

Member Briefs



Apr. 7, 2014



THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



LEGISLATIVE & POLICY CORNER



Home Visiting, PREP, and F2F Program Extension Signed into Law

On Apr. 1 (no joke!), President Obama signed into law the [Protecting Access to Medicare Act](#) (PL 113-93) to amend the sustainable growth rate formula that governs Medicare payment rates for physicians. The law also includes \$400 million for a six-month extension for the Maternal, Infant and Early Childhood Home Visiting Program (MIECHV) (Section 511 of Title V Statute); \$75 million one-year extension of PREP (Section 513 of Title V); and \$5 million for the Family-to-Family Health Information Centers (Section 501(c)(1)(A) of Title V). The law also includes \$50 million for a one-year extension of the abstinence education program.

In the final push to passage, AMCHP helped lead the development of a [sign-on letter](#) joined by 52 national organizations in support of the extension, which starts October 2014 and ends March 2015. We will continue to advocate for a full five-year reauthorization of the program.

What We're Hearing on Capitol Hill

Apr. 4 was an important deadline for members of Congress to share their programmatic priorities with the chairs of the House and Senate Appropriations Committees and, of course, we want Title V to be on those lists! Accordingly, the AMCHP policy team conducted 18 meetings over the past few weeks with key

Hill staff that advise influential members to specifically ask them to include Title V on member priority lists.

In general, we are getting much better feedback that staff understand the continued need for Title V funding even as more women and children get coverage. We are, however, getting some critical questions about duplication with the Centers for Disease Control and Prevention (CDC), requests for more specific examples of how Title V supports population health services, and across the board feedback that in this budget capped environment even the \$5 million increase for Title V we are requesting is a very heavy lift. We are highlighting the process underway to sharpen Title V performance measures as part of MCH 3.0, and also talk about innovations in the field to operationalize 'pre-conception health' and 'life course theory' – although those terms are not readily recognized by Hill staff so we continue to incorporate that education and translation as part of our advocacy.

Accountability and Block Grants in the Spotlight

On Apr. 2, AMCHP staff attended a hearing on the MIECHV program in the House Ways and Means Committee Subcommittee on Human Resources. At that hearing, members from both sides of the aisle expressed strong support for home visiting and a commitment to extending the program for a longer period next year.

At this hearing, Subcommittee Chair Dave Reichert (R-WA) also put down a marker that underscores the scrutiny we should continue to expect for public health funding. He said: "For my part, I am interested in how we can apply the basic discipline of this program [i.e. home visiting] –



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which uses taxpayer funds to support what we know works to help children and families – to other government programs that today can't say the same thing.”

With that focus and expectation for evidence from randomized controlled trials as the gold standard for future investments, the focus of MCH 3.0 to link new performance measures with evidence-based or informed process and structure measures becomes even more important.

Also last week, House Budget Chairman Paul Ryan (R-WI) released his latest budget proposal entitled *The Path to Prosperity*. Although the proposal is more of a blueprint and not expected to become law, we did note with interest the proposal to terminate the Social Services Block Grant on page 52 [here](#). Calling this grant “duplicative,” the proposal provides this rationale:

The Social Services Block Grant is an annual payment sent to states without a matching requirement to help achieve a range of social goals, including child care, health services, and employment services. Most of these are also funded by other federal programs. States are given wide discretion to determine how to spend this money and are not required to demonstrate the outcomes of this spending, so there is no evidence of its effectiveness. The budget recommends eliminating this duplicative spending.

As a reminder, while President Obama's 2015 budget proposal included level funding for the Title V MCH Block Grant, his budget did once again propose the elimination of the Preventive Health Services Block Grant (which Congress has not adopted when previously proposed for elimination). AMCHP will continue to monitor these indirect threats and keep you posted.

Health Reform Implementation

As you probably know, on Monday, Mar. 31 at 11:59 p.m., open enrollment closed for 2014 for the ACA. As you also may know, this is not a door that is shut and locked for those who are “in line” and are eligible for a special enrollment period to still purchase health insurance from the marketplace (see below for more). For those states running their own marketplace, the decision to extend the deadline was left up to them.

