



Vol. 6 No. 1 • Children's Trust Foundation, dedicated to preventing child abuse and neglect • Spring 1996

Partners foster a good start in life

Ensuring that all families receive the support they need has always been a priority of Children's Trust Foundation. Prevention of poor outcomes for children includes supporting families from the earliest moments of a child's life. There is nothing more significant in the life of a family than the addition of a child.

In recent months increased attention has been given to the needs of newborns and their parents. The media has focused attention on the impact of short hospital stays for mothers and their newborns. A partnership has been formed to address the issue of needed medical care and parent education after the birth of infants. This issue of Wings highlights the work and accomplishments of the Post Birth Partnership.

At Children's Trust we believe all sectors of the community must participate in strengthening families. From the corporate sector, Eddie Bauer describes its innovative project for associates with new babies. Local hospitals are highlighted for their efforts to ensure quality post birth care. Also included in this issue, you'll be informed about the current position this year's legislature took on the issue of maternal and baby care.

Another smooth landing for Flying High for Kids auction



King County Executive and Governor candidate, Gary Locke (l), is congratulated by Flying High For Kids Auction co-hosts Pat Cashman and Penny LeGate on the success of the See Seattle Walking Tour package. Mr. Locke will join the winning bidders for lunch at Grand Central Bakery during the walking tour.

Spring was in the air and in the hearts of all the generous participants of the 8th annual Flying High for Kids held on March 8th at the Four Seasons Olympic Hotel. Over \$108,000 was raised during the evening, the proceeds to support future Children's Trust Foundation programs to prevent child abuse and neglect.

After cocktails and a delicious dinner, co-hosts Penny LeGate and Pat Cashman and auctioneer Jeff Stokes led guests through a panoply of auction items. Travel packages including trips to San Diego, Hawaii and Montana were all hits this year as bidders contended for scenic escapes. Enjoyable adventures included kayaking, flying on a B67 fighter

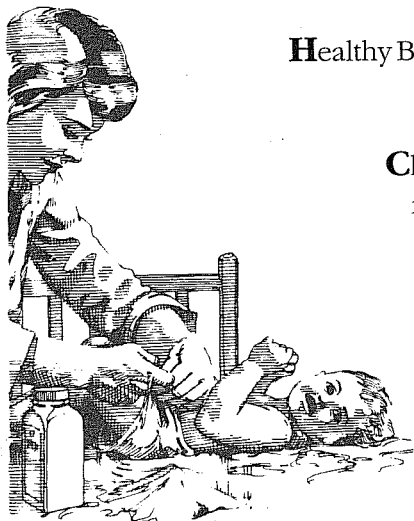
plane, touring the Miss Budweiser Hydroplane facility and touring a movie set, just to name a few. John Sarich, Gary Locke and Steve Pool were some of the celebrities on hand; their participation spoke for their commitment to eradicating child abuse, as did the presence of all our guests.

Children's Trust deeply appreciates all who made this event possible. A round of applause goes to those wonderful individuals and companies who donated packages, provided corporate underwriting, attended and purchased items, and volunteered their time and energy. Thank you very much for creating a wonderful evening and helping to ensure a safer future for children.

Post Birth Partnership Vision for a future supporting all families

- ❖ *All newborns and their mothers will receive post birth care with in-person follow-up support services to ensure the healthy development of all children and families.*
- ❖ *Fathers and other family members of newborns will be included in the in-home or outpatient services provided to fulfill their role as a valuable participant in a healthy family.*
- ❖ *Perinatal education for families will be provided throughout the pregnancy and continue after birth for all newborns.*

The Partnership is committed to:



Healthy Beginnings

Clear information and support for new parents

Standards of Care

Community responsibility

Support for new parents through:

Birth classes

Doctors

Doulas

Family

Friends

Insurance Providers



Midwives

Nurses

Researchers

Social Workers

Volunteers

Perspective



Sue Storgaard is the Director of Work/Life Services at Eddie Bauer.

We are very excited that Eddie Bauer will soon offer a fully-paid postpartum visit by a medical professional to all our new babies and parents. We developed this program, Home and Healthy, in partnership with Pediatric Home Care, an affiliate of Children's Hospital and Medical Center.

