

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Orange County Chapter

The Hub for Children's Health in Orange County

ANNUAL REPORT 2018-2019





Our mission

To achieve optimal health for all Orange County children by promoting pediatric excellence.

Our vision

Children living in Orange County have optimal health and well-being and are valued by society. Chapter members practice the highest quality health care and experience professional satisfaction.



Jamie McDonald and Eric Ball, MD

A letter from our leaders

We are thrilled to share with you our very first annual report for the American Academy of Pediatrics – Orange County Chapter. Over the last four years, our chapter has steadily grown to serve as the premier hub for solutions to emerging pediatric health issues impacting our entire community. For this, we have all of you to thank for your dedication, support and service.

This has been an incredible year for AAP-OC. We have a strong and consistent membership, with active engaged members from medical students to emeritus. We led over 15 events and meetings, networking and problem solving with over 500 pediatricians and pediatric professionals. Our members earned over 40 hours of Continuing Medical Education hours working to achieve our mission of promoting pediatric excellence. Our members met with local and statewide legislators and attended AAP events throughout the country, sharing local best practices and bringing new ideas back to Orange County.

This year, we launched our first annual giving program increasing philanthropic support so that we can continue to serve thousands of children and their families through our extensive network. In addition to membership activities, AAP-OC programs and services supported by charitable donations help to advance optimal childhood health indicators in early literacy, food insecurity, mental health, developmental screening, school health, injury and violence prevention, and immunization.

As you read through this annual report, we hope that you will take pride, as we do, in all that you have helped to make possible. Together we are making a difference in health and well-being of thousands of children and their families each year.

Warm regards,

Eric Ball, MD
President, Board of Directors (2017-2019)

Jamie S. McDonald, MPH, MCHES
Executive Director

Education Impact



The pediatricians of Orange County are the “experts” our community turns to when it comes to understanding and solving the health issues affecting Orange County’s children and their families. AAP-OC provides opportunities for continuing education, maintaining the highest level of expertise for our pediatrician members. AAP-OC provides more continuing medical education for its members than any other AAP chapter in the nation, consistently bringing exceptional renowned speakers to the region to explore topics that are the most important and relevant to the practicing pediatrician. This is most notable in our annual “Current Advances in Pediatrics” conference, which celebrated its 35th anniversary in 2018. Pediatricians travel from all over the country to network and learn about new advances in care at this event each year.

Educational conferences provided by the chapter engage and connect our pediatricians to other child health professionals and the greater wellbeing community, allowing for collaboration and building a network of resources. The “Early Infant Nutrition Conference” held in September 2018 provided an opportunity for over 20 staff from community partner MOMS-OC to attend at a reduced rate. The “Learning Disabilities Conference” in October 2018 engaged pediatricians, as well as speech and language pathologists, school psychologists, and other educational specialists for cross-sector collaboration on best practices to better serve children with learning disabilities.

In April 2019, we focused on continuing the cross-sector collaborations bringing together 400 pediatricians and interdisciplinary professionals at the Saddleback Church in Anaheim for the “Trauma Informed Care Conference.” The first and current Surgeon General for the State of California, Nadine Burke Harris, MD served as the conference keynote speaker. Dr. Eric Ball and AAP-OC successfully partnered with the CHOC Children’s pediatric mental health education forum series and leveraged the Rome CATCH Visiting Professorship into a 2-day series of events that included Dr. Burke Harris visiting with UCI- CHOC pediatric residents and medical students, both within the clinics at CHOC and also at a special dinner meet-and-greet event. Not only did the conference surpass expectations, it also provided the impetus and forward momentum to continue the discussion of trauma informed care in pediatric practice so pediatricians can better serve all of their patients.



Nadine Burke Harris, MD delivers keynote address at Trauma Informed Care Conference.



Trauma Informed Care Conference Meet-and-Greet.

Educational conferences provided by the chapter engage and connect our pediatricians to other child health professionals and the greater wellbeing community, allowing for collaboration and building a network of resources.

