

The Wisper

November 2004

From The President

Carl Eisenberg, MD, FAAP

HAPPY BIRTHDAY WIAAP!

As far as we can tell, 2004 is the 60th anniversary of the WIAAP. Happy Birthday! Our Senior Committee, headed by Dr. Michael O'Halloran, is interested in a variety of projects including the preparation of a history of our Chapter and information about individuals and leaders from the past. If anyone would like to work on this project, please contact Carolyn Evenstad at cmew-caap@aol.com.

The WIAAP is continuing its effort to involve its members in activities which can lead to policy decisions. One approach to this involves surveys that seek member input. Two surveys are currently underway. One involves members attitudes toward the influenza vaccine recommendations, the other about their attitudes, beliefs and behaviors towards children's environmental health. If you receive one of these surveys, please respond.

Members identified several issues of concern during our annual goal definition process. Your Chapter's leaders are actively working to help you and Wisconsin children by working on several fronts to address these issues.

Obesity, its prevention and treatment is one of these targeted problems. The WIAAP is partnering with the Blue Cross Blue Shield Foundation of Wisconsin to distribute two items to our members in active practice. The first is a guide for families, *The Healthy Habits for Healthy Kids*. You can expect to receive 75 of these guides. The second is a resource tool for physicians, the *Patient Counseling Guidelines for Families with Overweight Children and Adolescents: Prevention, Detection, Assessment and Management*. These items were reviewed by WIAAP members and some editorial changes were made before distribution. We hope you find these tools useful and would appreciate feedback. The Wisconsin Academy of Family Practice will also distribute these tools among its members. Governor Doyle also plans to distribute 500,000 of the *Healthy Habits for Healthy Kids guides*. The Chapter is also partnering in a grant application relating to encouraging physical activity. Beyond these activities, you may find this website of the Institute of Medicine of interest: <http://www.iom.edu/obesity/>

Access to oral health remains a problem for Wisconsin children. The WIAAP president has been named to Governor Doyle's Task Force to Improve Access to Oral Health. As you may already know, it is now possible to bill Medicaid when you apply dental varnish. Please visit the following website for more information about this program: <http://dhfs.wisconsin.gov/medicaid/updates/2004/2004-14.htm>

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Wisconsin Chapter AAP Joins Governor Doyle's Healthy Kids Initiative

Pictured above at the Governor's press conference on Wednesday October 13th are Carl Eisenberg, MD President of the WIAPP, Governor Jim Doyle and Cedor Aronow, MD President of the WAPF.

The press conference was held at Stevens Elementary School in Madison with 4th and 5th grade students in attendance. Governor Doyle announced his Healthy Kids Initiative to combat childhood obesity in the State of Wisconsin.

The Blue Cross Blue Shield of Wisconsin Foundation provided the funding to produce an instructional manual for primary care physicians to teach them how to evaluate obese pediatric age patients and how to counsel and motivate parents and children to reverse this process. There will be a half million pamphlets produced and distributed to these physicians to give to the parents to help them understand and follow through on eliminating the causes of obesity in their own children.

Since this Initiative is in line with the Chapter's goal of working on the problem of childhood obesity, the Foundation agreed to manage the funding of this project with the monies from the Blue Cross Blue Shield of Wisconsin Foundation.

In addition to Governor Doyle, Dr. Eisenberg and Dr. Aronow speaking at the press conference, the president of Blue Cross Blue Shield of Wisconsin Foundation, and Dr. Schwartzstein, President of the Wisconsin Academy of Family Practice also spoke regarding the project.

Pros Update

Abraham Rodriguez, MD, FAAP

To join many other pediatricians contributing to innovative findings, contact arodmd@hotmail.com or call 608 364 2316.

Based on Febrile Infant Study

Practitioners followed current guidelines in 42% of episodes. They hospitalized 309 fewer infants younger than 1 month of age and conducted fewer diagnostic tests than they would have had they followed current guidelines. Neither current guidelines nor the model developed in this study performed with greater accuracy than observed practitioner management.

- Of the 3066 infants seen during a recent national pediatric study, 1975 (64%) were managed exclusively outside the hospital. A single visit was recorded for 909 infants, while 761 infants had 2 or more visits and 305 had 3 or more visits to the hospital. The low frequency of hospitalization may be attributable to multiple office visits and/or telephone contacts.
- Bacteremia was detected in 1.8% of infants (2.4% of those tested) and bacterial meningitis in 0.5%. Despite lack of adherence to guidelines, PROS clinicians detected as many cases of bacteremia/bacterial meningitis while performing fewer tests and hospitalizing fewer infants than would have occurred if strictly adhering to practice parameters.

The findings suggest that if close follow-up care is attainable, the management of selected cases by experienced clinicians using clinical judgment may be an appropriate alternative to strict adherence to published recommendations, with the potential benefit of reducing considerable costs and iatrogenic morbidity.

The following article based on study results recently appeared in *The Journal of the American Medical Association*:

Pantell RH, Newman TB, Bernzweig J, Bergman DA, Takayama JI, Segal M, Finch SA, Wasserman RC. Management and outcomes of care of fever in early infancy. JAMA 2004; 291: 1203-1212.

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Pathways Foundation Offers Brochure

“Assure the Best for your Baby’s Physical Development”

Pathways Awareness Foundation, a national non-profit organization dedicated to raising community awareness of the benefits of early detection and early therapy for children with physical differences, received an endorsement from the American Academy of Pediatrics for their brochure “Assure the Best for your Baby’s Physical Development”.

The brochure, designed to educate parents and assist medical professionals, includes a growth and development chart highlighting speech, play and physical developmental milestones from 3 to 15 months of age. This unique tool allows parents to become proactive in tracking their child’s development and encourages early treatment for delays.

To receive your free copies of the brochure to distribute to parents or to get more information call their “parent-answered” toll-free number at 1-800-955-2445, email at friends@pathwaysawareness.org or visit their web-site at <http://www.pathwaysawareness.org/>

Pathways believes early detection is the best prevention.