



MANAGEMENT MINUTE

Starting Over

By Michael R. Fraser, PhD, Chief Executive Officer, AMCHP

A new year brings the opportunity for a fresh start, a chance to commit to doing things differently, time to reflect on where you have been, where you are now, and where you want to go. Did you take

some time over the holiday to think about what worked and what did not work in 2010? Did you reflect on your learning from a busy year? Did you resolve to use that learning to do things differently in 2011? I sure hope so – that's what New Year's should be all about, at least for me.

What a gift we receive on January 1! It is a collective chance to hit the "reset" button, or at least the "revise and resubmit" button. Don't waste it – it is not too late to consider what 2011 could look like and resolve and commit yourself to doing what it takes to make that happen. Far too often, however, New Year's comes with a bad case of the "imgonnas." What a terrible disease that is – it manifests itself in statements like "I'm gonna (fill in the blank)." For me it is always "I'm gonna lose some weight," or "I'm gonna take more time off to spend with family and friends..." or "I'm gonna write that book I have always wanted to write." And, since I never really resolve or commit to actually doing what I say I'm gonna do it never happens.

So, let's resolve to say "I will" instead of "I'm gonna." Let's use the new year as a chance to rethink, reflect and then resolve to do those things we know we need to do, should do, must do, to make 2011 a successful year for ourselves, our organizations, and those with whom we work and serve. At AMCHP we are resolving to continue our push for sustained funding for the Title V MCH Block Grant and other vital MCH programs.

Despite the challenges we face, we know that by taking what worked in 2010 and adding new thinking, new ideas,

and new energy we are positioning ourselves to support you as best we can. In addition, we are taking stock of what we committed to doing in 2010, claiming successes where we can and dropping those things that did not work.

So, happy New Year and thank you for all you do to support AMCHP. If part of your new year's reflection includes becoming increasingly involved in AMCHP, I'd love to hear from you.

My December Management Minute column Start with the Why generated some great conversation among members. This response was particularly fun to read – and inspiring. If you try a similar exercise in your agency, be sure to let me know.

Start with the Why - A Response to AMCHP CEO's Management Minute Column

By Sabrina Matoff-Stepp, PhD
*Director, Health Resources and Services Administration,
Office of Women's Health*

In his December 6, 2010, Management Minute column, AMCHP CEO Mike Fraser put forth a challenge to readers: *Start with the Why*. Why are you doing what you are doing in your work life? What makes your piece of the larger organizational pie valuable? Is there inspiration, innovation and excitement in your answer?

Good questions ... and so I put this question to the staff of the Health Resources and Services Administration, Office of Women's Health (HRSA OWH), a diverse, witty, dedicated, and smart group of four professional staff, made all the better by the input from one shared staff assistant, who just happens to have more than 50 pairs of sneakers

MANAGEMENT MINUTE

(!), and an up-and-coming high school senior intern who tutors, babysits, helps her community, and plans to go to Europe in summer 2011.

Why are we doing this?

First of all, you may want to know what the “this” is. In the case of HRSA OWH, the “this” is a fast-paced, ongoing commitment to coordinate, leverage, and integrate women’s health policy and programming across HRSA’s six bureaus and nine offices. This means we reach out, find common ground and win-win situations, pool resources, listen, mentor and teach what it means to look at policy and programming from a sex/gender perspective. We lead by example. When women of all ages are healthy, they often share the “wealth”: with children, partners, spouses, families, friends, communities and others.

What are we doing? How are we doing it?

So our “what” is strategic action on key issues that impact women across the lifespan, and our “how” is collaboration and out-of-the box thinking. Think of a cardboard box, a great four-sided storage container: it keeps papers, books, knickknacks, and other odds and ends in one place. But finding ways to be innovative requires emptying the cardboard box, seeing how items relate to one another (or not) and then fitting them together in a whole new way. Some items may even end up in the recycle bin to make room for new ideas. Results may not come overnight, but we see them over time.

