

Foot Prints

Healthier Moms & Babies



Quarterly Newsletter

Fall 2011

Healthier Moms & Babies

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Healthier Moms and Babies Participates in Fort4Fitness

For the first time, Healthier Moms and Babies participated in Fort4Fitness with runners gathering pledges, sponsors supporting our efforts and volunteers staffing a booth at the Health Fair. Although the accounting is not complete, we believe this effort raised about \$2,500 for Healthier Moms and Babies.

Jason Seigel, a 4th year medical student at the Fort Wayne IU School of Medicine (IUSM) approached Healthier Moms and Babies about participating in Fort4Fitness. Motivated by his wife's pregnancy and information from IUSM employee Gina Bailey, Jason decided Healthier Moms and Babies was the charity he wanted to support by recruiting sponsors and runners.

He and advisory board member Dawn Davis gathered sponsorships from local businesses, whose logos appear on page 3 of this newsletter. In addition, friends and collaborators of Healthier Moms and Babies offered in-kind sponsorships, such as incentive prizes, web design and other efforts to promote this event.

Eight volunteers worked at the Healthier Moms and Babies booth at the Fort4Fitness Health Fair, where the 9,500 hundred runners picked up their race packets. Our volunteers distributed pens with our contact information and health information on pregnancy and infancy. We also gave out information on Healthier Moms and Babies, and the Healthier Moms and Babies Tshirts to our runners. Two more runners for Healthier Moms and Babies were recruited at the Health Fair.

Alice Eshelman, Dolma Tsering, Sue Altendorf and Sally Edington cheered our runners on near the finish line on race day. Healthier Mom and Babies thanks Jason and Dawn, our sponsors, our runners, our volunteers and staff, and everyone who pledged. Fort4Fitness was a fun and profitable event in which we hope to participate for years to come!

Look for more photos and sponsor information on Page 3.



Board member Pam Brookshire (left), Family Practice resident Dr Ling Li (middle), and Client Advisory Council Representative Janieka McCracken (right) volunteered at our booth at the Fort4Fitness Health Fair.

HMB Receives Free Marketing Services

Healthier Moms and Babies was one of four nonprofits chosen by Kinetic Channel Marketing to receive free marketing services as a part of the national CreateAthon project.

Kinetic Channel Marketing offered to update Healthier Moms and Babies' logo, design new display signage and create a fundraising plan after Jill Saylor and Dabid Buenrostro met with Director Sally Edington. The Kinetic Staff developed these materials and have presented their initial designs and plans. The revision process was not quite complete as this newsletter went to press, so stay tuned for the CreateAthon results!

CreateAthon is a national program where marketing agencies hold a 24 creative marathon to help nonprofits. To start the CreateAthon project in Fort Wayne, Kinetic Channel Marketing approached the Northeast Indiana Nonprofit Association (NINA) to which Healthier Moms and Babies belongs. They selected 40 agencies to apply for CreateAthon. From those applications, Kinetic Channel Marketing chose Healthier Moms and Babies, as well as Hope House, Lutheran Life Village and Mustard Seed Furniture Bank for CreateAthon.

"Healthier Moms and Babies can't thank Kinetic Channel Marketing enough for the services they're providing. We could not have afforded to pay for the services we received, and we so appreciate Kinetic's generosity and creativity", said Director Sally Edington.

"Outreach organizations like Healthier Mom's and Babies is one of the things that makes our community such a great place to live. Sally and her team touch and create positive change in so many lives and it was our honor to help support their mission. The work they are doing is truly a blessing to the women and children they serve in our community," said Jill Saylor, Account Manager at Kinetic Channel Marketing."

HEALTH CORNER



Recently, the news media reported a study showing an increase in child abuse since the economic downturn. Lead author Rachel Berger from Children's Hospital of Pittsburg, noted that infants were particularly affected from cases of shaken baby syndrome or abusive head trauma. The number of abused children has risen 65% during the recession although the researchers did not attempt to prove that the economy caused the increase.

