



Helping to keep kids

Healthy and Safe



Child Health
Advocacy and Outreach
Report to the Community 2016 – 2017

Children's
HOSPITAL • ST. LOUIS

BCH HealthCare

Guardians of Childhood™



Our Values

St. Louis Children's Hospital has made a commitment to advocacy beyond the hospital setting by investing human and fiscal capital for health care services and education for families and children in need. The Child Health Advocacy and Outreach (CHAO) department provides health-related resources and education to families and communities in the St. Louis region to help keep them healthy and safe. Our commitment to a region that values equal access and equity is the driving force for our programs, as well as for creating a diversity and inclusion department.

CHAO is honored to provide quality, evidenced-based programs. Healthy Kids Express dental and asthma, Safety Street, Safety Stop and Head to Toe have all been reviewed and graded by Healthy Communities Institute, with all other programs currently pending review. Providing quality, effective community outreach and programming is an important part of our commitment and mission to do what's right for children, their families and our region.



Healthy Kids Express

Healthy Kids Express was the first dedicated pediatric mobile health program in the St. Louis area.

Thousands of area children and teens are excited to see one of the brightly colored, kid-friendly Healthy Kids Express (HKE) vans roll up at school grounds, health fairs, Head Starts and community organizations each year. Rather than feeling anxious, they know that a caring, friendly HKE provider is there to take care of them. HKE, the first dedicated pediatric mobile health program in the St. Louis area, provides dental, asthma and health care screenings for about 20,000 underserved children and teens annually. On March 27, 2017, Healthy Kids Express Day was declared by the city of St. Louis in honor of the mobile units serving 250,000 children since its inception in 1999.

HKE Asthma

During the 2016-2017 school year, the asthma program made greater strides in connecting the underserved with sustained health care. In 2016-2017, HKE concluded a three-year service cycle for nine of 14 schools, in which 40 percent of the known asthmatics in these schools enrolled in our program. HKE provided training to ensure sustainable practices for locations that would no longer receive direct service. It aligned with the Ferguson Commission's community recommendations by remaining in five of its current schools, and embarked on partnerships with nine additional schools in the Jennings, Riverview Gardens and Ferguson-Florissant school districts for the 2017-2018 school year. To address a service gap for many program participants, HKE collaborated with the Integrated Health Network to assign a Community Referral Coordinator to help asthma patients seen through HKE and the St. Louis Children's Hospital emergency department find a primary health care provider.

The hospital system is committed to training future healthcare providers. In 2016, 101 nursing and pharmacy students shadowed, observed or completed a clinical rotation with the HKE asthma team, in partnership with Goldfarb School of Nursing, Saint Louis University, Maryville University and St. Louis College of Pharmacy.

In 2017, HKE began cross-training nurses to support the new Healthy Kids, Healthy Minds program that places full-time school nurses and mental health professionals in area schools.



The Healthy Kids Express Family Kick-Off Event includes asthma education, free equipment and lots of fun for the whole family.

Providing children with Friendly Care

Asthma

During the 2016-2017 school year, 448 of 1,103 students diagnosed were enrolled in the HKE asthma program.

Dental

Out of the 638 dental cases that were identified between January 1, 2016 and December 31, 2016, 525 were resolved in 2017.

Screenings

68,622 screenings were performed, reaching 14,654 children.



“
The dental ladies were excellent ... my daughter was scared and didn't want to have her teeth done. They [the dental team] were laughing with my daughter and really showed her love. That helped her do real good.”

— Mom (Jojuana Johnson)

HKE Dental

The HKE dental program expanded its outreach, providing dental care for 33 additional locations in 2016, helping 1,939 patients receive services in 279 locations for the year. The need to improve patient education was identified through evaluation assessments. As a result, the pre- and post-assessments were modified and showed an average change of 4.79 percent between pre/post assessments across all age groups.

Dental care continues to be identified as a top need by the Community Health Needs Assessment; however, there are not enough providers to address the needs. To assist, in 2017 HKE reconfigured its summer service structure to provide care for 561 patients in four ZIP codes — 63112, 63114, 63115 and 63121. Services were provided to these underserved populations through Girls, Inc., Monsanto YMCA, O'Fallon Park Rec Complex and the Ritenour School District.

The dental team continues to improve the rate of restorative follow-up care for patients who fail a dental exam by adding more days in which patients may visit HKE vans at its home-base and by introducing hybrid days where cleanings, exams and restorative care are performed during the same visit.

