

Member Briefs



Jul. 28, 2015



THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



MANAGEMENT MINUTE



“Focus on the promise of the future rather than the mistakes of the past.”
— Marshall Goldsmith



This past week, I had the pleasure of participating with the senior AMCHP staff leadership (directors and associate directors) in our Summer Retreat. We had decided earlier in the year that it would be good for us to leave the office for a day in the summer to focus on leadership development activities, to consider the work done to date on the AMCHP strategic plan, and to set a plan in motion to bring to life the Board and membership’s vision, mission, goals and objectives for AMCHP. You’ll be hearing about this more in an upcoming Management Minute.

It was not only a beautiful summer day, but we were at a location on the Eastern Shore of Maryland that had been graciously donated to AMCHP for the day’s activities. With the beauty of the Chester River and the Chesapeake Bay as backdrops, and the amazing historically significant Bowlingly Manor House as our host, we set about working to learn more about one another individually and how we can truly leverage our skills to be the best team we can be for our sake and for that of our members.

With the guidance of an excellent facilitator, Brenda Harrington of Adaptive Leadership Strategies, we participated in a few different leadership development activities through the morning hours. One of the activities, however, struck me as being particularly worthwhile to share with you and to encourage you to try it out in your own settings.

The owner of the quote above, Marshall Goldsmith is a world-renowned executive coach who has authored many books on the subjects of leadership, executive development, and coaching. He also is responsible for a concept known as *FeedForward*. *FeedForward* embraces the idea of letting go of past notions, ideas and

performance to free yourself to face forward to the future. This shifts our thinking from always looking in the rearview mirror to looking ahead to see what the headlights are illuminating. *FeedForward* is meant to take the place of traditional feedback. You cannot change the past and traditional feedback has been focused on behaviors and results that have ALREADY occurred.

FeedForward can be used in a number of different ways in organizations. For example, if utilized in the performance management area, the idea of performance reviews would become a thing of the past. As managers, we’d instead be uniquely focused on our goals in the future, setting expectations for accomplishment, and identifying opportunities to change behaviors and outcomes moving forward.

In a much simpler demonstration of its use, however, our staff used *FeedForward* to conduct a small exercise around alternative ways to encourage behavior change by providing active suggestions for the future to help achieve a positive change in behavior. As Brenda Harrington explains, as they strive to achieve the goals of the organization, employees need and want to know how they are doing. It is important for them to learn what they have done well and what they need to change, in a constructive and developmental manner. The objective of our exercise together at the retreat was to help us all develop a vocabulary and habits around engaging with colleagues, direct reports and supervisors that promotes collaboration and diminishes barriers. *FeedForward* also provides immediate returns – once learned you can immediately begin using *FeedForward* after you practice the concept.

Here’s how *FeedForward* works (the practice exercise itself). You’ll be both surprised at its simplicity and likely be skeptical that it works! Trust me, it does.

Step 1:

Person has a behavior they wish to change or a challenge they want to address – it must be described in one short sentence (e.g. “My goal is…”).

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Step 2:

Person responding to the request provides two brief suggestions.

Ground Rules:

There is no mention of the past; use only future tense. Be supportive and helpful and use positive words. Make no judgments.

Step 3:

Switch roles, repeat.

I admit, when we did this together at our retreat, I was the first person to wonder how this could possibly be helpful or useful to our work back home. I was proven completely wrong. I received at least 10 different suggestions on how to change a long-term, potentially harmful behavior. All of the suggestions were creative, innovative, positive, and encouraging. And, they were all provided by my very staff that seemed to genuinely care about my issue and helping me to find ways to address it.

The exercise taught me (and the other AMCHP leaders) to truly consider and value asking for help from all levels of staff. Embrace talking openly about an issue (behavioral or otherwise) and use that as an opportunity to ask for advice, to get suggestions from all layers of the organization, and to be prepared to be in awe of others' ingenuity, creative thinking, and supportiveness. To truly find a way forward (and leave the past behind).

For more information on Marshall Goldsmith and his *FeedForward* tool, click [here](#).

Until next time...if you have any initial reactions to this column, please feel free to e-mail me directly at freeman@amchp.org or amchpengage@amchp.org.

