

NEW YEAR... NEW WEBSITE!



Visit us at WVAAP.com



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Message from the President

Happy New Year!

2023 was a great year for the Chapter! We were active during the legislative season, advocating for the health and well-being of all the children of WV. We launched our strategic plan at the Annual Meeting in April, and we have been hard at work on those goals. We received grant funding from America's Health Insurance Plans to support our Connecting Kids to Coverage project during the Medicaid Unwinding (see more on this inside from Chapter Champion Lisa Costello). We were also awarded another grant from Project Firstline that funded our new website, which we are excited to unveil this month! Please be sure to check out the new, improved wvaap.com! It is a great new landing page for the Chapter and will make it easier than ever to check out upcoming events and information for our ongoing work. I'm especially excited about our new WV AAP logo and mascot!

As we start 2024, WV AAP is gearing up for a busy legislative season. We are anticipating serious attempts to change or dismantle our strong school immunization policy. I hope that you will be able to join us virtually on Tuesday, January 9 at noon for a session with Dr. Julia Sweetland from the FrameWorks Institute to give us evidence-based tips on framing the message on immunizations so we can communicate effectively on this issue.

I am thrilled to be fully back in person for Advocacy Day this year! We will be going to the Capitol for our 2024 WV AAP Champions for Children Advocacy Day on February 8, and we would love to have as many of you as possible there to make our voices heard. We also know that one day is not enough to keep our immunization policies strong! Be on the lookout throughout the legislative session for updates on bills as they move. We will need to be ready to mobilize and contact legislators!

I wish you all a safe and happy new year, and I hope to see you all at the Capitol next month!

Beth Bloom Emrick, MD, FAAP
President



Special Thanks 

Dr. Lisa McBride

Thank you Dr. McBride for your dedicated service and leadership to the Chapter. You will be missed!

CHAMPIONS FOR CHILDREN

2024 WV AAP CHILD HEALTH
ADVOCACY DAY!

DON'T FORGET TO
BOOK YOUR ROOM
BY JANUARY 8!

WHEN:
FEBRUARY 8, 2024
8:00 AM - 2:00 PM

WHERE:
WV STATE CAPITOL

LODGING:
FOUR POINTS
CHARLESTON

TRANSPORTATION & MEAL STIPEND
PROVIDED FOR PARTICIPANTS!

CLICK TO
REGISTER!





2024 WV AAP

CHILDREN'S HEALTHCARE SUMMIT AT CANAAN

APRIL 19-20, 2024
CANAAN VALLEY RESORT &
CONFERENCE CENTER

REGISTRATION
AVAILABLE SOON!





VIRTUAL PRESENTATION

Boosting Public Discourse: Evidence-Based Strategies for Reframing Child & Adolescent Immunization

To rebuild widespread confidence in the power of immunizations, advocacy from pediatricians is vital. Making sure that our advocacy is effectively framed can help or hinder progress toward the ultimate goal of ensuring the health of children and adolescents through vaccination.

That's why the American Academy of Pediatrics partnered with the FrameWorks Institute to conduct rigorous social science research to understand attitudes toward vaccine policy and identify framing strategies that can build public support for science-backed approaches. This research has uncovered [fresh insights into effective framing](#), designed especially for pediatricians and other family health practitioners.

The West Virginia Chapter of the AAP is delighted to virtually host the FrameWorks Institute to share more about these new evidence-based communications recommendations with our members. Whether we are sharing information about vaccines in social media or in a news interview, talking with policymakers or addressing a group of parents, these framing strategies can help improve how we talk about vaccines.

Dr. Julie Sweetland (PhD) is a sociolinguist and a senior advisor at the FrameWorks Institute, a nonprofit that equips change-makers to lead productive public conversations on scientific and social issues.

Since joining FrameWorks in 2012, Dr. Sweetland has led strategic reframing initiatives on issues like health equity, education equity, and childhood adversity. Her skill in translating framing research into communication strategy helps advocates, policymakers, and researchers drive social change. Since 2017, Julie has played a key role in the Tobacco Disparities Framing Project, which has informed national, state, and local efforts to advance equity-focused approaches to commercial tobacco control.

