



## MANAGEMENT MINUTE

### *Off to a Great Start!*

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

Welcome to 2011, and what a year I think it will prove to be. We will be working with a new Congress here in Washington, continuing to support the implementation of new provisions of Title V legislation,

and working hard on your behalf to provide programs and services that meet your needs as MCH professionals. As we look to the challenges and opportunities in 2011, how are we approaching the start of this new year? What do we need to move MCH forward despite the many crises and changes that I presume will take place over the next 12 months?

Above all, we need effective MCH leadership at all levels – local, state, regional and national. We are all MCH leaders in various ways by virtue of the fact that we all work to improve the health and well-being of women, children and families. Effective leaders set a vision for the future and get their team, partners and colleagues to commit to moving that vision forward as if it were their very own. So MCH leaders, pull your teams together and start the new year off with a commitment to the shared vision you have for your state's MCH program! That shared vision will shape your work well into the future – if you don't have one now, work to develop one soon so you can get up and running as soon as possible. If you do have a vision for your program and it is still relevant to the needs of your state, recommit yourselves to moving that vision forward. And, if your vision needs to be refreshed put some time into making it work as soon as possible. Again, our job as leaders is to set a vision for our programs and move that vision forward. Our job as managers is to organize the tactical and strategic work that has to happen to make the vision a reality. And I know you are well-versed in both leading and managing your organizations, agencies and communities.

We often ask ourselves: "If not us, who? If not now, when?" At the start of a new year it is important to ask ourselves these two questions. When it comes to the health of women, children and families in your state or territory who else is accountable for the health and well-being of your entire MCH population? Title V has that unique responsibility. The responsibility is awesome, the consequences are great. The work you do will make a difference in the lives of many. So, let's get the year off to a great start. Set that vision, and lead on! We look forward to supporting you and providing leadership on your behalf here in Washington. Happy New Year!

## 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](http://amchp.org/conference)



### **Title V Funding Update - Congress Approved Another Continuing Resolution Through March 4**

On December 21, 2010, Congress approved another Continuing Resolution (CR) that maintains virtually all government programs operating at FY 2010 levels through March 4, 2011. The moves came after Senate Democrats were unable to secure enough votes to approve a FY 2011 Omnibus Appropriations bill and were forced to abandon efforts to finish the budget before adjourning. Of particular disappointment was the fact that an Omnibus bill would have included the \$11 million funding increase for the Title V Maternal & Child Health Services Block Grant that had been proposed by both the president and the Senate Appropriations Committee. In the end it appears the proposed increase to the Title V MCH Block Grant will become a victim of Congressional gridlock and deficit politics.

A particularly contentious funding debate will unfold when a new Congress convenes in 2011. House Republican leadership have made clear their intentions to fight for a return to FY 2008 funding levels and even deeper cuts will likely be proposed. The Administration has proposed a freeze on non-defense spending, and federal agencies have previously been asked to submit FY 2012 budgets with a five percent reduction and also to identify programs that have the lowest impact on the mission of the agency that adds up to an additional five percent. Additionally, by next March, work will be underway on the FY 2012 federal budget presumably before FY 2011 appropriations will be finalized, setting up a potentially confusing overlap. AMCHP's Legislative and Health Care Finance Committee is finalizing our 2011 Policy Agenda and guiding development of key advocacy messages that adapt to this new environment. Stay tuned for more in the weeks to come!

### **AMCHP Year End Policy Review Now Online**

On December 20, AMCHP held a year end policy wrap up teleconference for members. The AMCHP Public Policy & Government Affairs staff covered a variety of MCH policy issues including: the latest developments on Title V MCH Block Grant funding, a look back at AMCHP's 2010 policy agenda and plans for advocacy in 2011, implementation of the Affordable Care Act (ACA) for the MCH population; what changes to Congress mean for future health program funding and health reform; and details on AMCHP's new

Health Reform Implementation Center. To listen to the call visit [here](#).

### **Plan Now for AMCHP Hill Visits – February 15, 2011**

Once again AMCHP is asking members and friends in town for our Annual Conference to make visits to elected officials on Capitol Hill to advocate for Title V MCH Block Grant funding. We need your help! Now more than ever it is vital for your elected officials to understand the needs of MCH populations in your state and how they are addressed by Title V programs. It is also crucial that we continue a dialogue with policymakers on the potential changing roles for state Title V MCH programs as implementation with health reform proceeds.