Physician of the Year Mike Weiss, DO



Michael Weiss, DO and Eric Ball, MD

“Dr. Weiss has been a great friend and mentor to me and to many others, training and inspiring a generation of pediatrician leaders. I learn something from him every time we interact. Because of him, I am a better pediatrician, a better leader, and a better person.”

*- Eric Ball, MD,
Southern Orange County
Pediatric Associates,
AAP-OC Board President*

Over 20 years ago, Dr. Michael Weiss noticed alarming increases in cases of childhood obesity in his private practice with Southern Orange County Pediatric Associates. He found that many of his patients, especially those in less affluent neighborhoods, weren't physically active and were eating a lot of junk food. Working with physical fitness experts and nutritionists, Dr. Weiss set about tackling this problem by developing a program for youth that made exercise and healthy eating fun. With support from an AAP CATCH grant, that program became PE4ME, a free school-based fitness and nutrition intervention program.

“Kids aren't going to exercise and eat right if it's not fun,” said Dr. Weiss. “With PE4ME, we make it fun for kids to be active and eat healthy.”

With significant results of reducing obesity in the schools that piloted PE4ME, Dr. Weiss was awarded \$3 million in additional funding to expand the program and implement throughout Orange County. Now part of all local school curriculums, Healthy for Life/PE4ME continues to help students successfully lower their weight to normal levels and promotes proper nutrition and lifestyle habits among families.

Dr. Weiss credits his colleagues in AAP-OC for challenging him to not only develop PE4ME but to continue to make a difference throughout his career. Participation in AAP-OC has allowed Dr. Weiss to identify and better understand health problems within the community and to work together to collectively address the issues. The many relationships Dr. Weiss has built and the connections he has made over his 30 years as an AAP-OC member has been one of the most rewarding aspects of being part of this pediatric community.

“The relationships are amazing both locally and beyond,” shared Dr. Weiss. “With AAP, I feel I have a voice in policy and in trying to make a difference here, in Sacramento and at the national level.”

Dr. Weiss had served in numerous AAP leadership roles over the years including Chapter President, Chair of the Committee on Fitness and Nutrition and State Government Affairs Representative. Throughout he has enjoyed working collaboratively to build a community of pediatricians that are aligned with a mission and vision to treat children first and not as afterthoughts in the system of adult care. AAP-OC has provided Dr. Weiss with a vehicle to connect with national leaders, field experts and mentors, enriching his ability to better serve the children and families in Orange County.

Dr. Weiss currently serves as the Vice President of Population Health for CHOC Children's Hospital and oversees the clinical program for CHOC Health Alliance, a 150,000-life pediatric IPA formed in partnership with CHOC Children's. As co-chair of the California Quality Collaboration, he leads a consortium of medical groups, health plans, and industry leaders that design and implement quality improvement programs to improve clinical outcomes in California.



Young Physician of the Year Hillary Zieve, MD

Josh Zieve and Hillary Zieve, MD

Dr. Hillary Zieve, a pediatrician with CHOC Medical Group at CHOC Clinica Para Niños and CHOC Boys & Girls Club, is passionate about primary care and preventative medicine, especially preventing childhood obesity. Five years ago during her residency at the UC Irvine/CHOC pediatric program, Dr. Zieve co-founded Team KiPOW! (Kid Power), a school-based obesity prevention program.

Team KiPOW! empowers residents and medical students to serve as positive role models for local elementary kids, teaching them that nutrition can be fun and that healthy food can be delicious, in hopes they make great choices for themselves outside the classroom. With Dr. Zieve's leadership and the early support from an AAP-OC Young Physician Engagement Award, Team KiPOW! has grown into a sustainable program that has served hundreds of 5th grade students at three Tustin schools. Dr. Zieve continues to work closely with residents and medical students as faculty mentor of Team KiPOW! to expand the program and present the positive intervention outcomes at pediatric conferences across the nation.

