



# 2024 Community Health Needs Assessment (CHNA) Implementation Strategy Plan

## Cook Children's Medical Center-Prosper

Everything  
for the Child



Public comment on this report is encouraged and should be sent via email to: [CHNAFeedback@cookchildrens.org](mailto:CHNAFeedback@cookchildrens.org)

This report is provided in fulfillment of the Internal Revenue Service Section 501(r)(3)(A) requirements for Charitable Hospitals to conduct a Community Health Needs Assessment (CHNA). The 2024 CHNA report and this Implementation Strategy Plan were approved by Cook Children's Board of Trustees on April 29, 2025.

## Our promise and values

For well over a century, Cook Children's has been privileged to meet the needs of the children, families and communities we serve. We share our guiding mission in the form of a pinky promise—**everything for the child**. As our communities have grown, so have we. We have two medical centers, a physician network, a home health company, surgery centers, a health plan, health services, and even a health foundation. We strive to help families access our top-ranked specialty programs and services to meet the unique needs of their children. We mix the art of caring with the latest technology and amazing teamwork to provide exceptional care for every child. That is why children and their families come to us from all over the country and even the world for life-saving pediatric care. Cook Children's is proud to be recognized for our outstanding efforts and results in pediatric health care. We believe childhood should be simple and fun. But when things get tough, we also believe every child deserves the very best care possible.

## Purpose of this plan

This is a companion document to the Cook Children's Health Care System Community Health Needs Assessment (CHNA) Report for Tax Year 2024. Our 2024 CHNA is a joint report for the main Cook Children's Medical Center-Fort Worth and the new Cook Children's Medical Center-Prosper. This plan describes the community benefit implementation strategies for the Cook Children's Medical Center – Prosper service area, undertaken by Cook Children's as approved by the Board of Trustees. The Community Health Needs Assessment Report and this Community Benefit Implementation Plan are prominently displayed with requests for public comments under the "About Us" section accessed from the main landing page for Cook Children's at <http://www.cookchildrens.org>. Cook Children's created an email address specifically for public comments (CHNAFeedback@cookchildrens.org), but none received to date were related to Cook Children's CHNA (sales promotions and business solicitations were the only correspondence received).

## Background and overview of process

Based on the initial assessment, our Cook Children's Board of Trustees prioritized seven children's health issues identified by parents and community leaders on April 28, 2009, using group process techniques followed by a nominal voting exercise. Findings from subsequent CHNAs confirmed the importance of these issues for continuing focused intervention. Although progress in addressing these issues is consistent, the growing number of children and the overwhelming need outlined in this and earlier reports show that continued focus on these issues is critical.

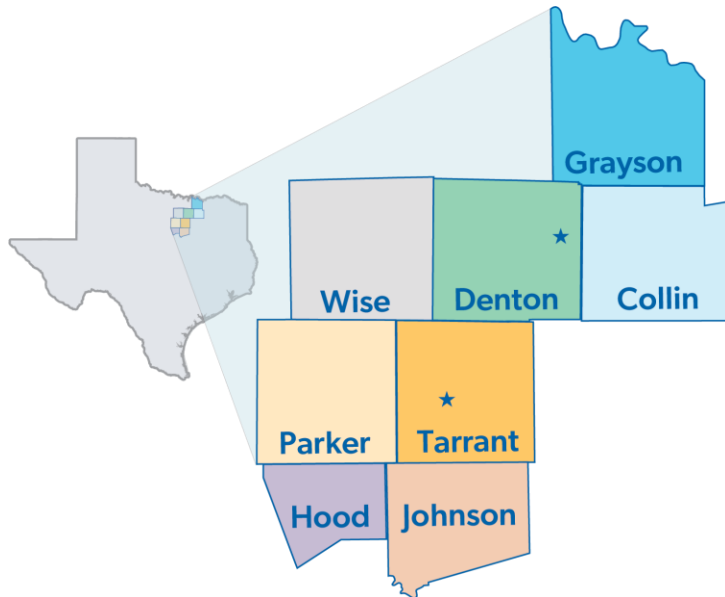
Our 2024 CHNA focuses on the child health issues previously re-prioritized by our board, with an emphasis on community-level non-medical drivers of health — "the conditions in which people are born, grow, live, and age, and the wider set of forces and systems shaping the conditions of daily life."<sup>1</sup> Figure 2 outlines the seven child health priorities.

# Our community served

For community benefit reporting purposes, Cook Children’s defines its *primary* community served as the eight-counties of Collin, Denton, Grayson, Hood, Johnson, Parker, Tarrant and Wise Counties within North Central Texas. This North Central Texas area is home to **Cook Children’s Medical Center - Fort Worth (FWSA)** campus and the **Cook Children’s Medical Center – Prosper (PSA)**. For our joint 2024 Community Health Needs Assessment report, both campuses defined their community and population served characteristics to be the same.

