



# Iowa Community Empowerment Newsletter

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Questions/Comments:  
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## The 10<sup>th</sup> Annual Iowa Early Childhood Care & Education Congress

### Building State Collaborations

The 10<sup>th</sup> Annual Iowa Early Childhood Care and Education Congress was a great success. Over 400 individuals attended the combined conference at the Scheman Center in Ames, Iowa on November 19 and 20<sup>th</sup>. The evaluations are being reviewed, but overall, very positive comments have been expressed.

Through the grant with North Carolina's Smart Start, we were able to offer many great workshops in addition to having former Governor Hunt provide a keynote address.

If you have any comments about the conference that you did not share on the evaluation or forgot to drop off your evaluation, feel free to send them to Sara Patkin. We are already working on an event for next year so appreciate your feedback.

If you are interested in sitting on the planning committee, please contact Shanell Wagler to get the details.

Don't forget the upcoming Day on the Hill and Exhibit Fair activities. Please reserve the afternoon of February 4, 2003 to hear Ann Crittendon speak on advocacy and February 5 as the Day on the Hill/Exhibit Fair to be held at the Capitol. Sign-up fliers and posters announcing the event are available. If you would like either of these items, contact Shanell Wagler to send them.

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Regional Stakeholder Meetings were conducted in October in Carroll, West Des Moines and Cedar Rapids. The purpose of the gatherings was to gather input from a broad range of stakeholders as to the vision and a framework for an early childhood system in Iowa.

Next steps involve prioritization of the goals and strategies that were shared. The original group of stakeholders will work on that task at a December 4<sup>th</sup> meeting.

*Iowa's Early  
Childhood Vision:*

**Every Child,  
beginning at birth,  
will be healthy and  
successful.**

### Smart Start Update

*Iowa's Early Childhood Vision:* Every Child, beginning at birth, will be healthy and successful.

# Success By 6® – A Community-Based Initiative to Improve Early Childhood Development

*(This information was sent to us by the  
Success by 6® office.)*

United Way Success By 6® is a national, community-based movement of public and private partners that work together to deliver proven solutions that ensure all children, ages zero to six, are healthy, nurtured and ready to succeed. Success By 6 has become the largest early childhood coalition in the country. In more than 350 cities throughout the United States and Canada, United Way Success By 6® is creating effective community-based solutions that contribute to the positive quality of life for young children. For more information visit [www.successby6.org](http://www.successby6.org).

United Way Success By 6® is a network of community mobilization initiatives focused on young children and their success in school and in life. Business leaders help mobilize the community, create alliances with elected officials and build public-private partnerships in support of the community changes that result in success for all children. These collaborations result in a variety of community change strategies – such as improving the quality of childcare, helping make young children healthier by changing policies and procedures for immunizations and health insurance and increasing access for parents and families to give them the resources and knowledge they need to thrive and raise healthy, happy children.

## ***How Business Leaders are Involved with Success By 6***

Success By 6 differs from other community collaboration initiatives in its emphasis on results and the important role the business community plays in designing and executing community changes, setting benchmarks and measuring outcomes.

In each community, Success By 6 is governed by a **Leadership Committee** usually chaired by a business champion and comprised of community leaders from businesses, non-profit organizations, public/government agencies, schools, healthcare professionals, universities and other key community groups that oversee the strategic direction of the initiative. Nationwide, 24% of people serving on Success By 6 leadership committees represent the corporate/private sector. Business participation in Success By 6 revolves around their understanding that today's children are tomorrow's consumers and employees. By building positive supports for children, corporations improve their employees' work attendance, their on-the-job productivity and the future workforce for their company as well as making an investment in the future for the community.

Leadership Committee members use their personal and institutional influence to help impact the lives of children. They develop the United Way Success By 6 **Outcome-Focused Strategic Plan**, provide oversight for the implementation of initiative activities to achieve community changes and outcomes for children and provide public support for the initiative.

