Dear Friends,

It is with great pleasure that we share with you the Maternal and Child Health Consortium (MCHC) Annual Report, highlighting the positive impact we had on our community in 2018. We would also like to express our deepest gratitude for your generosity and support. It is only with your help that we were able to impact the lives of over 5,000 individuals across all MCHC’s programs and services throughout our local communities in 2018.

Within this report, you will read more about the impact of your support. Below are just a few highlights of our core programs and the individuals served in these programs this past year:

➢ **Healthy Start** pre and post natal home visiting services were provided to 123 pregnant and parenting mothers and their infant children ages birth to two.

➢ Through **Family Benefits**, 504 adults and 2,461 children, ages 0 to 19, received Children’s Health Insurance Program (CHIP) and Medicaid benefit enrollment; in addition 1,427 families were enrolled in Supplement Nutrition Assistance Program (SNAP) food security benefits.

➢ The **Family Center** program provided home visiting, early childhood and parenting skills development to 154 Family Center families and parenting classes and school readiness programs to 83 children and their parents in Southern Chester County.

We know that access to healthcare, regular nutrition and early learning is essential to healthy births, maintaining healthy families, and preparing children for success in school. MCHC continues to work tirelessly to fill the federal funding gaps for our programs. We are pursuing new funding opportunities, as well as new partnerships and collaborations, to help ensure that individuals in need are connected to the services that will help them to lead healthy, productive lives.

On behalf of the Board of Directors, MCHC staff, and those we serve, we are so grateful for your continued support and commitment to positively impacting the most vulnerable populations in our shared communities at a pivotal time in their lives. Thank you for your generosity, your time, talents, and for ensuring children in Chester County **start healthy, stay healthy and succeed in school**.

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**Our Mission**

Empowering families to build a healthier and brighter future for their children by overcoming the social and environmental barriers that lead to poor health conditions in our communities.

**Our Vision**

Families benefit from culturally competent health and education services within their community, leading to improved health outcomes, enhanced well-being, reduced health disparities, and lowered health care costs.

**Our Staff**

Sandy Nichols  
Co-President, Board of Directors

Kristin Molavoque  
Co-President, Board of Directors

Milena Lanz  
Executive Director
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.

1 in 4 pregnant women in Chester and Montgomery Counties have not received prenatal care visits in the first trimester.

33,000+ adults & children in Chester County and 36,000 in Montgomery County, lack access to healthcare because they do not have health benefits coverage.

5.4% (over 26,000) Chester County residents speak only Spanish and struggle to communicate their healthcare concerns and needs.

Lack of access to healthcare coverage for Latino individuals is 3 times greater than all other races; nearly 2 times greater for Black/African American individuals.

Source: US Census Bureau ACS 2017; PA County Health Profiles, 2017; Kaiser Family Foundation 2017
Impact: By the Numbers

123 mothers and their children, from birth to two-years-old, received Healthy Start home visiting, 91% of Healthy Start babies were born at a healthy birth weight of at least 5.5 lbs.

95% of pregnant mothers received pre and postnatal health coverage and 100% of infants received pediatric healthcare coverage at birth.

100% of pregnant mothers were screened for depression using the Edinburgh Perinatal Depression Scale (EPDS) and 78% were screened for Adverse Childhood Experiences (ACES).

83 preschool-aged children enrolled in the Kindergarten Transition Program and 89% achieved mastery of school readiness skills.

4,392 individuals enrolled in Family Benefits health insurance (Children’s Health Insurance Program and Medicaid) and in the Supplemental Nutrition Assistance Program -- 82% or 3,603 were children ages birth to nineteen.

778 Coatesville residents were connected to services through information and referrals provided by the Community Connections program.

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1,500 participants enrolled in CareMesssage™ received perinatal, chronic disease prevention, and healthy living tips as well as appointment reminders.

153 program participants received diabetes and heart disease prevention education modules during home visits; 85% increased their knowledge of diabetes prevention based on the CDC Pre and Post Knowledge Test. An additional 140 community members also participated in diabetes and heart disease prevention education workshops.

71 parents attended parenting classes, 99% reported an increased confidence and knowledge in addressing their child’s needs, their families’ school readiness and knowledge of the school system.

154 families were served at the Family Center; 98% of parents reported that activities during visits strengthened their relationship with their children and 70% reported they improved their understanding of child development.
**Celebrating Healthy Families**

**Perinatal Depression:**

A Healthy Start Mother’s Struggle

Yesenia found out she was pregnant with her fifth child. She had been diagnosed with depression after she had her first child and had overcome years of abuse - physical, mental, and emotional by her former partner. She did not have the opportunity to attend school and she did not have a job. She had lost contact with her family, did not have any friends, and her new partner, though loving and supportive, struggled to help her deal with her sadness and depression.

