



## MANAGEMENT MINUTE

### *Making Sense of Loss*

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

Over the past two weeks the MCH world has had to say goodbye to several of our most fervent champions and leaders. These losses were sudden, unexpected, shocking. It is always hard to make sense

of loss and that sense-making is even harder when we are not prepared. Taking time to grieve is important, as is celebrating the legacy and impact of those we have lost who have touched us in so many ways. I hope that you have the chance to grieve the losses and celebrate the many contributions that [Ryan Colburn](#) and [Polly Arango](#) have made to AMCHP, Family Voices, and the broader circle of maternal and child health programs nationwide.

In my faith tradition, death is a celebration and a homecoming – granted it is pretty darn hard to celebrate in the throes of grief. In other faith traditions the souls of the departed are melded back into the fabric of the universe from which we all came, or come back to this world reincarnated in other bodies or beings. Whatever your faith tradition or belief system I think it is important that we somehow take time to honor the memory of those MCH leaders we lost this past week and indeed celebrate the impact they have had on our work and lives. They are a part of us, and that is something we will never lose. I find comfort in that, and it helps me make sense of the terrible events we have experienced these past two weeks.

In different ways and for different reasons Ryan and Polly both led AMCHP to a new level of understanding of youth involvement and family leadership. Both were authentic MCH leaders, dedicated to making the world a better place for all children and families. They will be missed. Please join AMCHP in honoring their legacies by recommitting ourselves to the important work of maternal and child health if not for us for the many, many children that will

come after us.

To honor Ryan, AMCHP will be offering a scholarship to one youth leader to attend the AMCHP Annual Conference 2011, as part of the AMCHP Family Scholars Program. If you would like to contribute to the Ryan Colburn Scholarship, please contact [info@amchp.org](mailto:info@amchp.org).





### **AMCHP Teleconference on Health Reform Implementation July 7**

The next AMCHP all-member national teleconference on health reform implementation will occur on Wednesday, July 7 from 3:30 to 5 p.m. EST. To register click [here](#).

### **Pregnancy Assistance Fund Guidance Issued**

The HHS Office of Adolescent Health released July 1 an “[Announcement of Availability of Funds for Support for Pregnant and Parenting Teens and Women](#).” States are eligible to apply for competitive grants which are due August 2. We are seeking clarity from HHS on the process to establish the “authorized state representative” as described in the announcement, and are urging coordination among federal officials administering this and related MCH funding. Additionally, the Office of Adolescent Health (OAH) has just scheduled a [technical assistance webinar](#) for applicants on Wednesday, July 7 from 2 to 3:30 p.m. EST – immediately prior to the AMCHP all-member call.

### **HHS Launches Consumer Focused Website**

On July 1, HHS launched [www.HealthCare.gov](http://www.HealthCare.gov). This is “the first central database of health coverage options, combining information about public programs, from Medicare to the new Pre-Existing Conditions Insurance Plan, with information from more than 1,000 private insurance plans....The website will be a one-stop-shop for information about the implementation of the Affordable Care Act as well as other health care resources. The website will connect consumers to quality rankings for local health care providers as well as preventive services.” In October 2010, price estimates for health insurance plans will be available online. In the weeks and months ahead, new information on preventing disease and illness and improving the quality of health care for all Americans will also be posted.

### **HHS Establishes Pre-existing Condition Insurance Plan**

On July 1, HHS also announced the establishment of a new Pre-existing Condition Insurance Plan (PCIP) that will offer coverage to uninsured Americans who have been unable to obtain health coverage because of a pre-existing health condition. Additional information – including the list of which states will run plans directly and which will have them run by HHS is also available at [www.HealthCare.gov](http://www.HealthCare.gov). **State Children and Youth with Special Health**

**Care Needs Programs may want to consider options available to you to share information on this new program with families in your state that may be eligible, in coordination with your state agency leadership and key state partners.** We know that Family Voices has already shared information with their network. Beyond the HHS press releases and websites, AMCHP is not presently aware of additional plans to coordinate efforts to reach potentially eligible families and in particular families with children and youth with special health care needs with this information. We will also seek additional information from HHS and share as available.