So back to the original question: *Why are we doing this?* According to HRSA OWH staff, we do this work because it’s motivating, challenging and rewarding. One staff person said, “we do this work to uncover the possibilities...and create change.”

AMCHP Business Meeting and Leadership Celebration

Join in to celebrate the contributions of AMCHP’s volunteer leaders who are rotating off of the board of directors and to welcome new board members, including our newly elected president on Tuesday, February 15 from 7:45 to 9:15 a.m. EST. Breakfast will be served. All are welcome and encouraged to participate!

LEGISLATIVE CORNER



Update on House ACA Repeal Efforts

The U.S. House of Representatives voted on Wednesday, January 19, 245 to 189 to repeal the Affordable Care Act. Senate leaders have indicated they will not be considering repeal legislation in their chamber, and President Obama has vowed to veto any repeal bill should it reach his desk. Accordingly, AMCHP is now turning its attention to closely monitoring potential efforts to alter critical mandatory appropriations authorized by the Affordable Care Act, specifically resources for the Maternal, Infant, and Early Childhood Home Visiting Program, the Personal Responsibility Education Program, and the Prevention and Public Health Fund. Please stay tuned for potential action alerts in the coming months seeking your help in educating policymakers about why these critical investments should be preserved.

Title V Funding Continues Under Continuing Resolution

As previously reported, federal programs are currently funded at FY 2010 levels under a Continuing Resolution (CR) until March 4. In anticipation of strong pressure to cut the federal budget AMCHP has begun a new round of advocacy visits with Congress to highlight the importance of the Title V MCH Block Grant and what effects reduced funding would have in states. AMCHP will be reaching out to members in states as we make additional Hill visits to assist us in collecting important information to take to Congress showing the importance of MCH.

Reminder to Visit Your Elected Officials

AMCHP urges members, in accordance with your state rules on advocacy to utilize the AMCHP Annual Conference as a key time to visit your elected officials and help them understand what the Title V MCH Block Grant funding means to your work and the people you serve. To help you prepare, on February 1, at 3 p.m. EST., we will conduct a general advocacy training teleconference and on February 2, at 3 p.m. EST., we will conduct a training specifically geared to family scholars, representatives and first time advocates. Please contact [Joshua Brown](#) to sign up for Hill visits and register for either training. Additionally, there will be an on-site Legislative Briefing as part of the Annual Conference on Monday, February 14 from 2:45 to 4 p.m. EST., and a Capitol Hill reception on Tuesday, February 15 from 4 to 6 p.m. EST.

LEGISLATIVE CORNER CONT.

Health Reform

The AMCHP National Center on Health Reform Implementation is actively working on your behalf to provide state MCH input to a number of important initiatives related to setting insurance benefit packages and quality measures authorized by the Affordable Care Act (ACA) and the Children's Health Insurance Program Reauthorization Act (CHIPRA). Specifically, AMCHP presented and submitted comments to the Institute of Medicine Panel on Women's Preventive Services charged with providing HHS with recommendations on what women's health preventive services should be included with no cost sharing in any new health plans. AMCHP is recommending including comprehensive well women visits, preconception visits, oral health, breast pumps and family planning at no cost sharing for all new health plans. A copy of AMCHP's recommendations is [here](#) and background on the IOM panel's work is [here](#).

AMCHP also joined the Council of State and Territorial Epidemiologists (CSTE) and the National Association of Public Health Statistics and Information Systems (NAPHSIS) to submit comments on recommended priorities for the Pediatric Quality Measures Program. A copy of our joint comments is available and background on the quality measures program is available [here](#).

Finally, AMCHP also submitted recommended improvements to the draft National Prevention and Health Promotion Strategy. The final version of the National Strategy will be released on March 2011. This document will set priorities and recommendations to prevent disease and disability and promote health. AMCHP's comments are posted [here](#).

AMCHP Represented on New CMS National EPSDT Workgroup

The Centers for Medicaid and Medicare Services (CMS) kicked off its new National EPSDT Improvement Workgroup on December 15. AMCHP, under the leadership of President Phyllis Sloyer, was part of a small group of national organizations, federal agencies and state Medicaid and CHIP representatives invited to discuss core issues regarding improving Medicaid's EPSDT program.

