



# Perinatal Foundation

*devoted to the birth of healthy families*

SUMMER • 2011

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## FIRST FATHERS MATTER EVENT A MAJOR SUCCESS



(L to R) Panelists Cory Mason, Tom Silbernagel, Troy Kleist, Noble Wray, and moderator Eric Franke

To honor fathers and draw attention to the role of dads in children’s lives, the Perinatal Foundation hosted a special program on Friday, June 24, 2011. It was the first in a series of events to underscore that becoming a father is easy, but being a dad is not. The Perinatal Foundation chose a year long focus on fathers because of the overwhelming positive effect fathers have in children’s lives. This event was

an exceptional opportunity to learn from dads about what helps and what hinders them from participating in children’s lives and what all of us can do to support them, both personally and professionally.

Seventy-five people gathered at the Madison Concourse Hotel to hear experts’ views about **Fathers Matter: The Evolving Role of Dads in Childbirth and Childrearing.**



Seventy-five participants enjoy lunch while awaiting speaker, Judith Leavitt.



(L to R) Panelists Cory Mason, Troy Kleist, Noble Wray, and Tom Silbernagel

The program featured celebrity dads—WISC-TV news anchor Eric Franke, Madison Police Chief Noble Wray, UW Health pediatrician Troy Kleist, State legislator Cory Mason, and veteran teacher Tom Silbernagel from South Milwaukee High School. Rounding out the discussion was speaker, Judith Leavitt, PhD, author of *Make Room for Daddy: The Journey from Waiting Room to Birthing Room.*

Watch your email for registration information for the second *Fathers Matter* event on November 10, 2011. See related story on page 3.



Judith Leavitt and Tom Silbernagel

## REFLECTIONS FROM THE PRESIDENT



Carol A. Browning, MD

Dear friends,

You've heard a good deal over the past few years about the *Madre, hay esperanza*<sup>®</sup> campaign. We have been awaiting an evaluation of the music and message CD, which was developed in collaboration with our community partners and includes the radio *novelas*, testimonials, new music, and resource suggestions. It was developed as an educational tool, and originally intended for distribution to Latina mothers in Madison's birth hospitals. The evaluation has now been completed, with very positive results. The Foundation Program Committee in a recent meeting discussed possibilities for marketing and distributing the CD. It may well be found to be appropriate and useful for wider distribution. You will hear more about this as work progresses.

We were pleased to continue our presence at the WAPC Annual Conference in April, with the silent auction and raffle serving as focal events prior to the Monday night banquet. These annual events are a major fundraiser for the Foundation.

The Thomas A Leonard lecture, delivered at the conference by Dr. Rosemary White-Traut, focused on her work in enhancing developmental progress in infants in special care nurseries. There is a summary of her talk in this issue on page 5.

The Foundation Board met in April. Of note, we received a clean audit statement from our financial auditors, SVA. In addition, Charlene Galston, RNC, BSN, was elected to the Nominating Committee to replace Tim Chybowski, MD, who had fulfilled his term. In July, we welcomed Madison pediatrician Robin Wright, MD, to the Program Committee.

The Foundations' newest initiative, *Fathers Matter*, kicked off with a special program in Madison on June 24. It was the first in a series of events intended to explore the role of fathers in our culture, and was well attended. The front-page story in this issue is about the event, which focused on the role of fathers in childbirth and childrearing.

We chose a year long focus on fathers because of the significant effect fathers have in their children's lives. The next event, *Dads in the Military*, will occur the evening of November 10, in conjunction with Veteran's Day. It will explore the impact on young families whose fathers are in the military. This promises to be another significant program with wide participation. The Foundation is seeking sponsors for this event. We would welcome your financial help or suggestions for sponsors, and we hope you will be able to attend. The final planned activity, scheduled for June 2012, will be a statewide look at what kids think makes a good dad.

In sum, the Foundation continues its work of supporting improvement of the health of mothers, babies, and families. We are grateful for your interest in the Foundation, your financial support, and your loyalty to our mission in these uncertain economic times.

Sincerely,

A handwritten signature in cursive script that reads "Carol A. Browning".

Carol A. Browning, MD  
President, Perinatal Foundation

## SAVE THE DATE!

Building on the importance of dads in children's lives, the Perinatal Foundation invites you to *Dads in the Military* on **November 10 from 5:30 to 8:00 p.m. at the Country Springs Hotel in Waukesha.**

The evening will include a reception at 5:30 p.m., followed by dinner and program. Wear your red, white, and blue and join us for an inspiring evening.



