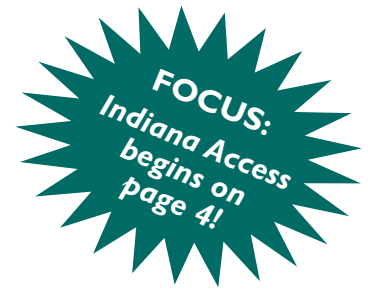


# PERINATAL Perspectives



Volume 8, Issue 1

Quarterly news from the Indiana Perinatal Network

Winter 2003-04

## IPN Welcomes Board Member Fred Haslam

The Indiana Perinatal Network (IPN) is delighted to announce that **Fred Haslam**, executive director of the Walther Cancer Institute, is lending his time and talent to IPN's Board of Directors.



In March 2001, Haslam came to Indianapolis to take the reins of the 18-year-old not-for-profit cancer institute. "The job sounded so interesting, and I had never been to the Midwest," says the Buffalo, New York native who relocated from the Pacific Northwest to accept the position.

To advance its mission of "eliminating cancer as a cause of

*Continues on pg. 2* ▶



*An alliance of hundreds of individuals and organizations across Indiana who are committed to the belief that every baby in our state deserves to be born healthy and into a safe and nurturing home.*



## Fathers and Families Center Strengthens Families by Focusing on Dads

Last fall, the Indiana Perinatal Network (IPN) moved downtown to share space with the Fathers and Families Resource/Research Center at 2835 North Illinois Street. The proximity of the two organizations opens the door to potential new collaborations that benefit Indiana's mothers, babies and families.

According to Fathers and Families Center President/CEO **Wallace O. McLaughlin, PhD**, the organization evolved from a hospital-based program to an independent 501(c) (3) community-based agency. Founded as the Father Resource Program by Wishard Health Services in 1993, the Center continues its affiliation with Wishard and is also a certified member agency of the United Way of Central Indiana.

"Our mission is to build a noble legacy of fatherhood," says McLaughlin. "By assisting young fathers in achieving self-sufficiency and strengthening parental involvement, we improve the life chances of children."



**Top:** Fathers and Families staff Diane Burhannon and Bob Ripperger (far right) recognize Eddy Wilson for 90 days of continuous employment.

**Middle:** Wallace McLaughlin congratulates graduates.

**At left:** Staff member Charles Harris.

The agency serves parenting or expecting fathers aged 15 to 28 who live in Marion County and need

*Continues on pg. 2* ▶



## Board Member Fred Haslam... (con't)

suffering and death," the institute is increasingly involved in research at major academic health sciences centers in Indiana and the Midwest. Founded by **Joseph Walther, MD** after the disease claimed his wife, the institute and its foundation were made possible by funds Walther received from the sale of Winona Hospital. Since its inception, the institute has invested more than \$60 million on research to find a cure for various types of cancer.

"Dr. Walther envisioned an institute without walls," says Haslam. At a time when some medical research is increasingly shrouded in secrecy, "We try to bring people together who might not otherwise collaborate."

Similarly, Haslam was attracted to IPN's collaborative mission to help improve outcomes among Indiana's expectant mothers and babies. "I've been looking for opportunities to be of service in my new community, particularly with organizations that serve at-risk children." Interestingly, in one of Haslam's earlier positions, he administered the obstetrics-gynecology department at the University of Rochester Medical Center and helped to establish the center's perinatal center. "This facility coincidentally provided care to my youngest daughter who was born during my tenure with the department."

Haslam and his wife **Mary** enjoy reading, fitness, hiking/camping, music, photography and movies. They have two daughters: **Julie**, a graduate student at the University of Iowa, and **Alissa**, a Western Washington University graduate residing in Portland, Oregon. The Haslams are also the proud grandparents of **Zachary** and **Keaton**. 🐾

To reach Fred Haslam, ph: 317.921.2045, fax: 317.924.4688 or e-mail: fhaslam@walther.org

## Father and Families...(con't)

assistance. Men find their way to the Center via radio ads, the Marion County Prosecutor's Child Support Office, Healthy Families, primary care centers at Wishard and a host of other referral sources, including graduates of the program.

Through the Center, men are offered employment-preparation services, parenting classes, GED preparation sessions and assistance with higher education and/or vocational training. The agency is also prepared to assist with paternity and child support issues, financial management classes, marriage/relationship classes or counseling, as

- ◆ Preparation, testing and attainment of GED;
- ◆ Improved parenting and financial literacy skills; and
- ◆ Increased knowledge of HIV/AIDS and how to establish paternity and child support.

Benchmarks such as these point to a successful father, defined by McLaughlin as "one who is conscious, caring and committed." He identifies three factors that help a young man achieve his potential, the first being relationships. "Relationships are essential to a person realizing one's potential. These aren't fake or abusive

**"Bottom line, the best parents are both parents. We help unwed parents resolve conflicts and work cooperatively in parenting their children."**  
—Wallace O. McLaughlin

well as referral services that can involve housing, anger management, legal aid and much more.

