

Member Briefs



Feb. 24, 2014



THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



MANAGEMENT MINUTE

Rethinking My To Do List

By Barbara Laur

Interim Chief Executive Officer, AMCHP

I lived by the “to do” list as a manager for many years. But in one of my most long-term executive jobs, the list really started to get to me. As time went on, the list got longer and longer. It included things that were more routine that I really hoped to get to, but never did, as well as a lot of really interesting ideas for the future.



Periodically, as the years went by and the list ballooned, I would stress out and talk to my best coaches, my husband Mike and my good friend Dory. Mike’s wisdom was usually the same: “Do the best you can do, and that will be enough.” This remains my ongoing mantra when things get crazy. Dory always had reassuring words as well. After talking to her or Mike, I would let my anxieties go for a while as the list continued to grow. But one time, Dory said something that stuck with me and helped me permanently reframe my thinking about the list. “Look,” she said, “you will probably never do all these things. But you know that you are very good at prioritizing, and you always get the most important things done. Why don’t you just think of this list as your ‘potentialities list’?”

This was a game changer for me. Once I understood the list was about “possibilities”, not about “musts”, I was able to breathe a huge and lasting sigh of relief. I realized that some of the routine things weren’t ultimately that important – if they stayed on the list long enough, they tended to fade and even drop off. The more creative ideas about the future, new projects, new ways to do things were a sign that my brain was still actively

engaged in creative, innovative thinking about a job that could have become boring. I actually got to some of those eventually, and that made the work ever fresh and interesting.

Of course, there are still times when the real “to dos” are challenging. If those times are periodic, and not every day, they can be exciting moments when big projects get launched or come to fruition. If your list really does reflect an overwhelming daily work load that creates regular stress, ask for help. A critical part of management is delegation and partnership with others to get the job done. If you haven’t let go of the need to do it all yourself, this is the time. Give others a chance to help, collaborate and learn. You might also ask your supervisor to help you think about how to get your work to a manageable level. Finally, make sure that in the process of getting things done, you’re not always trying to “tie a bow on it”. Remember, most times, “good” is good enough - the extra effort to be perfect isn’t necessary or productive.

I know in the MCH world that many of you are trying to do all the same things – in some cases, more - with fewer and fewer resources. Look at your list. What do you see? Can you reframe it as a “potentialities list”? Could someone else help get these things done? Could you talk with your supervisor about how to rethink and restructure your job? Do you really need to tie a bow on it?

To enjoy our work over many years, and to do our best work, we have to get free of oppressive lists and open up work space where we can reflect, envision, and breathe.

P.S. I'd love to hear your wisdom and experience about making your lists and your work load more manageable. If you email me with your thoughts, I'll include them in my next Management Minute.



AMCHP Policy Agenda Approved

In January, the AMCHP board approved our 2014 *Federal Policy Agenda* now posted [here](#). This agenda helps communicate how AMCHP prioritizes among MCH issues and indicates where we will play leadership and supporting roles.

Appropriations and Reauthorization Updates

Congress is on recess until Feb. 25. The next milestone in the federal budget process is the expected Mar. 4 release of President Obama's FY 2015 budget proposal. This release will mark the beginning of the intensive appropriations season, and AMCHP will be advocating across Capitol Hill in support of \$639 million for the Title V MCH Service Block Grant. The other top priority we are pushing right now is reauthorization of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV), Personal Responsibility Education Program (PREP), and Family to Family Health Information Centers (F2F) components of the Title V statute. Efforts are underway to advocate for including these reauthorizations as part of a broader "doc fix" Medicare payment reform bill. Congress is currently expected to address this by late March. Additional details will be shared as available.

