



KANSAS
MATERNAL &
CHILD HEALTH

Kansas Maternal and Child Health Council

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**Welcoming Kansas Babies – P/I
Project**

July 15th, 2026

Welcoming Kansas Babies Objective:

Leverage the universal reach of newborn screening to pilot a family-centered outreach approach, using welcoming messaging and a centralized resource hub, to increase awareness and connection to maternal and child health programs during the postpartum period.

Project Overview

1. Build the resource
 - Developing the resource hub became the foundation for everything else
2. Build the outreach
 - At the same time, we designed the postcard with three priorities:
 - Welcoming
 - Educational
 - Privacy-conscious
3. Build the workflow
 - Integrated workflow into existing program operations, allowing us to pilot without creating a significant new staffing burden
4. Plan for sustainability
 - Designed it from the beginning so we could evaluate it, demonstrate value, and make a case for expansion



Welcoming Kansas Babies

Congratulations on the arrival of your little one! The Welcoming Babies Initiative is here to support you and your family as you begin this incredible journey. Whether you're a new family or adding to your growing family, we know this time can be full of excitement, questions, and challenges. That's why we've created a central hub of resources designed to provide information and support for you and your family.

[Postpartum Resources](#)[Safety and Prevention](#)[Child Care and Early Education](#)[Health and Nutrition](#)[Health After and Between Pregnancies](#)[Ways to Get Involved](#)[Additional Resources](#)

Postpartum Resources (Post-Pregnancy)

National Maternal Mental Health Hotline

Pregnant or just had a baby? The National Maternal Mental Health Hotline is free, confidential, and here to help, 24/7. You're not alone. 1-833-TLC-MAMA (1-833-852-6262)

[Website Link: National Maternal Mental Health Hotline](#)

Postpartum Support International (PSI)

Studies show that 1 in 5 moms may experience perinatal depression or anxiety while one in ten dads experience postpartum depression, with 5-



Women, Infants & Children (WIC)

WIC is a free nutrition program that helps pregnant women, new moms, infants and children up to age 5 with supplemental foods, breastfeeding support and access to nutrition education. WIC offices are located throughout the state.

[Website Link: Women, Infants & Children \(WIC\)](#)

KanCare

KanCare ensures that pregnant women and families with children receive the preventative services and screening they need and provide ongoing support with managing chronic conditions.

[Website Link: KanCare](#)

Home Visiting

Kansas Home Visiting is free & flexible! Home Visiting programs are as unique as the families they serve. All Kansas families with pregnant mothers and/or with children ages birth to five years, can participate in our programs.

[Website Link: Home Visiting](#)

CDC Hear Her Campaign

A person knows their body best. Listening and acting upon concerns during or after pregnancy could save a life. Learn more about the Urgent Maternal Warning Signs and what to do.

[Website Link: CDC Hear Her Campaign](#)

4th Trimester Project

Resources and support helpful in successfully transitioning through the postpartum period and into a new identity and life as a mother.

[Website Link: 4th Trimester Project](#)

Reproductive Health and Family Planning

The Reproductive Health and Family Planning program assist individuals and couples in planning the number and spacing of their children and providing preventive health services to be as healthy as possible. Services provided are voluntary, confidential, and provided on a sliding fee scale.

[Website Link: Reproductive Health and Family Planning](#)

Safeline

SafeLine Kansas is a 24/7, free and confidential support line for Kansans experiencing sexual or domestic violence. This line will connect you with trained professionals who can help you take the next step toward safety and healing. 1-888-363-2287 or text SAFF to 847411.

Welcoming Kansas Babies Postcard

Congratulations

on the birth of your baby from the Kansas Newborn Screening Program. For questions about the results, please contact your baby's doctor.

As you navigate this exciting time, we've compiled resources and information that may be useful for you and your family.