### **National Prevention, Health Promotion, and Public Health Council Created**

The Affordable Care Act creates a new National Prevention, Health Promotion, and Public Health Council. The Council, composed of senior government officials, will elevate and coordinate prevention activities and design a focused National Prevention and Health Promotion Strategy in conjunction with communities across the country to promote the nation’s health. The Strategy will take a community health approach to prevention and well-being – identifying and prioritizing actions across government and between sectors. More information is available [here](#).

### **Health Reform Implementation Regulations - Patient’s Bill of Rights**

On June 22, President Obama announced new regulations that include a set of protections that apply to health coverage starting on or after September 23, 2010, six months after the enactment of the Affordable Care Act. These new protections create an important foundation of patients’ rights in the private health insurance market that puts Americans in charge of their own health.

- [Fact Sheet](#)
- [Federal Register Notice](#)

### **Regulation on “Grandfathered” Health Plans under the Affordable Care Act**

This document contains interim final regulations implementing the rules for group health plans and health insurance coverage in the group and individual markets

## LEGISLATIVE CORNER CONT.

---

under provisions of the Patient Protection and Affordable Care Act regarding status as a grandfathered health plan.

- [Regulation](#). Comments are due on or before August 16, 2010.

### **Dependent Coverage of Children Who Have Not Attained Age 26**

The Affordable Care Act requires plans and issuers that offer dependent coverage to make the coverage available until a child reaches the age of 26. Both married and unmarried children qualify for this coverage. This rule applies to all plans in the individual market and to new employer plans. It also applies to existing employer plans unless the adult child has another offer of employer-based coverage (such as through his or her job). Beginning in 2014, children up to age 26 can stay on their parent's employer plan even if they have another offer of coverage through an employer.

- [Regulation](#). The public can comment on the interim final rules via [www.regulations.gov](http://www.regulations.gov). Comments are due on or before August 9, 2010.
- [Fact sheet](#)
- [FAQs](#) - Updated June 29, 2010

### **First Anniversary of the Family Smoking Prevention and Tobacco Control Act**

On June 22, 2009, President Obama signed into law the Family Smoking Prevention and Tobacco Control Act, which gives the U.S. Food and Drug Administration the authority to regulate the manufacturing, marketing and sale of tobacco products. On June 22, 2010, the first anniversary of the law, several critical provisions took effect. These provisions include:

- Ban all tobacco-brand sponsorships of sports and entertainment events.
- Ban virtually all free tobacco samples and giveaways of non-tobacco items, such as hats and T-shirts, with the purchase of tobacco.
- Prohibit the sale of cigarettes in packs of less than 20. This will eliminate so-called "kiddie packs" that make cigarettes more affordable and appealing to kids.

- Require stores to place cigarettes and other tobacco products behind the counter, out of reach of children. The new rules restrict vending machines and self-service displays to adult-only facilities.
- Establish a nationwide prohibition on tobacco sales to children under 18, require photo ID checks for sales to anyone appearing under 27 years of age and provide for tough federal enforcement and penalties against retailers who sell to minors.

The FDA is developing regulations that will restrict outdoor tobacco advertising near schools and playgrounds. In addition, the FDA is appealing a court ruling that overturned a provision that restricts tobacco ads to black-and-white text only in publications with significant teen readership, at point-of-sale (except in adult-only facilities) and outdoors.

#### **New to the Board**

AMCHP's board of directors is pleased to welcome Gloria Rodriguez, PhD, as our new Region II Director. Gloria is Director, Special Child, Adult and Early Intervention Services with the New Jersey Department of Health and Senior Services. Gloria brings a great perspective to the board having been a founding member of the National Minority AIDS Council (NMAC) and an active MCH leader in New Jersey for many years. Gloria was elected by the board to fill the term vacated by Dr. Linda Jones-Hicks.

