From the President

2011 Annual Conference

By Phyllis J. Sloyer, RN, PhD, FAHM, FAAP

Welcome to this issue of *Pulse* and my next to last issue as President of AMCHP. I hope that by now you have registered for the 2011 Annual Conference. If you haven’t, I encourage you to do so. The conference is being co-sponsored by Family Voices and includes a gala event to honor and celebrate those who mean so much to us: families. I know that the conference will offer valuable sessions for the broader maternal and child health community; including information on life course strategies, home visiting, health care reform, medical home, quality measures and so much more. I can already feel the energy that permeates all of us as we participate in the conference. As usual, take time to network and learn from each other as well as meet new colleagues and form partnerships that will last for years.

We enter a time where leadership is the most essential competency for those of you in maternal and child health programs. The answers are not readily available and uncertainty is sure to challenge your ability to steady the course and chart a direction for maternal and child health programs. I know that this conference will offer you sessions that can at least begin to stimulate discussions that help you formulate possible actions for the future. A salute to the future and thanks for the past.
From the CEO
Now More Than Ever

By Mike R. Fraser, PhD

With so much going on here in Washington, DC you need to be at AMCHP 2011 now more than ever. We have so much planned for an amazing Conference experience, not just because we are colo-cating at the Omni Shoreham hotel with the Family Voices National Conference and the Every Child Matters National Home Visiting Summit, but because we have literally over 100 sessions, workshops, trainings, networking events and opportunities to visit with exhibitors and partners. In just four short days you have a year’s worth of learning, coaching, sharing, and yes, fun!

AMCHP members and staff have been preparing a conference program that will help you build your MCH leadership competencies while making new connections and learning about new programs, funding opportunities and policy changes. With all that is going on here in Washington related to maternal and child health we expect to hear a lot of news related to opportunities and challenges for MCH this coming year, and into the future. AMCHP 2011 is the place to learn what’s new, what’s hot and what’s changing. A special session on health reform at (almost) one year; a plenary on storytelling as a best practice; a new regional luncheon discussion; and a “knowledge sharing café” are in the mix!

I often use the phrase “you can’t chop down a tree with a dull axe.” I see our Conference as the premier event for you to “sharpen” your axe and learn new tools and strategies to make your programs more effective. Feeling like you are in need of new tools or resources to move your work forward even further? AMCHP 2011 is the place to gather those ideas, celebrate successes and learn about how to replicate best practices. We’ll also challenge you – the Conference program will engage you and involve you, and may even help you think differently about your work, your program, and where you are going as an MCH professional.

The Conference website includes information on continuing education opportunities, our training institute sessions, a schedule-at-a-glance, and more information on how to justify your attendance. Check it out! So, join us! AMCHP 2011 is a great way to kick off the New Year. We are all looking forward to seeing you in Washington, DC next month!

Feature

Storytelling and MCH: A Conversation with AMCHP Keynote Speaker Andy Goodman

By Mike R. Fraser, PhD

Andy Goodman
Author, Storytelling as Best Practice

As we prepare for the 2011 AMCHP and Family Voices Conferences I had the chance to talk with Andy Goodman, our shared keynote speaker, about the topic of storytelling. Andy is a master storyteller and works with many organizations to develop effective stories about their work. Here’s what Andy had to say about storytelling and maternal and child health. Don’t miss Andy’s talk on Tuesday, February 15.
Mike: Andy, thanks for talking with me today. You do such good work on storytelling. In a nutshell, what are the elements of an effective story?

Andy: What makes stories so powerful is their ability to generate an emotional response. They make the audience feel something, and the experience of feeling helps them remember what they’ve just heard. I like to use the metaphor of a drawbridge: when you want to truly connect with another person, you have to lower the drawbridge that let’s them walk across a moat (which can represent apathy, indifference or just distraction) and temporarily enter the world of your story. Emotion is the force that lowers the drawbridge, so I believe emotion is the most important element in any story. Without it, you’re just recounting a dry sequence of events, and nobody’s going to jump over a mote to hear that.

Mike: That is so true, we need to have that emotional connection. What is interesting is that we have so many emotional connections in maternal and child health and yet we don’t have lots of compelling stories about our work in the states. Why do you think we have such a hard time developing stories about our work in maternal and child health?