Scan for more information or visit: nbss.ks.gov/information-for-families/welcoming-babies

Trackable QR code for analytics



Sponsored by the Children's Miracle Network

1000 SW Jackson, Suite 220
Topeka, KS 66612-1274

Congratulations

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Welcoming Kansas Babies Business Card



Welcoming Kansas Babies

This card was developed for new and growing families. We hope that you will find the resources and information valuable to you and your family as you navigate this exciting time. Scan the QR code on the front or visit the web address below to access:

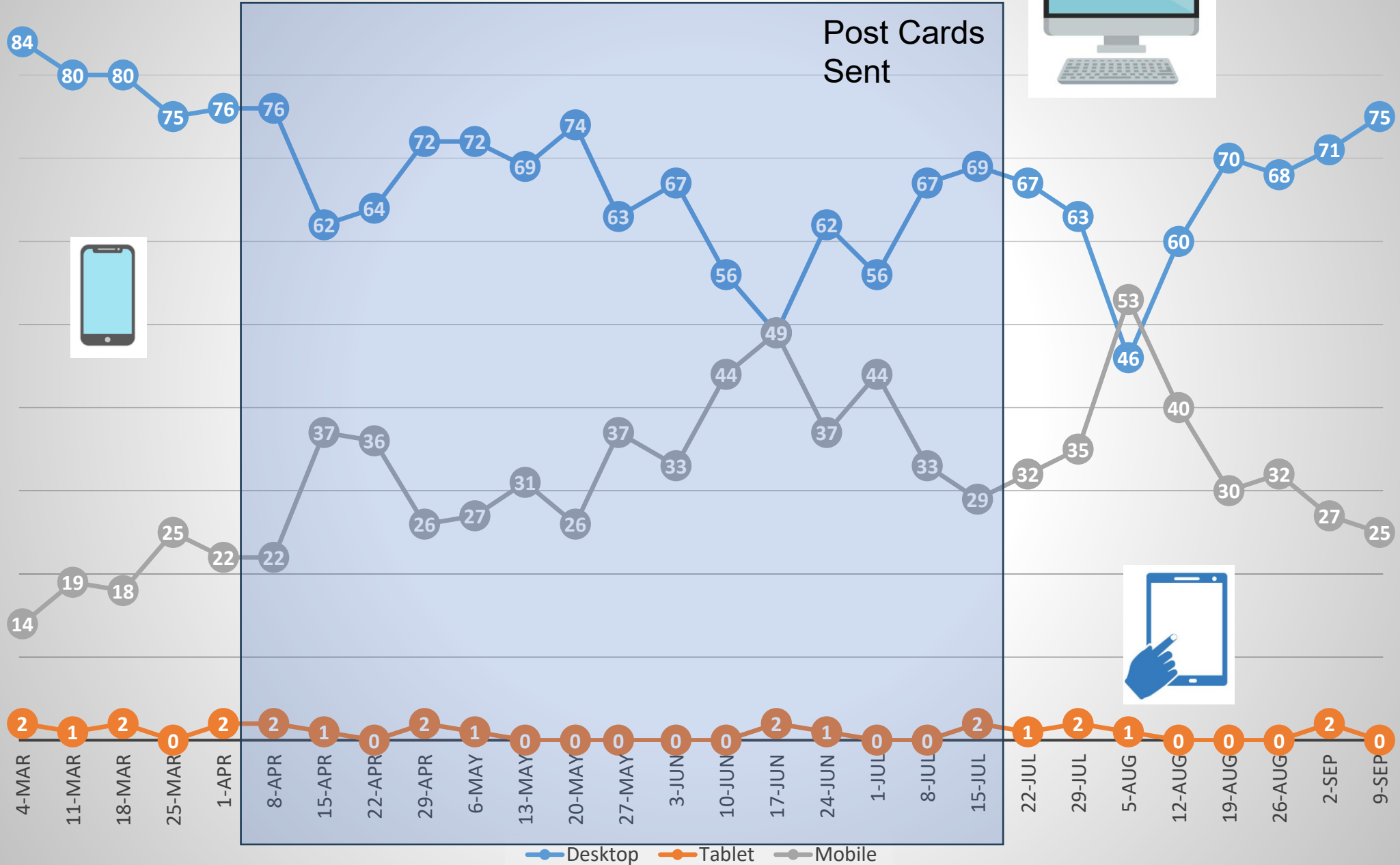
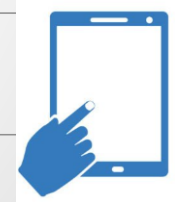
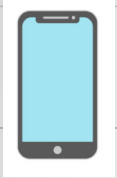
nbss.ks.gov/information-for-families/welcoming-babies/