We are also pleased to share that Melinda Sanders, MS RN, Section Administrator, Section for Healthy Families and Youth, Missouri Department of Health and Senior Services has been elected to the position of AMCHP's Treasurer. Melinda has been a Region VII Director for two terms and brings a wealth of expertise and experience to the board. Melinda was elected by the board to fill the term vacated by Dr. JoAnn Dotson. Melinda also serves as AMCHP's official liaison to CityMatCH.

The board will shortly be seeking nominations to fill the Region VII Director position created by Melinda's change in position and complete her term. Any interested Region VII delegate is eligible to nominate themselves or another Region VII delegate for consideration by the board. AMCHP President Phyllis Sloyer will be sending an invitation to all Region VII delegates later this week. If you have any interest or question and are a Region VII delegate you may also contact Mike Fraser or Nora Lam at the AMCHP Office (202) 266-3038.



### **AMCHP/Family Voices Call for Presentations**

The 2011 Annual Conference of the Association of Maternal & Child Health Programs (AMCHP) will take place February 12-15, 2011, at the Omni Shoreham Hotel in Washington, DC. The conference will be co-located with the Family Voices National Conference (February 13-15, 2011), with the shared theme of Working Together to Improve Maternal and Child Health: The 2011 AMCHP and Family Voices National Conferences. The AMCHP and Family Voices co-located conferences are the ideal venues to present your ideas, research, innovative programming, best practices and effective outreach strategies to MCH and other public health practitioners, family leaders, researchers, federal officials, advocates, healthcare providers and directors of state programs. Click [here](#) for complete information about submitting your proposal and for the online submission system. Through this system you can submit a session proposal for the AMCHP conference, the Family Voices conference, or a shared session period to reach both audiences. The deadline for session proposal submissions is August 23, 2010. You will be notified about the outcome of your submission by October 15, 2010. If you have questions about the session proposal submission process, please contact [Colleen Campbell](#) or call (703) 964-1240, ext. 16.

### **AMCHP to Host a Webinar on Best Practices**

The webinar, "Best Practices 101: AMCHP's Approach to Collecting, Highlighting and Disseminating Effective Programs in Maternal and Child Health," will occur on Wednesday, August 4 from 3 to 4:30 p.m. EST. The purpose of this webinar is to provide an overview of AMCHP's Best Practices program including how the organization defines the term "best practice," the criteria that are used to categorize emerging, promising and best practices, and the submission and review process. The presenter will also discuss the Innovation Station, AMCHP's online database of effective programs. If you've ever been curious about AMCHP's work on Best Practices or wondered whether your project was eligible for submission, please click [here](#) to register and join this exciting and interactive webinar. For more information, please contact [Darlisha Williams](#).

### **16th Annual MCH EPI Conference Call for Abstracts**

This call for abstracts is exclusively for first year/new fellows, interns, trainees, and CDC EIS Officers interested in submitting abstracts for oral or poster presentation. Each submission requires proof of fellow/intern/trainee/CDC EIS Officer status from a current mentor or supervisor for consideration. Conference organizers strongly recommend that all interested parties submit by July 30. 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, however, to be considered for the next round of reviews, please submit your application. If you have questions about the process, contact [Darlisha Williams](#) at (202) 266-3057.

### **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!



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

#### **NASHP Enrollment Expert Testifies at National Workgroup Meeting on HIT Policy**

Alice Weiss, deputy director of the Robert Wood Johnson Foundation's Maximizing Enrollment for Kids program at National Academy for State Health Policy (NASHP), testified at the first meeting of the HHS Office of the National Coordinator HIT Policy Committee Enrollment Workgroup to discuss enrollment standards and protocols for eligibility systems in implementing the Accountable Care Act (ACA). Weiss's testimony highlights the opportunities and challenges for states seeking to streamline their eligibility and enrollment systems post-health reform. To download the full testimony, visit [here](#).

#### **AMCHP's State Public Health Autism Resource Center (SPHARC)**

SPHARC is a comprehensive website for states to learn about autism activities and resources, share promising practices, gain expert insight, link to federal and national partners and follow Combating Autism Awareness Initiative activities. SPHARC serves as a means to facilitate communication among states to learn from successes and challenges as states develop state autism plans and work to strengthen services for children, youth and families with Autism Spectrum Disorders and developmental disabilities. In addition, SPHARC holds technical assistance calls on subjects such as financing of care, care coordination, cultural competency, family-centered care, medical home, health information technology and transition. Each technical assistance call is recorded and made available on the SPHARC [website](#).