"Our array of services encourages the men to become involved in the lives of their children by establishing legal paternity, increasing earnings and child-support payments, enhancing educational status and addressing mental health issues," explains McLaughlin. "Bottom line, the best parents are both parents. We help unwed parents resolve conflicts and work cooperatively in parenting their children."

Measuring the impact of these services in the lives of the young fathers served yields some impressive benchmarks, including:

- ◆ Completion of job readiness workshops and job searches;
- ◆ Attainment of meaningful employment;
- ◆ Passing drug screening prior to employment;
- ◆ Enrollment in Wishard Advantage health insurance;

relationships, but caring and loving. They are characterized by going deeper than the surface to speak to the soul." A healthy, loving relationship helps a young man know that he matters—important since many program participants are wounded from poor relationships with their own parents.

*Resources*, the second factor, help transform a young man into a mature adult. "Sometimes men need cultural specific and faith-based resources to help make the transition."

Lastly, *reflection* is often required to become a successful father. "Young men need to take the time to stop and think about where they are, what they have done and where they are going—in light of the fact that they now have a child. As Socrates aptly noted, 'The unexamined life is not worth living.'" 🐾

Providers interested in making referrals are encouraged to contact Charles Harris, ph: 317.921.5935. Reach Wallace O. McLaughlin, Ph.D. by calling 317.921.5950 or by e-mail: wallace.mclaughlin@wishard.edu

**IPN Welcomes Two Helpline Staff Members**

**Ruth Quinde, Data Entry Specialist, Indiana Family Helpline**



On a part-time basis, **Ruth Quinde** brings both computer skills and bilingual (Spanish and English) abilities to the Indiana Family Helpline. Born and raised in Peru, Quinde will attend IUPUI to pursue a Bachelor's Degree in computer information systems, after she earns her Associate's Degree from Ivy Tech this May. Apart from her work with the Indiana Family Helpline, she keeps busy teaching Spanish and reading computer publications. To unwind, she enjoys cooking, with specialties that include Peruvian fare, as well as Spanish, Japanese and American cuisine. "I love to cook! It's hard to explain, but I find it very relaxing."

**Helen Schwartzel, Communications Specialist, Indiana Family Helpline**



After retiring from ISDH in 2002 with 30 years of service—25 of it in maternal and child health—**Helen Schwartzel**

joins the Helpline on a part-time basis. What brings her back? "I found I missed the structure of the 8 to 5 routine," she says. "I thought about returning to work via an employment agency, but familiarity and Mary Bisbecos, Helpline supervisor, brought me back. Things came together to meet her needs and mine."

This grandmother also works retail part-time and enjoys "taking in mother nature."

**Center for Prenatal Diagnosis Staff Give from the Heart**



Staff of the Center for Prenatal Diagnosis, Indianapolis, dug into their own pockets this past Christmas to donate a generous amount to IPN in the name of the Center's founder and IPN Board of Directors Chair **James Sumners, MD**. "This was one of the most memorable and touching gifts I've ever received," says Sumners. "It speaks highly of IPN's mission and of the remarkable dedication and commitment to Indiana's babies among everyone in our office."

**Make your own donation! For more information, contact IPN at 317.924.0825 or e-mail [ipn@indianaperinatal.org](mailto:ipn@indianaperinatal.org).**

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[www.indianaperinatal.org](http://www.indianaperinatal.org)

**Indiana Family Helpline**  
800.433.0746

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Your purchase of a Kids First license plate demonstrates your commitment to Indiana's children—publically and privately. Available for \$37 each at all Bureau of Motor Vehicle (BMV) branches. \$25 of your purchase goes to Indiana's Kids First Trust Fund to support statewide programs that help to prevent child abuse and neglect.

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# FOCUS INDIANA Access



## From Friendly Access<sup>SM</sup> to Indiana Access

In 2000, Indianapolis successfully competed with more than 70 cities nationwide to become one of four pilot sites to test and shape the *Friendly Access*<sup>SM</sup> program model.

“We selected Indianapolis for its commitment to the initiative, for pioneering early concepts and for assisting in the development of the model,” says **Peter A. Gorski, MD, MPA**, director of The Lawton & Rhea Chiles Center, University of South Florida, Tampa, and principle investigator for *Friendly Access*<sup>SM</sup>.

### VISION

Indianapolis will lead the nation to become a model to other communities for effective strategies to improve maternal and child health outcomes.

“Representatives of the CDC and Health Resources and Services Administration (HRSA) were impressed by the resources the **Indiana Perinatal Network** and **Health and Hospital Corporation of Marion County** devoted to

the project,” adds Gorski.

“Indianapolis has the statistics that clearly identify issues related to mortality and morbidity,” adds **Maureen Greer**, *Friendly Access*<sup>SM</sup> project officer. “We also have a distinctive history of coming together as a community to deal with these issues.”

The process of bringing *Friendly Access*<sup>SM</sup> to Indiana began in earnest as partnerships formed among IPN, The Chiles Center and Health & Hospital Corporation of Marion County—comprised of the **Marion County Health Department (MCHD)** and **Wishard Hospital**.