As a resident member and now a young physician leader, Dr. Zieve has found connecting with other pediatricians who have become mentors and friends one of the most rewarding aspects of AAP-OC. Equally fulfilling for Dr. Zieve has been opportunities to advocate for Orange County children, traveling to Sacramento as an AAP-OC representative to share with state law makers her thoughts on policies that serve the best interests of patients.

"I support AAP-OC because they bring our community of pediatricians together for a common goal of improving the health of children of Orange County," explained Dr. Zieve. "We team up to vote, support policies, learn the most up-to-date medical care and socialize so we can all be at our best for our patients and their families."

In her professional practice, Dr. Zieve finds great value in the vaccine quality improvement projects provided through AAP-OC. She also enjoys implementing AAP-OC's Reach Out and Read program, providing developmentally appropriate books during regular pediatric check-ups to encourage early literacy and school preparedness. Dr. Zieve works with the association to promote the benefits of the reading program and also helps to secure book donations to be distributed across the county.

"I will never forget our excitement and then surprise when a local bookstore that was closing donated all their remaining children's books to us," shared Dr. Zieve. "There were thousands of books. So many more than we expected that we had to rent a whole second storage unit."

Dr. Zieve has been a member of AAP-OC since 2014, serving on the Young Physician Committee through 2017. Currently she serves as the Young Physician Representative of AAP-OC Executive Board and the AAP-OC Early Career Physician Representative for AAP National.



"Dr. Zieve is a phenomenal advocate and pediatrician that brings together great teams and leaders for AAP-OC."

*- Katherine Williamson, MD,
Southern Orange County Pediatric Associates,
AAP-OC Board Vice President*



Advocacy Impact

AAP-OC advocates on behalf of families and pediatricians at the state and local level. Our chapter members are also members of AAP CA, which is made up of the four chapters in California. AAP CA works with policy makers in Sacramento to promote legislation that improves the lives of youth throughout our state. On the local level, AAP-OC collaborates with The Orange County Health Care Agency, CHOC Children's Hospital, and UC Irvine along with other public and private agencies, allowing us to work on countywide initiatives and education that promote pediatric excellence.

Locally, AAP-OC advocated on issues related to suicide prevention, mental health screening and access to care, and also participated in the #Marchforourlives event in Santa Ana, to support legislation to prevent gun violence in the United States.

This past year, our AAP CA state governmental affairs committee, which includes AAP-OC representatives, participated in the support/opposition of dozens of bills that affect the health and wellbeing of Orange County's children. Following are the priority initiatives:



Eric Ball, MD, Jamie McDonald, Katherine Williamson, MD, U.S. Congresswoman Katie Porter and Phyllis Agran, MD

Vaccines: AAP-OC has advocated for SB 276 which will close the loophole in current law that allows inappropriate medical exemption for vaccines required for school entry. These exemptions have allowed immunization rates in some Orange County schools to fall well below the 95% rate needed to preserve “herd immunity”, putting children too young or legitimately unable to be vaccinated at risk of serious vaccine preventable diseases. AAP-OC president Eric Ball, MD testified before the state legislature and chapter members traveled to Sacramento to share their pediatric expertise with legislators regarding this bill and the importance of children being vaccinated.

Sugar Sweetened Beverages: AAP-OC cosponsored a series of bills that aim to decrease consumption of sugar sweetened beverages; a major source of excess sugar in children’s diets, contributing to obesity and tooth decay. Proposed legislation included placing warning labels on soda, prohibiting predatory marketing practices used by beverage companies, and imposing a tax on select beverages.

Pesticides: AAP-OC cosponsored a bill that would ban pesticides containing chlorpyrifos, a chemical known to cause developmental delays in fetuses and young children. Preventing the use of this highly toxic chemical helps protect children and mothers who consume California produce.