## ***How Outcome-Focused Planning is Used to Benefit Children***

Success By 6 partnerships dedicate an entire year to the collection of community data and developing outcome-focused plans to achieve community change. Outcome-focused planning involves the following sequence of steps that identify the needs of children in the community and develop logical, research-based strategies to remove barriers to healthy child development:

- ✓ **Data** collection: Using needs assessment data to identify the current status of health and welfare of children in the community, such as the number of children ready for school, number of children immunized, number of children born at healthy birth weight, etc.
- ✓ Identifying community **barriers** to positive child outcomes: Leadership committee members, early childhood experts, citizens and other groups identify gaps in service delivery, public policies and other formal systems and informal networks that underline why deficits exist in early childhood development.

*Iowa's Early Childhood Vision:* Every Child, beginning at birth, will be healthy and successful.

## Success By 6® – A Community-Based Initiative to Improve Early Childhood Development (cont.)

Establishing **child outcomes** – the benefits for children that Success By 6 aims to influence. This involves identifying a target group of children by geographic location or common condition and describing what change will take place among that group of children.

- ✓ Developing **community changes** – changes in formal systems and informal networks that are needed to achieve outcomes for children. For example, rather than starting a new immunization program, Success By 6 can develop collaborations to improve how immunization services are delivered. In one community, Success By 6 achieved significant improvements in the immunization rate of low-income children by developing a collaboration between WIC and the health department that offered incentives for WIC families whose children were immunized. In the same community, a Fortune 500 medical supplies manufacturer donated medical equipment so that children could be immunized at health fairs. The back-to-school immunization initiative and WIC linkage project have led to significant increases in immunization rates among targeted children. The immunization rate for children in families enrolled in the WIC program in Richmond increased from 4% in 1999 to 50% in 2002.
- ✓ Developing a **measurement plan** to track and report progress toward the targeted child outcomes.

No two Success By 6 initiatives are exactly alike. While each community's priorities are unique, key strategies include improving quality and access to services for young children, raising awareness of the needs of young children and their families and advocating for public policies that improve the lives of young children and their families. Strategies are chosen based on research of best practices from other community initiatives and published studies about improving conditions such as quality childcare and infant health relate to positive development and readiness for school.

The most common United Way Success By 6 focus areas are early care and education, supports for parents and families and healthcare for children. In many communities priorities also include working on public policy in support of children's well-being, creating public awareness of early development issues and increasing literacy for parents and young children.

Success By 6 is a perfect partner for Empowerment Boards. Both groups focus on young children and want to enhance the efforts of current community work. United Way Success By 6 can help bring business influence to the development of an early childhood system for the state of Iowa as well as local communities. In addition, United Way Success By 6 has 14 years of demonstrated experience in developing effective outcome-focused strategic plans that help initiatives achieve results for children. With a focus on results through community changes, United Way Success By 6 impacts the systems that families and children interface on a daily basis.



# Empowerment Tool: Conflict of Interest SAMPLE Forms

## SAMPLE

Organization: Community Empowerment Area Board  
 Policy: Conflict of Interest and/or Duality  
 Date Adopted: 10/20/2000  
 Date Revisions:

### DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

1. A possible/potential conflict of interest on the part of a board member or their spouse will be disclosed to the other members and made a matter of record, through an annual procedure or when the interest becomes a matter of board action.
2. A board member or their spouse with a possible/potential conflict of interest on any matter will not vote or use personal influence on the matter. The minutes of the meeting will reflect a disclosure, the abstention from voting, and the quorum situation.
3. The "Disclosure of Potential Conflicts of Interest" policy will be reviewed by members at the first board meeting each fiscal year. The board member will agree each year as evidenced by signature on the "Conflict of Interest Statement".
4. A new board member will be advised of the policy upon becoming a member of the Community Empowerment Area board and agree as evidenced by signature on the "Conflict of Interest Statement".

