

Member Briefs



Jun. 2, 2015



THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



MANAGEMENT MINUTE

**How did it get so late so soon? It's night before it's afternoon.
December is here before it's June.
My goodness how the time has flown. How did it get so late so soon? — Dr. Seuss**



I hear it all of the time – from business colleagues, from friends, from family, from kids, from myself – we are all so busy. We cannot get everything done. We offer apologies for the delays. We shuffle and reprioritize. We cannot believe how fast time passes. Our kids grow up too soon. Our parents get older too fast. WE celebrate another birthday when it feels as though the last one just happened.

Time management is on my mind a lot. I also spend a great deal of my time worrying about other people and how they manage their time (mostly associated with our teens). Let's face it, when you rely on others, which we all have to do, your own time is impacted by others' decisions regarding time management. As I thought about this topic, I came up with at least a dozen examples just from last week of how my choices on what to prioritize and spend time on impacted others or how their choices impact my own time.

Much has been written and taught about time management. When I Google time management, I get no less than 508 million results! This is comforting in some small way because I know the subject is on a LOT of people's minds. In the search for the best advice around managing time effectively, here're the tips that resonated with me the most from my readings. I hope they also help you as well to provide guidance for how to help your staff (and family) who may struggle with managing time.

- ⌚ Clock time doesn't matter. Even Albert Einstein surmised that time is not absolute and that the "the dividing line between past, present, and future is an illusion." What matters most is real time. Real time is your own personal state of mind where time flies by when we are doing something enjoyable and drags when we become mired down by things that are not fun to do. The good news is that when you remove the traditional notion of a clock (with its requisite minutes, hours, days, months and years) the mental real time IS manageable because it is ultimately controlled by YOU.
- ⌚ Time is made up of our thoughts, conversations with others and actions that we do. There are only these three things in time. We can actually manage how much of our time is spent on each of these things. Take some time to assess how much time is spent on each of these three things and whether or not they help you to accomplish and succeed in your work/life. You can then begin to actively shift among these things in order to meet your own goals and daily activities most productively.

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- ⑦ Come clean with yourself. Admit you cannot possibly do everything you think you should do, have to do, want to do, or that others ask you to do. The best thing you can do to help yourself with these competing priorities is to ask yourself “what is the best use of my time and energy today?”
- ⑦ Consider the big picture. I really loved this particular piece of advice that recommended taking a 10 minute self-assessment of not just what you have to get done day to day with current projects or tasks, but also taking an honest account of the myriad of other roles in your life and business (parent, spouse, child, manager, thought leader, volunteer, and on and on), as well as jot down all of the things that you aren't getting to (unfinished business, creative pursuits, new product ideas, etc.). This can lead to an honest assessment around how to prioritize things that meet more immediate goals and/or the longer term vision you may have for yourself professionally and personally.
- ⑦ Break it down. Think of a wheel as your larger vision (whether business or personal) and the spokes as ways to reach it. Each day, target six very simple, measurable and accomplishable tasks and activities to work at each spoke of your wheel. If you don't get to the six, carry them over to another day. You will begin to see progress and feel achievement toward your own vision.
- ⑦ Schedule a chunk of time each day where you work without interruption – no phone, no e-mail, no texting, no meetings – in a quiet and purposeful way by yourself. And yes, by the way, you do HAVE to schedule this time in order to make it happen. Define ‘chunk of time’ whatever way you have to in order to make it work with your day.
- ⑦ Roll over unfinished business immediately to the next day and do that first.
- ⑦ Be kind to yourself. Recognize that it is okay to do ‘enough.’ If you are working at the spokes of your wheels each day, and consistently accomplishing the small things that are getting you closer to your goals and vision, then you are doing the best you can. Acknowledge the work that you do get done, rest, recharge and see your accomplishments build.

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



Health Reform Implementation

Access to Preventive Services

The U.S Department of Health and Human Services (HHS) recently issued a press release highlighting key findings from the Assistant Secretary of Planning & Evaluation (ASPE) Data Point report. According to the press release, approximately 137 million individuals with private insurance have access to free preventive services. According to Sec. Burwell, “These services can substantially improve the health of families, and in some cases even save lives. We urge all individuals with health care coverage to take advantage of these services. This can make a tremendous difference in the health of Americans ([HHS, May 2015](#)).” HHS also has a helpful breakdown of the preventive services that are offered to the millions of [adults](#), [women](#), and [children](#) through the Marketplace and Qualified Health Plans in and out of the Marketplace.