The Workgroup presents an important opportunity for AMCHP to provide leadership on the importance of Title V involvement and coordination with EPSDT and areas

for improvement. Many of the issues that were brought up at this initial meeting directly relate to state Title V MCH programs and their role in EPSDT (e.g., data, service integration, children with special health care needs). Two major overall themes that were resounding are: 1) the need for integrating the systems and services that serve children, and 2) the need for thinking broadly with regard to EPSDT implementation to address population health issues related to children so that the program is considered in both clinical and population focused terms.

Four sub workgroups were formed and will be meeting regularly in the coming months: 1) Improving Awareness of EPSDT, 2) Data Issues, 3) Addressing Mental Health/ Behavioral Health Needs, and 4) EPSDT in the Context of Integrated Care. The issue of improving oral health is already part of a larger CMS initiative that is underway so CMS will not establish a subgroup on that topic. However, CMS will be soliciting increased input/involvement from Workgroup members based on interest. AMCHP will continue to keep its members apprised of key outcomes from this Workgroup. For more information, contact AMCHP Senior Advisor [Karen Van Landeghem](#).

GET INVOLVED



Register Today for the 2011 AMCHP & Family Voices National Conferences

To get the discounted member rate, members should use the code **AMCHPMBR11** when you register. Also, book your hotel room now! If you have any questions, please contact the Registration Department at (703) 964-1240, ext. 18 or e-mail amchpreg@conferencemanagers.com.

AMCHP February Board Meeting

All members are invited to attend AMCHP's Board meeting which will be held during our Annual Conference on Saturday, February 12, 2011, from 9 a.m. to 4 p.m. EST. The meeting will be held at the Omni Shoreham Hotel. Board members who will be attending should RSVP to [Nora Lam](#) or call (202) 775-0436.

Act Early Networking Session at Annual Conference

The meeting convening on Sunday, February 13 from 7 to 8 p.m. EST. and open to all members of Act Early state teams, will provide a forum to discuss Act Early team activities and share strategies and lessons learned with other states. Staff from CDC's Act Early Team will lead the meeting. For more information, contact [Melody Gilbert](#).

New This Year at the Annual Conference: Knowledge Café

AMCHP is exploring a new session design - replacing the Roundtable sessions with a Knowledge Cafe! What is a knowledge cafe? Quite simply, it's a method of bringing a group of people together to have an open, creative conversation on a topic of mutual interest to share their collective knowledge, ideas and insights and to gain a deeper understanding of the subject and the issues involved. This year's AMCHP conference will host 10 hot MCH topics! So, make sure to rise and shine early on Monday morning - the first round of dialogue starts bright and early at 7:30 a.m. - and be ready to share your knowledge and insights with your peers. For your convenience, breakfast will be available starting at 7 a.m. Look for a list of topics coming your way soon.

Register Today for the National Summit on Quality in Home Visiting Programs

Co-sponsored by Every Child Succeeds®, the Cincinnati Children's Hospital Medical Center, and the Pew Center on the States, the "National Summit on Quality in Home Visiting Programs: Connecting Research to Policy and Practice," will convene on February 16-17, 2011, at the Omni Shoreham Hotel in Washington, DC. The Summit will focus on evidence-based, practical solutions to improving the quality of home visiting policies, programs and outcomes for families. To register online, visit [here](#).

National Birth Defects Prevention Month

January 2011 is National Birth Defects Prevention Month! The theme is "Medication Use Before, During, and After Pregnancy." The National Birth Defects Prevention Network (NBDPN) has created several resource materials for use to promote birth defects awareness and prevention. To learn more, visit [here](#).

MCH PHLI Call for Applications

This year-long leadership development program offered by the Maternal & Child Health-Public Health Leadership Institute (MCH PHLI) is designed to significantly expand self-awareness and quickly build practical skills for effectively leading, managing people, and building partnerships, to advocate for and create the MCH systems of tomorrow. This unique program improves leadership capacity, teaching the tools for creating the kind of culture that engages and motivates others. The deadline for applications is February 1, 2011. To learn more, visit [here](#).