### SAMPLE BY-LAWS STATEMENT for CONFLICT OF INTEREST

A member (or the spouse/family) of the Community Empowerment Area board, who may derive any intentional personal benefit, profit or gain, directly or indirectly, by reason of membership on the board or for services contracted from the board, shall disclose such interest to the board. The member's abstention from the vote and the reason for it will be recorded in the meeting minutes.

## SAMPLE

Organization: Community Empowerment Area Board  
 Form: Annual Conflict of Interest Statement  
 Date Adopted: 2/20/2000  
 Date Revisions:

I have read and am familiar with the Community Empowerment Area board policy concerning conflict of interest, and I concur by my signature agreement to abide by the policy.

During my service on the Community Empowerment Area board, neither I, or to the best of my knowledge, any member of my family will take any action to contravene the conflict of interest policy of this board.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Upcoming Events**

**Iowa Empowerment Board**

January 10, 2003  
 April 4, 2003  
 July 11, 2003  
 October 3, 2003

**State Advisory Council Meeting Schedule**

March 11, 2003  
 June 10, 2003  
 August 26, 2003

**Contact/Coordinator Meeting Schedule**

February 26, 2003  
 May 28, 2003  
 September 10, 2003

**Mark Your Calendars!!**

**Day on the Hill/ Exhibit Fair**

February 4 and 5, 2003

# Child Care...Helping Babies Sleep More Safely

By John O'Neil



Swaddling, or wrapping infants tightly before putting them to bed, appears to help them sleep on their backs, reducing the risk of sudden infant death syndrome, a study this month in *The Journal of Pediatrics* says. Although sudden infant death syndrome, or SIDS, has declined since pediatricians began a concerted effort to teach parents to place newborns on their backs, some parents end up letting babies sleep on their stomachs because they cry in any other position. The researchers, from the Washington University School of Medicine in St. Louis, note that in countries where traditional swaddling is practiced, infants "universally" sleep on their backs.

In the study, 37 infants, 9 of whom slept mostly on their stomachs, were tested with different swaddling. Four were swaddled using the traditional method of their mothers' cultures, including Afghan and Kosovar, where three cloths are intricately interwoven. Five were swaddled in a cloth blanket, as hospital nurses do. The rest were wrapped in swaddling made of cotton. Spandex and Velcro developed by the researchers after too many blanket swaddles became undone.

Of the nine stomach sleepers, seven were calmed enough to be able to sleep on their backs. The study's senior author, Dr. Bradley T. Thach, said parents of infants who cried when put to sleep on their backs should try using the techniques that parents are usually shown in hospital nurseries. But Dr. Thach said that swaddling should stop as soon as the infants learn to fight their way out of it during the night. "What we don't want," he said, "is loose bedding in the crib with the infant."

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## Meet State Empowerment Board Member: Terri Christoffersen



Terri Christoffersen joined the Iowa Empowerment Board with a wealth of experience in community involvement. She is active on the Cedar Rapids Area Chamber of Commerce, Linn County Community Empowerment, Four Oaks, Inc., as well as both Mount Mercy College and St. Luke's Hospital, holding various positions on these boards. Terri is also serving as a Board of Trustees for the United Way.

Terri received her education in nursing and utilizes her knowledge to assist her with her work in fund raising. She is currently a member of the Association of Fund Raising Professionals (AFP). In 2000, Terri received awards and recognition for the Northcott Award for her extraordinary service to the United Way of East Central Iowa and community, the Jr. League Sustainer of the Year, Big Brother/Big Sisters Hero and for her dedication to the Mount Mercy Heritage Club.

Ms. Christoffersen is currently involved with the Alternative Services Capital Campaign Cabinet, American Red Cross Capital Campaign Cabinet and the Cedar Rapids Kernel Baseball Stadium Capital Campaign Cabinet. As you can see, Terri is a great addition to the Iowa Empowerment Board. Her viewpoint, experiences and dedication are appreciated.