Health Reform

Clarification from CMS on Third Party Payments of Premiums for QHPs

An important frequently asked question (FAQ) document for state and federal government programs that may provide premium support for qualified health plans (QHPs) purchased in the Marketplace was issued last week by the Centers for Medicare & Medicaid Services (CMS). The FAQ, [Third Party Payments of Premiums for Qualified Health Plans \(QHPs\) in the Marketplaces](#) seeks to clarify questions that arose from a [previous FAQ](#) issued in November 2013 regarding third party payments of premiums for QHPs in the Marketplaces that discouraged the practice of third party payers of premiums. The most recent FAQ clarifies that "the Nov. 4, 2013 FAQ does not apply to payments for premiums and cost sharing made on behalf of QHP enrollees by Indian tribes, tribal organizations, urban Indian organizations, **and state and federal government programs or grantees (such as the Ryan White HIV/**

AIDS Program). QHP issuers and Marketplaces are encouraged to accept such payments."

AMCHP Releases Proceedings from the Connecting the Dots Meeting

In the summer of 2013, AMCHP hosted a national-level meeting with the support of the W.K. Kellogg Foundation, of nearly 50 leaders representing federal health agencies, state departments of health and Medicaid agencies, professional associations, provider groups, nonprofit leaders, think tanks, private funders, and academia in Washington, DC. This was an important opportunity to coalesce and discuss how to effectively coordinate and maximize the impact of efforts to improve birth outcomes, particularly for states and community groups. The proceedings of the meeting can be found [here](#).

GET INVOLVED



Virtual Training Opportunity: Title V Five Year Needs Assessment

Title V legislation requires each state and jurisdiction to conduct a state-wide, 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 first webinar is scheduled for **Wednesday, Mar. 5 from 4-5:30 p.m. EST**. This webinar will provide an overview of the needs assessment process with a presentation from Donna Petersen, ScD, MHS, CPH, Dean for the College of Public Health at the University of South Florida. Dr. Petersen will be presenting on the "Nuts and Bolts of the Five Year Needs Assessment," followed by a state-in-action example from Massachusetts. The Massachusetts MCH team will share their strategies, resources and lessons learned from conducting the five-year needs assessment process. Following this webinar, AMCHP intends to provide additional training on other topics related to the needs

GET INVOLVED CONT.

assessment (i.e., stakeholder engagement, strategic decision making) based on input provided by webinar participants. Please [click here](#) to register for this event and to let us know what additional topics related to the five-year needs assessment process that you feel are critical for AMCHP to address. If you have any questions about this event please contact Jessica Teel (jteel@amchp.org).

AMCHP RFA: ALC for State Title V CYSHCN Directors and Teams: Taking a Leadership Role in Transitioning CYSHCN into Medicaid Managed Care Arrangements

AMCHP released a request for applications (RFA) for interested state teams to join an action learning collaborative (ALC) to take place in late-April 2014. The ALC will focus on states *currently transitioning* children and youth with special health care needs (CYSHCN) into Medicaid managed care arrangements, states *planning to transition* CYSHCN into Medicaid managed care arrangements, and states that *have already transitioned* CYSHCN into Medicaid managed care arrangements. With support from the Health Resources and Services Administration (HRSA) Maternal and Child Health Bureau (MCHB), AMCHP aims to provide targeted technical assistance for a subset of up to 10 state teams comprised of state Title V CYSHCN directors and their key partners. The application deadline is **Mar. 7**. For more information, please [click here](#).

National MCH Workforce Development Center Releases Request for Participation

The National MCH Workforce Development Center at UNC Chapel Hill, in cooperation with MCHB, and in partnership with AMCHP and national experts in MCH innovation and quality improvement, will offer state and territorial Title V leaders training, collaborative learning opportunities, and technical assistance in implementing health care reform using a variety of learning platforms. In the current dynamic context, tools and resources to strengthen MCH capacity and skills in **four core areas** will be available through the National Center to move from evidence to action.

1. Improving access to care
2. Using quality improvement tools to drive transformation
3. Fostering integration and harmonization within public

health and across organizational boundaries and sectors including primary care, mental health, early intervention and community-based service delivery and financing systems

4. Furthering effective change management, collective action and individual leadership skills that will lead to health improvement for MCH populations

The center will address the four areas above by providing three levels of training and technical assistance: 1) **universal training** for all Title V staff and MCH trainees related to the 4 core areas; 2) **targeted training and technical assistance** for self-selected Title V staff and partners; and 3) **intensive training and technical assistance** for an annual cohort of states/territories.