RWJF Call for Applications for its Clinical Scholars Program

The Robert Wood Johnson Foundation and the U.S. Department of Veterans Affairs collaborate to foster the development of physicians who will lead the transformation of Americans' health and health care through the Robert Wood Johnson Foundation Clinical Scholars program. These future leaders will conduct innovative research and work with communities, organizations, practitioners and policy-makers to address issues essential to the health and well-being of all Americans. The deadline for applications is February 28, 2011. To learn more, visit [here](#).

Healthy People 2020

For more details about the initiative and how you can get involved, visit the newly redesigned Healthy People [website](#). The website allows users to tailor information to their needs and explore evidence-based resources for implementation.

NASHP Webinar on CSHCN and ACA

The webinar, "Children with Special Health Care Needs and the ACA: An Analysis and Steps for State Policymakers," will convene on January 27 from 1:30 to 3 p.m. EST. A new paper developed by NASHP for the Catalyst Center at Boston University reviews and analyzes key provisions of the Affordable Care Act (ACA) relevant for children with special health care needs. This webinar will present highlights from this analysis, including steps that state policymakers can take to address these children's needs as they work on health care reform. A panel of state and federal officials will share their perspectives on the report. To register, visit [here](#).



General Maternal & Child Health

CDC's New Pediatric Genetics Website

The site offers easy-to-read information on genetic disorders, family health history, genetic counseling, and newborn screening. The site also features a compilation of important data and scientific publications and more. To learn more, visit [here](#).

Health Reform Implementation Timeline

The timeline by the Kaiser Family Foundation, details when key provisions of the health reform law go into effect. To view the timeline, visit [here](#).

NCMHI Issues New Monograph on Measuring Medical Homes

The monograph, "Measuring Medical Homes: Tools to Evaluate the Pediatric Patient- and Family-Centered Medical Home," published by the National Center for Medical Home Implementation (NCMHI), offers various tools available and in use to identify, recognize, and evaluate a practice as a pediatric medical home. Because no one tool is recognized as the de facto tool to assess pediatric practices, a review of the relative merits of existing tools will help inform purchasers, payers, providers and patients in evaluating pediatric practices. Many of the multi-stakeholder and single-payer medical home demonstration projects focus on adult populations and adult outcomes. An understanding of tools to assess pediatric practices may assist such pilots in incorporating and evaluating pediatric practices in both practice transformation and payment reform. To download the monograph, visit [here](#).

Adolescent Health

Report on Health Literacy and Adolescents

The report, "Health Literacy and Adolescents: An Agenda for the Future," published by the National Education Association Health Information Network, discusses health literacy among adolescents and provides a suggested future agenda to improve understanding of health and the healthcare system. To download the report, visit [here](#).

Report on Youth Substance Abuse and Schools

The report, "Youth Substance Use Interventions: Where Do they Fit into a School's Mission?," published by the Center for Mental Health in Schools at UCLA, addresses where substance use interventions fit into the work of schools. This report highlights the importance of adopting a broad perspective in understanding the causes of substance problems seen at schools. To download the report, visit [here](#).

Children's Health

Sixth Tutorial Released as Part of Best Practice Tutorial Series

The tutorial, "Recognizing and Addressing Trauma in Infants, Young Children, and their Families," part of the Best Practice Tutorial Series developed for the Center for Early Childhood Mental Health Consultation, an Innovation and Improvement Project funded by the Office of Head Start, is the latest in a series of six tutorials designed to enhance skills and knowledge related to how to implement effective mental health consultation in Head Start and Early Head Start. Topics include the following: the definition of trauma and types of trauma; the impact of trauma on infants, toddlers, and young children from a development perspective; trauma signs and symptoms; and the role of the consultant in addressing trauma in the early care and education setting. To learn more, visit [here](#).