## Madre, hay esperanza® PROJECT EVALUATION A SUCCESS

The results are in. The project evaluation for the *Madre, hay esperanza*® CD was completed earlier this summer and was a huge success! The results show that the CD is an effective tool to increase knowledge and decrease stigma about postpartum depression among Spanish-speaking parents of young children. Evaluation participants overwhelmingly reported they enjoyed listening to the CD, with 100% saying they would recommend the CD to a family member or friend, and over 97% saying the CD is a good way to address postpartum depression in the Latino community. Seventy percent shared their CD with another person and many spoke to others about postpartum depression after listening to the CD. This shows the CD is an investment in community education, and not simply education of an individual.



The CD is 35 minutes in length and entirely in Spanish. It includes a five-part soap opera, or *novela*, interspersed with music, messages of hope, and self-screening tools for depression. The CD also includes a three-part testimonial from a Madison woman affected by postpartum depression. The CD is intended to reach the Latino community through a variety of channels. It

can be given to Spanish-speaking parents or expectant parents by providers in public and private prenatal, postpartum, and pediatric care settings, as well as in home visiting and other community education programs. The CD will be ready for distribution to the public in September. You can order your copy online on the Foundation Web site at [www.perinatalweb.org](http://www.perinatalweb.org). (Click on "Materials & Publications").

## MYRTLE BAHM LEONARD MEMORIAL SCHOLARSHIP FUND— MAKING A DIFFERENCE



*Valerie and her daughter, Olivia, age 3, at Valerie's graduation ceremony in Spring 2011*

It began in 1994 as a way to honor the legacy of Mrs. Leonard, one of the major benefactors of the Perinatal Foundation. Today, the Myrtle Bahm Leonard Memorial Scholarship Fund has made a difference in the lives of 43 college students and their families over the past 17 years.

The scholarships underwrite the cost of childcare expenses for students pursuing careers in the health care field. The Perinatal Foundation makes awards to the University of Wisconsin-Eau Claire (UW-EC), University of Wisconsin-Milwaukee (UWM) and the Madison College (Madison Area Technical College). The colleges then select students to receive the scholarships. All of the recipients have children in a college-run childcare program.

Two years ago, the Perinatal Foundation began a process of evaluating the impact of the scholarship program by talking with scholarship recipients. The Foundation asks students how the scholarship affects their lives, their family, and their education. The responses we receive continue to show the Foundation's supporters the importance of the scholarship program and the significant impact it has on students' lives. In this issue, we feature what we heard from scholarship recipient, Valerie Kreger, a recent graduate of the Medical Transcriptionist program at Madison College.

Valerie is the mother of three-year-old, Olivia. In addition to obtaining a Medical Transcriptionist technical diploma, Valerie also obtained certificates in Medical Billing and Medical Reception Skills. Valerie completed the Medical Transcriptionist program and obtained both certificates in one year. She did this by taking a large class load of 19 credits per semester, which she would not have been able to do without having Olivia in full-time childcare. As Valerie says, "I would not have been able to do this without the help of the Myrtle Bahm Leonard scholarship." Olivia also benefitted in many ways from her mother receiving the scholarship. Olivia loves the MATC daycare, which helped her to socialize with other children her age. Even though Valerie is no longer a student at MATC, Olivia is still enrolled at the MATC daycare part-time. Valerie is thankful that the scholarship made it possible for Olivia to attend a high quality daycare facility and plans to continue Olivia's attendance there until kindergarten.

The scholarship helped overall in their family life. As Valerie says, "Having the full-time hours for studying allowed me to succeed in my classes and made the daily juggle of school, children, home life, and work much easier and less stressful for me." Valerie is also grateful for the long-term benefit of acquiring less student loan debt than she otherwise would have if not for the scholarship. "It really was a blessing!" says Valerie.

Valerie graduated in spring 2011 and is currently employed part-time. She is looking for full-time work in her field.

## MYRTLE BAHM LEONARD MEMORIAL SCHOLARSHIP FUND— BACK TO SCHOOL KICK-OFF

Please help deserving students by making a special "back to school" donation to the Myrtle Bahm Leonard memorial fund. Use the donor envelope in this newsletter, and mark a big "X" next to the memorial fund. To make your donation even more special, tell us how you would like to honor a special student in your life—a child, grandchild, other relative, friend, or colleague. We will acknowledge your donation in the next newsletter and will send the person you designated a special acknowledgement on your behalf. We all know students who need our love and support as a new school year begins!



