

# MCH Interventions and Data Resources

## Table of Contents

<b>INJURY PREVENTION.....</b>	<b>1</b>
Safety and Injury.....	1
Child Abuse/Neglect.....	1
Motor Vehicle Safety.....	2
Water .....	2
Violence, Bullying and Interpersonal Violence .....	3
Suicide .....	3
Adolescents.....	4
Sudden/Unexpected Infant Death.....	4
Injury Prevention Data and Resources .....	4
Missouri .....	4
National.....	4
<b>OBESITY (NUTRITION, PHYSICAL ACTIVITY) .....</b>	<b>5</b>
Nutrition .....	5
Physical Activity.....	5
School Programs and Policies.....	6
Worksite Wellness .....	6
Screening Tools .....	7
Built Environment and Complete Streets.....	7
Obesity Prevention Data and Resources.....	8
Missouri .....	8
National.....	8
<b>TOBACCO .....</b>	<b>9</b>
Policy Development.....	9
Cessation and Youth Prevention.....	9
Tobacco use Data, Reports and Resources.....	10
Missouri .....	10
National.....	10
<b>HEALTHY BIRTH OUTCOMES .....</b>	<b>11</b>
Teen Health and Pregnancy Prevention .....	11
Pregnancy and Women’s Health .....	11
<b>COMMUNITY DEVELOPMENT AND ENGAGEMENT .....</b>	<b>12</b>
<b>CULTURAL COMPETENCY .....</b>	<b>12</b>
<b>LIFE COURSE PERSPECTIVE .....</b>	<b>13</b>
<b>MATERNAL CHILD HEALTH BUREAU .....</b>	<b>13</b>
<b>DATA SOURCES.....</b>	<b>13</b>
<b>OTHER DATA RESOURCES .....</b>	<b>14</b>
<b>RESOURCES.....</b>	<b>14</b>
<b>EVALUATION, ASSESSMENT, INTERVENTION.....</b>	<b>15</b>
<b>INTERVENTION PLANNING AND TECHNOLOGY TOOLS .....</b>	<b>17</b>

# MCH Interventions and Data Resources

## Injury Prevention

### ▲ Safety and Injury

[www.childrensafetynetwork.org](http://www.childrensafetynetwork.org) A national resource center for the prevention of childhood injuries and violence. Materials address a variety of topics and settings.

[www.cdc.gov/safecild/](http://www.cdc.gov/safecild/) The CDC Childhood Injury Report: Patterns of Unintentional Injuries among 0–19 Year Olds in the United States and resources to raise parents' awareness about the leading causes of child injury and how they can be prevented. *Protect the Ones You Love* is dedicated to sharing information on the steps parents can take to make a difference. Materials include Burns, Drowning, Falls, Poisoning, Sports Injuries.

[www.ahrq.gov/prep/schoolprep](http://www.ahrq.gov/prep/schoolprep) Describes a practical approach to creating a school-based all-hazards emergency response plan from the national literature in combination with "lessons learned" in the field.

[www.homesafetycouncil.org/AboutUs/HSM/hsm\\_resources\\_w001.asp](http://www.homesafetycouncil.org/AboutUs/HSM/hsm_resources_w001.asp) The Home Safety Council has created ready-made home safety resources that you can share with family members, your community members, employees/coworkers and many more to help encourage people to take a hands-on approach to making their homes safer.

[www.cdc.gov/niosh/topics/aginjury/](http://www.cdc.gov/niosh/topics/aginjury/) National Institute for Occupational Safety and Health site for educational resources and data related to agricultural and farm safety.

[www.agsafety.psu.edu](http://www.agsafety.psu.edu) Agricultural safety and health resources from Penn State ranging in scope from engineering to reduce exposure to hazards, to safety training for youth, to managing agricultural emergencies.

[www.atvsafety.gov/](http://www.atvsafety.gov/) Website dedicated to address the high number of annual deaths and injuries with all-terrain vehicles, providing parents, teens, children, state officials and others the most up-to-date safety information about ATVs.

[www.childhealthonline.org/index.html](http://www.childhealthonline.org/index.html) Child health and safety resources from Healthy Childcare Consultants, Inc.

[nrckids.org/CFOC3/index.html](http://nrckids.org/CFOC3/index.html) National Resource Center for Health and Safety in Child Care and Early Education. 2011. *Caring for our children: National health and safety performance standards; Guidelines for early care and education program*. These national standards, released by the American Academy of Pediatrics (AAP), the American Public Health Association (APHA), and the National Resource Center for Health and Safety in Child Care and Early Education (NRC), represent the latest evidence, expertise, and experience on quality health and safety practices and policies that should be followed in today's early care and education settings.

[www.cpsc.gov/businfo/frnotices/fr11/cribfinal.pdf](http://www.cpsc.gov/businfo/frnotices/fr11/cribfinal.pdf). Beginning June 28, 2011, all cribs manufactured and sold (including resale) must comply with new and improved federal safety standards—if someone is paid to provide care for children, the new crib standards apply. You can find details about how the regulations apply to foster homes at [www.cpsc.gov/info/cribs/cribrules.html](http://www.cpsc.gov/info/cribs/cribrules.html).

[www.hrmvideo.com/home.cfm](http://www.hrmvideo.com/home.cfm) Human Relations Media offer a variety of educational resource materials covering a wide variety of youth health and safety issues and public awareness materials.

### ▲ Child Abuse/Neglect

[www.cope24.com](http://www.cope24.com) Resource curriculum devoted to preparing young adults for what to expect when bringing home a baby. COPE24 has put together, with input from the Missouri Department of Education, a 2-week Parenting Skills Program to be presented in classrooms around the nation.

[www.ctf4kids.org](http://www.ctf4kids.org) The Missouri Children's Trust Fund is a non-profit organization dedicated to the prevention of child abuse and neglect through grant distribution, education and awareness.

## MCH Interventions and Data Resources

[www.missourikidsfirst.org](http://www.missourikidsfirst.org) A site for preventing child abuse resources in Missouri.

[www.aap.org/healthtopics/childabuse.cfm](http://www.aap.org/healthtopics/childabuse.cfm) The American Academy of Pediatrics resource site on child abuse and neglect.

[www.childwelfare.gov](http://www.childwelfare.gov) Child Welfare Information Gateway provides access to information and resources to help protect children and strengthen families. This site also includes information on domestic violence. (Strengthening Families and Communities)

[www.preventchildabuse.org](http://www.preventchildabuse.org) Prevent Child Abuse America: evidenced based practice resources

[www.friendsnrc.org](http://www.friendsnrc.org) This site serves as a resource to those programs and to the rest of the Child Abuse Prevention community. FRIENDS, the National Resource Center for Community-Based Child Abuse Prevention (CBCAP), provides training and technical assistance.

### ▲ Motor Vehicle Safety

[www.nhtsa.gov/staticfiles/nti/pdf/811444.pdf](http://www.nhtsa.gov/staticfiles/nti/pdf/811444.pdf) NHTSA 2011 sixth annual report is designed to assist State Highway Safety Offices in selecting effective, science-based traffic safety programs for major highway safety problem areas. The report is a good up-to-date source for developing evidence-based motor vehicle injury prevention programs.

[www.distraction.gov/index.html](http://www.distraction.gov/index.html) US Department of Transportation, official US Government website for Distracted Driving.

[www.modot.gov/safety/savedbythebelt.htm](http://www.modot.gov/safety/savedbythebelt.htm) The Missouri Department of Transportation's *Saved by the Belt Club* recognizes those individuals who were in a motor vehicle crash and were saved because they were wise enough to be wearing their safety belt at the time of the crash. Anyone age 16 or over who has been in a crash within the last 18 months and was saved by their safety belt is eligible to become a member of this elite club. Applicants who are approved will receive a Certificate of Recognition, a Saved by the Belt vehicle magnet, and their choice of an award.