Andy: First of all, if our colleagues working in maternal and child health are having difficulties telling stories, I have some good news for them: you have plenty of company. I have been working with public interest organizations of all stripes for the past 10 years, and most of them are “story-challenged.” They aren’t lacking good stories to tell — quite the contrary, in fact — they just have difficulty telling them without including all kinds of technical terms, acronyms, statistics and other gobbledygook that drains the life out of the story. Just think about the last time you were swapping stories during a coffee break or over lunch. When your friends or colleagues were telling their stories, did anybody talk about “enhancing access”? Was anybody “building capacity”? Probably not, because when we tell stories in informal settings, we speak in plain English. So when I work with people in the public interest sector who want to become better storytellers, the first thing I teach them is to relax and let their gut instincts take over. Believe it or not, all human beings are natural storytellers — we just have to get out of our own way sometimes. And we also have to be a little less modest. The people I’ve met in maternal and child health are doing heroic work. Sometimes, when they tell a story, it is about them.

Mike: Yes, the NFP does a great job with stories – thanks for sharing that. In addition to their examples, what other resources are out there to help folks develop effective stories?

Andy: I often point to the Nurse-Family Partnership (NFP) as an organization that has embraced storytelling and transformed its communications as a result. (And I’d mention them here even if your readers weren’t involved in maternal and child health.) From the founder, Dr. David Olds, to the organization’s leadership, to the nurses in the field, everyone is aware of the importance of telling stories about what NFP does. Because NFP has an evidence-based model, they’ve spent decades rigorously collecting data to build the case for their approach, and it’s one of the most compelling cases out there today. But when you talk in numbers alone, you’re speaking to only half of the human brain. You need the stories as well to create an emotional connection that will ultimately let all that data in. NFP started embracing that philosophy a couple of years ago, and if you look at the home page of their website today, you will see four stories featured prominently at the top of the page. I believe that their ability to communicate so effectively is one reason they have grown so dramatically and now provide services in 32 states across the United States.

Mike: Well, that’s good news! I think you are right, we do get in our own way sometimes and make things a lot more technical and complicated than the need to be. What are some organizations that have really mastered the art of storytelling? What impact has that had on their work, and support for their work?

Andy: There are several books I regularly recommend for people who want to work on their storytelling. Story, by Robert McKee, is aimed primarily at aspiring screenwriters, but the sections on story structure are so solid (and applicable to storytelling in all forms), that the book is worth buying for those chapters alone. Telling True Stories is a collection of essays on the art of narrative nonfiction writing, and I think it’s always inspiring to hear some of the best practitioners talk about their work. If you want a deeper appreciation for the power of storytelling in
Feature cont.

Storytelling and MCH

influencing human behavior, Annette Simmons’ The Story Factor provides a valuable overview. And finally, if you want to invest four hours in an online class that was developed especially for public interest storytellers, you may want to register for “Storytelling: Tapping the Power of Narrative” offered by The Goodman Center. I hear it’s terrific.

Mike: Ha, ha. I’m sure it is terrific – and can actually vouch for it myself having taken the course! Thanks Andy, we are all looking forward to seeing you in Washington, DC in February.

AMCHP and March of Dimes Partner on the Second Annual Mini-March for Babies

By Lauren Raskin Ramos, MPH
AMCHP Director of Programs

After last year’s resounding success, AMCHP and the March of Dimes are pleased to invite you to join us again this year for a Mini-March for Babies on Monday, February 14 to raise awareness of and support for prematurity prevention. Join Conference participants in a one mile fitness walk as part of the AMCHP Steps for Babies Team! Help us to raise awareness of prematurity and support the Maryland National Capital Area chapter of the March of Dimes.

This year, the March of Dimes 2011 National Ambassador family will be attending the Conference and walking with AMCHP and the March of Dimes. The National Ambassador plays a vital role in promoting the Foundation’s mission to give every baby a healthy start by traveling the country to share their inspiring story. The family looks forward to walking with our AMCHP colleagues and members this February!