### MISSION

*Indiana Access* aims to help Indianapolis mothers and children reach *Healthy People 2010* goals by increasing access to, utilization of and satisfaction with health care services.

Through February and March 2000, local representatives, including staff from Health and Hospital Corp., **Clarian Health Systems**, the **Indiana State Department of Health (ISDH)**, **First Steps** and the **Family & Social Services Administration (FSSA)**, attended Disney’s quality-service training. As the convener, IPN assembled an Advisory Board of local maternal and child health services providers, consumers and other related organizations and individuals. Staff were hired to serve as points of contact, assume responsibility for organizational and administrative duties and ultimately pave the way for *Indiana Access*<sup>SM</sup>.

Strategies for the Indianapolis pilot emerged as the *Indiana Access* Community Coalition explored how to:

- **Improve consumer access, satisfaction and utilization** of community maternal and child health care.



Clockwise from top: *Indiana Access* Consumer Advocate Kathleen Sims; left to right: Joanne Martin, Rep. John Day, and ISDH’s MCH Medical Director Judy Ganser, MD; Annie Smith with Peter Gorski, MD, MPA.

- **Model *Friendly Access*<sup>SM</sup> values** of treating expectant mothers with dignity, respect, compassion, courtesy, competency and efficiency.
- **Focus on the perinatal period** to encourage and support healthier lifestyles and regular prenatal care.
- **Evaluate and monitor community changes** by collecting and analyzing data.

On October 30, 2003, *Indiana Access* was unveiled with a

kick-off event at the State House. Organized around the theme *Invest in the Best*, the event drew nearly 75 attendees, including three state legislators. Speakers included **Peter Gorski, MD, MPA**; Health Officer **Virginia Caine, MD**, director, **Marion County Health Department**; and **Kathleen Sims**, a consumer advocate whose remarks prompted a standing ovation. Serving as emcee was **Julia Moffitt**, weekend anchor and weekly reporter for **WTHR-Channel 13**.

### VALUES

- Consumer-focused customer service.
- Measurable outcomes.
- Cultural change and transformation—particularly related to hiring practices and investments in employees.
- Continuous training for provider organizations on customer service, culturally competent care and methods to promote consumer identification with medical home.
- Collaborative process with broad participation.

# FOCUS INDIANA Access



## The Need for *Indiana Access*

Experience and recent research reveal that barriers such as transportation, lack of provider understanding or a previously bad experience could play a major role in deterring women and children from receiving necessary health care. Despite an increase in Medicaid funding and the availability of health services, many pregnant women and families simply do not access early and/or continuous care.

A July 2000 *Community Health Status Report* issued by the Health Resources Services Administration (HRSA) rated **Marion County as unfavorable compared to the U.S. for these health indicators:**

- No prenatal care in the first trimester.
- Premature births.
- Low birth weight babies.
- Infant mortality.
- Percentage of births to unmarried mothers.
- Health factors that can complicate pregnancy such as smoking, obesity and syphilis.

In Marion County in 2001:

- More than 3,200 babies were born to mothers who received late or no prenatal care.
- Nearly 2,700 babies arrived to mothers who smoked.
- 1,175 babies were born too small and/or too soon.
- More than 100 infants died.
- More than 6,000 babies born as the result of an unplanned or unintended pregnancy.

Research shows that the quality of medical care is often measured by the patient's satisfaction with that care. Satisfied patients are more likely to seek medical care, keep follow-up appointments and comply with treatment regimens. 🏡

***“Indiana Access fosters awareness among providers that patients must be treated with respect, compassion and dignity to improve patient access and satisfaction; as well as motivating and encouraging expectant mothers to adopt healthier lifestyles for better pregnancy outcomes.”***

—Booker Thomas, Chief Executive Officer, HealthNet

For more information on *Indiana Access*, contact Larry Humbert, Director, *Indiana Access*, ph: 317.924.0825 or e-mail [Lhumbert@indianaperinatal.org](mailto:Lhumbert@indianaperinatal.org).

## *Indiana Access* Update

### DATA COLLECTION/ANALYSIS

A major component of *Indiana Access* is an extensive evaluation that identifies and tracks improvements in customer service, access and utilization. To this end, information is being collected from nearly 1,200 pregnant women and parents of young children. As the results are analyzed, “this new data will play a big role in identifying key barriers to care and the changes that will result in improved access,” says *Indiana Access* Director **Larry Humbert, MSSW, PG DIP**

The valuable information that results will be widely



disseminated throughout the community. Plans are also under way to survey a wide range of health care providers and to conduct a series of consumer focus groups.

### TRAINING & TECHNICAL ASSISTANCE

To help maximize *Indiana Access* resources while maintaining a concentrated focus on Disney quality-service principles, ▶

# FOCUS INDIANA Access



“When every moment counts, *Indiana Access* represents accountability and a unique opportunity to ensure community empowerment in our efforts to reduce infant mortality. When it comes to addressing perinatal health, *Indiana Access* is a pivotal force in advancing consumer and provider communication regarding access, utilization and patient satisfaction.”