## Guiding Young Children: How Am I Doing?

*Young children don't always understand the do's and don'ts of behavior. As a parent it's easy to get frustrated. That's why it is important to sit back and take a look at how you guide your children. Here are some good questions to ask yourself.*

- *Do I listen carefully when my child talks about ideas or feelings?*
- *When speaking or listening to my child, do I make eye contact?*
- *Do I use short sentences?*
- *Do I give positive directions? (e.g., "Walk!" rather than "Don't run!")*
- *Do I state limits or rules clearly and follow through on enforcing them?*
- *Do I give attention to my child before he or she demands it?*
- *Do I arrange toys and play things so they easily can be reached and used with a minimum of help?*
- *Is there a consistent, low stress routine for eating, play and bedtime?*
- *Do I model the type of behavior I would like to see in my children?*

*None of us is a perfect parent, but we can work to improve ourselves.*

*From ISU Extension Publications, "So Alive...three to five!" newsletter. February 1993.*



WIC

***Helping to build a healthier Iowa***

## Why refer to WIC?

**The Special Supplemental Nutrition Program for Women, Infants, and Children (commonly known as WIC) provides:**

- Nutrition counseling and education
- Breastfeeding promotion and support
- Checks for specific nutritious foods that families can use at WIC-authorized grocery stores or pharmacies
- Immunization screening and referrals
- Health and social service referrals

**Registered nurses and/or licensed dietitians meet with each participant or parent/caretaker to:**

- Assess their diet and health history to identify nutritional needs,
- Refer concerns to their primary care provider,
- Provide health and nutrition counseling,
- Determine the appropriate foods for that individual, and explain how and where to buy them.

## Who is eligible for WIC?

WIC serves children under 5 years old and women who are pregnant, breastfeeding or have been pregnant in the last 6 months who

- Are residents of Iowa (they do not have to be US citizens);
- Meet WIC income guidelines; and
- Have a medical or nutritional need.

The income guideline for WIC is 185% of the federal poverty level and is based on household size. Many working families qualify for WIC. Children on Medicaid automatically meet the income guidelines.

Medical and nutritional needs are determined at the WIC certification appointment. Most families who apply have a need as defined by WIC.

Examples of qualifying needs are:

- Medical conditions; that affect food intake;
- Abnormal height or weight measurements
- Low intake of essential nutrients
- Inappropriate feeding practices
- Conditions that predispose a person to inadequate nutrition patterns like lead poisoning, teen pregnancy, or limited ability to make appropriate feeding decisions and/or prepare food.

### **Just a Reminder...**

Local Empowerment Boards ARE subject to Open Meetings & Public Records laws.

If you have any questions about these laws, you may refer to the Empowerment Toolkit, Tools D and E. Here is the link on the Empowerment website:

[http://www.empowerment.state.ia.us/EmpowermentTools/Kit\\_tools/tool\\_kit\\_tools.htm](http://www.empowerment.state.ia.us/EmpowermentTools/Kit_tools/tool_kit_tools.htm)

### **How to refer to WIC:**

Call 1-800-532-1579 to find the local WIC agency nearest you. WIC services are provided in every county in Iowa.

You can also:

- Mention the benefits of WIC as a health and nutrition program to all families. Many families qualify who aren't on Medicaid. A family of 4 can make over \$32,000 and still be eligible for WIC.
- Display posters and brochures in your office.
- Include WIC information in education or enrollment packets.
- Remind families to have health professionals record height, weight, hemoglobin, or lead test results on the Nutrition Health History Card provided by WIC. This can help avoid duplication of procedures for children, and could save time at a WIC appointment if the information has been collected in the last two months.

