Perinatal Foundation

2010
ANNUAL REPORT
The Perinatal Foundation continued its focus on social marketing to Latino families about postpartum depression, known as the Madre, hay esperanza® initiative. Production of the Madre, hay esperanza® CD was one of the Foundation’s greatest accomplishments in 2010. The CD production spanned the course of two years and involved working with an advisory group made up of members of Madison’s Latina community and representatives from local social service agencies and hospitals. The CD, which is entirely in Spanish, includes a five-part soap opera or novela that is interspersed with music, messages of hope, and a self-screening tool for depression. The CD also includes a three-part testimonial from a Latina woman affected by postpartum depression, which reinforces the messages in the soap opera. Children’s musician Ken Lonnquist and consultant Veronica Lazo recorded songs for the CD. The CD also features music from local groups, MadiSalsa and Kali Kalor and a national group, Tiempo Libre.

In 2011, the Foundation will conduct a formal evaluation of the CD to determine if it increases awareness of postpartum depression in Latino families.
Dear Friends:

Assuring the best possible health outcomes for women, babies, and families is the most important thing the Perinatal Foundation does. We thank you for your financial support and trust in our mission. With your help, we are able to make an impact.

This report highlights programs that would not have been possible without your support. These include support for WAPC programs, the Madre, hay esperanza® postpartum depression initiative, the Myrtle Bahm Leonard scholarships, and the Thomas A. Leonard lectureship.

By leveraging its human and capital resources, the Foundation continued its commitment to educating consumers and providers about prenatal and postpartum depression by expanding the Madre, hay esperanza® initiative culminating with the production of the music and message CD in December. Further, the Foundation is expanding its programmatic focus to the role of fathers in children’s lives. Watch for communications about this focus in the months ahead.

The Foundation ended 2010 with a modest increase in net assets of over $116,000. The Board continued to manage its resources wisely by minimizing risk to the investment portfolio and controlling expenses. The major sources of fundraising income were direct appeals in newsletters and this report, the silent auction and raffle in conjunction with the annual conference of the Wisconsin Association for Perinatal Care, and sale of publications.

We invite your continued involvement in helping the Foundation realize its vision—the best possible health outcomes for women, babies, and families.

With sincere appreciation,

Carol A. Browning, MD
President
The Perinatal Foundation supports a variety of perinatal projects. These include a generous grant to the Wisconsin Association for Perinatal Care, Myrtle Bahm Leonard Memorial Scholarship grants, and the Thomas A. Leonard, MD, Memorial Lecture. The following features highlight the 2010 grants and programs.

Wisconsin Association for Perinatal Care (WAPC)

The Perinatal Foundation provided a generous grant of $160,000 to WAPC for programs and staffing. The inter-relationship of the Foundation and WAPC is synergistic. To understand the interrelationship, please click here to view a video illustrating the partnership. The Perinatal Foundation supported the following WAPC programs:

PeriData.Net®—In 2010, the Perinatal Foundation provided support for the very successful perinatal data platform, PeriData.Net®. It is used by 84 birth hospitals and includes data on over 92% of annual births in Wisconsin. The WAPC Perinatal Data Committee, chaired by Marianne Weiss, DNSc, RN, oversees the governance and operation of the platform. The Perinatal Data Committee’s major task was to assure a smooth transition to the State’s online vital records system. Because of the way the state system and PeriData.Net® interact, the committee made strategic decisions to assure that services to birth hospitals were uninterrupted. The migration to the State’s system occurred on New Year’s Eve and without major incidents.

Support for Fathers—WAPC collected information from expectant fathers about what others could do to help relieve some of the stress expectant fathers experience. Compiled from responses of expectant fathers across Wisconsin, this poster displays a list of ways friends, family, and community members can make an expectant father’s life less stressful. It is intended to be posted anywhere community members gather. It is used in private and public health settings, including clinics that serve military personnel and their families. To order a poster, click here.