—Virginia A. Caine, M.D., Director,  
Marion County Health Department

Training and Development Consultant **Lisa Patterson**, along with **Mike Priller**, are conducting training sessions at the pilot sites. While on-site at **Forest Manor, Westside, People’s** and **Southeast** community health centers, Patterson and Priller are also organizing internal teams and assisting in the development of site-specific action plans.

“The evaluations to date are extremely positive,” says *Indiana Access* Director **Larry Humbert, MSSW, PG DIP**. One of the training exercises asks participants to jot down a contribution or commitment they will make to promote customer service and increased accessibility within their facility. Responses such as those below demonstrate both an understanding of *Indiana Access* values and how to apply them:

- “I personally commit to be more understanding and helpful to our patients and my co-workers.”
- “I will try to smile at everybody when I call them from the waiting room to see the doctor.”
- “I will agree to see each patient as quickly as possible so they have less waiting time in the clinic.”

## DELIVERY MADE POSSIBLE BY...

Dozens of individuals ranging from CEOs to front-line staff from a variety of health and social-service organizations are ensuring the delivery of *Indiana Access*. Key organizations include **Clarian Health System, Health and Hospital Corp., Wishard Health Services, IU Medical Group, United Way of Central Indiana, Southeast Clinic, Westside Clinic, Peoples Health Center** and **Forest Manor Clinic**.

*Indiana Access* is also closely coordinated with the **Indianapolis Health Babies Consortium; Healthy Start; Indiana State Department of Health, Maternal and Child Health Services; Covering Kids and Families** and other initiatives aimed at improving services for the maternal and child population. 🐾

## Retreat Fosters Insights for Future



Participants in the *Indiana Access* strategic planning retreat included (l to r): **Maureen Greer; Norm Oranda, Health and Hospital Corp.; Rosalba Gutierrez, Westside Health Center; and Yvonne Beasley, Health and Hospital Corp.**

Last October more than 30 *Indiana Access* participants attended a six-hour strategic planning retreat. The attendees ranged from front-line staff at the pilot sites to Founding Partner members.

As a generous in-kind donation, representatives of **Cap Gemini Ernst & Young** provided expert facilitation built around their unique strategic process model.

## Friendly Access<sup>SM</sup> Staff Visit Indianapolis

Representatives of the national *Friendly Access<sup>SM</sup>* staff came to Indianapolis for a consultation on October 29 and 30. Meetings were held with *Indiana Access* staff, the Operations Committee, Evaluation Team, Leadership Team, and the **Indianapolis Healthy Babies Consortium**. The five national staff members also participated in the *Indiana Access* kick-off (see related article on pg. 5).

Topics of discussion included:

- Clarifying the strategic planning process;
- Generating ideas for better use of secondary data;
- Identifying potential measures of access to care relative to the pediatric population; and
- Reorganizing to optimize the existing *Indiana Access* committee structure.

“The national staff members were very impressed with the progress made on *Indiana Access* and the level of commitment from the Coalition members,” says *Indiana Access* Director **Larry Humbert, MSSW, PG DIP**. “Another accomplishment of note was the increased familiarity between the national staff, the local staff and *Indiana Access* participants.” 🐾

# FOCUS INDIANA Access



## Indiana Access in Action: Pilot Sites Report Changes

As *Indiana Access* rolls out across the four pilot sites, enthusiasm is multiplying and the momentum is building. Reports from **Southeast, Westside, Peoples** and **Forest Manor** community health centers indicate that a wave of change is building as various Disney core principles of customer service are put into action.

### SOUTHEAST (CLARIAN/HEALTHNET): HIRE FOR ATTITUDE

Preparing and training for *Indiana Access*, Southeast is putting into practice a key Disney quality service principle: *Hire for attitude and train for the job*. As positions open up, the clinic's management and staff find they are more attuned to non-verbal cues rather than a piece of paper. During interviews, they take note of the potential applicant's smile, eye contact and attitude.

"Many of the skills needed for the positions can be taught on site," notes Director **Susan Navarro, RN**. "However, it is more difficult to help employees adjust their attitudes if they are negative or not team players. We would rather hire for attitude and teach the technical skills. So far, we have hired four enthusiastic, positive team players who quickly became active in *Indiana Access*. These new staff members will continue to be great assets to our health center."

Contact: Susan Navarro, ph. 317.488.2081 or e-mail: [susan.navarro@clarian.org](mailto:susan.navarro@clarian.org)

### WESTSIDE (IUMGC-PC/WISHARD HEALTH SERVICES): TEAM BUILDING

Last September, Westside Health Center began implementing the Disney quality service concept of team building around the objective of helping consumers make Westside their medical home. Staff members participate

on a rotating team for three months and are expected to develop and initiate an on-site project that helps Westside meet the stated objective.

The first team developed a survey on front-line job duties to assess each staff member's comfort and knowledge levels prior to cross-training. The health center anticipates that both the health center and its consumers will benefit from employees who can perform competently and comfortably in roles outside of their customary job responsibilities.

Meanwhile, Westside Health Center also implemented an ongoing employee survey process to improve morale and cultivate a team atmosphere. Management stepped up to the plate by creating a "Kudos Board" on which thank-you notes and other forms of special recognition call attention to another staff member's "good deed."

