

Member Briefs



March 4, 2010



THE ASSOCIATION OF MATERNAL AND CHILD HEALTH PROGRAMS

LEGISLATIVE CORNER

Greetings from our nation's capital, and welcome to those who are on their way to the AMCHP Annual Conference! For those making visits with elected officials, our Title V advocacy materials including updated State Profiles are now posted [here](#) and will be available on-site.



For those not able to join us in person, we urge you to put your state health agency on record in support of increased funding for the Title V Maternal and Child Health Services Block Grant. Spring is the crucial time for members of Congress and their staff to hear from constituents on appropriations priorities, so please add your voice (and that of your key partners) to the chorus supporting Title V funding. Additional background including a template letter is available [here](#).

Health Reform Saga Continues

There was additional progress this week moving forward on health reform. On Wednesday, President Obama made a final pitch for Congress to finish the health reform debate with an up or down vote in "the next few weeks." Conventional wisdom is that the most likely path forward is for the House to pass the Senate's health reform bill, and then both chambers will take up a budget reconciliation bill making limited agreed upon changes. We will be conducting plenary sessions on health reform and home visiting at the upcoming Annual Conference which we hope to make available online after the conference.

GET INVOLVED



AMCHP March Board Meetings

The next AMCHP Board Meeting will be held during our Annual Conference on Saturday, March 6 from 8 a.m. to 5 p.m. (EDT) and on Wednesday, March 10 from 8 a.m.

to Noon (EDT). Additional information will be provided in the coming weeks. Board members who will be attending should RSVP to [Nora Lam](#) or call (202) 775-0436.

AMCHP Business Meeting

All members, partners and staff are invited to attend a Business Meeting on Tuesday, March 9 from 8 to 9:15 a.m. during our Annual Conference.

Vote for your AMCHP Board of Directors

The 2010 election for AMCHP's open Board positions is now open. All AMCHP delegates whose programs have paid dues for the 2009-2010 membership year are eligible to vote. For information on the candidates, please visit, <http://www.amchp.org/elections>. Online voting is now closed. In-person voting will take place at the 2010 AMCHP Annual Conference. If you have any questions about the election, please contact Nora Lam, Executive Assistant.

HMHB Launches Text4baby!

Each year in the United States, more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday. In response to this national public health crisis, the National Healthy Mothers, Healthy Babies Coalition (HMHB) launched text4baby, a free mobile information service that provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) will receive free SMS text messages each week, timed to their due date or baby's date of birth. These messages focus on a variety of topics critical to maternal and child health, including birth defects prevention, immunization, nutrition, seasonal flu, mental health, oral health and safe sleep. Text4baby messages also connect women to prenatal and infant care services and other resources. AMCHP is an outreach partner of text4baby. To learn more, visit www.text4baby.org.

GET INVOLVED CONT.

Call for Nominations

The CDC Foundation Hero Award recognizes an individual who has made a significant contribution to improving the public's health through exemplary work in advancing the Centers for Disease Control and Prevention's (CDC's) mission of promoting health and quality of life by preventing and controlling disease, injury and disability. Nominations for the award are currently being accepted. The deadline to submit nominations is March 15. To download the nomination materials, click [here](#). For more information about the award, visit [here](#).

Call for Feedback

The Disability and Health team at Centers for Disease Control and Prevention is in the process of improving its website. This improvement project includes the development of an online interactive database application to store and display data about people with disabilities compared to those without disabilities across a variety of health topics. As part of this preliminary work on this project, they are conducting a survey to find out your information needs, what features would be useful to you, and how this tool can be most effective and user-friendly. The survey deadline is March 31. For more information, contact [Marcia Miller](#). To complete the survey, visit [here](#).

Webinar on Combating Autism Act

The webinar, "Autism Intervention Research at MCHB," to be held on April 8 from 12:30 to 2 p.m. (EDT), will provide an overview and update on various autism-related research projects at the Maternal and Child Health Bureau (MCHB). The Autism Intervention Research Network on Behavioral Health (AIR-B) and the Autism Intervention Research Network on Physical Health (AIR-P) will give updates on their studies as well as report on the status of their guideline development processes. Three newly funded R40 research grants will also give an overview of their research projects. To register, visit [here](#).