The counties defined within the Fort Worth Service Area and Prosper Service Area are shown in Figure 1 below. Due to the proximity of Denton County to both medical center campuses, **Denton County is intentionally included in both services areas**—but is only represented *once* within the eight-county parent survey results. **For a full description of our service area population, please refer to our [2024 Community Health Needs Assessment report](#).**

Figure 1. Cook Children’s eight-county primary service area



## Fort Worth Service Area (FWSA: 877,448 children)

Denton: 218,680  
Hood: 12,922  
Johnson: 46,951  
Parker: 37,266  
Tarrant: 544,440  
Wise: 17,189

## Prosper Service Area (PSA: 522,823 children)

Collin: 271,621  
Denton: 218,680  
Grayson: 32,522

# Priority health issues

The intention of our 2024 CHNA is to build upon previous assessment efforts in order to refine services for existing health priority areas and to identify new areas of concern for the community. These health issues are intentionally phrased to be more solution based. The intersectionality of these issues, illustrated in Figure 2, was a key consideration during the implementation strategies development for each priority issue.

Figure 2. Children’s health issues reprioritized from the Cook Children’s 2024 CHNA



Due to the deep intersectionality among these health issues, particularly from the lens of a child’s overall health and well-being and the need for access to care for all children, community collaboration is key. The strategies presented in this plan represent community outreach work provided by Cook Children’s Center for Community Health (C4CH or the center), but Cook Children’s Health Plan (CCHP) also developed population health strategies based on the 2024 CHNA findings for each priority issue. C4CH and CCHP often partner to successfully implement strategies that align from both plans. These are included in the Appendix for reference.

It is important to remember that the strategies outlined in this document do not represent all of the many health care services offered throughout Cook Children’s Medical Center-Fort Worth and CCHP. These strategies focus on the services aligned with the priority health issues provided through community-based partnerships and directly connected to key activities within the center.

**Goal:** Increase access to overall health & well-being for all children with a community-based service delivery system

| Community Benefit Strategies  | Anticipated Impact   | Key Resources and Relationships   |
|---|--|---|
| <ol style="list-style-type: none"> <li>1) Align C4CH programs with Cook Children’s Promise while focusing on collaboration, evidence-based practices, and addressing health disparities.</li> <li>2) Monitor and address children’s health priorities in the 3-county Prosper Service Area through a Community Health Needs Assessment (CHNA), engagement with advisory committees, and sharing findings with community partners and Cook Children’s executive leadership to guide program design and prioritization.</li> <li>3) Prioritize C4CH programs and resources around priority zip codes and communities most in need.</li> <li>4) Leverage community partnerships to expand healthcare services and resources, while leading and sustaining inclusive collaboratives and action teams.</li> <li>5) Distribute accessible, evidence-based educational materials (e.g., Checkup Magazine, various resources for focus areas).</li> <li>6) Explore opportunities to connect families to stable housing and workforce solutions through our community health workers, and by collaborating with partner organizations.</li> <li>7) Identify and advocate for policy changes, support capacity-building efforts and actively participate in collaborations to improve care systems for children facing disparities.</li> <li>8) Maintain the C4CH website and increase digital outreach to expand key messages.</li> <li>9) Explore opportunities to support Cook Children’s Health Plan, Neighborhood Health Centers, and Physician Network by sharing CHNA data, education materials, and trainings.</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Improved understanding of how non-medical drivers of health (NMDoH) affect children’s access to health care.</li> <li>– Programs and interventions are tailored to address NMDoH-related needs for caregivers.</li> <li>– C4CH programs effectively address NMDoH obstacles, including service locations and demographics.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Parents, caregivers, and professionals gain awareness of prevention behaviors.</li> <li>– Families and caregivers demonstrate increased understanding and application of health information and resources.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– Increased access to quality health care reduces disparities.</li> <li>– Children’s health care outcomes improve and fewer children are unintentionally injured.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Expanded collaboration with key stakeholders amplifies messaging, resource distribution, and organization/policy change efforts.</li> <li>– Collaboration with different sectors results in innovative approaches to addressing health disparities and NMDoH obstacles</li> </ul> | <p><b>C4CH-led community collaboratives and action teams:</b><br/>           Convene partners focused on identified priority health focus areas that are supported and led by Cook Children’s Center for Community Health (C4CH). (e.g. Injury Prevention, Oral Health, and Thriving Communities Collaboratives, respectively).</p> <p><b>Checkup Magazine:</b> Quarterly children’s health magazine (English and Spanish) is digitally available and provided to priority families and community partners across the service area.</p> <p><b>Grand Central Station:</b> A nonprofit community organization dedicated to supporting families in need across Grayson County. Through its comprehensive outreach efforts, it connects individuals and families with essential services throughout the community, such as food, clothing and other basic essentials.</p> <p><b>United Ways of Grayson and Denton Counties:</b> Nonprofit networks dedicated to improving lives and strengthening communities by addressing critical local needs. They focus on key areas such as education, health, and financial stability, partnering with businesses, individuals, and other nonprofits to create lasting change.</p> <p><b>Children at Risk:</b> Statewide organization focused on improving the quality of life for Texas children through strategic research, public policy analysis, education, collaboration, and advocacy.</p> <p><b>Texas Health Institute:</b> Non-profit, non-partisan public health institute working to facilitate collaboration on public health and health care issues in Texas and the nation.</p> <p><i>Program Champions:</i></p> <p><b>Daniel Guzman, M.D.</b><br/>           Cook Children’s Emergency Department<br/>           Medical Director, Center for Community Health</p> <p><b>Dr. Tonya Fuqua, D.D.S</b><br/>           Dental Integration Director, Center for Community Health</p> |

