Iowa Chapter AAP
Annual Meeting
April 24, 2014
Blank Children’s Hospital
Agenda

1. **Welcome**  Tess Barker, JD/PhD – Chapter Executive Director
2. **AAP National Update**  Jennifer Groos, MD, FAAP – President Elect
3. **Iowa AAP Update**  Amy Kimball, MD, FAAP – Iowa AAP Trustee
4. **IA AAP Grant Activities & Strategic Partnerships**  Amy Shriver, MD, FAAP – CATCH Chapter Facilitator & ROR Co-Medical Director & Tess Barker
5. **Legislative Update**  David Adelman, JD - Cornerstone Government Affairs
6. **Guest Presentation**  Julie Beckett, Parent Advisory Committee Update
7. **Treasurer’s Report**  Tess Barker, JD/PhD - Chapter Executive Director
8. **Chapter Communication Strategies**  Daniel Wright, DO, FAAP – Iowa AAP Trustee
9. **Open Forum**
AAP National Agenda 2013 - 2014

AAP Agenda for Children 2013-2014
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Health Equity

Poverty and Child Health

Epigenetics

Early Brain and Child Development

Children, Adolescents and Media

Access

Quality

Finance

Medical Home

Profession of Pediatrics

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Child Health Priorities

Child health priorities for 2014 - 2015 include:

- Poverty and Child Health
- Children, Adolescents and Media
- Epigenetics
- Early Brain and Child Development

Integrated child health priorities include:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco</td>
<td>2006</td>
</tr>
<tr>
<td>Obesity</td>
<td>2007</td>
</tr>
<tr>
<td>Disaster Preparedness</td>
<td>2008</td>
</tr>
<tr>
<td>Immunizations</td>
<td>2008</td>
</tr>
<tr>
<td>Mental Health</td>
<td>2010</td>
</tr>
<tr>
<td>Oral Health</td>
<td>2010</td>
</tr>
<tr>
<td>Vision of Pediatrics 2020</td>
<td>2010</td>
</tr>
<tr>
<td>Foster Care</td>
<td>2011</td>
</tr>
</tbody>
</table>
Poverty Rates of Elderly Dropped While Rates Among Children Rose

Federal Poverty Level, 2013: $23,550 for family of four
Almost Half of Children Live in Households with Income <2x FPL
Pediatricians routinely make referrals to community services
- 70% food assistance
- 60% housing/transportation
- 40% heat
- 26% employment

• 73% want AAP to provide advocacy opportunities to address public policy issues related to child poverty
### Poverty, Child Health, & Pediatricians

<table>
<thead>
<tr>
<th>Childhood Condition</th>
<th>Adult Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Birth Weight</td>
<td>Obesity, type II diabetes, hypertension</td>
</tr>
<tr>
<td>Asthma</td>
<td>Asthma, airway sensitivity</td>
</tr>
<tr>
<td>Obesity</td>
<td>Obesity, complications</td>
</tr>
<tr>
<td>Toxic Stress</td>
<td>Structural changes in brain: impact memory, exaggerate response to stress; more high risk behaviors; increase inflammatory markers</td>
</tr>
<tr>
<td>Low Educational Achievement</td>
<td>Poorer health, increased mortality</td>
</tr>
</tbody>
</table>
Poverty, Child Health, & Pediatricians

Children 0 – 8 yo Living in Low-Income Households (2012)
National: 48% or 17.2M children
Iowa: 40% or 142,000 children

Low-Income 3 and 4 yo not enrolled in Preschool (2009-11)
National average: 45%
Iowa: 61-63%
# Poverty, Child Health, & Pediatricians

<table>
<thead>
<tr>
<th>Action Area</th>
<th>Things Pediatricians Can Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocacy</td>
<td>Letters supporting CHIP reauthorization. Chapter aligns advocacy agenda with partner agencies. Join advocacy committee.</td>
</tr>
<tr>
<td>Tool Kits</td>
<td>AAP is creating tool kits to help Pediatricians address poverty-related issues with their families/patients.</td>
</tr>
<tr>
<td>Clinical Setting</td>
<td>Work with parent on ways families can mitigate effects of poverty (educational support; discuss limiting exposure to tobacco/drugs; limit screen time)</td>
</tr>
<tr>
<td>Address Access Barriers</td>
<td>Participate in telehealth expansion to bring services to rural areas and families with transportation barriers</td>
</tr>
</tbody>
</table>
## ALF 2014 Update

