



2014 AMCHP Preliminary Session Outline

* As of Oct. 10, 2013 *

Saturday, January 25, 8:00 AM – 11:00 AM (Skills-building Sessions)

Best Practices in Ease of Use of Community-Based Services: Lessons learned from an Action Learning Collaborative (Session # SK1)

Session Track: MCH Systems Building

AMCHP and The National Center for Ease of Use of Community-Based Services have partnered to sponsor an action learning collaborative (ALC) focused on addressing state policies and practices that enable ease of use of community-based services for children with special health care needs. This ALC program links states with each other and two lead states to prove a tailored technical assistance model. The Title V program in each of these states has been working on a specific project with a variety of partners, such as Family-to Family Health Information Centers, the American Academy of Pediatrics, LEND programs, local school districts, Medica, Head Start, and Latino Community-based Organizations. This session will have smaller break-out sessions for participants to speak to presenters.

Myra Rosen-Reynoso, Ph.D., Senior Research Associate, University of Massachusetts Boston

Judith Palfrey, M.D., Professor, Boston Childrens Hospital-Harvard Medical School

Using Motivational Interviewing to Increase Breastfeeding Rates (Session # SK2)

Session Track: Women's and Infant Health

despite the fact that breastfeeding has significant health benefits to the mother and her infant, rates have been declining for decades. Motivational Interviewing (MI) is an evenced based intervention that has over 200 clinical trials behind it and has been utilized to positively impact a we range of behaviors. This session will prove an overview of MI and how it is being used in conjunction with a workbook that was created by the presenter, and adopted by many Flora Healthy Start Coalition's to increase breastfeeding rates across the Flora. The session will prove opportunities for the attendees to practice using the book in role

Dav Duresky, MA, Training/QAdirector, Broward Healthy Start Colaition

Skills to Help State and Local MCH Leaders Move Towards Equity in Birth Outcomes (Session # SK3)

Session Track: MCH Systems Building

Our challenge on the road ahead is to move towards the elimination of racial inequities in our nation's birth outcomes, earnestly and with clear direction. This session will prove three (3) unique opportunities for participants to discover how Title V Directors and State health departments can engage with their local health departments to meet this challenge. First, participants will learn about CityMatCH's recently

launched National and Ohio-based Institutes for Equity in Birth Outcomes. Second, participants will discover and share measurable public health strategies that can lead to a reduction in birth outcome inequities. And finally, participants will engage in hands-on, action planning activities similar to those completed by teams CityMatCH's Equity Institute Trainings (EITs).

Chad Abresch, MEd, Executive Director, CityMatCH

Denise Pecha, LCSW, Director of Programs, CityMatCH

Rebecca Ramsey, MPH, Public Health Project Coordinator, CityMatCH

Tools of the Transition Trade: Building Lifecourse Skills and Supporting CYSHCN from Pediatric to Adult Care (Session # SK4)

Session Track: CYSHCN

Participants will practice transition skills to employ in lifecourse care for CYSHCN and their families. Parent, nursing and physician trainers from Indiana University and Cincinnati Children's Hospital will deliver interactive teaching strategies including communication role plays, community resource referral demonstrations, and case studies of transition planning across chronic illness, physical disability and intellectual disability. Areas of discussion will include entification of new health care provers and financing methods, determination of decision-making status, behavioral and mental health services, healthy habits counseling, chronic condition and daily self-management, safety education and caregiver supports.

Mary Ciccarelli, MD, Director, Center for Youth and Adults with Conditions of Childhood, Indiana University School Of Medicine

Jason Woodward, MD, Assistant Professor of Clinical Medicine and Pediatrics, Clncinnati Children's Hospital

Elise Montoya, RN, Care Coordinator, Center for Youth and Adults with Conditions of Childhood, Indiana University

Building Comprehensive Systems that Support Adolescent Health (Session # SK5)

Session Track: Adolescent Health

In this session presenters from states participating in AMCHP's Comprehensive Adolescent Health Systems CoIN will present on their achievements during the first phase of the project and share lessons learned. Presenters will also share and discuss resources for supporting systems that support adolescent health and lead a discussion on the broader implications of activities that contribute to comprehensive systems that support adolescent health.

