

The Child Health Advocacy Institute Impact Report



Merging passion

with science



A Message from Leadership

More than 30 years ago, Children's National established the nation's first hospital-based office dedicated to child health advocacy, under the leadership of the late Dr. Frederick Green, one of my early mentors (see front cover). The activity of the office was then primarily focused on child maltreatment and lead poisoning abatement. That work set the wheels in motion for the creation, in 2007, of the Child Health Advocacy Institute, a center of excellence exclusively dedicated to formalizing decades of clinical, community and legislative advocacy work and broadly addressing threats to the health and well-being of children in the District of Columbia, the National Capital Region and beyond. We are proud to summarize the early experience of the Child Health Advocacy Institute (CHAI) in this impact report and highlight the successes that are contributing to population health improvements for the communities that Children's National Health System serves.



A population health approach to care is not only consistent with the organizational mission of Children's National, but is vital to the sustainability of health care systems in the 21st century. Such an approach recognizes that better health status and healthier lifestyles, particularly in childhood, are intrinsically linked to alleviating the costly burden of chronic disease on our society. In many instances, this approach has required work that is influential at a national and broader policy level as we focus on strategies to reduce inequities and level the playing field of health disparities. Undergirding this effort is a critical informatics component analyzing quantitative and qualitative data to characterize the issues, assess the efficacy of interventions, and measure outcomes.

Our team is passionate about advancing Children's National's mission through the CHAI and the programs you will read about in this report. Together, we stand ready to champion the health needs of children, families and communities whenever possible, and wherever it may take us.

A handwritten signature in black ink that reads "Joseph L. Wright, MD". The signature is fluid and cursive.

Joseph L. Wright, MD, MPH
Senior Vice President, Community Affairs
Children's National Health System

About the CHAI

The Child Health Advocacy Institute is the melding of a diverse group of passionate, focused and committed medical professionals, policy makers and community advocates; working in concert to impact lasting change on the communities served. Using a multi-faceted approach, the CHAI facilitates the ability for researchers, clinicians and advocates to discover, deliver and disseminate best practices using public health approaches.

By proactively addressing health threats impacting children, and providing an influential voice in the development of child health policy, the CHAI is creating a lasting foundation for the transformation of child health on the local, national and global stage. Most importantly, this foundation is one with proven stability based on demonstrated measurable outcomes

Acknowledgements

We would like to acknowledge the many people with whom we have collaboratively worked on the region's pressing health and health-related pediatric issues.

We are gratefully indebted to those who have helped to extend our vision beyond care for the individual families to the broader "upstream" factors at the community and societal level. These factors impact all of our lives and disproportionately affect children growing up under challenging circumstances. A special thanks to the following individuals, as well as the numerous unsung heroes without whom the Child Health Advocacy Institute could not do its work :

Children's Health Board

Cory Alexander

Kathy and Norm Barker

Mark Batshaw

Winnie Blatchford

Jacqueline Bowens

Danielle Dooley

Elizabeth Duggal

Diana and Stephen Goldberg

Wendy and Fred Goldberg

Artencia Hawkins-Bell

Peter Holbrook

Tysus Jackson

Timothy Jones

Clare Kelly

Joyce Larkin

Jennifer Leonard

Cynthiana and William Lightfoot

Tom Mansbach

Mark Minier

Greg O'Dell

Bonnie Norman

Jutta and David Parsons

Terry Rumsey

Richard Snowden

Mary Helen Thompson

Carolyn and Richard Thornell

Paul Thornell

Our Change Agents

Advocacy & Community Affairs

Depending on who you ask, advocacy has different definitions, but the meaning is clear—advocacy is the pathway to action. In the Advocacy and Community Affairs Department, we set standards and best practices for advocacy in action through community engagement, community benefit, and health promotion and disease prevention. Our work cultivates dynamic relationships among public and private partners, communities, and Children's National—all for the purpose of improving community health using innovative ideas, research- and evidence-based, and best practices.



Child Health Data Lab

Passion drives our advocacy work – data elevates our initiatives from just passion to outcomes. The Child Health Data Lab opened in 2010 as a key vehicle for promoting evidence-based advocacy by merging our passion for children with today's science. The Data Lab uses an evidence-based scientific approach to assess the state of community health and evaluate progress in addressing our community's most pressing health burdens.



