Dear Friends,
It is with great pleasure that we share with you the Maternal and Child Health Consortium (MCHC) Annual Report, detailing the positive impact we had on our community in 2019. We also want to express how deeply grateful we are for all of your support in ensuring that moms, children, and their family members receive the care they need to achieve healthy beginnings and a bright future. It is because of your support that we are able to bring critical health resources to underserved community members and bridge gaps in access to care.

Just last year, MCHC provided support to 6,572 mothers, their children, and family members. Within this report you will read more about the impact of your support. Below is a snapshot of our core programs:

- **Healthy Start** home visiting services provided 210 pregnant and parenting mothers and their children aged 0-18 months (666 total individuals) with pre and post natal education and health screenings.
- Through **Family Benefits**, 3,886 individuals and families with children ages 0-19 received Children's Health Insurance Program (CHIP) and Medicaid benefit enrollment assistance in addition to Supplemental Nutrition Assistance Program (SNAP) food security benefits. In addition, through our supplemental services, Family Group Decision Making, Coatesville Community Connections, and Life Skills and Diversion served 1,451 individuals.
- The **Family Center** program provided 130 families (569 individuals) families with home visiting, early childhood and parenting skills development as well as school readiness programs to southern Chester County families.

Last year, MCHC’s Board of Directors and leadership team dove into the strategic planning process to lay out the goals, methods, and measures of our work over the next three years. We had the pleasure of welcoming four new board members and collaborating with the ECBI and COMPASS projects to identify emerging areas of community need, refine program and outreach strategies, implement a new database system, and deepen relationships among stakeholders. These partnerships enabled us to streamline support service delivery across all programs and effectively increase knowledge, sustainability, and capacity for collective action in reducing health disparities in the Chester County region. High quality maternal and child health services set the foundation for healthy lives and it is with the help from our supporters that we can continue this important work for years to come.

On behalf of the Board of Directors, staff, volunteers and those we serve, we are so grateful for your support and commitment to cultivating healthy communities. Thank you for your generosity, time, talents, and for ensuring families and their young children in our region **start healthy, stay healthy, and succeed in school!**
THE NEED

Chester and Montgomery counties’ poorest communities continue to experience challenges with accessing the most basic essentials in building strong, healthy families and leading healthy lives.

- **Short Gestation “Preterm / Premature” Births Rank #1** among African American and Hispanic infant deaths.

- **31,000+** children and adults in Chester County lack access to healthcare (6%) and **33,000+** children and adults in Montgomery County lack access to healthcare (4%).

- **28,000+** of Chester County residents (5.4%) speak only Spanish and struggle to communicate their health care needs and concerns.

WHO WE SERVE

MOST FREQUENTLY SERVED COMMUNITIES BY MCHC

<table>
<thead>
<tr>
<th>Population</th>
<th>Coatesville</th>
<th>West Chester</th>
<th>Oxford</th>
<th>Pottstown</th>
<th>Kennet Square</th>
<th>Phoenixville</th>
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<tr>
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HOUSEHOLD INCOME

- **100% Federal Poverty Level (FPL) 86%**
- **138% FPL 9%**
- **200% FPL 3%**
- **300% FPL 2%**

POPULATION

<table>
<thead>
<tr>
<th>Population</th>
<th>Hispanic</th>
<th>White</th>
<th>Non-Hispanic</th>
<th>Other</th>
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<tr>
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CREATING BRIGHT FUTURES FOR FAMILIES IN CHESTER AND MONTGOMERY COUNTIES

MCHC served 6,572 mothers, their children, and family members in 2019.

HEALTHY START

210 mothers and their children received Healthy Start home-visiting and 95% of Healthy Start babies were born at a healthy birth weight of 5.5 lbs or greater.

95% of Healthy Start moms received pre and postnatal health coverage and 100% of Healthy Start babies received pediatric healthcare coverage at birth.

84% of pregnant mothers were screened for depression using the Edinburgh Perinatal Depression Scale (EPDS) and 70% were screened for Adverse Childhood Experiences (ACEs) based on need. These women were connected to mental health counseling to ensure those at highest risk received care.

