

Member Briefs



Feb. 24, 2015



THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



MANAGEMENT MINUTE

For any movement to gain momentum, it must start with a small action. This action becomes multiplied by the masses, and is made tangible when leadership changes course due to the weight of the movement's voice. ~ Adam Braun

This quote speaks to me because I have felt so energized and invigorated recently – by attending our amazing annual conference and being part of the incredible energy and positivity emanating from our members and partners and by the lively participation and engagement of AMCHP members in our strategic planning conversations. I have felt empowered by the voices of all of you, individually and collectively, and the sheer force of the momentum felt.



We've now progressed through most of the pre-planning work for our strategic plan, and I absolutely believe that the inputs provided by all of you will most definitely shape, and potentially alter, the course of our future.

At the 2015 AMCHP Annual Conference, we had the opportunity to move into phase III of our pre-planning. We did this during the in-person regional lunches through facilitated conversations. Even if you weren't able to come to the conference or to participate in the luncheon discussions, we'd like to highlight the critical questions of this final phase and have you continue to participate in the conversation virtually.

This final phase shifts our thinking toward being intentional about the future of AMCHP. This involves thoughtful exploration about the environment in your states and programs, the trends you are experiencing

and issues at the forefront of your work, opportunities for MCH, pressure or threats to MCH, and what types of programs, services and assistance will help you thrive in your environments.

Key Member Engagement PHASE III: Intending the Future

Key Member Engagement Question #4

What are anticipated trends or critical issues for the future in the work of Title V programs?

Key Member Engagement Question #5

What are the potential opportunities (which we may not yet know how to exploit)?

Key Member Engagement Question #6

What are the potential threats (which we may not yet know how to defend against)?

Key Member Engagement Question #7

What services, benefits, education, technical assistance, etc. do you need most from AMCHP over the next one to three years?

If you haven't already had a moment to provide feedback, we'll continue to be gathering your thoughts and inputs over the next several weeks. You are encouraged to respond in any number of ways:



Send a personal e-mail response to amchpengage@amchp.org



Visit AMCHP on Facebook and post a comment on our wall



Tweet your feedback, comments, input to this question using #amchpengage or tweet to @amchpceo

MANAGEMENT MINUTE CONT.



Visit the Strategic Engagement SharePoint site for more opportunities to be part of the strategic planning conversation. You can revisit all of the strategic engagement key questions and complete our survey.

As a preview to the next *Member Briefs*, I'll be sharing some of what we learned so far from what you've shared.

Please seize this opportunity to provide authentic and real feedback to guide the future of AMCHP – we continue to embrace and welcome your inputs!

Comments, counterpoints, suggestions, or thoughts are always welcomed. E-mail me at freeman@amchp.org.

LEGISLATIVE & POLICY CORNER



Speaking of Sequestration...

AMCHP is a member of the Coalition for Health Funding, which has joined forces with an even broader coalition called NDD United (NDD stands for Non-Defense Discretionary programs). We recently joined on to a [letter](#) signed by more than 2,100 national, state and local organizations to Congress and the president urging them to work together to replace sequestration with a balanced approach to deficit reduction. The letter emphasizes 1) the importance of NDD programs, 2) the harmful effects of budget cuts to date, and 3) the equal importance of both defense and nondefense programs in America's security at home and abroad, and thus the need for equal sequestration relief. For additional information see the [NDD United press release](#).

Appropriations Season is Underway

Following release of the president's budget proposal on Feb. 2, AMCHP has turned its full attention to Capitol Hill to make our case with Congress for increased funding of the Title V Maternal and Child Health (MCH) Services Block Grant. Between now and the end of March, AMCHP will be conducting meetings with the staff of all key health appropriators and other MCH champions in support of our request for \$639 million for FY 2016. In these meeting, we share key information from this

LEGISLATIVE CORNER CONT.

appropriations [one-pager](#) along with state specific Title V highlights via these [state profiles](#). We also are highlighting the critical need to address sequestration as it is scheduled to return this year unless Congress can agree on another deal to prevent its harmful effects. We hope to see appropriations bills introduced at the committee level in late spring which will provide a snapshot of how MCH funding priorities will fare in this Congress.