[Click here to register!](#)



Featuring Dr. Julie Sweetland (PhD)



January 9, 2024
12:00 pm

In the News: WV needs to keep immunizations strong (Opinion)

Check out this op-ed featured in the
Charleston Gazette-Mail written
by two of our own:

Drs. Beth Emrick and Andrea Lauffer

[CLICK HERE TO
READ ARTICLE!](#)



NCE 2023

Washington, DC



**Make sure
your kids are
still covered.**



**Connecting Kids
to Coverage WV**



CONNECTING KIDS
TO COVERAGE WV

Connecting
Kids to
Coverage WV
has new
posters and
rack cards
available for
clinics!

If members
would like
materials
shipped to their
clinic, please
email:

[jweddington@
manahan
group.com](mailto:jweddington@manahangroup.com)



Unwinding the Unwinding: Medicaid Redetermination's Impact on Child Health and How Pediatricians Can Help

For the large majority, maybe even all pediatricians, we have cared for a child who was covered by Medicaid. Medicaid is a lifeline program for more than 34 million children who rely on it, including those with special health care needs. Medicaid has always been a children's program and is even more important for children today. Right now, however, children and families are at risk of losing or have lost their coverage as states review their programs and check who is still eligible. The Medicaid eligibility redetermination process is also referred to the "unwinding." More than 1 in 5 Americans rely on Medicaid for their health insurance, including children, parents, seniors, pregnant people, people with disabilities, and low-income adults. During the public health emergency, Medicaid/Children's Health Insurance Program (CHIP) enrollment grew substantially – more than 7 million more children enrolled in Medicaid and CHIP during the pandemic.

A policy was put in place during the COVID pandemic to make sure no one lost their Medicaid coverage during the public health emergency. That policy ended in April 2023 and now states are in the process of reviewing their programs to check who is still eligible. At least 13.3 million enrollees have been disenrolled as of December 20, 2023, and 71% of all people disenrolled had their coverage terminated for procedural reasons, such as paperwork problems like returned mail. Any gaps in health care coverage can be detrimental. We know that when someone is uninsured, they are more likely to delay or go without the care they need. That means that kids might be unable to get follow-up care for injuries and newly diagnosed chronic conditions, or they might skip doses of their medication.

As pediatricians, we must do everything we can to ensure people do not lose health care coverage. And, if a person is no longer eligible for Medicaid, they must be seamlessly transitioned to another source of coverage. There is too much at stake for children and we can't afford to lose the gains we've made to keep kids insured.

The American Academy of Pediatrics has many resources available on how you could help keep kids covered. Visit AAP.org/MedicaidUnwinding to access materials, such as posters and advocacy resources. Consider writing an op-ed or helping your practice, your health system, or your community share information about what people need to do to maintain coverage. The West Virginia Chapter of the American Academy of Pediatrics have been working with child health partners across the state, including Think Kids, to raise awareness about the importance of maintaining health coverage. For WV specific resources on keeping kids covered, visit <https://connectingkidstocoverage.com/>. Pediatricians are natural advocates who play a powerful role in creating lasting and meaningful change for the public and the patients we serve. I know first-hand the importance of Medicaid to my patients and what's at stake if they were to lose this vital coverage. Right now, we're at a critical crossroads and children and families need our help for them to stay covered.

Lisa M. Costello, MD, MPH, FAAP
AAP Committee on State Government Affairs
Immediate Past President, WV Chapter AAP





PROJECT FIRSTLINE

CDC's National Training Collaborative
for Healthcare Infection Prevention & Control

CDC's Project Firstline has new
micro-learn trainings available!

Use these simple and effective
trainings to give your team an
infection control
knowledge refresh!



NEW!

**Simple and Effective
Infection Control
Training Tools**



The Power To Stop Infections. Together.





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