FAMILY BENEFITS

• 3,886 individuals enrolled in Family Benefits health insurance (CHIP, Medicaid) and food access programming (SNAP) -- 81% of which were children ages 0-19 years old.

FAMILY CENTER

• 130 families made up of 569 family members participated in the Family Center program
• 46 pre-school aged children participated in the Kindergarten Transition Program and 45 parents attended parenting classes.
• 89% of children achieved mastery of school readiness
• 96% of parents increased confidence and knowledge in addressing their child’s needs and navigating the school system
CREATING BRIGHT FUTURES FOR FAMILIES IN
CHESTER AND MONTGOMERY COUNTIES

COMMUNITY CONNECTIONS

650 new Coatesville residents received 2,039 referrals provided by the Coatesville Community Connections Program.

DIABETES AND HEART DISEASE PREVENTION EDUCATION

159 parents and 397 family members received diabetes and heart disease prevention education during home visits and an additional 62 community members participated in workshops to make healthy lifestyle changes.

CAREMESSAGE

1,605 participants enrolled in the CareMessage text-based program to receive perinatal, chronic disease prevention, and healthy living tips as well as appointment reminders.

Healthy Start

Maternal and Child Health Consortium
Noelle, a Healthy Start program participant, had a daily routine of cooking meals for her family, getting her young daughters ready for school, cleaning the house, and caring for her newborn, which made healthy meal preparation a challenge. She met with MCHC’s Community Health Worker, Thalia, with whom she shared her family’s challenges and that her husband had been diagnosed with high cholesterol. Noelle was feeling overwhelmed as she did know how to help her husband manage his condition and did not have enough time during the day to balance home responsibilities. During home visits, Thalia was able to get a better understanding of Noelle’s level of diabetes and chronic disease knowledge through health assessments and develop a care goal plan. With Thalia’s help, Noelle was able to lose six pounds from the changes she made and her husband is making steady lifestyle changes to better manage his diabetes. Noelle feels she is in a better position, now able to support her family’s health and not feeling emotionally drained. What’s more, they can impress upon their young daughters the benefits of healthy eating, even saying they now only want to snack on healthy fruits and vegetables!

At one of MCHC’s Chester County partner organizations, a staff member approached MCHC’s Family Benefits Specialist, Mary Beth, to ask if she could help a family in desperate need of medical coverage for their young daughter, Sophie. During the first meeting with Sophie’s parents, Mary Beth learned that Sophie struggled with severe mental health issues and was coming out of an in-patient program. Sophie was not permitted to return to school until she had medical coverage as it is the school’s policy that anyone with a severe mental health diagnosis is required to have coverage so that they can be seen by the therapist if necessary. Right away, Mary Beth explained all of the required documents that Sophie’s parents would need to bring back to the office as soon as possible. The parents retrieved their documentation within that same day and their application was submitted at that time. Knowing that Medical Assistance application review can be a long wait, Mary Beth followed up with the County Assistance Office to expedite the process. She explained that Sophie could not return to school until her Medical Assistance was approved. Within just one week of completing and submitting the application, Sophie’s coverage was confirmed, she was able to return to school and receive the therapy she needs to help her learn and be successful.

When it comes time for children to start kindergarten, they and their families sometimes need a lot of support with the adjustment and the encouragement to let go. One example of this is with little Adam. MCHC’s Family Center’s Parent Educator, Brian, visited Adam’s home to register him for the program. At this first visit, Adam stayed hidden behind his mom, who explained that since he was born he has always been with her. At the Center, we understood this was going to be a difficult transition, but we always had the goal to support him. When the first day of the program came, Adam refused to get on the bus and mom had to drive him in. Upon arriving, Adam was beside himself crying and afraid of being around new people. MCHC’s Family Center Director, Cecilia, held his hand and they both walked from class to class delivering craft materials. As the day went on, Adam became gradually more comfortable. The next day, mom brought him to the program and this time he was not crying and did not need his hand held. We even heard him talk! Soon he participated in activities with other kids. He took the bus back home with no upset, and the following day he got on the bus to come to the kindergarten center alone! By the end of the two weeks, he was having so much fun and looking forward to being a kindergarten student. He felt comfortable interacting with the teachers and other children and was ready to learn. His family was deeply grateful for our Family Center program for giving him the foundation he needed.
YOU MADE 2019 A POWERFUL YEAR FOR MCHC