Contact: Rosalba Gutierrez, ph. 317.554.4654 or e-mail: [rgutierrez@iumg.com](mailto:rgutierrez@iumg.com)

### FOREST MANOR (IUMGC-PC/WISHARD HEALTH SERVICES): ROTATING TEAMS & FRIENDLY SPACES

Last November, Forest Manor began implementing key quality service concepts by forming a rotating team. At any given time, one member from each area is part of this team. Some initial plans center around adding a television to patient waiting areas so that the space is friendlier and front-desk discussions on patient care between the consumer and staff can be muted. The team is also exploring ways in which patients can be more adequately directed or guided around the large facility.

Contact: Lynn Lugar, RN, ph. 317.541.3434 or e-mail: [llugar@iumg.com](mailto:llugar@iumg.com)

## What People are Saying About *Indiana Access*

*Look at my face and remember the sound of my voice. I'm Kathleen Sims, and I'm proud to be a consumer advocate for Indiana Access.*  
—Kathleen Sims, Consumer Advocate

*Our neediest families often face the greatest difficulties in accessing health care. The strength of a community depends on its members receiving the earliest possible care. A community that breaks down these barriers reaps the rewards of healthier families. Wishard providers are pleased to participate in the Indiana Access initiative to provide barrier-free health care.*

—Marilyn Graham, MD, Chief, OB/Gyn Services, Wishard Health Services & Principal Investigator, Indiana Access

*To identify underlying barriers to health care among our most vulnerable families, a collaborative effort between health care systems and our community is critical. This partnership represents*

*a cultural evolution—one in which we succeed in improving community health only by respecting the uniqueness of those we serve. Indiana Access is leading the journey by removing barriers to health care. Clarian Health Partners is proud to be a founding partner of this important initiative.*

—Kathy Mathena, Administrative Director, Women's & Community Children's Services, Clarian Health Systems

*Indiana Access fosters awareness of the need to honor women, children and families with dignity, respect and compassion. It's humbling to realize that care providers need patients as much as patients need care providers. These partnerships can raise us all to a higher level of functioning and create the potential for genuine change.*

—Patricia (Peppy) Peterson, RN, BSN, Manager of Prenatal Care Coordination & Healthy Families, Wishard Health Services



### Dan Sunkel, MD: Providing Lafayette's Culturally Diverse Population with Services from General Primary Care to OB/Gyn

Back in his adolescent years, **Daniel R. Sunkel, MD** read books and watched television movies that fueled a fascination with becoming a doctor. "Hospitals seemed like such exciting places to work," says the Lafayette obstetrician-gynecologist (OB/Gyn).

"Like most OB/Gyns, I was drawn to the field because I like the mix of surgery and primary care, and because I was enthralled by birth and reproduction." After attaining his undergraduate degree at Southern Methodist University in Dallas, Sunkel went on to the Indiana University School of Medicine in Indianapolis and completed his residency at the Indiana University Medical Center. "We have a strong tradition of excellent maternal/child health care in Indiana," he observes.

Practicing at the Woman's Clinic in Lafayette since 1990, Sunkel serves a diverse patient population. "Purdue has the largest number of foreign students of any school in the United States and many are of childbearing age," he explains. Additionally, Lafayette has a large and growing Hispanic population.

Accompanying the cultural diversity are cases that can run the range of extremes from the delivery of a critically ill newborn to an adult with a cold. "Woman's Clinic serves as a regional referral center with a neonatal intensive care unit (NICU) at Home Hospital. At the same time, a large part of my practice is general primary care medicine—lots of colds, rashes etc."



Sunkel takes a break with children: (l to r) Richie, Claire and Scotlyn.

**I have learned a lot from the many nurses, social workers and interested lay people who have worked with IPN. —Dan Sunkel, MD**

Expectant mothers in the region who are impoverished obtain prenatal care from the Tippecanoe Community Health Clinic. "On a rotating basis, these patients are assigned to OB physicians for delivery and high-risk care. This system has helped more of the area's expectant mothers obtain prenatal care and has prevented concerned physicians from being overwhelmed with indigent patients."

A former chair of IPN's State Perinatal Advisory Board, Sunkel was first drawn to the organization because "IPN provides a good vantage point to see things from many points of view." Over the years, he has found that his participation has sharpened his awareness of various issues and

provided fresh insights gained from collaboration with others. "I have learned a lot from many of the nurses, social workers, and interested lay people who have worked with IPN. I

also attend the National Perinatal Association (NPA) meetings which are exciting and informative, and I encourage all IPN members to attend these as well."

Sunkel and his wife **Helen** have three children: **Claire**, 13; **Richie**, 9; and **Scotlyn**, 6. His free time is "devoted to playing as much golf as possible"—an objective that became more attainable when his children recently took up the game themselves. The Sunkel family also appreciates nature on some wooded acreage in rural Warren County, where they are reforesting 34 acres of wetland.

Reach Dan Sunkel, MD, ph. 219.447.6969, Woman's Clinic, 2316 South St., P.O. Box 7010, Lafayette, IN 47904, e-mail: dsunkel@hotmail.com.