CHAI Administration

For every CHAI goal or milestone reached, there is a team of professionals working behind the scenes to provide financial, strategic, and operational leadership and support. Responsible for sustaining a solid operational foundation, executive leadership also looks to the CHAI Administration team to plan and lead special projects. Recently launched initiatives include:

- Development of a strategic partnership with the child health providers in the Central Southern Maryland region to advance pediatric best practices.
- Partnership with the Centene Corporation and behavioral health subsidiary, Cenpatico, to launch a national three-year, anti-bullying campaign targeting youth.



Mid-Atlantic Center for Children's Health and the Environment

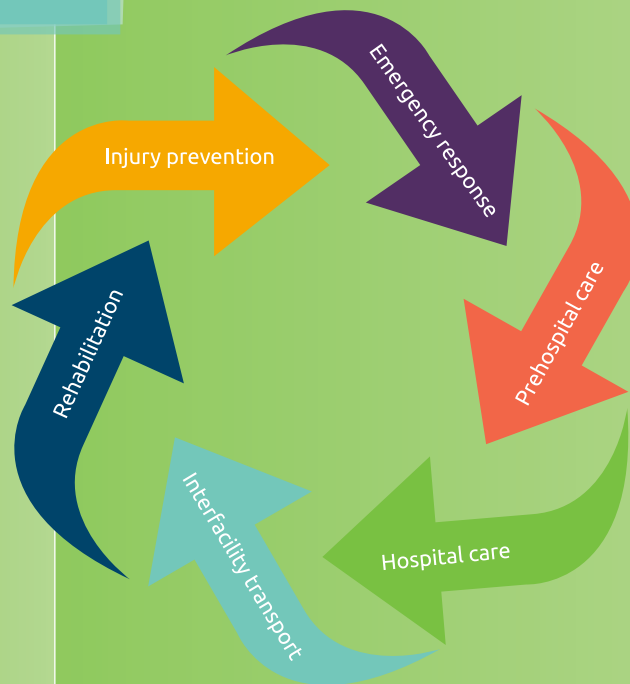
The health of a child can be greatly impacted by their environment, yet communities are often unaware of the hazards that may exist in their everyday surroundings. MACCHE serves Maryland, Virginia, Delaware, Pennsylvania, West Virginia and the District of Columbia by educating health professionals, parents, caregivers and concerned citizens about the impact of the environment on child health. This resource available at no cost; and any person or organization may request training or consultation.



Our Change Agents

EMS for Children National Resource Center

The Emergency Medical Services for Children National Resource Center (EMSC NRC) raises awareness among healthcare professionals, EMS and trauma system planners, and the general public that children respond differently to illness or injury than do adults. Through consultation and resource development for more than 100 EMSC grantees funded by the Health Resources and Services Administration, the NRC is committed to ensuring that children receive the right care, at the right place, and in the right time.



Regional & Municipal Affairs

Reflecting a focus on both direct community impact and provider education, this department has two main areas of focus:

- **DC Collaborative for Mental Health in Pediatric Primary Care:** This project aims to improve the integration of mental health in pediatric primary care for children in the District of Columbia.
- **Child Health Advocacy and Public Policy Pathway:** This comprehensive curricular program is designed to teach pediatric residents to be child health advocates.



Children's School Services

For the past twelve years, the Children's School Services School Health Nursing Program, under contract with the District of Columbia Department of Health has advanced school health nursing in the District of Columbia. Children's School Services staff of approximately 160 school nurses and allied health professionals have worked diligently to advance the health and wellbeing, academic success, and life-long achievement for the estimated 72,000 students enrolled in 156 public and public charter schools. During School Year 2012 - 2013, school nurses had 396,284 student encounters.



