



HMHB Resource Watch August 22, 2007

HMHB Upcoming Events

HMHB is proud to announce that we are opening a satellite office in Savannah, GA. HMHB will be hosting a kick-off event to celebrate this new collaboration with HMHB and the Coastal District. The kick off event will be held at the GPHA Conference at the Savannah Marriott on the night of Tuesday September 4th from 5:30-6:30 pm. Please come out and celebrate this exciting new time in HMHB's history. Please RSVP for this event by calling Tonya at 770-451-0020 ext. 302.

HMHB in the Community

September 11 Babies R' Us Breast Feeding Seminar
Babies R' Us - Newnan | 7pm

HMHB has been approved to participate in Community Health Charities of Georgia employee giving campaign. Please consider participating in this wonderful workplace giving program established by CHCG and mention our code #37995.

Healthy Mothers, Healthy Babies Coalition of Georgia

2007 Annual Meeting and Conference

Georgia Freight Depot
Wednesday, October 3, 2007
9:00 am- 4:00 pm.

You can now register online by visiting www.hmhbga.org. If you would like to be an exhibitor at the 2007 Annual Meeting and Conference please contact Jessica Hawkins at 770-451-0020, ext. 303, this is an excellent opportunity to highlight your agency.

News from National HMHB

This week: August 20, 2007

HMHB encourages you to take advantage of new resources being offered by our friends at the Automotive Coalition for Traffic Safety as reported in Item # 6 below. The free brochures, in English and Spanish, are key to helping parents prevent tragedies that happen to children in and around cars.

Last month, a total of 31 children lost their lives due to what are referred to as “nontraffic fatalities” in the US. Please visit <http://www.safetyfeature.org> to learn about the dangers of hyperthermia and the importance of supervision to prevent children being struck by a vehicle in a driveway or parking area.

This Week:

1. Study Finds Benefits of Group Prenatal Care
2. AWHONN Honored for Continuing Nursing Education
3. Portland, Oregon Bans the Bags
4. IOM to Review Guidelines for Recommended Pregnancy Weight Gain
5. Now Online: Update to Cochrane Review on Labor Support
6. Free Bilingual Brochures for Safety In & Around Cars
7. Back-to-School Campaign to Get Kids Covered
8. Google Helps Nonprofits Raise Money & Awareness

MATERNAL-INFANT HEALTH NEWS

1. STUDY FINDS BENEFITS OF GROUP PRENATAL CARE

A study published in the August 2007 issue of Obstetrics and Gynecology looks at group prenatal care’s impact on pregnancy outcomes, psychosocial function in mothers and patient satisfaction. Among the

findings: Women assigned to group care were significantly less likely to have preterm births, compared with those in standard, individualized care. The effect was especially significant for African-American mothers. Women in group sessions also reported feeling more prepared for labor and delivery and having higher satisfaction with their care. Breastfeeding initiation was also higher with group care. The study, funded by the National Institute of Mental Health (NIMH) and supported in part by the Centering Pregnancy and Parenting Association, was a randomized controlled trial with approximately 1,000 women at two hospital prenatal clinics. For the abstract, go to <http://www.greenjournal.org/cgi/content/abstract/110/2/330>.

2. AWHONN HONORED FOR CONTINUING NURSING EDUCATION

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) has been honored by the American Nurses Credentialing Center (ANCC) for exceptional continuing nursing education (CNE) – the only professional membership association to be so recognized. The ANCC is particularly highlighting AWHONN's fetal heart monitoring education program, launched in 1993. The program has expanded over the years from 28 workshops to a current force of nearly 2,000 instructors educating 10,000 nurses each year in the US and Canada. For more about AWHONN's work and its continuing nursing education programs, go to <http://www.awhonn.org>.