<http://www.modot.mo.gov/Safety/BattleoftheBeltChallenge.htm> Annual fall challenge by Mo Dept of Transportation to encourage youth seatbelt use and other effort to reduce fatalities and encourage young drivers to buckle up. Home links to annual spring Youth Safety Belt Enforcement Campaign, asking law enforcement to make a commitment to increase safety belt enforcement among Missouri's youth by conducting driver license checkpoints and regular traffic stops during this enforcement period. Efforts in enforcement coupled with a strong media campaign work.

[www.aap.org/healthtopics/Carseatsafety.cfm](http://www.aap.org/healthtopics/Carseatsafety.cfm) The American Academy of Pediatrics site for car seat and teen driving safety.

[www.nhtsa.gov/cps/cpsfitting/index.cfm](http://www.nhtsa.gov/cps/cpsfitting/index.cfm) Child Safety Seat Inspection Station Locator

[www.modot.org/Safety](http://www.modot.org/Safety) The State of Missouri's site for information on transportation safety (data, practices, literature).

[www.underyourinfluence.org/under%20YOUR%20influence.html](http://www.underyourinfluence.org/under%20YOUR%20influence.html) A site for parents of teens related to injury prevention and driving.

[www.saveMOyouth.com](http://www.saveMOyouth.com) & [www.modot.mo.gov](http://www.modot.mo.gov) Missouri driving safety resources

[safety.fhwa.dot.gov](http://safety.fhwa.dot.gov) Federal Highway Administration site for information on transportation safety: Pedestrian & Bicycle Safety, Local & Rural Road Safety (data, programs, resources)

[www.nytimes.com/interactive/2009/07/19/technology/20090719-driving-game.html](http://www.nytimes.com/interactive/2009/07/19/technology/20090719-driving-game.html) link to a *game* that simulates texting and driving....

[www.mountainwings.com/past/10363.htm](http://www.mountainwings.com/past/10363.htm) Very impactful video on texting and driving

### ▲ Water

[www.uscgboating.org](http://www.uscgboating.org) US Coast Guard boating safety information

[www.poolsafely.gov](http://www.poolsafely.gov) The *Pool Safely* campaign - a national public education effort by the Consumer Product Safety Commission - is proud to partner with leading organizations,

## MCH Interventions and Data Resources

including American Red Cross, YMCA of the USA, Safe Kids USA, National Drowning Prevention Alliance (NDPA), World Waterpark Association (WWA), and Abbey's Hope

### ▲ Violence, Bullying and Interpersonal Violence

[www.safeyouth.gov](http://www.safeyouth.gov) STRYVE an online, interactive youth violence prevention resource center designed to help communities prevent youth violence before it starts. The CDC site offers an up-to-date set of tools to plan, carry out, and evaluate sustainable youth violence prevention strategies that are based upon the best available evidence.

[teach-vip.edc.org](http://teach-vip.edc.org) TEACH-VIP E-Learning is an online self-paced curriculum in violence and injury prevention, designed for health and public professionals and other health care providers; staff of public health and non-governmental organizations.

[www.cdc.gov/ViolencePrevention/intimatepartnerviolence/teen\\_dating\\_violence.html](http://www.cdc.gov/ViolencePrevention/intimatepartnerviolence/teen_dating_violence.html) Resources from CDC on youth education and teen dating violence. See *Additional CDC Resources*, for video and a training toolkit.

[www.nichd.nih.gov/news/resources/spotlight/092110-taking-stand-against-bullying.cfm](http://www.nichd.nih.gov/news/resources/spotlight/092110-taking-stand-against-bullying.cfm) The NICHD joins other agencies and organizations in examining existing research bullying, supporting new research bullying, and helping put an end to bullying.

[www.eyesonbullying.org](http://www.eyesonbullying.org) provides a free bullying prevention toolkit for parents and other community members. It also offers links to additional resources for school personnel. See also [www.cybersmart.org](http://www.cybersmart.org)

[www.promoteprevent.org/publications/prevention-briefs/preventing-bullying-schools-and-community](http://www.promoteprevent.org/publications/prevention-briefs/preventing-bullying-schools-and-community) Preventing Bullying in Schools and the Community

[www.stopbullyingnow.hrsa.gov/index.asp](http://www.stopbullyingnow.hrsa.gov/index.asp) The *Stop Bullying Now!* Campaign is a site to learn all about bullying and what you can do to stop it as adults and children, and includes games and cartoon as well as Webisodes that help you 'Take a Stand. Lend a Hand. *Stop Bullying Now!*' For research on what students believe works see <http://www.youthvoiceproject.com> by Stan Davis and Charisse Nixon.

[www.Reportbullying.com](http://www.Reportbullying.com) for survey resources

### ▲ Suicide

[nrepp.samhsa.gov](http://nrepp.samhsa.gov) SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP) to help agencies and organizations implement evidence-based programs and practices in their communities addressing such topics as teen suicide, violence and tobacco use.

[www2.sprc.org/bpr/index](http://www2.sprc.org/bpr/index) and [training.sprc.org](http://training.sprc.org) Best Practices Registry (BPR) for Suicide Prevention to identify, review, and disseminate information about best practices that address [specific objectives](#) of the *National Strategy for Suicide Prevention*.

[www.wellawaresp.org/index.php](http://www.wellawaresp.org/index.php) Resources for schools in youth suicide prevention

[www.sprc.org/AfteraSuicideforSchools.asp](http://www.sprc.org/AfteraSuicideforSchools.asp) or [www.afsp.org/schools](http://www.afsp.org/schools) A new, free resource, *After a Suicide: A Toolkit for Schools* is available to help schools cope in the aftermath of a suicide. The guide was created by the Suicide Prevention Resource Center (SPRC) and the American Foundation for Suicide Prevention (AFSP), two of the nation's leading organizations devoted to suicide prevention.

[dmh.mo.gov/mentalillness/suicide/resourcecenters.htm](http://dmh.mo.gov/mentalillness/suicide/resourcecenters.htm) MO Department of Mental Health Suicide Prevention Resource Center Regions offer free gatekeeper training and also provide services such as depression screenings, support groups for survivors and educational presentations.

[health.mo.gov/living/families/injuries/suicideprevention.php](http://health.mo.gov/living/families/injuries/suicideprevention.php) MO Department of Health suicide prevention resources.

## MCH Interventions and Data Resources

[www.qprinstitute.com](http://www.qprinstitute.com) QPR Institute (Question, Persuade, Refer) offers suicide prevention training programs, educational and clinical materials for the general public, professionals and institutions.

[www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org) National Suicide Prevention Lifeline is a free, 24 hr hotline available to anyone in suicidal crisis or distress. Please call 1-800-273-TALK (8255).

[reportingonsuicide.org/](http://reportingonsuicide.org/) Using best practices for Media and online coverage of suicide.

### ▲ Adolescents

[www.pbs.org/inthemix](http://www.pbs.org/inthemix) PBS *In the Mix*, the national award-winning TV series for teens and by teens,...and gets everyone talking. Programming on-air every week on PBS with video clips, transcripts, discussion guides, resources, how to get DVDs and more.

[health.mo.gov/living/families/adolescenthealth/index.php](http://health.mo.gov/living/families/adolescenthealth/index.php) For issues and updates from Missouri's Adolescent Health Program (see related links)

[dmh.mo.gov/ada/rpts](http://dmh.mo.gov/ada/rpts) The 2010 Missouri Student Survey (MSS) is conducted in even-numbered years to track risk behaviors of students in grades 6-12 attending public schools in Missouri. The survey includes questions on alcohol, tobacco, and drug use and other behaviors that endanger health and safety.

### ▲ Sudden/Unexpected Infant Death

[www.sidscenter.org](http://www.sidscenter.org) The National Sudden and Unexpected infant/child death and pregnancy loss resource center with training materials and information resources.

[www.nichd.nih.gov/SIDS/sidsnursesce.cfm](http://www.nichd.nih.gov/SIDS/sidsnursesce.cfm) An online version of NIH's continuing education program for nurses about SIDS risk reduction.