#### **New Report on How Obesity Threatens America's Future**

The report, "F as in Fat: How Obesity Threatens America's Future 2010," published by Trust for America's Health and the Robert Wood Johnson Foundation, provides annual rates and rankings of adult obesity in the 50 states and includes how many states' obesity rates increased in the past year, a review of trends over time, a public opinion survey about childhood obesity, a review of obesity policies, and recommendations for ways to fight America's growing obesity crisis and to address the epidemic as part of health reform. To download the report, visit [here](#).

### **Adolescent Health**

#### **Revised Resource on What Teens Want Adults to Know about Pregnancy**

The resource, "Talking Back: What Teens Want Adults to Know About Teen Pregnancy," published by the National Campaign to Prevent Teen and Unplanned Pregnancy, has been revised to include new tips on sexting and dating violence. To download the publication, visit [here](#).

#### **Knowledge Path on Adolescent Violence Prevention**

The Knowledge Path, "Adolescent Violence Prevention," produced by the MCH Library at Georgetown University, is an electronic guide to recent resources from the public health, medical, criminal justice, education and social services literature that measure, document and monitor adolescent violence; identify risk and protective factors; and report on promising intervention strategies. To learn more, visit [here](#).

#### **Pregnancy Prevention Resource Center**

The online Resource Center, produced by the Healthy Teen Network, is designed to help communities implement evidence-based or innovative approaches to reducing adolescent pregnancy. To learn more, visit [here](#).

#### **Fact Sheet on Sexual and Reproductive Health**

The fact sheet "Facts on the Sexual and Reproductive Health of Adolescent Women in the Developing World," published by the Guttmacher Institute, compiles new analyses of data on young women's lives, marriages, childbearing, education and contraceptive needs, and discusses the need to help them avoid unintended pregnancies and obtain appropriate methods of contraception. To download the fact sheet, visit [here](#).

### **Children's Health**

#### **AMCHP Fact Sheet on State Birth Defects Performance Measures**

AMCHP reviewed the Title V Information System to identify states that have adopted performance measures related to birth defects surveillance. This fact sheet highlights innovative and effective ways that state Title V agencies

## PUBLICATIONS CONT.

---

utilize birth defects surveillance systems to improve maternal and child health. To download the fact sheet, visit [here](#).

### **Report on the Impact of the Recession on Children**

The Foundation for Child Development's annual Child Well-Being Index, released last week, focused on the damage the recession has caused to children including an increase in risky behaviors among adolescents and childhood obesity. To view the report, visit [here](#).

## CAREER OPPORTUNITIES

---

### **Australian-American Health Policy Fellowship**

On behalf of the Australian Government Department of Health and Ageing, The Commonwealth Fund is pleased to announce the 2011-12 Australian-American Health Policy Fellowship. The Australian-American Health Policy Fellowship offers a unique opportunity for outstanding, mid-career U.S. professionals—academics, government officials, clinical leaders, decision-makers in managed care and other private health care organizations, and journalists—to spend up to 10 months in Australia conducting research and working with leading Australian health policy experts on issues relevant to both countries. The Australian Government Department of Health and Ageing hopes to enrich health policy thinking as fellows study how Australia approaches health policy issues, share lessons learned from the United States, and develop an international perspective and network of contacts to facilitate exchange and collaboration that extends beyond the fellowship experience. The deadline for applications is August 15. For further information on the 2011-12 Australian-American Health Policy Fellowships and to obtain an application, visit [here](#).

### **Fellowships for the Prevention of Child Abuse and Neglect**

The Doris Duke Fellowships for the Prevention of Child Abuse and Neglect aim to identify and nurture promising leaders in child abuse prevention in doctoral and dissertation students. Each fellow will receive an annual stipend of \$25,000. The deadline to apply is December 15. To learn more, visit [here](#).