Let's take a closer look at shaken baby syndrome or abusive head trauma. Children under two years old can experience these serious problems in as little as 5 seconds of shaking:

- Eye damage or blindness
- Hearing loss
- Learning and behavior problems
- Permanent brain damage
- Paralysis
- Death

Shaken baby syndrome occurs most often when a caregiver becomes frustrated with an inconsolably crying infant or toddler. When the caregiver shakes a baby, the baby's brain bounces against his skull which can bruise the brain and rupture blood vessels, particularly large veins on the outside of the brain. The brain can swell and nerves can be damaged. Even when the baby's head hits a soft surface such as a crib mattress, damage can occur.

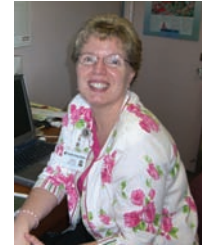
Injured babies may show no outward bruising. However, symptoms such as behavior changes, lethargy, vomiting, impaired sucking and swallowing, bluish skin, difficulty breathing or swallowing and convulsions or seizures may occur. If so, immediate medical care is should be sought.

Resource materials differ on whether rough play such as throwing a baby in the air, holding a baby upside or swinging her around can cause whiplash leading to shaken baby syndrome. Caution is the best course of action.

What should an angry and frustrated caregiver do when baby won't stop crying? Never shake the baby in play or anger. Don't hold the baby during an argument. Gently put the baby in her crib and leave the room. Calm down with deep breathing or call someone for support. A parent who feels out of control should call a trusted friend or relative to help with the baby, and seek out parenting classes or counseling.

Learning to deal with the frustrations of parenting during infancy and toddlerhood will help a parent with every stage of their child's life!

A Message from the Director



"Summertime, and the livin' is easy", my mom used to sing in her clear soprano voice, fan that she was of show tunes. This one, from Porgy and Bess, was among her favorites, so I heard it often.

Well, historically summers for the staff of Healthier Moms and Babies aren't easy, but they usually are less busy than other times of the year. This summer, however, was a different story. We were very fortunate to be offered three wonderful opportunities.

Just as we were wrapping up the luncheon, we were approached with the idea of participating in Fort4Fitness. This brainstorm was the idea of Jason Seigel, who only learned about Healthier Moms and Babies when he asked Gina Bailey at the IU School of Medicine what charities she knew related to pregnancy. Gina had helped to coordinate the summer research program we participated in last summer; so Gina told Jason about our mission. The rest is history as they say, and featured on pages 1 and 3. This was a fun project that raised both funds and awareness of Healthier Moms and Babies, and we couldn't have been more proud of both our volunteers and runners in our standout lime green T-shirts!

In another first, the United Way Day of Caring offered the opportunity for nonprofits to request collections. Because our space is so generously donated by St Joseph Hospital, we didn't have a painting or landscaping project to submit. But we didn't waste any time in preparing a "baby shower" wish list. Two businesses selected the shower idea, and that complete story is on page 4.

And finally, the nationally known CreateAthon project became available for Fort Wayne nonprofits this year for the first time. Healthier Moms and Babies spent some of the summer working on that application, and was thrilled to learn we were one of four agencies chosen to receive free marketing services! That article is also on page 1.

Add to these wonderful opportunities time spent interviewing for the perfect addition to our staff, and you can see it's been busy here at Healthier Moms and Babies! There's a happy exhaustion in our office now, as we also prepare for a new social worker to join our team.

We're so thankful for all the new friends we've made this summer, and the donations that resulted from these great opportunities. That reminds me of another show tune from The Christmas Carol musical -- "Thank you very much! Thank you very much! That's the nicest thing that anyone's ever done for us...!"

With warm regards,

sedington@fwmepe.edu

Fort4Fitness Sponsors

Healthier Moms and Babies would like to thank the following sponsors, runners and volunteers for their assistance in the Fun Run.

Gold Sponsors

REUSSERDESIGN
Strategic & Creative Web Development

Northeast OB/Gyn
WOMENS HEALTH GROUP
P.C.

