

# Member Briefs



Jun. 3, 2014



THE ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



## LEGISLATIVE & POLICY CORNER



### Appropriations Update

On May 22, the Senate Appropriations Committee approved its 302b allocations, meaning that the top line numbers for each of the appropriations bills are set. The Labor, Health and Human Services, and Education (Labor-H) Appropriations Subcommittee, which is where funding for the Title V MCH Services Block Grant is housed, received level funding for FY2015. While we can breathe a small sigh of relief that there aren't further overall cuts, it is sobering to realize that these levels are approximately 4 percent below FY 2010 levels and nearly 12 percent below 2010, when adjusted for inflation. With the allocations now set, the subcommittees can move forward to write their bills.

We will be following closely and continuing to share with lawmakers the importance of Title V funding as we prepare for the next milestone: an expected Senate mark up (during which the subcommittee and then committee reviews and makes any changes to the proposed bill) during mid-June. In the meantime, there is no word on the House's schedule, which is all the more in flux now that the Labor-H subcommittee chairman advanced to a run-off in the hotly contested Georgia Senate primary. Stay tuned for more!

### Combating Autism Act Passes House Subcommittee

On May 28, the Health Subcommittee of the House Energy and Commerce Committee passed H.R. 4631 to reauthorize the Combating Autism Act. The *Combating Autism Reauthorization Act* would continue autism-related research, early identification and intervention and education. During consideration of the bill, a commitment was made to continue working to address concerns of advocates, including a possible change to the title of the legislation, before the next step in the process, which is

consideration by the full Energy & Commerce Committee.

### Breastfeeding Support for Military Moms

Last week, the House passed the *National Defense Authorization Act* (HR 4435), which included an amendment to make breastfeeding supplies and counseling available to military family members covered under the federal TRICARE insurance program, similar to that currently required in private health insurance plans under the Affordable Care Act. The language is also included in the Senate bill, which essentially ensures enactment of this provision.

### Health Reform Implementation

On May 22, the U.S. Department of Health and Human Services (HHS) announced the [availability up to \\$730 million in funds](#) for State Innovation Models: Round Two of Funding for Design and Test Assistance to help states design and test improvements to their public and private health care payment and delivery systems. Project goals are to improve health, improve care, and decrease costs

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## POLICY CORNER CONT.

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for consumers, including Medicare, Medicaid, and Children's Health Insurance Program (CHIP) beneficiaries.

HHS also issued [the final rule](#) and [FAQ](#) on Exchange and Insurance Market Standards for 2015 and beyond. Among other topics, the final rule topics include implementation of essential health benefits, guaranteed availability, and minimum essential coverage.

## GET INVOLVED

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### AMCHP Annual Conference Session Reviewers Needed

Make your mark on the 2015 AMCHP Annual Conference. The Annual Conference Planning Committee is seeking volunteers to help review presentation abstracts for the next AMCHP Annual Conference. We work to keep the impact on your time to a minimum, roughly two hours maximum. For more information, or to volunteer, please contact Laura Goodwin at [lgoodwin@amchp.org](mailto:lgoodwin@amchp.org).

### Building, Implementing, and Sustaining Teen Pregnancy Prevention Efforts

Please join us on **Thursday, Jun. 26 from 2-3 p.m. EST** for a timely discussion of state examples of teen pregnancy prevention programming through the lenses of positive youth development, the program implementation life cycle, and disparity reduction. In recent weeks and coinciding with Teen Pregnancy Prevention Month in May, numerous federal partners and their grantees participated in webinars on teen pregnancy prevention activities, including on the topics of engaging males and prevention of subsequent teen pregnancies. As MCH programs consider their own efforts designing, coordinating, and evaluating teen pregnancy prevention programs within their state, this AMCHP webinar will highlight three state teen pregnancy initiatives at different stages of implementation, and will focus on their efforts to reduce disparities (by race/ethnicity and urban versus rural) in teen pregnancy and childbearing, leveraging novel partnerships and outreach methods. This webinar is part of the AMCHP Women's Health Info Series,

## GET INVOLVED CONT.

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funded by the Centers for Disease Control and Prevention (CDC) Division of Reproductive Health.

Featured speakers:

- **Gabriel McNeal** - PREP Coordinator, Adolescent & Youth Development Specialist, Minnesota Department of Health
- **Benita Decker** – State Adolescent Health Coordinator, Kentucky Department of Public Health
- **Tiffane Raulerson** – Teen Pregnancy Prevention Project Coordinator, Florida Department of Health

Please register [here](#) for the webinar. Web access and call-in information will be emailed to registrants in the week prior to the event.