## Goal: Improve control of childhood asthma

| Community Benefit Strategies   | Anticipated Impact   | Key Resources and Relationships  |
|--|--|--|
| <p><b>Core Approach:</b> Respond to the urgent needs of children with increased risk of uncontrolled asthma.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain the Thriving Communities Collaborative and support other collective community efforts to plan and implement preventative asthma interventions, prioritizing high-risk populations.</li> <li>2) Continue implementing Healthy Homes Asthma Program:               <ol style="list-style-type: none"> <li>a) Equip families and partners with education and practical tools to mitigate asthma triggers.</li> <li>b) Connect families with clinical asthma care management services and community resources to meet immediate social service needs.</li> <li>c) Explore resources and capacity for expanding community health worker support for families to identify and address potential asthma triggers in their home environments.</li> </ol> </li> <li>3) Provide asthma-related training to providers and community members who will share skills, knowledge, and tools with colleagues and caregivers within their reach (e.g., Asthma 411, community education).</li> <li>4) Provide Pharmacy services and technical assistance to build school districts' capacity to provide prevention-oriented care in school settings (Asthma 411).</li> <li>5) Through the Asthma 411 Medical Advisory Committee, provide guidance on Standing Delegated Orders and other clinical aspects to ensure patient safety and quality care.</li> <li>6) Support community campaigns and events to increase awareness about uncontrolled asthma (e.g., Asthma and Allergy Awareness Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>- Parents and caregivers gain knowledge and skills regarding prevention-oriented care for children with asthma.</li> <li>- Children with asthma live in homes with reduced or eliminated asthma triggers, leading to healthier living conditions.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>- School nurses and professionals increase awareness and/or understanding of asthma prevention and have access to necessary tools and resources for children in respiratory distress.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>- Decreased number of visits to emergency room, missed classes, and work due to asthma.</li> <li>- Overall health and quality of life improved for children receiving asthma-related services.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>- Expanded collaboration with key stakeholders amplifies asthma-related messaging, resource distribution, and organization/policy change efforts.</li> </ul> | <p><b>Thriving Communities Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in building strong family connections and improving children's health across the Cook Children's primary service area.</p> <p><b>Healthy Homes Asthma Program:</b> Improves quality of life for children with asthma by reducing home triggers, providing cleaning supplies, and educating families. Over three months, participants receive home visits and monthly follow-ups to track symptom progress aiming reduce ER and school nurse visits.</p> <p><b>Asthma 411:</b> School-based program to equip school nurses with asthma medication and training to reduce missed school and emergency department visits. Offers evidence-based professional development with continuing education credits, supported by Cook Children's and partners like UNT Health Science Center, SaferCare Texas, and JPS/Aclaim.</p> <p><b>Community Education:</b> A library of 1-minute videos, booklets, and presentations with how-to tips to manage home environmental asthma triggers and other basic asthma information.</p> <p><i>Program Champions:</i></p> <p><b>Daniel Guzman, M.D.</b><br/>Cook Children's Emergency Department<br/>Medical Director, Center for Community Health</p> <p><b>Phillip Scott, M.D.</b><br/>Hospitalist, Cook Children's Medical Center</p> |