Planning for a Healthy Future: Algorithm for Providers Caring for Women of Childbearing Age—The WAPC Preconception and Prenatal Care Committee developed this interactive tool for providers. The release of the algorithm represents a systematic progression of WAPC’s response to the needs of health care providers as they work to make preconception and interconception health care part of routine health care. Health care providers can use the algorithm to integrate preconception and interconception care into overall care and identify risk areas of which a woman may not be aware. Intended to put the life course approach to women’s health into action, the algorithm promotes the health of all women in their reproductive years and the health of their potential children. This tool is available for free download online. Click here to view or print the algorithm.
Wisconsin Association for Perinatal Care (WAPC) continued

The Newborn Withdrawal Toolkit—This compendium of educational materials is for health care providers of pregnant women undergoing methadone maintenance treatment (MMT) and parents of newborns experiencing neonatal abstinence syndrome (NAS). The WAPC Infant and Family Committee developed these tools, which are available for free download online.

Click on each publication to download the PDF:
- [Facts for Providers](#)
- [Your Pregnancy and Prescribed Treatments for Opioid Dependence](#)
- [Guide for Parents](#)
- [Important Resources](#)

WAPC Annual Statewide Perinatal Conference—At the core of WAPC’s vision statement, is the role of education to improve perinatal health outcomes of women, infants, and their families. WAPC’s premier educational event is its annual conference. In 2010, WAPC hosted its 40th conference on April 18-20 at the Kalahari Resort in Wisconsin Dells. Support from the Perinatal Foundation enabled WAPC to make the conference affordable and accessible to the perinatal workforce in all health settings. Over 320 people from public health agencies, hospitals, and clinics participated in the event.

The highlights of the conference included four plenary sessions, 20 group sessions, and two rapid-fire sessions—one neonatal and one obstetrical. The participants enthusiastically participated in the ever-popular Great Debate about contemporary perinatal issues.

Regional Forum Series—WAPC and its regional organizations hosted seven forums from September through October on the topic of “Caring for the Late Preterm Infant.” Thanks to the leadership of Paul Neary and the contributions of WAPC experts across the state, the curriculum responded to the needs of clinicians who care for the families affected by late preterm birth. Nearly 230 people participated in the forums, an increase of 25% from 2009. The majority of attendees reported their intent to change their practice based on the knowledge gained from the forums. The curriculum featured a case study with a videotaped interview with a mother who described her experience caring for her late preterm infant.

A special thank you goes to the forum speakers Janine Bamberger, Lynn Dahlen, Charlene Galston, Debra Gleisberg, Elizabeth Goetz, Teresa Johnson, Haresh Modi, Paul Neary, Mary Rolloff, Suzanne Toce, Penny Wachowiak, and Sarah Walder.
Myrtle Bahm Leonard Scholarship Program

The scholarship began in 1994 as a way to honor the legacy of Mrs. Leonard, one of the major benefactors of the Perinatal Foundation. Over the past 16 years, the Myrtle Bahm Leonard Memorial Scholarship Fund has provided nearly $167,000 for 41 college students and 57 children. The scholarships underwrite the cost of childcare expenses for students pursuing careers in health care.

The Perinatal Foundation makes awards to the University of Wisconsin-Eau Claire, University of Wisconsin-Milwaukee, and Madison College. The colleges then select students to receive the scholarships. All of the recipients have children in college-run childcare programs.

Students and their families benefit from the scholarships. Sarah Baird, a nursing student at Madison College, shared her gratitude. “Words cannot express how much I appreciate your generosity. Your gift has enabled me to go to school (and do well), without worrying about how I will pay for my son’s exceptional care. Thank you!”

Thomas A. Leonard, MD, Memorial Lecturer

The Perinatal Foundation supported Dr. Ellen Hodnett, RN, PhD, FACHS, Professor & Heather M. Reisman Chair in Perinatal Nursing Research, Lawrence S. Bloomberg Faculty of Nursing, University of Toronto, Toronto, Ontario, Canada, to present the 2010 Leonard lecture. Dr. Hodnett discussed “Evidence-Based Care: Challenges in Implementing Cochrane Reviews.” She examined some of the problems and pitfalls implementing evidence-based care in obstetrics. She addressed the question, “What has and has not worked?”

Cochrane Reviews are systematic reviews of healthcare interventions and are intended to help practitioners and patients make informed decisions about health care. The reviews are the most comprehensive, reliable, and relevant source of evidence on which to base these decisions. They represent the best available evidence, summarized with rigorous methodological standards and refereed by consumers, methodological experts, and clinicians.

