

The **Primary Promise** Campaign

Building the Nation's Model Health System for Children

The Healthy Kids Program

PROJECT OBJECTIVE: Address emerging health needs

What if... you could ensure every child has a chance to live a healthy life?

THE SITUATION

Research shows that health outcomes for children are deeply impacted by factors *outside* healthcare, including housing instability, racism, functional illiteracy, food instability, and more. In fact, from the east to the west side of Salt Lake City, there's a 10-year difference in life expectancy due to environmental factors. ZIP code is also a powerful predictor of a child being hospitalized, requiring an ER visit, or developing chronic health problems.

THE CRITICAL NEED

Utah's rankings in child health insurance coverage (8% are uninsured) and education (59% of 4th graders cannot read proficiently) suggest that too many of the state's youth will not have the opportunity to live their healthiest lives.

To rewrite the future health of Utah's children, healthcare cannot be confined to hospitals and clinic buildings. It must start upstream, in the homes and communities of our future patients.

THE PROMISE: Unleashing Every Child's Potential

The Primary Promise Campaign will expand the Healthy Kids Program using a wide range of prevention initiatives, including:

- **Nurse-Family Partnership** matches at-risk, first-time mothers with a visiting nurse who provides support during the pregnancy and the first two years of the child's life, reducing the risk of infant mortality, child abuse, and poor health outcomes. We will expand this program, providing more

first-time mothers in Weber County and throughout the state the opportunity to be matched with a visiting nurse.

- **Screening for adverse childhood experiences** identifies children who could benefit from treatment programs. We will establish statewide screening to identify children who have experienced adversity and trauma, and connect them to evidence-based treatments, dramatically reducing their risk of chronic health problems, mental illness, and substance abuse in adulthood.
- **Hold On To Dear Life** reduces childhood injuries by educating families on key safety topics and providing free lifesaving gear such as helmets and car seats. We will expand programming statewide by implementing a car seat program at all Intermountain birthing hospitals and providing educational resources at all Intermountain primary care clinics.

- **Reach Out and Read** supports language development and builds nurturing relationships between parents and children. We will expand the Reach Out and Read program to all Intermountain pediatric care offices across the state, touching the lives of 75,000 children annually.

HELP US KEEP THE PROMISE

A child's health is powerfully determined by his or her environment, and the effect is lifelong. That's why we must reach beyond hospital walls to create communities that keep children healthy, happy, and safe. The work done today by the Healthy Kids Program will pay off in a healthier future for untold numbers of children across the Intermountain West.

The Primary Promise Campaign seeks philanthropic support to strengthen and expand the Intermountain Healthy Kids Program. Through this commitment, donors have an opportunity to unleash a child's true potential and make an indelible mark on his or her community, today and for generations to come.