## Goal: Improve family resiliency through caregiver and family support

| Community Benefit Strategies  | Anticipated Impact   | Key Resources and Relationships   |
|---|--|---|
| <p><b>Core Approach:</b> Respond to the urgent needs of families raising children facing serious adversities, including Adverse Childhood Experiences (ACEs), by providing support to strengthen parenting skills.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Thriving Communities Collaborative and associated action teams to plan and implement interventions that protect children’s well-being and build family resilience.</li> <li>2) Develop and distribute evidence-informed education, resources, and interventions that provide networks of support for parents and caregivers (e.g., Parent Cafés).</li> <li>3) Connect families with coordinated care and community resources to address immediate social needs.</li> <li>4) Build organizational capacity and provide evidence-informed education to providers and community members e.g., Parent Café Facilitator Training, School Counselor Roundtables, Early Detection of Child Abuse and Neglect, ACEs 101 and PCE Trainings).</li> <li>5) Connect families to maternal and infant health services, including postpartum mental health support and local resources addressing the non-medical drivers of health, and coordinate with other C4CH services/programming for broader 4<sup>th</sup> trimester support (e.g., Parent Pass, coordination among C4CH services, support services for teen parents, educational videos).</li> <li>6) Collaborate with maternal and infant health coalitions to expand access to critical resources for postpartum mothers and families (e.g., Early Childhood Alliance).</li> <li>7) Support community campaigns and events to increase awareness about the importance of caregiver and family support (e.g., Child Abuse Prevention Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Strengthened parent and caregiver knowledge, confidence and capacity through peer support networks, health/safety education, and resource connection.</li> <li>– Parents/caregivers gain knowledge, skills, and abilities to foster positive childhood experiences.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Professionals and providers are empowered to champion the importance of caregiver and family support with communities.</li> <li>– Improved awareness of 4<sup>th</sup> trimester needs, leading to policy and/or organizational changes that better support maternal and infant health.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– The impact of trauma is reduced and protective factors increase for families including resiliency, communication, social connections, knowledge, and concrete support.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Thriving Communities Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in building strong family connections and improving children’s health across the Cook Children’s primary service area.</p> <p><b>Parent Cafés:</b> Small, intimate groups to promote positive parenting practices among caregivers.</p> <p><b>School Counselor Roundtables:</b> Professional learning opportunities for school counselors, providing continuing education credits based on evidence-informed practices.</p> <p><b>Early Detection of Child Abuse and Neglect:</b> Online course (with CE credits) for medical professionals to recognize ACEs and report early signs and symptoms of child abuse or neglect.</p> <p><b>Adverse Childhood Experiences (ACEs) 101 Training:</b> Helps professionals understand ACEs and related key terms, the long-term impact of ACEs on health, well-being and social outcomes.</p> <p><b>Positive Childhood Experiences (PCEs) Training:</b> Discusses importance of PCEs to the emotional and physical well-being of a child and share how to nurture PCEs in various settings.</p> <p><b>Educational Videos:</b> <i>Raising Healthy Kids</i> is a series created to encourage caregivers about importance of a medical home. A new maternal mental health video highlights the strength in seeking support and prioritizing their well-being.</p> <p><i>Program Champions:</i><br/> <b>Jamye Coffman, MD, MPH</b><br/> <b>Elizabeth Peeler, DO, MS, MSCS</b><br/>           C.A.R.E. Team</p> |

## Goal: Improve access to nutritious food and physical activity for children

| Community Benefit Strategies   | Anticipated Impact  | Key Resources and Relationships   |
|--|---|---|
| <p><b>Core Approach:</b> Respond to the general health and wellness needs of families.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Thriving Communities Collaborative and associated action teams to plan and implement family wellness collaborative interventions.</li> <li>2) Increase access to food resources through community partnerships and education (e.g., Nourishing Communities efforts)</li> <li>3) Explore and provide trauma-informed care training and practices regarding food insecurity screening and food resource connection.</li> <li>4) Develop and distribute evidence-informed education and interventions for children to promote healthy lifestyles, nutritious food consumption, and physical activity (e.g., 5210+ Every Day, Gardening and Kid Power).</li> <li>5) Provide healthy lifestyles training to providers and community members to equip them with knowledge and tools to support caregivers within their reach (e.g., 5210+ Every Day Facilitator Training, Garden Workshops).</li> <li>6) Support capacity-building efforts for organizations to establish sustainable, impactful practices and policies.</li> <li>7) Support community awareness campaigns and events to encourage healthy lifestyles (e.g., Healthy Lifestyles Awareness Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>- Caregivers and children will have heightened awareness of healthy lifestyle choices, leading to improved nutrition, physical activity, and overall well-being.</li> <li>- Food security will increase for children, with more families accessing essential resources through community partnerships and educational initiatives.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>- Professionals and community leaders will be empowered with the knowledge and tools needed to champion healthy lifestyles, fostering a culture of wellness within their communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>- Improved nutrition, physical activity, and general wellness outcomes for children.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>- Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Thriving Communities Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in building strong family connections and improving children’s health across the Cook Children’s primary service area.</p> <p><b>Nourishing Communities:</b> A department-wide initiative to improve access to healthy food and support community education efforts around nutrition and food security.</p> <p><b>5210+ Every Day:</b> A toolkit adapted from two nationally recognized and evidence-based programs that encourages children to adopt healthy nutrition and physical activity practices. Prevention and educational healthy lifestyles materials are also distributed.</p> <p><b>School/Community Gardening:</b> Provide materials and technical assistance to schools and organizations that have a community garden to support healthy lifestyles.</p> <p><b>Kid Power:</b> A free online video platform with physical activity and social-emotional content that empowers children to make a real-world impact in local and global communities. Combines philanthropy and fun with a focus on social-emotional wellness and mental health, child rights, and access for students.</p> <p><i>Program Champions</i></p> <p><b>Daniel Guzman, M.D.</b><br/>Cook Children’s Emergency Department<br/>Medical Director, Center for Community Health</p> <p><b>Sanu Nair, MD, MPH</b><br/>Cook Children’s Emergency Department and Urgent Care</p> <p><b>Lily Han, MD</b><br/>Cook Children’s Pediatrics - Windhaven</p> |