3. PORTLAND, OREGON BANS THE BAGS

Since the launch of the national "Ban the Bag" campaign one year ago, Portland, Oregon has become the first city in the nation to have both public and private hospitals ban the formula sample packs commonly distributed to new mothers as they head home with their infants. To mark the occasion, Oregon's Public Health Director Dr. Susan Allan kicked off Oregon's Breastfeeding Promotion Month by awarding 15 Portland-area hospitals with "Maternity Care Best Practices" honors. At the ceremony, Dr. Allan stated that "New research has shown that the distribution of formula sample packs has a detrimental effect on breastfeeding. The presence of a can of formula in the early days undermines a mother's confidence that she can successfully breastfeed." For the national "Ban the Bags" campaign website, go to <http://banthebags.org>.

4. IOM TO REVIEW GUIDELINES FOR RECOMMENDED PREGNANCY WEIGHT GAIN

This fall the Institute of Medicine (IOM) of the National Academies will begin gathering scientific evidence to examine the guidelines on recommended weight gain during pregnancy. IOM guidelines, which have not changed since 1990, suggest that women with low body mass indexes (BMIs) should gain up to 40 pounds during pregnancy, women with normal BMIs should gain 25 to 35 pounds, and most obese women should gain about 15 pounds. However, recent reports suggest that in 2003, about 25 percent of America's pregnant women gained more than 40 pounds, compared to just 20 percent in 1990. According to the March of Dimes, women who gain too much weight during pregnancy have an increased risk of complications, including birth defects, problems during labor and delivery, large infants and even fetal death. For the IOM's most recent workshop report on this topic, released in February 2007, go to <http://www.iom.edu/CMS/12552/31379/41424.aspx>.

5. NOW ONLINE: UPDATE TO COCHRANE REVIEW ON LABOR SUPPORT

The most recent update to The Cochrane Database of Systematic Reviews on "Continuous Support for Women in Childbirth" is now available for free download at the website of Childbirth Connections. The review summarizes results of 16 randomized controlled trials with over 13,000 women, and its main objective was to assess the effects of continuous one-to-one support during labor on mothers and their babies. Among the findings: Compared to women who did not receive this type of support, women who received continuous one-to-one care were less likely to give birth by cesarean, give birth with vacuum extraction or forceps, have any analgesia/anesthesia (including regional) and to report a negative labor and birth experience. For more details or to download the report, go to <http://childbirthconnection.org/article.asp?ck=10272&ClickedLink=200&area=2>.

6. FREE BILINGUAL BROCHURES FOR SAFETY IN & AROUND CARS

With record high temperatures this summer, the Automotive Coalition for Traffic Safety (ACTS) is helping parents prevent tragedies that happen to children in and around cars such as heat stroke and backovers. Until now, no national research had been conducted to identify parents' behavioral norms and perceptions. The survey results are shared to encourage parents to provide greater supervision via a new brochure and an interactive bilingual web site, www.safetyfeature.org, which offer parents what they really want - a sense of what other parents are doing. ACTS has partnered with diverse groups including WIC Centers, public health clinics, auto dealers, state highway safety agencies and others to share brochures with parents. To help share these important tips, order the free brochures online at <http://www.safetyfeature.org>.

ADVOCATES IN ACTION

7. BACK-TO-SCHOOL CAMPAIGN TO GET KIDS COVERED

With the support of the Robert Wood Johnson Foundation (RWJF), the eighth annual Back-to-School Campaign is engaging local communities in getting eligible but uninsured children into the State Children's Health Insurance Program (SCHIP) and Medicaid. Throughout August and September, thousands of enrollment events will be held across the country. And free resources are available online to help you plan your own event to get kids the healthcare coverage they deserve. At the Cover the Uninsured campaign website you can sign up as an event planner and register your enrollment, download a planning guide, order free materials for parents, get more ideas about where and how to distribute materials to parents and submit an op-ed or letter to the editor of your local newspaper in support of getting all kids covered. Go to <http://www.covertheuninsured.org>.

