Annual Conference Planning Committee Report

Meeting Date: Feb. 10, 2018

Name of Submitter: Patrick Boyle

Name of Item: Annual Conference Planning Committee Update

Strategic Priorities:

- Increase the capacity of states/territories to use evidence to drive policy and program design to improve MCH outcomes and health equity.
- Contribute to the development of a flexible, skilled workforce.
- Influence the alignment of resources and the federal and state levels to improve and increase support for maternal and child health.
- Increase the investment in maternal and child health programs.

Action requested of the Board:
This is an information item only.

Reviewed by:
Lori Freeman (CEO) and Patrick Boyle (Associate Director, Communications and Membership).
Annual Conference Planning Committee Report

Welcome to the 2018 AMCHP Annual Conference!

This year’s conference theme, “Staying Focused: The Enduring Commitment of MCH to Families and Outcomes,” reflects AMCHP’s core values of excellence and integrity, as well as the objectives of our Strategic Plan, including increasing the capacity of states and territories to use data for action at the community and state levels, increasing the use of evidence-informed/based strategies to improve health equity, and increasing MCH leadership competencies for the MCH workforce, including families. The theme was chosen through several rounds of collaboration among members of the Annual Conference Planning Committee and senior AMCHP staff.

That theme will be driven home during our general sessions, which include a panel discussion about effective ways of engaging families in MCH; a panel discussion about effective ways to engage males (fathers, young men and adolescents) in family health services and programs; a panel of MCH leaders discussing how can we translate what we’ve learned from severe natural and man-made crises to help us handle future emergencies; and keynote addresses by Dr. Michael Lu, Professor, Senior Associate Dean for Academic, Student and Faculty affairs, George Washington University’s Milken Institute School of Public Health, who will discuss the future of Maternal & Child Health; and by Dr. Richard Antonelli of Boston Children's Hospital, our MacQueen Lecture Award winner, who will discuss how improving the coordination of care among services and systems improves outcomes.

The theme will also be reflected in our 72 workshops and skills-building sessions, carried out over four days. These sessions are organized along subject-area tracks: adolescent health, advocacy, child health, children and youth with special health care needs, epidemiology/data, family involvement, health care financing, health equity, the life course approach, MCH block grant transformation, MCH systems building, women's and infant health, and workforce and leadership development.

The sessions are complemented by 100 poster presentations (our maximum capacity), 37 exhibits, and meetings for each of the 10 regions of the U.S. Health Resources and Services Administration, home to the Maternal and Child Health Bureau.

Our registration total of 850 as of Feb. 2 is above our total of 837 in 2016 (the last time we held the conference in Washington) and below the record-setting 959 last year in Kansas City, Mo.

Our sponsorship and exhibit sales stood at $56,850 as of Feb. 2, about $1,000 behind last year. While we lost the bag sponsor and break sponsor this year, we sold new sponsorships that include the Women’s Preventive Services Initiative focus group, general session chair drops and sponsored sessions.

We revised some of our sponsorship offerings this year and will thoroughly examine our sponsorship offerings and prices for 2019 with an eye toward making some fundamental changes in our packages.

This year’s conference continues the effort we began last year to make youth a more significant presence at the conference as both attendees and presenters. At least 50 youth and young adults (age 25 and under) from 20 states and territories registered for the conference. Many of them will attend workshops and other ancillary meetings, such as a review of the proposed “Best Practices for Youth Engagement in MCH” toolkit. Several youth are featured presenters in workshops – something we
encouraged in our request for session proposal this year. Youth will hold a special session late Saturday afternoon for attendees to “Meet and Greet Youth Adult Leaders of MCH,” where young people will talk about their work on maternal and family health issues through their local health agencies and organizations. We also have a 21-year-old on our male engagement panel to talk about how to better involve adolescent and young adult men in family health programs and services.

Over this past year, it has been especially gratifying to work with distinguished members of the Annual Conference Planning Committee: James Olson, Delegate and ECCS Program Coordinator for the Iowa Department of Public Health; Joni Bruce, Family Delegate and Parent Advocate for the Oklahoma Department of Health; Kenn Harris, Director for the New Haven Healthy Start Program at the Community Foundation for Greater New Haven; Manda Hall, Delegate and Associate Commissioner for the Texas Department of State Health Services; Marilyn Johnson, Delegate and Title V Director for the Mississippi Department of Health; Tessa Medina-Lucero, Delegate and Adolescent Health Coordinator for the New Mexico Department of Health; Michael Spencer, Director for the Office of Family and Community Health Services at the Maryland Department of Health and Mental Hygiene; Natalie Harlan, Director, Milwaukee Lifecourse Initiative for Healthy Families for United, United Way; Regina Meza, Project Coordinator for the Department of Disability and Human Development at the University of Illinois at Chicago; Shay Chapman, Delegate and Bureau Chief for the Florida Department of Health; and Tricia Brisbine, Family Delegate and Program Coordinator at Family Voices of Minnesota.

Next year we take the Annual Conference on the road again. Please mark your calendars for AMCHP 2019, which will be held in San Antonio, Texas, March 9-12, 2019.