– U.S. Congresswoman Katie Porter

A Partnership Made to Last: First 5 Orange County and AAP-OC

Looking Back with Pride

When First 5 Orange County, Children and Families Commission initially connected with Orange County's chapter of the American Academy of Pediatrics, the AAP-OC was a small society with a part-time director working out of her home. Despite its small size, the nonprofit had big dreams and its vision – to achieve optimal health for all Orange County Children – aligned closely with that of the Commission – that all young children are healthy and ready to learn. A partnership was born, and First 5 Orange County has been a dedicated community partner ever since, supporting the transformation of AAP-OC to the now-thriving association of nearly 500 members with professional administrative and programmatic staff.

Since 2000, First 5 Orange County has provided more than \$7 million to support AAP-OC's development of several core programs. Initially, the organizations partnered to develop an injury and violence prevention program for pediatricians and the establishment of a countywide multidisciplinary Injury and Violence Prevention Collaborative to improve education and awareness among parents and ensure that prevention messages were accurate and consistent across the medical community, school, county agencies and community organizations. First 5 and AAP-OC worked together on a countywide effort to promote children's safety in and around cars, including hosting a series of car seat safety events.

To promote early childhood literacy, First 5 Orange County helped develop and launch AAP-OC's Reach Out and Read program. For more than 10 years, First 5 was one of the funders of books that pediatricians prescribed to their young families. First 5 also augmented the program by providing "readers" in waiting rooms to model reading to young children. This support enabled the Reach out and Read program to become a sustainable stand-alone program within the OC chapter, helping thousands of children each year to attain early literacy and school readiness.

AAP-OC and First 5 Orange County have collaborated throughout the years to promote developmental screening for young children when they visit their pediatrician, using evidenced-based tools to identify children at risk for developmental delays and connecting them to early intervention and treatment.





Striding Forward into the Future

After 20 years, First 5 Orange County is undergoing a transformation of its own, updating its name in 2018 and launching a new Strategic Plan with an updated vision for Orange County's youngest children to reach their full potential.

The Strategic Plan goal of *Comprehensive Health and Development* focuses on promoting the overall physical, social, emotional and intellectual health of young children. The goal of *Resilient Families* includes strategies to cultivate parenting skills, promote economic stability, and enhance access to services. And the goal of *Quality Early Learning* is all about ensuring children have access to quality early learning experiences and environments.

To reach these goals, First 5 Orange County recognizes it is paramount to work with other organizations to improve the system of care for young children – breaking down silos, building networks, connecting systems, and building committed leaders to be vocal advocates for children and families. And so, First 5 has embraced five “strategic directions” to guide their work.

The strategic directions are:

- Committed Leadership – building community leadership knowledge and action related to early childhood;
- Engaged Neighborhoods – using Early Development Index results to increase awareness and engage neighborhoods in improving outcomes for their young children;
- Connected Systems – facilitating connected, high-functioning early childhood systems;
- Aligned Investments – investing First 5 Orange county resources for greatest impact using data-informed, mission-driven decision making; and
- Sustained Funding – working to increase access to new or repurposed sources of funding to sustain or grow early childhood services.

Community Champion of the Year First 5 Orange County



Maria Minon, MD, Kimberly Goll and Ilia Rolon of First 5 Orange County.



As an important component of the system of care for children and families, AAP-OC and its members continue to be an essential partner in these activities. For example, with First 5 Orange County support, AAP-OC is active in a community-wide collaborative to formally integrate the jointly-developed best practices for

developmental screenings into pediatric offices throughout the county. And in conjunction with First 5, AAP-OC is hosting a series of continuing medical education conferences focusing on supporting early childhood obesity prevention guidance in primary care.

As pressing issues arise facing young children and their families, First 5 Orange County will be at the forefront, and thankfully, standing shoulder to shoulder with community partners like AAP-OC to make a difference for our children.



“We have enjoyed 20 years of strong partnership with AAP-OC. As champions for optimal child development, AAP-OC members help us to continue our work in the community to ensure that every child reaches their full potential.”