### **Mark Your calendars Now for Two Advance Advocacy Training Opportunities!**

On February 1, 2011, at 3 p.m. EST we will conduct a general advocacy training teleconference and on February 2, 2011, 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 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. Finally, an archive of past AMCHP Advocacy training materials is available [here](#).

### **Tips for Scheduling Meetings with your Congressional Representatives**

Now is the time! In accordance with your state's rules on advocacy, we recommend scheduling your appointments as soon as possible. The earlier you send your requests, the better the congressional office is able to fit you in. We ask that AMCHP conference attendees schedule their own appointments so that it fits into your travel schedule and meeting plans. While we have officially set aside time on the afternoon of Tuesday, February 15 for visits and an AMCHP Congressional Reception, we encourage members to schedule visits during any free time you might have while in DC.

Here are some simple steps for scheduling a visit:

- **Locate your Congressional Representatives**  
To find your Senator or Representative, visit [here](#). You will be given the phone number, fax, building

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name and room number of your representative, please be sure to note these. If you already know the name of your Congressional member you can call the U.S. Capitol Switchboard at (202) 224-3121 and ask for their office.

- **Decide When to Visit**

Review your schedule and determine when you might have some time during [AMCHP's Annual Meeting](#). We recommended allowing 60 minutes to travel from the hotel to Capitol Hill and go through security. You can take the Washington [Metrorail](#) or a taxi if you need to meet at another time. Senate Office Buildings and House Office Buildings are grouped together on opposite sides of the Capitol Building ([Capitol Map](#)). If you are able, we recommended that you schedule the meetings with your two Senators back-to-back due to the proximity of their offices. You should plan on appointments lasting 20 to 30 minutes, and leave about 20 minutes between appointments to allow travel from office to office (slightly more if you need to travel from a Senate Office Building to a House Office Building).

- **Call for an Appointment**

Ask to speak to the official scheduler. Tell them who you are, where you are from and when you will be in town. You are much more likely to get a meeting if they know you are from their voting district! Let them know that you would like to meet with the Senator or Representative about the Title V Maternal & Child Health Block Grant. Please note that it is difficult for members of Congress to guarantee they can meet with you because of their busy schedules. Often, the appointment will be with a staff member that works on health issues, which is certainly a key person to meet with!

- **Be Persistent!**

If you have not heard anything back in a week, try again. With so many important issues being decided in Washington, sometimes it may take a few tries to get a firm date. However, don't become discouraged; the Members are there to represent you so let them know how important this meeting is to you and your family.

If you have any questions or need assistance with your scheduling, please do not hesitate to contact [Joshua Brown](#) at (202) 266-3042.

### **TFAH Continues Leading Advocacy Efforts to Support the Prevention and Public Health Fund**

On December 13, AMCHP staff participated in a strategy meeting convened by the Trust for America's Health (TFAH) to develop strategies for advocating for and protecting the Prevention and Public Health Fund created by the Affordable Care Act. We expect potential challenges to undermine this mandatory funding stream for public health activities in the next Congress, and are continuing to participate in coalition activities to assure its successful implementation. TFAH recently added a slate of new Prevention Fund advocacy resources to its [website](#).

### **AMCHP Welcomes New Staff for National Center for Health Reform Implementation**

AMCHP is pleased to welcome Carolyn D. Mullen as our new Associate Director for our [National Center for Health Reform Implementation](#). Carolyn previously worked as the associate director of federal affairs for the March of Dimes Office of Government Affairs from 2006-2010. During her tenure at the Foundation she promoted the March of Dimes federal policy agenda to both Congress and the Administration focusing on health appropriations and public health policy. Specifically, Carolyn promoted a broad array of policy initiatives to improve maternal and newborn health including enhanced research and surveillance for birth defects; authorizing and providing additional funding for newborn screening programs; and authorizing and increasing funding dedicated to preterm birth. Carolyn was also an elected member of the Friends of the National Center on Birth Defects and Developmental Disabilities (NCBDDD) executive committee, a member of the nominating and membership committees of the Coalition for Health Funding and a member of the National Birth Defects Prevention Network (NBDPN) annual conference planning committee. Prior to joining the Foundation, Carolyn worked as a senior federal affairs representative for the MWW Group and as a health care policy legislative aide to United States Senator Arlen Specter (D-PA). During her tenure as an aide, Carolyn staffed Senator Specter, wrote memorandums and letters, analyzed legislation, and met with constituents on a broad array of health care policy issues including, but not limited to, Labor, Health and

Human Services and Education Appropriations, Medicare, HIV/AIDS, and women's health. Carolyn holds a Bachelor of Arts degree in psychology from Villanova University, Villanova, PA. Carolyn can be reached at [cmullen@amchp.org](mailto:cmullen@amchp.org).