To qualify for a special enrollment period, one of the following must apply to you:

- You have a [qualifying life event](#) like getting married, having a baby, moving to a new area, or losing other health coverage
- You have a complex situation related to applying for coverage in the Health Insurance Marketplace – learn more about these [special circumstances](#)

[Learn more about both ways to qualify for a special enrollment period.](#)

7.1 million people signed up for coverage during the 2014 open enrollment season.

The other very important detail is that people can apply for Medicaid and the Children's Health Insurance Program at any point through the year and not need a special enrollment period. The updated [healthcare.gov](#) website now includes this message on the front page.

The next open enrollment period is Nov. 15, 2014 – Feb. 15, 2015. A shorter period than 2014 and much of it consumed by holidays – it will most likely require a large push just the same to get numbers up to the next enrollment benchmark.

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AMCHP Celebrates Autism Awareness Month

Please join AMCHP in celebrating National Autism Awareness Month! This month provides a special opportunity to increase public awareness of autism spectrum disorders (ASD), which are estimated to affect one in 68 children in the United States. AMCHP will be celebrating by sharing news, resources and information through the State Public Health Resources Center (SPHARC), social media and listservs. The SPHARC website has a calendar of events from current and former state autism grantees, which will be updated throughout the month. Check out the AMCHP [Facebook](#) and [Twitter](#) pages for regular social media posts all about autism spectrum disorder and other developmental disabilities. For more information, [click here](#).

Adolescent Health in Title V: Findings from an Environmental Scan

AMCHP recently completed an Environmental Scan of Adolescent Health (AH) activities in Title V programs. Join us for a webinar on Apr. 14 from 3-4 p.m. EST. The presentation will include an overview of key findings and trends in adolescent health programs as reflected in activities reported by states in their block grant narratives. This includes activities reported under all state performance measures related to adolescent health and three national performance measures: NPM 6, NPM

8 and NPM 16. In addition to an overview of trends, the webinar will include a discussion with state AH program staff and snapshots of state AH program activities. Please join us to get both a birds-eye view and an up-close perspective on adolescent health under Title V! To register for the webinar, [click here](#).

Where Does Adolescent Health Fit in Preconception Health?

Leveraging the life course approach to develop programs and policies that improve the health of women and men throughout the life span has special implications for adolescent health. Priority preconception health topics, such as prevention of unintended pregnancy, reproductive awareness, and risk screening take on new complexity through an adolescent sexual and reproductive health lens. During this webinar, on Thursday, Apr. 17 from 2-3 p.m. EST, state adolescent health coordinators will present to maternal health stakeholders on the uniqueness of adolescence in a life course approach and introduce the positive youth development framework as a tool for addressing emerging issues in maternal and family health. This presentation will engage stakeholders working to improve the preconception health and well-being of youth in shaping approaches and identifying new opportunities to accelerate progress in improving maternal health outcomes. Following the presentation, the speakers will engage with a panel of representatives from the CDC Preconception Health and Health Care Steering Committee, Futures Without Violence and additional State Adolescent Health Coordinators. To register, please [click here](#).

Leading in Changing Times Part 3: Leaders with a Vision – Coming Apr. 30

In working to improve the lives of women, children and families, leadership is an essential role for MCH programs. Leaders must have a vision, take initiative, influence people, solve problems, and take responsibility in order to make things happen. And, whether or not they have a formal title, everyone is engaged in the process of leadership. Likewise, everyone can develop their leadership effectiveness. AMCHP efforts to strengthen the capacity of the MCH community to engage in the



AMCHP is Marching For Babies

On Saturday, May 3, AMCHP staff will participate in the 2014 March for Babies in Washington, DC to support the March of Dimes in improving the health of babies. [Click here](#) to support our team AMCHP Steps for Babies!