### **WIC Works!**

The WIC Program has been successful because it recognizes the far-reaching implications of proper maternal and early childhood nutrition. The individuals who originally planned the WIC program had the foresight to combine nutrition education, nutritious foods, and referrals for other services in a program that provided not just immediate food benefits, but education to influence eating habits for a lifetime

Over 70 studies have demonstrated WIC's effectiveness.

- WIC produces positive prenatal and birth outcomes
- WIC improves children's health

WIC prevents future health problems, resulting in a stronger and healthier Iowa through:

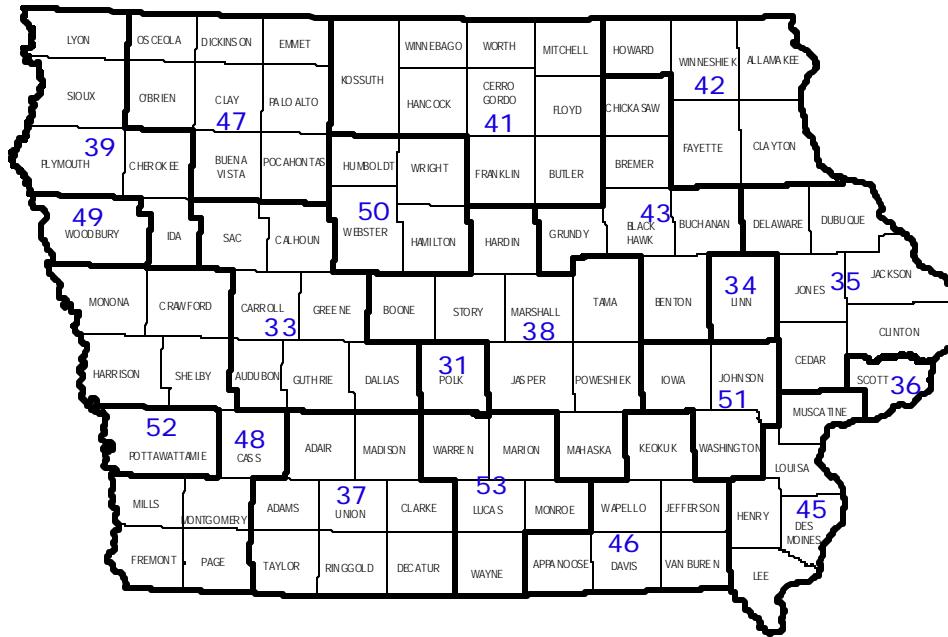
- Reduced health care costs
- Children ready to learn
- A productive work force for the future

### **WIC –A Nutrition Education Resource**

Many WIC agencies also are active in nutrition coalitions or other nutrition education activities for the entire community. All agencies employ at least one licensed dietitian. Some have the time to contract for nutrition services that go beyond the scope of normal WIC services. This would include children who are too old to be on the WIC program and younger children that have medical diagnoses that require medical nutrition therapy.