CMS Notice of Proposed Rulemaking – Medicaid & CHIP

Fresh off the press, the Centers for Medicare & Medicaid Services (CMS) announced a notice of proposed rulemaking to modernize Medicaid and the Children’s Health Insurance Program (CHIP) managed care regulations. The proposed rule would strengthen the delivery of quality care at the state level and in a cost-effective manner. Specifically, CMS proposed to modernize managed care in the following ways ([CMS press release](#)):

- *Beneficiary experience*: The proposed regulation includes provisions that would improve the beneficiary experience in enrollment, communications from the state and managed care plans, care coordination, and the availability and accessibility of covered services.
- *State delivery system reform*: The proposed regulation supports states’ efforts to encourage delivery system reform initiatives within managed care programs that strive to improve health care outcomes and beneficiary experience while controlling costs.
- *Quality improvement*: The proposed regulation sets forth a quality framework focused on transparency,

LEGISLATIVE CORNER CONT.

alignment with other systems of care, and consumer and stakeholder engagement. The proposed rule would require a quality strategy for an entire state Medicaid program and also establish a Medicaid managed care quality rating system that would include performance information on all health plans and align with the existing rating systems in Medicare Advantage and the Marketplace.

- *Program and fiscal integrity:* The proposed regulation includes provisions that would strengthen the fiscal and programmatic integrity of Medicaid managed care programs and rate setting by clarifying actuarial soundness requirements.
- *Managed long-term services and supports (MLTSS) program:* The proposed regulation would implement best practices identified in existing MLTSS programs.
- *CHIP:* The proposed rule would align the CHIP managed care regulations, where appropriate, with the proposed revisions to the Medicaid managed care rules in order to ensure CHIP beneficiaries the same quality and access in managed care programs.

Currently, the proposed rule is available [here](#). Starting Jun. 1, the proposed rule will be available on the [Federal Register](#). The deadline to submit comments is Jul. 27, 2015. AMCHP will continue to monitor this proposal.

Marketplace Navigators

As a reminder, CMS recently announced the federal grant opportunity for Navigators for the third year of open enrollment. This grant is for Navigators in federally facilitated or state-partnership marketplaces. The funding announcement expands the project from one year to three years and a total of up to \$67 million. Applications are due by Jun. 15. More information can be found [here](#).

Medicaid Benefit Designs

A new [report](#) by The Commonwealth Fund reviews benefit design choices made by states that expanded Medicaid by the end of 2014. The analysis found that the majority of expansion states offered selected benchmarks with generous coverage for newly eligible adults, “eliminating the distinction between coverage levels for newly eligible adults and those for traditional adult beneficiaries, such as pregnant women, parents and guardians, or beneficiaries with disabilities. This suggests that states view the newly eligible beneficiaries

as having the elevated health and health care needs that are common among low-income populations.”

Access to quality and adequate health care is especially important during the preconception period. Medicaid expansion provides an opportunity for coverage for adults without dependents. AMCHP recently released an [issue brief](#) highlighting the importance of access to health care for women and men during the preconception period.



GET INVOLVED

Are you a Next Generation MCH Professional (age 45 or <)? Are you interested in helping shape AMCHP membership efforts related to your peer group? Join us in the virtual world by participating in the AMCHP Next Generation MCH Professionals Open Calls!

The next generation of MCH professionals can be characterized as a “force to be reckoned with” based on the numbers alone – by the end of 2015, half of the employees in the world will be those born after 1980. Understanding what motivates or drives the behavior of this segment of the MCH workforce, then, is of critical importance and AMCHP wants to know: more about how this group of professionals views association membership (why they join member associations, what member benefits they are looking for, and what roles are they willing to participate in if they join an association?); more about the leadership development preferences of this professional group; more about how we can better connect you with your peers; more about how we can better support you. AMCHP is hosting an open call (**Jun. 24 from 2-3 p.m. EST**) for Next Gen MCH professionals to share the work AMCHP accomplished thus far with guidance from our Advisory Workgroup and the AMCHP Workforce Development Committee and hear from you: what do you want/need from AMCHP to inspire innovation and positive growth for Next Gen leaders in MCH! [Click here](#) to register for the event.

GET INVOLVED CONT.

RFA Released for AMCHP ROI Analytic ALC Second Cohort

On May 13, AMCHP released a request for applications (RFA) for the second cohort of the *Return on Investment Analytic Action Learning Collaborative (ROI Analytic ALC)*. This RFA, which is focused on the economic analysis of programs related to child and adolescent health, will support up to four state teams to calculate and communicate an economic analysis of an existing child and adolescent health program. AMCHP will provide technical assistance through monthly learning events, facilitated peer-to-peer interactions, in-person meetings, consultations with expert health economists, and funding to support ROI Analytic ALC activities that will lead to a completed ROI analysis of the selected programs and creation of communications products.