## 2011 THOMAS A. LEONARD, MD, MEMORIAL LECTURE



Rosemary White-Traut  
PhD, RN, FAAN

Dr. Rosemary White-Traut, who served as the Thomas A Leonard Memorial lecturer at the WAPC Annual Conference this past April, is Professor and Head of the Department of Maternal-Child Nursing, College of Nursing, University of Illinois at Chicago. She has done research in special care nurseries for 35 years. Her work includes many studies of interventions for at risk infants.

In her presentation, she described several studies of developmental interventions using ATVV, or auditory, tactile, visual, and vestibular stimulation. To be able to help babies, and learn what to provide in the nursery environment, we need an understanding of fetal development. In utero, the fetus receives tactile stimulation first, then vestibular, auditory, and visual stimuli. The special care nursery environment offers the opposite—infants do not get the tactile stimulation that they would in the uterus, where they are bathed in fluid. When they are born and put on a stationery bed, the rest of the body is not stimulated, and there is minimal nurturing tactile contact. There is a lot of light in the nursery and much sound stimulation.

Dr. White-Traut's premise is that the provision of non-stressful stimuli in the right way at the right time is the most supportive approach for premature infants. A general stress reduction program involves minimal disruption of sleep cycles and decreased sound and light in the unit. The specific intervention, ATVV, involves infant directed talk, stroking in moderate touch massage, visual (eye-to-eye) contact, and swaddled, horizontal rocking with continued visual contact and talking. The process is carried out over 15 minutes, usually after a feeding.

Some of the outcomes of several studies include:

- ATVV improves the progression of oral feeding, sleep-wake behavior, and social interaction.
- ATVV reduces the length of hospital stay and reduces stress reactivity.
- When mothers were taught ATVV, maternal behavior improved; the intervention could be used to facilitate mother-infant interaction. Follow-up for a year in one study showed continued attention of mothers to infant cues and confidence in infant care.
- At 32-34 weeks, ATVV intervention *prior* to feeding increased mouthing and tonguing pre-feeding behaviors in preemies. The experimental groups exhibited pre-feeding behavior more typical of normal newborns, and thus fed more effectively.
- It was noted that when infants were matched for other factors, males were hospitalized longer, with slower improvement in maturation of sucking organization.

The intervention was also found to be effective in full term newborns with prenatal drug exposure. A new study of the behavioral state of full term normal newborns versus drug exposed infants, found that the latter have more active sleep and less time in an alert state. After ATVV, the drug exposed babies had normal behavior. This suggests that ATVV might help drug exposed babies modulate their behavior and be a useful intervention for them.

## 2011 SILENT AUCTION AND RAFFLE RESULTS

### NEARLY \$9,000 RAISED AT THE 2011 CONFERENCE

The 2011 WAPC Annual Conference was held April 10-12, at the Holiday Inn Hotel & Convention Center in Stevens Point. In addition to the silent auction, special fundraising efforts during the conference included a raffle and piggy-bank collection.

#### 12<sup>th</sup> ANNUAL SILENT AUCTION A SUCCESS

Thank you all silent auction donors! The 2011 auction was a success, as over \$6,600 was raised for the Perinatal Foundation, which represented a 17% increase from 2010. Thank you to Stephanie Filandrinos, who served as the Silent Auction Coordinator for 2011 and to Sarah Coyne for assistance on the day of the auction.



*Stephanie Filandrinos, 2011 Silent Auction Coordinator and Perinatal Foundation President, Carol Browning MD.*



*Conference participants place their bids.*



*Perinatal Foundation President, Carol Browning, MD, takes a closer look at one very popular item – the 2010 Green Bay Packers autographed football.*

#### RAFFLE SUCCESS CONTINUES!

Following the successes of the 2009 and 2010 raffles, 2011 proved the success continues to grow. The raffle was introduced at the 2009 WAPC Annual Conference as a new way to contribute to the Perinatal Foundation. This year, at the 2011 WAPC Annual Conference, the raffle was an even bigger success than last year, raising \$2,200 for the Perinatal Foundation. The prizes included an Amazon Kindle, a \$150 gift certificate to the Wisconsin Restaurant Association, and a \$150 Target gift card.



*Barb Wienholtz sells raffle tickets to conference goers.*

#### PIGGY BANKS

Each year during the WAPC Annual Conference, attendees bring back the loose change they collected over the past year and saved in their Perinatal Foundation piggy banks. The annual “emptying of the piggy banks” has become an entertaining ritual that serves as a reminder that the cute banks are a way to support the Perinatal Foundation, one day of pocket change at a time.