Maritza Valenzuela, MPH CHES, Program Manager, Adolescent Health, AMCHP



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Quality Improvement Methods for MCH Professionals (Session # SK6)

Session Track: Epidemiology/Data, Assessment, and Evaluation

Quality Improvement (QI) presents enormous opportunity for public health professionals to achieve measureable improvement in efficiency, effectiveness, performance, accountability, outcomes, and other indicators of quality services or processes. This training will prove attendees with practical, hands-on QI techniques and tools for public health. Attendees will learn how to apply QI methods, such as Plan-Do-Study-Act, to public health quality issues. Participants will learn about their role and potential contributions to an existing or new QI project, practice using QI tools, and begin to develop a plan for using QI in their home organization. Trainers will prove information how to become involved in state and national QI networks, such as the Improvement Partnerships and NIPN.

Judith Shaw, EdD, MPH, RN, FAAP, Executive Director of the Vermont Child Health Improvement Program, University of Vermont, College of Medicine

Wendy Davis, Associate Director, National Improvement Partnership Network (NIPN), Vermont Child Health Improvement Program

Saturday, January 25, 12:00 PM – 3:00 PM (Skills-building Sessions)

Building Family Strengths By Engaging Fathers on Home Visits (Session # SK7)

Session Track: Family Involvement

This session presents evidence that engaging fathers safely is optimal for a child's development. We share strategies for engaging fathers in home visits from a statewide system, supervisory and home visitor perspectives. The session addresses use of benchmarks, trainings, technical support and resource development. It offers suggestions for helping parents work together and addresses staff bias regarding fathers. It proves tools and confidence to begin difficult conversations with parents so plans that are best for the child are developed. Panelists include: the director of a statewide initiative; a rural home visiting program coordinator; and an urban home visitor. The session alternates between mini-presentations, brainstorming, small group activities and large group discussions.

Haji Shearer, B.A., Director of the Fatherhood Initiative, Children's Trust Fund

Becky Krysiak, M.S., Program Coordinator, Healthy Families of Berkshire County, Healthy Families Massachusetts; Child Care of the Berkshires

Johannie Almonte, Healthy Families Home Visitor, Massachusetts Society for the Prevention of Cruelty to Children

Moving the Perinatal Health Needle through Collaboration (Session # SK8)

Session Track: Women's and Infant Health

This skills building workshop will prove a road map for collaboration and team building when working to improve perinatal health in your community. By proving an overview of the infant mortality reduction initiative in our state we will walk the audience through our process for collaborating with key stakeholders and implementing a strategy to reduce the number of infant deaths and preterm births. The workshop will be interactive with several activities to demonstrate the importance of understanding the data, building collaborations and focusing on quality improvements.

Kesha Clinkscale, MPA, Director, Program Services, March of Dimes Georgia Chapter

Theresa Chapple-McGruder, PhD, MCH Epidemiologist Director, Georgia Department of Public Health

Pat Cota, RN, MS, Executive Director, Georgia OB/Gyn Society

National Consensus Standards for Systems of Care for CYSHCN: The What, Why and How for States (Session # SK9)

Session Track: CYSHCN

Creating a comprehensive, quality system of care for CYSHCN has been one of the most challenging and pressing priorities for state leaders. The ACA further heightened this need as states extend coverage to millions of uninsured and implement new quality provisions, among other areas. Historically, national initiatives have described frameworks and standards for such a system. These efforts have helped create an important starting point. However, they have not resulted in specific tools and application of a commonly recognized and endorsed national set of standards for systems of care serving CYSHCN. This interactive session will feature the work of the National Consensus Framework for Improving Quality Systems of Care for CYSHCN Project to develop a national set of CYSHCN system standards.

Karen Van Landeghem, Senior Advisor, AMCHP

Increasing Your Competency as a Facilitator (Session # SK10)

Session Track: Workforce and Leadership Development

New ways of doing the business of public health have resulted in an increased need to collaborate across different sectors. To be successful, collaboration requires an effective facilitator – someone who can plan and manage the process of meetings to move the group toward results. Most people are not trained as facilitators. Some people are naturally good at helping people work together while others are not. But, everyone can become better at it. Enhancing your competency as a facilitator will result in more effective collaborations in your organization or agency. Creating an environment for discussions need not be painful! Attendees will learn about a four-step



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framework to develop questions to engage different members of an audience and its applicability to various situations.

Librada Estrada, MPH, CHES, ACC, CEO, Estrada Consulting

Sharron Corle, MS, Associate Director, MCH Workforce & Leadership Development, AMCHP

Current Issues in Adolescent Health: National Adolescent/Young Adult Health Collaborative Meeting (Session # SK11)

Session Track: Adolescent Health

Maritza Valenzuela, MPH CHES, Program Manager, Adolescent Health, AMCHP

Communicating the Value of Improving Birth Outcomes to Illustrate a Return on Investment (Session # SK12)

Session Track: Epidemiology/Data, Assessment, and Evaluation

This workshop will offer tools to illustrate a Return on Investment (ROI) for improving birth outcomes, highlight state experiences communicating the value of improving birth outcomes, and offer participants an opportunity to practice their newly acquired skills gained during the session. Trainers will review pertinent information and then there will be time set aside for the participants to work on the section just discussed. Registered participants should include state teams with at least one program/policy staff and at least one data staff member. Teams will come prepared with information/data on one specific program that they wish to use to calculate a return on investment and will gain the skills to develop an issue brief and calculate the return on investment for their program.