### Call for Applications: CityMatCH Leadership and MCH Epidemiology Pre-Conference Trainings

AMCHP and CityMatCH will offer nine training options for those wishing to build their skills. The topics include advanced epidemiology methods, measuring performance, leadership, data use, return on investment, epi for non-epis, infographics, equity, and design thinking. A detailed description of each, including learning objectives and MCH leadership competencies addressed, can be found on the [conference website](#). Applications must be submitted no later than 5 p.m. PST on Friday, Jun. 20. Applicants will be notified of their acceptance status by Jun. 30. For more information, please contact Caroline Stampfel at [cstampfel@amchp.org](mailto:cstampfel@amchp.org).

### 2014 AMCHP Member Assessment

This is just a friendly reminder to complete the 2014 AMCHP Member Assessment. By taking this assessment and sharing your opinion, AMCHP staff will be able to better serve you and meet your needs as an AMCHP member. The deadline for completion of the assessment is Jun. 6. See below for a note from AMCHP President Millie Jones:

*Since 2010, every other year AMCHP has surveyed our members on their satisfaction with AMCHP as a member association. As we field the survey this Spring, I encourage you to dedicate some time to let AMCHP know your thoughts by completing the 2014*

## GET INVOLVED CONT.

*AMCHP Member Assessment. Rest assured, AMCHP uses member input to improve/influence program development and member support! Some of the changes we have made since 2010 are increased the number of web-based/virtual trainings, built a strategy to better support Family Delegates and CYSHCN directors, and used information from the member assessment to select topics for training and technical assistance.*

You should receive a personalized link via e-mail to complete the assessment. For questions or comments regarding the member assessment, please contact Caroline Stampfel at [cstampfel@amchp.org](mailto:cstampfel@amchp.org) or Sharron Corle at [scorle@amchp.org](mailto:scorle@amchp.org).

### NBPHE Public Health Job Task Analysis Survey

The National Board of Public Health Examiners (NBPHE) is conducting a job task analysis to strengthen its Certified in Public Health (CPH) credentialing program. This job task analysis is the first of its kind. It will define performance domains and tasks performed by a public health professional. Job task analyses are typically performed to ensure the integrity of a professional examination. However, in addition to confirming how well the CPH examination measures the competence of CPH candidates, the evidence-based data stemming from the job task analysis will also be useful to the seminal Association of Schools and Programs of Public Health Framing the Future initiative, which is looking at the future of public health education. The survey will take approximately 30 minutes to complete. Everyone working in public health is invited to respond, the complete survey can be found [here](#).

### AMCHP and the Text4baby State Enrollment Contest

AMCHP is formally supporting the 2014 Text4baby State Enrollment Contest, which launched on May 11. The contest will see which state can enroll the most Text4baby users between now and Nov. 1. Winners will be announced at the American Public Health Association's annual conference in mid-November. Women who sign up for Text4baby by texting BABY (BEBE for Spanish) to 511411 receive three personalized text messages per week timed to their due date or baby's birthday, supporting moms during pregnancy and until

baby's first birthday. The messages cover a broad range of topics, including nutrition, the benefits of full-term delivery, breastfeeding, developmental milestones and oral health. Text4baby also includes interactive appointment and immunization reminders, educational videos and mobile web pages, links to health-related services, and urgent health alerts. For more information on Text4baby, click [here](#).

### Upcoming LCRN Webinars

The Life Course Research Network (LCRN) has several upcoming webinars on topics of interest for AMCHP members, including:

- *Using the New England Family Study (NEFS) to Conduct Life Course Analyses* on Jun. 18 from 9-10 a.m. PST. This webinar features Stephen Buka, ScD, presenting on NEFS, a 50-year, three-generation longitudinal study of 17,000 infants born in New England in the 1960s. The NEFS is aimed at identifying obstetric and genetic risk factors for neuropsychiatric and other medical disorders with developmental origins, including schizophrenia, bipolar and major affective disorders, substance use, learning disabilities, attention-deficit/hyperactivity



**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](http://amchp.org/bestpractices).

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

## GET INVOLVED CONT.

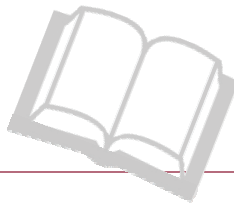
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disorder (ADHD) and cardiovascular disease.