This program grew out of our concern that mothers and babies are now discharged so quickly from hospitals, often before signs of a medical problem can be detected. During the 2-hour Home and Healthy visit, the mother and baby will receive a thorough examination, questions will be answered, and indications of postpartum depression will be addressed. Our 3-month pilot program starts April 1, for Associates located in Seattle and Toronto.

Through this program, we hope to raise the comfort level of parents regarding the new addition to their family. We expect a return on our investment through reduced health care expenses.

At Eddie Bauer, we are dedicated to offering a full range of work/life programs to meet the needs of our Associates through all stages of their career with the company. We are particularly pleased with the positive response the new Home and Healthy program has received both from our Associates and organizations throughout the country who have inquired about the program.

Edgewater 5k run

The Edgewater, Seattle's only waterfront hotel, will hold its Inaugural Edgewater 5k and Children's Teddy Bear Run on Sunday, April 28. This event is a benefit for Children's Trust Foundation. Participants in the race will run along Seattle's waterfront through Myrtle Edwards Park before returning to the Edgewater. For the first 300 children (10 and under) who enter the 1k Children's Teddy Bear Run, Godfather's Pizza will donate a teddy bear in the name of each child to the 92.5 KLSY Teddy Bear Patrol. Call the race hotline at (206) 269-4576 for more information.

Mark your calendars

Cue Up For Kids, a unique billiards tournament featuring local sportscasters and members of the 1996 Women's Professional Billiards Association will be held on Thursday, June 6, at Jillian's Billiard Club. After the tournament you can see how talented you are by challenging a pro or celebrity. The event will begin at 7 p.m. and all proceeds will go to benefit child abuse prevention programs. Jillian's is located at 731 Westlake Avenue North. For tickets or more information call 223-0300.

The ***Courage Classic*** is a three-day, full-service cycling adventure that covers 172 miles over three gentle passes. Held on August 24-26, 1996, this event should not be missed. Proceeds from the event support Children's Trust Foundation and Mary Bridge Children's Hospital. For more information, call 1-800-39CYCLE.

THANK YOU TO OUR RECENT DONORS

Our appreciation and thanks to the following donors who made financial contributions since our last issue of WINGS. Due to limited space this does not include the 30 donors and 200 guests of our 1996 Flying High For Kids benefit.

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from Lee and Elizabeth Gingrich
In honor of Gladys Bellinger
from Wilbert and Sherrill Richarz
In honor of Christine Lewis
from Stuart Sloan
In memory of Calvin Brett Burtenshaw
from Angelina Burtenshaw
In memory of Mrs. Leone Rulifson
from Lora Mullin

Local hospitals take initiative on care

As concern in the community grows regarding short hospital stays for newborns and mothers, hospitals are working to address the problem. Many hospitals throughout Washington are taking initiative to provide post birth services for new moms and babies. To name a few, Northwest, Swedish, Overlake, Providence, Valley General and Evergreen now offer some post-partum care services, such as home and clinic visits, telephone consultation and in-hospital education.

Tacoma General is the first hospital in the Northwest to allow new mothers to remain in the hospital for extended care up to 48 hours following the normal vaginal birth of a baby, if she chooses. Tacoma General is establishing a transitional unit for new mothers and their babies where they will have time to rest, learn and bond while under the watchful eye of hospital staff. Sylvia Conley, a registered nurse, says "New moms will have the opportunity to learn what to expect about their baby's feeding, crying, diapering, immunizations, health signs and safety. She will also be able to learn about the hormonal changes occurring in her own body, and how to care for herself..."

Beverly, continued...

needs of families after the birth of a baby. We also have some exciting plans for improving the knowledge of consumers about the importance of post birth care, appropriate services and equitable reimbursement.

WINGS: Have you encountered any obstacles?

BEVERLY: The energy and the ideas generated by the group exceed our resources. We are trying to raise money from private sources, individuals and corporations who share our vision of a healthy start in life for all newborns.

Legislative update: Act supports maternal and infant care

ESSB 6120 "AN ACT Relating to health insurance benefits following the birth of a child" is on Governor Lowry's desk waiting to be signed. The final bill amended in the House before the Senate concurred, specifies that the health care provider and the mother determine the time of discharge, the type of follow-up care and location of the care. There is no reference to hours of stay in the hospital, only that "covered eligible services may not be denied for in-patient... as ordered by the attending provided." Decisions must be based on "accepted medical practice" according to the bill. Clarity of phrases in the legislation will be pursued by the Post Birth Partnership and others with an interest in the issue.

