

June 26, 1995

EVENT: "National Service and Children's
Health Forum"
DATE: Tuesday, June 27
TIME: 9:30 a.m. - 11:30 a.m.
LOCATION: George Washington University
Washington, D.C.
9:30 a.m. - 11:30 a.m.
FROM: Diana Aldridge/Cecilia Calvo
Corporation for National Service

PURPOSE

Eli Segal and the Corporation for National Service will be holding an all-day conference for the Corporation's national service programs (AmeriCorps, Learn and Service America, and the National Senior Service Corps) working on children's health issues at the national and local level.

The conference will bring together approximately 35 such programs working within the Corporation's priority issue areas of immunization, nutrition/malnutrition, HIV/AIDS, pre-natal care, and children's safety.

Internally, the conference is meant to provide a vehicle for an exchange of overall information and specific training among AmeriCorps, Learn and Serve, and Senior Corps programs with regard to children's health service outreach. Externally, the conference hopes to bring attention to the concrete achievements of national service across the Corporation's service programs to demonstrate our ability to meet unmet needs and "get things done."

The morning general session of the conference is entitled the "National Service and Children's Health Forum." The forum, of which you are a part, is taking place at George Washington's Marvin Center (where you have made several previous appearances), and will feature presentations and discussion segments before an audiences of nearly 400.

The audience will be comprised of approximately 100 Corporation national service program directors and their service members. The remaining audience will feature the Washington area service community, national and Washington-based foundations, the private sector/corporate community supporting AmeriCorps and national service, Congressional staff, and George Washington University guests (George Washington has an AmeriCorps program).

BACKGROUND

As you recall, legislation for the President's AmeriCorps National Service initiative required that AmeriCorps merged with the previous ACTION Agency (VISTA and the Senior Programs which include Foster Grandparents, RSVP, and Senior Companions) to form the new Corporation for National Service.

The Corporation has made efforts to bring together its three major service programs on joint projects such as our past summer programs "Summer of Service" ('93) and "Summer of Safety" ('94).

Under the direction of Shirley Sagawa, the morning forum and afternoon conference for program directors and service members will demonstrate an ongoing Corporation for National Service commitment to children's health issues. The afternoon sessions will explore ways to reinforce and expand the children's health emphasis across the service programs.

PARTICIPANTS

Eli Segal, Assistant to the President and CEO of the Corporation for National Service.

Dr. Allan Weingold, George Washington University VP for Medical Affairs, Executive Dean of the Medical School.

Expert Presenters:

Dr. Berry Brazelton, pediatrician, author, and expert on child development. **Nutrition/malnutrition presenter.**

Dr. C. Everett Koop, former Surgeon General.
HIV/AIDS presenter.

Dr. Lillian Beard, noted Washington, D.C. pediatrician, columnist on child health issues with "Good Housekeeping."
Immunization presenter.

National Service Presenters:

Anna Solis, AmeriCorps Member from the AmeriCorps HIPPIY program in Durango, Colorado. **Immunization presenter.**

Susan Erickson, Learn and Serve program director with the Red Cross HIV/AIDS Peer Education Program, of Chicago, Illinois. **HIV/AIDS presenter.**

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Vincent Giddes/Polo Jimenez, AmeriCorps Members with the Greater Dallas Community of Churches. **Nutrition/malnutrition presenters.**

Special Audience Segment Presenters (One Minute Statements):

Dr. Mary-Evelyn Huey, RSVP Member working on county-wide immunization project in Denton County, Texas. Former president of the Texas Women's College.

Jane Washington, Program Director, AmeriCorps*VISTA's Peekskill Area Health Center program on nutrition and pre-natal care.

Sarah Little, 15 year-old Learn and Service student with the Red Cross HIV/AIDS Peer Education Program, of Chicago, Illinois.

SEQUENCE OF EVENTS

9:30 a.m.

You arrive at George Washington's Marvin Center and hold in a "green room" to be briefed by Eli Segal, Shirley Sagawa, Susan Stroud and Cecilia Calvo.