Bring your walking shoes and warm clothes – the walk will be outside — rain or shine! AMCHP staff will also walk on May 7, 2011, as part of the DC-area March for Babies. If you can’t walk with us, please help by donating to our Professional Coaching: An Innovative and Promising Leadership Development Approach for Maternal and Child Health Professionals

By Kris Risley, DrPH, CPCC
Continuing Education Director, Maternal and Child Health Program, Division of Community Health Sciences, School of Public Health, University of Illinois at Chicago

Professional coaching, a process to maximize personal and professional development, is a relatively new but cost-effective and increasingly accessible leadership development approach available for maternal and child health (MCH) professionals. By incorporating coaching into the menu of professional development options available to MCH practitioners and scholars, we extend the breadth of professional training to include the personal aspects of leadership development that involves the life-long exploration and expansion of emotional intelligence (EI) which contributes to upwards of 80 percent of the success that distinguishes outstanding from average leaders (Goleman et al, 2002).
MCH leaders express knowledge and skills across a range of 72 MCH leadership competencies in 12 domains and three circles of influence including self, others, and wider-community (MCH Leadership Competencies 3.0) with the ultimate goal being that we actively engage in work that results in the significant improvement of the health and well-being of women, children and families. Professional coaching and coaching programs facilitate the development of MCH leadership competencies in the domains of Self-Reflection, Ethics and Professionalism, Critical Thinking, Communication, Developing Others Through Teaching and Mentoring, and Working with Communities and Systems.

Coaching builds EI by helping individuals to become increasingly self-aware and able to manage their emotions as well as increasingly socially aware and able to manage their relationships with others (Goleman et al, 2002). Individuals high in EI competencies are adept at self-reflection and assessing how their feelings affect them and their job performance, they rely on their internal value system to guide decision-making, and tend to be authentic and transparent in their interactions with others compared with those who have lower EI. Emotionally intelligent people are aware of their strengths and limitations, use empathy to relate to a wide range of people from diverse backgrounds and perspectives, and they inspire others to move passionately toward a shared vision. Emotional intelligence may be the key factor to support MCH professionals as they navigate the high degree of change, challenge, stress and burnout present in the field.

There are many coaching programs and approaches available in the market-place. The best programs integrate adult learning approaches such as Transformational Learning Theory (TLT) (Mezirow et al, 2009) and they enhance EI. In TLT, learning is defined as transformation associated with challenging individuals to assess how their experiences interact with their existing value system and worldview. This compares with an informational learning in which new information is transferred from an expert to a student. For example, MCH scholars teach graduate students about the social determinants of health. Both are important and they serve different purposes.

Although there are many different schools of thought about coaching, professionally trained coaches provide an ongoing partnership designed to help clients improve their performance and enhance the quality of their lives.

Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach’s job is to provide support to enhance the skills, resources, and creativity that already exists within the client. Coaching enables individuals to translate personal learning and insight into improved effectiveness; it increases linkages among self-development, leadership development and organizational effectiveness (International Coaching Federation, 2010).

Coaching can be applied in a variety of ways including:

- Developing leadership development and coaching programs for MCH professionals (contact Kris Risley at UIC for an example of how this is currently being implemented)
- Adding coaching to existing leadership and career development programs such as those in Schools of Public Health
- Offering coaching as an alumni or association member benefit
- Providing in-service coach training to integrate coaching as a method of engaging with students and colleagues

Whatever the method, coaching can be used as a leadership development method to support our field in achieving the Healthy People 2020 objectives for Women, Children and Families by helping individuals identify and fully express themselves and their unique passion and commitment to women, children and families.

References


PULSE
A monthly newsletter of the Association of Maternal & Child Health Programs

Feature CONT.
Professional Coaching


Individual Professional Coaching

Individual sessions are available to AMCHP conference attendees at no cost. Conference attendees will have an opportunity to take advantage of individual, private 40-minute coaching sessions Sunday through Tuesday, February 13-15, by registering in advance or by registering on site. Space is limited and available on a first-come, first-serve basis. To find out more about coaching at the 2011 AMCHP Annual Conference or about registering for an individual session, please contact Librada Estrada or call (202) 266-3046.

View from Washington

Policy Highlights at this Year’s Annual Conference

By Brent Ewig, MHS
Director, Public Policy & Government Affairs

Although I’ve lived in the Washington, DC area for close to 16 years now, I still get a shiver of excitement each time I see the Capitol building, the White House, or one of our many spectacular monuments. These symbols of our democracy remind me how privileged I am to live in such an exciting city.

As we approach the Annual Conference, I hope you share my excitement about coming to our nation’s capital at such a critical crossroads, and - as you are able - I encourage you to begin preparing now to exercise your constitutional rights to participate in the policymaking process.