*– Kimberly Goll, Executive Director,
First 5 Orange County*

Initiatives Impact

Over the last 2 years, AAP-OC provided **over 150,000** children throughout Orange County with innovative programs that work to solve their health issues. We helped children and their families in six critical areas.



Reach Out & Read

AAP-OC is the Orange County Coordinator for Reach Out & Read, a national evidence-based early-literacy program that prepares America's youngest children to succeed in school through partnerships with pediatricians. During well visits, children 6 months – 5 years old receive new developmentally-appropriate books and parents receive advice about the importance of reading aloud every day with their children to take advantage of the critical window for learning and rapid brain development that only occurs in the first five years. As a result of Reach Out & Read, parents learn new ways to stimulate their child's literacy development, have more books in their

home, and read to their children more often. Parents are supported as their child's first and most important teachers, and children grow up to become readers and students.



67 Pediatric Clinics



150 Physicians



129,317 Children



69,811 Books



No Child Hungry

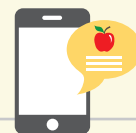
AAP-OC collaborates with pediatricians to identify children with food insecurity and eliminate hunger. In 2018, AAP-OC piloted and subsequently implemented a text-based communications program to connect families who need food with over 200 local food resources to access affordable, healthy food.



180 Families



115 Need Food Inbound Texts



804 Need Food Outbound Texts



1,939 Need Food Cards Distributed



Improving School Health

AAP-OC connects pediatricians with school administrators, educators and parents to develop solutions and best practices for key health issues including identifying learning disabilities, and preventing bullying.

15 Pediatrician Champions on School Health Committees



50 Educational Specialists Educated



10 New School Health Partnerships Created

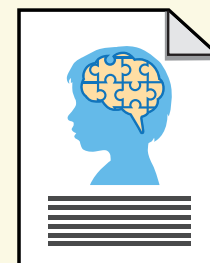


Improving Mental Health

Pediatricians play a critical role in meeting children's mental health needs through the early identification of risk factors and emerging mental health concerns. AAP-OC's Mental Health Committee works collaboratively with community partners and mental health specialists to identify resources and decrease barriers to enable pediatricians to meet the needs of families with mental health concerns. In 2018, AAP-OC collaborated with local sport psychologist, Casey Cooper, Ph.D. to provide insights and access to suicide prevention resources for parents, physicians and teachers. The chapter also developed a one-page handout for pediatricians and their patients/families to provide support and resources regarding suicide. AAP-OC Chapter is now collaborating with CHOC Children's to provide a conference and subsequent resources related to trauma informed care.



20 Partnerships



1 New Countywide Resource Developed



Increasing Developmental Screening

AAP-OC promotes developmental screening in the pediatrician's offices (ages 0 to 8 years of age) to identify children at risk for developmental concerns. AAP-OC recognizes the importance of regular developmental screening for all children as a part of standard well-child care. AAP-OC supports the use of validated screening tools, as recommended by national AAP. AAP-OC works in collaboration with First 5 Orange County, CHOC Health Alliance, Help Me Grow, Orange County to increase early childhood developmental screening, specifically within the primary care pediatric office. AAP-OC is developing tools to help support this effort by the pediatrician so that they can easily and effectively screen, assess, and refer children to services, as needed.

"AAP-OC is an essential partner in our child-development initiatives to educate parents, caretakers and the community about the importance of early and regular developmental check-ups to ensure that every child is good to go from head to toe."