The center is releasing a Request for Participation (RFP) for states that wish to participate in the **intensive training and technical assistance** described above. With this RFP, the center is aiming to engage eight to 10 states and territories where center support may create new opportunities for Title V involvement in health reform, expand and scale successful multi-agency partnerships, and supplement ongoing or planned work. Participation in the intensive training and technical assistance should complement existing or planned activities rather than create an entirely new project. Costs related to travel and training will be covered by the center; state teams need only plan for an investment of staff time as these intensive collaborative partnerships will last approximately six to 18 months. Due date for the RFP is **Monday, Mar. 10**. Additional information regarding the center and the RFP is available at www.amchp.org/Transformation-Station.

Fostering Partnership and Teamwork in the Pediatric Medical Home: A “How To” Webinar Series

The National Center for Medical Home Implementation (NCMHI) in the American Academy of Pediatrics (AAP) is hosting a [free](#) 3-part webinar series February through April 2014. Faculty will discuss “how to” strategies for implementing team huddles (February), enhancing care partnership support (March), and starting and supporting family advisory groups (April). Examples of best practices currently being utilized will be provided. The first webinar, “Implementing Team Huddles” will take place on Feb. 28, noon – 1 p.m. CST. Register for this webinar [here](#) and find more information about the webinar series through the [NCMHI 2014 Webinar Series website](#).

GET INVOLVED CONT.

Webinar: Federal Efforts to Improve Maternal and Infant Health Data Capacity and Health Outcomes

The U.S. Department of Health and Human Services (HHS) will hold a webinar, “Federal Efforts to Improve Maternal and Infant Health Data Capacity and Health Outcomes,” on Monday, Mar. 3 from 1:30 – 2:30 p.m. EST. This joint federal webinar will feature presenters from the Center for Medicare & Medicaid Services (CMS), Health Resources and Services Administration (HRSA), and Centers for Disease Control and Prevention (CDC). HHS is committed to improving the health of mothers, infants, and children nationwide. With this aim in mind, the CDC, CMS, and HRSA are working to build a stronger partnership to improve data collection, surveillance and maternal and infant health outcomes. To register, [click here](#).

CSTE MCH Symposium Call for Abstracts

The Maternal and Child Health Epidemiology Program, CDC, in partnership with the Association of Maternal & Child Health Programs (AMCHP) and the Council for State and Territorial Epidemiologists (CSTE), announced a special call for abstracts for presentation at the MCH Symposium of the 2014 CSTE Annual Conference to be held Jun. 22 in Nashville, TN. The focus of this special call is the power of a data warehouse and applications for maternal and child health. Abstracts will be accepted through Mar. 7. For more information about this special call for abstracts, please [click here](#).

Are You “Branding” Your Title V-Funded Programs, Services, Events and Resources?

As a Title V professional you understand that Title V programs have a large reach supporting women, children, children and youth with special health care needs, and families. Do others, such as the general public, program consumers or even state legislatures, have this same understanding? Increasing the brand awareness of Title V-funded events, programs and resources can make it easier for state legislatures, the general public and the population Title V programs serve to understand Title V reach. AMCHP is interested in gaining a better understanding of if/how state Title V programs are branding Title V-funded programs, services, events and resources. Please [click here](#) and take a few minutes to share your thoughts.

PUBLICATIONS & RESOURCES



General Maternal & Child Health

HARC Enrollment is Open

The Home Visiting Applied Research Collaborative (HARC) is a new practice-based research network devoted to conducting collaborative studies with home visiting programs. HARC is open to the following groups: a) home visiting programs that provide home visiting to expectant families or families of children birth to five years; b) leaders of home visiting networks; and c) home visiting researchers. Members of HARC will have the opportunity to learn about opportunities to participate in research of interest to them, network with colleagues from diverse home visiting programs and gain quick access to important study findings. To join HARC, please visit their [website](#) and select the appropriate enrollment survey. If you have any questions regarding your eligibility, call or e-mail [Kay Gonsalves](#) at 410-502-0545.



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!

PUBLICATIONS CONT.