AAP Call for Abstracts

The American Academy of Pediatrics (AAP) is calling for abstracts for its 2010 National Conference and Exhibition to convene on October 1. AAP is interested in case presentations that address how practicing pediatricians have used health information technology to improve healthcare quality in their practices. The deadline to submit an abstract is April 16. To learn more, visit [here](#).

APHA Call for Nominations

The American Public Health Association (APHA) is calling for nominations for its 2010 Awards Program for individuals who have accomplished outstanding work in the field of public health. Do you know a colleague who exemplifies outstanding professionalism, dedication and contributions in the field of public health? If so, submit a nomination for one or more of APHA's national awards. These awards will be presented at the 138th APHA Annual Meeting and Exposition on November 6-10 in Denver, Colorado. A description of each award, the nomination form and criteria are available [online](#). The deadline for nomination materials is April 30. To learn more, contact [Deborah Dillard](#) or call (202) 777-2442.

RWJF Local Funding Call for Proposals

The Robert Wood Johnson Foundation Local Funding Partnerships program forges relationships between the Robert Wood Johnson Foundation (RWJF) and local grantmakers to fund promising, original projects that can significantly improve the health of vulnerable people in their communities. The deadline to submit an application is June 30. For more information on how to apply, visit [here](#).



Are you curious about how states are addressing the needs of Children and Youth with Special Health Care Needs? Do you want to know more about programs that tackle preconception health or infant mortality? Then visit the [Innovation Station](#), AMCHP's new searchable database for finding emerging, promising and best practices across the United States. You'll also find useful links to other best practice databases and resources to help you evaluate your public health programs. Check out Innovation Station to learn more about what's being done to improve the health of women, children and families!

If you are interested in contributing to this growing database, please [submit](#) your work to AMCHP's best practices program. Applications are accepted on a rolling basis. If you have any questions about the process, contact [Sharron Corle](#) at (202) 266-3036.



General Maternal and Child Health

CDC Releases Social Media Guidance and Best Practices

CDC has announced the release of the first phase of guidance documents for social media tools to assist in the planning, development and implementation of social media activities. The guidelines have been developed to provide critical information on clearance and security requirements, best practices and lessons learned from planning social media activities at CDC. Although these guidelines have been developed for the use of these channels at CDC, they may be useful for other federal, state and local agencies to reference when developing social media tools. The first phase of guidance documents include the following social media tools:

- Microblogging (including Twitter)
- Text Messages
- Health-e-Cards
- Buttons and Badges
- Online Viral Video
- Motion Graphics
- Virtual Worlds

To learn more, visit [here](#).

New Tools to Help FIMR Teams Assess Cultural and Linguistic Competence

The National Center for Cultural Competence (NCCC) in collaboration with the National Fetal and Infant Mortality Review (FIMR) Program, with guidance from a national workgroup of state and local FIMR representatives, and with support from the Health Resources and Services Administration's Maternal and Child Health Bureau, has produced a new instrument and a new guide to address the unique functions of FIMR teams. The new tools include the following:

- [The Cultural and Linguistic Competence Organizational Assessment Instrument for Fetal and Infant Mortality Review Programs \(CLCOA-FIMR\)](#) is intended to support FIMRs to (1) plan for and incorporate culturally and linguistically competent policies, structures, and practices in

all aspects of their work; (2) enhance the quality of case reviews and action plans within diverse and underserved communities; and (3) promote cultural and linguistic competence as an essential approach in the elimination of disparities and the promotion of health and mental health equity. The CLCOA-FIMR addresses the three core functions of FIMRs: data gathering, case reviews, and community action. The instrument gathers a range of data in four domains (Our World View, Who We Are, What We Do, and How We Work) to help FIMRs identify their strengths and areas for growth.

- [A Guide for Using Cultural and Linguistic Competence Organizational Assessment Instrument for Fetal and Infant Mortality Review Programs](#) reviews the benefits to FIMRs of engaging in cultural and linguistic competence self-assessment, discusses the values and principles for self-assessment, and delineates a four-step process for organizational self-assessment. Additional topics include frequently asked questions, definitions, useful steps for making the self-assessment work, and processes for community engagement in self-assessment.