Register [here](#).

- *Life Course Health Development: Past, Present and Future* on Jul. 22 from 9-10 a.m. PST. This webinar - featuring LCRN director Neal Halfon, MD, MPH - will chart the evolution of the life course health development framework, and illustrate its potential to transform how the maternal and child health system addresses social, psychological, biological, and genetic influences on health, eliminates health disparities, reduces chronic illness, and contains health care costs. Register [here](#).
- *Using the Fragile Families and Child Well-being Study (FFCWS) to Conduct Life Course Analyses* on Sept. 16 from 9-10 a.m. PST. This webinar features Jeanne Brooks-Gunn, MEd, PhD, and Amanda Geller, PhD, presenting on FFCWS of nearly 5,000 children born in large U.S. cities between 1998 and 2000, roughly three-quarters of whom were born to unmarried parents. The FFCWS consists of parent interviews at birth and ages one, three and five, plus in-home assessments of children and home environments at ages three and five. Register [here](#).

## PUBLICATIONS & RESOURCES



### General Maternal & Child Health

#### Did You Miss the AMCHP Title V Five-Year Needs Assessment Trainings? Check Out Our Archives

To assist states or jurisdictions in preparing their assessments, AMCHP hosted a series of virtual trainings to provide guidance on the needs assessment process. The first webinar, held on Mar. 5, featured Donna Peterson, Dean for the College of Public Health at the University of South Florida (and former CYSHCN director) and Title V staff from Massachusetts, presenting on the *Nuts and Bolts of the Five Year Needs Assessment*.

The second webinar, *The Nuts and Bolts on Using Data* was held on May 1, featured Caroline Stampfel, MPH,

## RESOURCES CONT.

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currently the senior epidemiologist at AMCHP and formerly an MCH Lead Analyst with the Virginia Title V program, on using data in the needs assessment process and two states-in-action profiles from Rhode Island and Alaska.

To access the webinars, [click here](#).

#### New NCHMI/NASHP Resource on Advancing Medical Home

The National Center for Medical Home Implementation (NCHMI) is collaborating with the National Academy for State Health Policy (NASHP) to highlight exceptional profiles of state public health programs that are advancing the medical home model in pediatric populations. This month's profile describes Oregon's Coordinated Care Organizations, with detailed information on how pediatric clinicians can become involved. For more information, visit the [National Center for Medical Home Implementation Oregon State Profile](#).

#### Free iTunes App Shows CDC Recommended Immunization Schedules

Free [CDC Vaccine Schedules app](#) for clinicians and other health care professionals offers immediate access to the latest CDC recommended immunization schedules. See childhood, adolescent, adult and catch-up vaccine schedules and footnotes on your iPad, iPhone, or iPod Touch devices. Download this free app from the [iTunes App Store](#).

### Women's & Infant Health

#### CDC Releases Preliminary Births Data for 2013

Last week, the CDC released *Births: Preliminary Data for 2013*. Some highlights from the report include:

- Preterm birth rates declined in 49 states and the District of Columbia from 2006 to 2013
- In 2013, there was a small decline in the cesarean delivery rate, to 32.7 percent of all births (down from 32.8 percent in 2012)
- The lack of change in the Hispanic cesarean delivery rate marks the first year in more than a decade that the rate for this group has not increased
- The preterm birth rate continued to decline in 2013,

## RESOURCES CONT.

- falling to 11.38 percent, from 11.55 percent in 2012
- The rate of infants born early preterm (less than 34 weeks) was essentially stable at 3.40 percent in 2013, but the late preterm birth rate (34-36 weeks) declined 2 percent, from 8.13 percent to 7.99 percent for 2012-2013
- The preterm birth rate for non-Hispanic black births is the lowest in the more than three decades that comparable data have been available

To access the full report please, [click here](#).

## Child & Adolescent Health

### CDC Releases Essentials for Parenting Toddlers and Preschoolers

*Essentials for Parenting Toddlers and Preschoolers*, a free, online resource developed by the CDC, is designed for parents of two to four year olds and addresses common parenting challenges, like tantrums and whining. Positive parenting skills and techniques can reduce parenting stress and provide parents with ways to handle their child's misbehavior. Skills focus on encouraging good behavior and decreasing misbehavior using proven strategies like positive communication, structure and rules, clear directions, and consistent discipline and consequences. Build the foundation of a positive parent-child relationship with *Essentials for Parenting*. This resource includes articles with a variety of skills and tips; frequently asked questions answered by parenting experts; engaging videos featuring parents, children, and parenting experts who demonstrate and discuss skills; free print resources like chore charts and daily schedules. [Click here](#) to learn more.