Yesenia had heard about MCHC from a friend and enrolled in Healthy Start. Yesenia’s Community Health Worker (CHW) noticed she was very withdrawn; it took several visits to gain Yesenia’s trust. She had also scored extremely high on her depression and Adverse Childhood Experiences questionnaires; she was considered a high risk pregnancy. Her CHW talked to her about trauma and prenatal depression and how this can affect her developing baby, including the risk for premature delivery, as well as how it affects her own health, family, and life. Providing support and resources to help Yesenia with her depression and connecting her to a bilingual behavioral health family counselor and support groups in her community, Yesenia also now had other moms to talk to and attended parenting classes to build her confidence in her parenting. She was encouraged by her CHW to consider finishing school and she recently obtained her GED.

While it was difficult for Yesenia at times, she was reminded by her CHW that she was smart and capable and how this step could make a big change for her and her children. After the delivery of a healthy baby girl, Yesenia’s postpartum depression screening results although still elevated, had decreased somewhat. The change was evident–she had more confidence in herself as a mother and had friends to support her. “I believe I can make my dreams come true. I’m definitely looking forward to a better future for my children and myself,” she told her CHW as she completed the Healthy Start program last fall.

**At-Risk Populations:**

MCHC’s Diabetes and Heart Disease Prevention Program

For one of MCHC’s Healthy Start participants, preparing a healthy meal was a challenge. The mother of two and pregnant with her third child, Maria was a stay at home Latina mother who did not now know how to choose healthy food options within her budget. In addition, she struggled to find time to meal prep healthy foods in the midst of getting her daughters, ages 4 and 7, ready for school, cleaning the house, and caring for her newborn child. She often chose prepared food for convenience to help her manage her busy days. During her Healthy Start health assessment, she shared that her husband has been diagnosed with high cholesterol a few years ago, but they did not understand what having high cholesterol meant or what chronic diseases it could cause. In addition to their poor diet, they also lacked exercise and were unaware of the harm that food high in calories, cholesterol, sugar, and fat has on the body. She was not looking at the nutritional labels before purchasing these foods because she did not understand how to read the labels.

Maria’s CHW provided education modules, adapted from the CDC’s Diabetes Prevention Program curriculum, during home visits. The modules include talking points for maintaining healthy weight, heart health tips, fat and calorie education, and guidance for reading nutrition fact labels. Maria’s CHW taught her how to read nutrition facts labels, stressing the importance of buying more fresh produce and less processed snack foods. The changes in nutrition habits of Maria’s family were evident as seen by Maria’s CHW during home visits. Bags of chips and cookies in Maria’s cupboards were replaced with healthy snacks and bowls of fruit on her kitchen table.

While Maria was able to lose six pounds through changes she made, her husband is still working to make changes to manage his diabetes. After MCHC’s education, Maria now feels she is in a better position, with an increased understanding and activities, to help her support her husband’s condition and encourage him to work towards a healthier lifestyle. Maria has also been able to impress upon her young daughters the benefits of healthy eating and exercise, telling her CHW how her children are choosing healthy vegetables and increasing their daily activities.
45 dedicated volunteers donated 450 hours to special projects, program research, data entry, organizing in-kind donations, assembling Healthy Start Baby Bundles, making holiday gift bags, and filling 300 new backpacks with school supplies. Volunteers also supported MCHC’s outreach events, and assisted classroom teachers in MCHC’s Kindergarten Transition Program.

MCHC gratefully acknowledges all individuals, foundations, corporations and businesses that made donations and gifts. Please visit MCHC’s website at www.ccmchc.org for a listing of all donors.

Thank you for your generosity and support!

Thank you for your dedication and support!

MCHC gratefully acknowledges all volunteers who dedicate their time, talents and treasures to MCHC in support of our programs and services. Please visit MCHC’s website for a listing of all volunteers.

22 student interns from local colleges and universities received over 13,200 hours of social work, health administration, nursing, and early childhood education hands-on learning experiences. Interns shadowed Community Health Workers during home visits, assisted with community outreach, program research, data entry, grant writing, and other program projects and special events. Pictured are West Chester University 2018 Interns recognized as MCHC’s 2018 Volunteer Award recipients.

MCHC conducted 193 community outreach events providing over 3,600 individuals in the community information on MCHC programs and services.

Our Funders

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
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<td>Government</td>
<td>17%</td>
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<tr>
<td>Foundations</td>
<td>47%</td>
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<tr>
<td>Individuals</td>
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<tr>
<td>Community</td>
<td>7%</td>
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<tr>
<td>Corporations</td>
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$.83 of every dollar received directly funds MCHC Programs

Your Support

<table>
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<tr>
<th>Source</th>
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<tbody>
<tr>
<td>Programs</td>
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<td>Fundraising</td>
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<tr>
<td>General Admin</td>
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Key Strategic Partnerships

Helping Participants Engage in Self-Management of Health Outcomes:

Over 1,500 MCHC program participants are enrolled in CareMessage, an interactive mobile texting application helping to improve their health literacy and self-health management. Thanks to a partnership with CareMessage, a California-based, non-profit healthcare technology company, MCHC is able to enhance our health education programming with regular, language appropriate text messages that drive positive behavior changes in pregnant and parenting women, and their family members.

