Nov. 6, 2012

**MANAGEMENT MINUTE**

**Listening**  
*By Michael R. Fraser, PhD, CAE, Chief Executive Officer, AMCHP*

An attribute of leadership that gets short shrift is listening. Far too often, leadership involves talking (communication is the 10th Absolute I wrote about last month). Leaders are on podiums giving speeches, on television or radio doing interviews, on e-mail writing and opining about their cause, their organization, their leadership. Rarely do we see pictures of a leader listening – and yet effective leaders focused on both listening and speaking. In fact, Burnison argues, the most effective leader will listen 80 percent of the time and talk just 20 percent. How else is a leader gathering information to set the vision of their organization, how else does a leader know what is going on in their environment? How else do coworkers and colleagues feel valued and part of a team? A leader must listen and yet we rarely prioritize “listening” time in our day-to-day activities.

We have all worked with leaders who do a lot of talking and a little listening. We don’t feel valued, we feel as if our contributions literally fall on “deaf ears.” We shut down, tune out, put our energy elsewhere. What a waste! A leader who listens is actively engaged in leading – gaining input to set their organization’s course, hearing both positive and negative opinions of their strategies and tactics. Listening and learning go hand and hand – we must listen to learn, and we must learn to lead. Listening takes courage – admitting that you might not have all the answers or the definitive opinion on an issue or topic but instead are open to hearing others, and integrating that information in to your own work as a leader.

In Burnison’s chapter on listening, he cites Winston Churchill who said: “[C]ourage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.” As leaders, I urge us to be courageous listeners then – devote the time and energy to listening and learning from those with whom we work, partners, colleagues and, yes, even those with whom we disagree. It is through listening that we clarify and understand the needs and positions of others. As maternal and child health (MCH) leaders, we have begun to take seriously the challenge of listening to families and consumers involved in our work. Have you listened to the stories told by families served in your state? I am in constant awe of the stories family leaders share and the way that their lives shape strategies for AMCHP. If we didn’t listen to their stories, our work would be less effective and less useful to those we serve. Only through listening can we truly move our organizations forward – and lead.

This time of year it is hard to listen. There is so much “noise” all around us it can seem impossible to focus and devote oneself to listening. And yet we must do precisely that – take time to listen. Challenge yourself to actively listen. Let me know what you are hearing – I’m listening too!

[This is the eleventh installment in a continuing series on The Twelve Absolutes of Leadership by Gary Burnison. If you would like to get your own copy of The Twelve Absolutes of Leadership and follow along over the next few months, you can order it online via the AMCHP link to Amazon.com. AMCHP receives a small royalty for all orders placed via this link. The opinions of the author, and of Mike, are their own and are not the official position of AMCHP.]
Congressional Lame Duck Session Expected to Begin Nov. 13
Congress remains on recess for the 2012 elections today. Once that dust settles, a lame duck session is expected to begin on Nov. 13, allowing just six weeks to seek a solution to the pending sequestration automatic budget cuts and other pressing fiscal cliff business. AMCHP continues to press policymakers to use a balanced approach that recognizes the deep cuts non-defense discretionary programs have already contributed to deficit reduction. As a reminder, the AMCHP sequestration web hub is available here.

AMCHP Hosting Post-Election Teleconference on Nov. 13
AMCHP members are invited to participate in a post-election teleconference on Tuesday Nov. 13 at 2 p.m. EST. We plan to provide an initial analysis on the potential impact of the election results on future MCH program funding and health reform implementation, as well as updates on other related federal budget developments. As always, we will do a Q&A and want to seek your input on how we can adapt our key messages and strategies to the new environment. Click here to view the AMCHP federal budget update fact sheet for background information. We hope you will join us for this important update and dialogue.

Register Today for AMCHP 2013!
The AMCHP 2013 Annual Conference will be held Feb. 9-12, at the Omni Shoreham Hotel in Washington, DC. To register, visit regonline.com/amchp2013. Don’t miss our early-bird registration rates – register now!