Save the Date – National Day of ACTION Supporting MIECHV Extension on Mar. 3

AMCHP continues to play a leadership role in a broad coalition of national organizations supporting the extension of the Maternal, Infant and Early Childhood Home Visiting (MIECHV) program, which is again facing a Mar. 31 deadline for reauthorization. We will be joining forces through this coalition to mobilize action on Mar. 3 to raise visibility of this critical program and reach policymakers with messages on why an expeditious extension is needed. Stay tuned for more details and for those who are able, please mark your calendar and plan to join now.

Health Reform Implementation

New Report on Informed Decision Making & Health Insurance

The National Partnership for Women & Families recently released a report, [Supporting Informed Decision-Making in the Health Insurance Marketplace: A Progress Report](#), identifying how marketplace websites can better assist consumers in making informed decisions about health care plans. The report is consumer-informed and highlights four key areas of marketplace websites that are important for consumer decision making including enhanced anonymous browsing; direct access to key plan features; useful plan display and availability of consumer tools; and easy website navigation and links for assistance. The report also includes several recommendations for marketplace websites.

Open Enrollment

According to the U.S. Department of Health and Human Services (HHS), the second year of open enrollment closed with approximately 11.4 million consumers selecting plans or being automatically re-enrolled in



LEGISLATIVE CORNER CONT.

existing plans. While open enrollment on the marketplace closed on Feb. 15, enrollment for Medicaid and Children's Health Insurance Program (CHIP) is open year-round. The AMCHP [coverage chart](#) provides information on eligibility thresholds and benefits for MCH populations in these programs.

Pregnancy and Healthcare Coverage

A new report by Young Invincibles, [Without Maternity Coverage: The Need for Special Enrollment in the Health Insurance Marketplaces during Pregnancy](#), recommends that pregnancy be included as a qualifying life event eligible for a special enrollment period in the marketplace. The report stresses the importance of maternity care throughout pregnancy, identifies health insurance plans that may not include maternity coverage, and discusses policy implications and recommendations for a special enrollment period. This issue of pregnancy and marketplaces also was featured in a [recent piece](#) by Kaiser Health News.

Legislation to Extend CHIP for Four Years

Last week, bills were introduced in the Senate (S. 522) and House (H.R. 919) to extend CHIP funding through 2019. Millions of children depend on CHIP for health care coverage. In the words of the American Academy of Pediatrics, "CHIP was designed with children in mind. In fact, CHIP finances health insurance for more than 8 million U.S. children in working families. Since its bipartisan beginning 17 years ago, the program has worked together with Medicaid to cut the child uninsurance rate in half, offering children timely access to high-quality, affordable health insurance. Unlike many private insurance plans, which are based on the health needs of adults, CHIP offers insurance with age-appropriate benefits that is affordable for middle-income families. CHIP plans also provide access to child-specific pediatric subspecialists and surgical specialists." The full AAP statement is available [here](#).

Looking for Continuing Education Credits from AMCHP 2015?

Continuing education for this conference is only available through the CDC Training and Continuing Education Online system. [Click here](#) to learn more or apply for CDC credits.

GET INVOLVED

AMCHP 2015 Presentations and Recordings Now Available

Thank you to all who joined us in Washington, DC for another exciting and informative AMCHP Annual Conference. To access presentations and handouts from sessions, [click here](#) (use the event code amchp). All presentations that were submitted are loaded in the session descriptions. To access recordings of select AMCHP 2015 sessions, [click here](#). Didn't make it to AMCHP 2015? Check out highlights on [AMCHP TV](#).

National MCH Workforce Development Center Coffee Talk Series

This series will be hosted by the National MCH Workforce Development Center Change Management core on three pertinent topics benefiting the Title V workforce. The series will consist of three archived 20-minute videos for AMCHP members to access bi-monthly at their leisure. For the alternating months, AMCHP will host a Twitter chat on the content shared during the preceding month's archived video. The topics and identified speakers for each video/Twitter chat are outlined below. Click [here](#) to learn more about each talk and to register!



Coffee Talk 1: Title V Transformation

Presenter: Lacy Fehrenbach, MPH, CPH, Director, Programs, AMCHP

Video Release: Mar. 2

Twitter Chat: Mar. 26 3-4 p.m. EST

Coffee Talk 2: Getting to the Table

Presenter: Sharron Corle, MS, Associate Director, MCH Leadership Development & Capacity Building, AMCHP

Video Release: Apr. 1

Twitter Chat: May 13 2-3 p.m. EST

Coffee Talk 3: Leading Change

Presenter: Karen Trierweiler, Director of Programs & Services, Prevention Services, Colorado Department of Public Health and Environment

Video Release: Jun. 1

Twitter Chat: Jul. 22 2-3 p.m. EST

GET INVOLVED CONT.