AAP Releases Online Module to Help Reduce the Risk of SIDS in Childcare

The module, "Reducing the Risk of SIDS in Child Care," is designed to teach child care and health professionals, parents, and other caregivers how to create a safe sleep environment to reduce the risk of sudden infant death syndrome (SIDS) and other sleep-related deaths. The online module was produced by the American Academy of Pediatrics' (AAP's) Healthy Child Care America with support from the Health Resources and Services Administration's Maternal and Child Health Bureau. The content is based on AAP's Reducing the Risk of SIDS in Child Care Speaker's Kit. Topics include the definition of SIDS, behaviors that increase the risk of SIDS, common beliefs and misconceptions about SIDS, and resources to reduce infants' risk of SIDS. To learn more, visit [here](#).

Adolescent Health

New Study on Youth Consumption of Whole Grains

The study, “Whole-Grain Intake Correlates among Adolescents and Young Adults: Findings from Project EAT,” published in the Journal of the American Dietetic Association, finds that few adolescents or young adults consume whole grains in the amount recommended to prevent chronic disease and maintain a healthful weight. This study aimed to identify socio environmental, personal, and behavioral correlates of whole-grain intake among adolescents and young adults. To read an abstract of the study, visit [here](#).

New Brief on Teen and Unplanned Pregnancy

Published by the National Campaign to Prevent Teen and Unplanned Pregnancy, the policy brief, “The Link Between Reducing Teen and Unplanned Pregnancy and Poverty,” examines the link between poverty and teen and unplanned pregnancy and recommends possible strategies to help teens and young adults delay childbearing until they are prepared to become parents. To download the brief, visit [here](#).

New Survey on the Media Use Among Youth

The survey, “Generation M2: Media in the Lives of 8- to 18-Year-Olds,” published by the Kaiser Family Foundation, found that with technology allowing nearly 24-hour media access as children and teens go about their daily lives, the amount of time young people spend with entertainment media has risen dramatically, especially among minority youth. Today, 8 to 18 year-olds devote an average of seven hours and 38 minutes (7:38) to using entertainment media across a typical day (more than 53 hours a week). And because they spend so much of that time ‘media multitasking’ (using more than one medium at a time), they actually manage to pack a total of 10 hours and 45 minutes (10:45) worth of media content into those 7½ hours. To download the report, visit [here](#).

Federal Funding for Teen Pregnancy Prevention Programs

The National Campaign to Prevent Teen and Unplanned Pregnancy recently added a new portal to their website dedicated exclusively to tracking the latest developments

on federal investment in teen pregnancy prevention, the latest information on programs with evidence of success, and other helpful information and resources. To learn more, visit [here](#).

Children’s Health

New Report on CHIP Reauthorization Act

The report, “CHIPRA One Year Later: Connecting Kids to Coverage,” published by the U.S. Department of Health and Human Services, was released as part of the Secretary’s Challenge: Connecting Kids to Coverage, a five-year campaign to find and enroll children in the United States who are eligible for Medicaid or Children’s Health Insurance Program (CHIP) coverage, but who are not enrolled. The report highlights features of the Children’s Health Insurance Program Reauthorization Act (CHIPRA) that will help states and communities boost participation rates among eligible children. To download the report, visit [here](#).

ACHDNC Recommends SCID Screening in Newborns

The Advisory Committee on Heritable Disorders in Newborns and Children (ACHDNC) voted unanimously to add screening for Severe Combined Immune Deficiency or SCID - commonly known as bubble boy disease - to the core panel for universal screening of all newborns in the United States. SCID is a primary immunodeficiency; affected infants lack T lymphocytes, the white blood cells that help resist infections due to a wide array of viruses, bacteria and fungi. Babies with SCID appear healthy at birth, but without early treatment, most often by bone marrow transplant from a healthy donor, these infants cannot survive. The Advisory Committee’s policy recommendation will now be presented to Kathleen Sebelius, Secretary of Health and Human Services. Ms. Sebelius has 180 days to consider and respond to the committee’s proposal. For more information, visit the Immune Deficiency Foundation’s website.

Project IMPACT Offers Promising Practices on SUID

Launched by Project IMPACT (the National Sudden and Unexpected Infant-Child Death and Pregnancy Loss Project) with support from the Health Resources and

PUBLICATIONS & RESOURCES CONT. CAREER OPPORTUNITIES CONT.