*– Sandra Bolton, RN,
Executive Director, Pretend City*

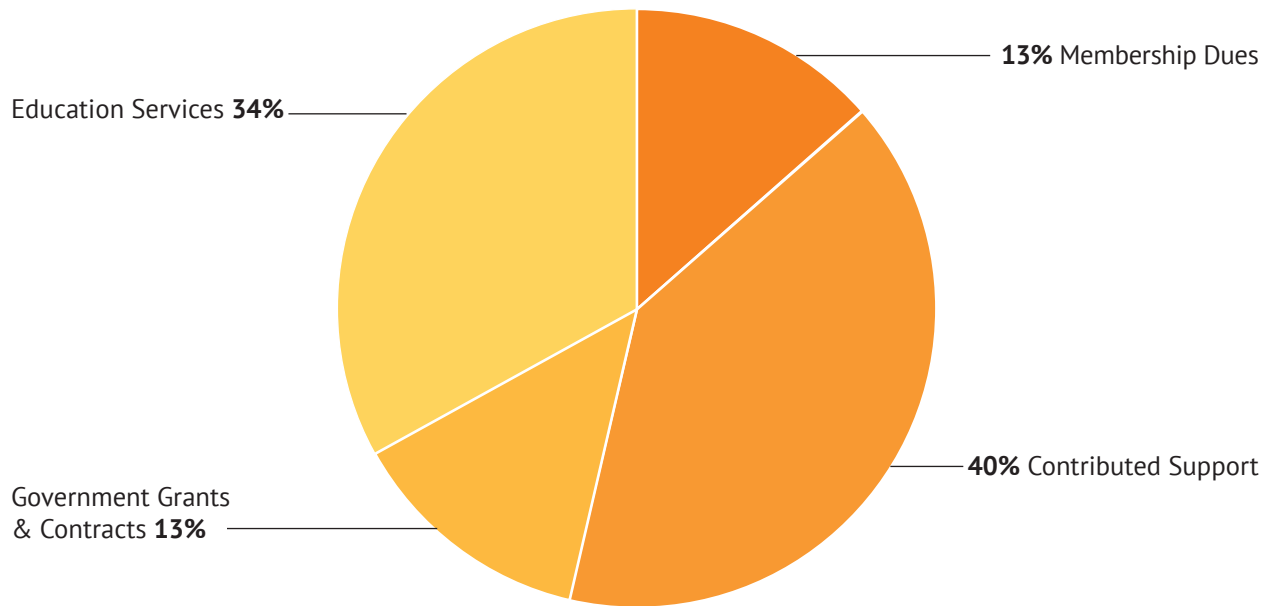
Injury & Violence Prevention

AAP-OC's Injury and Violence Prevention Initiative provides expertise, evidence-based guidelines and public policy advocacy for childhood injury and violence prevention. Our goal is to reduce childhood injuries in Orange County. Injury, both intentional and unintentional, is the leading cause of death and disability in the United States for children beyond the first year of life. These injuries will have lasting impacts, including total lifetime economic costs of more than \$50 billion in medical expenses and lost productivity. Injuries can be prevented through enabling system changes (public policy, legislation, environment and engineering) as well as changes in community and individual behaviors.