Cochrane Reviews have limitations and may be difficult to implement. The results of the reviews are rarely clear-cut. This is especially true in pregnancy and childbirth studies: There are two patients with benefits for one and risks for the other.

Finally, Dr. Hodnett addressed knowledge translation strategies. In other words, how is information from Cochrane Reviews best disseminated to caregivers? Possible strategies studied by Cochrane Reviews include:

- Printed educational materials for patients and staff
- Continuing education workshops
- On-screen point-of-care reminders
- Local opinion leaders, respected by colleagues
- Complex tailored interventions
- Audit of medical records and feedback to staff
The Perinatal Foundation expresses sincere gratitude and appreciation to the generous donors who supported its work in 2010. Contributions enabled the Perinatal Foundation to support programs that lead to healthy outcomes for all mothers, babies, and families.

In addition to the monetary contributions listed below, the Perinatal Foundation would like to thank the directors, staff, and others who generously contributed to the success of two fundraising events—the Foundation’s silent auction and raffle on April 19, 2010. The silent auction raised over $5,600 and the raffle nearly $2,650 to support Foundation programs.

All efforts have been made to present an accurate and complete list of gifts received in 2010. However, if a correction is necessary, please contact the Foundation office and we will be sure it is addressed at the next possible opportunity.

**Sustainer ($2,500+)**
Carol A. Browning, MD  
*Myrtle Bahm Leonard Memorial Scholarship*

**Partner Level:**  
$1,000 – $2,499  
Sarah Coyne, JD & Colleagues  
at Quarles & Brady  
Susan Davidson, MD  
Joanne Selkurt & Brad Martin  
WAPC Fox Valley Region  
*In memory of Dr. Sipes*

**Provider Level:**  
$500 – $999  
Ann E. Conway, MS, MPA, RN  
Dennis Costakos, MD  
*Thomas A. Leonard Memorial Lecture  
In memory of his mother, Pauline Costakos  
In memory of Rev. Martin Luther King  
In honor of Dr. Raja Nandyal’s new grandchild*

Russell S. Kirby, PhD, MS, FACE  
Elizabeth Siitari, MD  
Chris Van Mullem, RNC, MS  
*In memory of Dennis Costakos’ mother, Pauline Costakos*

**Supporter Level:**  
$250 – $499  
Ed & Mary Jo Baisch, RN, PhD  
*In honor of the birth of Ryder David Legwand and in the memory of his grandfather, Frank Tibaudo*  
Charlene Galston, RNC, BSN, ME-PD, IBCLC  
*Myrtle Bahm Leonard Memorial Scholarship*

Daniel Gilman, DO  
*In memory of Phil Hamilton, MD*

Matt & Heather Hafeman, CPA  
Charlene & Kevin Halbert

**Advocate Level:**  
$100 – $249  
Nimmi K. Arora, LICSW  
*In honor of their grandchildren*

Janine Bamberger, MS, RD, CD  
*In honor of the birth of their first grandchild*

Fredrik F. Broekhuizen, MD  
*In honor of Arlene Mann*

Mary Bussey, MD  
Cheryl L. Canode, RNC  
*In memory of Patricia Weber, RN*

Timothy Chybowski, MD

**Joel & Geri Diemer**  
*In honor of their grandchildren*

Jeffery S. Garland, MD, SC  
Charles Hammond, MD  
Perry A. Henderson, MD  
R. Dale Hunsaker, MD  
*In memory of Anita Grand*

James Hynan  
*In honor of Dr. Michael T. Hynan*

Michael Hynan & Lauren Leslie Hynan  
*In memory of Ann Penrod & William Freeman, Ken Czisny, Sarah Adesso, Tommy Tompkins, Cathy Cowan, Barbara & Ralph Daniels, Dorothy & James McLaughlin, Marsha Leslie Jones, Peg & Wally Mudge, James F. Hynan, Ken & Mildred Lund, Barbara Daniels, Patty Crain, Gordon & Ann Rindt, Andrea Leslie, Frank Collins, and Norman Braaksma and in honor of Rosemary K. Hynan*

Glenn R. Krieg, CPA  
Jeffrey Lamont, MD, FAAP  
Susan Lanphier  
Cary Liebl & Rick Mueller  
*In honor of Nils Richard Mueller*