NACHRI Releases Guidance on Providing Childhood Obesity Treatment

The guide, "A Survival Guide -- Planning, Building, and Sustaining a Pediatric Obesity Program," an outcome of FOCUS on a Fitter Future, an initiative developed by the National Association of Children's Hospitals and Related Institutions (NACHRI) to articulate the role of children's hospitals and related institutions in combating pediatric obesity while building consensus on performance measurement and quality improvement. The guide offers strategies for institutions working to prevent and treat obesity in children. To download the guide, visit [here](#).

Women's Health

CDC Launches Three Online Videos on Assisted Reproductive Technology

The online videos, launched by the Centers for Disease Control and Prevention (CDC), provide science-based information for anyone considering Assisted Reproductive Technology (ART). ART services are infertility treatments including in vitro fertilization (IVF) and have been used in the United States since 1981 to help women become pregnant. The videos provide information about steps people can take before beginning treatment to improve their chances of getting pregnant and having healthy pregnancies and healthy babies. For more information and to view the videos, visit [here](#).

New Brief on Infants of Depressed Mothers Living in Poverty

The brief, "Infants of Depressed Mothers Living in Poverty: Opportunities to Identify and Serve," published by the Urban Institute, is part of a study to identify ways mainstream service systems can reach mothers of young children and link them to services, with the ultimate goal of preventing child abuse and neglect. The authors of the brief address the effects of parental depression, its prevalence and potential intervention points. Additional topics include race, age, and family structure; coexisting risks such as domestic violence, substance abuse, and health problems; prenatal care and feeding practices; mother-infant interactions; and child well-being. To download the brief, visit [here](#).

ON YOUR BEHALF

AMCHP Presents Comments to IOM Panel on Women's Preventive Services

AMCHP staff, Carolyn Mullen presented comments to the IOM Panel on Women's Preventive Health Services, which is charged with providing HHS with recommendations on what women's health preventive services should be included with noncost sharing in any new plans. AMCHP comments can be found [here](#).

Organizational Performance & Member Services Intern

As a member of AMCHP's Organizational Performance and Member Services team, the intern will support our member services activities. The intern will assume responsibility for a wide range of projects and functions, requiring professionalism and task orientation. Responsibilities include working with the Member Services Manager on membership campaigns, including dues renewals and member retention programs; analyzing member assessment data and using those data to inform AMCHP's membership services; assisting in managing the AMCHP member database, including updating AMCHP member information; providing reports to AMCHP staff, including the CEO and Executive Committee, on membership statistics; supporting member services; tracking new and retiring members; coordinating the production of member welcome packets, including membership cards. And perform related work as assigned. For more information about this open position, visit AMCHP's [Career Center](#).

AMCHP Associate Director, Organizational Performance, Member Services and Talent Development

This key AMCHP leadership position is accountable for developing and managing AMCHP's most vital internal asset: its staff. Working with the Chief Executive Officer, Leadership Team, Board of Directors, and external partners, this position will oversee AMCHP's organizational performance and member services, publications management including staff development, performance planning and review, personnel benefits administration, compensation review and administration, recruitment and separation administration, policy and procedures development, and general oversight and management of AMCHP's headquarters office. NOTE: This is a part-time 80 percent position. For more information about this open position, visit AMCHP's [Career Center](#).

AMCHP Associate Director for Women's and Infant Health and Senior Epidemiologist

The Associate Director for Women's and Infant Health and Senior Epidemiologist is accountable for the development, implementation and evaluation of program activities related to women's and infant health and maternal and child health data and assessment through cooperative agreements and other funding sources. The Associate Director and Senior

CAREER OPPORTUNITIES CONT.