The Partnership provided information to both the House Health Care Committee and the Senate Health Committee at hearings during the session. Members of the Partnership Steering Committee used the *Position Statement: Public Policy* to highlight concerns on appropriate post birth services such as clinical sovereignty, pre-discharge decision on post birth follow-up care, and appropriate reimbursement. It is hoped that with the work in progress by Partnership work groups negotiations will be strengthened so that more families receive quality, cost effective post birth care. Regulations will be promulgated by the Office of Insurance Commissioner.

Post Birth Partnership members gain network and latest data

By joining the Post Birth Partnership you can network with other professionals working on post birth services. Membership gives you or your company access to and input in all Partnership meetings, networking opportunities, the latest information and data in this area, and professional recognition.

Individual membership is \$50 and organizational membership is \$200. For more information call Children's Trust Foundation at 343-5911.

PROGRAM NEWS

FUNDING AVAILABLE FOR 1996 POSITIVE COACHING SEMINARS

WCPCAN announces the availability of grant funding for 1996 Positive Coaching seminars. These seminars, given by experienced presenters in psychology of youth athletics, are designed to help coaches create a positive learning atmosphere and healthy philosophy of winning for young athletes.

Fifteen thousand dollars has been allocated to this program. The amount available for each Positive Coaching seminar is \$1,000.00. Seminars will be funded for the period of May 1, 1996 to September 29, 1996. Once funding has been committed, no

further funding will be awarded for this period. Eligible applicants are statewide public entities or private nonprofit organizations meeting the requirements of Section 501(c)(3) of the Internal Revenue Code. Grants will be awarded on a first come, first served basis to agencies that:

- ◆ demonstrate broad-based volunteer involvement in the project, i.e. donation of a facility;
- ◆ provide WCPCAN with a sample brochure, proposal for publicizing the seminar, and description of an evaluation to be completed after the seminar.

RFP/grant applications are currently available. To request a Positive Coaching package, call WCPCAN at 206/464-6151.

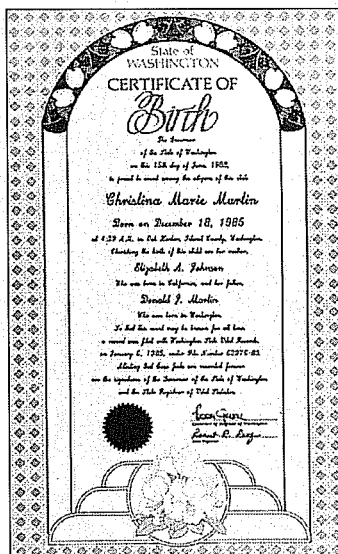
HEIRLOOM BIRTH CERTIFICATE

REMEMBER SPECIAL BIRTHDAYS WITH DISTINCTION

Purchasing an Heirloom Birth Certificate helps to protect Washington's most valuable resource — our children.

Proceeds benefit the Washington Council for Prevention of Child Abuse and Neglect, which funds educational and support programs for parents and children. These community-based programs help families to strengthen bonds, understand and appreciate childhood development, cope with the challenge of parenting, and improve their children's safety skills.

The certificate is an official document signed by the Governor and printed in



full color. It's a beautiful permanent record for anyone born or adopted in the state of Washington.

HOW TO ORDER
To order an Heirloom Birth Certificate, complete the form on the reverse side and send it with a check for \$25.00 made payable to:

Department of Health
Center for Health Statistics
P.O. Box 9709
Olympia, WA 98504-9709

\$17.00 is tax deductible. Your check is your receipt. Allow 6-8 weeks for delivery.

CAMPAIGN UPDATE

SUNSHINE FOR CHILDREN

The Sunshine for Children campaign launched in January to promote active community volunteerism as a way to prevent child abuse, and to highlight family and child service agencies, winds-up in April with local events taking place across the state that tie in with Child Abuse Prevention Month. All counties involved in the campaign have reported (continued on page 2)



Washington Council
for Prevention of
Child Abuse & Neglect

A Partner in Prevention

WCPCAN is a governor-appointed council working in partnership with the Children's Trust Foundation to prevent all child abuse and neglect. WCPCAN funds prevention programs, educates the community, and advocates social policy to protect children.

