department of Health and Human Services, Health Resources and Services Administration, [Maternal and Child Health Bureau](#). The resources are available at <http://www.programmanual.info>.

**Promoting Adolescent Health**

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[The National Alliance to Advance Adolescent Health](#) has published a new fact sheet, "[Pediatricians' Interest in Doing More to Improve the Care of Adolescents](#)," that presents data from a national survey of pediatricians regarding their willingness to strengthen preventive and primary care for adolescents if payment barriers were removed. Pediatricians expressed substantial interest in offering or expanding preventive services to adolescents, particularly for health education, risk assessment, risk reduction counseling, and the identification of mental health disorders. Pediatricians were also interested in hiring health educators and mental health clinicians. This and other publications are available on The National Alliance's website at <http://www.TheNationalAlliance.org>.

CDC's [National Center for Health Marketing](#) has published a new issue of *Audience Insights*, which aim to help readers communicate more effectively with various audiences in order to influence their behavior. "[Audience Insights: Communicating to Teens \(Aged 12-17\)](#)" profiles teens' demographic characteristics, health concerns and media habits and outlines strategies for effectively targeting health communications to teens. Teens reveal that stress is their primary health concern, and they desire information on how to better handle it. Download the full report at [http://www.cdc.gov/healthmarketing/pdf/AudienceInsight\\_teens.pdf](http://www.cdc.gov/healthmarketing/pdf/AudienceInsight_teens.pdf).

"[Trends in Adolescent and Young Adult Health in the United States](#)," published in the July issue of the [Journal of Adolescent Health](#), presents a national health profile of adolescents and young adults (ages 10-24). Utilizing multiple databases, the article represents trends on demographics, mortality, health-related behaviors, and healthcare access and utilization. Significant gender and racial/ethnic disparities are also noted. The article then discusses critical policy and program recommendations to improve adolescents' access to and utilization of quality health care services. The article is available at [http://www.jahonline.org/article/S1054-139X\(09\)00124-4/abstract](http://www.jahonline.org/article/S1054-139X(09)00124-4/abstract).

**Obesity Prevention**

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Forty food and beverage companies have partnered to create the [Healthy Weight Commitment Foundation](#) (HWCF). HWCF aims to reduce obesity, especially in children aged 6 to 11, by 2015. The marketplace, workplace and schools are three focus areas where HWCF plans to help consumers lead healthier lives by making energy balance -- calories in balanced with calories out -- a daily habit. The Foundation is made up of

retailers, manufacturers, non-profit organizations and trade associations. Members have committed \$20 million to the effort. For more information, see the [HWCF website](#).

The [September 2009 Supplement of the Journal of Adolescent Health](#) focuses on the research around adolescent obesity prevention and its relevance for informing policy changes. Funded by the [Robert Wood Johnson Foundation](#), the supplement presents research on environmental solutions to the obesity epidemic, such as school nutrition policies, park use among urban youth, and food and beverage marketing. It is intended to help practitioners, advocates, and policymakers in improving adolescents' diets, increasing their participation in physical activity, and helping to prevent adolescent obesity. The supplement is available free to the public at [http://www.journals.elsevierhealth.com/periodicals/jah/issues/contents?issue\\_key=S1054-139X\(09\)X0013-3](http://www.journals.elsevierhealth.com/periodicals/jah/issues/contents?issue_key=S1054-139X(09)X0013-3)

Local governments can play a critical role in reducing obesity by developing environments that make it easier for children and adolescents to eat healthier diets and get more physical activity. [Local Government Actions to Prevent Childhood Obesity](#), a new report from the [Institute of Medicine](#) and [National Research Council](#), provides local health officials with action steps that hold the greatest potential to reduce obesity rates. It recommends strategies such as zoning restrictions on fast-food restaurants near schools, community policing to improve safety around public recreational sites, and publicly run after-school programs that limit video game and TV time. Access the report at <http://nationalacademies.org/morenews/20090901.html>.

### Health Plan Initiatives and Tools

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[Highmark](#) is providing an updated [Childhood Obesity Physician Toolkit](#) to more than 3,500 family practice doctors, pediatricians and pediatric specialists in Central and Western Pennsylvania. Updates to this second edition Toolkit include more robust content to assist physicians in the early identification and treatment of overweight and obese children, resources to assess risks for comorbid conditions such as hypertension and diabetes, and tips for beginning a dialogue with parents about their child's weight and associated health risks. Highmark also donated \$100 million to the Highmark Foundation as part of the Healthy High Five initiative. Read the [official press release](#) to learn more about these efforts.

[Premera Blue Cross](#) has partnered with [Swedish Medical Center](#) on its [Community Health Medical Home Clinic](#) that aims to expand access to primary care and deliver more effective care utilizing a patient-centered medical home model. Patients have access to a team of physicians offering comprehensive care and increased care coordination. Rather than paying by volume of services delivered, Premera and Swedish have agreed on an innovative model of reimbursement that emphasizes quality of care and healthy patient outcomes. Patients will receive unlimited access to physician teams that provide preventive care, wellness services, chronic disease

management, and other health services. Participating Premera members will have their co-pays for visits to the Ballard Campus Clinic waived by Swedish. For more information, read the [official press release](#) about the partnership or see the [Swedish Community Health Medical Home Clinic website](#).