Policy Highlights

Once again AMCHP is asking members and friends in town for our Annual Conference to make visits to elected officials on Capitol Hill to advocate for Title V MCH Block Grant funding. We need your help! Now more than ever it is vital for your elected officials to understand the needs of MCH populations in your state and how they are addressed by Title V programs.

Especially as Members of Congress face enormous pressure to make budget cuts, they need solid information about the consequences of their decisions on the health of our MCH population. It is also crucial that we continue a dialogue with policymakers on the potential changing roles for state Title V MCH programs as implementation with health reform proceeds.

To help you prepare, on February 1, at 3 p.m. EST we will conduct a general advocacy training teleconference and on February 2, at 3 p.m. EST we will conduct a training specifically geared to family scholars, representatives and first time advocates. Please contact Joshua Brown to register for either training. Additionally, there will be an on-site Legislative Briefing as part of the Annual Conference on Monday, February 14 from 2:45 to 4 p.m. EST. For an archive of past AMCHP Advocacy training materials, tips for scheduling meetings with your Congressional representatives, and other advocacy resources, please visit our website.

Now is the time! In accordance with your state’s rules on advocacy, we recommend scheduling your appointments as soon as possible. The earlier you send your requests, the better the congressional office is able to fit you in. We ask that AMCHP conference attendees schedule their own appointments so that it fits into your travel schedule and meeting plans. While we have officially set aside time on the afternoon of Tuesday, February 15 for visits and an AMCHP Congressional Reception, we encourage members to schedule visits during any free time you might have while in Washington, DC. Once your meetings are scheduled, please let Joshua Brown on our staff know so he can make sure you receive a packet of AMCHP Advocacy materials. If you have any questions or need assistance with your scheduling, please do not hesitate to contact him at (202) 266-3042.

Finally, I wanted to highlight one of the plenary sessions that will specifically focus on providing the latest
information to help you understand where we’ve been and where we’re headed with health reform. The session, entitled “Working Together to Address Leadership Opportunities and Challenges in Implementing the Affordable Care Act” will mark almost one full year since the passage of the Patient Protection and Affordable Care Act. We’ll cover what have learned about implementation in the states and opportunities and challenges to improve maternal and child health. This lively and engaging session will include the perspectives of national leaders charged with implementing ACA at the local, state, and national level. Come hear from experts about how they are approaching ACA implementation and learn how ACA will impact the work of MCH professionals in the months and years to come.

Recognition

AMCHP Awards Recognize Excellence in MCH Practice

A highlight of the AMCHP Conference is our chance to recognize MCH leaders. Please join AMCHP in sharing our congratulations with the following awardees at our 2011 Annual Conference.

John C. MacQueen Lecture Award
For Innovation in the field of Maternal and Child Health

Awardee: Kathryn Hall-Trujillo, MPH, Founder and Director, The Center for Community Health & Well-Being

This annual lectureship is awarded to honor one of AMCHP’s most distinguished members, Dr. John C. MacQueen, the former director of the Iowa Child Health Specialty Clinics, the state’s program for Children with Special Health Care Needs (CSHCN). A pediatric neurologist, Dr. MacQueen achieved success at state and national levels. As an administrator and clinician, advocate, innovator, and educator, Dr. MacQueen made his presence felt throughout the country through his tireless work on behalf of children with special health care needs. AMCHP takes special pride in those accomplishments that have advanced family health programs. They include 30 years as a CSHCN state director; leadership as vice-chair of the Congressional Select Panel for the Promotion of Child Health; membership on the Advisory Panel on Technology and Child Health, Congressional Office of Technology Assessment; contributions to the Maternal and Child Health Bureau and to the Surgeon’s General workshops; and advocacy for Title V. Criteria for this awardee state that the awardee be a contributor to the field of MCH and an advocate on behalf of the MCH community. Their work must focus on or around the establishment and maintenance of healthy communities. Each year, the awardee is invited to deliver a dynamic and inspirational lecture at the Annual MacQueen Lecture Luncheon during the AMCHP Annual Conference.