LEGISLATIVE & POLICY CORNER



Health Reform Implementation

Medicaid Programs 50th Anniversary

Jul. 30 marks the 50th anniversary of the Medicaid programs. AMCHP recognizes Medicaid as the foremost safety net program for maternal and child health populations. Medicaid has been instrumental in providing access to coverage and delivering health care to millions of vulnerable women, children, and families. Our state

LEGISLATIVE CORNER CONT.

and territorial members have a long working relationship with Medicaid – as partners, stakeholders and colleagues. The complementary work of Medicaid and Title V highlights the benefits of joint public health – health delivery system approaches to improving outcomes for MCH populations. AMCHP and its members thank our dedicated colleagues in the Medicaid program, at both the state and federal levels. It has been an honor to work in partnership with Medicaid over the last 50 years and we look forward to achieving our shared goal of a nation of healthy children and families.

Health Affairs – July Issue

In recognition of the Medicaid 50th anniversary, *Health Affairs* July issue focuses on Medicaid and the evolving delivery system. This issue focuses on several populations and topics including role of Medicaid in community health centers, state examples of incentive payments, Medicaid and mental health and addiction services, among others. While *Health Affairs* is not a free publication, the abstracts are available for free [here](#). In addition, the *Health Affairs* [blog](#) has a brief entry on the July issue.

Enhancing the State Health Insurance Marketplaces

The National Health Council (NHC) developed state-specific progress reports to assess health insurance markets across the states. These reports show the variability across the insurance marketplaces and identify states where changes could improve access to coverage and care for patients. They also can identify leading states that set best practices for patient friendly requirements. The report is available [here](#).

GET INVOLVED



Submit Your AMCHP 2016 Session Proposal Today!

We invite you to submit a session proposal for the 2016 Annual AMCHP Conference (Jan. 23 to 26). The theme for the 2016 conference is *The Future is Now: Integrating MCH Transformations*. The AMCHP Annual Conference is the ideal venue to present your ideas, research, innovative programming, best practices, and effective strategies to MCH and other public health practitioners,

GET INVOLVED CONT.

directors of state programs, federal officials, advocates, family leaders, researchers, and health care providers. [Click here](#) for complete information about submitting your session proposal and for the online submission form. **The deadline for submissions is Friday, Sept. 4, 2015.**

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 – [Click here](#) to view the video

Coffee Talk 2: Getting to the Table

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

Video Release: Apr. 1 – [Click here](#) to view the video

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 – [Click here](#) to view the video

Coffee Talk 4: Managing Change

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

Managing change is not an easy task-especially some of the "moving the needle" efforts currently gearing up in the Title V programs! Successful collective impact efforts require a few key conditions-among them a united plan among the many individuals and organizations that

impact the issue as well as collaboration among the key players. While the effects of collective impact are often outside the control of a single individual or organization, achieving change within those systems is dependent on great leadership at both the individual and organizational levels. This presentation will share a brief overview of the leadership skills and capacities needed to lead collective impact initiatives, followed by Brenda's personal experience in creating collective action among key players during a major statewide MCH reorganization.

Video Release: Oct. 7

Twitter Chat: Oct. 28 2-3 p.m. EST

RFA Released for AMCHP Life Course Indicators Intensive Technical Assistance

On Jun. 22, AMCHP released a request for applications (RFA) for a second cohort of Life Course Indicators Intensive Technical Assistance projects. This RFA, which is focused on using the indicators, will support up to four state teams to calculate and communicate a subset of the life course indicators. AMCHP will provide expert consultation on the calculation of the indicators, and will connect teams with experts in communication of life course data and implications for health and social equity. Participation in the Intensive Technical Assistance will result in the creation of at least one communications



Looking to get more involved with AMCHP? Check out these exciting opportunities and make the most of your membership!



Board Nominations: The AMCHP Governance Committee is currently accepting nominations for 2016 AMCHP Board of Director positions. These leadership positions guide, direct, inform and contribute to moving AMCHP strategic directions and goals forward. More information about these positions, necessary qualifications and the nominations process may be found on the AMCHP website or by clicking [here](#). We ask that all nominations be forwarded to the Governance Committee by Jul. 31 to ensure that the committee has ample time to review all candidate materials.

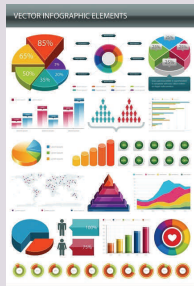
GET INVOLVED CONT.

product including a policy or issue brief, fact sheet, presentation, infographic, or other useful product. States that participated in the first cohort of Life Course Indicators Intensive TA are eligible to participate in the second round. For more details, [click here](#) to view the full RFA. Applications are due by 11:59 p.m. EST, Friday, Jul. 31, 2015. For questions about the Life Course Indicators RFA please contact Jennifer Farfalla at jfarfalla@acmhp.org; 202-266-3051.