HKE Screening

In 2016, the HKE screening program reinforced partnerships with area schools by enhancing health care support within the school setting. When medical gaps were identified, qualifying students received immunizations through HKE. Additionally, to assist school staff, especially in schools with no school nurses, HKE nurses reviewed and entered student health records for immunization compliance. This partnership helped HKE reach more children as it strengthened relationships with overly extended school administrators and school nurses.

Each year, service locations are prioritized by a rating scale, based on risk factors such as percentage of children on free/reduced lunches, nurse-to-student ratio, distance to community health centers and health information per ZIP code. Because of new laws requiring additional vaccinations for eighth- and twelfth-graders, as well as outreach efforts to refugee populations, immunizations have increased. HKE provided additional service days at the International Institute of St. Louis to accommodate a surge in newly arriving refugees. Additionally, HKE extends service delivery through collaborations and coordinating care with community mobile vision providers that provide children with glasses.



Healthy Kids, Healthy Minds

Healthy Kids, Healthy Minds places full-time school nurses and mental health professionals in four St. Louis public schools, helping the school system by increasing the district's nursing staff and providing convenient health care support to students, families and faculty.

To educate children, a healthy mind and a healthy body are essential. Children with unmet mental and/or physical health needs have a difficult time engaging in the educational process. A new program, Healthy Kids, Healthy Minds, places full-time school nurses and mental health professionals in four St. Louis public schools. The program helps the school system by increasing the district's nursing staff and provides convenient health care support to students, families and faculty. Through Healthy Kids, Healthy Minds, students' physical and psychological needs are addressed. Its nurses assess physical needs and mental health care providers consult with staff and parents on the social, emotional and behavioral needs of students.

At the beginning of the 2017 school year, Healthy Kids, Healthy Minds placed full-time nurses in the Pierre Laclede, Hodgen, Lexington and Woodward Elementary Schools. To reduce barriers to learning and increase graduation rates, services include:

- Identifying and providing case management of students' chronic health care needs (i.e., diabetes, asthma, life-threatening food allergies, sickle cell disease)
- Providing parents with referrals and health care resources
- Offering trauma training for school staff members
- Providing interventions for students with chronic behavior and emotional needs

Nurses average 30 clinic visits each school day, and thus far they have assisted families with identifying resources for immunizations and medical care. Per current plans, four mental health providers will be placed in each school by early 2018.



Preparing children for

Lifelong Learning

Students' physical and psychological needs are met through Healthy Kids, Healthy Minds.



School nurses address physical needs, and mental health care providers will consult with staff and parents on the social, emotional and behavioral needs of students.

Healthy Kids, Healthy Minds 8.16.2017 – 11.29.2017

	Students enrolled in school	Total visits to nurse	Visits that ended with student remaining at school	Students sent home due to illness
Woodward	285	1,764	1,675	84
Pierre Laclede	170	1,397	1,349	48
Lexington	318	1,098	1,045	50
Hodgen	183	1,615	1,517	82
Total	956	5,874	5,586	264

Raising St. Louis is in its third year of bridging health and social disparity gaps to increase healthy pregnancies, reduce infant mortality rates and enhance the quality of life for children and their families in the St. Louis area. Initially created within the corporate structure of BJC HealthCare, in January 2017 the program shifted to St. Louis Children's Hospital's Child Health Advocacy and Outreach department in order to better leverage community partnerships and resources.

Raising St. Louis bridges health and social disparity gaps to increase healthy pregnancies, reduce infant mortality rates and enhance the quality of life for children.

Raising St. Louis addresses the high infant mortality rates found in 22 ZIP codes located in St. Louis City and North County. In 2017, the program expanded from exclusively enrolling pregnant women, to include any family living within qualifying areas who is pregnant or has a child between the ages of one and four.

Nurses for Newborns provides in-home health care visits and parental guidance. Parents as Teachers-certified parent educators assess each family's needs and implement a range of services that include child development, along with individual and family goal-setting. Monthly parent support group meetings, Family Connections, help families explore parenting challenges and gain access to vital resources or health and social services. A new fathers' support component gives enrolled fathers a platform to connect with one another and reinforces how involved fathers benefit children.