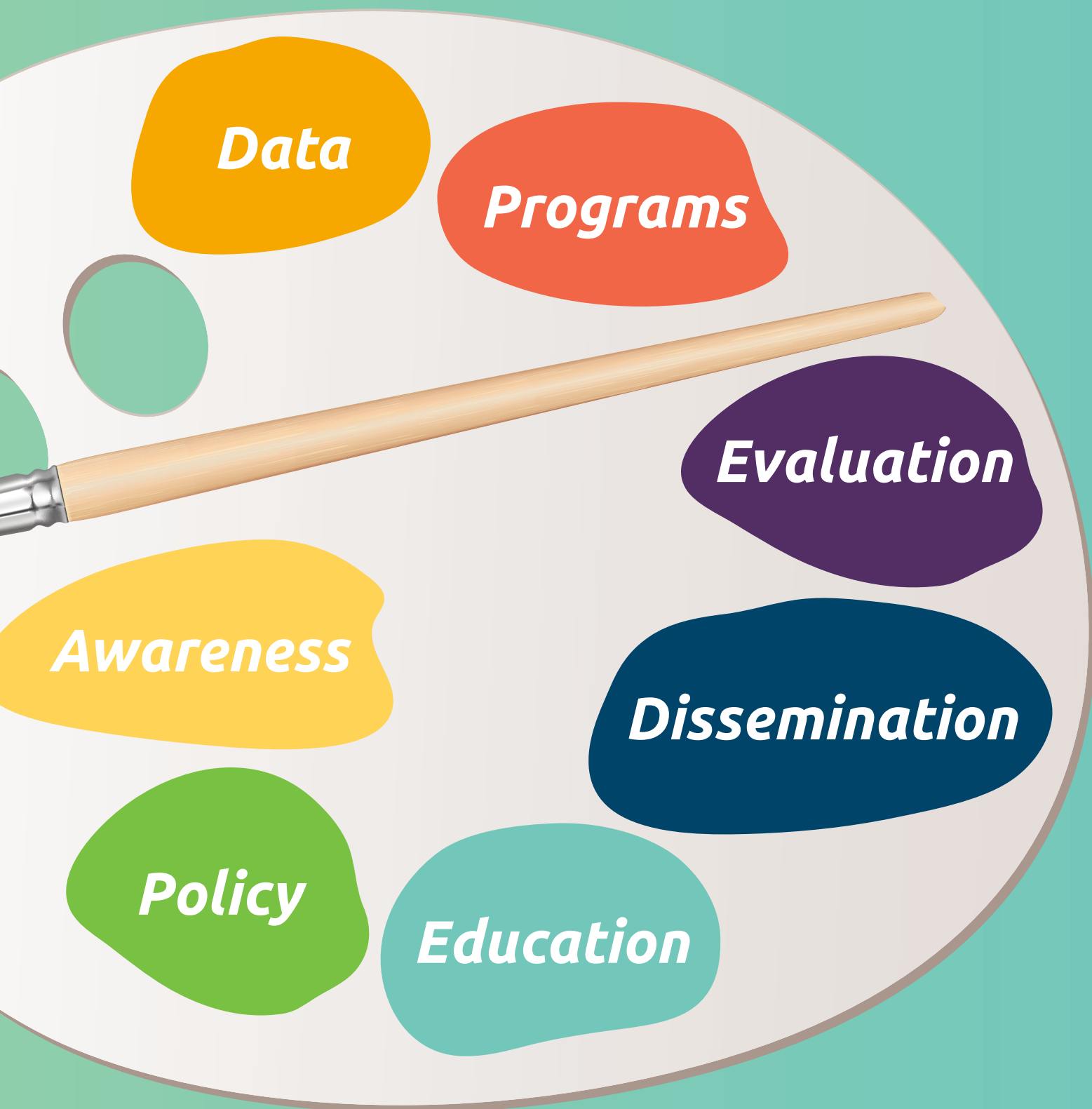
Our Approach

The graphic features the title 'The Advocacy Cycle' in a large, white, sans-serif font. The word 'The' is smaller and positioned above 'Advocacy'. 'Advocacy' is on the top line and 'Cycle' is on the bottom line. The text is set against a background of overlapping, semi-transparent circles in various colors: yellow, orange, red, purple, green, and blue. A paintbrush with a dark brown handle and a silver ferrule is shown at the bottom right, with a small amount of blue paint on its bristles. The entire graphic is framed by a thin white border.

The Advocacy Cycle

Advocacy planning is much like using a color palette to paint a picture – the more thought that goes into the process, the more elaborate the mosaic. Each step in the Advocacy Cycle, a popular public health model and tool for organizing activities, is as essential to achieving impactful change in our communities as the color palette is to bringing a mosaic to life.

The Advocacy Cycle is a fluid, living instrument that can be initiated at any given point; it is multi-directional and most importantly, free from data gaps adversely affecting outcomes. Once started, the process follows a progression moving from one point to the next: from the collection of data, to the creation of programs; from evaluation of effectiveness to the engagement of community influencers & policy makers. The tool accommodates program tweaks enabled by additional funding and further evaluation of effectiveness in regard to improving health outcomes. Lastly, it promotes legislative and policy solutions while encouraging sustained evaluation to determine if the enacted law continues to be effective in serving the community.