**Goal:** Increase safe infant sleep practices to reduce unintentional injuries to children

| Community Benefit Strategies   | Anticipated Impact   | Key Resources and Relationships   |
|--|--|---|
| <p><b>Core Approach:</b> Respond to the urgent needs of families with unsafe sleep environments.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Injury Prevention Collaborative and associated action teams to plan and implement safe sleep collaborative interventions.</li> <li>2) Develop and distribute evidence-based resources and tools, such as sleep sacks and pack-and-plays, to promote safer sleep environments for infants.</li> <li>3) Provide evidence-informed education and interventions for parents and caregivers that encourage safer habits (e.g., Safe Baby Sleep and the ABCs of ZZZs, providing educational resources alongside birth certificates via County Clerk’s offices).</li> <li>4) Enhance organizational capacity by equipping providers and community members with the knowledge and tools to advocate for safe sleep practices (e.g., Safe Baby Sleep Symposium).</li> <li>5) Support community awareness campaigns and events to raise awareness and encourage safe sleep practices for infants (e.g., Safe Sleep Awareness Month, social media campaigns and other public advertising opportunities).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Parents and caregivers improve knowledge, skills, and abilities regarding safe sleep practices for infants.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Professionals and providers are empowered and equipped to champion the importance of safe sleep practices with communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– Injuries and deaths of infants caused by unsafe sleep practices are reduced.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Injury Prevention Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in the safety of children and working toward increasing awareness of and access to injury prevention services.</p> <p><b>Safe Baby Sleep Train the Trainer:</b> In-person and recorded trainings for professionals in the community who are interested in enhancing their knowledge and skills related to safe sleep. Trained individuals go out into the community and deliver health and safety messages to individuals and families. Coaching Conversations is a condensed version of TTT for partners hosting individual education with families.</p> <p><b>Annual Safe Baby Sleep Symposium:</b> An annual free conference for professionals who work with infants under 12 months old or directly with their caregivers. The symposium provides safe sleep education and includes a panel discussion made of multidisciplinary experts with experience related to safe sleep.</p> <p><i>Program Champions:</i></p> <p><b>Daniel Guzman, M.D.</b><br/>Cook Children’s Emergency Department<br/>Medical Director, Center for Community Health</p> <p><b>Bianka Soria-Olmos, M.D.</b><br/>Cook Children’s Pediatrics - Haslet</p> |

## Goal: Reduce drownings for children through collaborative prevention efforts

| Community Benefit Strategies  | Anticipated Impact  | Key Resources and Relationships   |
|---|---|---|
| <p><b>Core Approach:</b> Respond to the urgent needs of children in settings where drownings are more likely to occur.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Injury Prevention Collaborative and associated action teams to plan and implement drowning prevention collaborative interventions.</li> <li>2) Lead and sustain Lifeguard your Child™ campaign to support water safety training and consistent messaging for providers, community leaders, and caregivers, empowering them to share skills, knowledge, and tools within their networks.</li> <li>3) Develop and distribute evidence-informed resources and prevention tools to promote and support water safety for children (e.g., life jackets, water watcher tags, bathtub kneelers, pool signs, community partner toolkits, etc.).</li> <li>4) Provide evidence-informed education and interventions for parents and caregivers on planned and unplanned water safety for pools, open water, and bathtubs.</li> <li>5) Support community awareness campaigns and events to reduce drownings.</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Parents and caregivers improve knowledge, skills, and abilities regarding water safety practices for children and youth.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Professionals and providers are empowered and equipped to champion the importance of water safety practices within communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– Injuries and deaths of children caused by drownings are reduced.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Injury Prevention Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in the safety of children and working toward increasing awareness of and access to injury prevention services.</p> <p><b>Lifeguard your Child™:</b> Annual drowning prevention campaign that includes community partners across counties who align consistent messages and educational goals across our region.</p> <p><b>Water Safety Club:</b> Free swim lessons and online resources are offered to children.</p> <p><b>Loaner Life Jacket Stations:</b> Parents are able to borrow life jackets for their children at open water locations throughout the 3-county service area.</p> <p><b>Educational Videos:</b> A video series including <i>Water Safety Education</i>, <i>Safe versus Unsafe Game</i>, and <i>The Water Safety Pledge</i> about preventing drowning injuries with protective layers in place during transition times, in open water, and pools.</p> <p><i>Program Champions:</i></p> <p><b>Daniel Guzman, M.D.</b><br/>Cook Children’s Emergency Department<br/>Medical Director, Center for Community Health</p> <p><b>Sandra Peak, M.D.</b><br/>Cook Children’s Pediatrics – Lewisville/Castle Hills</p> |