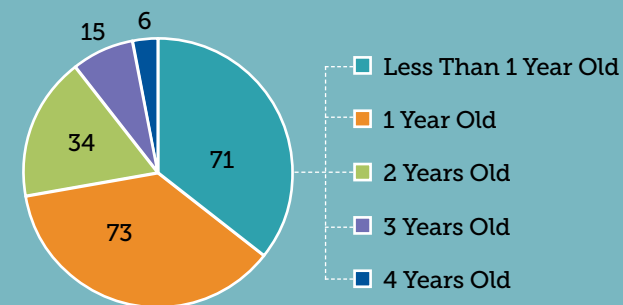


Bridging health and social Disparities

A new fathers' support component gives enrolled fathers a platform to connect with one another and reinforces how involved fathers benefit children.

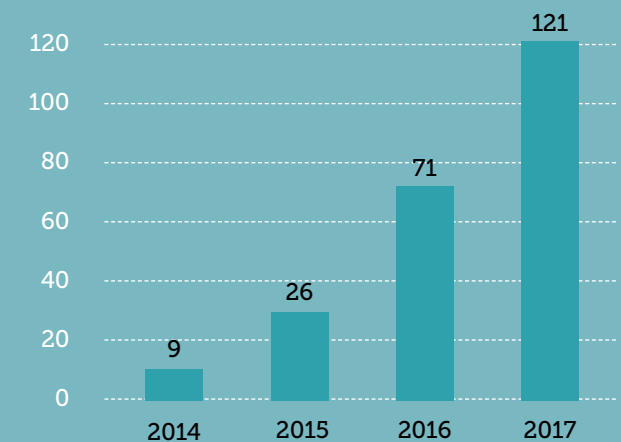
Number of Raising St. Louis Babies by Age

Total Number of Babies – 199



- 55 mothers are pregnant without other children in RSTL
- 8 mothers are currently pregnant and have a child in RSTL
- 23 mothers have multiple children in the program
- 141 mothers have one child in the program and are not pregnant
- Data updated through 11.26.17

Number of Currently Active Families by Year of Enrollment



Teen Outreach Program®

"I'm proud of myself and of the person I have become."

– Nina

Teen Outreach Program® (TOP) is an evidence-based program, promoting the positive development of adolescents through a unique combination of engaging curriculum and community service learning, which is supported by trained facilitators. Used by schools, communities and youth programs, it gives teens essential tools to lead successful lives and contribute to building strong communities. Specifically designed for sixth- to twelfth-grade students, TOP is nationally recognized as a program that delivers real results.

During the program's first year of implementation by St. Louis Children's Hospital, the 2015-2016 school year, 223 students were served in 11 TOP clubs. Those students provided 4,450 hours of community service.

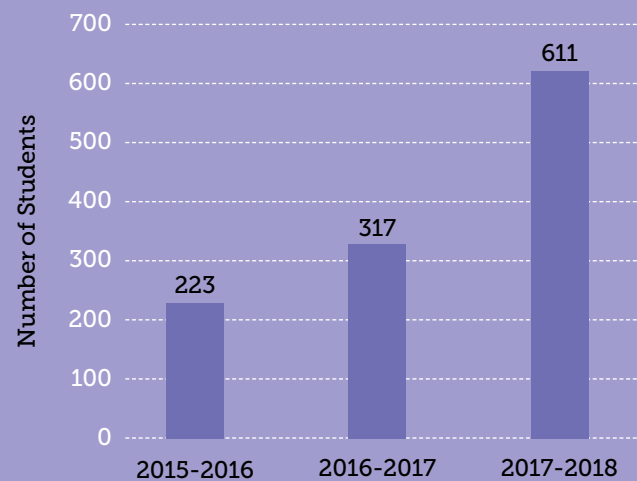
In its second year, the 2016-2017 school year, 317 students in 13 TOP clubs were served; they delivered 5,476 hours of community service.

In its third year, the program serves approximately 600 students in 26 TOP clubs; facilitators anticipate that students will provide 10,000 hours of community service by the end of the school year.