For more information or to order additional copies of this card,
email: kdhe.newbornscreening@ks.gov

Device Breakdown (Percentage of Users)

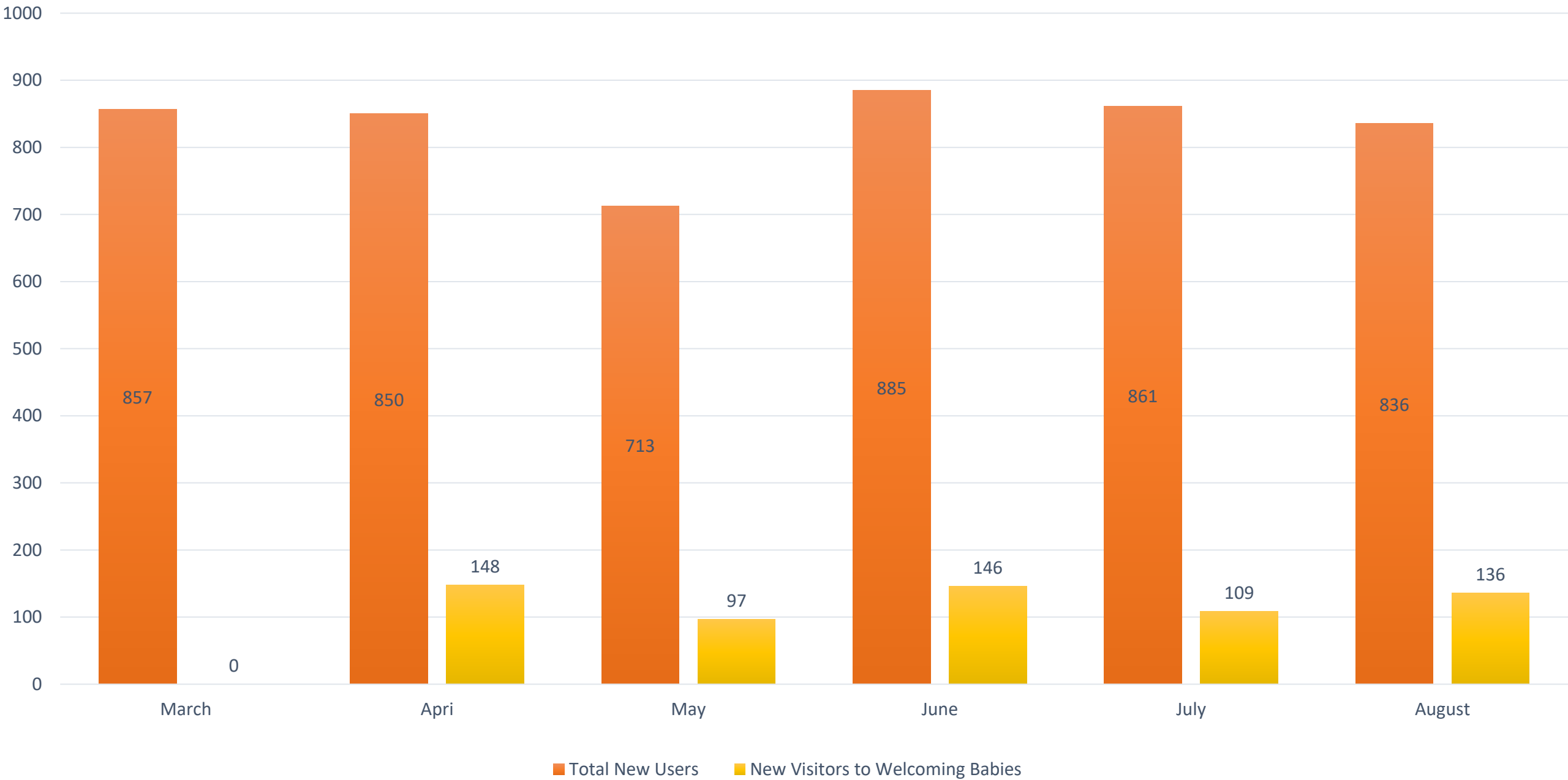


Post Cards Sent



● Desktop ● Tablet ● Mobile

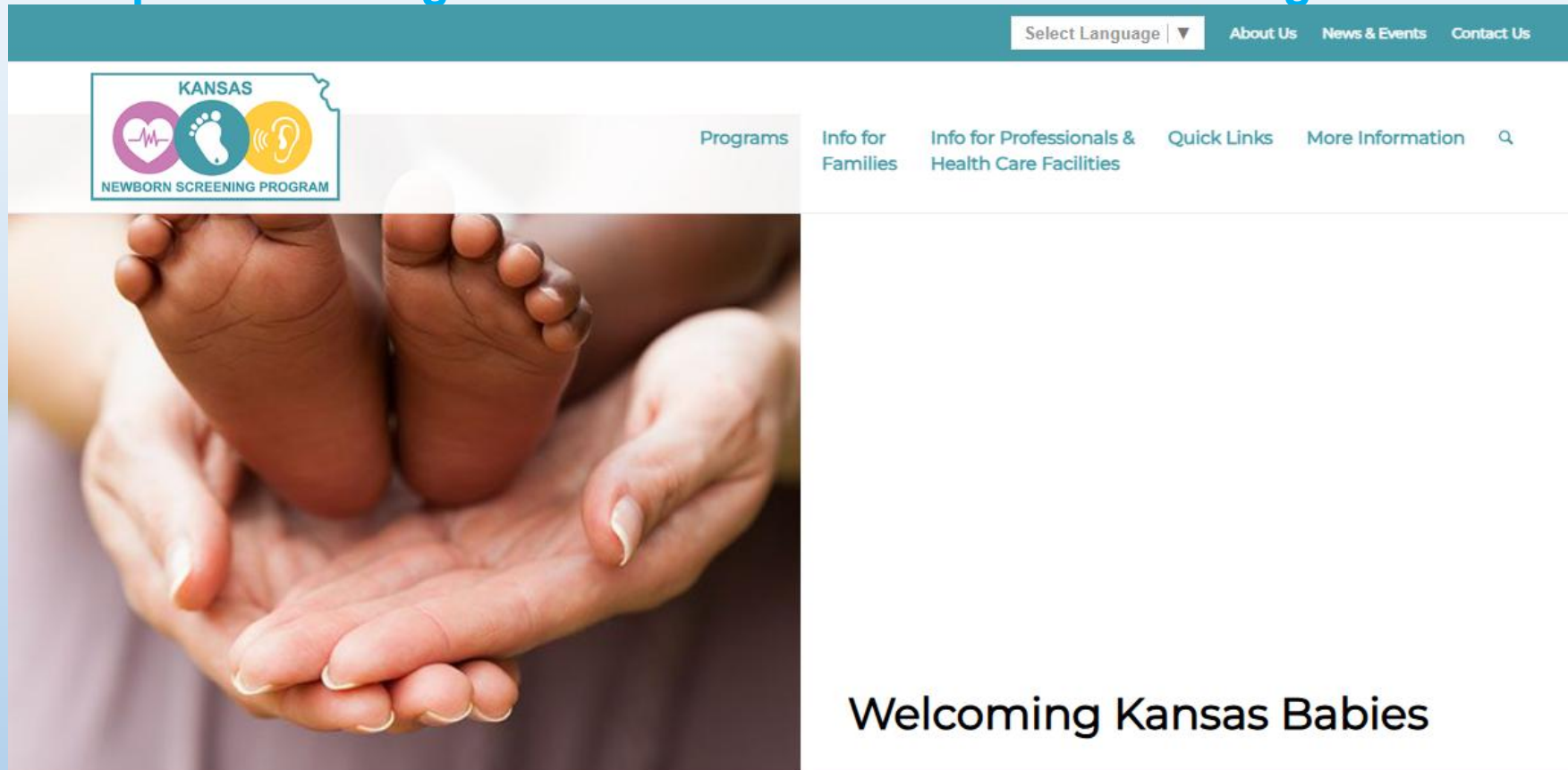
Newborn Screening Website (Monthly)