[www.lungusa.org/lung-disease/sudden-infant-death-syndrome](http://www.lungusa.org/lung-disease/sudden-infant-death-syndrome) SIDS info and update (American Lung Assn)

### ▲ Injury Prevention Data and Resources

#### Missouri

Missouri Department of Health and Senior Services: [health.mo.gov/data/mica/InjuryMICA](http://health.mo.gov/data/mica/InjuryMICA)

Missouri Department of Health and Senior Services: [health.mo.gov/data/mica/MICA](http://health.mo.gov/data/mica/MICA)

Missouri Department of Social Services, Children's Division: [www.dss.mo.gov/pr\\_cs.htm](http://www.dss.mo.gov/pr_cs.htm)  
(to access Child Abuse and Neglect Data)

Missouri State Highway Patrol: [www.mshp.dps.missouri.gov](http://www.mshp.dps.missouri.gov) Information on transportation safety (data, programs, resources), also see **Brochures** on personal, farm, bicycling, walking and ATV safety

Missouri Coalition for Roadway Safety: [www.savemolives.com](http://www.savemolives.com)

Missouri State Water Patrol: [www.mswp.dps.mo.gov](http://www.mswp.dps.mo.gov)

MO Poison Control Center: [www.cardinalglennon.com/pages/poison%20center.aspx](http://www.cardinalglennon.com/pages/poison%20center.aspx)

ThinkFirst Missouri: [www.thinkfirst.umh.edu](http://www.thinkfirst.umh.edu) Injury prevention resources

#### National

Safe Kids: [www.safekids.org](http://www.safekids.org)

American Academy of Pediatrics: [www.aap.org](http://www.aap.org)

CDC-National Center for Injury Prevention & Control: [www.cdc.gov/ncipc](http://www.cdc.gov/ncipc)

CPSC Safety Recalls: [www.cpsc.gov/cpsc/pub/prerel/prerel.html](http://www.cpsc.gov/cpsc/pub/prerel/prerel.html)

Injury Free Coalition for Kids: [www.injuryfree.org](http://www.injuryfree.org)

Insurance Institute for Highway Safety: [www.iihs.org](http://www.iihs.org)

## MCH Interventions and Data Resources

National Highway Traffic Safety Administration: [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

National MCH Center for Child Death Review: [www.childdeathreview.org](http://www.childdeathreview.org)

National Safety Council: [www.nsc.org](http://www.nsc.org)

National Fire Protection Association:

[www.nfpa.org/categoryList.asp?categoryID=1491&URL=Safety%20Information](http://www.nfpa.org/categoryList.asp?categoryID=1491&URL=Safety%20Information)

[nrepp.samhsa.gov](http://nrepp.samhsa.gov) Substance Abuse and Mental Health Services Administration national registry of evidence-based programs and practices, including suicide, violence and tobacco prevention interventions with options in populations and settings.

[www.preventioninstitute.org](http://www.preventioninstitute.org) Prevention Institute is dedicated to improving community health and well-being by building momentum for effective primary prevention to build resilience and to prevent problems before they occur (Violence, Unintentional injury & traffic safety, Environment and Mental Health topics), including information on current projects and resources.

[www.poisonprevention.org](http://www.poisonprevention.org) A national site with poison prevention information, data and resources.

[www.safestates.org](http://www.safestates.org) The **Safe States Alliance** is a national non-profit organization and professional association whose mission is to serve as the national voice in support of state and local injury and violence prevention professionals engaged in building a safer, healthier America.

[www.cdc.gov/injury/wisqars/index.html](http://www.cdc.gov/injury/wisqars/index.html) Injury Prevention & Control Data and Statistics (WISQARS) Web-based Injury Statistics Query and Reporting System is an interactive database system that provides customized reports of injury-related data—Fatal Injury, Non Fatal Injury, Violent Death.

[www.cdc.gov/Injury/wisqars/InventoryInjuryDataSys.html](http://www.cdc.gov/Injury/wisqars/InventoryInjuryDataSys.html) The CDC site to link to data and reports on several topics relating to injury and links to topics in intentional and unintentional injury.

## Obesity (Nutrition, Physical Activity)

### ▲ Nutrition

[www.mypyramid.gov](http://www.mypyramid.gov) MyPyramid offers personalized eating plans, interactive tools to help plan and assess food choices and advice (USDA site)

[healthymeals.nal.usda.gov](http://healthymeals.nal.usda.gov) The USDA Healthy Meals Resource System, Team Nutrition, with recipes and menu planning, nutrition education, food service, food safety, special diets, nutrient standard menu planning, reports and studies, as well as spotlights on current activities.

[extension.missouri.edu/fnep/teaching.htm](http://extension.missouri.edu/fnep/teaching.htm) Missouri Extension resource material on nutrition, Family Nutrition Education Programs-Nutrition and life skills for Missouri families.

[www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov) Tools, information and resources for teaching nutrition

[www.angrymoms.org/index.php](http://www.angrymoms.org/index.php) Two Angry Moms... The site offers educational tools to help mobilize parents who want to convince schools to offer better nutrition in the cafeteria.

[maps.ers.usda.gov/FoodAtlas](http://maps.ers.usda.gov/FoodAtlas) Get a spatial overview of a community's access to healthy foods and create maps: food choices, health and well being, community characteristics.

### ▲ Physical Activity

[healthykidshealthyfuture.org/welcome.html](http://healthykidshealthyfuture.org/welcome.html) Let's Move! Child Care is about helping to prevent early childhood obesity. National initiative with resources and materials for efforts addressing physical activity, screen-time, food, beverages and infant feeding for providers, from infancy through preschool.

[www.MapWalk.com](http://www.MapWalk.com) Get employees and community members moving to improve health with *MapWalk*, created by Health Enhancement Systems to create shared routes at locations anywhere in the world and is available for free. The *MapWalk* Coordinators Toolkit

## MCH Interventions and Data Resources

[www.MapWalk.com/toolkit](http://www.MapWalk.com/toolkit) is built into Health Enhancement Systems physical activity programs so users can seamlessly access it within wellness campaigns.

[www.actionbasedlearning.com](http://www.actionbasedlearning.com) is a tool for physical activity in schools, based on brain research findings that support the link of early motor development, intentional movement, increased physical activity and exercise to improved cognition.

[www.sparkpe.org](http://www.sparkpe.org) SPARK is a research-based, public health organization of San Diego State University Research Foundation to improve the health of children, adolescents, and adults by disseminating evidence-based Physical Education, After School, Early Childhood, and Coordinated School Health programs to teachers and recreation leaders serving Pre-K through 12th grade students.

### ▲ School Programs and Policies

[www.cspinet.org/nutritionpolicy/ImproveSchoolFoods.html](http://www.cspinet.org/nutritionpolicy/ImproveSchoolFoods.html) Nutrition Policy-Center for Science in the Public Interest; resources for school lunch policy development.

[www.actionforhealthykids.org](http://www.actionforhealthykids.org) State specific sites or general “research to improve schools” to identify all sorts of resources related to prevention including research and specific interventions.

<http://maps.saferoutesinfo.org/> To find what schools are participating in the Safe Routes to Schools program in Missouri you can use this link. Select the State and then do a pull down of the counties to see who is participating.

[www.saferoutespartnership.org/lowincomeguide](http://www.saferoutespartnership.org/lowincomeguide) Implementing Safe Routes to School in Low-Income Schools and Communities: *A Resource Guide for Volunteers and Professionals* The guide will be helpful to a wide range of individuals, including parents or community members interested in bringing Safe Routes to School to their school community.

### ▲ Worksite Wellness

[www.healthandfitnessmonth.com/about](http://www.healthandfitnessmonth.com/about) Employee Health & Fitness Month (EHFM) is an international and national observance of health and fitness in the workplace, created by two non-profit organizations, the National Association for Health & Fitness and ACTIVE Life. The goal of EHFM is to promote the benefits of a healthy lifestyle to employers and their employees through worksite health promotion activities and environments.