Services Administration's Maternal and Child Health Bureau, the Promising Practices webpage is designed to support state and local professionals in their efforts to address sudden unexpected infant death (SUID) by providing information on model prevention initiatives, community programs, and bereavement services. The template for contributing information about community programs, as well as links to the Project IMPACT discussion list, risk-reduction resources, state contacts, and other state-specific information and resources are provided. To learn more, visit [here](#).

OHRC Releases New Edition of its Knowledge Path for National Children's Dental Health Month

The knowledge path, "Oral Health for Infants, Children, Adolescents, and Pregnant Women," produced by the National Maternal and Child Oral Health Resource Center (OHRC) in collaboration with the Maternal and Child Health Library at Georgetown University, offers resources that analyze data, describe effective programs, and report on policy and research aimed at improving access to and the quality of oral health care. The knowledge path contains sections with resources for professionals, resources for consumers, and resources on specific aspects of oral health. Topics include child care and Head Start, dental caries, dental sealants, fluoride varnish, K-12 education, pregnancy, school-based care, and special health care needs. To learn more, visit [here](#).

Tomorrow's Child Releases Infant Safe Sleep Video Series in Spanish

The series, "Infant Safe Sleep Family Voices in Spanish," produced by Tomorrow's Child in partnership with the Southeast Michigan Community Foundation, emphasizes the importance of putting babies to sleep safely. The goal of this video is to help parents and caregivers reduce their babies' risk of sudden infant death. To view the series, visit [here](#).

CAREER OPPORTUNITIES

Minority Health Policy Fellowship

Supported by The Commonwealth Fund, administered by the Minority Faculty Development Program at Harvard Medical School, this innovative fellowship is designed

to prepare physicians, particularly minority physicians, for leadership roles in formulating and implementing public health policy and practice on a national, state, or community level. Five one-year, degree-granting fellowships will be awarded per year. Fellows will complete academic work leading to a Master of Public Health (MPH) degree at the Harvard School of Public Health, and, through additional program activities, gain experience in and understanding of major health issues facing minority, disadvantaged, and underserved populations. For application materials, information, and other training opportunities, please contact the Commonwealth Fund/Harvard University Fellowship in Minority Health Policy Program Coordinator at (617) 432-2922; by fax at (617) 432-3834; or by [e-mail](#).

AMCHP's CAREER CENTER

The Career Center is the premiere online job board for individuals seeking employment in Maternal and Child Health programs. Whether you are looking for an entry-level position or are a more seasoned professional looking for new opportunities, AMCHP's Career Center has great openings for great people! Searching our database is free and open to all job-seekers. AMCHP members receive a discount on job-postings - so [sign up](#) today!

FUNDING



HRSA Funding for Pediatric Pulmonary Centers (PPC)

Deadline: **March 15**

The purpose of the Maternal and Child Health Interdisciplinary Leadership Education in Pediatric Pulmonary Centers (PPC) program is to improve the health status of infants, children, and adolescents with chronic respiratory conditions. PPCs support the development, enhancement, and/or improvement of family-centered, community-based care for children with chronic respiratory conditions and their families in a wide geographic area by

FUNDING CONT.

providing interdisciplinary training of health professionals at the graduate and post graduate levels and by working with State and local health agencies and providers. The centers are expected to be models of excellence in training, service, and research related to chronic respiratory conditions in infants, children, and youth. To learn more, visit [here](#).

HRSA Funding for MCH Research Network on Pregnancy-Related Care

Deadline: **April 5**

The Maternal and Child Health Bureau (MCHB) will award a cooperative agreement that will support the establishment and maintenance of a MCH Research on Pregnancy Related Care research network that will develop new ideas for studies, conduct surveys on knowledge and practice of providers, and disseminate findings. A cooperative agreement provides Federal funding for a project in which the Federal Program works in partnership with the cooperative agreement recipient. Substantial MCHB scientific and/or programmatic involvement with the awardee is anticipated during the performance of the project and will be clearly outlined in the application guidance. To learn more, visit [here](#).

HRSA funding for Grants to States to Support Oral Health Workforce Activities

Deadline: **April 12**

Part D of Title III of the Public Health Service Act as amended, Subpart X - Primary Dental Programs, Section 340G (42 USC 256g) authorized the Secretary to award grants to states to improve the accessibility of the oral health workforce for underserved geographic areas and populations. Section 340F defines a designated shortage area as “an area, population group, or facility that is designated by the Secretary as a dental health professional shortage area under section 332 or designated by the applicable state as having a dental health manpower shortage.” This announcement solicits applications for the Grants to States to Support Oral Health Workforce Activities Program. This Program is designed to help states address demonstrated oral health workforce needs. To learn more, visit [here](#).