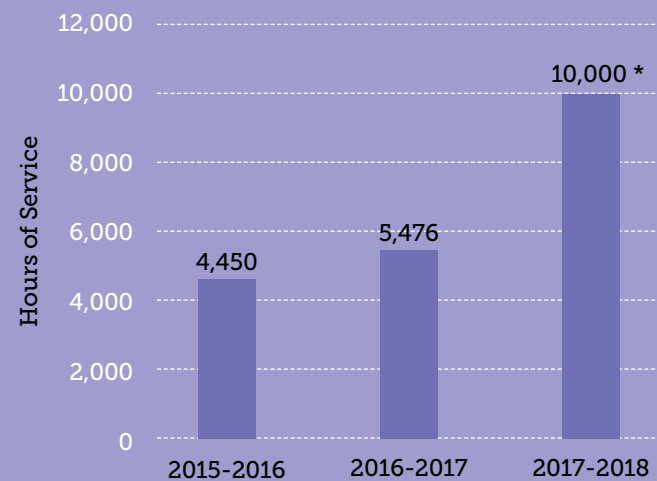


Giving teens tools to lead
Successful Lives

Number of Students Served Weekly (2015– 2017)



Hours of Community Service (2015– 2017)



* Projected

“

TOP helped me realize how there are so many diverse people in this world and it is great to be nice and great to help them and not be so selfish.

”

– Cassandra



Providing families with knowledge and skills for

Healthy Lifestyles



“

The Head to Toe program has been an enjoyable and educational experience for my daughters and I. Not only has it provided strategies and resources for my 13-year-old and 8-year-old, with activities centered around nutrition, exercise and social work, it has provided opportunities for the three of us to have meaningful conversations regarding making healthy choices and lifestyle changes. We look forward to our weekly meetings as it provides another way for the Strauther girls to bond and connect as a family.

”

— Lisa Strauther

Head to Toe is an evidence-based weight management intervention for kids and teens, ages 8 to 17, and their families. This 12-session program is a highly interactive and engaging fitness, nutrition and social well-being class which focuses on adopting healthier lifestyles through goal-setting, daily exercise and proper nutrition. Program participants are referred by physicians, by word-of-mouth and through the Healthy Start Clinic at St. Louis Children’s Hospital.

The program is facilitated by a registered dietitian, a licensed social worker and an exercise specialist. Each week, one of the three disciplines is taught. In social work classes, topics include family communication, body image, media literacy, stress and coping skills. Portion size, reading nutrition labels and eating away from home are all taught in the nutrition classes. Exercise classes include topics such as energy balance, aerobic exercise, strength training and flexibility.

During 2016 and 2017, 220 individuals participated in Head to Toe sessions at our St. Louis location. Overall, participants increased their knowledge by approximately 12 percent, as demonstrated by pre- and post-tests.

In 2016, Head to Toe was deemed an evidence-based program by Healthy Communities Institute, a national organization that reviews and certifies that public health programs meet national, evidence-based practices and standards. Also in 2016, Progress West Hospital became an affiliate, replicating the program for families in O’Fallon, Missouri. Other supported affiliates in Missouri are located at Boone Hospital Center in Columbia, Cerner Medical in Kansas City and Parkland Health Center in Farmington.

Head to Toe has increased healthy lifestyle knowledge and skills among program participants and their families. A readiness-to-change assessment and a behavior assessment show that even through a short-term program, lifestyle changes begin. These changes in Head to Toe participants provide a foundation for building a healthy future lifestyle.

Head to Toe has increased healthy lifestyle knowledge and skills among program participants and their families.



Safety Street

The goal of Safety Street is to reduce the number of injuries and fatalities in the community by educating youth on how to safely navigate their environment.

Safety Street is an evidence-based interactive learning initiative for children, kindergarten through fifth grade. The goal is to reduce the number of injuries and fatalities in the community by educating kids on how to safely navigate their environment.

Using a life-sized cityscape module that is assembled at the demonstration school or community site, children are able to navigate through potential street hazards in a safe, controlled environment. Children receive safety education instruction and practice specific navigation behaviors for pedestrian safety, stray animal and stranger danger, water hazards, home and playground safety, and car or trunk hazards.

During 2016 and 2017, Safety Street was conducted at 37 schools and six community events, teaching more than 20,000 individuals injury prevention behaviors. The average knowledge increase, based on pre- and post-test scores, was 20 percent for kindergarten through second-grade students, and 25 percent for third- to fifth-grade students.