**Call 1-800-532-1579, or check out the map to find the WIC agency in your community.**





## Iowa WIC Agencies

- |  |   |  |
|--|---|--|
| <p><b>31 Broadlawns Medical Center</b><br/>River Plaza, 2300 Euclid, Suite D<br/>Des Moines, IA 50314<br/>(515) 697-6700</p>                                       | <p><b>39 Mid-Sioux Opportunity, Inc.</b><br/>418 Marion Street, Box 390<br/>Remsen, IA 51050<br/>(800) 859-2025</p>                           | <p><b>48 West Central Development Corporation</b><br/>1108 8<sup>th</sup> Street<br/>Harlan, IA 51537<br/>(800) 338-4129</p>         |
| <p><b>33 Community Opportunities, Inc</b><br/>603 West 8<sup>th</sup> Street<br/>Carroll, IA 51401<br/>(712) 792-9266</p>  | <p><b>41 North Iowa Community Action</b><br/>300 Fifteenth NE<br/>Mason City, IA 50401<br/>(800) 657-5856</p>                                 | <p><b>49 Siouxland WIC</b><br/>504 11<sup>th</sup> Street<br/>Sioux City, IA 51105<br/>(712) 279-6636</p>                            |
| <p><b>34 Family &amp; Community Health Alliance</b><br/>1328 2<sup>nd</sup> Ave. S.E.<br/>Cedar Rapids, IA 52403<br/>(800) 205-0676 OR<br/>(319) 366-7875</p>      | <p><b>42 Northeast Iowa Community Action</b><br/>305 Montgomery<br/>Decorah, IA 52101<br/>(563) 382-8436</p>                                  | <p><b>50 Hamilton County Public Health</b><br/>821 Seneca<br/>Webster City, IA 50595<br/>(800) 281-9296</p>                          |
| <p><b>35 Hillcrest Family Services</b><br/>220 West 7<sup>th</sup> St.<br/>Dubuque, IA 52001<br/>(563) 557-4444 OR<br/>(877) 437-3942</p>                          | <p><b>43 Operation Threshold</b><br/>300 West 3<sup>rd</sup> Street<br/>Waterloo, IA 50701<br/>(800) 643-1629</p>                             | <p><b>51 Johnson County Health Department</b><br/>1105 Gilbert Court<br/>Iowa City, IA 52240<br/>(319) 356-6042</p>                  |
| <p><b>36 Edgerton Women's Health Center</b><br/>Duck Creek Plaza, 2<sup>nd</sup> Floor<br/>852 Middle Road, #11369<br/>Bettendorf, IA 52722<br/>(563) 359-6635</p> | <p><b>45 Southeast Iowa Community Action</b><br/>2850 Mt. Pleasant St, Suite 108<br/>Burlington, IA 52601<br/>(319) 753-0193</p>              | <p><b>52 Pottawattamie County</b><br/>300 West Broadway<br/>Suite 9, Omni Centre<br/>Council Bluffs, IA 51503<br/>(712) 328-5886</p> |
| <p><b>37 MATURA Action Corporation</b><br/>203 West Adams<br/>Creston, IA 50801<br/>(641) 782-8431</p>   | <p><b>46 American Home Finding</b><br/>Family Health Center<br/>201 So. Market<br/>Ottumwa, IA 52501<br/>(641) 682-8784</p>                   | <p><b>53 Community Health Services of Marion County</b><br/>104 South 6<sup>th</sup><br/>Knoxville, IA 50138<br/>(641) 828-2238</p>  |
| <p><b>38 Mid-Iowa Community Action</b><br/>1001 South 18<sup>th</sup> Ave.<br/>Marshalltown, IA 50158<br/>(800) 390-5293</p>                                       | <p><b>47 Upper Des Moines Opportunity, Inc.</b><br/>101 Robbins Avenue<br/>Graettinger, IA 51342<br/>(800) 245-6151 OR<br/>(712) 859-3885</p> |  |



# Iowa Initiates Strategy to Build Strong Communities Statewide

## *Communities of Promise*

*(This article was shared with us from Jody Benz at the Iowa Commission on Volunteer Services)*



In 2001, the Iowa Commission on Volunteer Service (ICVS) formed a broad-based steering committee to help launch a campaign to establish Communities of Promise across the state. The campaign is fueled by aggressive grassroots leadership recruitment followed by supportive training and technical assistance from ICVS and America's Promise. Stephen Banks, committee chairman and a United Parcel Service employee, initiated the campaign after learning about the America's Promise movement through his work-based volunteering program. "There are lots of people in Iowa who serve children and youth, but the services are very fragmented," explained Bank. "That's why the America's Promise model is attractive to us."

Iowa's six current Communities of Promise were encouraged to appoint a representative to the steering committee. Several ICVS Commissioners and representatives from ICVS sponsors joined state Rep. Libby Jacobs on the committee, as well. The committee targeted 13 pilot communities in Iowa and encouraged them to learn more about the Community of Promise model by attending the recent Governor's Conference on Volunteer Service. One entire track of the two-day conference featured workshops for the pilot communities to learn how to properly start and sustain a Community of Promise and fulfill the Five Promises for Iowa's next generation of leaders.