## FUNDING

---



### **CJ Foundation for SIDS Grant Opportunity**

Deadline: **July 8**

The CJ Foundation for SIDS will offer two grant opportunities for 2010, including a Program Services Grant and the Program Services Mini-Grant (formerly the Express Grant). Programs offering education or bereavement services relating to Sudden Infant Death Syndrome (SIDS), Sudden Unexpected Infant Death (SUID) and/or Infant Safe Sleep are eligible to apply for funding. The guidelines for both the Program Services Grant and Program Services Mini-Grant are now available. The application materials will not be posted on the CJ Foundation's website. To request the grant program information, accompanying materials, and application guidelines, please contact Wendy S. Jacobs directly. Please specify which guidelines (Program Services, Mini-Grant, or both) you would like to receive and if you would like the guidelines sent to you by email or mail. While you are welcome to request the guidelines for both types of grants, an organization may apply for either a Program Services Grant or a Program Services Mini-Grant, not both. Remember that in order to apply for a grant, you must follow the application guidelines provided by the CJ Foundation for SIDS. For more information or to apply, please contact [Wendy S. Jacobs](#), Assistant Executive Director of Programs & Grants, or call her at (866) 314-7437.

### **HRSA Funding for Partnership for Oral Health Leadership Cooperative Agreement**

Deadline: **July 14**

The purpose of this program is to support national membership organization efforts focused on maternal and child oral health to assist their members to improve public oral health programs for women and children and the delivery of maternal and child oral health care services at the national, state and local levels. More specifically, funding support will allow these organizations to develop and disseminate new information about maternal and child health (MCH) in a format most useful to policy and decision makers concerned with developing MCH policies and programs in the public and private sectors at local, state and national levels; to gather information from their membership about issues of concern relating to maternal and child oral health; to assist members to work together and with staff from other service programs to solve maternal and child oral health problems; and, to more clearly articulate the particular needs of women, children and their families in the nation at large. Strategies

## FUNDING CONT.

---

will be utilized that are focused on innovative and effective fundamental approaches to prevention, diagnosis, early intervention and treatment of oral disease, with focus on school-based comprehensive oral health access to services. To learn more, visit [here](#).

### **CDC Funding for Chronic Disease Prevention and Health Promotion Projects**

Deadline: **July 18**

The funding, issued by the Centers for Disease Control and Prevention (CDC), addresses the “Healthy People 2010” focus areas of: Component A: To reduce health disparities through chronic disease management Component B: For blood pressure and obesity screening programs, including training of health care professionals. To learn more, visit [here](#).

### **CDC Funding for Racial and Ethnic Approaches to Community Health for Communities**

Deadline: **July 21**

The purpose of the program is to support local communities to strategically organize to implement and evaluate evidence-based policy, system and environmental change interventions that eliminate racial and ethnic health disparities in chronic diseases. This program will support the transition of communities from the analysis of intervention results to the use of these results in facilitating health equity and policy change. This funding opportunity is unique in that it (1) allows a phased project period with key outcomes for each phase, (2) engages populations typically left out of the policy, systems, and environmental processes, thereby not realizing the full benefit of such public health actions, and (3) will close the gap in the impact of policy, systems and environmental change interventions in communities of color. The REACH CORE program will run concurrently with the continuation of the REACH U.S. program in 2012 - 2017. The evidence-based policy, systems, and environmental change strategies that emerge from the REACH CORE program provides the needed complement to the evidence-based behavioral change and community interventions from REACH U.S. to most effectively eliminate racial and ethnic health disparities at the population level. To learn more, visit [here](#).

## FUNDING CONT.

---

### **ACF Funding for Mentoring Children of Prisoners**

Deadline: **July 30**

The Administration for Children and Families (ACF), the Administration on Children, Youth and Families (ACYF) and the Family and Youth Services Bureau (FYSB) are accepting applications for the Mentoring Children of Prisoners (MCP) program. This program supports the creation and maintenance of one-on-one mentoring relationships between children of incarcerated parents and caring, supportive adult volunteer mentors. The intent of this program is to support the establishment or expansion and operation of mentoring programs, using a network of public and private community entities, in areas with substantial numbers of children of incarcerated parents. The MCP program is designed to be a community-based mentoring program in which children and youth ages four and up to age 18, are appropriately matched with an adult mentor, who has been screened and trained, for a one-on-one (one mentor/one youth), friendship-oriented (non curriculum-based) mentoring relationship. To learn more, visit [here](#).