#1 Visited Page

(other than the landing page)

<https://nbss.ks.gov/information-for-families/welcoming-babies-2/>



The screenshot shows the top portion of a website. At the top right, there is a teal navigation bar with a 'Select Language' dropdown menu and links for 'About Us', 'News & Events', and 'Contact Us'. Below this is a white header area containing the 'KANSAS NEWBORN SCREENING PROGRAM' logo on the left, which features icons for a heart, a footprint, and an ear. To the right of the logo are navigation links: 'Programs', 'Info for Families', 'Info for Professionals & Health Care Facilities', 'Quick Links', and 'More Information' with a search icon. The main content area features a large photograph of a person's hands gently holding a baby's feet. Below the photo, the heading 'Welcoming Kansas Babies' is displayed in a large, dark font.

Congratulations on the arrival of your little one! The Welcoming Babies Initiative is here to support you and your family as you begin this incredible journey. Whether you're a new family or adding to your growing family, we know this time can be full of excitement, questions, and challenges. That's why we've created a central hub of resources designed to provide information and support for you and your family.



Sustaining and Scaling the Initiative

- Purchased 8k additional postcards with support of Children’s Miracle Network
- Batches are being mailed intermittently as workloads allow
- Exploring expansion to full birthing population ~ 37,500 annually
 - Largest cost of initiative – postage
- Sustainability
 - Exploring opportunities to partner with the State Treasurer’s Office
 - Leverage NBS platform for dissemination of information

From Ideas to Action: Questions to Identify the Right Project

Rather than asking “what project should we do?”, start by asking questions that uncover opportunity.

Start with the need:

- What problem are we trying to solve?
- Who is most impacted?
- Where are the gaps or missed opportunities?

Look for existing momentum:

- Who is already doing this work?
- What are their priorities this year?
- How can the workgroup strengthen or expand their efforts?

Setting the Project Up for Success

Time is one of a workgroup's most limited resources.

Ask:

- Who will champion this work between meetings?
- Does the project fit within the workgroup's time and capacity?
- Can the work be integrated into existing work or organizational priorities?
- Who will sustain the effort after the workgroup's role concludes?

Designing for Meaningful Impact

Think beyond what you're creating and focus on the difference it will make.

Ask:

- What value will this project create?
- Does it address a meaningful need or opportunity?
- Who will benefit, and how?
- How will we know we're making progress?
- What indicators can we measure today, recognizing that meaningful outcomes may take years to emerge?

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Domain Workgroups

Expectations for Domain Work Groups

Stay present and participate actively.

Invite everyone into the conversation. Take turns talking.

ALL feedback is valid. There are no right or wrong answers.

Value and respect different perspectives (providers, families, agencies, etc.).

Be relevant. Stay on topic.

Allow facilitator to move through discussion questions.

Avoid repeating previous remarks.

Disagree with ideas, not people. Build on each other's ideas.

Capture "side" topics and concerns; set aside for discussion and resolution at a later time.

Reach closure and summarize conclusions or action steps for small group reports.

Expectations for Domain Work Groups

Actively listen.

Be Part of the
Conversation.
Speak your mind.

Share the Workload.
Volunteer for Action
Steps.

Set action steps and team
roles in the remaining 5
minutes of the discussion.

Work Group Questions

1. What were the most critical takeaways from today's presentations?
2. Summarize your workgroup's progress on your Special Project since the last meeting.
3. Update your action plan with action steps and identify work group members responsible for tasks.

Work Group Projects

Women/Maternal: Develop a universal, consistent prenatal risk assessment form that includes clinical and social determinants of health data.