AMCHP Best Practices Technical Assistance Project: Request for Applications
As part of an overall strategic goal to improve maternal and child health outcomes by sharing effective and promising practices with state and territorial MCH programs, AMCHP is providing replication stipends to foster connections between states interested in replication or adaptation of a current emerging, promising or best practice in Innovation Station. Through this project, applicants can request technical assistance support (i.e., travel funds or other seed resources) to learn how to adapt a specific Innovation Station practice (or elements of a practice) to their state or community. Applicants will need to demonstrate readiness to adapt the practice in order to maximize technical assistance resources. AMCHP is accepting applications through Nov. 20. For more information, click here.

Enter to Win $1,000 in the Pour One Out Video Contest
The Center for Science in the Public Interest invites you to celebrate Food Day, this Oct. 24 by participating in the Pour One Out Contest with a chance to win up to $1,000! Food Day is a nationwide celebration and movement for healthy, affordable, and sustainable food. The contest aims to inspire conversation around sugary drinks and the influence they, as well as their producers, have on the obesity epidemic. Participation in the contest asks...
GET INVOLVED CONT.

you to produce a short video that shows a sugary-drink "pour out" in a fun, creative way. Deadline for submission is Nov. 7. For more details, **click here**.

**November MCH EPI Grand Rounds**
The Centers for Disease Control and Prevention (CDC) will present MCH EPI grand rounds on Nov. 7 at 2 p.m. EST. These webinars include presentations from MCH experts across the country with lively discussion. These broadcasts are arranged in advance to focus on important and timely MCH issues including epidemiologic studies, policy and program evaluation, methodological issues and tools, and emerging MCH topics. This month, the presentation will focus on autism disorder prevalence, surveillance and monitoring assessment tools. To register, **click here**.

**GOT Transition? Quarterly Webinar**
GOT Transition? is a national resource and information exchange focusing on young adult transition from pediatric to adult health care. The organization’s quarterly Webinar, "I am more than a diagnosis! - The Impact of Personal Identity on Health Care Transitions for Young Adults with SHCN," will take place on Nov. 7 at 2:00 p.m. EST. In this webinar, research will be presented on identity development and its impact on health promoting behaviors and positive mental health. A panel of young adults with special health care needs (SHCN) will respond and share their current strategies coping with challenges as they move toward adulthood. For more information, **click here**.

**Oklahoma Infant Alliance Late Preterm Infant Toolkit Webinar**
Join the National Premature Infant Health Coalition on Thursday, Nov. 15 at 2 p.m. EST for a webinar on the Oklahoma Infant Alliance Late Preterm Infant Toolkit. Oklahoma has an unacceptable rate of preterm deliveries at 13.8 percent, with over three-fourths of those born late preterm (10 percent) according to the latest data from the March of Dimes. The Oklahoma Infant Alliance sought to meet the needs of this vulnerable population through the development of a toolkit for use in hospitals and agencies who work with the late preterm infants. This webinar will describe the identified problem, the process of development of a clinical practice guideline based on current evidence-based resources and research, and final content of the Late Preterm Toolkit for physicians, allied health, and families with a goal of reduction of morbidities associated with late preterm birth. To register, **click here**.

**CSN Advancing Injury Prevention through Policy Webinar**
The Children's Safety Network (CSN) and the Network for Public Health Law (NPHL) jointly announce the launch of a new webinar series titled "Advancing Injury Prevention through Policy." A total of four webinars will be held from November 2012 through May 2013. The first session is scheduled for Thursday, Nov. 15 at 2:30 p.m. EST. This session will focus on LGBT youth and bullying prevention legislation. For more information, **click here**.
MCHB Accepting Applications for GSEP Program

MCHB sponsors the Graduate Student Epidemiology Program (GSEP), formerly known as GSIP, with the goal of enhancing students' skills in data analysis, encourage training in MCH epidemiology, and providing assistance to state and local health agencies with data-related projects. MCHB will support up to 20 students in state-level MCH/CSHCN agencies and 10 in city and county MCH departments. These projects will be conducted primarily during the summer of 2013 (beginning in May, June or July). Eligible students are those currently enrolled in schools of public health who have successfully completed coursework in epidemiology, biostatistics, and health administration, and who are specializing in the MCH study. Each student will receive a stipend of $4,000 to be disbursed over three months. The submission deadline is Nov. 16. To submit an application, please click here.