Applications are due by 11:59 p.m. EST Jun. 8, 2015.

For questions about the ROI Analytic ALC RFA, please contact Krista Granger at kgranger@amchp.org; 202-266-3057. For more information and to access the RFA, [click here](#).

National MCH Workforce Development Center Coffee Talk Series – Check Out Video 3 Today!

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

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

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

Video Release: Aug. 1

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

Apply Today for TeamWork: Leadership for Healthy States

TeamWork: Leadership for Healthy States, a year-long program previously known as the Excellence in State Public Health Law Program, is an initiative led by the Aspen Institute and funded by the Robert Wood Johnson Foundation. Applications are now being accepted for the program, which seeks to strengthen relationships within



AMCHP is seeking submissions of emerging, promising and best practices in MCH from all states and territories on women's 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 [KiYonna Jones](mailto:KiYonna.Jones@amchp.org) 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.

and across branches of government, build understanding of population health issues, and open channels of communication and problem solving. Six teams will be selected to come together to address health challenges that are priorities in their respective states. TeamWork will provide participants with access to best practices and technical assistance resources, consultants, and a peer network that will last beyond the 2015-16 program. The application period closes Jun. 30. For more information, [click here](#).

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.

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

Essential Health Benefits AMCHP Fact Sheet

Despite the health reform law requiring coverage of preventive services and many other benefits, the implementation of these provisions remains a challenge. Several organizations have been monitoring the status and regulation of health reform provisions, including [tobacco cessation](#), [women’s coverage](#), [birth control](#), and most recently [breastfeeding](#). Several states are now starting to select their new or revised benchmark plans for health care plan year 2017. The selection of benchmarks will clarify the scope of essential health benefits (EHBs) that are covered along with other provisions and benefits of the law. Recognizing the importance of health reform benefits for MCH populations, AMCHP developed a brief [fact sheet](#) on opportunities for Title V programs and the EHBs. This fact sheet provides a quick guide on the opportunities to engage in the EHB process and what to look for. Is your state MCH program already engaging in this process or thinking to engage? AMCHP would love to hear about this, please contact Atyya Chaudhry at achaudhry@amchp.org or 202-775-1474.

CDC Digital & Tech Tools for Prevention Programs

CDC has several tech-tools that are up-to-date, science-based, and provide accurate information on HIV, STDs, viral hepatitis, and TB. Rapid advances in technology and digital tools are changing the face of public health; using these tools helps you uncover accurate, science-based data for your program planning needs. The available CDC widgets, apps, data tools and online health assessments are designed to be easily accessible when you need them. Data mapping is made easier with the [NCHHSTP Atlas](#), [Youth Online](#), and [YRBS Data Widget](#). Check out the [Latent TB Infection \(LTBI\)](#) and [STD Treatment \(Tx\) Guide](#) mobile app that were created to save time for the busy health professional. Whether you are a novice or expert, CDC also provides trainings and webinars to learn the basics and how to apply these resources in your work,

PUBLICATIONS CONT.

strengthen your data analysis skills and discover new ways to reach your audience. To learn more, [click here](#).

Women's & Infant Health

New AMCHP Maternal Health Guide Now Available

AMCHP released a new publication for MCH programs and their partners, *Health for Every Mother: A Maternal Health Resource and Planning Guide for States*. The new guide:

- Synthesizes maternal health recommendations from state and national consensus statements into six core elements of a comprehensive maternal health initiative
- Includes assessment and planning tools to support partner engagement
- Offers a menu of strategies, innovations, and ideas to consider, supported by national implementation resources and examples from more than 30 states

All Title V MCH directors will receive copies of the guide by mail, and AMCHP staff are happy to discuss opportunities to use the guide with your team. Contact Brittany Argotsinger, bargotsinger@amchp.org, for more information or additional copies. Partners are welcome to request copies, too, and we look forward to putting you in touch with Title V leaders in your state. The full guide is available for immediate download from the AMCHP website [here](#).

Child & Adolescent Health

Teen Pregnancy Prevention Resources

To celebrate Teen Pregnancy Prevention Month, CDC recently released a Vital Signs report, [Preventing Teen Pregnancy: A Key Role for Health Care Providers](#). The report discusses long-acting reversible contraception and the important role health care providers can play in teen pregnancy prevention. While rates of births to teens continue to decline, in 2013, teens ages 15 to 19 delivered more than 273,000 infants. This is still of great concern to all of us. This Vital Signs report was created to help the nation's communities continue the dialogue about teen pregnancy and its burden on our nation's youth. To view the full report, [click here](#). For more information about teen pregnancy prevention, [click here](#).