[www.healthykidschallenge.com/newsletter-signup](http://www.healthykidschallenge.com/newsletter-signup) This is a great resource for a class project or employee wellness support system. Sign up for school and community program E-Newsletters. *Wednesday WOWS* (Wonderful Opportunities with Schools) sent every other week during the school year with activity ideas for kids and information for families. It offers quick, simple ideas for healthy eating and [physical activity](#) actions in the school day. *My Healthy Challenge* is a monthly e-mail featuring five simple ideas to challenge yourself, friends, family, co-workers and kids—eating breakfast, fruits and veggies, healthy snacking, serving sizes, beverage choices and active play.

[www.healthykidsmo.org](http://www.healthykidsmo.org) Missouri Coordinated School Health Coalition resources for healthy students, staff and school environment.

[www.healthierus.gov](http://www.healthierus.gov) National effort to improve people's lives, prevent and reduce the cost of disease, and promote community health and wellness, that includes being physically active, eating nutritious foods, avoiding risky behaviors, and getting preventative screenings.

[www.astphnd.org](http://www.astphnd.org) Association of State and Territorial Public Health Nutrition Directors provides state and national leadership on food and nutrition policy, programs, and services, and who's Vision is to create new environmental norms where healthy eating and active living are the easy and natural choices for all Americans.

## MCH Interventions and Data Resources

### ▲ Screening Tools

[www.healthandfitnessmonth.com/about](http://www.healthandfitnessmonth.com/about) Employee Health & Fitness Month (EHFM) is an international and national observance of health and fitness in the workplace, created by two non-profit organizations, the National Association for Health & Fitness and ACTIVE Life. The goal of EHFM is to promote the benefits of a healthy lifestyle to employers and their employees through worksite health promotion activities and environments.

[www.healthykidschallenge.com/newsletter-signup](http://www.healthykidschallenge.com/newsletter-signup) This is a great resource for a class project or employee wellness support system. Sign up for school and community program E-Newsletters. *Wednesday WOWS* (Wonderful Opportunities with Schools) sent every other week during the school year with activity ideas for kids and information for families. It offers quick, simple ideas for healthy eating and [physical activity](#) actions in the school day. *My Healthy Challenge* is a monthly e-mail featuring five simple ideas to challenge yourself, friends, family, co-workers and kids—eating breakfast, fruits and veggies, healthy snacking, serving sizes, beverage choices and active play.

[www.healthykidsmo.org](http://www.healthykidsmo.org) Missouri Coordinated School Health Coalition resources for healthy students, staff and school environment.

[www.healthierus.gov](http://www.healthierus.gov) National effort to improve people's lives, prevent and reduce the cost of disease, and promote community health and wellness, that includes being physically active, eating nutritious foods, avoiding risky behaviors, and getting preventative screenings.

[www.astphnd.org](http://www.astphnd.org) Association of State and Territorial Public Health Nutrition Directors provides state and national leadership on food and nutrition policy, programs, and services, and who's Vision is to create new environmental norms where healthy eating and active living are the easy and natural choices for all Americans.

### ▲ Built Environment and Complete Streets

[www.nplanonline.org](http://www.nplanonline.org) The **National Policy & Legal Analysis Network to Prevent Childhood Obesity** (NPLAN) provides leaders in the childhood obesity prevention field with focused legal research, model policies, fact sheets, toolkits, training and technical assistance to explain legal issues related to public health, including Complete Street, Zoning, Joint Use Agreement and policy.

[www.phlpnet.org/healthy-planning/products/joint\\_use\\_toolkit?utm\\_campaign=Now%20Available%3A%20Toolkit%20for%20Opening%20School%20Grounds%20to%20the%20Community&utm\\_content=sce2@cdc.gov&utm\\_medium=Email&utm\\_source=VerticalResponse&utm\\_term=this%20toolkit](http://www.phlpnet.org/healthy-planning/products/joint_use_toolkit?utm_campaign=Now%20Available%3A%20Toolkit%20for%20Opening%20School%20Grounds%20to%20the%20Community&utm_content=sce2@cdc.gov&utm_medium=Email&utm_source=VerticalResponse&utm_term=this%20toolkit) Public Health Law and Policy resources for Opening School Grounds to the Community After Hours [kaboom.org/help\\_save\\_play/playful\\_city\\_usa/best\\_practices\\_play](http://kaboom.org/help_save_play/playful_city_usa/best_practices_play) KaBOOM! is a national non-profit dedicated to saving play for America's children whose mission is to create great playspaces through the participation and leadership of communities. Ultimately, we envision a place to play within walking distance of every child in America.

[www.activelivingresearch.org](http://www.activelivingresearch.org) Active Living Research, a national program of the Robert Wood Johnson Foundation, contributes to the prevention of childhood obesity in low-income and high-risk racial/ethnic communities by supporting research to examine how environments and policies influence active living for children and their families.

[www.designforhealth.net](http://www.designforhealth.net) Design for Health (DFH) is a collaborative project between the University of Minnesota, Cornell University, and the University of Colorado that serves to bridge the gap between the emerging research base on community design and healthy living and the everyday realities of local government planning.

[www.nplanonline.org/nplan/HealthierCommunitiesThroughRedevelopment?utm\\_content=003400000dC8sjAAC&utm\\_source=VerticalResponse&utm\\_medium=Email&utm\\_term=Healthier%2](http://www.nplanonline.org/nplan/HealthierCommunitiesThroughRedevelopment?utm_content=003400000dC8sjAAC&utm_source=VerticalResponse&utm_medium=Email&utm_term=Healthier%2)

## MCH Interventions and Data Resources

[0Communities%20Through%20Redevelopment&utm\\_campaign=New%21%20Tools%20for%20Healthier%20Communitiescontent](#) Healthier Communities through redevelopment-rebuilding neighborhood tools.

### ▲ Obesity Prevention Data and Resources

#### Missouri

[health.mo.gov/living/healthcondiseases/chronic/index.php](http://health.mo.gov/living/healthcondiseases/chronic/index.php) Missouri Chronic Disease Information and Resources as well as healthy living materials

[health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php](http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php) Missouri Nutrition & Physical Activity Plan 2005

[health.mo.gov/living/healthcondiseases/obesity/index.php](http://health.mo.gov/living/healthcondiseases/obesity/index.php) Missouri State Plan, resources and data and statistical reports

[www.nichq.org/advocacy/obesity\\_resources/obesity\\_rates\\_map.html](http://www.nichq.org/advocacy/obesity_resources/obesity_rates_map.html) This is the link to the Be Our Voice state fact sheets --MO's obesity rates as compared to country

[www.fitness.mo.gov](http://www.fitness.mo.gov) (Governor's Council on Physical Fitness and Health)

[health.mo.gov/data/mica/MICA](http://health.mo.gov/data/mica/MICA) youth risk behavior surveillance survey and other data files

[health.mo.gov/data/pednss/index.php](http://health.mo.gov/data/pednss/index.php) WIC data on pediatric nutrition

#### National

[www.cdc.gov/healthyyouth/yrbs/nypans\\_summary.htm](http://www.cdc.gov/healthyyouth/yrbs/nypans_summary.htm) The 2010 National Youth Physical Activity and Nutrition Study (NYPANS) was a school-based study conducted by CDC that included a survey on physical activity, dietary behaviors, and height and weight measurements among a nationally representative sample of students in grades 9–12. Includes questions/ questionnaires and summary findings and links.

[www.reversechildhoodobesity.org](http://www.reversechildhoodobesity.org) The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity is a leading voice in the national movement to reverse the epidemic by 2015 through policy analysis, leadership development, and communications with a broad network of advocates.

[www.cdc.gov/obesity](http://www.cdc.gov/obesity) CDC's [Division of Nutrition, Physical Activity, and Obesity](#) (DNPAO) is working to implement policy and environmental strategies to make healthy eating and active living accessible and affordable for everyone. Includes links to *Let's Move!*, *Lean Works!*, and *Healthy Weight*

[www.cdc.gov/NCCDPHP/DNPAO/Publications/index.html](http://www.cdc.gov/NCCDPHP/DNPAO/Publications/index.html) CDC Division of Nutrition, Physical Activity & Obesity; resources including Healthier Work Site Initiatives resources and community strategies.