A Voice for Children

The Washington Post

President Obama Delivers Remarks on Health-Care Reform

CQ Transcriptions

Monday, July 20, 2009 1:23 PM

PRESIDENT OBAMA: Hello, everybody. Thank you very much. Please have a seat.

Well, I just, first of all, want to thank the Children's Hospital for hosting us today.

AAP News

Volume 30 • Number 7
July 2009
www.aapnews.org

Bullying, dating violence, firearms

Violence prevention policy recommends 'Connected Kids'

by Joseph L. Wright, M.D., M.P.H., FAAP

The Academy has published a policy statement in the July issue of *Journal of the American Academy of Child and Adolescent Psychiatry* on *The National Violence Prevention Campaign*.

CENTENE CORPORATION AND CENPATICO PARTNER WITH CHILDREN'S NATIONAL HEALTH SYSTEM TO FIGHT BULLYING

ST. LOUIS, MO (October 30, 2013) – Centene Corporation (NYSE: CNC) and its subsidiary, Cenpatco, have teamed up with Children's National Health System to put a stop to bullying through education and empowerment. The Anti-bullying Campaign, "No Bullying Zone," will educate students, teachers and parents across the country on how to prevent, identify and appropriately intervene with bullying in school-aged children. The initiative kicked off this month during National Anti-bullying Awareness Month, and the collaboration on these efforts will run for three years.

Washington, DC — Children's National Health System received the 2014 Healthy Communities Achievement Award from the [Healthy Communities Institute](http://www.healthycommunitiesinstitute.org) (HCI). The award was presented on behalf of Children's National's work on the DC Healthy Communities Collaborative and the creation of the [DC Health Matters website](http://www.dchealthymatters.org).

Washington, DC, Research Institutions Partner on the Development of New Online Tool to Engage Communities in Addressing Health Disparities

January 5, 2012

For Immediate Release

Washington, DC—The Clinical and Translational Science Institute-Children's National (CTSI-CN) and the Georgetown-Howard Universities Center for Clinical and Translational Science (GHUCCTS) have received a \$500,000 grant from the National Institutes of Health (NIH) National Center for Advancing Translational Science (NCATS) to develop a new online tool to engage communities in addressing health disparities.

The selected headlines represent the many opportunities



THE OFFICIAL NEWSMAGAZINE OF THE AMERICAN ACADEMY OF PEDIATRICS

AAP News

Volume 29 • Number 6
June 2008
www.aapnews.org

WASHINGTON REPORT

by Macon Morehouse • Washington Correspondent

Pediatricians give children a voice on Capitol Hill

UPI.com

100 YEARS OF JOURNALISTIC EXCELLENCE

Most U.S. ERs not fully equipped for kids

Published: Sept. 22, 2009 at 2:19 PM

Ninety-four percent of U.S. hospital emergency rooms are not equipped to care for children, which does not bode well as N1H1 flu spreads, pediatric experts say

Council Tentatively Backs Mandatory HPV Vaccine

By S
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Child Health Advocacy Institute Awarded Several Grants
December 16, 2011

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Funds Will Be Used to Enhance Community Health Programming

Washington, DC — The

Child Health Advocacy Institute (CHAI) continues its commitment to addressing health threats

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New Oral Health Procedure Reimbursable for Young Children
According to the American Academy of Pediatrics and Centers for Disease Control and Prevention, Early Childhood Caries (ECC) is the most prevalent communicable disease impacting our children. AAPD also recognizes ECC as a "significant public health problem." Fortunately, ECC is preventable and treatable with early preventive measures and early detection and treatment. In an effort to prevent and minimize the effects of ECC, the District is implementing

The Washington Post

D.C.'s children deserve anti-bullying legislation

we have had to educate and influence our community.

Looking Ahead

CHAI is focused on the future - one that promises to expand the depth, breadth and quality of health care delivery, not only in the communities it serves, but in communities everywhere. Using a population health approach to improving health status, our efforts will continue to value the interrelated societal, economic and environmental factors that influence health and wellbeing. Looking ahead, the CHAI is poised to achieve even more:

CHAI is focused on the future - one that promises to expand the depth, breadth and quality of health care delivery...