## ON YOUR BEHALF

- On Apr. 28-29, AMCHP convened seven state teams to discuss the transition of children and youth with special health care needs (CYSHCN) into Medicaid managed care arrangements. Alabama, Colorado, Kentucky, Louisiana, Michigan, New Mexico, and Washington shared current strategies and progress in this area. State teams consisted of representatives from Medicaid, Title V, health plans, families/consumers, and pediatricians. Each state team participated in strategic action planning for activities related to Medicaid managed care in the coming year. An issue brief on this topic will be released in Fall 2014 by AMCHP.
- On May 5-6, AMCHP staff Veronica Helms and Kate Taft participated in a meeting and site visit to Albuquerque, NM. Facilitated by the National Center for Ease of Use of Community Based Services, the meeting focused on health equity for CYSHCN. Meeting participants included representatives from six states – Indiana, New Hampshire, New Mexico, North Carolina, Rhode Island and New York. Discussion focused on strategies to improve ease of use services for Hispanic families with CYSHCN.
- On May 16, staff member Carolyn McCoy attended a health policy forum entitled Early Childhood Adversity, Toxic Stress, and Brain Development. The forum highlighted the importance of incorporating this science into work involving both children and their parents and across agencies.
- On May 21, AMCHP facilitated a webinar on needs assessment for CYSHCN directors and their staff, colleagues, and needs assessment partners. Two representatives from the Maternal and Child Health Bureau (MCHB), Kathy Watters and Carolyn Gleason, provided an overview of the needs assessment process and led discussion on the needs assessment process. To access the archived webinar, please e-mail Veronica Helms at [vhelms@amchp.org](mailto:vhelms@amchp.org).

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# CAREER OPPORTUNITIES

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

The program manager for workforce development and capacity building is a member of the program team and supports the advancement of MCH programs by contributing to major issues surrounding workforce and capacity building for AMCHP members. The work involves contributing to the development, implementation, support and evaluation of activities as part of the National MCH Workforce Development Center (the Center), collaboration with staff and partners of the Center, as well as performing a variety of planning and program implementation, research and evaluation projects related to capacity building, including the AMCHP Best Practices Innovation Station and Replication Initiatives, partnership with fellow staff, participation in associated professional organizations and groups, and collaboration with member programs and funding agencies. This position reports to the associate director, MCH leadership development and capacity building. To learn more, [click here](#).

## **AMCHP Seeks Organizational Performance & Member Services Intern**

As a member of the Organizational Performance and Member Services team, the intern supports our member services and communications activities. The intern will assume responsibility for a wide range of projects and functions, requiring professionalism and task orientation. Candidates should be pursuing bachelors or master's degree, preferably undergraduate junior level or higher, but will consider other levels. An interest in public health, particularly maternal and child health, and communications/marketing would be best fit. Candidate must have the ability to work in a team environment; plan and organize work independently; and manage multiple tasks and projects. For more information, [click here](#).

## **AUCD Searching for a Program Assistant**

The Association of University Centers on Disabilities (AUCD) is seeking an energetic and motivated individual to join its Silver Spring, MD office team! They are currently accepting applications for a program assistant. This key member of their team will enhance the operations of AUCD central office teams and the AUCD network by supporting training activities, communications, information dissemination and other

online services, office and administrative support, and the annual AUCD conference. By working across departments within the office, the Program Assistant will further the mission and goals of all members of the AUCD network as well as gain a range of experience and career development at a national disability organization. This is a full-time, in-office position located in downtown Silver Spring, MD, one block from the red line Silver Spring Metro station. For more information, [click here](#).

# FUNDING



## **RWJF and American Heart Association Partner to Reverse the Childhood Obesity Epidemic**

The Robert Wood Johnson Foundation (RWJF) and American Heart Association have partnered on a new initiative to reverse the childhood obesity epidemic in the U.S.—Voices for Healthy Kids. As part of that initiative, the Voices Strategic Campaign Fund and Rapid Response Fund are awarding grants to state and local organizations and coalitions to support advocacy campaigns aligned with Voices policy priorities, including reducing unhealthy food marketing in schools, improving the nutritional quality of restaurant children's meals, providing healthy snacks in schools, and taxes on soda and other sugary drinks. To learn more, [click here](#).