GET INVOLVED CONT.

leadership process recognize that leadership development is a process, not an event. The **Leading in Changing Times Series** is an initiative launched by AMCHP as part of our larger efforts to support a diverse, effective and competent workforce in state and territorial MCH programs. The **Leading in Changing Times Series** is a year-long, three-part series of webinars blending principles of key leadership theory with real-world stories from senior-level MCH leaders. These 45-minute leadership “conversations” are designed to share leadership ideas and inspiration through a 20-minute presentation and 25-minute discussion. The third conversation of this series, **Leaders with a Vision: The ability to see beyond the present**, is scheduled for **Wednesday, Apr. 30 at 1:15 p.m. EST**. Stephanie Wrightsman-Birch, section chief of Women’s, Children’s and Family Health as well as the Title V for the Alaska Department of Health and Social Services has more than 30 years of MCH experience and currently serves on the AMCHP board as the Past President. Ms. Wrightsman-Birch will provide an overview of the key concept, leadership and vision, followed by her personal experience in rebuilding the MCH program after it was disbanded in a reorganization of her department. To reserve your webinar seat, [click here](#).

Title V Five Year Needs Assessment Virtual Training – Part 2: Nuts and Bolts on Using Data

Title V legislation requires each state and jurisdiction to conduct a statewide, comprehensive needs assessment every five years. Hard to believe that the time has come for Title V programs to prepare for the next comprehensive needs assessment! The needs assessment process can be a useful tool for strategic planning, strategic decision making and resource allocation. It also provides a way for Title V programs to benchmark where they are and assess progress over a five-year period. To assist states or jurisdictions in preparing their assessments AMCHP is hosting a series of virtual trainings to provide guidance on the needs assessment process. The second webinar, **The Nuts and Bolts on Using Data**, is scheduled for **Thursday, May 1 from 3-4 p.m. EST**. This webinar will feature a presentation from Caroline Stampfel, MPH, currently the senior epidemiologist at AMCHP and formerly an MCH lead analyst with the Virginia Title V program, on using data in the needs assessment process. Ms. Stampfel’s

presentation will be followed by two states-in-action profiles, Rhode Island and Alaska, who will share their data strategies, resources and lessons learned from conducting the five-year needs assessment process. In order to capitalize on the information presented in the virtual training, AMCHP recommends that states consider team participation in the training, i.e., participation from both program and data staff. [Click here](#) to register.

Building and Retaining a Resilient MCH Workforce for Tomorrow

Several forces, such as full implementation of the Affordable Care Act and enduring budget cuts, deficits and hiring freezes, are having a huge impact on the knowledge and skills needed for a competent public health workforce. To continue to effectively meet the needs of children, families and communities they serve, building and retaining a resilient MCH workforce has become especially critically important for state Title V programs. In order to support state efforts to maintain a talented workforce, AMCHP is hosting the **Building and**



AMCHP is seeking submissions of emerging, promising and best practices in maternal and child health from all states and territories on all MCH topics.

You’ll have a chance to:

- Share successes with your peers
- Enhance the MCH field
- Contribute to program replication
- Get expert feedback from the Review Panel
- Receive national recognition

The online submission process is simple and applications are accepted on a rolling basis. For more information, contact [Kate Taft](#) at (202) 266-3056 or visit amchp.org/bestpractices.

You can also [click here](#) to refer an innovative MCH program that we should know about!

GET INVOLVED CONT.

Retaining a Resilient MCH Workforce for Tomorrow webinar on **May 15 at 2 p.m. EST**. This webinar will feature stories from two states, Michael Warren, MD, MPH, FAAP, director of Maternal and Child Health for the Tennessee Department of Health and Meredith Pyle, systems development chief in the Maryland Office for Genetics and People with Special Health Care Needs, highlighting their successes in building a resilient workforce. The webinar will also feature a brief overview from Mark Law, PhD, director of operations for CityMatCH, of two concepts, Positive Psychology and Emotional Intelligence, that have demonstrated effectiveness in building a resilient workforce. [Click here](#) to register.