Vince Hutchins Leadership Award
For leadership in promoting a society responsive to the needs of women, children, youth and families

Awardee: Jennifer L. Howse, PhD, President, March of Dimes

In 1998, AMCHP launched what was then called the “AMCHP Leadership Award” to recognize outstanding individuals, living or deceased, whose work has contributed to significant societal changes that have resulted in improvements in the health of American families and their various members. The first honoree, former First Lady Hillary Rodham Clinton, is exemplary of the stature of Leadership Award recipients. In 2001, AMCHP renamed the Leadership Award for Dr. Vince Hutchins, a beloved national leader and life-long advocate for children’s health. During fifteen years as director of the Maternal and Child Health Bureau, Dr. Hutchins expanded the federal government’s commitment to women, children, youth and families. He also led development of new initiatives for children and families such as the Healthy Mothers, Healthy Babies Coalition. The award is not routinely awarded annually. Senator Edward (Ted) Kennedy was the recipient of the 2009 Hutchins Award.
Recognition CONT.

Legislative Champions for Maternal and Child Health Award
Recognizing the efforts of Members of Congress and their staffs to improve the health of mothers, children, and families including children and youth with special health care needs.

Awardees: Former U.S. Representative David Obey (D-Wisconsin’s 7th District); Senator Tom Harkin (D-Iowa)

The purpose of the award is to recognize and celebrate the efforts of Members of Congress and their staff who improve the lives and health of mothers, children, and families, including those with special health care needs. Past award winners include Representatives Jesse Jackson, Jr., and Lucille Roybal-Allard and Senators Chris Dodd and Max Baucus.

Rep. David Obey retired at the end of last Congress and has chaired or served as ranking member of the House Appropriations Committee for many years. He has been a reliable and consistent champion for a number of health and human service programs, and has championed legislation with proposed increases to the Title V MCH Block Grant in recent years.

Sen. Tom Harkin is one of the most visible, vocal and consistent champions for public health in the U.S. Senate. He was the lead author of the Prevention and Public Health Fund included in the Affordable Care Act that will provide a mandatory appropriation totaling $15 billion over 10 years to support investments in proven, effective programs to prevent disease and injury. Additionally, Sen. Harkin included a proposed $11 million increase for Title V in the FY 2011 Labor HHS Appropriations bill this year. Receiving Legislative Staff Champions Awards are Jenelle Krishnamoorthy and Adrienne Hallett, two of Sen. Harkin’s key staff members.

Honoring Family Leaders
In lieu of honoring one single individual for the Merle McPherson Family Leadership Award in 2011, AMCHP would like to recognize all family leaders for their efforts and hard work on behalf of women, children and families. Without their commitment and passion to improving systems of care, maternal and child health would not have advanced as much as it has over the last 75 years. We are honored to include families as partners in our work. Thank you for your dedication and all that you do!

AMCHP’s Best Practices Award
Promising Practice: Illinois’ La Vida Sana, La Vida Feliz Program

La Vida Sana, La Vida Feliz is a program designed to promote a healthy weight in Latinas facing weight loss barriers such as access to healthy foods, time, economic resources, family commitments and motivation. The program is based on a promotora model which involves using community health workers. The program was developed based on the social-ecological model, which takes into account both biological and environmental factors that may impact individual decisions. To date, approximately 947 patients have been referred by their providers, 539 women have attended an orientation session and 299 women have graduated from the program.

AMCHP and Go Beyond MCH Social Media Partnership

AMCHP and Go Beyond MCH have partnered to bring you engaging conversation, constructive networking, and real-time content before, during and after the 2011 AMCHP and Family Voices National Conference. Visit http://www.gobeyondmch.blogspot.com and sign up to receive further details in our bi-weekly e-newsletter. You can also follow all conference happenings and join exclusive meet ups with industry leaders by using #AMCHP11 on Twitter!
Who’s New

AMCHP Welcomes New Staff for National Center for Health Reform

AMCHP is pleased to welcome Carolyn D. Mullen as our new Associate Director for our National Center for Health Reform Implementation. Carolyn previously worked as the associate director of federal affairs for the March of Dimes Office of Government Affairs from 2006-2010. During her tenure at the Foundation she promoted the March of Dimes federal policy agenda to both Congress and the Administration focusing on health appropriations and public health policy. Specifically, Carolyn promoted a broad array of policy initiatives to improve maternal and newborn health including enhanced research and surveillance for birth defects; authorizing and providing additional funding for newborn screening programs; and authorizing and increasing funding dedicated to preterm birth. Carolyn was also an elected member of the Friends of the National Center on Birth Defects and Developmental Disabilities (NCBDDD) executive committee, a member of the nominating and membership committees of the Coalition for Health Funding and a member of the National Birth Defects Prevention Network (NBDPN) annual conference planning committee. Prior to joining the Foundation, Carolyn worked as a senior federal affairs representative for the MWW Group and as a health care policy legislative aide to United States Senator Arlen Specter (D-PA). During her tenure as an aide, Carolyn staffed Senator Specter, wrote memorandums and letters, analyzed legislation, and met with constituents on a broad array of health care policy issues including, but not limited to, Labor, Health and Human Services and Education Appropriations, Medicare, HIV/AIDS, and women’s health. Carolyn holds a Bachelor of Arts degree in psychology from Villanova University, Villanova, PA. Carolyn can be reached at cmullen@amchp.org.