9:40 a.m.

Eli, Shirley, Susan Stroud and Cecilia Calvo escort you to an adjacent room to "meet and greet" 15 to 20 individuals, including George Washington dignitaries, the forum presenter/panelists, select service program directors, and private sector/corporate friends of national service.

10:00 a.m.

You, Eli Segal, and the forum participants are escorted to the stage area. Presenters/panelists proceed on stage and are seated behind a long U-shaped table with table mikes and two free-standing podiums to either side of the stage. You hold off stage for introduction.

Dr. Allan Weingold, Vice President for Medical Affairs at George Washington, welcomes audience and introduces Eli Segal.

Eli makes brief context setting remarks and introduces you.

You enter and proceed to your seat at the center of the table (table mikes) and make brief (five to six minute) remarks.

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10:12 a.m.

Forum Begins.

FIRST SEGMENT: Presentations and Discussion of Children's Health and Immunization

Eli Segal introduces Dr. Lillian Beard, who gives an overview of immunization for a national perspective.

Dr. Beard introduces Anna Solis, HIPPY AmeriCorps Member, who gives brief remarks on the HIPPY AmeriCorps program's efforts to increase immunization with HIPPY families in Colorado.

You acknowledge and make brief comments on the two presentations.

Eli Segal opens the segment to discussion/questions from the audience. (Two statement/questions are prepared -- the rest will be spontaneous. Eli will help facilitate Q&A discussion segment)

Eli closes out the immunization segment by introducing Dr. Mary-Evelyn Huey, who will make a one-minute statement on her outstanding RSVP program in Texas.

SECOND SEGMENT: Presentations and Discussion of Children's Health and Nutrition/Malnutrition

Eli Segal introduces Dr. Berry Brazelton, who gives a brief overview of children and nutrition/malnutrition from a national perspective.

Dr. Brazelton introduces Vincent Giddes, AmeriCorps Member with the Greater Dallas Community of Churches Summer Lunch Program. Vincent asks his AmeriCorps team mate -- Polo Jimenez -- to join him from the front row of the audience at the podium. The two young men make a brief presentation on their team work organizing and distributing lunches to needy children in greater Dallas.

You acknowledge and make brief comments on the two presentations.

Eli Segal opens the segment to discussion/questions from the audience. Two statement/questions are prepared -- the rest spontaneous from audience mikes. Eli will help facilitate Q&A session.

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Eli Segal closes out the nutrition/malnutrition segment by introducing Jane Washington, AmeriCorps Vista program director for the Peekskill Area Health Center, who will make a one-minute statement on her outstanding AmeriCorps*Vista program focusing on nutrition and pre-natal care.

THIRD SEGMENT: Presentations and Discussion on Children's Health and HIV/AIDS

Eli Segal introduces Dr. C. Everett Koop who gives a brief overview of children and HIV/AIDS from a national perspective.

Dr. Koop introduces Susan Erickson, program director of the Red Cross Learn and Serve HIV/AIDS Peer Education Program in Chicago, Illinois. Susan speaks briefly on young Learn and Serve students and their successful peer-related activities.

You acknowledge and make brief comments on the two presentations.

Eli Segal opens the segment to discussions/questions also involving the audience. Two statement/questions are prepared -- the rest spontaneous from audience mikes. Eli will help facilitate.

Eli Segal closes out the final segment on HIV/AIDS by introducing a 15-year old Learn and Serve member of the Red Cross HIV/AIDS program who give a one-minute statement on her own personal experiences with AIDS and how that led her to be a Learn and Serve Peer Educator with her school.

11:27

You and Eli Segal give brief closing remarks. Forum ends.
You exit off stage.

PRESS

Open. Expecting a great deal of regional press representing the home media markets of the national service programs attending.

REMARKS

Suggested talking points/remarks attached.