# ISDH Launches New Folic Acid Awareness Campaign

**Surveys point to need for continued consumer education.**

When consumed prior to and during pregnancy, the B-vitamin folic acid is proven to reduce the incidence of neural tube defects (for example, spina bifida) by 50 to 70 percent.

Yet, according to surveys conducted in 2003 by the March of Dimes and Gallup:

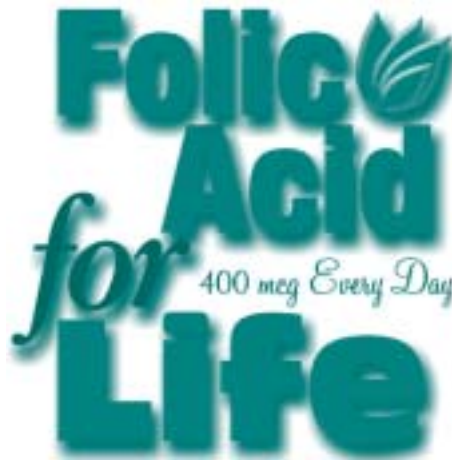
- ◆ Only 21 percent of women know that folic acid helps to prevent neural tube defects.
- ◆ 90 percent of women do not know that folic acid must be consumed prior to pregnancy to be effective;
- ◆ And only 32 percent of women take folic-acid supplements.

However, the poll also reveals that physicians and other healthcare providers can impact behavior. If advised to take a multivitamin by their physician or other healthcare provider, 51 percent of these women indicate they would be "very likely" to do so.

Aside from infant health, folic acid is at the forefront of new research that indicates it could help to prevent heart disease, stroke and certain cancers—especially colon cancer. While a proven protective effect is not yet demonstrated, the studies suggest that many people may benefit from taking folic acid.

"It is very difficult to get enough folic acid from food alone," says **Patrice Christoffersen, RD**, ISDH's genomics program consultant. "That's why it's important to take a multivitamin or supplement and/or eat a fortified breakfast cereal that contains 100 percent of the recommended daily amount of folic acid, which is 400mcg."

The campaign, conducted under the auspices of ISDH's genomics



program, is funded in full by a grant from HRSA (Health Resources and Services Administration). It now continues into its sixth year with a fresh new look and materials. "We're continuing to target all women of childbearing age with an emphasis on adolescents and teenagers, while appealing to physicians and other healthcare providers on how their recommendations make such a difference," says Christoffersen.

This year's campaign will reach the general public via posters, brochures, radio and/or TV spots. The message will also be apparent at points of purchase with shelf tags and placards that call attention to multivitamins, breakfast cereals and other folic-acid food sources in stores throughout Indiana.

A "Folic Acid for Life" conference for healthcare providers will be conducted March 11 from the campus of Purdue University, and a "Babies, Birth Defects and Folic Acid" module is being developed as a science curriculum addition in middle and high schools.

**For more information on the 2004 folic-acid awareness campaign, contact ISDH's Patrice Christoffersen, RD, ph: 317.234.2976 or e-mail: pchristo@isdh.state.in.us**



## REGIONAL UPDATE

### Northern Indiana Lactation Consultant Association to Welcome Molly Pessl

The Northern Indiana Lactation Consultant Association (NINLCA) is planning *Innovative Programs in Maternity Care*—a two-day conference with **Molly Pessl, BSN, IBCLC**.

"Our focus is evaluating maternity traditions and care that affect the breastfeeding dyad," says **Naomi Hoover, RN**, NINLCA treasurer and a lactation consultant at Goshen General Hospital. The conference will take place March 19 to 20 at the Oakwood Inn in Syracuse, Indiana.

A registered nurse, health educator, lactation consultant, author and advocate for maternal-child



health concerns, Pessl is coordinator of Professional Education for the Family Maternity Center and the Baby-Friendly Hospital initiative at Evergreen Hospital Medical Center in Kirkland, Washington. There she led the development of programs that earned Evergreen the distinction by UNICEF and the World Health Organization as the first "baby-friendly" hospital in the United States.

The cost is \$200 for both days or \$100 for one-day attendance. Checks can be made payable to NINLCA.

**To register or obtain more information, contact Sharon Kay, ph: 877.223.8038. Registrations can be mailed to her at 1445 North Etna Road, Huntington, IN 46750.**

## Summaries of New Reports, Studies and Resources of Interest

### NEWS

#### ◆ AAP Discourages Use of Ipecac as a Home Remedy for Poison Ingestion

In the *Journal of Pediatrics*, the American Academy of Pediatrics (AAP) released a policy statement that advises parents to avoid using syrup of ipecac as a remedy when a poisonous substance is ingested. In the past, AAP recommended that parents have a small bottle of ipecac available at home for use at the physician's or poison control's prompting. AAP now says that use of ipecac has not proven effective in preventing poisoning, and no benefit was found for children who were treated with ipecac. In addition, the report relates that poisoning deaths have dropped dramatically in the last 50 years and that most ERs are effectively using activated charcoal to treat poisoned patients. Prevention is key in avoiding accidental poisonings.