<table>
<thead>
<tr>
<th>Topic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ban on Marijuana Advertising that Could be Perceived as Directed to Children</td>
<td></td>
</tr>
<tr>
<td>Human Trafficking Education as a Component of Medical Education and Pediatric Training</td>
<td></td>
</tr>
<tr>
<td>The Risk of Non-Standard Vaccine Schedules</td>
<td></td>
</tr>
<tr>
<td>Expanding Regulations on Electronic Cigarettes</td>
<td></td>
</tr>
<tr>
<td>The AAP Medical Home Standard and Certification</td>
<td></td>
</tr>
<tr>
<td>Universal Paid Parental Leave</td>
<td></td>
</tr>
<tr>
<td>AAP Policy and Education Regarding Electronic Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Medical Student Membership</td>
<td></td>
</tr>
<tr>
<td>Staying Politically Neutral for Universal Support of Children</td>
<td></td>
</tr>
</tbody>
</table>

**Iowa Chapter:** Chapter of the Year Finalist

**Iowa Chapter:** Awarded Certificate of Excellence
Iowa Chapter Board of Directors

Debra Waldron, MD, FAAP
President 2012-2014

Jennifer Groos, MD, FAAP
Vice President 2012-2014

Ken Cheyne, MD
Immediate Past President 2012-2014

Kathleen Foster-Wendel
Treasurer 2013-2015

Greg Garvin, DO, FAAP
Secretary 2011-2014

IA AAP Chapter and Affiliate Program Staff
Tess Barker, PhD, JD, MA
Iowa AAP Chapter Executive Director
Iowa Chapter Board of Trustees

Pattie Quigley, MD
Trustee

Amy Kimball, DO
Trustee

Jane Brumbaugh, MD
Trustee

Marianka Pille, MD
Trustee

Daniel Wright, DO
Trustee
<table>
<thead>
<tr>
<th>Issue/Topic</th>
<th>IA AAP Champion/Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child Care</td>
<td>Jody Murph, MD, MPH</td>
</tr>
<tr>
<td>Immunization</td>
<td>Jody Murph, MD, MPH</td>
</tr>
<tr>
<td>Early Hearing Detection &amp; Intervention</td>
<td>Shannon Sullivan, MD</td>
</tr>
<tr>
<td>PROS Chapter Coordinator</td>
<td>George Phillips, MD</td>
</tr>
<tr>
<td>Chapter CATCH Facilitator</td>
<td>Amy Shriver, MD</td>
</tr>
<tr>
<td>Medical Home Contact</td>
<td>Mary Larew, MD</td>
</tr>
<tr>
<td>Asthma</td>
<td>TBA</td>
</tr>
<tr>
<td>Foster Care</td>
<td>Ken McCann, DO</td>
</tr>
<tr>
<td>International Immunization</td>
<td>Lisa Menzies, MD,</td>
</tr>
<tr>
<td>Residents</td>
<td>Michael Colburn, MD (UI)</td>
</tr>
<tr>
<td></td>
<td>Oana Enea, MD (Blank)</td>
</tr>
</tbody>
</table>
# 2013 – 2014 Chapter Champions

<table>
<thead>
<tr>
<th>Issue/Topic</th>
<th>IA AAP Champion/Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfeeding</td>
<td>Rosemary Shy, MD</td>
</tr>
<tr>
<td>Mental Health</td>
<td>TBA</td>
</tr>
<tr>
<td>Oral Health</td>
<td>Jody Murph, MD</td>
</tr>
<tr>
<td>Disaster Preparedness</td>
<td>Greg Garvin, DO</td>
</tr>
<tr>
<td></td>
<td>Amy Groen, DO</td>
</tr>
<tr>
<td>Smoke Free Homes/Tobacco Use</td>
<td>TBA</td>
</tr>
<tr>
<td>State Affordable Care Act (ACA)</td>
<td>Rex Rundquist, MD</td>
</tr>
<tr>
<td>State Government Affairs</td>
<td>Jennifer Groos, MD</td>
</tr>
<tr>
<td>Chlamydia</td>
<td>Mary Larew, MD</td>
</tr>
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</table>
### 2013 – 2014 Chapter Representatives