Also joining AMCHP as a Senior Advisor to the National Center for Health Reform Implementation is Karen Van Landeghem, MPH. Karen has more than 20 years experience in health and human service policy and program development and government relations with expertise in child and family systems, maternal and child health (MCH), public insurance coverage for children, early childhood and adolescent health. She spent 11 years in Washington, DC where she worked for national children's health and education organizations, including as the assistant executive director of AMCHP! Most recently, she operated a consulting business based in the Chicago metropolitan area that worked with national, federal and state entities to improve and advance policies, programs and services that support women, children, youth and their families, particularly those who are low-income. Clients have included the Agency for Healthcare Research and Quality, The David and Lucile Packard Foundation, and the Health Resources and Services Administration as part of the Child Health Insurance Research Initiative™ (CHIRI™); The National Governors Association; The American Academy of Pediatrics; Grantmakers for Children, Youth and Families; The National Academy for State Health Policy; Nemours Health and Prevention Services; and the Illinois Children's Mental Health Partnership. Karen is on the faculties of the Johns Hopkins University School of Public Health, Women's and Children's Health Policy Center, and the University of Illinois at Chicago, School of Public Health, where she teaches a graduate level course on MCH systems development. She is the author of numerous reports and publications on child and family health policies and best practices. In 2000, she was the recipient of the American Public Health Association's (APHA) Young Professional Award for outstanding achievement and leadership in maternal and child health and is a recent past Secretary of APHA's MCH Section. She received her Masters of Public Health from the University of Michigan. Karen can be reached at [kvan@amchp.org](mailto:kvan@amchp.org).



### **Register Today for the 2011 AMCHP & Family Voices National Conferences and Get the Early Bird Rate!**

Regular rates will be in effect starting January 4, 2011. View rates and more information about registration [here](#).

**To get the discounted member rate, members should use the code AMCHPMBR11** when you register. Also, book your hotel room now! **The AMCHP room rate will be guaranteed only until January 12.** Call (202) 234-0700 and request the AMCHP group rate. Or click [here](#) to book online (group code will be automatically entered to receive the group rate). If you have any questions, please contact the Registration Department at (703) 964-1240, ext. 18 or e-mail [amchpreg@conferencemanagers.com](mailto: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.

### **New This Year at the Annual Conference: Knowledge Café**

AMCHP is exploring a new session design - replacing the Roundtable sessions with a Knowledge Café! What is a knowledge café? 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

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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](#).

### **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**

The Robert Wood Johnson Foundation (RWJF) Investigator Awards in Health Policy Research program supports highly qualified individuals who propose to undertake broad studies of America's most challenging policy issues in health and health care. Grants of up to \$335,000 each are awarded to educational and other nonprofit institutions to support investigators from a variety of disciplines for innovative research projects that have national policy relevance. The deadline for applications is Jan. 19, 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](#).



Are you curious about how states are addressing the needs of Children and Youth with Special Health Care Needs? Do you want to know more about programs that tackle preconception health or infant mortality? Then visit the [Innovation Station](#), AMCHP's new searchable database for finding emerging, promising and best practices across the United States. You'll also find useful links to other best practice databases and resources to help you evaluate your public health programs. Check out Innovation Station to learn more about what's being done to improve the health of women, children and families!

If you are interested in contributing to this growing database, please [submit](#) your work to AMCHP's best practices program. Applications are accepted on a rolling basis. If you have questions about the process, contact [Darlisha Williams](#) at (202) 266-3057.

## PUBLICATIONS & RESOURCES



### **General Maternal & Child Health**

#### **HHS Revamps Healthy People 2020 Website**

The site, "HealthyPeople.gov," managed by the U.S. Department of Health and Human Services (HHS), allows users to tailor information and explore resources for implementing Healthy People 2020, the nation's new framework for public health prevention priorities and actions. Content includes information on the history and development of Healthy People and what's new for 2020. New topic areas include adolescent health; blood disorders and blood safety; dementias; early and middle childhood; genomics; global health; health-related quality of life and well-being; health-care-associated infections; lesbian, gay, bisexual, and transgender health; older adults; preparedness; sleep health; and social determinants of health. To learn more, visit [here](#).