NGA Releases RFA for the Learning Network on Improving Birth Outcomes

The National Governors Association (NGA) has joined forces with federal agencies, state associations and other stakeholders to improve the health care services delivered to pregnant women and children, focusing on prenatal and perinatal care. The program, Learning Network on Improving Birth Outcomes, will conduct strategic planning sessions with 12 states to assist in developing, implementing and streamlining key policy initiatives related to improving birth outcomes. Applications are due Nov. 21. To view the RFA, click here.

WAPC Webinar on Promoting Births After 39 Weeks Gestation

Join the Wisconsin Association for Perinatal Care (WAPC) for a new webinar offering, "Coming to Term: Promoting Delivery after 39 Weeks." The webinar includes the use of accurate and accessible data to gauge the effectiveness of quality programs that promote births after 39 weeks. The webinar is intended for physicians, nurses, certified nurse midwives and other advance practice nurses, prenatal care coordination, home visitors, quality improvement staff, risk management staff, hospital administrators, childbirth educators, doulas, and others who are working to promote births at or beyond 39 weeks gestation. The webinar will be presented on Nov. 28 at 12 p.m. CST and Dec. 5 at 7 a.m. CST. For more information, click here.

MCH PHLI Applications Now Open

The Maternal and Child Health-Public Health Leadership Institute (MCH PHLI) applications for Cohort IV are now being accepted through Feb. 1, 2013. This year-long leadership development program for the MCH workforce 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 tools for creating the kind of culture that engages and motivates others. The program consists of three residential executive-style retreats (10 days of experiential-based training) coupled with a robust and customizable distance-based program. All tuition and lodging charges for this program are grant-supported. For more information and to apply, please click here.

PUBLICATIONS & RESOURCES

General Maternal and Child Health

NACCHO Presents Toolbox for Immunization Programs

The National Association of County & City Health Officials (NACCHO) provides a free, online collection of local public health tools produced by members of the public health community. Tools within the toolbox are materials and resources public health professionals and other external stakeholders can use to inform and improve their work in the promotion and advancement of public health objectives. Current examples of tools include, but are not limited to case examples, presentations, fact sheets, drills, evaluations, protocols, templates, reports and training materials. For more information, click here.
New MMWR Touches on Tobacco Use and Reproductive Health

The Nov. 2 issue of the Morbidity and Mortality Weekly Report (MMWR) touches on two important MCH issues, tobacco use and reproductive health. *Current Tobacco Use and Secondhand Smoke Exposure (SHS) among Women of Reproductive Age – 14 Countries, 2008-2010* focuses on several low- and medium-income countries participating in the Global Adult Tobacco Survey. The authors suggest levels of exposure of pregnant women to secondhand smoke in many countries are sufficient to threaten the health of their unborn children.

*Assisted Reproductive Health Technology Surveillance, US, 2009* presents data on ART use and birth outcomes for U.S. states and territories. The authors analyzed data from the CDC National ART Surveillance System (NASS) to report on ART use and ART-related perinatal outcomes. To view the issue, click here.

Women’s and Infant Health

New Article on Developing a Standard Approach to Infant Mortality Examination

States can improve pregnancy outcomes by using a standard approach to assess infant mortality. The State Infant Mortality Collaborative (SIMC) developed a series of analyses to describe infant mortality in states, identify contributing factors to infant death, and develop the evidence base for implementing new or modifying existing programs and policies addressing infant mortality. The SIMC was conducted between 2004 and 2006 among five states: Delaware, Hawaii, Louisiana, Missouri and North Carolina. States used analytic strategies in an iterative process to investigate contributors to infant mortality. Click here to read the full article.