To understand how underserved populations use mobile technology, CareMessage conducted a study of over 400 patients at Federally Qualified Health Centers and free clinics in the U.S. They found that 91% of those surveyed had a Smartphone, and that text messaging was the most used feature on their phone, beating phone calls by 16 percentage points. These statistics are in line with the increased open and response rates that MCHC is experiencing with its text messaging program. The messages—which relate to appointment attendance, perinatal and chronic disease health literacy and self-management—have allowed participants to play a more active role in their health as well as their children’s, leading to healthier moms, healthier babies and strong, healthy families.

Using a health literacy approach, messages are tailored in the culturally-appropriate language of the recipient. Healthy Start participants receive text messages providing information on nutritious food they should eat and how many hours they should sleep each night to ensure healthy habits during pregnancy. Other messages such as, “Are you experiencing any symptoms of depression (moodiness, crying, anxiety, trouble sleeping)? “Text YES or NO” and “Sometimes a pregnancy can cause stress in a family. Have you experienced any conflict in your home during this pregnancy? “Text YES or NO” are sent during the perinatal period to help pregnant women identify behavioral health challenges they may be experiencing and communicate a need for assistance and support. Participants report the messages are helpful and make them feel more confident about making the right choices for themselves and their baby.

CareMessage is also used to provide participants with information and tips on diabetes and heart disease prevention and to inform participants of upcoming outreach and community workshops and events.

2018 Financial Summary

Revenue & Support

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<tr>
<th></th>
<th>Revenue</th>
<th>Percentage</th>
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<tr>
<td>Grants</td>
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<tr>
<td>Contributions</td>
<td>$626,173</td>
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<tr>
<td>Other (Fees, Interest Income)</td>
<td>$13,808</td>
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<td>TOTAL</td>
<td>$1,436,842</td>
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Expenses

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<th>Program Services</th>
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<tr>
<td>Family Center</td>
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<td>Family Benefits</td>
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<td>Healthy Start</td>
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<td>TOTAL</td>
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<table>
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<tr>
<th>Supporting Services</th>
<th>Expense</th>
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<td>General &amp; Administrative</td>
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<tr>
<td>TOTAL</td>
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<td>100%</td>
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CHANGE IN NET ASSETS $13,369

Please visit MCHC’s website at www.ccmchc.org to view MCHC’s 2018 Audited Financial Statements for fiscal year ending December 31, 2018.
MCHC’s 2018 Annual Spring Luncheon

At MCHC’s 2018 Annual Spring Luncheon, we celebrated healthy families as Healthy Start and Family Center program participants shared their impactful stories of how MCHC helped them to build strong, healthy families and prepare their children for school. Guests enjoyed bidding on beautifully crafted Spring Luncheon Designer Cakes and fun raffle items donated by over 40 local businesses and supporters. Guests were also inspired by keynote speaker Kimberly Reed, CDP, as she encouraged everyone to get involved in our communities to help them thrive.

MCHC’s 2018 Annual Awards were presented to those in our community dedicated to supporting MCHC’s mission. MCHC honored Joan Holliday with the Founder’s Award, the Corporate Partner Award was presented to Citadel; West Chester University received the Volunteer of the Year Award, the Brandywine Health Foundation received the Community Impact Award, and Jack and Jill of America, Inc. Chester County Chapter and Grove United Methodist Church received Community Partner Awards. Over 185 community partners, funders, supporters, program participants and friends attended helping to raise $30,000 for MCHC’s programs and services.

2018 Board of Directors
Sandra B. Nichols, Co-President
Kristin Molaveque, Esquire Co-President
Yolanda George Turman, Vice President
Wendy Sharpe, Board Treasurer
Allison Turner, PhD, MPA, Board Secretary
Victor Alos, DMD, MPH
Melanie Culbertson
Yasmin Lidhar
Ashley N. Smith
Lindsey Sweet, Esquire
Michael Gast, MD, PhD

2018 Leadership Team
Milena Lanz, Executive Director
Cecilia Arce, Director of Programs
Catherine Binz, Director of Development

MCHC is a registered charitable organization. A copy of the official registration and financial information may be obtained from the PA Department of State by calling toll free, within PA, 1-800-732-0999. Registration does not imply endorsement. MCHC is a 501(c)(3) nonprofit organization—contributions to which are tax deductible to the fullest extent permitted by law.