Providing children with Safety Education

Safety Street Participating Schools and Community Partners

2016

Abraham Lincoln Elementary School
 Baby Kid Expo – St. Charles
 Blackhurst Elementary School
 Breese Elementary School
 Bristol Elementary School
 Danforth Primary School
 Gateway Science Academy
 High Mount School
 Highland Primary School
 Illini Elementary School
 John Weldon Elementary School
 Kid's Block Party

Kratz Elementary School
 Marvin Elementary School
 Mascoutah Elementary School
 Monroe Elementary School
 New Athens Elementary School
 North Glendale Elementary School
 Null Elementary School
 Riverview Gardens Back-to-School Bash
 The Spanish School
 Tillman Elementary School
 William Holiday Elementary School

2017

Baby Kid Expo
 Belle Valley Elementary School
 Dunbar Elementary School
 East Belleville YMCA
 Flynn Park Elementary School
 Fox School District
 Girls, Inc.
 Glasgow Elementary School
 Highland Primary School
 Illini Elementary School
 Johnson Wabash Elementary School
 Keeven Elementary School

Kid's Block Party
 Kratz Elementary School
 Lewis and Clark Elementary School
 Lusher Elementary School
 Marvin Elementary School
 Meadows Elementary School
 MRH Elementary School
 O'Fallon, IL YMCA
 Peabody Elementary School
 St. Louis Auto Show
 Walker Elementary School

“

We are so happy with how Safety Street supports our health curriculum in a relevant and engaging way. I hear students talking all the time about how they learn so much about how to be safe. I would say that Safety Street has saved the lives of Marvin kids. A few years ago, two students used the skills they learned to evade a possible stranger danger. I could not be more pleased with how Safety Street teaches kids the importance of community and home safety.

– Michael Smith, Principal, Marvin Elementary School

”

Safety Stop

In 2017, Safety Stop celebrated its 10-year anniversary and marked service delivery to more than 34,000 parents and children.

Safety Stop is a free service that educates parents and caregivers about car seat, helmet and home safety. Certified child passenger safety technicians provide hands-on education for the proper usage of car seats, bicycle helmets and home safety products. In 2017, Safety Stop celebrated its 10-year anniversary and marked service delivery to more than 34,000 parents and children. Since 2007, there have been 22,850 consultations (car seats, helmets and home safety), and of note, technicians discovered that 3,342 car seats had been installed incorrectly before inspection.

During 2016-2017, 1,849 car seat, 320 helmet and 212 home safety consultations were provided. Additionally, a new service was initiated for children with special car seat needs. Subsequently, 116 consultations were provided to parents and caregivers with children who have medical conditions to address their special needs. Through the Sophie's KISS (Keeping Kids Safe and Secure) program, parents and caregivers learn tips and receive a free tool to help them remember to never leave a child alone in the vehicle – not even for a minute. The Sophie's KISS program was offered to 562 parents and caregivers.

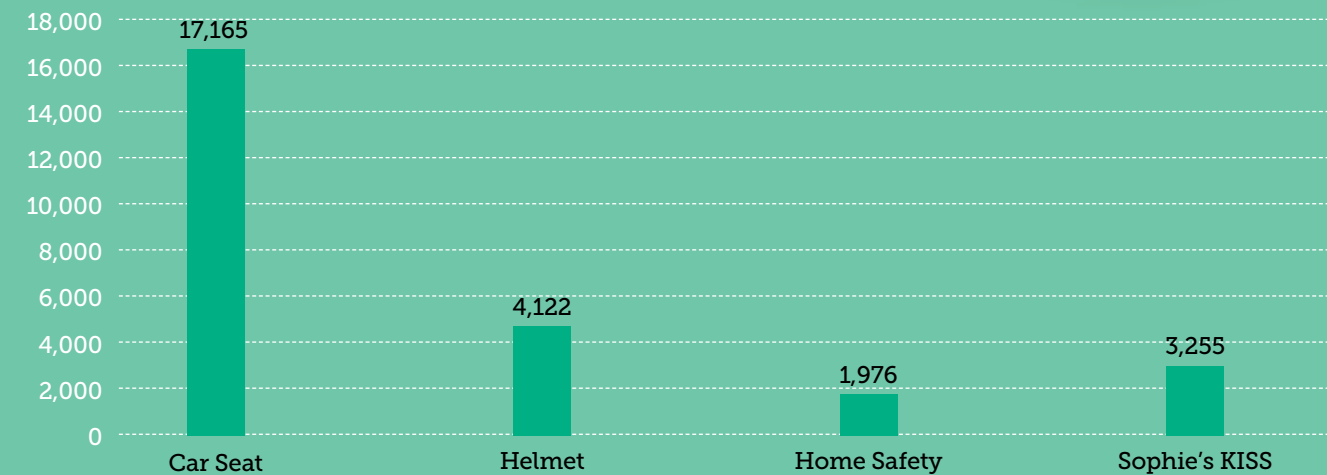
A fourth service will become operational on January 1, 2018. The safe sleep program will address the high incidence of infant mortality in St. Louis. Parents will be educated on the importance of safe sleep practices for children, from birth to one year.