MMWR Publishes Study on Newborn Screening for Critical Congenital Heart Disease

The CDC and the National Birth Defects Prevention Network have published a study in the *MMWR* titled “Newborn Screening for Critical Congenital Heart Disease (CCHD): Potential Roles of Birth Defects Surveillance Programs – United States, 2010-2011.” CDC worked with the National Birth Defects Prevention Network to assess how state birth defects tracking programs could assist with CCHD screening. States were surveyed in November 2010 after the initial recommendation and again in November 2011 after the approval of the Secretary. The purpose of the surveys was to assess the potential roles of the program, capabilities and readiness to assist with newborn screening activities for CCHD. To view key findings, click here. To read the full article, click here.

Do you have a successful program that has addressed infant mortality in areas such as preconception health, prematurity awareness, infant mortality task forces, SIDS/SUIDS, and more?

Consider sharing your program in Innovation Station, the AMCHP searchable database of emerging, promising and best practices in maternal and child health. You’ll have a chance to:

- Share successes with your peers
- Enhance the MCH field
- Contribute to program replication
- Get expert feedback from the Review Panel
- Receive national recognition

The online submission process is simple and applications are accepted on a rolling basis. For more information, contact Kate Howe at (202) 266-3056 or visit amchp.org/bestpractices.

You can also click here to refer an innovative MCH program that we should know about!
AMCHP Working On Your Behalf

- On Oct. 3, AMCHP staff Brent Ewig presented to the Kellogg Foundation annual Michigan grantees convening on how the Affordable Care Act will impact Michigan’s vulnerable women and children.

- On Oct. 17, AMCHP staff Brent Ewig presented on health care reform and federal budget advocacy to the Iowa Title V and Family Planning Programs annual Fall Seminar, “Opportunities for Public Health in Health Care Reform.”

- On Oct. 27-31, AMCHP staff members Tegan Callahan, Piia Hanson and Andria Cornell participated in sessions and connected with partners at the American Public Health Association (APHA) conference. Tegan presented on a panel entitled, “Using Surveillance Data to Improve Women’s Health,” where she spoke about state health departments use of the Core State Preconception Health Indicators to link data with programs and underscored best practices for their translation into strategic public health actions. Tegan also presented a poster describing recent efforts to synthesize several state and national initiatives into policy and program recommendations to improve birth outcomes and reduce infant mortality.

- On Oct. 30, AMCHP staff Brent Ewig and Carolyn Mullen presented on a panel on MCH advocacy at the APHA annual conference.

AMCHP 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!

ON YOUR BEHALF

CAREER OPPORTUNITIES

AMCHP Opening: Program Manager, Women’s and Infant Health

The Program Manager for Women’s and Infant Health (WIH) is a member of the Program Team and contributes to the advancement of maternal and child health outcomes by performing a variety of planning and program implementation, research and evaluation projects related to women’s and infant health and maternal and child health/data and assessment. General responsibilities include contributing to the development, implementation and evaluation of program activities related to women’s and infant health, collaboration with advisory committee members, AMCHP members and staff, serving as a liaison to federal project officers; and project promotion. This position reports to the Associate Director, Women’s and Infant Health. For more information, click here.

AMCHP Opening: Program Associate, Women’s and Infant Health

The Program Associate, WIH is a member of the Program Team and contributes to the advancement of MCH programs by performing a variety of planning and program implementation, research and evaluation projects. This position supports and assists the Women’s and Infant Health Team in the development, implementation and evaluation of program activities related to MCH, women’s and infant health/data and assessment. This position also contributes to the collection of state best practices (Innovation Station), newsletter development, and implementation of communication strategies (MS SharePoint, listserv, social media). This position reports to the Associate Director, Women’s and Infant Health. For more information, click here.

AMCHP Opening: Senior Program Manager, CYSHCN

The Senior Program Manager for Children and Youth with Special Health Care Needs (CYSHCN) is a member of the program team and contributes to the advancement of maternal and child health outcomes by performing a variety of planning and program implementation, research and evaluation projects related to CYSHCN. General responsibilities include contributing to the development, implementation and evaluation of program activities related to children and youth with special health
care needs, birth defects, and developmental disabilities, collaboration with advisory committee members, AMCHP members and staff; serving as a liaison to federal project officers; and project promotion. This position reports to the Associate Director, Child and Adolescent Health. For more information, click here.