Coffee Talk 4: Managing Change

Presenter: Brenda Jones, DHSc, RN, MSN, WHNP-BC, Deputy Director, Office of Women's Health, Illinois Department of Human Services

Video Release: Aug. 1

Twitter Chat: Sept. 9 1-2 p.m. EST

Now Available: Application to Participate in the National MCH Workforce Development Center's Cohort 2 Training

The National MCH Workforce Development Center offers a range of trainings, tools and resources to strengthen MCH workforce capacity to lead through health transformation. The Center offers training in four key areas: access to care, quality improvement, systems integration and change management. State/territory Title V agencies/MCH programs and their partners will have the opportunity to gain knowledge, skills, and tools in the four key areas and apply them to a current health transformation project of interest. Cohort 2 participants should plan to be actively engaged with the Center from April through December 2015. All applications must be received by Feb. 27 at 5 p.m. EST. Applications are available via the [AMCHP website](#) and the [Center website](#).

New Webinar on Building Support for an Equal Opportunity Childhood

Health Equity and Well-Being from the Start: Building Support for an Equal Opportunity Childhood, will be held on Thursday, Feb. 26 from 2-3:30 p.m. EST. The webinar will begin with the introduction of a framework that can be used to explore the relationships between social and economic contexts and inequitable health outcomes. Examples of how two public health departments are addressing health inequities in their states will then be shared. To register, please click [here](#).

EMPower Breastfeeding Initiative Hospital Recruitment Webinars, from CDC and the EMPower Team

The Centers for Disease Control and Prevention (CDC) has launched EMPower Breastfeeding: Enhancing Maternity Practices (EMPower), a three-year hospital-based quality improvement initiative focusing on maternity practices. Developed in partnership with Abt Associates, Carolina Global Breastfeeding Institute,

Center for Public Health Quality, and Baby-Friendly USA, EMPower is designed to support 100 hospitals in the achievement of Baby-Friendly USA designation. Hospitals will be selected to participate based on set criteria designed to address issues of equitable access to maternity care that optimally supports mothers to be able to breastfeed. The application is available on the EMPower website. Hospital Recruitment webinars will be held on Feb. 24 at 3 p.m. EST and Feb. 26 at 2 p.m. EST. For additional information on the initiative and how hospitals can apply, please visit EMPowerbreastfeeding.org.

PUBLICATIONS & RESOURCES



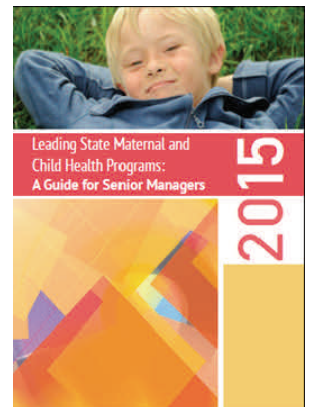
General Maternal & Child Health

AMCHP Guide for Senior Managers Now Available!

The guide is organized into chapters dedicated to the “big picture,” or the theoretical framework on maternal and child health in Title V programs as well as information on the day-to-day operational aspects of Title V programs. Many new Title V (MCH and CYSHCN) directors refer to this resource as their “go to” document for their first six months on the job. This “go to” guide has recently been revised and includes four new chapters on the following topics:

- ACA Impact on Title V
- Family/Consumer Engagement
- Data Sources and Techniques
- Workforce Development Resources

Click [here](#) to access the guide.



PUBLICATIONS CONT.

Needs Assessment Trainings Archives Now Available!

Did you miss one of the AMCHP Title V five year needs assessment trainings? If so, don't worry, all archives and resources are available on the AMCHP website. Please look for our fourth training in the series coming in March around selecting state priorities. To assist states or jurisdictions in preparing their assessments AMCHP designed a series of virtual trainings to provide guidance on the needs assessment process. Below you can find an overview of the first three trainings.

- The first training in the series, [Title V Five Year Needs Assessment Training](#), provided an overview of the needs assessment process with a state-in-action example from Massachusetts where the maternal and child health team shared their strategies, resources and lessons learned from conducting the five-year needs assessment process.
- The second training, The Nuts and Bolts on Using Data, provided an overview on using data in the needs assessment process, with states-in-action profiles from Rhode Island and Alaska, who shared their data strategies, resources and lessons learned from conducting the five-year needs assessment process.
- The third training on stakeholder engagement provided strategies on how to orient stakeholders with start and end goals. The webinar also provided state-in-action examples from Oregon, Wisconsin and Wyoming about their strategies for stakeholder engagements, such as how to engage your local nonprofit hospitals and use its community health assessment to contribute to the needs assessment process that is now mandated by the ACA.