INFORMATION TO BE GLEANED ABOUT IMMUNIZATION AND NATIONAL
SERVICE:

2 paragraphs

- Immunizing our young children is of great concern to me and the President. We as a nation, thanks to the fine work of Roslyn Carter and Betty Bumpers, do a fine job of protecting our youngsters from life threatening illness from the time they enter school.
- Most of our 5 year olds are fully immunized. If they are not, we know that they can't enter school.
- However, we are sadly behind on immunizing our youngest babies aged 0-2. When the President took office, the United States was immunizing only 66% of its babies. In public housing, we know that rates are often as low as 33%. That put us somewhere at the bottom of the list of developing nations.
- My husband was so concerned about the state of our nation's children, that he instructed Secretary Donna Shalala and the good people at the Centers for Disease Control to develop a system for states to make sure that our babies aged 0-2 were fully immunized for the most critical immunizations by 1996. This includes an aggressive outreach program to build private-public partnerships so that communities can educate parents about the importance of immunizing children. Communities are now tracking children for a two-year period to make sure that they complete all their needed immunizations.

- Now that we are one year away from our goal--a very ambitious goal-- we know that many states have done a fine job in reaching their children. Others are still a ways off.
- That's why I think it's wonderful that the Corporation for National Service has developed a partnership with CDC to focus on immunizing these babies through our service programs. I already know that several states have had a great success raising immunization rates, educating parents and making sure that new babies were being immunized thanks to national service.
- I know that many other communities who don't have the resources to reach parents will be able to use the skills of national service participants to protect our little ones from deadly illnesses that I were around when I was young.
- No American babies should suffer from measles, whooping cough or polio, because we know how to prevent these disease.
- Now, we have to make sure we can get to our children. If we can keep our babies healthy, what are we doing as a nation to protect our future generation?

INFORMATION TO BE GLEANED ABOUT HIV/AIDS AND NATIONAL SERVICE

2

- In America today, we know that our children are not safe. They are the victims of violence and neglect. But they are also dying. Everyday, we hear of even more children that are dying young, and dying of a disease for which we have no cure.
- We know how to prevent HIV/AIDS, but even still, we know that among the fastest growing group to contract the deadly virus are children and adolescents.
- In July of 1992, we know that there were close to 4000 children with AIDS and almost 10,000 teenagers and young adults had transmitted the virus. If these trends continue, we expect to have over 13,000 kids diagnosed with the disease by 2000.
- This is truly a tragedy. These will be senseless deaths, since we know how to stop transmission of the disease.
- It is a true sign of hope, that national service programs are working to fight the spread of HIV/AIDS and also caring for those who have acquired it.
- Often the victims of HIV/AIDS must spend their days in isolation, scared and alone. They have often been rejected by those closest to them. How sad it must be to die alone.
- For that reason, I applaud those national service participants who care for those young and old with AIDS and I encourage those who are fighting to educate others about the spread of HIV.

INFORMAITON TO BE GLEANED ABOUT NUTRITION AND NATIONAL SERVICE:

2 Hs

- One of the most exciting parts of my job as First Lady is that I have an opportunity to meet so many Americans. I have been all over this country meeting children and hard-working families from coast to coast. Nothing pains me more than to know that millions of children go to bed hungry or malnourished.
- As I pass the vast wheat fields in the Midwest and the fertile soils in the Northeast and South, I have to wonder, how can this be the case in this great and prosperous nation of ours?
- Sadly, I see not only children that are hungry but their parents as well. These are Moms and Dads who are trying to do the best by their families. They are holding down two jobs, trying to make ends meet, but often find themselves unable to put a balanced and nutritious meal on the table for their kids.
- The tragedy is that we know that between 2 and 5 million children are not properly nourished. This means that they come to school hungry, unable to learn, unable to focus on their school work.
- At least during the school year, they can count on their school serving them breakfast or lunch, but in the summer months and the holidays, these kids have no where to turn.

- We know that kids need to be well fed, before they can learn, or read, or study or thrive in school.

That's why I am delighted that national service programs are helping get kids the nutritious meals that will help them achieve. I know that the food is out there. We need to make sure that we make it available to our children and families.

- This is a critical area where national service can make a difference on a daily basis in a child's life.