Celebrate National Public Health Week

Apr. 7-13 is National Public Health Week (NPHW), focused on guiding communities through the evolving public health system with the theme Public Health: Start Here. An initiative of the American Public Health Association, NPHW 2014 is an opportunity for public health and clinical health professionals to engage with individuals and communities to lead them through the changing world of public health. Local events and activities are designed to help raise awareness of the critical role that public health and prevention play in keeping communities healthy. Each day of the week addresses a specific theme, with Monday, Apr. 7 focused on "Be healthy from the start" and including maternal health. Check out the [NPHW website](#) for all of the daily themes, and to link to the NPHW 2014 toolkit with materials and resources for effectively shaping and promoting key messages during the week.

Starting and Supporting Family Advisory Groups: A "How-To" Webinar

Join the National Center for Medical Home Implementation on Apr. 24 from 11 a.m. – noon CDT for the final installment of a free three-part webinar series focusing on the promotion of partnership and teamwork in pediatric medical homes. This webinar will provide a detailed "how-To" description of starting and supporting family advisory groups, examples of best practices, and insights from parent partners. Register [here](#).

The Surprising Life Course Impact of Premature Birth for Life Course Health Development

This webinar – the seventh in the Life Course Research Network series on The State of Life Course Health Development Research: Past, Present and Future – features Michael Msall, MD. Over the past 25 years, Dr. Msall has been involved with understanding the complexity of child, adolescent and young adult health and developmental outcomes after translational technologies, whether genetic, pulmonary, cardiac, oncological or neurosensory. His clinical and teaching priorities have been to develop interdisciplinary systems of care in settings of scarce resources for children at highest biological or social risk for neurodevelopmental disabilities. The webinar will take place Thursday, Apr. 24 from 12-1 p.m. EST. To register, [click here](#).

NICHQ Mastering Skin-to-Skin Course

The National Initiative for Children's Healthcare Quality (NICHQ) has taken its years of experience in helping hospitals improve maternity care practices to support breastfeeding and packaged the key strategies into a series of virtual learning programs for healthcare professionals. The first program, *Mastering Skin-to-Skin*, focuses specifically on how to overcome barriers to implementing skin-to-skin contact immediately after birth, a key component in the [Ten Steps to Successful Breastfeeding](#). The course consists of three one-hour interactive, virtual coaching sessions on Apr. 29, May 13 and May 27 at 12:30 p.m. EST. To learn more, [click here](#).



PUBLICATIONS & RESOURCES



General Maternal & Child Health

New Resource from the National Center for Medical Home Implementation: Alabama State Profile

The National Center for Medical Home Implementation (NCMHI) is collaborating with the National Academy for State Health Policy (NASHP) to highlight exceptional profiles of state public health programs that are advancing the medical home model in pediatric populations. This month's profile describes the Patient Care Networks of Alabama (PCNA) and Regional Care Organizations (RCOs) with details on pediatrician involvement and leadership. For more information, visit the [NCMHI Alabama State Profile](#).

The MCH Navigator Has a New Website

The MCH Navigator, housed at Georgetown University, is a learning portal for maternal and child health professionals, students, and others working to improve the health and well-being of women, children, and families. Key features of the new site include: (1) a searchable, Web-based resource inventory of free learning opportunities, (2) a collection of training spotlights which include a repository of tailored resources on hot topics in the field of MCH, (3) a library of learning opportunities to support MCH 3.0 and the new vision of the MCH Block Grant, and (4) a learning collaborative that utilizes social media and allows MCH professionals to provide feedback on learning opportunities as well as Navigator staff to answer questions about specific training needs. To view the new website, [click here](#).

New Resources Available on the DMCHWD Website

In continuing with their new website launch, the Division of MCH Workforce Development (DMCHWDC) shared the following new resources related to this month's focus –MCH workforce and leadership development:

- **Focus on the MCH Workforce Development Center, including:**
 - [Grantee Spotlight on Dorothy Cilenti](#), Project Director for the MCH Workforce Development Center
 - New [fact sheet](#) on the MCH Workforce Development Center

- **Resources for the [Practicing MCH Workforce](#), including:**
 - [Title V in Your State](#)
 - [MCHB Discretionary Grant Information System \(DGIS\)](#)
 - [MCHB Region Staff](#)

Child & Adolescent Health

New NCBDDD Report on ASD

New data from the National Center on Birth Defects and Developmental Disabilities (NCBDDD) Autism and Developmental Disabilities Monitoring (ADDM) Network show that the estimated number of children identified with autism spectrum disorder continues to rise, and the picture of ASD in communities has changed. CDC encourages partners to use information from the ADDM Network in their local communities and across the country to move forward initiatives, policies, and research that help children with ASD. To read the full report, [click here](#).