→ For more information, visit [www.aap.org/advocacy/releases/novpoison.htm](http://www.aap.org/advocacy/releases/novpoison.htm). To view the Pediatrics article, go to: [pediatrics.aappublications.org/cgi/content/abstract/112/5/1061](http://pediatrics.aappublications.org/cgi/content/abstract/112/5/1061).

### STUDIES

◆ **Newborn Screening and Improved Health Outcomes**—An article in the *Journal of the American Medical Association* presents a study about the identification of biochemical genetic disorders in newborns through expanded screening. The study also assesses how false-positive screening affected families compared with a normal result with the expanded newborn screening. It concludes that newborn screening for affected families may lower their stress levels and may lead to improved health outcomes. However, false-positives may increase family stress and parent-child dysfunction.

→ To learn more, visit [jama.amaassn.org/cgi/content/abstract/290/19/2564](http://jama.amaassn.org/cgi/content/abstract/290/19/2564)

◆ **Safe Motherhood: Promoting Health for Women Before, During and After Pregnancy**—This 2003 report from the Centers for Disease Control and Prevention (CDC) points to maternal health disparities, as well as how death rates among women after birth have not declined in 20 years. Also included is information on how the CDC is working with its partners to learn more about postpartum depression and heart muscle disease.

→ To read this report, visit [www.cdc.gov/nccdphp/aag/aag\\_drh.htm](http://www.cdc.gov/nccdphp/aag/aag_drh.htm)

### RESOURCES

◆ **Improving the Working Environments of Nurses**—Last November, the Institute of Medicine (IOM) released its report, *Keeping Patients Safe: Transforming the Work Environment of Nurses*. This report identifies solutions to work-environment problems that can affect nursing care and patient safety. The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) has resources to assist nurses in improving their work environments and levels of patient care in perinatal units. *Perinatal Staffing and the Nursing Shortage: Challenges and Principle-Based Strategies* provides recommendations and strategies for effective and appropriate perinatal unit staffing.

→ To order the monograph, go to: [www.awhonn.org/store](http://www.awhonn.org/store) or call 800.354.2268. For more information on the Perinatal Risk Assessment Survey, go to: [www.awhonn.org/acg](http://www.awhonn.org/acg) or call 800.673.8499. For information from IOM visit [www.iom.edu/report.asp?id=16173](http://www.iom.edu/report.asp?id=16173)

◆ **State-Level School Health Policies Database Available Online**—The National Association of State Boards of Education (NASBE) has produced a national database

online of state school health policies. Written policies were gathered regarding key areas of school health, including general health education on HIV, STD and pregnancy prevention; asthma management; and tobacco use prevention. Key federal laws are included as well as guidelines for comparing each state's policies.

→ For more information: [www.nasbe.org/HealthySchools/\\_States/State\\_Policy.html](http://www.nasbe.org/HealthySchools/_States/State_Policy.html)



### Going the Extra Mile

*IPN thanks these volunteers for their assistance and willingness to go "above and beyond the call of duty" on behalf of Indiana's mothers and babies.*

**Sherry Matemachani**, Health & Hospital Corp. of Marion County—Graciously served as a "model" in a photo shoot during the last trimester of her pregnancy. The glowingly healthy images that resulted will be used in educational messages.

#### IPN Baby First Advisory Board

Continued to help this consumer-education campaign reach "new levels" statewide.

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# 2004 Calendar

## MARCH

- 1 Breastfeeding Class**—Ball Memorial Hospital, Muncie, Room OMP 1, 8 am to 4:30 pm. Contact Margie Pyron RN, MS, LCCE, MCH Clinical Nurse Specialist, Perinatal Center Mgr., Ball Memorial Hospital, ph: 765.747.4222, e-mail: MPyron@chs.cami3.com
- 3 Breastfeeding Class**—Ball Memorial Hospital, Muncie, Room OMP 1, 8 am to 4:30 pm. Contact Margie Pyron RN, MS, LCCE, MCH Clinical Nurse Specialist, Perinatal Center Mgr., Ball Memorial Hospital, ph: 765.747.4222, e-mail: MPyron@chs.cami3.com
- 4 Community Health Network Perinatal Symposium 2004: Maternal Infections & Infant Sepsis**—CHN OB Classroom, Contact: Jonell Allen, MSN, CNS, Clinical Nurse Specialist Obstetrics, Community Health Network, pager: 317.904.1770 or e-mail: jallen@ecommunity.com
- 11 Folic Acid for Life Teleconference via IHETS from Purdue University**—Speakers: Carol Boushey, MPH, PhD, LD, RD; Karla Damus, RN, MSPH, PhD. Designed for educators and health professionals, the teleconference highlights folic acid and its contribution to good health. Contact Cindy Cushman at Purdue Ag Communication to register, ph: 765.494.8418, toll-free at 888.EXT.INFO (398.4636) or e-mail [clcushman@purdue.edu](mailto:clcushman@purdue.edu) with the site, contact name and phone number, and your name, phone number, and e-mail address.
- 19-20 NINLCA Conference: Innovative Programs in Maternity Care**—Oakwood Inn, Syracuse, Indiana Innovative Programs in Maternity Care evaluates maternity traditions and care as they impact breastfeeding. Guest speaker is Molly Pessl. Registration: \$200 for both days or \$100 for one day only. Make

checks payable to NINLCA. Registrations can be mailed to Sharon Kay, 1445 N. Etna Road, Huntington, IN 46750, ph: 877.223.8038.