OUR FUNDS

Community 7%
Corporations 4%
Government 45%
Foundations 27%
Individuals 17%

YOUR SUPPORT

General Admin 8%
Fundraising 9%
Programs 83%

$.83 OF EVERY DOLLAR DIRECTLY FUNDS MCHC PROGRAMS

FINANCIALS

REVENUE & SUPPORT

Grants $766,518
Contributions $754,000
Other (Interest income, fees) $16,369
Total $1,536,887

EXPENSES

PROGRAM SERVICES

Healthy Start $186,327
Family Benefits $410,447
Family Center $542,058

SUPPORTING SERVICES

Fundraising $109,973
General & Administrative $119,147
Total $1,367,952

Please visit MCHC's website at www.ccmchc.org to view MCHC's 2019 Audited Financial Statements for the fiscal year ending December 31, 2019.
Volunteers from Endo Pharmaceuticals MCHC conducted community outreach events providing upwards of 2,000 individuals with information on MCHC programs and services.

110 student interns from local colleges and universities received over 4,000 hours of social work, health administration, nursing, and early childhood education hands-on learning experiences. MCHC staff presented at the "3rd Annual Philadelphia Trauma Conference" at Jefferson University as part of the final project from one student intern, Dr. Kirby Wycoff, Psy.D., MPH on "Using Community Engaged Partnerships in Public Health to Support Vulnerable Families."

53 volunteers dedicated over 500 hours to special projects, program research, data entry, organizing in-kind donations, assembling Healthy Start baby bundles, making holiday gift bags, and filling an average of 300 new backpacks with school supplies. Volunteers also supported MCHC's outreach events and teachers in the Kindergarten Transition Program.

MCHC conducted 162 community outreach events providing upwards of 2,000
KEY STRATEGIC PARTNERSHIPS

DIABETES PREVENTION PROGRAM

MCHC’s Diabetes Prevention education workshops support pre-diabetic and diabetic individuals as they make intense lifestyle and behavior changes to better manage their health. With generous support from Jack & Jill foundation and leadership from Doctor Victor Alos, DMD, MPH, MS, a certified Life Coach and Master Trainer, participants lost weight, built nutrition literacy, and increased physical activity over the course of two years. The program proved that a 7% weight loss and 150 minutes of moderate physical activity a week can result in delaying and/or preventing the onset of diabetes in persons confirmed pre-diabetic. One participant who struggled with pre-diabetes was successfully referred to a primary care physician for glucose control treatment, and six others were provided dental care and dental surgery.

THE KINDERGARTEN TRANSITION PROGRAM

MCHC is grateful for the partnership with Kennett Consolidated School District and all that we accomplish together through the readiness initiative and Kindergarten Transition Program, effectively bridging the gap in kindergarten readiness among preschool-aged children and their families in southern Chester County. Thanks to key support from United Way of Southern Chester County and Longwood Rotary, MCHC also offers parenting classes as part of the program to help parents support their child’s early cognitive development at home and feel confident navigating school systems.

THE PEW CHARITABLE TRUSTS EVALUATION CAPACITY BUILDING INITIATIVE

The MCHC leadership team participated in the Pew Charitable Trust Evaluation Capacity Building Initiative (ECBI) to strengthen program evaluation methods and effectively convey the positive impact we have on Chester County and its suburban communities. With the expertise and insight of a highly qualified learning coach, Sarah Pepper, and several workshops sessions with the Foundation, MCHC’s leadership team came together with ECBI to evaluate core programs, enhance program data analysis, and actualize the implementation of a new database system. We deeply appreciate support from Pew Charitable Trust and the ECBI team in elevating the way we tell our story and convey our impact.
MCHC acknowledges the generosity of all donors who made gifts throughout 2019. Space does not allow us to list all of the names of those who contributed to our efforts, but we deeply appreciate them all.