[www.letsmove.gov](http://www.letsmove.gov) A nationwide campaign to tackle the challenge of childhood obesity. Let's Move will give parents the support they need, provide healthier food in schools, help our kids to be more physically active, and make healthy, affordable food available in every part of our country.

[www.physicalactivityplan.org/pubhealth.htm](http://www.physicalactivityplan.org/pubhealth.htm) The Plan is a comprehensive set of policies, programs, and initiatives that aim to increase physical activity in all segments of the American population. It is the product of a private-public sector collaborative with a Public Health component.

[smallstep.gov/kids/flash/index.html](http://smallstep.gov/kids/flash/index.html) Health and Human Services interactive site for kids, adult and teen nutrition and physical activity resources and tools.

[www.heart.org](http://www.heart.org) The American Heart Assn site with tools and resources for nutrition and physical activity and heart health. "Start! Eating Healthy Day" today is part of its campaign to encourage people to make better food choices. The group has an online Nutrition Center with information on shopping, recipes, restaurant dining and fitness.

## MCH Interventions and Data Resources

[www.healthiergeneration.org](http://www.healthiergeneration.org) The Alliance for a Healthier Generation (part of the Am Heart Assn) with programs and tips for families, schools and communities (also with materials in Spanish)

[www.healthypeople.gov/2020/default.aspx](http://www.healthypeople.gov/2020/default.aspx) Get started [implementing Healthy People 2020](#) in your community with these tools and resources for planning a successful public health intervention. This walks you through the basics of planning, implementing, and tracking your public health program. Each of the Healthy People 2020 topic areas includes evidence-based interventions and resources.

[obesityresearch.nih.gov/index.htm](http://obesityresearch.nih.gov/index.htm) website presents information about NIH-supported research to facilitate progress towards obesity prevention and treatment.

[www.brightfutures.org](http://www.brightfutures.org) The Georgetown University site with resources on Oral Health, Nutrition, Physical Activity, Mental Health and more.

[www.cdc.gov/healthyliving](http://www.cdc.gov/healthyliving) The CDC site for information on a variety of topics, including nutrition and physical activity.

[www.nhlbi.nih.gov/health/public/heart/obesity/wecan](http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan) National Heart Lung and Blood Institute We Can! Program to enhance children's nutrition and physical activity working with families, communities.

[www.preventioninstitute.org/sa/enact/members/index.php](http://www.preventioninstitute.org/sa/enact/members/index.php) Prevention Institute is dedicated to improving community health and well being by building momentum for effective primary prevention to build resilience and to prevent problems before they occur. The Strategic Alliance developed ENACT (Environmental Nutrition and Activity Community Tool) with resources in a variety of settings and populations.

[www.aap.org/obesity/matrix\\_1.html](http://www.aap.org/obesity/matrix_1.html) This tool is designed for healthcare professionals with experience in advocacy interested in focusing their advocacy efforts on obesity prevention. The *Policy Opportunities Tool* showcases the various policy strategies that support healthy active living for children and families. The Academy offers multiple resources including the [AAP Advocacy Guide](#) ([www.aap.org/moc/indexEntry.cfm](http://www.aap.org/moc/indexEntry.cfm)), the [AAP Online Resident Advocacy Modules](#) ([www.aap.org/commpeps/CPTI/ResidentAdvocacyModules.html](http://www.aap.org/commpeps/CPTI/ResidentAdvocacyModules.html)), and live training opportunities

## Tobacco

### ▲ Policy Development

[www.no-smoke.org](http://www.no-smoke.org) Americans for Non-smokers' Rights site for smoke-free policy information (national), and educational resources for schools, health departments, medical organizations, and others interested in the issues surrounding smoking and secondhand smoke.

### Cessation and Youth Prevention

[www.smokefree.gov](http://www.smokefree.gov) Resources for smoking cessation

[www.casemo.org/about/index.shtml](http://www.casemo.org/about/index.shtml) CASE (Campus-Community Alliances for Smoke-Free Environments) is teams of experts from the University of Missouri-Columbia and other colleges and universities in the State of Missouri with goals to reduce workplace smoking and promote smoking prevention programs in schools. This website at MU has a lot of information about Missouri youth prevention and advocacy programs, including Smokebusters and SWAG (Students With a Goal).

[www.lungusa.org](http://www.lungusa.org) American Lung Association information about health effects as well as cessation, and a youth prevention program, TATU (Teens Against Tobacco Use)

## MCH Interventions and Data Resources

[www.legacyforhealth.org/whoweare.aspx](http://www.legacyforhealth.org/whoweare.aspx) Legacy is dedicated to building a world where young people reject tobacco and anyone can quit focus on vulnerable populations – youth, low-income Americans, the less educated, and racial, ethnic and cultural minorities working through grants, partnerships, youth activism, and marketing campaigns.

[helpingyoungsmokersquit.org/home](http://helpingyoungsmokersquit.org/home) A national program supported by the Robert Wood Johnson Foundation (RWJF), the Centers for Disease Control and Prevention (CDC), and the National Cancer Institute (NCI)

[www.cancer.org/smokeout](http://www.cancer.org/smokeout) American Cancer Society -The Great American Smokeout Challenge: tool kit for planning and guides to quit smoking (school, workplace)

[www.cdc.gov/healthyliving](http://www.cdc.gov/healthyliving) The CDC site for information on a variety of topics, including tobacco

[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco) The Center for Disease Control and Prevention site, focused on tobacco: youth prevention, smoke-free policies, tobacco cessation; links to data and resources.

[www.tobaccofree.org](http://www.tobaccofree.org) A site with talks, quitting tips and messages to youth motivating them to stay smoke free and empowering smokers to quit.

[nrepp.samhsa.gov](http://nrepp.samhsa.gov) The Substance Abuse and Mental Health Services Administration site for a national registry of evidence-based programs and practices, including tobacco prevention interventions with options in populations and settings.

[www.cdc.gov/tobacco/stateandcommunity/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/index.htm) The site for the Tobacco resources book you can download or order. Select ‘Resources for Effective Tobacco Control Programs’ and then ‘Best Practices User Guide: Youth Engagement—State and Community Interventions’

[www.stat.org](http://www.stat.org) STAT - Stop Teenage Addiction To Tobacco—links to tools, tips and advice for youth in the prevention of teen smoking and teen smoking cessation.

### ▲ Tobacco use Data, Reports and Resources

#### Missouri

[www.mffh.org/content/37/missouri-county-profiles.aspx](http://www.mffh.org/content/37/missouri-county-profiles.aspx) has some valuable statistics on smoking rates for each county and information on the citizens’ attitudes toward non-smoking policies.

[health.mo.gov/living/wellness/tobacco/smokingandtobacco](http://health.mo.gov/living/wellness/tobacco/smokingandtobacco)

[health.mo.gov/living/families/adolescenthealth/index.php](http://health.mo.gov/living/families/adolescenthealth/index.php)

#### National

[www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/RegsRestrictingSale/ucm205020.htm](http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/RegsRestrictingSale/ucm205020.htm)

The FDA site with updates on the June 2010 legislation restricting sales to minors.

[health.mo.gov/data/yts/index.php](http://health.mo.gov/data/yts/index.php) Results from the *Missouri Youth Tobacco Survey 2003-2009*,

Includes results of an analysis of data about tobacco use, quitting behaviors and beliefs, influences to use tobacco, educating on the dangers of tobacco use, and exposure to and beliefs about secondhand smoke.

[www.rwjf.org/pr/product.jsp?id=72051&cid=XEM\\_2637711](http://www.rwjf.org/pr/product.jsp?id=72051&cid=XEM_2637711) The Tobacco Campaigns of Robert Wood Johnson Foundation.