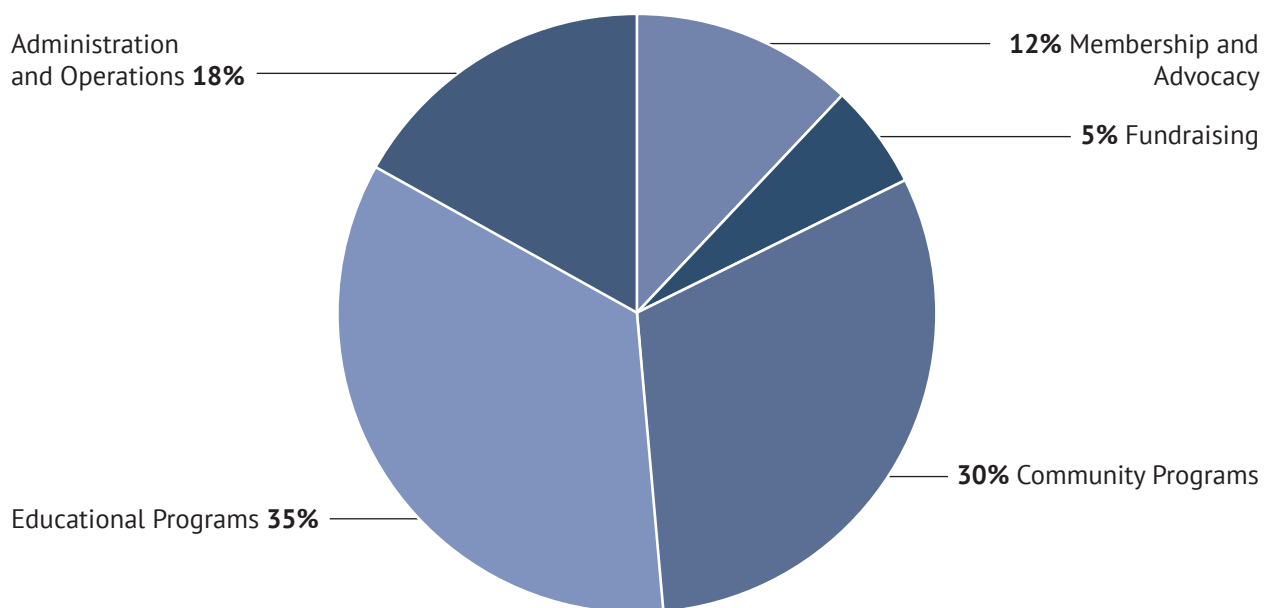
AAP-OC convenes the Committee on Injury, Violence, and Poison Prevention (COIVPP-OC), with pediatricians and child injury prevention experts. In 2018, the committee focused on drowning prevention and child passenger safety as key safety issue and updating the "Profile of Childhood Injuries", a resource that highlights Orange County childhood injury data by age, mechanism, and severity.

Financial Report

Revenue



Expenses



Making a Difference

We are grateful to following for their generous support in fiscal year 2018/19 which helps makes a difference in achieving optimal health for all Orange County children.

Leader



Ambassador



Supporter

Anonymous	Sea View Pediatrics
Nam Si Dong, MD	Southern Orange County Pediatric Associates (SOCPA)
Institute for Healthcare Advancement	Michael Weiss, DO
Los Alamitos Pediatrics	Katherine Williamson, MD
Maria E. Minon, MD	Burton Willis, MD
Samuel Raymond Rosenfeld, MD	

Partner

Phyllis Agran, MD	Harry Pellman, MD
Eric Ball, MD	Farrokh Shadab, MD
Reshmi Basu, MD	Jasjit Singh, MD
Angela S Watson Dangvu, MD	Jacqueline Winkelmann, MD
Geeta Grover, MD	Sharief Taraman, MD
Daniel Mackey, MD	Neda Sarah Zadeh, MD
Pediatric Surgical Associates	

Friend

Saeed Ur Rehman Awan, MD	Sandra Murray, MD
Michael W. Cater, MD	Shannon Nix, Seeds of Momentum, LLC
Ronald J. Cornelsen, MD	Julie Palmisano, MD
Martin Eaton, PhD.	Sirisha Perugu, MD
Jennifer Ho, MD	Victoria Pham, MD
Lynn Hunt, MD	Paul Qaqundah, MD
Dean Jacobs, MD	Hillary Zieve, MD



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Southern Orange County Pediatric Associates

President-Elect
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Southern Orange County Pediatric Associates

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UCI-CHOC Chief Resident

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CHOC Children's Specialists

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Sharief Taraman, MD
CHOC Children's Neurology

Neda Zadeh, MD
Genetics Center

Staff



Bianca Tomuta
Program Coordinator

Jamie McDonald, MPH, MCHES
Executive Director

Emma Course
Program Coordinator

"I am incredibly proud of our team and the commitment they have to the success of AAP-OC and the health and wellbeing of our Orange County children and families. I am grateful for their dedication and hard work in serving tirelessly as the backbone of our chapter."

- Jamie McDonald



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