FOUNDATIONS

- The Barra Foundation
- Brandywine Health Foundation
- Chester County Community Foundation
- Chester County Fund for Women & Girls
- Clanell Foundation
- Dolfinger-McMahon Foundation
- The Edna G. Kynett Memorial Foundation
- First Cornerstone Foundation
- Genuardi Family Foundation
- Helen D. Groome Beatty Trust, BNY Mellon Wealth Management
- Hutton Family HeLP Fund
- Jack and Jill of America Foundation
- Jack and Jill of America, Inc. Chester County Chapter
- Jane C. MacElree Family Foundation
- Landon Family Foundation
- The Leo and Peggy Pierce Family Foundation
- Longwood Foundation
- Malvern Federal Charitable Trust
- McLelland Family Foundation
- Patel Family Charitable Foundation
- The Patricia Kind Family Foundation
- The Pearls of Distinction Foundation, Inc.
- The Pew Charitable Trusts
- The Philadelphia Foundation
- Phillips Charities
- Phoenixville Community Health Foundation
- Pottstown Area Health and Wellness Foundation
- Robert & Jennifer McNeil Fund
- Robert and Joan Dircks Foundation, Inc.
- The Scholler Foundation
- Stewart Huston Charitable Trust
- Valentine Foundation
- West Chester Downtown Foundation

ORGANIZATIONS

- Arts Holding Hands and Hearts
- Calvary Lutheran Church
- Chamber of Commerce of Greater West Chester
- ChesPenn Health Services
- Chester County Women's Services
- Church of the Holy Trinity
- Coatesville Center for Community Health
- First Presbyterian Church of West Chester
- Housing Authority of the County of Chester
- Jennersville Regional Hospital, Tower Health
- Kennett Area Community Services
- Kennett Run Charities
- Knitters of Holy Trinity Church
- Moms Club of Lionville
- Oxford Rotary Club
- Purses Full of Hope
- Rotary Club of Kennett at Longwood
- Rotary Club of West Chester
- Rotary District 7450
- The Arc of Chester County
- The Women’s Exchange
- Unitarian Congregation of West Chester
- United Methodist Women of West Chester
- United Way of Chester County
- United Way of Greater Philadelphia and Southern New Jersey
- United Way of Midland County
- United Way of Southern Chester County
- West Chester University
- Westminster Preschool

BUSINESSES

- Aetna, Inc.
- Alarm Funding Associates
- Anderson Elder Law
- BB&T
- BBD, LLP
- Bentley Systems
- BNY Mellon Wealth Management
- Brett Hand Architect
- Christ Memorial Lutheran Church
- Citadel Federal Credit Union
- Colgate-Palmolive
- Countryside Consulting, Inc.
- Delaware State Chamber of Commerce
- DFR Print & Mail Solutions, LLC
- Downingtown Family Dentistry
- Dress for Less Walls
- Fidelity Charitable
- First Resource Bank
- Giant Food Stores
- Grove United Methodist Church
- Health Markets
- Health Partners Plans
- HGSK Lawyers
- Independence Blue Cross
- Jackson Immuno Research Laboratories, Inc.
- Janssen Pharmaceuticals
- KLM Electric, LLC
- Kreischer Miller
- Lawns by Buzz Cut
- Meridian Bank
- Molavoque Law LLC
- Nick Lang Media
- One Hope
- Panaderia Lara
- Pathstone Corporation
- Pfizer Foundation
- Pillar To Post Home Inspectors Operations Manager
- QVC, Inc.
- Raymour and Flanagan
- Rush Uniform
- State Farm Insurance Companies
- Target
- Taste of Kennett Food Tour
- THG TRANSPORT INC
- Tim Dean Plumbing & Heating
- Vanguard Matching Gift Program
- Wawa Inc.
- Westtown Insurance Group
- Willig, Williams and Davidson
- WSFS Bank
- Zena Florist LLC
- Zia Yoga and Wellness
MCHC acknowledges the generosity of all donors who made gifts throughout 2019. Space does not allow us to list all of the names of those who contributed to our efforts, but we deeply appreciate them all.