Women's & Infant Health

Toolkit for Transitioning Newborns from NICU to Home

The Agency for Healthcare Research and Quality developed a new toolkit to help improve the safety of infants born preterm or with complex congenital conditions as those infants transition from the neonatal intensive care unit to their home. The toolkit features information on creating a Health Coach Program to identify the needs and concerns of parents/caregivers and facilitate follow-up care for the infant by primary care providers. As an online tool, the Health Coach can customize family information packets based on personal needs. The toolkit includes approximately 30 fact sheets, directed to either the clinician or the infant's family, on topics that range from medications to breastfeeding to insurance coverage tips. For a free copy of the toolkit, please [click here](#).

Child and Adolescent Health

New Publication from the National Evaluation of the CHIPRA Quality Demonstration Grant Program

The Agency for Healthcare Research and Quality has published the seventh Evaluation Highlight from the CHIPRA Quality Demonstration Grant Program, now available on the [national evaluation website](#) under [Reports and Resources](#). This Highlight, [How are CHIPRA quality demonstration States designing and implementing caregiver peer support programs?](#), focuses on how states are working to expand access to peer support for caregivers of children with special health care needs and describes how states have recruited, trained, and supported peer support caregivers.

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ON YOUR BEHALF

- On Feb. 12, AMCHP staff Erin Bonzon and Andria Cornell participated in a daylong partners meeting for the Maternal, Infant and Early Childhood Home Visiting (MIECHV) Technical Assistance Coordinating Center (TACC). The MIECHV TACC, led by ZERO TO THREE, provides support to HRSA grantees in implementing MIECHV-funded home visiting programs. AMCHP presented on the strengths of aligning Title V and MIECHV, especially in light of the transformation of the Title V MCH Services Block Grant, and contributed feedback on topics including collaborative learning and quality improvement.
- On Feb. 20, AMCHP staff Carolyn McCoy attended a Capitol Hill Briefing on the importance of the reauthorization of CHIP. Panelists included a CHIP director, a pediatrician, and an 11-year-old CHIP enrollee with Crohn's survivor. AMCHP is in support of continuation of the CHIP program and recently signed onto [a letter](#) to congressional leaders and the president.

CAREER OPPORTUNITIES

AMCHP Seeks Associate Director, Government Affairs

The AMCHP Associate Director, Government Affairs position is responsible for development and implementation of AMCHP advocacy activities related to appropriations and maternal and child health programs, including provisions included in the Affordable Care Act. This position reports to the Director of Public Policy & Government Affairs. Assists in tracking, analyzing, and reporting on federal and state legislation and programs impacting state maternal and child health programs. Collaborates with relevant federal agencies such as the Maternal and Child Health Bureau, CDC, CMS and other national organizations, coalitions and groups. To learn more and see the full job description, [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

CAREER OPPORTUNITIES

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](#).

OWH Director, Division of Program Innovation Opening

The U.S. Department of Health and Human Services (HHS) Office on Women's Health (OWH), Division of Program Innovation is accepting application for its director position. The Division of Program Innovation identifies evidence-based strategies and develops programs for targeted issues; designs, develops and implements interventions to improve women's health; incorporates gender-specific issues into model programs; oversees model program development and related activities; identifies the future direction of women's health and associated strategies and gaps in current coverage of women's health issues; and reviews promising strategies to identify and promote innovative ideas for future program development. The primary purpose of this position is to lead the design, development, evaluation and implementation of OWH programs and activities that address research, education, and dissemination of information on the health of women and girls. For more information, [click here](#).

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



Telehealth Resource Center Grant Program

Deadline: *Feb. 25*

The purpose of this grant program is to support the establishment and development of Telehealth Resource Centers (TRCs) in order to: expedite and customize the provision of telehealth technical assistance across the country, while at the same time working together to make available a wide range of expertise that might not be available in any region. The TRCs provide technical assistance to health care organizations, health care networks, and health care providers in the implementation of cost-effective telehealth programs to serve rural and medically underserved areas and populations. For more information, [click here](#).

Well Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) Program

Deadline: *Mar. 3*

Funding to implement the Well Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) Program, a program of the National Center for Chronic Disease Prevention and Health Promotion. For more information, [click here](#).