## PUBLICATIONS CONT.

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### **Six New Policy Briefs on Supporting Vulnerable Public Housing Families**

The policy briefs, “Supporting Vulnerable Public Housing Families: An Evaluation of the Chicago Family Case Management Demonstration,” published by the Urban Institute, describes service implementation and costs, along with participant outcomes across four domains: employment, health, housing and relocation, and children and youth. Topics include the feasibility of taking a targeted intensive service model to scale; employment experiences of demonstration participants; participants’ mental and physical health and implications for policy and practice; location outcomes for demonstration participants, including their experiences with relocation services; and a profile of children in hard-to-house families and strategies for improving the life chances of children and youth in Chicago Housing Authority families. To learn more, visit [here](#).

### **National Influenza Vaccination Week**

December 5-11, 2010, marked National Influenza Vaccine Week (NIVW). NIVW is a national observance to highlight the critical importance of getting vaccinated for the seasonal flu. The flu vaccine is the best way to prevent flu. Flu vaccination is especially important for children under the age of five, individuals with chronic medical conditions, pregnant women and individuals over the age of 65. The flu vaccine helps these and all individuals avoid serious complications like pneumonia, which can lead to hospitalization and even death. For more information on the NIVW or the flu vaccine, click [here](#) or visit [flu.gov](#).

#### **CDC Materials**

- [The Flu: A Guide for Parents Brochure](#)
- [The Flu: A Guide for Parents Brochure \[Spanish\]](#)
- [Flu: A Guide for Parents of Children or Adolescents with Chronic Health Conditions](#)
- [Flu: A Guide for Parents of Children or Adolescents with Chronic Health Conditions \[Spanish\]](#)

### **Two New Epidemiology Capacity Reports**

The Council of State and Territorial Epidemiologists released two supplemental reports to the 2009 National Assessment of Epidemiology Capacity: [Chronic Disease Epidemiology Capacity Findings and Recommendations](#)

and the [Maternal and Child Health Epidemiology Capacity Findings and Recommendations](#).

## **Adolescent Health**

### **NACCHO Issues a Report With Adolescent Health Experts**

The report, “Creating Healthy Opportunities: Conversations with Adolescent Health Experts,” was commissioned by the Partners in Program Planning for Adolescent Health, which includes the National Association of County & City Health Officials (NACCHO), the American Academy of Pediatrics, the American Bar Association, the American College of Preventive Medicine, CityMatCH, the Healthy Teen Network, the National Conference of State Legislatures and the National Institute for Health Care Management Foundation. This publication includes interviews with a multidisciplinary group of adolescent health experts with expertise in medicine, juvenile justice, positive youth development, adolescent healthcare access and media. Each expert provides their perspective on the needs and potential of young people. To download the report, visit [here](#).

## **Children’s Health**

### **NASHP Releases New Report on Linking Children to Services**

The report, “Linking Children to Services: Building on Community Assets to Pilot Test Improvement Strategies,” published by the National Academy for State Health Policy (NASHP), describes how Arkansas, Illinois, Minnesota, Oklahoma, and Oregon are building on existing local partnerships and assets to organize community pilots; and preliminary lessons that have emerged from these states, including new federal opportunities to bolster community partnerships that will improve service linkages for children. To download the report, visit [here](#).

### **Child Trends Releases a Series of Issue Briefs on Evaluation Methods**

Child Trends has published a series of briefs on evaluation methods and measuring program outcomes for youth development, child welfare, early childhood, education, teen pregnancy prevention, parenting, and fatherhood programs. To learn more, visit [here](#).

### **Women's Health**

#### **Kaiser Releases Updated Resources on Women and Health Reform**

1. The brief, "[Impact of Health Reform on Women's Access to Coverage and Care](#)," published by The Kaiser Family Foundation, reviews how the Affordable Care Act is expected to affect access to care and affordability of health coverage for women. It also explains the provisions in the new law related to preventive screening services, reproductive health, maternity care and women on Medicare. It also includes national and state-level estimates of the percentage of uninsured women ages 18-64 who are likely to qualify for federal help under the law and a summary of key coverage and benefits provisions in the law that affect women.
2. The revised fact sheet, "[Women's Health Insurance Coverage](#)" provides updated statistics on health coverage and describes the major sources of health insurance for non-elderly adult women ages 18-64, including employer-sponsored coverage, Medicaid, individually purchased insurance, and Medicare. It also provides data on the more than 19 million women who are uninsured, and summarizes the major implications of the health reform law for women and their health coverage.
3. The fact sheet, "[Health Insurance Coverage of Women Ages 18 to 64, by State, 2008-2009](#)," provides state-by-state data on the uninsured rate, as well as rates of private insurance coverage and Medicaid coverage, among women nationally, in the 50 states and the District of Columbia.

