

**The National Economic Forum of Early  
Childhood Investment:  
The Annual Conference of the  
Partnership for America's Economic  
Success**

**Engaging the Health Care Industry**

Joseph F. Hagan, Jr, MD, FAAP, American Academy of Pediatrics

**American Academy of  
Pediatrics**

**Core value statement:**

We believe in the inherent worth of all children; they are our most enduring and vulnerable legacy



**American Academy of  
Pediatrics**

- Founded in 1930
- Over 60,000 Board Certified Pediatricians
- Committed to the optimal physical, mental and social health and well-being for all infants, children, adolescents and young adults



**American Academy of  
Pediatrics**

- Integrate evidence, theory and best practices
- Create essential community linkages
- Play a leadership role to effect broad social and medical changes to benefit all children



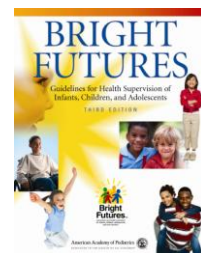
**American Academy of  
Pediatrics**

- Advocacy
- Physician education
- Parent education
- Research



**From the AAP:**

*Bright Futures: Guidelines  
for Health Supervision of  
Infants, Children, and  
Adolescents, 3<sup>rd</sup> Edition*



## “What’s *Bright Futures*?”

Bright Futures is a set of principles, strategies and tools that are theory - based, evidence - driven, and systems - oriented, that can be used to improve the health and well-being of all children through culturally appropriate interventions that address the current and emerging health promotion needs at the policy, community, health systems and family levels.



## *The Bright Futures Guidelines, 3<sup>rd</sup> Ed.*

- Ten Health Promotion Themes
  - For review, for teaching
  - Perhaps for families and patient education
- Bright Futures Visits
  - An embedded provider manual
  - 31 individual visits (+ prenatal visit)
  - Conforms to AAP Periodicity Schedule



## *The Bright Futures Guidelines, 3<sup>rd</sup> Ed.*

- Revised AAP Periodicity Schedule Highlights:
  - Developmental screening at 9, 18 and 30 month visits
  - Autism screening at 18 and 24 months
  - 2 1/2, 7 and 9 year visits
  - No more screening urinalysis
  - Changed vision and hearing screenin



## The National Business Group on Health

- Model Benefits Package for Maternal and Child Health
- The business model for the importance of family health to employers
- Adopted *Bright Futures Guidelines*
- Currently being tested at 2 *Fortune 500 Companies*
- Available at [www.etc](http://www.etc)



## American Academy of Pediatrics

Successful early childhood development requires early childhood health