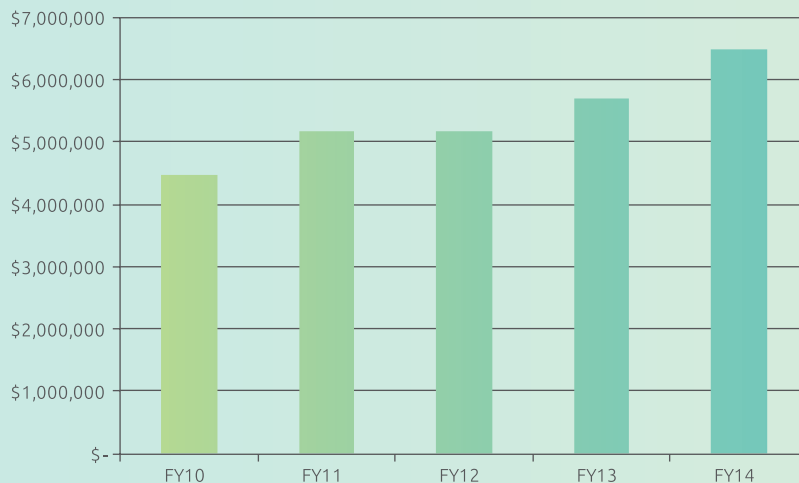
- The **DC Collaborative for Mental Health in Pediatric Primary Care** aims to transition from planning and development to **implementation**, becoming the "go-to" program for child behavioral health education, advocacy, resources and referrals.
- In line with a 2013 Conference on Environmental Health for Obstetricians and Gynecologists, the **Mid-Atlantic Center for Children's Health & the Environment** will incorporate professions within the maternal and child health fields into the broader area of environmental health.
- The **Child Health Data Lab** will emerge as a key player in the community engagement research component of the NIH Clinical and Transitional Science Award and, with area universities, will expand the reach of the DC Health Matters Portal to capture more health information from city residents. www.dchealthmatters.org

- **DC Pediatric Oral Health Coalition** will continue to leverage partnerships and collaborations in the community to increase the number of dentists who accept Medicaid, and care for children under age five.
- Extensive analysis of utilization patterns at **Children's National Emergency Department at United Medical Center** has revealed that health education is critical to developing a healthy community. Armed with this information, we aim to measure the effectiveness of health educators in teaching families proper ED use, and provide a model for similar departments in the region.
- Utilizing the findings from the city-wide health needs assessment, the **DC Healthy Communities Collaborative** will continue to develop and implement community-wide goals, objectives and measurable outcomes for several priority areas including: sexual and reproductive health, asthma, mental health, substance abuse, and obesity.

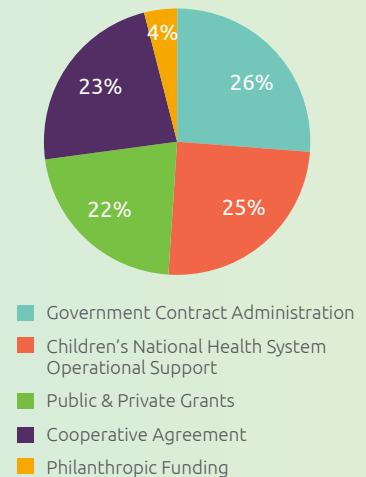


Financial Information

Five-Year Funding Trend



2014 Funding



Current Sources of Funding

Agency for Healthcare Research and Quality
 Association of Occupational and Environmental Clinics
 Centene Corporation
 Child Health Center Board
 Children's National Health System
 Consumer Health Foundation

DentaQuest Foundation
 District of Columbia Department of Behavioral Health
 District of Columbia Department of Health
 District of Columbia Trial Lawyers Association
 Health Resources and Services Administration
 Howard and Geraldine Polinger Family Foundation

Institute on Medicine as a Profession
 Jessie Ball duPont Fund
 Josiah Macy Jr. Foundation
 National Institutes of Health
 Prince George's County Board of Health
 Safe Kids

Bibliography (selected)

An important element of the work of the Child Health Advocacy Institute (CHAI) is informing the community, professional peers, and the industry about efficacious programs, promising approaches and best practice policy through knowledge dissemination. CHAI faculty and staff are regularly called upon to present as invited speakers, content experts and legislative advocates. As part of the currency of an academic health system, CHAI faculty and staff are also expected to write about their work and contribute to the published literature. Find following a list of selected manuscript citations with CHAI author attribution:

Merrill CT, Pollard RF, Wright JL. District of Columbia Healthy Communities Collaborative (DCHCC): A Promising Collaboration to Reduce Health Disparities in the Nation's Capital. *Journal of Health Care for the Poor and Underserved* 2014;25(Suppl 1):30-35

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Our Impact



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202-476-4930
www.ChildrensNational.org