To access these resources, click [here](#).

AMCHP CAREER CENTER

The Career Center is the premiere online job board for individuals seeking employment in MCH 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!

New Guide to Public Health Careers Available

Public health professionals are involved in everything from identifying diseases to creating public policy to helping refugees integrate into new communities. According to the Association of Schools and Programs of Public Health (ASPPH), there are 10 common areas of study for those entering the field. These areas can lead to careers such as health educators and community outreach workers, but the health department is not the only place hiring public health majors. This guide dives deeper into these careers and others within the public health sphere. It leverages expert interviews, information and resources to better understand the professional landscape, as well as the various educational options needed to enter, advance and succeed in the field. To view the guide, [click here](#).

CAREER OPPORTUNITIES

AMCHP Accepting Applications for Program Associate, Women's and Infant Health

The program associate, women's and infant health (WIH) is a member of the program team and contributes to the advancement of MCH programs by performing a variety of planning and program implementation, research and evaluation projects. This position supports and assists the WIH team in the development, implementation and evaluation of program activities related to MCH and women's and infant health. This position also contributes to the collection of state best practices (Innovation Station), newsletter development, and implementation of communication strategies (MS SharePoint, listserv, social media). This position reports to the associate director, WIH. To learn more, [click here](#).

Texas Seeks Public Health Nurse

The Public Health Nurse III oversees MCH programs for the state and performs advanced nursing activities in a consultative, advisory, educational, and administrative capacity for the Office of Title V & Family Health under the general direction of the Director. Responsibilities include planning, implementing, and evaluating activities; such as, managing and overseeing sensitive and confidential mortality and morbidity record reviews and management and oversight of the Maternal Mortality and

CAREERS CONT.

Morbidity Task Force as described by Senate Bill 495, 83'd Legislature, Regular Session, 2013. Collaborates with stakeholders to address maternal and child health related needs in the community and statewide and represents the agency as a maternal and child health specialist. For more information, [click here](#).

DC Opens Bureau Chief of Child Adolescent and School Health Position

The Child Adolescent and School Health Bureau (CASHB) is responsible for planning, promoting and coordinating a state based system of comprehensive health services for parents, children of all ages, including children with special health care needs, and families in both the public and private sector. The incumbent works under the general supervision of the supervisory medical officer (SMO) for the Community Health Administration and will serve as the CASHB chief, responsible for the development of statewide maternal, child, adolescent and school health plans to include policy development, monitoring, and implementation; bureau programmatic evaluation, including management and implementation oversight of contracts and/or other agreements entered into with organizations providing direct services; implementation of education programs for interested communities. To learn more, [click here](#).

ON YOUR BEHALF

- On Feb. 10 AMCHP director of policy Brent Ewig was invited to give a guest lecture to the MCH Policy Analysis class at the Milken Institute School of Public Health at The George Washington University. Focusing on the history, current challenges and opportunities with the Title V MCH Services Block Grant program, it was a wonderful opportunity to expose students to potential careers in state or federal MCH programs.

FUNDING



HRSA Nurse Anesthetist Traineeship Program (NAT)

Deadline: *Feb. 26*

The purpose of the NAT Program is to provide traineeship support for licensed registered nurses enrolled as full-time students in an anesthesia program. Traineeships will pay full or partial costs of the tuition, fees, books/e-Books and the reasonable living expenses of the individual trainee during the period for which the traineeship is provided. NAT funds are awarded to institutions. Complete applications will be submitted via Grants.gov. Applicants must provide a brief Work Plan in the Project Narrative. NAT grantees will be required to complete and submit a Final Report at the end of the grant. For more information, [click here](#).

MCHB Children's Safety Network Program

Deadline: *Mar. 2*

The purpose of this cooperative agreement program is to reduce fatal and serious injuries among infants, children and youth by 100,000 over the next three years by increasing the adoption of effective child safety interventions at the national, state and local levels. The



AMCHP is seeking submissions of emerging, promising and best practices in maternal and child health from all states and territories on child health. Do you have a program that fits?

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 [Ki'Yonna Jones](#) at (202) 266-3049 or visit amchp.org/bestpractices.