Impact Strategies, Inc.
Organizational Planning and Evaluation

WOMEN'S HEALTH ADVANTAGE
Provided by Dr. Keith Davis



Silver Sponsors

Yoder/Rahrig Family Dentistry

Edward Jones
MAKING SENSE OF INVESTING



OMSA
"The Oral Surgery Group"



Runners

4 mile
Ned Edington
Lynette Getz

10 K
Tina Gibson
Amy Pedersen
Jason Siegel

½ Marathon
Mike Altendorf
Stephanie Breeding
Christine Hendrickson
Mary Roberts
Dr. Sarah Schlie
Stephanie Breeding
Joanna Surma

Volunteers

Sue Altendorf
Pam Brookshire
Darlene Cyr
Sue Eme
Alice Eshelman
Dr. Ling Li
Janieka McCracken
Louise Nahrworld
Dr. Phil Tyndall
Dolma Tsering



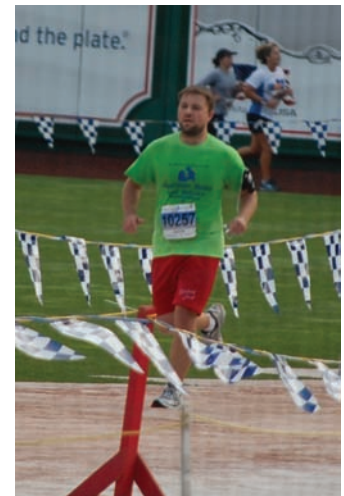
Volunteers Louise Nahrworld (left) and Darlene Cyr (right) worked the 3-5 pm shift at our booth at the Fort4Fitness Health Fair.



Christine Hendrickson finishes the half marathon as her picture is flashed on the jumbotron. Christine lives in Illinois, and was invited to run for HMB by Tara Newman of our Client Advisory Council.



Tina Gibson (left) and Amy Pedersen cross the finish line in the 10K race.



Jason Siegel finishes the 10K race. Jason approached HMB with the idea of participating in Fort4Fitness.

The Holidays are coming!

Once again, we have begun making plans for the families on our caseload who face a bleak holiday season. You could help by donating multiples of one item such as board books or sleepers, or by donating things for a specific family.

If your family, church, school or civic organization would like to help, please contact our office for more information at 260 425 3348 or at info@healthiermomsandbabies.org

Funding Updates

Healthier Moms and Babies recently received a \$9,000 grant from the **Lincoln Financial Foundation** and \$7,000 from the **Erik and Mary Baede Charitable Trust and Wells Fargo Bank, Trustee.**

This funding will be used for operating expenses and will cover more than a month of services. We greatly appreciate both of these funders for supporting our mission!

Coming Soon!

Our Winter Newsletter will feature one (and maybe two!) new Healthier Moms and Babies staff members. In the meantime, become our fan on Facebook or subscribe to our weekly e-newsletter for the latest news at Healthier Moms and Babies! We save \$6 per year per newsletter that we send by email rather than mailed paper copies. Please contact us at info@healthiermomsandbabies.org if we can send you our newsletter by email.

Society Foundation

Fort Wayne Medical



Better Babies One
Baby at a Time

Healthier Moms & Babies
Medical Office Building Suite 316
700 Broadway
Fort Wayne IN 46802-1402

CHANGE SERVICE REQUESTED

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Find us on Facebook and
visit us on the web at:
www.healthiermomsandbabies.org
Or give us a call at 260-425-3348

United Way Day of Caring

In another first, Healthier Moms and Babies participated in the Annual United Way Day of Caring. We submitted a list of “baby shower” gifts a business could provide for the babies we serve. To our great surprise, Healthier Moms and Babies was “adopted” by two businesses—Tower Bank and Erie Insurance.

Darcy Barella from Erie Insurance and Christine Boles at Tower Bank organized each businesses’ shower activities; and both workplaces generated a wonderful response. As you can see from the pictures, many baby items were collected as well as \$287. We can’t thank the generous employees of Erie Insurance and Tower Bank enough for their outpouring of support!



Sally Edington (left) & Darcy Barella (right)



All the donated baby items from both showers.



Gary Shearer & Christine Boles