[www.pbs.org/mix/smoking\\_index.html](http://www.pbs.org/mix/smoking_index.html) PBS *In the Mix* - "Smoking: The Truth Unfiltered" includes stats and insights on youth and the tobacco industry

[www.pbs.org/wgbh/pages/frontline/shows/settlement](http://www.pbs.org/wgbh/pages/frontline/shows/settlement) PBS *Frontline* - "Inside The Tobacco Deal"

The 1997 litigation that changed the tobacco industry, their agreement to a historic deal to pay billions in health-related damages, tear down billboards and retire Joe Camel.

[www.truth.com](http://www.truth.com) The Sunny Side of Truth, with tobacco facts and statistics, with MTV interactive formats for youth—blogs, games and facts

## MCH Interventions and Data Resources

[www.tobaccofreekids.org](http://www.tobaccofreekids.org) Campaign for Tobacco-Free Kids—latest releases and special reports on the tobacco industry, tobacco use and its devastating consequences by changing public attitudes and policies on tobacco to prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke

[www.cancer.gov/cancertopics/smoking](http://www.cancer.gov/cancertopics/smoking) National Cancer Institute coordinates the National Cancer Program, which conducts and supports research, training, health information dissemination, and other programs with respect to the cause, diagnosis, prevention, and treatment of cancer, rehabilitation, and the continuing care of cancer patients and the families of cancer patients.

[makesmokinghistory.org](http://makesmokinghistory.org) The Massachusetts Tobacco Control Program is dedicated to ending the suffering caused by tobacco use. Includes resources for retailers, tobacco control programs and resources for quitting smoking, preventing smoking, information for schools and the work place, and the impact of smoking/second hand smoke.

## Healthy Birth Outcomes

### ▲ Teen Health and Pregnancy Prevention

[www.thenationalcampaign.org/resources/programs.aspx](http://www.thenationalcampaign.org/resources/programs.aspx) Effective Interventions for teen pregnancy prevention web-site

[www.futureofsexed.org](http://www.futureofsexed.org) Future of Sex Education purpose is *to create a national dialogue about the future of sex education and to promote the institutionalization of comprehensive sexuality education in public schools.* (information, resources, toolkit)

[www.coolnurse.com](http://www.coolnurse.com) A site for teens on health and advice on teen health issues

[www.sexetc.org](http://www.sexetc.org) Rutgers University site for sex education by teen for teens

[www.mffh.org/mm/files/MedicaidBasics2011.pdf](http://www.mffh.org/mm/files/MedicaidBasics2011.pdf) Missouri Foundation for Health has released 2011 Missouri Medicaid Basics, an annual publication providing straightforward, factual overview of the Missouri Medicaid program, now called MO HealthNet. The website may be downloaded and printed free of charge.

### ▲ Pregnancy and Women's Health

[www.text4baby.org](http://www.text4baby.org) To help more pregnant women and new moms get information about caring for their health and giving their babies the best possible start in life, the National Healthy Mothers, Healthy Babies Coalition (HMHB) launched text4baby, a free health text messaging service. Text4baby supports moms by providing accurate, text-length health information and resources in a format that is personal and timely, using a channel she knows and uses—her cell phone.

[www.marchofdimes.com](http://www.marchofdimes.com) From polio to prematurity, its focus is preventing birth defects and infant mortality. The March of Dimes has led the way to discover the genetic causes of birth defects, to promote newborn screening, and to educate medical professionals and the public about best practices for healthy pregnancy.

[www.hrsa.gov/womenshealth](http://www.hrsa.gov/womenshealth) Bright Futures for Women's Health and Wellness Initiative (BFWHW) provides resources to plan, develop, implement, and evaluate a variety of culturally competent, evidence-based consumer, provider, and community tools for women across their lifespan. Materials help women of all ages achieve better physical, emotional, social, and spiritual health by encouraging healthy practices.

[www.birthingprojectusa.org/intro.html](http://www.birthingprojectusa.org/intro.html) Birthing Project USA is the only national African American maternal and child health program in this country to encourage better birth outcomes by providing practical support to women during pregnancy and for one year after the birth of their children.

## MCH Interventions and Data Resources

[health.mo.gov/data/prams](http://health.mo.gov/data/prams) PRAMS (Missouri Pregnancy Risk Assessment Monitoring System) is a population-based surveillance system designed to identify and monitor selected maternal experiences and behaviors that occur before and during pregnancy and during the child's early infancy. The data allows monitoring progress towards national and state objectives, enhances understanding of maternal behaviors and their relationship with adverse pregnancy outcomes, identifies emerging issues in maternal and child health, and aids in the development and assessment of programs designed to address groups of women and infants at high risk for health problems and reduce adverse pregnancy and infant outcomes, and support policy development

[www.cdc.gov/prams](http://www.cdc.gov/prams) PRAMS, the Pregnancy Risk Assessment Monitoring System, is a surveillance project of the Centers for Disease Control and Prevention (CDC) and state health departments. PRAMS collects state-specific, population-based data on maternal attitudes and experiences before, during, and shortly after pregnancy, and allows comparisons among participating states because the same data collection methods are used in all states

[www.cdc.gov/prams/cponder.htm](http://www.cdc.gov/prams/cponder.htm) CPONDER is the web-based query system for the CDC's PRAMS on-line data. It allows the ability to query data beyond that collected in vital records data on maternal behaviors and experiences that can be used for program planning and assessment of perinatal health programs. This information is only state level, however the survey questions give more of a qualitative perspective and allows for monitoring changes in maternal and infant health indicators

[www.mchlibrary.info/KnowledgePaths/kp\\_pregnancy.html](http://www.mchlibrary.info/KnowledgePaths/kp_pregnancy.html) A selection of current, high-quality resources that analyze perinatal health statistics, describe effective prenatal care programs, and report on research aimed at improving access to and quality of prenatal care and improving perinatal health outcomes.

### ▲ Community Development and Engagement

[communityhealth.hhs.gov/homepage.aspx?j=1](http://communityhealth.hhs.gov/homepage.aspx?j=1) *Community Health Status Indicators 2009* provides an overview of key health indicators for local communities to encourage dialogue about actions that can be taken to improve a community's health.

[health.mo.gov/data/chir/index.html](http://health.mo.gov/data/chir/index.html) Tools for intervention planning for public health and community collaborations.

[ctb.ku.edu/en/tablecontents/index.aspx](http://ctb.ku.edu/en/tablecontents/index.aspx) The Community Tool Box is a resource providing practical, step-by-step guidance in community-building skills.

[www.health.state.mn.us/communityeng](http://www.health.state.mn.us/communityeng) Resources for Community Engagement as a type of public participation that involves people in problem-solving or decision-making processes and by using our "collective intelligence" and working together, we will more accurately identify problems and develop more elegant and effective solutions. It includes the opportunity for people to "buy into" the process.

### ▲ Cultural Competency

[nccc.georgetown.edu/information/providers.html](http://nccc.georgetown.edu/information/providers.html) National Center for Cultural Competence--Georgetown University Center for Child and Human Development contains resources/tools and self-assessments. Their mission is to increase the capacity of health care and mental health care programs to design, implement, and evaluate culturally and linguistically competent service delivery systems to address growing diversity, persistent disparities, and promote health and mental health equity.

[www.hrsa.gov/culturalcompetence](http://www.hrsa.gov/culturalcompetence) Health Resources and Services Administration (HRSA) Cultural Competency and Health Literacy Resources for Health Care Providers website has

## MCH Interventions and Data Resources

tools for Competency Assessment, Culture/Language Specific, Disease/Condition Specific and Special Population resources.

[minorityhealth.hhs.gov/templates/browse.aspx?lvl=1&lvlID=3](http://minorityhealth.hhs.gov/templates/browse.aspx?lvl=1&lvlID=3) U.S Department of Health and Human Services – The Office of Minority Health website contains a variety of resources for standards, policies, curriculum/training tools, and practical guides to implement practices.