<table>
<thead>
<tr>
<th>Organization</th>
<th>IA AAP Representative</th>
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<tbody>
<tr>
<td>Jody Murph</td>
<td>Iowa CWF Coalition</td>
</tr>
<tr>
<td>George Phillips</td>
<td>Project LAUNCH</td>
</tr>
<tr>
<td>Dennis Rosenblum</td>
<td>Perinatal Guidelines Advisory Committee</td>
</tr>
<tr>
<td>Jennifer Groos</td>
<td>IMS Legislative Committee</td>
</tr>
<tr>
<td>Jamie Christopherson</td>
<td>Reach Out and Read Co-Medical Directors</td>
</tr>
<tr>
<td>Amy Shriver</td>
<td>Reach Out and Read Co-Medical Directors</td>
</tr>
<tr>
<td>Amy Groen</td>
<td>Trauma System Advisory Council</td>
</tr>
<tr>
<td>Daniel Wright</td>
<td>Medicaid Clinical Advisory Council</td>
</tr>
<tr>
<td>Marianka Pille</td>
<td>EMS Pediatric Advocacy Committee</td>
</tr>
<tr>
<td>Jennifer Groos</td>
<td>IDPH Community Transformation Grant Leadership Team</td>
</tr>
<tr>
<td>Debra Waldron</td>
<td>Medicaid Assistance Advisory Council</td>
</tr>
</tbody>
</table>
Iowa Chapter Members

Total Members: 394
- 243 Fellows
- 8 Specialty Fellows
- 61 Residents
- 24 Retired/Emeritus
- 1 National Affiliate Member

Distribution of General Pediatricians in Iowa (259)
Opportunities for Chapter Involvement

Chapter Champion
(AAP National or Locally created)
- Asthma
- Mental Health
- Smoke-free homes/Tobacco Use
- State Government Affairs
- YOUR IDEAS

Communications Committee
(Newsletter, social media)

Expert Directory

1st FIVE Champion

Reach Out and Read

CATCH Grants

Advocacy Committee
Amy Shriver, MD, FAAP
CATCH Coordinator
Reach Out and Read Medical Director

Chapter Initiatives
CATCH Grants

CATCH supports pediatricians to collaborate within their communities so that all children have access to needed health services and a medical home.

- $12,000 for Planning or Implementation Grants
- $3,000 for Resident Grants

- Call for Proposals Opens May 1; Due July 31
Chapter Activities: Early Childhood

Reach Out and Read Iowa
- “Prescription for Reading”; Fiscal Agent

Early Brain & Child Development / ACEs
- Statewide presentations; ACEs committees

Early Childhood Iowa
- Statewide Steering Committee and Local County Levels

Early Childhood Comprehensive Systems
- IDPH contract to expand EBCD work

Infant/Early Childhood Mental Health Association
- Workforce Development; Fiscal Agent
Chapter Activities

- **Healthy People 2020**
  - use of social media to influence teen behaviors
  - 4 social media sites
  - QR code poster this fall
  - Tweet Ups this fall

- **HPV Education Grant**
  - Provider outreach to increase 3-dose rates
  - letters to providers about data rates
  - videos and infographics

- **Fuel Up to Play 60**
  - healthy, active living and proper nutrition
  - toolkit to address pediatric obesity
Chapter Activities: Advocacy Partnerships

Advocacy
• Child and Family Policy Center
• Every Child Matters
• IPHA

Annual Legislative Breakfast
• Co-sponsored with Blank Children’s Hospital
• February 11, 2014
• Annual Legislative Agenda
David Adelman, JD
Cornerstone Government Affairs

Legislative Update
Julie Beckett
Chapter Guest

Parent Advisory Group Report
Treasurer’s Report

Chapter Income Sources

1. Membership Dues
2. Grants and Contracts
3. Fiscal Sponsor Agreements

Main Expenses

1. Salaries
2. Service Contracts
3. Operations

Current Assets

Checking: $28,928
Chapter Reserves: $30,464 (high-interest CD)
## Income Statement