Educating parents and caregivers about car seat, helmet and home
Safety

Safety Stop at St. Louis Children's Hospital

Number of Consultations (2007-2017)



During 2016-2017, 1,849 car seat, 320 helmet and 212 home safety consultations were provided. Additionally, a new service was initiated for children with special car seat needs.



Ensuring equitable
**Patient
 Care**

Diversity and Inclusion

St. Louis Children's Hospital is committed to leading the pediatric community in decreasing health disparities and outcomes. In 2016, a manager of diversity and inclusion was added to the Child Health Advocacy and Outreach department. This role addresses education and training to affect disparities in the health care system around gender identity, religion, socioeconomic status and race. New trainings for nursing staff, leaders and departments have been developed and delivered to help ensure equitable patient care.

In 2017, the department introduced a film series and dialogue session called "Reel Talk," an internal and external opportunity to gain understanding and awareness of inclusion and diversity issues through films, documentaries and discussions.

Diversity and inclusion is the inspiration for the Campus Council on Equity and Inclusion, which includes members from St. Louis Children's Hospital, Barnes-Jewish Hospital, BJC HealthCare and Washington University School of Medicine. The diversity council has four subcommittees — Forward Through Ferguson, Marketing and Communication, Community Outreach, and Policies and Procedures. These subcommittees work on strategies that impact the entire hospital system.

In 2017-2018, the hospital will expand its partnership with Generate Health to offer Social Determinants Tours, to help increase the awareness and understanding of health disparities and barriers to health care. This will result in future greater positive outcomes for children and families.

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There are four areas of concentration for impacting diversity and inclusion goals: Workforce, Health Disparities, Patient Satisfaction and Cultural Competency. Some 2016-2017 highlights include the following:

Workforce

- Diversity in the workplace includes setting hiring goals. In 2017 the recruitment team exceeded the goals for a more diverse nursing workforce.
- Retention is as important as recruitment. The BJC Connections groups support retention, community outreach and engagement. They all grew in 2017. The groups are: Veterans, Disabilities, LGBTQ, African-American Nurses and Blended Connections, as well as new Diverse Leaders group.

Health Disparities

- The Human Rights Commission ranked St. Louis Children's Hospital as Top Performer in its Health Equity Index survey that assesses LGBTQ disparities.
- Health care documents were translated into five languages.
- 100 percent of new hires participated in diversity and inclusion training as part of their orientation. This training includes race, LGBTQ, nationality and cultural literacy.

Patient Satisfaction

- Real-Time Feedback Project: data collection from emergency room patients by race, age and gender will assess patient satisfaction and will be used to improve services.

- Community Listening Sessions were sponsored for qualitative data collection.
 - Five sessions were conducted in 2016.
 - Two return visits were conducted in 2017, to provide feedback and updates.
 - A listening session with Raising St. Louis program clients and their families was held in 2017.

Cultural Competency

- Like a tapestry, Cultural Competency is being woven into the framework of the hospital.
- Training for leaders was held throughout the year and at leader retreats.
- Innovative strategies and resources were identified for specific departments.
- Hundreds of hours of training and thousands of people were touched, trained or educated about the many aspects of diversity.

Advisory Boards

The Community and Faith Advisory Board and the Raising St. Louis Advisory Board assist St. Louis Children's Hospital and the Child Health Advocacy and Outreach department with valuable guidance and feedback to enhance programs and ties within communities served.

In 2018, the two boards will join forces to consolidate community resources and further advance positive health outcomes for area families.

Community and Faith Advisory Board

Judy Bentley

*President and CEO
Community Health-In-
Partnership Services
(CHIPS)*

John Bernard

*Retired
St. Louis Public Schools*

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Urban League of Metropolitan
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Cynthia Williams

*Assistant Dean of
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Brown School at
Washington University*

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Nearly all CHAO programs are free of charge, funded by generous donations to St. Louis Children's Hospital.

For more information about making a gift to St. Louis Children's Hospital, please visit StLouisChildrens.org/WaysToGive or call 314.286.0988.





Guardians of Childhood™

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