Perinatal/Infant: Welcome postcard for all Kansas babies.

Children: Help parents and caregivers access resources to address their child's behavioral health needs.

Adolescents: Improve civic engagement for adolescents.

YOUR FACILITATORS



WOMEN/MATERNAL

Britne Nasser | Women
Maternal Health
Consultant

KDHE Bureau of Family
Health



PERINATAL & INFANT

Jennifer Miller | State
Maternal Child &
Health Director

KDHE Bureau of
Family Health



CHILDREN

Ali Braun | Family
Systems Consultant

KDHE Bureau of
Family Health



ADOLESCENT

Jason Geslois | Senior
Epidemiologist

KDHE Bureau of
Family Health

WORK GROUP ASSIGNMENTS

Women/Maternal

Anton Room

Facilitator: Britney Nasseri

Recorder: XXXXX

Antje	Anji
Pearl	Avari
Tisha	Coleman
Mariah	Chrans
Andra	Doyle-Tadlock
Patricia	Fox
Lisa	Frey Blume
Sapphire	Garcia
Shalae	Harris
Stephanie	Jerguson
Jamie	Kim
Karly	Lauer
Patricia	McNamar
Oluwakemi	Onyenagubo
Lisa	Shoop
Christy	Smith
Kristi	Weaver
Alice	Weingartner
Rachele	Wray
Kendra	Wyatt

Perinatal/Infant

Hughes Room

Facilitator: XXXX

Recorder: Michelle Black

Carrie	Akin
Deborah	Alliston
Kourtney	Bettinger
Heather	Braum
Stacy	Clarke
Drew	Duncan
Stephen	Fawcett
Kelsee	Fout
Katie	Givens
Kelly	Hayes
Sarah	Hinton
Sara	Hortenstine
Jacquie	Lightcap
Susan	Pence
Zachary	Ray
Cari	Schmidt
Katie	Schoenhoff
Christy	Schunn
Tara	Wells

Children

Perkins Room

Facilitator: Cora Ungerer

Recorder: XXXXX

Jennifer	Brunning
Linda	Buchheister
Stephanie	Coleman
Amy	Dean-Campmire
Vanessa	Eberle
Derik	Flerlage
Kaitlin	Johnson
Julie	Laverack
Andres	Mata
Cherie	Sage
Melissa	Schoenberger
Heather	Schrotberger
Christi	Smith
Peter	Stoepker
Madeline	Wegner
Elizabeth	Whitson

Adolescent

Marvin A

Facilitator: Jason Geslois

Recorder: Holly Frye

Decarlo	Brady
Lisa	Chaney
Geno	Fernandez
Cory	Gibson
Kirstianna	Guerrero
Afsheen	Hasan
Kari	Harris
Elaine	Johannes
Steve	Lauer
Sookyung	Shin
Melissa	Valenza
Natalie	Watkins
Donna	Yadrich
Kaoutar	Yartaoui
Daina	Zolck

Enjoy Your Lunch!

SEE YOU BACK SOON IN BREAKOUTS



Welcome Back

TIME FOR REPORT OUTS



DOMAIN WORKGROUP REPORT OUT

WOMEN/MATERNAL

Develop a Universal and Consistent Prenatal Risk Assessment Form that Includes Clinical and Social Determinants of Health Data



PERINATAL/INFANT

Welcome Postcard for all Kansas Babies



CHILDREN

Help Parents and Caregivers Access Resources to
Address their Child's Behavioral Health Needs



ADOLESCENT

Improve Civic Engagement for Adolescents



Member Announcements

THE FLOOR IS YOURS!



We Want Your Feedback!



Scan the QR Code
for Evaluation

Leave Your
Name Tags with
Reception



KANSAS
MATERNAL &
CHILD HEALTH

Next Meeting Dates

September 16th, 2026

10:00am – 2:00pm

Topeka Shawnee Public Library

January 20th, 2027

9:00am – 12:00pm

Virtual

April 14th, 2027

10:00am – 2:00pm

Topeka Shawnee Public Library

Contact information

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Department of Health
and Environment

kdhe.ks.gov