## 2012 SILENT AUCTION

It's not too early to start thinking about that special item to contribute to the 13<sup>th</sup> Annual Silent Auction, to be held Monday, April 16, 2012, at the Hotel Sierra in Green Bay. Please ask your employer, friends, and coworkers to donate. All contributions, monetary or product, are 100% tax-deductible. If you, or someone you know, is interested in donating or would like additional information, please download and complete the 2012 donation form at [http://www.perinatalweb.org/images/stories/2012\\_Annual\\_Conference/donor%20form%202012.pdf](http://www.perinatalweb.org/images/stories/2012_Annual_Conference/donor%20form%202012.pdf).



*Gift baskets are very popular at the silent auction, including the New Orleans themed "hurricane" gift basket.*

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## CONTRIBUTORS

The Perinatal Foundation recognizes with gratitude contributions received between February 1, 2011, and August 16, 2011. Many thanks to all donors for their support of our mission to improve the health of women, babies, and families.

### *Thank You for Your Support!*

#### **PARTNER LEVEL: \$1,000 - \$2,499**

WAPC Fox Valley Region  
*In honor of Dr. Howard Kidd*

#### **SUPPORTER LEVEL: \$250 - \$499**

Russell Kirby, PhD, MS, FACE  
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*Myrtle Bahm Leonard Memorial Scholarship*

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*Myrtle Bahm Leonard Memorial Scholarship*  
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*Myrtle Bahm Leonard Memorial Scholarship*  
Penny Wachowiak, RN  
Anne Weinfurter, RN  
Joseph Wilczynski, MD  
Debra Wolff, RN, BS

Please note that every effort has been made to provide an accurate report of donor names. If you have a question or correction, please contact Foundation staff at 608-417-6200.



*Sarah Coyne, JD*

### **STATE BAR HONORS DIRECTOR SARAH COYNE**

The State Bar of Wisconsin honored Perinatal Foundation Director, Sarah Coyne, JD, of Quarles and Brady, LLP with the Health Law Attorney of the Year Award. The award was presented at a reception hosted by the Wisconsin Supreme Court, the State Bar of Wisconsin, and the Wisconsin Law Foundation at the Kalahari Resort on June 9, 2011. Congratulations, Sarah!

## HOW YOU CAN SUPPORT THE PERINATAL FOUNDATION

Here are a few ways you can contribute to the Perinatal Foundation\*:

- **Donate online:** [www.perinatalweb.org](http://www.perinatalweb.org)
- **Make an annual gift by check or credit card:** This can be completed online or by phone or mail.
- **Honor a loved one with a commemorative gift:** This is a great way to honor a friend, colleague, or agency that went the extra mile for your family or patient.
- **Designate a gift to a special fund:** You can designate your gift to the Myrtle Bahm Leonard Memorial Scholarship fund or the Thomas A. Leonard, MD, Memorial Lecture fund.
- **Donate securities:** Donations of stocks, bonds, or shares in mutual funds benefit both the Foundation programs and the donor, as donors can receive immediate tax deductions and avoid capital gains taxes.
- **Plan ahead with an estate or other major gift:** You can make a bequest or deferred gift a part of your estate planning.
- **Join the Perinatal Society:** The society honors individuals who have made a commitment of support to the Foundation through a planned or "deferred" gift.

All donations are tax-deductible. The full amount of a gift is a charitable contribution to a 501(c)(3) organization.

\*To mail a donation, an envelope is provided in this newsletter.

*Thank you for your support!*



*The purpose of the Perinatal Foundation newsletter is to inform donors and friends of the work of the Foundation. The opinions and conclusions expressed in the articles are those of the authors and do not necessarily represent the positions of the Perinatal Foundation. Comments are encouraged and can be submitted to:*



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## Perinatal Foundation

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## **Perinatal Foundation**

*devoted to the birth of healthy families*



**OUR VISION** is to be the leading philanthropic organization promoting excellence in perinatal health care of women, babies, and families.

### **OUR MISSION:**

- Secure new resources and provide stewardship of the endowment fund.
- Conduct needs assessments, evaluate opportunities to make contributions to better perinatal health outcomes, and fund selected needs.
- Partner with the Wisconsin Association for Perinatal Care and other organizations who share our goal of improving perinatal health.
- Support dissemination of successful programmatic and educational models to advance perinatal health in the global community.