SUNSHINE FOR CHILDREN CAMPAIGN EVENTS CONTINUE THROUGH APRIL

(continued from page 1)

success. Here are some of the activities that have taken place since the campaign began, or that are being planned for April:

Cowlitz County designated the last week of April as the culmination of their local campaign, immediately following National Volunteer Week. Sunshine for Children will tie in with the volunteer breakfast on April 21, the Dare Fair, and the Young Child Fair at the Triangle Mall. St. John Medical Center has also been very involved in the campaign, using blue ribbons and banners to create awareness and hosting a forum on child abuse prevention.

Benton-Franklin County has been assisting recently formed Parents Anonymous (PA) groups with mailings to recruit participants, and with establishing media contacts. Other creative ideas have included a Sunshine for Children Toy Shower for the children's segment of PA groups, sponsorship of a 6th grade writing contest with the theme "How can I put Sunshine into another kid's life?"

Yakima County is working with the Yakima Herald and the Hispanic Press on getting a weekly space for highlighting local programs and organizations. The steering committee is also working with the Yakima Herald to get editorial coverage of the Sunshine campaign.

King and Pierce Counties plan to sponsor a joint "parenting information fair" at the Puyallup Spring Fair on April 20th. Plans are in the works for participation by family service providers in both counties and the Pierce County Fire Fighters Coop, proclamations by the Governor and Mayors of several cities, and a variety of family-oriented entertainment.

Whatcom County is coordinating April and May activities with a group called "Spend Time With Kids." The local newspaper has agreed to run a series of eight press releases in the almanac section describing upcoming activities which include: a proclamation by the County Executive recognizing April as Child Abuse Prevention Month, and a Parenting Safety Fair

Clallam County has put together a list of opportunities for people interested in volunteering with children and families, which details the type of assistance needed. This list is then sent to interested volunteers along with brochures and other information about the organizations in need of volunteers. Clallam has also run an ad for volunteers in a Seattle paper, and will be distributing the Sunshine PSA to local TV and radio stations.

Spokane County will kick-off the Sunshine campaign a second time in March and April. The Sunshine Steering Committee plans to tie the campaign in with a program called "Success by Six," which is sponsored by KHQ TV. The Spokane campaign has been greatly enhanced by the cooperation of local TV stations.

WCPCAN would like to thank these and all participating counties for their service and commitment to making the Sunshine campaign a local and statewide success.

RESOURCE CLEARINGHOUSE

WCPCAN's Resource Clearinghouse provides technical assistance to those community public health and safety networks that select child abuse and neglect as one of their focus problem behaviors.

The Resource Clearinghouse provides:

- ◆ Definitions of child abuse and neglect
- ◆ Summaries of risk factors related to child abuse and neglect
- ◆ Regional summaries of service availability and program descriptions
- ◆ Research-based reviews of effective approaches to prevention and family support
- ◆ Local service provider assessments of *community strengths and weaknesses*, as well as *what decision-makers need to know* around the issues of family support and child abuse and neglect prevention
- ◆ Recommendations for program funding and process

Regional reports are available to local community members by request. For more information, contact Rene Toolson Doran at 206/464-6636.

HEIRLOOM BIRTH CERTIFICATE ORDER FORM

PLEASE COMPLETE THE FOLLOWING:

1. BIRTH NAME

Last First Middle

2. DATE OF BIRTH

Month Day Year

3. PLACE OF BIRTH

City County Hospital

4. MOTHER'S MAIDEN NAME

Last First Middle

5. FATHER'S NAME

Last First Middle

6. YOUR NAME

Last First Middle

7. YOUR RELATIONSHIP

Parent/Grandparent/Friend/etc.

IF AN ADOPTED CHILD, CHECK THIS SQUARE:

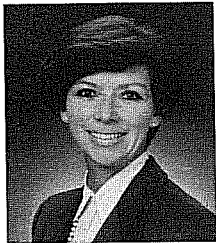
RETURN INFORMATION

PLEASE FILL OUT THE INFORMATION BELOW TO LET US KNOW WHERE YOU'D LIKE THE CERTIFICATE SENT.