## Goal: Increase motor vehicle safety practices to reduce unintentional injuries to children

| Community Benefit Strategies  | Anticipated Impact   | Key Resources and Relationships  |
|---|--|--|
| <p><b>Core Approach:</b> Respond to the urgent needs of children with car seat and installation needs, as well as teen driver education.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Injury Prevention Collaborative and associated action teams to plan and implement motor vehicle safety collaborative interventions.</li> <li>2) Develop and distribute evidence-informed resources and prevention tools to promote and support passenger safety for children and teens (e.g., car seats, booster seats, seatbelts).</li> <li>3) Deliver evidence-informed education and interventions for parents and caregivers covering the full spectrum of car and road safety—from car seats to car keys (e.g., car seat checks, teen driver education).</li> <li>4) Strengthen organizational capacity by offering the national Child Passenger Safety (CPS) Certification Course to providers and community members, equipping them to share knowledge and skills with caregivers with their reach.</li> <li>5) Support community awareness campaigns and events aimed at reducing motor vehicle crash-related injuries (e.g., Buckle Up campaign, heat stroke prevention efforts).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Parents and caregivers improve knowledge, skills, and abilities regarding motor vehicle safety practices for children and teens.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Professionals and providers are empowered to champion the importance of motor vehicle safety with communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– Injuries and deaths of children and teens caused by car crashes are reduced.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Injury Prevention Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in the safety of children and working toward increasing awareness of and access to injury prevention services.</p> <p><b>Car Seat Checks:</b> Parents and caregivers make an online appointment with a certified technician at strategic locations targeting areas with a higher number of injuries from motor vehicle crashes. Free car seat checks and assistance to families who may need a car seat are provided.</p> <p><b>Fitting Stations:</b> Car seat check locations throughout the community where families can receive car seat checks from community partners. Partners are certified and mentored by a lead instructor to become hosts of a location.</p> <p><b>Roadside Emergency Kits:</b> Equip new drivers with support resources for safety in the event they are stopped on the side of the road, day or night.</p> <p><b>National Child Passenger Safety (CPS) Certification Course:</b> A curriculum and certification program of Safe Kids Worldwide that combines classroom instruction, hands-on work with car seats and in vehicles, and a community safety seat checkup event. Successful completion of this course certifies the individual as a national CPS technicians for two years.</p> <p><b>Heat Stroke Prevention Display:</b> A heat stroke prevention display highlights the drastic difference between outside temperatures and the rapidly rising heat inside a car, emphasizing the life-threatening danger this poses to children left unattended.</p> <p><i>Program Champion:</i></p> <p><b>Daniel Guzman, M.D.</b><br/>Cook Children’s Emergency Department<br/>Medical Director, Center for Community Health</p> |

## Goal: Increase poison prevention practices to reduce unintentional injuries to children

| Community Benefit Strategies  | Anticipated Impact  | Key Resources and Relationships  |
|---|---|--|
| <p><b>Core Approach:</b> Respond to the urgent needs of children who were recently prescribed medication or have risk for accidental ingestion/overdose.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Injury Prevention Collaborative and associated action teams to plan and implement poison prevention collaborative interventions.</li> <li>2) Develop and distribute evidence-informed resources and prevention tools to promote and support poison prevention for children (e.g., medication lock boxes, cabinet locks).</li> <li>3) Provide evidence-informed education and interventions for professionals, parents, and caregivers on methods and importance of medication safety and safe storage of household chemicals (e.g., Safe Dosage, Safe Storage, and Safe Disposal).</li> <li>4) Enhance organizational capacity by equipping providers and community members with ambassador training to share knowledge, skills, and tools for poison prevention with caregivers in their reach.</li> <li>5) Support community awareness campaigns and events to encourage poison prevention practices (e.g., Fentanyl Awareness Gallery, medication takeback events and opportunities, Poison Prevention Awareness Week/Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Parents and caregivers improve knowledge, skills, and abilities regarding medication safety and safe storage of household chemicals.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Professionals and providers are empowered to champion the importance of poison prevention with communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– Injuries and deaths of children caused by unintentional poisoning are reduced.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Injury Prevention Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in the safety of children and working toward increasing awareness of and access to injury prevention services.</p> <p><b>Safe Dosage, Safe Storage, and Safe Disposal:</b> Best-practices initiative to educate parents and caregivers on preventing unintentional poisonings. Strategies include promoting safe dosing with medication schedules, secure storage with lock boxes and guidance on storing medications and chemicals, and proper disposal using drug take-back locations.</p> <p><b>Community Drop Box:</b> A downloadable list containing disposal options and locations to safely dispose of medications</p> <p><b>Educational Videos:</b> A video library for caregivers including <i>Always Keep Medicine Out of Reach of Curious Hands</i> and <i>Fentanyl Can Hide in Any Pill</i> highlighting the importance of safe storage and normalizing Naloxone in homes.</p> <p><b>Fentanyl Awareness Gallery:</b> An educational display with multiple images and note cards displaying facts/statistics and real life stories from those effected by Fentanyl</p> <p><b>Train the Trainer:</b> In-person and recorded trainings for professionals in the community interested in enhancing their knowledge and skills related to poison prevention. Trained individuals go out into the community and deliver health and safety messages to individuals and families.</p> <p><i>Program Champions:</i></p> <p><b>Daniel Guzman, M.D.</b><br/>Cook Children’s Emergency Department<br/>Medical Director, Center for Community Health</p> <p><b>Artee Gandhi, M.D.</b><br/>Medical Director<br/>CCHCS Pain Management Clinic<br/>Cook Children’s Opioid Stewardship Committee</p> |