ON YOUR BEHALF

- On Mar. 30, AMCHP staff Lacy Fehrenbach presented a workshop session at the National Healthy Start Conference on **Aligning National, State, and Local Efforts to Improve the Health of Women, Children, and Families**. The session highlighted local, state, and national MCH initiatives that share goals with Healthy Start related to improving women's health before, during, and after pregnancy, improving birth outcomes and health equity; and giving each child the best opportunity to reach his or her full potential. AMCHP activities related to the [Birth Outcomes Compendium](#), [Connecting the Dots](#) Meeting, Preconception Health, and [Maternal Health](#) were highlighted and of great interest to healthy start grantees. Vanessa Lee from HRSA MCHB also presented on the Infant Mortality Collaborative Improvement and Innovation Network and Kim Williams of New Orleans Healthy Start presented on the Best Babies Zone.

CAREER OPPORTUNITIES

AMCHP Opens Search for Senior Program Manager, Women's Health

The Senior Program Manager for Women's Health is a member of the Program Team and contributes to the advancement of maternal and child health outcomes by performing a variety of planning and program implementation, research and evaluation projects related to women's health generally, and specifically maternal and birth outcomes. General responsibilities include contributing to the development, implementation and evaluation of program activities related to women's health needs – specifically the planning and implementation of a collaborative learning network across state maternal mortality review committee programs, collaboration with national partners on additional maternal health initiatives and staff AMCHP's support for the National Maternal Health Initiative; serving as a liaison to project funders; and overall project promotion which includes development of written promotional materials and delivery of oral presentations. This position reports to the associate director, women's and infant health. To learn more, [click here](#).

AMCHP Accepting Applications for Program Manager, Workforce Development and Capacity Building

The Program Manager for Workforce Development and Capacity Building is a member of the Program Team and supports the advancement of maternal and child health (MCH) programs by contributing to major issues surrounding workforce and capacity building for AMCHP members. The work involves contributing to the development, implementation, support and evaluation of activities as part of the National MCH Workforce

Development Center (the Center), collaboration with staff and partners of the Center, as well as performing a variety of planning and program implementation, research, and evaluation projects related to capacity building, including the AMCHP Best Practices Innovation Station and Replication Initiatives, partnership with fellow staff, participation in associated professional organizations and groups, and collaboration with member programs and funding agencies. This position reports to the associate director, MCH leadership development and capacity building. To learn more, [click here](#).

AMCHP Seeks Program Manager for Data & Assessment, Women's and Infant Health Team

The Women's and Infant Health team at AMCHP is currently accepting applications for program manager for data & assessment. This position is a member of the program team and contributes to the advancement of maternal and child health outcomes by performing a variety of planning and program implementation, research and evaluation projects related to women's and infant health and maternal and child health/data and assessment. General responsibilities include contributing to the development, implementation and evaluation of program activities related to women's and infant health, collaboration with advisory committee members, AMCHP members and staff; serving as a liaison to federal project officers; and project promotion. This position reports to the senior epidemiologist. For more information and to apply, [click here](#).

FUNDING



Community Approaches to Reducing Sexually Transmitted Diseases (CARs)

Deadline: *Apr. 10*

The purpose of the program is to announce the availability of fiscal year 2014 funds for project grant applications to support local implementation of community engagement methods (e.g. community-based participatory research) to achieve health equity,

AMCHP 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 CONT.

identification and implementation of systems and environmental change strategies that promote sexual health and support healthy behaviors, facilitate community-clinical linkages to build support for interventions to prevent and reduce STI disparities, enhance and sustain partnerships, support communication strategies that promote STD program successes and leverage additional resources for STI, HIV, viral hepatitis control and prevention, and evaluate the efficacy of this intervention approach. For more information, [click here](#).