MCH Workforce Center Cohort 4 Application Deadline Extended

The National MCH Workforce Development Center has extended its deadline for applications to its Cohort 4 training and practice laboratory program. Consider working with the Center to enhance the capacity of your workforce to implement new Title V action plans with skills in systems integration, change management, and quality improvement. All the Center's offerings leverage transformative activities happening in states and territories as a result of Title V and health & Medicaid reforms. Applications are now being accepted on a rolling basis (through Sept. 30) until the Cohort is full. Interested applicants should submit an application as soon as possible (spots are filling up quickly) but no later than Sept. 30. Applicants are encouraged to contact the Center before writing their application, to discuss their practice laboratory ideas and to confirm that space is available. The application is available on [Transformation Station](#) at amchp.org and at mchwdc.unc.edu. If you have any questions about the process, your project ideas or to confirm availability of training slots please reach out to Amy Mullenix at amy_mullenix@unc.edu or 919-843-4457.

Do you have a great infographic? AMCHP is now featuring infographics from our members in *Member Briefs*! To have an infographic featured, please e-mail a submission to jfarfalla@amchp.org.



Text4baby Kicks Off 2015 Enrollment Contest

The 2015 Text4baby State Enrollment Contest – launched in honor of Mother's Day and National Women's Health Week – has begun. The contest is open to all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. The top states to enroll the highest percentage of mothers in Text4baby between May 10 and Oct. 17, 2015 will be recognized. Even if you are not one of the final winners, your state will still have the opportunity to win each week. You can monitor your state's progress at www.text4baby.org and through Text4baby Tuesday. Check out where your state currently ranks [here](#). For ideas on how to promote Text4baby in your community, download the [Text4baby Outreach Toolkit](#) that provides outreach strategies and best practices for promoting Text4baby in your state or community. Check out the [2015 State Enrollment Contest page](#) for additional tools and information.



AMCHP is seeking submissions of emerging, promising and best practices in MCH 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.

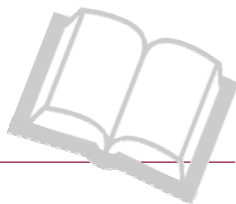
You can also [click here](#) to refer an innovative MCH program that we should know about!

GET INVOLVED CONT.

Special Issue Call for Papers: Postpartum Health and Wellness

The *Maternal and Child Health Journal* is soliciting manuscript submissions to be considered for an upcoming issue on the theme of postpartum health and wellness. This important period in the reproductive life continuum provides a critical link between prenatal care and women's preventive health care as well as an essential opportunity to guide and support maternal role attainment, breastfeeding, mental health and healthy parenting. The Journal solicits manuscripts on any aspect of postpartum health and wellness, including policy briefs, original research, commentaries, perspectives in practice (clinical or public health), program development or implementation, program evaluation, and literature reviews. The deadline for submission is Oct. 15. For more information, [click here](#).

PUBLICATIONS & RESOURCES



General Maternal & Child Health

Young American Engagement Toolkit

A new toolkit by Enroll America focuses on health coverage outreach and enrollment for young Americans. The toolkit provides an overview on this population and discusses effective ways to reach the population. The toolkit also provides an overview of pathways to coverage for young Americans. The toolkit is available [here](#).

Women's & Infant Health

Life Course Indicators in Relation to Homelessness

AMCHP recently completed a Life Course Indicator initiative to help states assess the variety of external factors that impact the lives of its citizens. A major life

PUBLICATIONS CONT.

course indicator is if an individual experienced homelessness as a child, which can impact their health as an adult. Life Course indicators concerning homelessness offers an overview of point-in-time counts, including factors that contribute to the risk of homelessness, associated health risk, and its long-term effects. Other factors that are taken into consideration include the implications of equity and the public health impact of homelessness, and how states can possibly realign their resources by addressing a significant amount of issues. To access the full article, [click here](#).

CAREER OPPORTUNITIES

AMCHP Recruiting for Associate Director, Finance & Accounting

The associate director of finance & accounting has overall responsibility for financial management, financial reporting, ongoing development and monitoring of control systems, and regulatory compliance. Specific responsibilities include reliable and timely financial reporting to the Board of Directors and senior management team; alignment of long-term budgetary planning and cost management with the AMCHP strategic plan; support and collaboration with the organization's teams; assistance to CEO and board with best practices related to financial accountability, transparency, and activities consistent with the organization's exempt purpose; timely processing of accounting transactions; the effective administration of employee benefit plans; accurate and timely filing of federal tax returns and periodic reports; responsibility and oversight of the organization's audits; and ongoing financial sustainability. To learn more, [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!