Epidemiologist leads the Women's and Infant Health Team and contributes to the advancement of maternal and child health (MCH) programs, in particular to strengthening the capacity of MCH epidemiology at the state and national levels. This position leads the tracking, analysis, and reporting on federal and state programs impacting women's and perinatal health and plays a critical role in fund development for women's and infant programmatic efforts. The Associate Director and Senior Epidemiologist develops and maintains partnerships with relevant federal agencies, funders, and other national organizations, coalitions and groups concerned with women's and infant health and MCH epidemiology. The Associate Director and Senior Epidemiologist leads capacity building and technical assistance efforts for the organization related to women's and infant health. For more information about this open position, visit AMCHP's [Career Center](#).

AMCHP Program Manager of Family Involvement

This 50 percent part-time position supports and assists the Associate Director for Workforce and Leadership Development, Family Involvement in the development, implementation and evaluation of program activities related to family involvement and leadership development. The Program Manager will also assist in implementing project activities related to children and youth with special health care needs (CYSHCN), birth defects and disabilities and early childhood. To learn more about this open position, visit AMCHP's [Career Center](#).

March of Dimes Senior Vice President Public Policy and Government Affairs

The March of Dimes Foundation has initiated a search to identify candidates for the position of Senior Vice President Public Policy and Government Affairs. Reporting directly to the President, the individual occupying this position will be a critical member of the Foundation's senior leadership team and will play a major role in leading the Foundation's advocacy efforts. The individual will also lead the development of public policies related to or impacting the Foundation's mission and operations, recommend the Foundation's stance on public policy and public health matters in consultation with internal stakeholders and the President's office, and ensure that external advocacy efforts are congruent with internal policies and programs. For more information on the responsibilities and qualifications for this position or to recommend a

qualified candidate, please contact executivesearch@marchofdimes.com.

AMCHP's 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



CDC Funding for Surveillance Program Announcement: Behavioral Risk Factor Surveillance System (Pacific Jurisdictions)

Deadline: **January 25**

The purpose of this program is to provide financial and programmatic assistance to State Health Departments to maintain and expand 1) specific surveillance using telephone and multimode survey methodology of the behaviors of the general population that contribute to the occurrence of prevention of chronic diseases and injuries, and 2) the collection, analysis, and dissemination of BRFSS data to State categorical programs for their use in assessing trends, directing program planning, evaluating programs, establishing program priorities, developing policy, and targeting relevant population groups. To learn more, visit [here](#).

HRSA Funding for Genetics in Primary Care

Deadline: **January 31**

The purpose of this cooperative agreement is to form a Genetics in Primary Care Institute. The rapidly changing health care delivery system brings to the forefront the role of the primary care physician to ensure appropriate care for patients. Initiated in 1990, the mapping of the human genome and other research are leading toward a better understanding of the genetic basis of disease, thereby underscoring the need for primary care physicians to

FUNDING CONT.

be cognizant of how new developments impact health promotion, prevention, detection and management of genetic conditions. The Maternal and Child Health Bureau/ Genetic Services Branch, Health Resources Services Administration (HRSA/MCHB/GSB) previously had funded a contract for the Genetics in Primary Care for the integration of genetic medicine into primary care teaching curriculum in a variety of settings in 20 medical schools. In addition, the initiative developed teaching tools for faculty and planned, implemented and evaluated outcomes of the training programs. To learn more, visit [here](#).

NIH Funding for Reducing Risk Behaviors by Promoting Positive Youth Development (R01)

Deadline: **February 5**

The National Institutes of Health (NIH) is offering grants to effective, evidence-based, gender-inclusive programs that are adapted, translated, or disseminated for new populations of youth and adolescents for the purpose of reduction of youth risk behaviors. Award amounts vary. Eligible applicants are public/state controlled or private institutions of higher education, state and local governments, nonprofits with or without 501(c)(3) IRS Status, for-profit organizations, and various other organizations, including non-U.S. entities. Deadline: February 5, 2011 To learn more, visit [here](#).

CDC Funding for Core Violence and Injury Prevention Program (Core VIPP)

Deadline: **February 8**

The overall purpose of this program is to assist State Health Departments (SHDs) to build and/or maintain effective delivery systems for dissemination, implementation and evaluation of best practice programs and policies. This includes support for general capacity building of SHDs and their local partners, as well as strategy specific capacity building for the implementation of direct best practice interventions (older adult falls and child injury). In addition, this program supports SHDs in their efforts towards integration or the strategic alignment of resources for meaningful change. To learn more, visit [here](#).