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



FUNDING CONT.

Children's Safety Network Program objectives/goals will be advanced through three primary components of activity: a National Coordinated Child Safety Initiative, Child Safety Collaboration Innovation and Improvement Network (CoIIN) Activities and Child Safety Promotion Capacity Building. To learn more, [click here](#).

NIH Patient Safety in the Context of Perinatal, Neonatal and Pediatric Care

Deadlines: *Mar. 5 (R01)* and *Mar. 16 (R21, R03)*

A wide range of collaborative research projects related to patient safety in the context of perinatal, neonatal and pediatric care both in routine hospital settings and in the intensive care units related to:

The epidemiology of various domains of medical errors and consequent patient harm; Assessing the factors at various levels that contribute to such errors; and Intervention strategies at individual, systems, and institutional levels to help reduce and eliminate medical errors is encouraged. Available funding includes [Research Project \(R01\)](#), [Exploratory/Developmental Research Grant \(R21\)](#), and [Small Grant Program \(R03\)](#).

NIH Pregnancy in Women with Disabilities

Deadline: *Mar. 5 (R01)* and *Mar. 16 (R21)*

Grant applications should propose to investigate the incidence, course, and outcomes of pregnancy among women with disabilities. Areas of interest also include studies to inform counseling and strategies for addressing barriers to prenatal care, and management of pregnancy, the puerperium, and the transition to parenthood in order to optimize outcomes for women with physical, intellectual and developmental, and/or sensory disabilities and their families. Letters of intent are due 30 days before application due dates. Available funding includes [Research Project \(R01\)](#) and [Exploratory/Developmental Research Grant \(R21\)](#).

NIH Studies in Neonatal and Pediatric Resuscitation

Deadlines: *Mar. 5 (R01)* and *Mar. 16 (R21, R03)*

Grant applications should propose to stimulate research on a wide range of topics related to neonatal and pediatric resuscitation. It is anticipated that the results from well-conducted studies will enable translation of knowledge into evidence-based resuscitation practices ensuring optimal short- and long-term outcomes for all newborn infants and children. Letters of intent are due 30

days before application due dates. Available funding includes [Research Project \(R01\)](#), [Exploratory/Developmental Research Grant \(R21\)](#), and [Small Grant Program \(R03\)](#).

CDC Research Grants for Preventing Violence and Violence Related Injury

Deadline: *Mar. 16*

The National Center for Injury Prevention and Control (NCIPC) is soliciting investigator-initiated research that will help expand and advance knowledge in three areas: 1) how best to disseminate, implement, and translate evidence-based primary prevention strategies, programs, and policies designed to reduce youth violence; 2) what works to prevent violence by rigorously evaluating primary prevention strategies, programs, and policies; and 3) research to determine ways to effectively prevent serious and lethal interpersonal or self-directed violence. For more information, [click here](#).

NIH Initiative to Maximize Research Education in Genomics Diversity Action Plan

Deadline: *Sept. 6, 2016*

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

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WATCH

YouTube.com/AMCHPDC

FUNDING CONT.

Exploratory and Developmental Grant to Improve Health Care Quality through HIT

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](#).

CALENDAR



MCH Events

[2015 Preparedness Summit](#)

Apr. 14-17
Atlanta, GA

[Society for Public Health Education 66th Annual Meeting](#)

Apr. 23-25
Portland, OR

[Malaria in Pregnancy](#)

Apr. 24
Baltimore, MD

[The Safe States Alliance 2015 Annual Meeting](#)

Apr. 29-May 1
Atlanta, GA

[National Network of Public Health Institutes Annual Conference](#)

May 12-14
New Orleans, LA

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Child Health Programs**
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CALENDAR CONT.

[31st Pacific Rim International Conference on Disability and Diversity](#)

May 18-19
Honolulu, HI

[8th Biennial Childhood Obesity Conference](#)

Jun. 29-Jul. 2
San Diego, CA

[NACCHO Annual 2015](#)

Jul. 7-9
Kansas City, MO

[2015 CityMatCH Annual Urban MCH Leadership Conference](#)

Sept. 27-30
Salt Lake City, UT

[2015 ASTHO Annual Meeting](#)

Sept. 29-Oct. 1
Salt Lake City, UT

[AAP National Conference and Exhibition](#)

Oct. 24-27
Washington, DC

[2015 APHA Annual Meeting & Exposition](#)

Oct. 31-Nov. 4
Chicago, IL

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.