[America's Health Insurance Plans \(AHIP\) Foundation](#) gave a [2009 Community Leadership Award](#) honorable mention to the [Blue Socks for Kids](#) project that distributed warm socks to low income Vermont youth. The project was funded by the [Vermont Caring Foundation](#), Blue Cross and Blue Shield of Vermont's non-profit charitable arm, that donated \$25,000 to purchase 10,000 pairs of merino wool socks manufactured specifically for Blue Socks for Kids by Vermont's only sock maker, Cabot Hosiery Mills. For more information about the award, read the [official press release](#).

[Blue Cross and Blue Shield of Kansas City](#) (Blue KC) and the [Health Care Foundation of Greater Kansas City](#) are providing financial support to [Kansas City Public Television](#) (KCPT) for the series [Generation XL](#), which brings together teachers, parents, administrators, and health and fitness experts to discuss the challenges facing schools in their battle against obesity. The October 15th episode highlights creative solutions for increasing physical activity throughout the day, such as new approaches to recess, keeping kids moving in P.E., classroom activities, before and after school programs, and some "green" alternatives. [KC Healthy Kids](#), [PE4life](#) and local experts are providing consultation for the series. For more information, read Blue KC's [press release](#).

**AIM, NIIAH and PIPPAH Collaborative Activities**

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NIHCM Foundation is part of three collaboratives aimed at improving the 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 [American Bar Association Center on Children and the Law](#) has released a new publication, [Healthy Beginnings, Healthy Futures: A Judge's Guide](#). The guide shares current research on physical health, child development, attachment, infant mental health, and early care and education and provides tools and strategies to help judges promote better outcomes for babies, toddlers and preschoolers who enter their courtrooms. The full Guide, individual chapters or chapter Practice Tips can be downloaded at <http://www.abanet.org/child/baby-health/healthybeginnings.html>.

The [National Association of County and City Health Officials](#) (NACCHO) has released a

new report, [\*Meeting the Needs of Pregnant and Parenting Teens: Local Health Department Programs and Services\*](#). A joint effort between NACCHO's Adolescent Health and Maternal and Child Health Projects, this report highlights the promising practices of four local health departments that are working to provide services for pregnant and parenting teens and to prevent the negative consequences often associated with teenage childbearing and parenting. The report is available for free on [NACCHO's website](#).

"[It's Not Just Black and White: Health Disparities in Other Racial and Ethnic Groups](#)," the latest Issue Focus from [Grantmakers in Health](#), highlights disparities and health concerns in Hispanic, Asian American, and American Indian populations and provides examples of ways philanthropic organizations can support efforts to improve their health status and outcomes. View the Issue Focus at [http://www.gih.org/usr\\_doc/Issue\\_Focus\\_8-24-09.pdf](http://www.gih.org/usr_doc/Issue_Focus_8-24-09.pdf).

In September the [National Governors Association Center for Best Practices](#) held a summit, "[Building Brighter Futures for Our Children](#)," that brought together teams from nearly 40 states to develop a coordinated policy agenda among state health, early education and human service systems. The summit coincided with the release of a new report, [Shaping a Healthier Generation: Successful State Strategies to Prevent Childhood Obesity](#), which examines state activities to encourage kids to eat healthier and be more active in child care, school, community and health care settings. The summit also highlighted a Guide for governors, entitled [Partnering with the Private and Philanthropic Sectors: A Governor's Guide to Investing in Early Childhood](#). This guide includes 11 state profiles of early childhood public-private partnerships. Two states, North Carolina and South Carolina, include their local Blue Cross Blue Shield plans among their partners and supporters. Additional information about the Summit and access to the reports are available on [NGA's website](#).

The [National Oral Health Policy Center at Children's Dental Health Project](#) has launched a new publication series. [TrendNotes](#) are designed to highlight emerging trends in children's oral health and promote policies and programmatic solutions that are grounded in evidence-based research and practice. The first edition, "[Better Health at Lower Cost: Policy Options for Managing Childhood Tooth Decay](#)," highlights for policy makers the significance of preventing and managing childhood tooth decay. Download the inaugural *TrendNotes* issue and learn more about the series [here](#).

The [National Business Group on Health](#) has released a new issue brief, [Preventing Prematurity and Adverse Birth Outcomes: What Employers Should Know](#), that highlights the importance of preconception care for employers. Prematurity and other adverse birth outcomes, such as low birth weight and birth defects, have become more common and create significant costs for employers. This issue brief provides strategies employers can use to help employees get healthy before they become pregnant, which can prevent pregnancy complications. Download the issue brief at <http://www.businessgrouphealth.org/pdfs/Preconception%20issue%20brief%20FINAL.pdf>.

The [Association for Maternal and Child Health Practitioners](#) (AMCHP) has released a new Issue Brief, "[The Role of State MCH Programs in H1N1 Response](#)." H1N1 influenza has been shown to have a disproportionate impact on pregnant women and children, so state MCH programs play a critical role in preparedness and response. Based on information gathered from state MCH leaders in August 2009, the brief summarizes State MCH program involvement with H1N1 response thus far and suggests areas for further involvement throughout the fall and winter. Download the issue brief at [http://www.amchp.org/MCH-Topics/A-G/EmergencyPreparedness/Documents/Issue-Brief\\_FINAL.pdf](http://www.amchp.org/MCH-Topics/A-G/EmergencyPreparedness/Documents/Issue-Brief_FINAL.pdf).

**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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