GOVERNMENT AGENCIES

- Centers for Medicare and Medicaid Services
- Chester County Dept. of Human Services
- Chester County Health Department
- Office of Chester County Commissioners

INDIVIDUALS

- Victor Alos
- Cecilia Arce
- Jean Bitner
- Theresa Boland
- William & Carol Bremner
- Jeffrey and Pam Bryer
- Lewis Chodosh
- Yasmin Corrales
- Kevin & Erin Downing
- Linda Dunis-Forrester
- Carl Emberger
- Consuela Fogarty
- William & Patricia Foxx
- Aida Garcia
- Michael Gast
- William Gayle
- Yolana George Turman
- Denise Gertsen
- Chad Goodwin
- Richard & Julie Hankin
- Kevin & Diana Hoff
- Annabelle Jackson
- Jackie Jones
- Stephen & Denise Keefer
- Phoebe Kitson-Davis
- Bruce & Mary Knapp
- Daniel Koval
- Enrique & Milena Lanz
- Fran Lisowski
- Annalie Lorgus Korengel
- Michael Louis
- Joel & Irene McFadden
- Michael & Nancy McLelland
- Robert & Jennifer McNeil
- Scott & Jodie Merow
- Alice Moorhead
- Robert & Joanne Moser
- Beverly Moyer
- Daniel Navitsky
- Janice Neville
- Sandra B. Nichols
- Marie O’Rourke
- David Park
- Elizabeth Pilacik
- Sharon Pound
- Sarah Pugh
- David Reinheimer
- LeeAnne Riloff
- Tom & Margaret Rivello
- Linda Robertson
- Mary Ann Rossi
- Mojdeh Saberin
- Stephen & Linda Sander
- Andrea & Gopal Sankaran
- Derek & Sherri Schultz
- John & Jill Scibilia
- Wendy Sharpe
- Ashley Smith
- Joseph & Patricia Spampinato
- Mary Lou Sterge
- Keith & Lee Ann Sullivan
- Lindsey Sweet
- Allison Turner
- Ubel Velez
- Eric Vogel
- Catherine Voit
- Carol Ware
- Robert Yayac
- Pat Yoder
- Elaine Zanikos
- Bradley & Barbara Zerr
At MCHC’s "Celebrate Healthy Families" 2019 Annual Spring Luncheon, over 175 guests enjoyed a beautiful spring afternoon filled with inspiring words from our local legislators and MCHC Board members and staff, highlighting our commitment to the important work in the communities we serve. We heard impactful stories of MCHC's work told by families we serve as they shared their journeys in building strong healthy families. We also recognized MCHC's 2019 Annual Award recipients, honoring those in our community for their unwavering support and dedication in ensuring children and families in Chester County receive the support they need to start healthy, stay healthy, and succeed in school. We also had some fun as we bid on the beautifully crafted donated Spring Luncheon Designer Cakes and Springtime Experiences auction items and raffle items donated by over 45 local businesses and supporters.

2019 BOARD OF DIRECTORS
- Sandra B. Nichols, Co-President
- Kristin Malavoque, Esquire Co-President
- Yolanda George Turman, Vice President
- Wendy Sharpe, Board Treasurer
- Allison Turner, PhD, MPA, Board Secretary
- Elizabeth Pilacik, CPA
- Denise Gertsen
- Bill Gayle
- Irene McFadden
- Allison Richards
- Lindsey Sweet, Esquire
- Ashley N. Smith
- Yasmin Lidhar
- Michael Gast, MD, PhD, Emeritus

2019 LEADERSHIP TEAM
- Milena Lanz, Executive Director
- Cecilia Arce, Director of Programs
- Catherine Binz, Director of Development
- Alma Vidal, Manager of Healthy Start and Family Benefits

OUR STAFF AND BOARD

FOLLOW US ON SOCIAL MEDIA!