The target communities were selected based on geographic diversity accessibility to an ICVS Commissioner to "mentor" the fledging communities and a previously expressed interest in becoming part of the Iowa Community of Promise network. ICVS furnished scholarships for communities willing to send teams of people to the conference and has committed to providing financial assistance for future training events.

Six of the 13 Iowa communities rose to the challenge, and are currently assembling their leadership and setting specific targets and goals. "Although the six communities-in-training are very enthusiastic, we would love to see a lot more. There are 950 communities in Iowa, and we want all of them to be a part of the state-wide Community of Promise effort," remarked Program Officer Jody Benz. "We're committed to recruiting more towns and neighborhoods for the program and help the existing communities become successful."

To learn more about the Iowa Commission on Volunteer Service's steering committee and its strategic plan, please contact Jody Benz at [promise@ided.state.ia.us](mailto:promise@ided.state.ia.us), or 1-800-308-5987, or visit the Commission's web site at [www.volunteeriowa.org](http://www.volunteeriowa.org)

## **Community Story: Jefferson/Keokuk Empowerment Area**

*This article was submitted by: Sandy Stever, Childhood Program Specialist; Marian Van Den Berg, PAT Coordinator; Mary Krier, Jefferson / Keokuk Empowerment Chair*



The Building Blocks to Success Empowerment Area of Jefferson and Keokuk Counties works collaboratively utilizing school-ready funding for our Parents As Teachers Program which includes a parent education component along with dental, hearing and vision screenings. This is our Empowerment Area's project that is processed through community partners "Southern Iowa Economic Development Association (SIEDA)" and "American Home Finding." Dental screenings are set up for the children participating in our PAT program by the parent educators with SIEDA through referrals to American Home Finding. The PAT educators help parents learn to do informal vision and hearing checks in the parents home.

At our Keokuk County Parent Group Meeting in July, we had the Keokuk County Lion's Club come with their "Coming to our Senses" program. This program is sponsored by the University of Iowa Hospitals and Clinics. U.I.H.C. trains local Lion's Clubs to administer a vision screening and then they send the results to Iowa City. After evaluation, parents are referred to optometrists, if necessary.

Recently Dr. Jerry P. Gibson, O.D. completed several follow-up screenings for our PAT children which resulted in being able to quickly intervene in vision problems of two children which could have left them visually damaged for life. Dr. Gibson stated in a letter sent to us that,

"...two of the children had significant visual problems. In all probability these problems would have been undetected for several more years. In both cases these children could have developed binocular vision problems. Once a child gets binocular vision it is quite difficult, if not impossible, to ever get them to function binocularly again. Unfortunately most parents do not have their children's eyes examined until age 5 or older. Often times problems such as amblyopia, (lazy eye), strabismus (crossed or wall eye) or milder forms of convergence problems go undetected. These problems then become entrenched and either very difficult if not impossible to correct."

Dr Gibson went on to say, "I certainly want to encourage the good work being done by this screening program. You have my permission to share this letter if you feel it can benefit or encourage parents to have their children visually screened early in life."

Due to the PAT Parent Educator's teaching the PAT parents how to do informal vision screenings, we have had parents recognize signs of irregularities in their children's eyes which have also helped catch problems that could be corrected before entering school. The most recent case involved a 20 month old infant with severe eye problems, in which the parent identified some signs learned through PAT home visits that enabled her to take action. She took the infant to an optometrist who referred them on to the U.I.H.C.

Through school-ready programming, extensive networking and invaluable collaboration, the visual health of two of our empowerment area's children will be saved! We want to applaud the efforts of everyone who was involved in making this possible.