Traumatic Brain Injury State Implementation Partnership Grant Program

Deadline: *Mar. 7*

This announcement solicits applications for the Traumatic Brain Injury State Implementation Partnership Grant Program. The purpose of the HRSA traumatic brain injury (TBI) program is to increase access to rehabilitation and other services for individuals with TBI. The goal of the this funding opportunity announcement (FOA) is to support state, territorial governments, federally recognized Indian tribal governments and Native American organizations as they address barriers to needed services encountered by children, youth, and adults with and at high risk for TBI. For more information, [click here](#).

MCHB Reaching Practicing MCH Professionals in Underserved Areas Through Education and Training Program

Deadline: *Mar. 21*

This announcement solicits applications for grant funds

FUNDING CONT.

to plan, develop, and implement the Reaching Practicing MCH Professionals in Underserved Areas Through Education and Training Program that is designed to address and strengthen the nation's (59 states and jurisdictions) Maternal and Child Health Public Health system by developing the public health workforce through innovative strategies that address the special educational needs of diverse public health professionals who provide MCH public health services in isolated, underserved, communities, including rural and frontier areas, U.S. jurisdictions, and Indian reservations. The Reaching Practicing MCH Professionals in Underserved Areas Through Education and Training Program is dedicated to serving diverse MCH public health professionals in isolated geographic areas of the country who are underserved through traditional education programs and may not otherwise have access to pursue their education. For more information, [click here](#).

Reducing Loss to Follow-up after Failure to Pass Newborn Hearing Screening

Deadline: *Mar. 24*

This announcement solicits proposals for reducing the loss to follow-up of infants who have not passed a physiologic newborn hearing screening examination prior to discharge from the newborn nursery by utilizing specifically targeted and measurable interventions. The purpose of this funding opportunity is to further focus efforts to improve the loss to documentation/loss to follow-up by utilizing specific interventions such as quality improvement methodology to achieve measurable improvement in the numbers of infants who receive appropriate and timely follow-up. For more information, [click here](#).

Healthy Start Initiative: Eliminating Disparities in Perinatal Health

Deadline: *Mar. 31*

This announcement solicits applications for the Healthy Start Initiative: Eliminating Disparities in Perinatal Health program. The Healthy Start (HS) program aims to reduce disparities in infant mortality and adverse perinatal outcomes by: 1) improving women's health, 2) promoting quality services, 3) strengthening family resilience, 4) achieving collective impact, and 5) increasing accountability through quality improvement, performance monitoring, and evaluation. For more information, [click here](#) and [here](#).

National Rural Health Policy and Community Development Program

Deadline: *Mar. 31*

This announcement solicits applications for the National Rural Health Policy and Community Development Program. The purpose of the program is to develop and maintain projects that will help support rural communities through a broad range of activities which are to: identify and promote national policy issues and promising practices for rural health care providers focused on: quality of care; economic viability; access; workforce (recruitment and retention); and the changing health care environment as it relates to insurance coverage expansion. For more information, [click here](#).

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, 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

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strategy or prevention framework to address teen pregnancy prevention in their individual community. For more information, [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](#).

CALENDAR

MCH Events

[The New Kidsdata.org: Putting Data to Work for California Children](#)

Feb. 25 at 10 a.m. PST

[Racial Justice or Just Us? in Birth and Breastfeeding](#)

Mar. 4-6
Washington, DC



CALENDAR CONT.

[15TH Annual NHSA Spring Conference](#)

Mar. 29-31
Washington, DC

[2014 Preparedness Summit](#)

Apr. 1-4
Atlanta, GA

[Public Health Informatics Conference](#)

Apr. 18-May 1
Atlanta, GA

[Confronting Family and Community Violence](#)

May 1-3
Washington, DC

[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. 9-11
Atlanta, GA

[ASTHO Annual Meeting and Policy Summit](#)

Sept. 9-11
Albuquerque, NM

[CityMatCH Leadership & MCH Epidemiology Conference](#)

Sept. 17-19
Phoenix, AZ

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