606-5000

Immunizations

The Problem: In America today, less than 68 percent of infants receive the necessary immunizations to prevent life threatening diseases (Centers for Disease Control, 1994). The United States ranks among the bottom of all developing nations with the lowest immunization rates for its children under age two. In public housing facilities, the story is far worse; immunization rates are as low as 33 percent. In 1993 as many as 1 million two-year-olds were not protected against preventable childhood diseases (Children's Defense Fund, 1995). Through National Service programs, communities expand education and outreach to families, ensure that parents do not miss or forget I immunization appointments, and work in schools teaching children about the importance of immunizing their younger siblings.

National Service Increases Immunization Rates

- In rural Appalachia, AmeriCorps' Ohio Access program provided immunizations for 121 children under two years of age, 95 immunizations to children age two to six, and 294 immunizations to children age 7 to 18 during a three-month period.
- In Oakland, California, AmeriCorps' East Bay Conservation Corps provided immunization information to over 4,000 parents of at-risk children in only three months.
- In Iowa, the Director of Public Health certified that because of the work of the AmeriCorps VISTA program, immunization rates in the state had increased by 22 percent during a one-year period.

Nutrition

The Problem: Between 2 million and 5.5 million children in America are inadequately nourished. One in five low-income children between one and two years of age suffers from iron deficiency, which can affect cognitive development and behavior. Since 1993, requests for emergency food from families with children increased 14 percent, according to a survey of 30 cities compiled by the U.S. Conference of Mayors (CDF, 1995). In America, one of the richest countries in the world, 14.2 million children are dependent upon subsidized food programs (CDF, 1995).

National Service Responds to Child Hunger and Malnutrition in America.

- In Dallas, through a partnership of churches, church-based institutions, public schools, health clinics, and youth-serving organizations, the Greater Dallas Churches' AmeriCorps program has established a summer food program to feed children who are eligible for subsidized or free meals. In the summer of 1993, 10,000 children per day participated in the program at 89 sites throughout Dallas. Now, with the work of the AmeriCorps program, 223 sites operate in 11 communities to serve 30,000 children daily.
- In Oakland, California, the AmeriCorps East Bay Conservation Corps will have provided direct nutritional counseling to 450 adolescents in 75 East Bay group homes and 100 children in public summer camps before August 1995.

Service: a way to ~~express~~ the
values we can abt; way to
build community; and also a
way to deliver services to
the most vulnerable
our society.

SUGGESTED TALKING POINTS/REMARKS

*Introduction:
Acknowledgment of service
importance of service*

It is a pleasure to be with you all here today. As you must know, the President and I have long believed in the potential of national service in meeting our nation's most crucial unmet needs.

We are very proud that the national service legislation initiated by the President and passed by the Congress brought together AmeriCorps with the outstanding service programs of the Corporation for National Service.

As I look out across this audience today -- with so many AmeriCorps, Learn and Serve, and Senior Corps Members -- their program representatives and their community supporters -- I am reminded of the President's inaugural remarks when he spoke of a new national service movement in America.

In his speech he challenged a new generation of young Americans to a season of service -- as he had so many times throughout the months of his campaign. But he also called on millions more Americans who are forever young in spirit to meet the challenge as well.

Certainly this theater today shows the coming together of so many seasons of service -- through the wide representation of service members and service activities you all embody.

And I am, of course, particularly pleased that the focus of this national service discussion is directed toward the work that is and can be done in the vital area of children health.

We are concentrating this morning on the issues of Immunization, Nutrition, and HIV/AIDS, and I look forward to the thoughts of Dr. Brazelton, Dr. Beard, and Dr. Koop -- who have and are doing so much to examine and enlighten us on these issues.

And I also expect to learn from these outstanding national service members with me on stage and throughout our audience who are in our communities across the nation "getting things done" on behalf of our children.

Before we begin, I would like to take a moment if I could to say a few words about these issues and the the potential of national service.

higher acknowledgment

↑
Thankful
thoughtful
wise leaders
when it
comes
to children