Also joining AMCHP as a Senior Advisor to the National Center for Health Reform Implementation is Karen Van Landeghem, MPH. Karen has more than 20 years experience in health and human service policy and program development and government relations with expertise in child and family systems, maternal and child health (MCH), public insurance coverage for children, early childhood and adolescent health. She spent 11 years in Washington, DC where she worked for national children’s health and education organizations, including as the assistant executive director of AMCHP! Most recently, she operated a consulting business based in the Chicago metropolitan area that worked with national, federal and state entities to improve and advance policies, programs and services that support women, children, youth and their families, particularly those who are low-income. Clients have included the Agency for Healthcare Research and Quality, The David and Lucile Packard Foundation, and the Health Resources and Services Administration as part of the Child Health Insurance Research Initiative™ (CHIRI™); The National Governors Association; The American Academy of Pediatrics; Grantmakers for Children, Youth and Families; The National Academy for State Health Policy; Nemours Health and Prevention Services; and the Illinois Children’s Mental Health Partnership. Karen is on the faculties of the Johns Hopkins University School of Public Health, Women’s and Children’s Health Policy Center, and the University of Illinois at Chicago, School of Public Health, where she teaches a graduate level course on MCH systems development. She is the author of numerous reports and publications on child and family health policies and best practices. In 2000, she was the recipient of the American Public Health Association’s (APHA) Young Professional Award for outstanding achievement and leadership in maternal and child health and is a recent past Secretary of APHA’s MCH Section. She received her Masters of Public Health from the University of Michigan. Karen can be reached at kvan@amchp.org.
Get Involved

AMCHP is Pleased to Welcome

U.S. Surgeon General Dr. Regina Benjamin to AMCHP 2011!

Join Dr. Benjamin and other national leaders attending AMCHP’s Annual Conference February 12 through 15 – just a few short weeks away. We have a great program lined up just for you – check out our schedule-at-a-glance and make your plans today! AMCHP’s most affordable registration and hotel rates have been extended – hurry! AMCHP has extended its early-bird registration deadline until this Friday, January 14 – don’t wait, register now! After this date the rates will go up. Click here for complete registration information and to register online.

AMCHP February Board Meeting

All members are invited to attend AMCHP’s Board meeting which will be held during our Annual Conference on Saturday, February 12 from 9 a.m. to 4 p.m. EST. The meeting will be held at the Omni Shoreham Hotel. Board members who will be attending should RSVP to Nora Lam or call (202) 775-0436.

Vote for your AMCHP Board of Directors

The 2011 election for AMCHP’s open Board positions is now open. All AMCHP delegates whose programs have paid dues for the 2010-2011 membership year are eligible to vote. For information on the candidates, please visit, http://www.amchp.org/elections. The deadline to vote is February 11 by 5 p.m. EST. All delegates should have received an e-mail invitation to vote. If you have not received your invitation, or if you have any questions, please contact Rachel Arculin or call (202) 266-3051.

New This Year at the Annual Conference

• **Knowledge Café**: AMCHP is exploring a new session design - replacing the Roundtable sessions with a Knowledge Café! What is a knowledge cafe? Quite simply, it’s a method of bringing a group of people together to have an open, creative conversation on a topic of mutual interest to share their collective knowledge, ideas and insights and to gain a deeper understanding of the subject and the issues involved. This year’s AMCHP conference will host 10 hot MCH topics! So, make sure to rise and shine early on Monday morning - the first round of dialogue starts bright and early at 7:15 a.m. - and be ready to share your knowledge and insights with your peers. Look for a list of topics coming your way soon. Breakfast will be served at 7 a.m.