AMCHP Opening: Program Associate, Child & Adolescent Health

The Project Associate, Child and Adolescent Health contributes to the advancement of MCH programs by performing a variety of planning and program implementation, research and evaluation projects. This position supports and assists the child and adolescent health team in the development, implementation and evaluation of program activities related to MCH and CYSHCN, child health and adolescent health. This position also contributes to the collection of state best practices (Innovation Station), newsletter development, and implementation of communication strategies. This position reports to the Associate Director, Child and Adolescent Health. For more information, click here.

AMCHP Opening: Program Manager for Workforce & Leadership Development

The Program Manager for Workforce & Leadership Development is a member of the Programs Team and contributes to the advancement of maternal and child health programs by performing a variety of planning and program implementation, research, and evaluation projects related to workforce and leadership development. General responsibilities include project planning, coordination and evaluation; collaboration with advisory committee members, AMCHP members and staff on project activities; serving as liaison to federal project officers; and project promotion. This position contributes to major issues surrounding workforce and leadership development. The work involves partnership with fellow staff, participation in associated professional organizations and groups, and collaboration with member programs and funding agencies. This position reports to the Associate Director, MCH Leadership Development and Capacity Building. For more information, click here.

Robert Wood Johnson Foundation Health Policy Fellows

Deadline: Nov. 14 at 3 p.m. EST
The Robert Wood Johnson Foundation Health Policy Fellows program provides the nation’s most comprehensive fellowship experience at the nexus of health science, policy and politics in Washington, D.C. It is an outstanding opportunity for exceptional midcareer health professionals and behavioral and social scientists with an interest in health and health care policy. Fellows participate in the policy process at the federal level and use that leadership experience to improve health, health care and health policy. For more information, click here.

AHRQ Exploratory and Developmental Grant to Improve Health Care Quality through HIT

Deadline: Nov. 16
This AHRQ funding announcement is to support short-term preparatory, pilot or feasibility studies that will inform larger scale real world health information technology (HIT) implementation and use or the conduct of more comprehensive HIT implementation research. For more information, click here.

AHRQ Small Research Grant to Improve Health Care Quality through HIT

Deadline: Nov. 16
The purpose of this funding opportunity is to support a wide variety of research designs in order to improve the quality, safety, effectiveness, and efficiency of health care through the implementation and use of HIT. These designs include: small pilot and feasibility or self-

Shop on Amazon and support AMCHP!
By clicking here and shopping, Amazon will contribute to AMCHP!
contained HIT research projects; secondary data analysis of HIT research; and economic (prospective or retrospective) analyses of HIT implementation and use. For more information, [click here](#).

**HRSA Preventive Medicine and Public Health Training Grant**  
**Deadline:** Nov. 28  
The purpose of the Preventive Medicine and Public Health Training Grant Program is to increase the number of preventive medicine physicians and promote greater access to population-based healthcare. The funding may be used to support resident costs, infrastructure and faculty development activities. At least 75 percent of the funds must be used for trainee support, such as tuition for the master's degree in public health or other master's degree related to the preventive medicine specialty, fees, travel, and stipends (reasonable living expenses). For more information, [click here](#).

**HRSA Social and Behavioral Interventions to Increase Solid Organ Donation Grant**  
**Deadline:** Nov. 30  
The overall goal of this grant program is to: 1) reduce the gap between the demand for organ transplants and the supply of organs from deceased donors by identifying successful strategies that can serve as model interventions to increase deceased organ donation and, 2) increase the knowledge of options available through living donation among patients who may need transplants and/or individuals considering serving as a living donor. Accordingly, this program will support sound applied research efforts to test the effectiveness of strategies that target any of the three program objectives listed below. The first two objectives pertain to deceased donation; the third relates to living donation. The specific objectives of this grant program are to increase, and improve understanding of how to increase: 1) individual commitment to be a deceased organ donor and documentation of that commitment; 2) consent of family (or others authorized to consent) for organ donation for a deceased relative; 3) the knowledge of the process, risks, advantages and disadvantages of deceased and living donation among patients who may need an organ and/or individuals considering serving as a living donor. For more information, [click here](#).