## **National Coordinating Center for Public Health Training**

Deadline: *Jun. 9*

This announcement solicits applications for the National Coordinating Center for Public Health Training (NCCPHT). The NCCPHT will provide technical assistance to the Regional PHTCs to enhance their

## **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.

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capacity and infrastructure to improve the nation's public health system by strengthening the technical, scientific, managerial, and leadership competencies of the public health workforce. The NCCPHT supports the goals of the Regional PHTCs through the activities of this cooperative agreement. Regional PHTCs are required to fulfill the following statutory requirements: establish or strengthen field placements for students in public or nonprofit private health agencies or organizations; involve faculty members and students in collaborative projects to enhance public health services to medically underserved communities; specifically designate a geographic area or medically underserved population to be served by the center that shall be in a location removed from the main location of the teaching facility of the school that is participating in the program with such center; and assess the health personnel needs of the area to be served by the center and assist in the planning and development of training programs to meet such needs. For more information, [click here](#).

### **State Implementation Grants for Enhancing the System of Services for CYSHCN through Systems Integration**

Deadline: *Jun. 13*

This announcement solicits applications for the 2014 State Implementation Grants for Enhancing the System of Services for Children and Youth with Special Health Care Needs through Systems Integration. The purpose of this initiative is to increase the number of children and youth with special health care needs (CYSHCN) who receive a patient/family-centered medical/health home approach to comprehensive, coordinated services and supports. Through a national technical assistance center and a cross-state learning community, states will increase their capacity to coordinate policy, program development/analysis, and collaborative partnerships across agencies, organizations and programs at the state and local levels. For more information, [click here](#).

### **Alliance for Innovation on Maternal Health: Improving Maternal Health and Safety**

Deadline: *Jun. 16*

This announcement solicits applications for the Alliance for Innovation on Maternal Health: Improving Maternal Health and Safety. The goal of this initiative is to reduce

maternal morbidity and mortality and their associated adverse pregnancy outcomes (preterm birth, low birth weight and infant mortality) through efforts engaging provider organizations, state public health leaders, payers, hospital associations, regulatory bodies, consumer groups, and other key organizations. The outcome of this activity will be to improve maternal health on the national level through saving approximately 100,000 women from maternal mortality and/or preventable severe morbidities over the four-year project period. For more information, [click here](#).

### **Integration of Oral Health and Primary Care Practice Technical Assistance**

Deadline: *Jun. 19*

The purpose of this cooperative agreement program is to provide specialized and non-financial technical assistance to HRSA Health Center Program grantees and look-alikes to translate oral health implementation strategies into primary care practice and thereby to increase access to oral health care services for underserved and vulnerable populations. The dissemination of data, products and resources from this program will also be made publically available. The major focus of the technical assistance provided by the IOHPCP technical assistance cooperative agreement is to advise and assist with the implementation of successful oral health and primary care integration strategies into sustainable integrated practice operations. Additionally, the IOHPCP technical assistance awardee will coordinate the network of entities that receive technical assistance through this cooperative agreement to share experiences and disseminate promising practices on a national level. For more information, [click here](#).

### **Perinatal and Infant Oral Health Quality Improvement National Learning Network**

Deadline: *Jun. 30*

This announcement solicits applications for the Perinatal and Infant Oral Health Quality Improvement National Learning Network. Support is available, in the form of a cooperative agreement, from the Health Resources and Services Administration (HRSA) Maternal and Child Health Bureau (MCHB). The purpose of the Perinatal and Infant Oral Health Quality Improvement National

## FUNDING CONT.

Learning Network (the Network) is to coordinate the development and testing of an evidence-informed strategic framework that can inform statewide health care systems transformation. 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](#).

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## CALENDAR



### **AMCHP Events**

#### **AMCHP 2015**

Jan. 24-27, 2015  
Washington, DC

#### **MCH Events**

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

Jun. 30-Jul. 2  
Seattle, WA

#### [NACCHO Annual Conference](#)

Jul. 8-10  
Atlanta, GA

#### [45th Annual Autism Society National Conference](#)

Jul. 23-26  
Indianapolis, IN

#### [ASTHO Annual Meeting and Policy Summit](#)

Sept. 9-11  
Albuquerque, NM

#### [CityMatCH Leadership & MCH Epidemiology Conference](#)

Sept. 17-19  
Phoenix, AZ

#### [APHA 2014 Annual Meeting and Exposition](#)

Nov. 15-19  
New Orleans, LA