• **Power Sessions**: In addition to skills-building sessions and workshops, power sessions provide you with more valuable content! In order to offer you an even greater selection of educational opportunities this year, AMCHP is introducing power sessions — condensed 40-minute workshops that will explore more focused topics than full-length workshops. Altogether, more than 80 skills-building sessions, power sessions, workshops and roundtables will address a broad range of topics related to MCH practice. Hear from expert colleagues and peers about the issues of most concern to you and learn what will have an impact on your MCH programs. A complete listing of conference sessions is available online.

AMCHP Annual Conference Training Institute

This one and a half days of in-depth interactive skills-building sessions and events will start on Saturday, February 12. Don’t miss 16 exceptional opportunities for professional growth and understanding – all are included with your full conference registration. Pre-registration for the Training Institute is now available. The general conference program kicks off mid-day Sunday, February 13 with a Warm Welcome Coffee Reception, the Welcome Plenary and the MacQueen Memorial Lecture, followed by a packed agenda of sessions and networking opportunities. Click here for the full details on the schedule of events and register today!
The session, “Optimizing Health Care Reform to Advance Shared Resources Among Systems Serving MCH Populations,” will convene on Sunday, February 13 from 9 a.m. to noon, is designed to engage state MCH programs and others in identifying the policy and program changes necessary to promoting shared resources (e.g., care coordination, outreach and enrollment) and integrating services among public programs and the roles of state MCH, Medicaid, CHIP and other stakeholders (e.g., local health departments, community health centers). Health care reform promises greater access to care through coverage expansions and will result in sweeping changes to health care delivery systems. However, it is unclear how redesigned service delivery systems will be structured and optimized, coverage expansions will be integrated between public and private systems, and prevention investments will improve health outcomes. As such, states may miss important opportunities to build comprehensive, integrated service delivery systems that serve women, children and their families. States also run the risk of perpetuating the many silos in the current health care system that can limit access to care, minimize quality of care, and ultimately contribute to health inequities and poor health outcomes for MCH populations. Sponsored in part by the Commonwealth Fund.

Through the Women’s Health Partnership (WHP), AMCHP and CityMatCH have worked together for over five years to build state and local capacity to address preventative health for women of reproductive age. For the last several years, the WHP has built capacity in a variety of ways, including authoring publications and supporting action learning collaboratives. Moving forward, the focus of the WHP will be on building state and local health departments’ capacity to implement the life course perspective. Initial activities included hosting two town hall meetings in conjunction with the CityMatCH Conference in September 2010. AMCHP’s Life Course Town Hall Meeting, convening on Sunday, February 13 from 9 to 11 a.m., will allow participants to dialogue and draft recommendations on what is needed at the federal, state and local levels to integrate the life course perspective into maternal and child health practice. To learn more, visit here.

An AMCHP tradition, regional baskets will be raffled during Monday dessert in the exhibit hall, the Tuesday morning plenary, and the Tuesday plenary luncheon. Join the fun! Bring an item that represents your state or region to add to the giveaway baskets. Turn in your item by Monday morning at 11 a.m. at the AMCHP registration desk. And don’t forget to fill out your raffle ticket and drop it in the box at the AMCHP booth in the Exhibit Hall.

You are invited to join AMCHP and Family Voices in a shared celebration honoring Polly Arango, founding Executive Director of Family Voices, Inc., and others who have dedicated their lives to families and children at the Valentine’s Day Gala dinner — A Legacy of Leadership — on Monday, February 14, at 6:30 p.m. The event will be held at the Omni Shoreham Hotel, Washington, DC. This fundraising event will benefit both AMCHP and Family Voices. Separate registration and fee required. For more information about purchasing tickets, please visit here. For information about Gala sponsorship, please visit here. We hope you will join us for this special evening!

Join in to celebrate the contributions of AMCHP’s volunteer leaders who are rotating off of the board of directors and to welcome new board members, including our newly elected president on Tuesday, February 15 from 7:45 to 9:15 a.m. EST. The meeting, at which our annual business is conducted, will also address key items such as membership dues rates, certifying the board of directors elections, and AMCHP’s fiscal and operational status and strategy by reviewing the strategic plan, providing feedback to the board and staff on programs and policies, and sharing information about what is happening in your state program. Breakfast will be served. All are welcome and encouraged to participate!
Board of Directors

Executive Committee

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Florida

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