ON YOUR BEHALF

- On May 21-22, AMCHP staff Maria Murillo and Kate Taft participated in the Northeast Regional Screening, Referral and Response Conference in Hartford, CT. The overall goal of the conference was to exchange national and state information on developmental screening, referral and response to referral and to use knowledge to enhance state autism plans. This event was organized by the [Learn the Signs. Act Early](#). Ambassadors in each participating state (CT, MA, ME, NH, NJ, RI and VT). AMCHP staff helped facilitate meeting logistics and state action planning, and Kate Taft presented on data from an [environmental scan on developmental and autism screening](#), as well as upcoming resources for the new Title V national performance measure related to developmental screening. This meeting was supported by AMCHP, the Connecticut Department of Public Health the Rhode Island Department of Health, and Association of University Centers on Disabilities, in partnership with the Health Resources and Services Administration/Maternal and Child Health Bureau and Centers for Disease Control and Prevention. More information about the meeting can be found [here](#).

CAREER OPPORTUNITIES

AMCHP Recruiting for Grants & Contracts Administrator

The grants & contracts administrator joins the AMCHP finance team and reports to the senior accountant. This position will perform the full range of duties associated with all aspects of internal reporting associated with grants and programs; serve as the primary financial liaison with program staff and will assist program staff and development efforts with financial information and calculation needs. Other primary areas are award/grant management, contract management and assistance with financial and accounting procedures. While a member of the finance team, the grants & contracts administrator also liaisons closely with leadership from the AMCHP program team in an ongoing manner. To learn more, [click here](#).

CAREERS CONT.

AMCHP Seeking Organizational Performance & Member Services Intern

As a member of the organizational performance and member services team, the intern supports our member services and publication activities. The intern will assume responsibility for a wide range of projects and functions, requiring professionalism and task orientation. AMCHP seeks a student intern for summer 2015. The intern will work with the organizational performance and member services team on a variety of projects and initiatives. Potential projects include, but are not limited to: work with the member services manager on membership campaigns, including dues renewals and member retention programs; support member services manager in development of association e-newsletters, including writing promotional language and production of newsletter in Microsoft Publisher; and assist in managing the AMCHP member database, including updating AMCHP member information. For more information, [click here](#).

FUNDING



Aetna Foundation GoLocal: Cultivating Healthy Communities Grants Program

In recent years, the Aetna Foundation has placed increased emphasis on supporting local programs that improve access to locally grown fresh fruits and vegetables in underserved communities. Beyond bringing a richer array of nutritious foods to people, these programs by nature bring communities closer together — people of all ages come together to plan and nurture gardens, take part in farming activities and visit markets where a full array of fruits and vegetables is available. [Local Roots: Supporting Community Gardens, Urban](#)

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!

FUNDING CONT.

[Farms and Farmers Markets](#) will fund the creation and expansion of community gardens, urban farms and farmers markets in underserved neighborhoods so that fresh fruits and vegetables are locally available, accessible and affordable. To learn more, [click here](#).

HHS New Pathways for Fathers and Families

Deadline: *Jul. 7*

HHS, Administration for Children and Families (ACF), Office of Family Assistance (OFA) is announcing its intent to competitively award demonstration projects that support activities promoting responsible fatherhood as enacted by the *Claims Resolution Act of 2010*. The Responsible Fatherhood initiative is designed to help fathers establish or strengthen positive parental interaction by providing activities that develop and improve relationship, communication and parenting skills, and contribute to the financial well-being of their children by providing job training and other employment services. Responsible Fatherhood activities also help fathers improve relationships with their spouses, significant others, and/or the mothers of their children. 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](#).

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

FUNDING CONT.

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

[CSTE Annual Conference](#)

Jun. 14-18
Boston, MA

[8th Biennial Childhood Obesity Conference](#)

Jun. 29-Jul. 2
San Diego, CA

[NACCHO Annual 2015](#)

Jul. 7-9
Kansas City, MO

CALENDAR CONT.

[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

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

Oct. 19-21
Dallas, TX

[AAP National Conference and Exhibition](#)

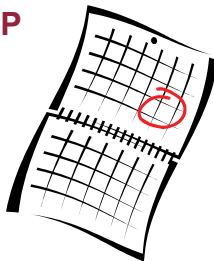
Oct. 24-27
Washington, DC

[2015 APHA Annual Meeting & Exposition](#)

Oct. 31-Nov. 4
Chicago, IL

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



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