### **ACF Funding for Family Violence Prevention and Services/Technical Assistance and Resource Development to Expand Services for Children and Youth**

Deadline: **July 30**

This funding opportunity will support one project to gather and disseminate information on best practices and available technical assistance for programs serving children exposed to domestic violence, as well as provide technical assistance and support the evaluation process for recipients of the Expanding Services for Children and Youth grants. By the end of the grant period, the grantee will be expected to collate nationwide resources on promising practices and available technical assistance for programs serving children exposed to domestic violence. The grantee will assist the FVPSA Program efforts to develop guidance and enhance responses for children exposed to domestic violence. The grantee will not duplicate the work of other youth-focused resource centers and will focus on the provision of services to children exposed to domestic violence, not other children’s issues such as custody, internet safety or general research. To learn more, visit [here](#).

## FUNDING CONT.

---

### **FNS Funding for FY 2010 WIC Technical Standardization Project Grant Solicitation**

Deadline: **August 2**

In accordance with Public Law 111-80 (123 Stat.2113), the Food and Nutrition Service (FNS) plans to award grant funds to WIC state agencies to support technical standardization projects. This Request for Application (RFA) for Technical Standardization grants is open to all WIC state agencies. Grant funds will be awarded based on the viability of the project and completeness of the application. The award of funds under this RFA does not guarantee funding under future technical standardization grant solicitations. The purpose of the Technical Standardization Grant is to support software development for technical area standardization and to conduct feasibility studies that support WIC technology goals. FNS anticipates awarding funds for technology standardization to one or more state agencies. The amount of funds awarded under this RFA depends on the number of requests received and the viability of the project. If funding levels are not sufficient in FY 2010 to fund these technical standardization grants, grants may be awarded in the subsequent fiscal year, subject to the availability of funds, based on responses to this solicitation, without further competition. To learn more, visit [here](#).

### **FNS Funding for WIC Breast Feeding Peer Counseling Curriculum Update and Training**

Deadline: **August 20**

The Food and Nutrition Service (FNS) will fund a competitive cooperative agreement award of up to \$350,000 in Fiscal Year 2010 to a qualified applicant to: (1) update two existing FNS breastfeeding peer counseling training curricula and (2) coordinate and conduct trainings, based on each of the updated curricula, in a train-the-trainer format for WIC state agency staff in each of the seven FNS geographic regions. To learn more, visit [here](#).

## CALENDAR

---

### **AMCHP Special Events**

#### [MCHB 75th Anniversary of Title V Commemoration](#)

October 20  
Washington, DC



## CALENDAR CONT.

---

#### [Looking to the Future: What are the Opportunities and Challenges of Health Reform for Improving Maternal and Child Health?](#)

October 21  
Washington, DC

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

February 12-15, 2011  
Washington, DC

### **Other MCH Events**

#### [18<sup>th</sup> Annual Health Forum and American Hospital Association Leadership Summit](#)

July 22-24  
San Diego, CA

#### [Vermont Child Health Symposium: Partnerships to Promote Care Quality, Integration, and Coordination](#)

July 29-31  
Burlington, VT

#### [Fourth Annual National Conference on Health Communication, Marketing, and Media](#)

August 17-19  
Atlanta, GA

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

September 11-14  
Chicago, IL

#### [AHRQ's 2010 Annual Conference](#)

September 27-29  
Bethesda, MD

#### [2010 AUCD Conference](#)

October 30-November 3  
Crystal City, VA

#### [16th Annual MCH EPI Pre-Conference Data Skill Trainings](#)

December 13-14  
San Antonio, TX

#### [16th Annual CDC MCH EPI Conference](#)

December 15-17  
San Antonio, TX