Rana Limbo, PhD, RN, PMHCNS-BC  
Ellen Martell, RN  
Dr. C.B. & Barbara Martin
Nancy C. Maynard  
Sue Miller, BSW  
Paul J. Neary, MD  
In memory of Joseph & Helen Neary  
Phillip L. Nielsen, MSW  
In memory of Dennis Costakos’ mother, Pauline Costakos  
Wilma & Ronald Olson, MD  
Myrtle Bahm Leonard Memorial Scholarship  
Pat & Kathryn Osborne  
Myrtle Bahm Leonard Memorial Scholarship  
Geoffrey R. Swain, MD  
Todd Reich, DDS & Community Dental, LLC  
Laurie B. Tellier, RN, MSN  
In memory of Judy Tellier  
Myrtle Bahm Leonard Memorial Scholarship  
Mark & Bonnie Teuteberg, RN  
Bill White & Kathie Nichols  
Dr. Robin Wright  
Mardelle K. Wuerger, RN, MS  
Myrtle Bahm Leonard Memorial Scholarship  
Friend Level: $1 - $99  
Richard Aronson, MD, MPH  
In memory of Ann Haney  
Carol Beyer, MSN  
Michele Burns, RNC  
Thomas A. Leonard, MD, Memorial Lecture  
Cari Buss, BSN, RN, CLC  
Christine Day, RN, BSN  
Geraldine Diemer, RN, PhD  
Darre Druschke, RNC  
Sandy Dykstra  
Julie Gale, RNC  
In memory of Blake Dyess  
Charlene Galston, RNC, BSN, ME-PD, IBCLC  
Jeffery Garland, MD, SC  
Dr. Laurie Glass  
In honor of the NICU Nurses at St. Joseph’s Hospital, Milwaukee  
Debra Gleisberg, BSN, RNC, LCCE  
Daniel J. Hynan  
Robert Jaeger, MD  
Tori Johnson, RN  
In honor of Emma Keller  
Cindi Jungwirth, RNC, MSN  
Emmy G. Kapusinski, RNC, MS  
Kathleen Kett, MSN, CNM  
In memory of Dorothy Macha  
Myrtle Bahm Leonard Memorial Scholarship  
Lynn Klemmer, RNC-OB, MMC  
In memory of Helen Hendrick  
Myrtle Bahm Leonard Memorial Scholarship  
Pamela Kling, MD  
Bao Lammy  
Thomas A. Leonard, MD, Memorial Lecture  
Dennis & Ann Matz  
Carmen McDonald, RN  
Myrtle Bahm Leonard Memorial Scholarship  
Janice McIntosh, BSN, RNC-OB, C,EFM  
Raja Nandyal, MD  
In memory of Sadhana Nandyal  
Bradley Nommensen  
In honor of Jonah and Jenny Krauklis  
Rosemary Monaco, RNC, MN  
Cathy Obermeier, RN, A.D.N.  
Jill Paradowski, RN, MS  
Tania Riske  
Myrtle Bahm Leonard Memorial Scholarship  
Debra Schmidt, RN, BSN  
Walter R. Schwartz, MD  
Sarah Staszak  
Lee & Kathy Stromberg, BSN, RNC  
Lillie Sullivan, RN, BC  
Jane Taufner, RN  
Mary Margaret Thomas, RN  
Vicki Truscott-Tridle, BA, CSW  
In memory of Norman & Gladys Sainty  
Myrtle Bahm Leonard Memorial Scholarship  
Marilyn Vandeberg, R.N.  
Myrtle Bahm Leonard Memorial Scholarship  
Barbara Wienholtz  
Myrtle Bahm Leonard Memorial Scholarship  
Debra Wolff, RN  
In memory of Maggie Anne Groezinger

Members of Perinatal Society

Established in 2004, the Perinatal Society recognizes individuals who have made a commitment of support to the organization through a planned or “deferred” gift. The following are distinguished members of the Perinatal Society:

Carol A. Browning, MD  
Dana Frank  
Charles Hammond, MD  
Perry A. Henderson, MD  
Renata Laxova, MD, PhD  
Laurie B. Tellier, RN, MSN  
Peggy Zimdars

If you would like to help support the Perinatal Foundation’s mission to improve the health of mothers, babies, and families, you can donate online by clicking here or contact the Foundation office at (608) 417-6200.