## Goal: Increase gun safety practices to reduce unintentional injuries to children

| Community Benefit Strategies   | Anticipated Impact  | Key Resources and Relationships   |
|--|---|---|
| <p><b>Core Approach:</b> Respond to the urgent needs of children more likely to have a gun-related injury in the home.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Injury Prevention Collaborative and associated action teams to plan and implement gun safety collaborative interventions.</li> <li>2) Develop and distribute evidence-informed resources and prevention tools to promote and support gun safety for children (e.g., gun safes, gun cable locks).</li> <li>3) Provide evidence-informed education and interventions for professionals, parents, children, and caregivers on methods and importance of safe storage and gun safety (e.g., Aim for Safety® - Safe Storage. Safe Children. Safe Play).</li> <li>4) Build organizational capacity and provide ambassador training to providers and community members who will share skills, knowledge, and gun safety tools with caregivers within their reach.</li> <li>5) Support community awareness campaigns and events to reduce gun-related injuries (e.g., National Gun Violence Awareness Month, Gun Safety Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>- Parents and caregivers improve knowledge, skills, and abilities regarding gun safety for children.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>- Professionals and providers are empowered to champion the importance of gun safety with communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>- Injuries and deaths of children caused by unintentional access to guns are reduced.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>- Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Injury Prevention Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in the safety of children and working toward increasing awareness of and access to injury prevention services.</p> <p><b>Aim for Safety® -Safe Storage. Safe Children. Safe Play:</b> A Cook Children's initiative designed to help reduce the number injuries we see every year among children through gun safety education. This is not about whether guns are right or wrong. It's about taking the necessary steps to protect our children.</p> <p><b>Aim for Safety AR Software:</b> Advanced technology platform that engages and educates children about what to do when finding an unsecure gun in a virtual home, and answer questions on how to handle the situation.</p> <p><b>Educational Videos:</b> A video library for caregivers and professionals including <i>Not a Child's Toy</i> and <i>A Simple Reminder</i> about safe storage of firearms in the home to prevent unintentional shooting injuries.</p> <p><b>Train the Trainer:</b> In-person and recorded trainings for professionals in the community who are interested in enhancing their knowledge and skills related to gun safety. Trained individuals go out into the community and deliver health and safety messages to individuals and families.</p> <p><i>Program Champion:</i><br/> <b>Daniel Guzman, M.D.</b><br/> Cook Children's Emergency Department</p> |

## Goal: Improve child mental health, resiliency, and well-being

| Community Benefit Strategies   | Anticipated Impact   | Key Resources and Relationships   |
|--|--|---|
| <p><b>Core Approach:</b> Respond to the urgent and growing need for mental health services for children and youth by supporting community partners who provide essential mental health care.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Thriving Communities Collaborative and associated action teams to plan and implement mental health collaborative interventions, targeting high-risk populations.</li> <li>2) Support organizations in capacity building to form impactful and sustainable mental health practices and policies (e.g., Healthy Minds. Resilient Communities., Mental Health Connection).</li> <li>3) Develop and implement evidence-informed education and interventions for caregivers, children and adolescents to expand the reach of mental health messaging and strengthen connections to health care and community resources (e.g., Children’s Feelings are a Work of Art, Roadmap for Children’s Mental Health, KidPower).</li> <li>4) Provide professional development opportunities for mental health providers to share skills, knowledge, and tools with colleagues and caregivers within their reach (e.g., Wellness Workshops, Trauma Informed Care Training, QPR Training (suicide prevention), Youth Mental Health First Aid Training).</li> <li>5) Support community campaigns and events to reduce stigma and promote awareness about mental health and well-being (e.g., Mental Health Awareness Month, Suicide Prevention and Awareness Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>– Stigma associated with mental health decreases and awareness of mental health issues and community resources increases for families and community members.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>– Professionals and providers are empowered to champion the importance of mental health with communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>– Mental health outcomes for children improve.</li> <li>– Children’s overall health and well-being improves.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>– Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> <p><i>Program Champions:</i></p> <p><b>Lisa Elliott, Ph.D.</b><br/>Cook Children’s Behavioral Health Psychology Clinic, Denton</p> <p><b>Lisa Farmer, BSN, RN-BC, LMSW</b><br/>Director, Psychiatric Services</p> <p><b>Lena Zettler, MA, LPA</b><br/>Director, Psychology</p> | <p><b>Thriving Communities Collaborative:</b> A collaboration led by C4CH convening community partners who are invested in building strong family connections and improving children’s health across the Cook Children’s primary service area.</p> <p><b>Healthy Minds. Resilient Communities:</b> An initiative designed to support school counselors, police officers, and professionals by providing tools and resources (e.g., counselor kits, grief support) that build healthy coping skills for children and teens.</p> <p><b>Children’s Feelings are a Work of Art:</b> Initiative designed to build positive mental health in children and teens. Participants learn to identify, manage, and express their emotions through art encouraging healthy conversations and decreases the stigma surrounding mental health.</p> <p><b>Wellness Workshops:</b> Professional learning opportunities held throughout the year, providing continuing education credits based on evidence-informed practices.</p> <p><b>Trauma Informed Care Training:</b> For professionals working with children and explains the impact of trauma on the community, children and on the brain and body.</p> <p><b>QPR Training:</b> A suicide prevention training for participants to be able to recognize the warning signs of suicide and question, persuade, and refer people at risk for suicide for help.</p> <p><b>Youth Mental Health First Aid Training:</b> A training designed to teach family members, teachers, and other caring citizens how to help adolescents (age 12-18) experiencing a mental health crisis.</p> <p><b>Kid Power:</b> A free online video platform that empowers children to engage in physical activity and philanthropy to increase their emotional well-being.</p> <p><b>Educational Videos:</b> <i>Roadmap for Children’s Mental Health</i> is a video series created to help inform and support caregivers as they navigate common mental health topics.</p> |