Food and Nutrition Service Funding for WIC Special Projects 2010

Deadline: **April 16**

FY 2010 WIC Special Project Full Grants are open for consideration from all WIC- related program areas and may focus on either the general WIC population or specific segments of the WIC population. Grants should be used to help States develop, implement and evaluate new or innovative methods of service delivery to meet the changing needs of WIC participants. In previous years WIC Special Project Grants have focused on specific subject areas. Grant Projects should: demonstrate national or regional significance; produce results which have a demonstrable impact and are sustainable in the absence of special funding; transfer to other WIC programs in the region or country; be evaluated with measurable results and replicated by other WIC programs; and suggest innovative or creative approaches to improving the delivery of WIC services. To learn more, visit [here](#).

HRSA Funding for State Rural Health Coordination and Development

Deadline: **April 16**

The purpose of the State Rural Health Coordination and Development Cooperative Agreement (SRHCD-CA) is to enhance the rural health infrastructure in each state by providing guidance and technical assistance to State Offices of Rural Health (SORHs) as well as their partners and to identify and promote best practices. The goals of the SRHCD-CA are 1) to assist in the coordination of health care delivery through the development of state level rural health leadership; and 2) to facilitate partnerships and collaboration at the national and state levels to improve the exchange of information and engage in collaborative activities for supporting rural health. By providing advancement and continuing development of leadership skills and technical abilities at the state level, the cooperative agreement assists essential state focal points in building and sustaining rural health infrastructures. SORHs provide assistance with retention and recruitment of rural health providers; technical assistance on rural health programs; guidance on rural health systems and best practices; information on rural health care issues; and leadership in coordinating rural health care within the state to reduce duplication of efforts/services and to maximize resources through the use of networks. To learn more, visit [here](#).

FUNDING CONT.

MCHB Funding for R40 MCH Autism Intervention Research Program

Deadline: **May 2010**

R40 MCH Autism Intervention Secondary Data Analysis Studies (SDAS) Program will support up to four (5) one-year projects (\$100,000) that utilize exclusively the analysis of existing secondary data. Studies in the areas of autism prevalence, factors associated with prevalence, or autism and medical home will not be considered for funding under this competition. Innovative selection and use of secondary datasets from a variety of sources is encouraged when applying for the SDAS competition. To learn more, visit [here](#).

NIH Funding for the Eunice Kennedy Shriver NICHD Cooperative Multicenter Neonatal Research Network (U10)

Deadline: **June 1**

This funding opportunity announcement (FOA) issued by the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD) invites applications from investigators willing to participate with the NICHD under a cooperative agreement in an ongoing multicenter clinical program designed to investigate problems in neonatal medicine, particularly those related to low birth weight, prematurity, and common neonatal medical problems. Mechanism of Support. This FOA will utilize the U10 NIH Cooperative Clinical Research Agreement grant mechanism. Funds Available and Anticipated Number of Awards. NICHD intends to commit approximately \$5.6 million total costs in FY 2011 to fund up to 18 new and/or competing continuation grants in response to this FOA. To learn more, visit [here](#).

CALENDAR



[AMCHP Annual Conference 2010](#)

March 6-10
National Harbor, MD

[NIH Consensus Development Conference on Vaginal Birth After Cesarean: New Insights](#)

March 8-10
Bethesda, MD

CALENDAR CONT.

[National Family Planning & Reproductive Health Association's 2010 National Conference](#)

April 11-14
Arlington, VA

[National Family Planning & Reproductive Health Association's 2010 National Conference](#)

April 11-14
Arlington, VA

[Symposium on Career Opportunities in Biomedical Sciences and Health Professions](#)

April 16-17
Birmingham, AL

[Global Health & Innovation Conference](#)

April 17-18
New Haven, CT

[National Oral Health Conference](#)

April 26-28
St. Louis, MO

[National Day to Prevent Teen Pregnancy](#)

May 5

[New Perspectives in Global Health: Integrating Ecological, Social and Biological Sciences](#)

June 20 — July 2
Honolulu, HI

Association of Maternal & Child Health Programs

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