Bradshaw Institute for Community Child Health & Advocacy

Linda Brees, Director
Health and Health Equity

• WHO definition

  – Child health is a state of physical, mental, intellectual, social and emotional well-being and not merely the absence of disease or infirmity. Healthy children live in families, environments, and communities that provide them with the opportunity to reach their fullest developmental potential.
Healthy People 2020

- Health equity is achieving the highest level of health for all people. Health equity entails focused societal efforts to address avoidable inequalities by equalizing the conditions for health for all groups, especially for those who have experienced socioeconomic disadvantage or historical injustices.
Vision

Create optimal health for all children we serve

Mission

Promote child and family wellness and advance child health through education and research

Goals

- Prevent injury and disease
- Promote healthy child development
- Empower parents and caregivers
- Improve the quality of healthcare
- Develop the pediatric workforce
- Influence public policy
- Support the medical home model
Bradshaw Institute for Community Child Health and Advocacy Clusters

Prevention
- Injury Prevention
- Child Abuse Prevention

Bradshaw Institute for Community Child Health & Advocacy

Health Promotion
- Healthy Child Development
- School Health Promotion

Child Health Management
- Community Pediatrics
Bradshaw Institute for Community Child Health and Advocacy Divisions

- School Health Promotion
- Injury Prevention
- Child Abuse Prevention
- Community Pediatrics
- Healthy Child Development
- Bradshaw Institute for Community Child Health & Advocacy
Bradshaw Institute for Community Child Health and Advocacy

- Prevention: Injury Prevention, Child Abuse Prevention
- Workforce Development
- Education: School Health Promotion
- Grants and Financial Management
- Community Pediatrics
- Advocacy and Partnership Development
- Healthy Child Development: Help Me Grow
- Research and Quality Improvement

Greenville Health System
Injury Prevention
Reduce unintentional and injury related deaths

- Safe Kids Upstate
- Prevention Education in 3 counties
- Bike, Home, Water, Pedestrian
- Upstate Cribs for Kids
- 8 Permanent Inspection Stations for Child Passenger Safety
- Special Needs car seat inspections
- Safety Patrol Leadership Development Program
Injury Prevention Impact

- Monitor and evaluate child death rates and injury trend data
- Track feedback from participants in community
- Geomap where injuries are occurring
- Lead focus groups within communities
Child Abuse Prevention
Increase awareness and provide interventions

- Drug Endangered Children Program
- Mandated Reporter and child abuse prevention and investigations training
- Safe Sleep Education, Training and Consultation
- Period of Purple Crying® Program
- Adverse Childhood Experiences (ACEs) and Toxic Stress Training
- Safe Environment for Every Kid (SEEK) Program
Child Abuse Prevention Impact

- Track feedback from participants
- Monitor reporting
- Track and report on trends in child fatality
Bradshaw Institute for Community Child Health and Advocacy

School Health Promotion

- Hospital School Program
- Early Childhood Obesity Program (Choosy)
- Bike Skills Clinic
- School Personnel In-Service Trainings
- Hallways to Health
School Health Promotion Impact

- Track obesity rates and prevention outcomes
- Track participant feedback
- Measure graduation and attendance rates
Healthy Child Development
Equip families with knowledge of developmental-behavioral needs

- Help Me Grow SC
- Community and Family Outreach
- Physician Outreach
- Centralized Access Point for Care Coordination
- Data Collection and Analysis
Healthy Child Development Impact

- Increase and monitor number of children identified with developmental-behavioral concerns
- Increase counties covered by Call Center
Community Pediatrics
Reduce health disparities

- Pediatric Population Health Management Support
- School-Based Health Centers
- Medical-Legal Partnership
- Children’s Hospital Supported Camps
Community Pediatrics Impact

- Collect number of referrals for legal services
- Collect number of students served through SBHCs
- Decrease emergency department use for asthma
- Increase 15-month immunization completion
- Track obesity treatment outcomes
- Increase access to camps
How the Institute can address existing challenges

✓ Focus on non-traditional elements of health
✓ Support a 2-generation approach helping children and parents simultaneously
✓ Reach families and children in their homes, schools, communities and Medical homes
✓ Focus on population health strategies
✓ Disseminate best practice models to providers
✓ Engage in research and innovative models of care
EQUALITY VERSUS EQUITY

In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.

In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.

In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.
Linda Brees
Director

Kerry Sease
Medical Director