[www.cdcnpin.org/scripts/population/culture.asp](http://www.cdcnpin.org/scripts/population/culture.asp) CDC NPIN (National Prevention Information Network) provides general background and special population applications as well as links to additional resources and data.

[ctb.ku.edu/en/tablecontents/chapter\\_1027.aspx](http://ctb.ku.edu/en/tablecontents/chapter_1027.aspx) The Community Tool Box includes practical guidance for the different tasks necessary to promote community health and development. It provides definitions, examples, and various components of cultural competence issues.

[www.rwjf.org/multicultural](http://www.rwjf.org/multicultural) The RWJF Multicultural Newsroom offers a variety of health-related media resources addressing primarily African-American and Latino audiences.

[www.cdc.gov/tb/publications/guidestoolkits/EthnographicGuides/default.htm](http://www.cdc.gov/tb/publications/guidestoolkits/EthnographicGuides/default.htm) Promoting Cultural Sensitivity TB Guides.

### ▲ Life Course Perspective

[www.citymatch.org/lifecoursetoolbox](http://www.citymatch.org/lifecoursetoolbox) The MCH Life Course Toolbox is an online resource for MCH researchers, academics, practitioners, policy advocates, and others in the field to share information, innovative strategies, and tools to integrate the **Life Course Perspective** into MCH work at the local, state, and national levels. The Life Course Perspective offers a new way of looking at health, not as disconnected stages unrelated to each other, but as an integrated continuum.

### ▲ Maternal Child Health Bureau

[www.amchp.org/Pages/Welcome.aspx](http://www.amchp.org/Pages/Welcome.aspx) link to the national Association of Maternal and Child Health Programs website for resources and information and updates (AMCHP).

### ▲ Data Sources

[www.cdc.gov/HealthyYouth/yrbs/index.htm](http://www.cdc.gov/HealthyYouth/yrbs/index.htm) The Youth Risk Behavior Surveillance System (YRBSS) monitors six types of health-risk behaviors that contribute to the leading causes of death and disability among youth and adults (YRBSS report 2009)

[health.mo.gov/data/brfss/index.php](http://health.mo.gov/data/brfss/index.php) The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based health survey that annually collects information on health conditions, behaviors, preventive practices, and access to health care. BRFSS data are used to identify emerging health problems, establish health objectives and track their progress, and develop and evaluate public health policies and programs to address identified problems.

[www.kff.org](http://www.kff.org) Henry J. Kaiser Family Foundation-Health Policy, Media Resources, Public Health Education site, with facts, information and analysis on healthcare issues and resources.

[coppr.wustl.edu/hacpa/data.aspx](http://coppr.wustl.edu/hacpa/data.aspx) Missouri Obesity, Nutrition, and Activity Policy (MONAP) database, a geographically representative baseline of Missouri's existing obesity-related local policies on healthy eating and physical activity. The database developed by Washington University reflects 7 local environments (government, community, health care, worksite, school, after school, and child care) and describes the prevalence of obesity-related policies in these environments.

## MCH Interventions and Data Resources

[mchb.hrsa.gov/publications/index.html](http://mchb.hrsa.gov/publications/index.html) *Child Health USA 2010* Resource from Health Resources and Services Administration, with national and state level reports and resources.

[www.nccp.org/](http://www.nccp.org/)The National Center for Children in Poverty (NCCP) is a nonpartisan, public interest research organization dedicated to promoting the economic security, health, and well-being of families and children. NCCP uses research to inform policy and practice to promote family-oriented solutions at the state and national levels; includes state profiles and data tools.

[health.mo.gov/living/families/adolescenthealth/data.php](http://health.mo.gov/living/families/adolescenthealth/data.php) *YTS Chronic Disease and Risk Factors Among Missouri Middle and High School Students, 2009* contains summary information on Missouri middle and high students related to tobacco use, physical activity, food and beverage consumption, overweight & obese percentages, and chronic disease related to asthma, diabetes and arthritis

[www.kff.org/entmedia/mh012010pkg.cfm](http://www.kff.org/entmedia/mh012010pkg.cfm) The Executive Summary for Generation M: Media in the Lives of 8-18 Year-olds, 2010 Report study on the impact the media has on the lives of American youth.

[mchb.hrsa.gov](http://mchb.hrsa.gov) The Health Resources and Services Administration site with federal Maternal Child Health Bureau reports, data, funding opportunities and resources and publications, Child Health USA 2008-09 report.

[www.mchb.hrsa.gov/thechild/states/missouri.htm](http://www.mchb.hrsa.gov/thechild/states/missouri.htm) HRSA's report (2005) on the health and well-being of children in Missouri as compared to the US.

[www.amchp.org/AboutAMCHP/BestPractices/Pages/BestPracticeTerms.aspx](http://www.amchp.org/AboutAMCHP/BestPractices/Pages/BestPracticeTerms.aspx) The Association of Maternal & Child Health Programs, with Best Practice categories and criteria, as well as updates and reports on legislation, topics and practices.

[osedamissouri.edu/kidscount](http://osedamissouri.edu/kidscount) link to Missouri Kids Count data (2009)

[www.countyhealthrankings.org](http://www.countyhealthrankings.org) RWJ County Health Rankings (2010)

[health.mo.gov/data/mica/MICA](http://health.mo.gov/data/mica/MICA) The MoDHSS site for Community Data Profiles, MICA (Missouri Information for Community Assessment), Priorities MICA, Intervention MICA on a variety of topics (includes the Youth Behavioral Risk Factor Surveillance Survey), tools to guide the process for developing priorities and available Interventions—by topic and target populations.

[www.naccho.org/topics/modelpractices/database/index.cfm](http://www.naccho.org/topics/modelpractices/database/index.cfm) National Association of County & City Health Officials model practices.

[healthyamericans.org/state/index.php?StateID=MO](http://healthyamericans.org/state/index.php?StateID=MO) The Trust for American's Health site that compares health indicators data for Missouri with the US.

### ▲ Other Data Resources

MICA: [health.mo.gov/data/mica/MICA](http://health.mo.gov/data/mica/MICA)

OSEDA county level data: [mcdc2.missouri.edu/webrepts/mocntymap.html](http://mcdc2.missouri.edu/webrepts/mocntymap.html)

CDC Data: [www.cdc.gov/injury/wisqars/index.html](http://www.cdc.gov/injury/wisqars/index.html)

Census Data: [www.census.gov/](http://www.census.gov/)

Community Health Status Indicators: [www.communityhealth.hhs.gov/homepage.aspx?j=1](http://www.communityhealth.hhs.gov/homepage.aspx?j=1)

### ▲ Resources

[health.mo.gov/living/index.php](http://health.mo.gov/living/index.php) MO DHSS site for links and resources related to: Environmental Factors, Chronic Disease, Communicable Disease, Healthy Families, WIC, Genetic Disease and Early Childhood, Food Programs, Wellness Prevention, Immunizations and Local Public Health Agencies.

## MCH Interventions and Data Resources

[health.mo.gov/data/chir/index.html](http://health.mo.gov/data/chir/index.html) Tools for intervention planning for public health and community collaborations. Data MICA, Priorities MICA and Interventions MICA tools to guide the process to develop priorities and evidence-based Interventions—by topic and target populations.

[www.preventioninstitute.org/tools/focus-area-tools/health-equity-toolkit/community-factors.html](http://www.preventioninstitute.org/tools/focus-area-tools/health-equity-toolkit/community-factors.html) Learning modules explaining how the Spectrum can be used to develop a mutually supportive set of actions as a part of a comprehensive primary prevention strategy to change societal norms, systems and environments. **Spectrum of Prevention** is the Prevention Institute's signature strategy tool.

[www.thecommunityguide.org/about/findings.html](http://www.thecommunityguide.org/about/findings.html) The Community Guide is a resource for evidence-based recommendations and findings about what works to improve public health, includes the Task Force on Community Preventive Services as of July 2010. Together with the Clinical Guide, they provide evidence-based recommendations across the prevention spectrum.