**Other Events and Activities**

**2003 Public Health Conference**

*Changing the Future*  
 March 25-26, 2003  
 Scheman Center, Ames

**2003 National Smart Start Conference**

*Building Brighter Futures*  
 January 26-29, 2003  
 Greensboro, NC  
[www.ncsmartstart.org](http://www.ncsmartstart.org)

Covering Kids and Families has developed a newsletter insert that is available for schools to put in their school newsletters. There are three different versions of the insert that can be designed to fit in the space available. Information is provided about *hawk-i* and the importance of getting regular check-ups for children. We have included two examples of possible inserts

To obtain electronic copies of the inserts, contact Beth Jones at [bjones@idph.state.ia.us](mailto:bjones@idph.state.ia.us) or Sarah Taylor at [staylor@idph.state.ia.us](mailto:staylor@idph.state.ia.us).



hawk-i Q&A

**What is this thing called *hawk-i*?**

*hawk-i* (healthy and well kids in Iowa) is part of the State Children's Health Insurance Program (SCHIP), and is Iowa's effort to make affordable health insurance coverage available to children in families with incomes too high to qualify for Medicaid, but too low to afford private family coverage. If a family's income meets certain guidelines, and the family does not qualify for Medicaid, the uninsured children may be eligible for coverage under plans sponsored by Iowa Health Solutions, Wellmark, or John Deere Health Care.

**Who Does *hawk-i* Cover?**

*hawk-i* will provide coverage for children and teens under the age of 19. *hawk-i* does not provide insurance for other family members.

**What Does *hawk-i* Cover?**



- doctor visits
- check-ups
- shots
- hospital
- surgery
- dental visits
- prescriptions
- vision
- hearing
- mental health
- emergencies



[www.hawk-i.org](http://www.hawk-i.org)

All children deserve to start life with healthy bodies and healthy minds. To do this, children need access to health and mental services that can provide them with preventive care and treatment for illness.



**healthy and well kids in iowa**

Health care coverage to qualified children



Approximately 37,000 kids in Iowa are eligible for *hawk-i* insurance coverage...is your child one of them?

hawk-i Q&A

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[www.hawk-i.org](http://www.hawk-i.org)

## Why Get Regular Check Ups for Children?

*Health care coverage is important for children to feel well, see well, and hear well, allowing them to succeed in school and in life. There are many reasons for children to have insurance and regular check ups. Here are just a few:*

- ♥ *Immunizations* – medicines that protect babies and children from serious diseases.
- ♥ *Blood Lead Level Screenings* – checks for lead exposure. Lead exposure can lead to learning disabilities, developmental problems, or nerve problems. It is important to have this detected early.
- ♥ *Physicals & Well-Child Check Ups* – help assess your child's rate of growth and development. These are often needed for day care, school, sport activities, and *camp*s.

It is important to take your child to the doctor when they are sick but also for well-child check ups. These preventive check ups can detect illnesses or conditions before they become a major problem. They help your child stay healthy and make sure your child is developing properly.

- ♥ *Vision & Hearing Screenings* – should be done before your child starts school. Hearing and speech problems are closely related. To catch these problems early, have your child screened.

♥ **Dental Screenings and Check Ups** – ensure proper care of your child's teeth and oral hygiene. Children can suffer needless pain, and costly

Don't forget about teenagers! If your child is between 14 - 18 years of age, you may think that they do not need health insurance since they have made it this far without major illnesses. Teenagers need well-child check ups too.

It is important to remember that during the teen years, children are more likely to be involved in accidents, sports, and other risky activities that can create costly injuries.

By making an appointment for dental and vision check ups, your teenager will be able to receive the glasses or dental care they need before they turn 18. This is a wonderful favor you can do for you child before she becomes an adult.



This newsletter was developed by the Covering Kids in Iowa Project

## What are Families Saying About *hawk-i*?

*"It is great that the opportunity is available for people that need assistance."*

*"An excellent plan!"*

*"It got us through."*