<table>
<thead>
<tr>
<th>Source</th>
<th>Budget</th>
<th>Actual to Date</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues</td>
<td>$30,000</td>
<td>$19,012</td>
<td>50% of dues come in final quarter</td>
</tr>
<tr>
<td>Ads</td>
<td>$600</td>
<td>$1200</td>
<td></td>
</tr>
<tr>
<td>Fiscal Agent</td>
<td>$9000</td>
<td>$1415</td>
<td>Quarterly lag</td>
</tr>
<tr>
<td>Grants &amp; Contracts</td>
<td>$28,000</td>
<td>$35,235</td>
<td>Mostly program activity; limited personnel permitted</td>
</tr>
</tbody>
</table>
## Expense Statement

<table>
<thead>
<tr>
<th>Source</th>
<th>Budget</th>
<th>Actual to Date</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Salary/Fringe</td>
<td>$27,803</td>
<td>$21,072</td>
<td></td>
</tr>
<tr>
<td>Contracts</td>
<td>$13,800</td>
<td>$12,800</td>
<td>Advocacy; accountants; web updates</td>
</tr>
<tr>
<td>Travel</td>
<td>$1,750</td>
<td>$1,288</td>
<td>AAP meetings</td>
</tr>
<tr>
<td>Operations</td>
<td>$4,790</td>
<td>$2,948</td>
<td></td>
</tr>
<tr>
<td>Conference line</td>
<td>$0</td>
<td>$1,284</td>
<td>Unexpected back billing</td>
</tr>
<tr>
<td>Grant</td>
<td>Start Date</td>
<td>End Date</td>
<td>Grant Award</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------</td>
<td>-----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>HPV Grant</td>
<td>January 2014</td>
<td>October 2014</td>
<td>$9,595</td>
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<tr>
<td>Healthy People 2020</td>
<td>August 2013</td>
<td>December 2014</td>
<td>$20,000</td>
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<tr>
<td>EBCD / ACEs</td>
<td>January 2013</td>
<td>December 2014</td>
<td>$4,000</td>
</tr>
<tr>
<td>Bereavement</td>
<td>September 2013</td>
<td>September 2013</td>
<td>$3,000</td>
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<tr>
<td>Resident Mentorship</td>
<td>September 2013</td>
<td>June 2014</td>
<td>$1,000</td>
</tr>
<tr>
<td>Allstate Safe Driving</td>
<td>January 2012</td>
<td>December 2013</td>
<td>$25,000</td>
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<tr>
<td>ECCS</td>
<td>April 2014</td>
<td>August 2014</td>
<td>$4,500</td>
</tr>
</tbody>
</table>
Daniel Wright, DO, FAAP
Iowa AAP Trustee

Chapter Communication Strategies
Website

Dedicated to the Health of All Children

Our motto speaks for itself. We are truly committed to the health of all children. Our main focus is within Iowa and we do as much as possible to improve the lives of children in Iowa.

Upcoming Events
Access upcoming event details and information

Help Me Grow
Social Media Campaign Update

Featured Program
Learn more about our featured Program

Letter from the President
Debra Waldron, MD, MPH
The Heartland Pediatrician

Archive of past editions at
www.IowaPeds.org/newsletters.asp
Iowa Chapter & AAP on Social Media

@IowaChapterAAP
facebook.com/IowaPeds

Dr. James Perrin @AAPPres
Facebook.com/AAPNews
Facebook.com/AmerAcadPeds

Teen / Parent Focused

@ihawc4teens
facebook.com/ihawc4teens
ihawc
pinterest.com/ihawc4teens
# Of Note: State and National Elections

## AAP National President Elect Candidates 2014

**Bernard P. Dreyer, MD**  
New York, NY

**Joseph F. Hagan, MD**  
Burlington, VT

- **October 10:** Election Opens
- **November 10:** Election Closes
- **November 11:** Election Results available after Noon CST

## Iowa AAP Elections

**Vice President (1)**  
Marguerite Oetting, MD

**Secretary (1)**  
Jane Brumbaugh, MD

**Trustees (3)**  
Amy Kimball, DO  
Marianka Pille, MD  
Pattie Quigley, MD

- Write-in nominations accepted
- Ballots emailed to Nat’l AAP email address

- **March 7:** Election Opened
- **May 7:** Election Closes
- **May 8:** Election Results available after Noon CST

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American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™
Open Forum

Iowa AAP Chapter Contact:

Tess Barker, PhD/JD
Chapter Executive Director
tbarker@aap.net