#### **March of Dimes Releases Monograph to Improve Pregnancy Outcomes**

The monograph, "Toward Improving the Outcome of Pregnancy: Enhancing Perinatal Health Through Quality, Safety and Performance Initiatives (TIOP III)," is designed for health professionals, researchers, payers, policy-makers, patients and families to ultimately improve the quality, safety and performance across the continuum of perinatal care. The report illustrates the specific strategies and interventions that incorporate robust process and

systems change, including the power of statewide quality improvement collaboratives that are improving perinatal outcomes. To download the monograph, visit [here](#).

## ON YOUR BEHALF

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### **16th Annual MCH Epi Pre-conference Trainings a Success!**

In partnership with CDC, MCHB and CityMatCH, AMCHP organized three exciting trainings at this year's MCH Epi Conference in San Antonio, TX. More than 70 people participated in one of three courses: GIS, Applied Multi-level Modeling and MCH Leadership Training. Over the course of two days, attendees were able to use this interactive format to learn new skills and network with fellow MCH professionals. The feedback was extremely positive for all three trainings and AMCHP looks forward to providing professional development opportunities at next year's conference!

### **AMCHP Staff Elected to the Board of Directors for the Coalition for Health Funding**

Joshua Brown, AMCHP's Senior Program Manager for Public Policy & Government Affairs was recently elected to the Board of Directors for the Coalition for Health Funding, a nonprofit alliance of more than 60 national health organizations that works in a nonpartisan fashion to ensure that health discretionary spending remains a priority as Congress and the Administration develop the federal budget.

Since 1970, the Coalition has advocated for sufficient and sustained discretionary funding for the U.S. Public Health Service, including the National Institutes of Health (NIH), the Centers for Disease Control and Prevention (CDC), the Health Resources and Services Administration (HRSA), the Substance Abuse and Mental Health Services Administration (SAMHSA), the Agency for Healthcare Research and Quality (AHRQ), the Food and Drug Administration (FDA), and the Indian Health Service.

This new role will help to strengthen AMCHP's advocacy efforts around the Title V Maternal and Child Health Services Block Grant, as well as other funding issues affecting women, children and children and youth with special health care needs.

# CAREER OPPORTUNITIES

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## **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

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



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qualified candidate, please contact [executivesearch@marchofdimes.com](mailto: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



### **ASTHO Funding for Preconception and Folic Acid Social Media Project for Adolescents**

Deadline: **January 14**

Through funding from the Centers for Disease Control and Prevention's (CDC) National Center on Birth Defects and Developmental Disabilities, ASTHO is supporting the development of a folic acid and preconception social media campaign aimed at adolescents. The aim of ASTHO's Folic Acid and Preconception Social Media RFP is to fund a state that demonstrates the greatest need and desire to develop a social media campaign to impact the sexual and preconception health, folic acid use, and critical decision-making of adolescents, in order to prevent pregnancy and improve health outcomes for adolescents. To learn more, visit [here](#).

### **HRSA Funding for EMSC National Resource Center**

Deadline: **January 14**

The Emergency Medical Services for Children-National Resource Center (EMSC-NRC) is established to assist states in reducing child and youth disability and death due to severe illness or injury. The EMSC-NRC assists EMSC grantees by providing technical consultation in creating new programs, disseminating EMSC Program products, promoting public understanding of pediatric issues in the EMS system, and working with organizations

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to further training efforts in pediatric emergency care for all health care professionals. The EMSC-NRC provides extensive consultation and technical assistance to EMSC grantees in a variety of areas including but not limited to: Building successful coalitions, strategic development, and identifying long-term funding sources. Newly funded projects are assisted in initiating start-up activities, improving communication skills, and developing action plans. To learn more, visit [here](#).

### **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 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](#).

### **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](#).

## FUNDING CONT.

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### 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

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### MCH Events

#### [Folic Acid Awareness Week](#)

January 2-8

#### [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

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

April 1-2

San Francisco, CA

#### [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

**REGISTER TODAY!**

**AMCHP'S 2011  
ANNUAL CONFERENCE**

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



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