

ECS TODAY

With news you can use from Every Child Succeeds!

SEPTEMBER 2009

Program Notes

The United Way of Greater Cincinnati Campaign is underway, with a goal of raising \$62 million. Many thanks to those of you who are speaking at United Way events. We ask that you help spread the word about this important campaign that is so vital to our operation!

Every Child Succeeds' move to the Herald Building has been delayed. You will find central staff at our "old" location at least until the end of September.

You're invited to participate in the ECS Journal Club. This is an opportunity to read and reflect on research related to our field. Bob Ammerman keeps us well supplied with excellent articles! The next meeting is on Friday, September 25, 9-10 a.m. at United Way. We will be discussing an article titled "A Cognitive Approach to Child Abuse Prevention." If you plan to participate, [contact](#) Margaret Clark to receive a copy of the article.



From the President



I am very pleased to announce that Every Child Succeeds has been named a finalist for the 2009 Torch Award. Presented by the Cincinnati Better Business Bureau, this award honors local businesses and charitable organizations for their commitment to ethical marketplace practices. To be considered for the award, not-for-profits first must be designated as an accredited charity by the Better Business Bureau. ECS achieved this distinction last summer, after a lengthy application process.

Torch Award winners will be announced on October 22. We are keeping our fingers crossed that the judges recognize the high standards all of us maintain as we make a difference in the lives of at-risk children and families.

A few words with James M. Anderson, President and CEO of Cincinnati Children's Hospital Medical Center

Cincinnati Children's Hospital Medical Center has contributed significantly to the success of Every Child Succeeds over the years. It's been an effort close to the heart of James M. Anderson, President and CEO of Cincinnati Children's and a long-time member of the ECS board.

"From the beginning, Cincinnati Children's leaders saw an opportunity to contribute intellectual capital and the infrastructure necessary to help develop a program that is very much in line with the hospital's core vision of being a leader in improving child health," Anderson says. "Cincinnati Children's, United Way of Greater Cincinnati and Community Action Agency worked together very effectively to make the program a reality."

Perhaps most impressive to Anderson is ECS's success in reducing the infant mortality rate among program participants. "Cincinnati Children's has been trying to crack the code on infant mortality rates for as long as I can remember," he says. "None of our efforts has been as successful as ECS, which addresses the underlying social issues that are most difficult to manage."

Julie Massie, quality improvement consultant, gave birth to a beautiful baby girl, Olivia, 7 lbs, 2 oz, 21 inches, on Friday, Aug. 28. Congratulations!

September is National Infant Mortality

Awareness Month! You can download a toolkit designed to increase awareness about the factors that contribute to infant mortality in the United States. The toolkit is available from the National Healthy Start Association at www.healthystartassoc.org by clicking on the headline.



Mr. Anderson will be retiring in December after a 13-year tenure as the hospital's president and CEO. He expects retirement to include continued community involvement and plenty of time with his children and five grandchildren.

Anderson finds ECS's Avondale Community Partnership particularly gratifying, because it serves children in the hospital's community. "Our neighborhood is important to us, and we know that families in Avondale face a lot of challenges," he says. "As ECS continues to make an impact in Avondale, we can learn from that success and extend it elsewhere." Programs, infrastructure and strategic planning are all important, but Anderson believes that the real strength of ECS is its home visitors. "That's where the conceptual thinking becomes real and is applied, and where exceptional results happen," he explains. "I have enormous respect and gratitude for the home visitors, because they are on the front lines every day and deliver the benefits of this program. They do a truly extraordinary job."

Parent Aid Bag Program Updates

Since our first year of operation, the parent aid bag program has been an integral part of Every Child Succeeds. Repeatedly, we hear mothers comment on how much they enjoy the gifts and how their child looks forward to finding their new book. We realize the importance of this program and are committed to sustaining it.

Unfortunately, we have been faced with difficult decisions with regard to funding and must temporarily discontinue providing a mother and child gift in eleven of the bags. While the items in the affected bags will be dropped, we will continue to provide a board book. Keep in mind that some items in "dropped" bags may be reassigned to other bags. Final bag changes and designs should be completed by the end of September.

The good news is that we are striving to re-implement all items in all bags in FY11. In the interim, we are putting together a small committee of agency representatives to provide input about all aspects of the parent aid program, including items offered, frequency of distribution and funding options. If you are interested in volunteering to participate on this committee, please contact Brenda Clark at (513) 825-3020. We anticipate approximately four to five meetings.

ECS values the parent aid bag program and is committed to improving and strengthening it for the future. Special thanks to volunteer leaders Mary Ellen Cody and Connie Braun for their continued leadership and support!

By Brenda Clark, Parent Aid Program Coordinator



Getting to Know . . . Jonathan Kopke



Jonathan Kopke is the creative genius behind for the Every Child Succeeds online information system. He recently spoke to us from his office at the University of Cincinnati.

You work for UC but manage eECS. How did that come about?

When Every Child Succeeds began, Judy Van Ginkel was working with the head of our group, who had gone to graduate school with her. Together we realized that our group had the resources to create and manage a system like eECS. Being part of ECS has become a highlight of my career — it's a real treasure to me.

How have you kept up with all changes in technology during your 30-plus years at UC?

I read about new technologies and then just jump in. I probably shouldn't admit this, but the eECS system is written in a programming language called Cold Fusion, and when we got started I had no training on it whatsoever. I'm not sure Judy knew that when she signed the contract!

Does eECS change often?

The system is an endless creation. In fact, it's been totally rewritten three times, and within each version we've made a series of new enhancements. Most of the changes we make come from people in the field, and that's contributed to the system's success. On occasion, someone finds a bug. I always send a thank you note, along with a 100 Grand candy bar, because I really value their input.

What do you do in your spare time?

I am an elder at my church, and I enjoy organic gardening, photography and playing piano. I also love to travel with my wife, Jane. We will go out of our way to see almost any literary setting or dead author's home. For example, we've visited Ernest Hemingway's birthplace in Oak Park, Illinois, his adult home in Key West and his grave in Ketchum, Idaho. This summer, we went to the Ingalls homestead in DeSmet, South Dakota. We've gone to lots of obscure places, and guess what? No crowds.



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