NONPROFIT MANAGEMENT

8.) GOOGLE HELPS NONPROFITS RAISE MONEY & AWARENESS

One of the most powerful Internet search engines also offers an in-kind advertising opportunity for nonprofits. The Google Grants Program allows nonprofit organizations to raise funds - and awareness - in new ways, beyond the grant search, product sales, and planned giving. While businesses purchase "contextual" ads that place corporate messages next to Google search pages related to their product or service, Google allows nonprofits to take advantage of left-over ad space at no charge. If selected by Google to participate in its grants program, your organization can indirectly raise funds with your own contextual ads that draw potential donors to your website, while also gaining valuable publicity. The ads of grantee organizations run on Google search pages for approximately three months. To find out more and apply to the program, go to <http://www.google.com/grants>.

Sources:

<http://www.greenjournal.org>

<http://banthebags.org>

<http://www.iom.edu>

<http://childbirthconnection.org>

<http://www.safetyfeature.org>

<http://www.covertheuninsured.org>

<http://www.google.com>

Information is reported as provided and does not necessarily represent the view of or the endorsement by the National Healthy Mothers, Healthy Babies Coalition. A complete copy of HMHB's disclaimer is available on the HMHB Web site at <http://www.hmhb.org/disclaimer.html>

Other Public Health News

August is.....

1st - 31st

Cataract Awareness Month
American Academy of Ophthalmology
www.aao.org/eyemd

1st - 31st

Children's Eye Health and Safety Month
Prevent Blindness America

www.preventblindness.org

1st - 31st

National Immunization Awareness Month
National Immunization Program
Centers for Disease Control and Prevention
www.cdc.gov/nip/

Public Health Conferences and Events

August

Aug 27-29

Title: Public Health Information Network (PHIN) Conference
City: Atlanta, GA.
Location: Omni Hotel, CNN Center
Website: www.cdc.gov/phin

Aug 29-30

Title: National Conference on Health Communication, Marketing and Media
Location: Centers for Disease Control and Prevention Tom Harkin Global Communication Center
City: Atlanta, GA.
Email: nchrnconference@cdc.gov

August 30-September 1

Title: Georgia Nurses Association, GNA's 100 years - A STORY TO TELL...
Location: Westin Savannah Golf and Spa Resort
City: Savannah, GA
See: http://www.georgianurses.org/annual_convention.htm

September

September 5-7

Title: GPHA 78th Annual Meeting and Conference
Location: Savannah Marriott Riverfront
City: Savannah, GA
See: <http://www.gapha.org/>

September 6 & 7

Grady Health System-Nursing Perspectives XXVII

Location: Emerald Pointe Conference Center and Resort
City: Lake Lanier Islands
Contact: Gail Grimes at Grady Health System, M & I Project, (404) 616-1000

September 6-9

Title: Georgia Obstetrical & Gynecological Society [56th Annual Meeting](#) at The Ritz-Carlton
Location: Lodge Reynolds Plantation
City: Lake Oconee, GA
See: <http://www.georgiaobgyn.org/meetings/>

September 17-19

Title: Georgia Rural Health Association's Annual Conference: Making Rural Healthy People 2010 a Reality in Georgia
Location: UGA Conference Center and Hotel
City: Athens, GA.
See: <http://www.garuralhealth.org/>

September 26th

From: 8:30 a.m. - 4:30 p.m.
Title: "The Best Years of Their Lives: Improving Outcomes for Older Adolescents". Voices for Georgia's Children, presents 100 Voices: A Policy Institute.
Location: Carter Center
City: Atlanta, GA.
See: <http://www.georgiavoices.org/EventCalendar/100Voices07.aspx>

This newsletter is being distributed to HMHB Coalition Members. Please submit your questions or comments about this newsletter and or its content to Jessica Hawkins at jessica.hawkins@hmhbga.org. Thank you for assisting HMHB in improving the health status of Georgia's families.

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