Funds for Teenage Pregnancy Prevention: Research and Demonstration Programs

Deadline: *Apr. 24*

The purpose of this announcement is to work with three to five communities with high teen pregnancy rates to develop innovative strategies for preventing teen pregnancy in populations/areas with demonstrated need. These could include high-risk, vulnerable, and culturally under-represented youth populations, and/or youth residing in areas with high birth or teen pregnancy rates. The successful applicant is expected to bring together a team in each selected community made up of representatives from various sectors to develop a strategy or prevention framework to address teen pregnancy prevention in their individual community. For more information, [click here](#).

Safe Infant Sleep Systems Integration Program

Deadline: *Apr. 30*

This announcement solicits applications for the Safe Infant Sleep Systems Integration (SISSI) Program. SISSI aims to increase the adoption of safe infant sleep behavior among infant caregivers by activating

champions of these protective behaviors within systems that intersect with families at risk. To learn more, [click here](#).

NIH Initiative to Maximize Research Education in Genomics Diversity Action Plan

Deadline: *Sept. 6, 2016*

The National Institutes of Health (NIH) present this funding opportunity to facilitate the training of individuals at all careers levels (the undergraduate, graduate, post baccalaureate, postdoctoral and faculty levels) from diverse backgrounds underrepresented in scientific disciplines relevant to genomics to enable them to pursue genomics research that spans all areas of interest to National Human Genome Research Institute later in their careers. For more information, [click here](#).

Exploratory and Developmental Grant to Improve Health Care Quality through Health IT

Deadline: *Nov. 16, 2016*

The purpose of this grant is to fund exploratory and developmental research grants that will contribute to the evidence base of how health information technology (IT) improves health care quality. This funding opportunity supports the use of a wide variety of research designs in order to generate information regarding the design and development, implementation, use, or impact of health IT on quality. For more information on grant PA-14-001 and more, [click here](#).

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CALENDAR



AMCHP Events

AMCHP 2015

Jan. 24-27, 2015
Washington, DC

MCH Events

[Public Health Informatics Conference](#)

Apr. 28-May 1
Atlanta, GA

[41st Annual Head Start Conference and Expo](#)

Apr. 28-May 2
Long Beach, CA

[Confronting Family and Community Violence](#)

May 1-3
Washington, DC

[National WIC Association Annual Education and Networking Conference](#)

May 18 - 21
Pittsburgh, PA

[30th Pacific Rim International Conference on Disability and Diversity](#)

May 19-20
Honolulu, HI

[Supporting Children Affected by Parental Co-Occurring Disorders: Substance Abuse, Mental Illness, HIV](#)

Jun. 30-Jul. 2
Seattle, WA

[NACCHO Annual Conference](#)

Jul. 8-10
Atlanta, GA

[ASTHO Annual Meeting and Policy Summit](#)

Sept. 9-11
Albuquerque, NM

[CityMatCH Leadership & MCH Epidemiology Conference](#)

Sept. 17-19
Phoenix, AZ

[APHA 2014 Annual Meeting and Exposition](#)

Nov. 15-19
New Orleans, LA

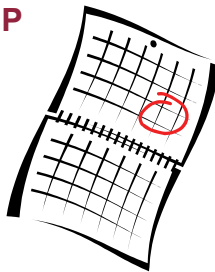
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List Your Event on the AMCHP MCH Events Calendar

Do you want to include your listing on the AMCHP MCH Events Calendar? It's easy! Just complete our easy [online submission form](#). You are welcome to submit MCH conferences, webinars, trainings, webcasts and meetings. Thanks for helping us to build our MCH Events Calendar! If you have any questions, please contact [Julio Arguello Jr.](#), Online Media & Information Technology Manager. Please note: All event listings are subject to AMCHP approval.



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