

Child Health Advocacy

Keeping our Kids Healthy and Safe

While taking care of the patients under its roof is paramount, American Family Children's Hospital's commitment to Child Health Advocacy – keeping all kids healthy and safe – is also a cornerstone of its mission. Our vision is to improve the health status and well-being of Wisconsin's children through community partnerships.

What is advocacy? It simply means speaking up for a cause you believe in. And Child Health Advocacy is simply “mobilizing all of our community partners to champion on behalf of children's health and well-being – the very foundation of our community.” says Nan Peterson, MS, RN, Child Health Advocacy Director.

We need your support for community and school programs that promote the health and safety for all of Wisconsin's children. Please consider an annual gift or an endowment to ensure sustainability of these programs and services.

Key components of American Family Children's Hospital's commitment to Child Health Advocacy include:

- **Injury Prevention:** We work diligently to prevent unintentional injuries – the leading cause of death among children. Through programs such as our Safe Kids Coalition, Kohl's Safety Center and the AAA Child Passenger Safety Program, we collaborate with community partners to provide families with the tools and information they need to keep their kids safe.
- **Obesity Prevention:** We support healthy lifestyles for kids by encouraging physical activity and healthy eating both in school and at home.
- **Oral Health:** Our Ronald McDonald Care Mobile provides school-based, preventive and restorative dental care to children who lack access to routine dental care in partnership with the school system, Public Health, Ronald McDonald House of Madison and Access Community Health Centers.
- **Child Abuse Prevention and Treatment:** We provide comprehensive clinical services to abused children and collaborate with community partners to offer education and outreach in the prevention of child abuse.
- **Early Literacy:** We prepare children to succeed in school through our “Reach Out and Read Program”. At each well-child visit, UW Health pediatricians discuss with parents the importance of reading to their child and making books part of their daily routine.
- **Schools:** We support all of Wisconsin's school nurses with training and education on pediatric health care and evidence-based practice to improve the health status and academic performance of students with chronic conditions, such as asthma and diabetes.
- **Legislative Advocacy:** We support public policy initiatives to benefit the children of the state through participation in legislative advocacy. Wisconsin's mandatory booster seat law is just one example of these efforts.



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REACHING HIGHER FOR THE AMERICAN FAMILY CHILDREN'S HOSPITAL