[www.nihcm.org](http://www.nihcm.org) National Institute for Health Care Management Foundation hosts webinars and resources in research, policy analysis and educational activities on a range of health care issues and maternal, child and adolescent health topics.

[www.cdc.gov/mmwr/publications/index.html](http://www.cdc.gov/mmwr/publications/index.html) Morbidity and Mortality Weekly Report publication site to search current reports and trends on issue specific topics.

[www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm](http://www.cdc.gov/nccdphp/dnpa/socialmarketing/training/index.htm) Social Marketing on-line course

[www.mffh.org/mm/files/AlumniSurvey.pdf](http://www.mffh.org/mm/files/AlumniSurvey.pdf) Missouri Foundation for Health survey of what makes a program sustainable.

[prectl.wustl.edu](http://prectl.wustl.edu) The Prevention Research Center in St. Louis (PRC-StL) is comprised of community, practice and academic partners. PRC-StL works to prevent chronic disease and improve population health through the implementation of evidence based practices.

[www.ebph.org/overview.cfm](http://www.ebph.org/overview.cfm) "From Evidence to Practice" is a web-based course that teaches the evidence-based public health decision-making process by plunging learners into a realistic situation

[www.mchlibrary.info](http://www.mchlibrary.info) The MCH Library at Georgetown University provides accurate and timely information including the weekly newsletter MCH Alert, resource guides, full text publications, databases, and links to quality MCH sites.

[www.astdn.org/astn-report-library.htm](http://www.astdn.org/astn-report-library.htm) Association of State and Territorial Directors of Nursing site with public health nursing issues, updates and resources including *Public Health Nursing: A Partner for Healthy Populations* (10 Essential Services of Public Health).

[ncadi.samhsa.gov](http://ncadi.samhsa.gov) SAMHSA's National Clearinghouse of Alcohol & Drug Information

[www.aap.org/compeds/htpcp](http://www.aap.org/compeds/htpcp) Healthy Tomorrows Partnership for Children Program (HTPCP) is a cooperative agreement program of the federal Maternal and Child Health Bureau and the American Academy of Pediatrics.

## Evaluation, Assessment, Intervention

### ▲ Evaluation

[learningstore.uwex.edu/Collecting-Evaluation-Data-End-of-Session-Questionnaires-P1026.aspx](http://learningstore.uwex.edu/Collecting-Evaluation-Data-End-of-Session-Questionnaires-P1026.aspx)

43-page booklet provides a variety of sample questions and ways to format questions that might be included in an end-of-session questionnaire organized by types of information that can be gained at the end of an educational event \*view PDF

## MCH Interventions and Data Resources

[learningstore.uwex.edu/Planning-a-Program-Evaluation--P1033.aspx](http://learningstore.uwex.edu/Planning-a-Program-Evaluation--P1033.aspx) Resource booklet to assist with focusing questions on the topic of concern, collecting appropriate information, then analyzing and interpreting it for a specific use and purpose. \*view PDF (See also <http://learningstore.uwex.edu/Search.aspx?m=6> for additional Program Development and Evaluation materials available)

[www.managementhelp.org/evaluatin/outcomes.htm](http://www.managementhelp.org/evaluatin/outcomes.htm) Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources

[www.aap.org/commpeds/httpcp/EvalResources.html](http://www.aap.org/commpeds/httpcp/EvalResources.html) includes the tools, *Evaluating Your Community-Based Program Part II: Putting Your Evaluation Plan to Work* as follow up to *Part I: Designing Your Evaluation*. The guides go through steps in a workbook format to help you decide how to measure progress on your objectives and collect, analyze, and present the resulting data meaningfully.

### ▲ Assessment

[www.cdc.gov/od/ocphp/nphpsp/EssentialPHServices.htm](http://www.cdc.gov/od/ocphp/nphpsp/EssentialPHServices.htm) is the CDC site, from the Office of the Director on National Public Health Performance Standards Program—Essential Services of Public Health and assessment tool kit

[www.cdc.gov/healthycommunitiesprogram](http://www.cdc.gov/healthycommunitiesprogram) CDC's tools to improve community leader's skills for establishing, advancing, and maintaining effective population-based strategies that reduce the burden of chronic disease and achieve health equity. The CHANGE Tool and Action Guide can be downloaded and used to implement policies that sustain environmental and systems changes addressing the major risk factors — tobacco, physical inactivity, and unhealthy eating.

[www.nhtsa.gov/people/injury/alcohol/Community%20Guides%20HTML/Book2\\_NeedsAssess.html](http://www.nhtsa.gov/people/injury/alcohol/Community%20Guides%20HTML/Book2_NeedsAssess.html) Community How To Guide on Needs Assessment and Strategic Planning

[www.communitydevelopment.uiuc.edu/resources/factsheets/needpuls.html](http://www.communitydevelopment.uiuc.edu/resources/factsheets/needpuls.html) Community Needs Assessment: Taking the Pulse of Your Community

### ▲ Intervention

[www.brightfutures.org/](http://www.brightfutures.org/) is the Georgetown University site with resources on Oral Health, Nutrition, Physical Activity, Mental Health and more.

[www.nlm.nih.gov](http://www.nlm.nih.gov) is the National Library of Medicine site for researching information, data and best-practice intervention.

[www.thecommunityguide.org](http://www.thecommunityguide.org) is a CDC site for information for Evidence-based recommendations for programs and policies to promote population health for a variety of MCH topics, working with the DHSS MICA system with a community preventative services focus and interventions at the School-based, Worksite, Health Care System and Community-wide levels.

[www.preventioninstitute.org/tools/focus-area-tools/health-equity-toolkit/community-factors](http://www.preventioninstitute.org/tools/focus-area-tools/health-equity-toolkit/community-factors) and [www.preventioninstitute.org](http://www.preventioninstitute.org) The Prevention Institute helps communities, governments, and foundations design effective prevention strategies. The focus areas include: preventing violence and reducing injury, reforming our health system, improving environments for health and health equity, supporting healthy food and activity environments, and promoting mental health and well-being. **Spectrum of Prevention** is the Institute's signature strategy tool.

[eatbettermovemore.org/sa/enact/members/index.php](http://eatbettermovemore.org/sa/enact/members/index.php) The Strategic Alliance hands-on assessment and planning tool for organizations, coalitions, and communities interested in improving their food and physical activity environments. ENACT contains concrete strategies that promote healthy eating and active living within each of its seven environments to be used to assess environments and identify priority strategies, to evaluate efforts and offer new priorities with a broad range of partners.

## MCH Interventions and Data Resources

[www.naccho.org](http://www.naccho.org) National Association of County and City Health Officials (NACCHO) the National connection for local public health agencies, with resources and tools to protect and improve the health of all people and all communities by promoting national policy, developing resources and programs, seeking health equity, and supporting effective local public health practice and systems.

[ctb.ku.edu/tools](http://ctb.ku.edu/tools) is the University of Kansas site for The Community Toolbox with resources for promoting community health and development by connecting people, ideas and resources, building coalitions and partnerships.

### ▲ Intervention Planning and Technology tools

[www.digitalofficepro.com/powerpoint/quiz-creator.html](http://www.digitalofficepro.com/powerpoint/quiz-creator.html) *Power Quiz Point 1.5* is a free software program that allows you to add 10 questions at the end of a PowerPoint presentation.

<http://www.cdc.gov/healthcommunication/ToolsTemplates/index.html> CDC site for tools to use to develop health communication and social marketing campaigns and programs, and many templates and shortcuts to make your campaigns and outreach more successful. Resources to discover the best and most effective tools and templates for your health communication and social marketing campaigns.

<http://healthypeople.gov/2020/implementing/default.aspx> Mobilize, Assess, Plan, Implement, Track, otherwise known as MAP-IT, is a framework that used to plan and evaluate public health interventions to achieve Healthy People 2020 objectives. The MAP-IT framework will help create your own path to a healthy community and a healthier Nation. Each of the 5 MAP-IT sections includes questions to ask and answer, a brief overview, Healthy People 2020 tools, and links to related resources.