CAREERS CONT.

AMCHP Seeking Senior Program Manager, CYSHCN

This position develops, implements and evaluates program activities related to children and youth with special health care needs (CYSHCN). The program manager will assist in the tracking, analysis, and reporting on national and state programs impacting CYSHCN and will partner with relevant federal agencies such as the Maternal and Child Health Bureau and CDC, and other national organizations and groups concerned with child health, adolescent health, and CYSHCN. Specifically, this position will manage two major AMCHP projects, the Leadership Institute for State Title V Children and Youth with Special Health Care Needs Directors and the implementation of Standards of Care for CYSHCN. This position reports to the associate director, child & adolescent health. For more information, [click here](#).

FUNDING



RWJF Building Evidence to Prevent Childhood Obesity

Deadline: *Jul. 1* (Concept papers), *Sept. 9* (Invited full proposals)

This national program of the Robert Wood Johnson Foundation (RWJF) supports research on environmental and policy strategies with strong potential to promote healthy eating among children to prevent childhood obesity, especially among groups at highest risk for obesity. Findings are expected to advance RWJF efforts to reverse the childhood obesity epidemic, eliminate disparities, and help all children achieve a healthy weight. The award types are Round 9 grants and RWJF *New Connections* grants awarded through the *Healthy Eating Research* program. To learn more, [click here](#).

AAPD Healthy Smiles, Healthy Children Grant

Deadline: *Aug. 3*

The American Academy of Pediatric Dentistry (AAPD) Healthy Smiles, Healthy Children program supports community-based initiatives providing Dental Homes to children whose families cannot afford dental care. It

FUNDING CONT.

provides one-year matching grants of up to \$20,000, supporting community-based initiatives in the United States that provide dental care and serve as a dental home to underserved/limited access children. To learn more, [click here](#).

Asthma and Allergic Diseases Cooperative Research Centers

Deadline: *Oct. 2*

The purpose of this announcement is to invite applications from single institutions or consortia of institutions to participate in the Asthma and Allergic Diseases Cooperative Research Centers (AACRC) program. The program will support centers that integrate clinical and basic research to conduct studies on the mechanisms underlying the onset and progression of diseases of interest, including asthma, rhinitis (allergic and non-allergic), chronic rhinosinusitis, atopic dermatitis, food allergy, and drug allergy. The overarching goal of the program is to improve the understanding of the pathogenesis of these conditions and to provide a rational foundation for new, effective treatments and prevention strategies. To learn more, [click here](#).

National Centers for Translational Research in Reproduction and Infertility

Deadline: *Nov. 12*

The Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), through the Fertility and Infertility Branch (FIB), provides funding for a limited number of research centers in the reproductive sciences. These centers provide an arena for multidisciplinary interactions among basic and clinical scientists interested in establishing high quality translational research programs in the reproductive sciences. The centers also serve as national resources for the training and career development of young scientists electing to pursue careers conducting research in high priority areas of reproduction and infertility. Finally, center investigators develop and participate in important community outreach and education efforts to increase awareness and convey the importance and implications of their research activities to the general public. Accordingly, the purpose of this is to announce the competition of the National Centers for Translational Research in Reproduction and Infertility, which replaces

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the Specialized Cooperative Centers Program in Reproduction and Infertility Research U54 program. To learn more, [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](#).

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 (HIT) 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

AMCHP Events

[2016 AMCHP Annual Conference](#)

Jan. 23-26, 2016
Washington, DC

MCH Events

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

Sept. 27-30
Salt Lake City, UT

CALENDAR CONT.

[2015 ASTHO Annual Meeting](#)

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

[28th Annual State Health Policy Conference](#)

Oct. 19-21
Dallas, TX

[AAP National Conference and Exhibition](#)

Oct. 24-27
Washington, DC

[2015 APHA Annual Meeting & Exposition](#)

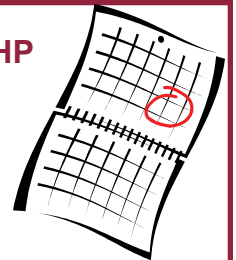
Oct. 31-Nov. 4
Chicago, IL

[Prematurity Prevention Conference 2015](#)

Nov. 17-18
Arlington, VA

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.



Association of Maternal & Child Health Programs

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