## Goal: Improve child oral health

| Community Benefit Strategies   | Anticipated Impact   | Key Resources and Relationships   |
|--|--|---|
| <p><b>Core Approach:</b> Respond to the urgent needs of children at increased risk of poor oral health.</p> <ol style="list-style-type: none"> <li>1) Lead and sustain Oral Health Collaborative and associated action teams to plan and implement oral health collaborative interventions.</li> <li>2) Develop and distribute evidence-informed oral health resources to educate families, medical/dental providers, and other community partners.</li> <li>3) Build organizational capacity and provide evidence-based training to caregivers and children; pregnant women; school nurses; medical/dental providers; and other community partners.</li> <li>4) Facilitate and track community-level oral health screening outcomes.</li> <li>5) Reduce obstacles to oral health care for pregnant teens and women and coordinate with other C4CH services/programming for broader 4<sup>th</sup> trimester support.</li> <li>6) Explore medical/dental integration opportunities within Cook Children’s and beyond to enhance coordinated care services.</li> <li>7) Support community awareness campaigns, events, and advocacy efforts to encourage good oral health (e.g., National Children’s Dental Health Month).</li> </ol> | <p><b>Understanding and Access</b></p> <ul style="list-style-type: none"> <li>- Parents and caregivers improve knowledge, skills, and abilities regarding prevention-oriented oral health care for children.</li> </ul> <p><b>Awareness and Education</b></p> <ul style="list-style-type: none"> <li>- Professionals and providers are empowered to champion the importance of oral health with patients and communities.</li> </ul> <p><b>Health Outcomes</b></p> <ul style="list-style-type: none"> <li>- Improved oral and overall health for children receiving services and treatment for oral health problems.</li> </ul> <p><b>Collaboration and Advocacy</b></p> <ul style="list-style-type: none"> <li>- Collaborative efforts with key stakeholders expand the reach of messaging, resource distribution, and organizational/policy change.</li> </ul> | <p><b>Oral Health Collaborative:</b> A collaborative led by C4CH convening community partners invested in increasing community access to affordable oral health care for children, families, and pregnant teens/women.</p> <p><b>Children's Oral Health Coalition (COHC):</b> Dedicated to improving the oral health of children through community collaboration, family and provider education, resource distribution and advocacy efforts.</p> <p><b>Coordinated Care for Pregnant Teens + Women:</b> A COHC program that facilitates collaboration between dental and medical providers to eliminate obstacles to health care for pregnant teens and women.</p> <p><b>Train the Trainer:</b> In-person and recorded trainings for professionals in the community who are interested in learning more about oral health and its connection to overall health. Trained individuals go out into the community and deliver health and safety messages to individuals and families.</p> <p><b>Educational Videos:</b> A video library for medical/dental providers and caregivers including <i>Ask the Docs</i> and <i>Growing Healthy Kids from Pregnancy and Beyond</i> focused on children’s oral health care.</p> <p><i>Program Champions:</i></p> <p><b>Dr. Tonya Fuqua, D.D.S</b><br/>Dental Integration Director, Center for Community Health</p> <p><b>Sheela Patel, D.D.S and Christopher Soares, D.M.D</b><br/>Neighborhood Health Center - Renaissance</p> |

## Child health issues not directly addressed

This assessment has highlighted a range of health challenges faced by children and families that extend beyond Cook Children's capacity to directly address through community programs. Partnerships and collaborations were identified in the CHNA report as important building blocks to meeting community health needs. Many of these issues are being tackled collaboratively across the community, with Cook Children's playing a leading or supportive role in areas such as infant mortality, teen pregnancy, child substance abuse, school graduation rates, and vision and hearing screenings, among others. Cook Children's is currently engaged in community-wide initiatives and child health priorities with local organizations to help us fulfill our mission. A summary of both the implementation strategies and efforts across other significant health priorities will be collected and reported annually in our Community Benefit Report.

## Available resources

A full list of available resources can be found on page 65 in the 2024 CHNA.

## Please join us

Improving children's health requires a collaborative approach, engaging different organizations and individuals across the community. We encourage you to partner with us in tackling the health challenges highlighted in this assessment.

We value our community partners and we are committed to fostering growth, cultivating positive relationships and providing resources to our North Texas community. Please visit our [website](#) or simply scan the QR code below to learn more.

