



IN MEMORY OF PETER JOHNSON, CO-FOUNDER OF HEALTHY BRAINS FOR CHILDREN

Healthy Brains for Children

Making a Difference

January 2014

Our Year in Review



by Jody Allen Crowe, Founder, President, and CEO

Newsletters have been the last thing on my mind over the past year. It was a year of tremendous highs and excruciating lows. As I write this, I reflect on the journey taken over the past year and look to the future with high expectations.

On May 26, my longtime friend and co-founder of Healthy Brains for Children, Peter Johnson, passed away unexpectedly while canoeing on the Gull River with his grandson. Peter was instrumental in my life, singing with me for over ten years in the Harmony Engineers, singing with me in Rhythm of the Rails in Brainerd, MN, and standing with me in the journey growing Healthy Brains for Children from a thoughtful conversation in his living room in 2002, through the start-up in 2008, and into an organization that is having a worldwide impact. Thank you, Peter. Your legacy lives on in the lives of children born with an alcohol-free fetal development because of what we do.

Prior to his death, Peter and I were working on plans for expanding our initiatives. What has followed is truly amazing. From a single dispenser placed in one bar in Minnesota, Healthy Brains for Children is now impacting

prevention efforts internationally. Throughout this newsletter, you will see the scope of our impact across the globe. And we did this with a budget of less than \$25,000. Just think what the future hold!

As this year unfolded and with Peter's passing, it became clear that one person was not going to be able to keep up with all that was happening. In a casual conversation with Tom Frederick, the owner of Pub 500 where the first pregnancy test dispenser was placed, we found the answer. Julie Frederick wanted to join our efforts. What an addition to our efforts! Our journey continues.

Jody



Peter giving my wife a wave via text as we are heading to Bemidji, MN to talk to Rotarians at the District Convention in April, 2013

Our New Executive Director



We are excited to introduce Julie Frederick, RN, MBA, as our new Executive Director. Julie brings her national experience in the medical field and business world to our organization, as well as a passion to make a difference.

Julie received a Bachelor of Science degree from Minnesota State University - Mankato and a Masters of Science Degree from Cardinal Stritch University in Milwaukee, WI. Julie is currently a Doctor of Business Administration - Healthcare Candidate at Walden University. Her nursing experience included Labor & Delivery, Nurse Manager, Director of Nursing, Healthcare consulting in

electronic barcode medication delivery systems and working with local Universities and Colleges in designing and implementing Healthcare educational programs.

Julie is Adjunct Faculty for Minnesota State University – Mankato and is an active member of Sigma Theta Tau International and the American Nursing Informatics Association. Julie resides in Mankato, MN with her husband Tom. Tom and Julie own Pub 500, the first Bar in the world to place a pregnancy test dispenser in the womens bathroom. They have two grown daughters Kayla and Marissa They enjoy spending time with family and friends, traveling and enjoying the great outdoors.



Billboard in Thunder Bay, Ontario.

The First International Conference on Preventing FASD



In July, I received an email inviting me to be a keynote speaker at the First International Conference on Preventing FASD being held in Edmonton, Alberta. The Institute of Health Economics was hosting the conference, with representatives from 35 countries attending.

What a humbling and exciting opportunity. I was one of the keynote speakers on the final day and was the first speaker to get ovations during my presentation. I found out Healthy Brains for Children was considered a world leader in prevention due to our pregnancy test dispenser initiative. People from around the world met with me to see how they could bring dispensers to their country. Within days, I was inundated with proposals. You can see my presentation at [Do Only Impoverished Women Drink When Pregnant?](#)

Think Before You Drink Initiative

After the initial international media attention in July 2012, when we launched the first dispenser in a women's restroom in a bar, we realized we needed to change our approach. For most of the past year, we were redesigning the dispenser and finding the right pregnancy tests that can be distributed internationally.



In June, the Thunder Bay Chapter of Healthy Brains for Children Canada purchased the first dispenser in Canada. That dispenser was placed in the Outpost Bar on the campus of Lakehead University and was revealed in September. Here is my interview on the [Canadian National News](#).

The Thunder Bay dispenser was the first. As of now:

- Four more communities in Ontario are planning launches with dispensers.
- Government officials in the province of Alberta are considering a province-wide initiative.
- An influential group in British Columbia is working on a province-wide initiative.
- We are in the planning stages of bringing the Think Before You Drink initiative to Arizona through the efforts of Kristina Strader, Peter Johnson's daughter.
- An organization in Delaware is purchasing dispensers and will be placing them in their community.
- [Maria Catterick](#), a leader in prevention efforts in England,

announced a dispenser project in England.

- [Dr. Maggie Watts](#), a leader in FASD prevention in Scotland, announced the idea of bringing dispensers to Scotland.
- As of February 1, Healthy Brains for Children will be contracted with the Alaskan State Senate to provide consulting services in the development of a comprehensive state-wide FASD prevention initiative that will include the Think Before You Drink initiative.
- We will be working with Tina Chambers, PhD, UCSD to evaluate the effectiveness of the pregnancy test dispensers.
- The project in Alaska will connect us with the University of Alaska, Anchorage through the evaluation process with Tina Chambers.

This initiative is growing rapidly. We are now starting to see a much needed revenue stream that will help sustain the effort.

“Healthy Noggins” The Peter Johnson Memorial Fund

Peter loved to call our organization, “Healthy Noggins.” Memorials flooded in after his passing. We now have a Peter Johnson Memorial Fund. Our first initiative using funds donated in his memory is our “My Baby's Breath” project in Crow Wing County, MN



This first-of-its-kind project uses cell phone monitored Soberlink breathalyzers. It was first announced at the International Conference. We are working with the [Treatment Research Institute](#) (TRI) in Philadelphia to develop an evaluation study so this project can be replicated across the country and around the world.

We are excited to be connected with TRI. The Executive Director of TRI, [Tom McLellen](#), served as the Science Advisor and Deputy Director of the White House Office of National Drug Control Policy (ONDCP), a Congressionally confirmed Presidential appointment under President Obama. Additionally, the [Institute of Healthy Economics' Executive Director, Egon Jonsson](#), has asked that we help with a similar project being planned and implemented by TRI in Alberta.

Anne Archibald, Brainerd Area Chapter of Healthy Brains for Children, accepts a donation from Budd McCulloch, Manager of the College Square convenience store located near the Central Lakes College campus. His store was the first convenience store with a pregnancy test dispenser in the women's restroom.



County Fair Booth

The Brainerd Lakes Area Chapter manned a booth at the Crow Wing County Fair for the fifth consecutive year. As far as we know, that is a record! We will call it a record!



Marilyn Leiterman and Justine Bertrand at the Neeming Christmas Market. What better place to provide the prevention message!



Thunder Bay Brings Attention to Prevention



Having fun at the Thunder Bay Annual Rotary Christmas Parade while promoting prevention of prenatal exposure to alcohol.



One of the last events Peter led was Pregnant Ladies Night Out. Here he is in a prior event, working the audience. That was his specialty!

Do the PT

Introduced at the International Conference
September, 2014



What if, in five years, our responsible drinking has changed to "Who is the DD and did the gals PT?"

HEALTHY BRAINS FOR CHILDREN

3836 Deercliff Ct., Eagan, MN 55123

507-213-0120

www.healthybrainsforchildren.org