1. NAME _____
2. ADDRESS _____
3. CITY, STATE, ZIP _____
4. DAYTIME PHONE _____

The Post Birth Partnership: This group pursues its passion for healthy families and babies

Selected by her peers because of her ability to build consensus, produce successful outcomes and improve the health of individuals, businesses, organizations and communities, Beverly Jacobson is the coordinator of the Post Birth Partnership. The goals of the Post Birth Partnership include determining standards of care for post birth services, communicating those standards, increasing public awareness about the needs of newborns and their families, and developing strategies for insurance compensation for post birth care. These goals are being accomplished through several work groups: data, education and training, health plans, communications, public policy and standards of care.



WINGS: What has been the driving impetus behind the development

of the Post Birth Partnership?

BEVERLY: While the increased media attention for proposed legislation has prompted many people to take a look at issues related to postpartum care, the real driving force is our passion for appropriate quality care for mothers and newborns who often leave the hospital unprepared for the days ahead. Health care professionals care about services that address the needs of newborns and their families as well as adequate reimbursement.

Attention is needed on education, breast/bottle feeding success, nutritional assurance, and observations for medical problems, such as jaundice, dehydration. Health care needs for the mother, such as infection, episiotomy care, proper rest and mental health care, need to be assessed. Postpartum depression also needs attention.

WINGS: What contribution does the Post Birth Partnership make to the community?

BEVERLY: A multi-disciplinary group such as the Partnership can help identify gaps in service and create solutions to fill the gaps. Sharing information and re-

sources enhances programs and services. Better utilization of human and economic resources reduces costs to the community. Most importantly, a broad base of individuals can communicate the progress to more people thereby, increasing awareness.

WINGS: What has been the most exciting aspect of the Partnership?

BEVERLY: The energy and commitment of the individuals participating in achieving the vision is phenomenal. Participants tell us that the most rewarding aspect has been the opportunity to connect with others who bring value to their own career and life. This

“The energy and commitment of the individuals participating in achieving the vision is phenomenal.”

group of individuals is truly pursuing their passion for healthy families and babies. And we are definitely open to having additional participants.

WINGS: What do you see as the paramount goal for the Partnership?

BEVERLY: The development of standards of care for post birth services is the core of our work. Physicians, midwives, nurses and other post birth

care providers agree on the need to have standards of care which reflect a quality, cost effective continuum of care for all new infants, their parents and families. It is the combination of prenatal, at birth, and post birth care that contributes to a newborn's good health.

WINGS: Describe some of the other achievements of the Partnership.

BEVERLY: We have developed a public policy statement that is used to educate policy makers. Because of the diverse nature of the partnership, we refrain from taking an official position on legislation. Instead, we use our expertise to inform legislators on the issues related to post birth care of newborns and their families.

We are attempting to provide data that can be used by several groups to improve post birth services. We have discovered that a great deal of raw data is available and we have one work group taking strides to analyze it. We are collecting data on programs, impact of short hospital stays, hospital readmissions and other unscheduled visits to providers, and content for childbirth education classes.

We have provided the opportunity for various health plans and providers to explore common issues. Furthermore, primarily for at home care, we are developing curriculum for education and training designed to assess the physical, emotional and social

Wings

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Letters are welcome to: WINGS
Editor, Children's Trust Foundation,
1305 Fourth Avenue, Suite 518, Seattle,
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Latino Parent Education Board members see program impact first-hand

In December, Children's Trust Foundation Board members met with parents from the Children's Trust Foundation funded Latino Parent Education and Support Program. Located in the Shoreline Family Support Center and operated by the Center for Human Services, the program provides 10 weeks of parenting classes and an on-going parent-child interaction program for 30 Latino families.

Three parents and an interpreter from Consejo talked with Children's Trust Board members about the parent education classes and the parent support they receive. One mother described the frustration and isolation of raising five children in the United States all alone. Through the program, she has met friends and learned new ways to guide and discipline her children. Other parents shared their perspectives on how education and support have made a difference in their efforts to successfully raise their children in a new country. In the parent education program, a Consejo teacher shows parents how to interact with their children. Parents and children then "play" in the children's room with the pre-school teacher, modeling the new skills they have learned.

Board members from Children's Trust Foundation brought gift boxes for the children which were distributed at the Family Support Center and a holiday party at Consejo. The Board appreciated the chance to learn first-hand how the Children's Trust Foundation's support is making a difference for families.

Children's Trust Foundation

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In This Issue

Post Birth Partnership

- Auction raises \$108,000.
- Eddie Bauer initiates post-partum services.
- Legislation supports maternal and infant care.