CDC Funding for Maternal Vitamin D Status and Preterm Birth

Deadline: **February 14**

The purpose of this announcement is to improve scientific understanding of the relationship between maternal vitamin D status and preterm birth among racially and ethnically

diverse women. Approximately \$450,000 will be available in fiscal year 2011 to fund one to three awards. To learn more, visit [here](#).

HRSA Funding for Long Term MCH Training: LEND

Deadline: **February 14**

The purpose of the Maternal and Child Health Leadership Education in Neurodevelopmental and Other Related Disabilities (LEND) program is to improve the health of infants, children and adolescents who have, or are at risk for developing, neurodevelopmental and other related disabilities by preparing trainees from a wide variety of professional disciplines to assume leadership roles and to ensure high levels of interdisciplinary clinical competence. To learn more, visit [here](#).

ACF Funding for University Centers for Excellence in Developmental Disabilities Education, Research and Service

Deadline: **February 15**

The Administration on Developmental Disabilities (ADD) within the Administration for Children and Families (ACF), U.S. Department of Health and Human Services (HHS) plans to use Fiscal Year (FY) 2011 funds to make five-year grants to up to two entities designated as University Centers for Excellence in Developmental Disabilities Education, Research, and Service (UCEDD) to carry out four core functions: (1) interdisciplinary pre-service preparation and continuing education of students and fellows; (2) community services, including training, technical assistance, and/or demonstration and model activities; (3) research; and (4) dissemination of information. UCEDDs are interdisciplinary education, research and public service units of universities, or public or not-for-profit entities associated with universities that implement the four core functions addressing, directly or indirectly, one or more of the areas of emphasis (e.g., quality assurance, education and early intervention, child care, health, employment, housing, transportation, recreation and other services available or offered to individuals in a community, including formal and informal community supports, that affect their quality of life). To learn more, visit [here](#).

FUNDING CONT.

RWJF Grant for Childhood Obesity Prevention

Deadline: **July 1**

The purpose of this funding opportunity, provided by the Robert Wood Johnson Foundation (RWJF), is to support research to analyze and improve policy and environmental strategies to increase physical activity among children and adolescents. Proposals will support opportunistic, time-sensitive studies on emerging or anticipated changes in physical activity-related policies or environments. Grants will be awarded on a rolling basis until the deadline. To learn more, visit [here](#).

NIH Funding for Alcohol Marketing and Youth Drinking

Deadline: **May 7, 2014**

This funding opportunity issued by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), National Institutes of Health (NIH), encourages grant applications from institutions and organizations that propose to investigate the factors that mediate and moderate the impact of alcohol advertising and other alcohol promotions on youth drinking. To learn more, visit [here](#).

CALENDAR



MCH Events

[National Birth Defects Prevention Month](#)

January 2011

[Working Together to Improve Maternal and Child Health: The 2011 AMCHP and Family Voices National Conferences](#)

February 12-15
Washington, DC

[National Summit on Quality in Home Visiting Programs: Connecting Research to Policy and Practice](#)

February 16-17
Washington, DC

[2011 National Association of Pediatric Nurse Practitioners \(NAPNAP\) Conference](#)

March 23-26
Baltimore, MD

CALENDAR CONT.

[4th Annual Conference on New Media, Youth, & Sexual Health](#)

April 1-2
San Francisco, CA

[National Oral Health Conference](#)

April 11-13
Pittsburgh, PA

[3rd National Summit on Preconception Health & Healthcare](#)

June 12-14
Tampa/St. Petersburg, FL

[2011 National School-Based Health Care Convention](#)

June 26-29
Chicago, Illinois

Working Together to Improve Maternal and Child Health

The 2011 AMCHP and Family Voices National Conferences



February 12-15, 2011
Omni Shoreham Hotel
Washington, DC

amchp.org/conference