**Robert Wood Johnson Foundation Nurse Faculty Scholars**  
**Deadline:** Feb. 12, 2013 at 3:00 p.m. EST  
The goal of the Robert Wood Johnson Foundation Nurse Faculty Scholars (NFS) program is to develop the next generation of national leaders in academic nursing through career development awards for outstanding junior nursing faculty. The program aims to strengthen the academic productivity and overall excellence of nursing schools by providing mentorship, leadership training, and salary and research support to young faculty. Up to 12 awards of up to $350,000 each over three years will be available in this round of funding. For more information, [click here](#).

**University of Arizona Graduate Certificate Program in MCH Epidemiology Scholarship**  
**Deadline:** Mar. 1, 2013  
The Mel and Enid Zuckerman College of Public Health is offering 10-15 scholarships to MCH professionals working with American Indian and underserved communities nationally. These scholarships valued at $11,685 each, will be awarded for the year 2013/14. The University of Arizona's Graduate Certificate in Maternal & Child Health (MCH) Epidemiology is offered entirely online with no requirements for travel. The deadline to apply for applications to the program is Mar. 1, 2013. For more information and to apply, [click here](#).

**Robert Wood Johnson Foundation Executive Nurses Fellows**  
**Deadline:** Jan. 15, 2014 at 3 p.m. EST  
The Robert Wood Johnson Foundation Executive Nurse Fellows program is a three-year advanced leadership program for nurses who aspire to lead and shape health care locally and nationally. Fellows strengthen and improve their leadership abilities related to improving health and health care. Awards are open to registered nurses who hold senior leadership positions in health services, scientific and academic organizations, public health and community-based organizations or systems, or national professional, governmental and policy organizations. For more information, [click here](#).
CMS Cooperative Agreement to Support Establishment of Health Insurance Exchanges
Deadline: Oct. 15, 2014
Through this cooperative agreement, CMS will provide states, the District of Columbia, and consortia of states, with financial assistance for the establishment of exchanges. These awards will provide funds for the state to complete activities for achieving approval in accordance with Section 1321 of the Affordable Care Act and the requirements as established through the rulemaking process. For more information, click here.

CALENDAR

Notice of Board Meetings
AMCHP Fall Board Meeting
Nov. 28-29
Washington, DC

AMCHP Events
AMCHP 2013 Annual Conference
Feb. 9-12
Washington, DC

MCH Events
Join Forces: Enhance Prevention Conference
Nov. 8-9
Charleston, WV

List Your Event on the AMCHP MCH Events Calendar
Do you want to include your listing on the AMCHP MCH Events Calendar? It’s easy! Just complete our easy online submission form. If you have any questions, please contact Julio Arguello, Online Media & Information Technology Manager. Please note: All event listings are subject to AMCHP approval.

Forging New Frontiers: Keeping Children Safe at Home, at Play, on the Road Conference
Nov. 9-11
Kansas City, MO

Teen Distracted Driving Summit
Dec. 1-3
Washington, DC

ASTHO Winter Meeting
Dec. 3-5
Scottsdale, AZ

18th Annual MCH EPI Conference Co-hosted with the 2012 CityMatCH Urban MCH Leadership Conference
Dec. 12-14
San Antonio, TX

SAHM Annual Meeting: Achieving Healthy Equity for Adolescents & Young Adults
Mar. 13-16, 2013
Atlanta, GA

National Conference on Bullying
Feb. 27-Mar. 1, 2013
Orlando, FL

2013 Public Health Preparedness Summit
Atlanta, GA

Third Annual Teen Pregnancy Prevention Grantee Conference
May 20-22, 2013
National Harbor, MD

NACCHO Annual 2013
Jul. 10-12, 2013
Dallas, TX

Association of Maternal & Child Health Programs
2030 M Street, NW, Suite 350
Washington, DC 20036
(202) 775-0436
www.amchp.org