The Perinatal Foundation welcomes gifts in any amount by cash, check, or credit card, and encourages donors to consider planned giving options as well. The Perinatal Foundation appreciates your support and pledges to use its resources as effectively as possible to provide future generations with the best possible start in life.

Please contact Ann Conway (conway@perinatalweb.org) about other ways to support the work of the Perinatal Foundation through securities, such as stocks, mutual funds, and planned giving, such as estate planning, bequests, retirement planning, life insurance policies, etc.

Thank you!
2010 Board of Directors

President:
Carol A. Browning, MD
Neonatologist (retired) (2013*)
Bayside

Vice President:
Chris Van Mullem, RNC, MS
Clinical Nurse Specialist (2011*)
Aurora Sinai Medical Center
Milwaukee

Secretary:
Sarah Coyne, JD
Partner/Health Law Group (2011*)
Quarles & Brady, LLP
Madison

Treasurer:
Glenn R. Krieg, CPA
Chief Financial Officer (2011*)
Morgan Murphy Media
Madison

Nominating Committee:
Timothy J. Chybowski, MD
Pediatrician & Clinical Professor (2012*)
UW Health & UW School of Medicine and Public Health
Madison

WAPC Representative:
Charlene Galston, RNC, BSN, ME-PD, IBCLC
Staff Nurse-Obstetrics & Outreach (2011*)
Black River Falls Memorial Hospital
Black River Falls

Directors:
Susan Davidson, MD
Obstetrics/Maternal-Fetal Medicine-Perinatology (2012*)
Dean Medical Center/St. Mary’s Hospital
Madison

Ann Ebert, PharmD
Perinatal Clinical Pharmacy Specialist (2013*)
Meriter Hospital
Madison

Heather K. Hafeman, CPA
Partner (2013*)
Strohm Ballweg, LLP
Madison

Russell S. Kirby, PhD, MS, FACE
Professor and Marrell Endowed Chair (2012*)
Department of Community & Family Health
University of South Florida, College of Public Health
Tampa, FL

Phillip Nielsen, MSW
Perinatal/Pediatric Social Worker (2012*)
Franciscan Skemp Healthcare/Mayo Health System
La Crosse

Michael Pritzkow
Branch Manager (2013*)
Robert W. Baird & Company
Madison

* Denotes the year the director’s term expires.

Perinatal Foundation Staff:
Ann E. Conway, MS, MPA, RN
Executive Director
Eva Fassbinder Brummel, MPH
Barbara Wienholtz, AD
Statement of Income and Expenses
January 1 - December 31, 2010

Revenue

<table>
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<tr>
<th>Description</th>
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<tr>
<td>Contributions</td>
<td>$29,815</td>
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<td>Publications</td>
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<td>Investment Income</td>
<td>$303,228</td>
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<td>Donated Services</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>$337,471</strong></td>
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Expenses

Program Services:

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<td>Grants and Awards*</td>
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<td>Perinatal Health Education**</td>
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<td><strong>Total Program Services</strong></td>
<td><strong>$164,983</strong></td>
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Supporting Services:

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<td>Management and General</td>
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<td>Fundraising</td>
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<td><strong>Total Supporting Services</strong></td>
<td><strong>$56,007</strong></td>
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**Total Expenses** $220,990

Change in Unrestricted Net Assets $116,481

Net Assets, Unrestricted, Beginning $3,120,852

Net Assets, Unrestricted, Ending $3,237,333

*Includes Myrtle Bahm Leonard Memorial Scholarship & Thomas A. Leonard, MD, Memorial Lecture.

**The annual contribution to the Wisconsin Association for Perinatal Care (WAPC) is based on the terms of the Memorandum of Understanding signed December 30, 2002. In 2010, it included an unrestricted grant of $80,000 and support for staff salaries of $80,000.

It is the long-standing policy of the Perinatal Foundation to grow assets through professionally managed investment practices. The Foundation Finance Committee oversees the investments and assures adherence to its policies. The Foundation Board is involved in all major financial decisions. The ratio of functional expenses for 2010 is 75% to program, 18% to general and administrative, and 7% to fundraising. An audited copy of the financial statement prepared by SVA Certified Public Accountants, S.C., is available from the Perinatal Foundation staff.