## APRIL

- 2-3 Perinatal Mood Disorders: Assessment and Treatment**—Walnut Creek, California John Muir Medical Center and Postpartum Support International present this two-day course. CMEs for MDs and RNs; CEUs for California-licensed PhDs, MFTs and LCSWs. For more information, click on “upcoming seminar” at [www.beyondtheblues.com](http://www.beyondtheblues.com)
- 3 Breastfeeding Class**—Ball Memorial Hospital, Muncie Room OMP 1. Contact: Margie Pyron RN, MS, LCCE, MCH Clinical Nurse Specialist, Perinatal Center Mgr., Ball Memorial Hospital, ph: 765.747.4222, e-mail: MPyron@chs.cami3.com
- 16 AWHONN Bloomington: Hormones & Cancer**—Speaker: Ann D. Zerr, MD, Medical Director, IU National Center of Excellence in Women’s Health, General Internist & Clinical Associate Professor of Medicine, IU School of Medicine, 11 am. COST: AWHONN Members and Students: \$8; Non-Members: \$10; Lecture Only: \$5. Bloomington Hospital, Medical Arts Building, 619 West 1st St., Room 1, Bloomington, IN 47402. For more information, contact Cathy Greene. e-mail: [cathygreene2@aol.com](mailto:cathygreene2@aol.com) or ph: 812.336.3512.
- 19 Spring Newborn Developmental Conference**—Features: Linda Lutz and Robert White, MD. Designed for all care providers working in NICUs. 8 am to 4 pm. For more information, contact Karla Duke, RN, St. Vincent Hospital, ph: 317.338.9858 or e-mail: [kkduke@stvincent.org](mailto:kkduke@stvincent.org)

- 19 NeoFight Business Meeting: 6 pm to 6:30 pm. Sharing Meeting: 6:30 pm to 8 pm.** Indiana Chapter March of Dimes, 5th Floor Conf. Room, 136 E. Market St. Note: Doors will be locked at 7 pm. For more information, visit [www.neofight.org](http://www.neofight.org)
- 21 Neonatal Perinatal Consortium: Making a Difference**—Holiday Inn, Michigan City. Speakers: Gottfried Oosterwall and Terri Johnson RNC, NNP. Contact Aleda Waggoner, RN, ph: 219.465.4749.
- 28 NPR Initial Certification**—Ball Memorial Hospital, Muncie, Room OMP5, 9 am to 3 pm. For more information, contact Margie Pyron RN, MS, LCCE, MCH Clinical Nurse Specialist, Perinatal Center Manager, Ball Memorial Hospital, ph: 765.747.4222
- 29 14th Annual Perinatal Educator’s Conference, Designing for the Future: Innovative Perinatal Education Programs**—Speaker: Molly Pessl, BSN, IBCLC, 7:30 am to 3:30 pm, Ritz Charles, Carmel. For more information, contact Lauri McCoy RN, BSN, St. Vincent Hospital, ph. 317.338.3135.

## MAY

- 3 Breastfeeding Class**—Ball Memorial Hosp., Muncie, Room OMP 1. Contact: Margie Pyron RN, MS, LCCE, MCH Clinical Nurse Specialist Perinatal Center Manager, Ball Memorial, ph: 765.747.4222, e-mail: MPyron@chs.cami3.com
- 5 Community Health Network Perinatal Symposium 2004: Water Births**—CHA Hospital, OB Classroom, 7 pm. Contact: Jonell Allen, MSN, CNS, Community Health Network, 317.904.1770 or e-mail: [jallen@ecommunity.com](mailto:jallen@ecommunity.com)
- 12 NRP Recertification**—Ball Memorial, Muncie, Room 4000, Rehab CR. Contact: Margie Pyron RN, MS, LCCE, MCH, ph: 765.747.4222, e-mail: MPyron@chs.cami3.com.

Please visit [www.indianaperinatal.org](http://www.indianaperinatal.org) for the latest, up-to-date calendar listings.

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### PUBLISHING SCHEDULE

Issue	Mails	Deadline
Winter	February	December 15
Spring	April	March 15
Summer	July	June 15
Fall	November	October 15

The views and opinions expressed herein are those of contributing authors and do not necessarily reflect those of the Indiana Perinatal Network (IPN).

IPN welcomes stories, art and photo contributions. All such material must be accompanied by a self-addressed, stamped envelope for return. Send submissions to IPN, 2835 North Illinois St., Indianapolis, IN 46208, Attn: *Perinatal Perspectives* Editor, or e-mail: [ipn@indianaperinatal.org](mailto:ipn@indianaperinatal.org). For advertising information, e-mail: [jfoster@indianaperinatal.org](mailto:jfoster@indianaperinatal.org)



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