Scott Grosse, PhD, Health Economist, CDC/NCBDDD

Ricardo Basurto-Davila, PhD, Economist, Los Angeles County Department of Public Health

Juanita Graham, DNP, RN, Grants & Special Projects, Office of Health Data & Research, Mississippi State Department of Health

Saturday, January 25, 3:15 PM – 5:30 PM (Skills-building Session)

MCH 3.0--Advancing the MCH Vision (Session # SK13)

Session Track: Workforce and Leadership Development

This session will focus on efforts within the Maternal and Child Health Bureau (MCHB) to move Maternal and Child Health (MCH) forward in this era of rapid change, and assure that the work of MCH leaders is well-aligned with other partners in the public health and health care delivery system. Participants will hear from MCHB about vision and priorities to improve access, quality, integration, equity, and accountability. An update on the transformation of the MCH Block Grant will be provided, with a focus on: (1) mission, vision and values;

(2) performance measurement; and (3) the MCH Block Grant guidance, application, and needs assessment. MCHB leadership will discuss opportunities provided by the Affordable Care Act as they relate to the work of state MCH and CSHCN programs.

Michael Lu, MD, MPH, Associate Administrator, MCHB

E J Tom, Business Analyst, SAIC

Sunday, January 26, 9:00 AM – 10:00 AM (Workshops)

Maternal Mental Health Legislation, Advocacy and Program Development: Innovative initiatives that address barriers to care at the legislative, policy and programmatic levels (Session # A1)

Session Track: Women's and Infant Health

Postpartum depression (PPD) is the leading complication of childbirth impacting 10-20% of all mothers and up to 50% of low-income mothers. The impact of PPD on infants can last a lifetime with significant negative effect on cognitive, social and behavioral development. Addressing PPD effectively has become a priority in many states across the country as well as nationally. The 2020 Mom Project of the CA Maternal Mental Health Collaborative and the Community-Based Perinatal Support Model (CPSM) in MA will both be explored as examples of innovative models that implement state-level policy initiatives, engagement of insurance companies and hospital infrastructures as well as collaborative, community-based organizing.

Liz Friedman, MFA, Program Director, MotherWoman

Joy Burkhard, MBA, Founder and Program Director, 2020 Mom Project

Reducing Sleep-Related Infant Deaths: The Tennessee Experience (Session # A2)

Session Track: Women's and Infant Health

Sleep-related infant deaths are on the rise in many states. To reduce the number of sleep-related deaths, Tennessee developed a statewide campaign using many unique and innovative approaches to promote safe sleep. This session will focus on the data sources used to identify sleep-related deaths as a significant problem, identify community level initiatives to enhance a statewide safe sleep campaign and describe the key components of a successful statewide campaign.

Rachel Heitmann, MS, Injury Prevention and Detection Director, Tennessee Department of Health

Michael Warren, MD, MPH, Director, Division of Family Health and Wellness, Tennessee Department of Health



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Sunday, January 26, 9:00 AM – 10:00 AM (Workshops)

The National Pediatric Readiness Project: Advancing Healthcare Quality for Children in our Communities (Session # A3)

Session Track: Child Health

Children who require emergency care have unique needs, especially when emergencies are serious or life-threatening. Many community emergency departments do not have the resources and staffing to adequately care for children. The National Pediatric Readiness Project is a multi-phase collaborative quality improvement initiative to ensure that all U.S. emergency departments (ED) have the essential guidelines and resources in place to provide effective emergency care to children. During this session, attendees will: 1) Learn about the results of the Pediatric Readiness Assessment 2) Understand the implications of the results for children in their communities 3) Learn about the tools and resources available to improve acute care of children in their communities

Elizabeth Edgerton, M.D., M.P.H., Branch Chief, EMSC and Injury Prevention, MCHB/HRSA/HHS

Sue Cadwell, R.N., M.S.N., Director, ED Initiative, Hospital Corporation of America

Cynthia Wright-Johnson, R.N., M.S.N., Director, Emergency Medical Services for Children, Maryland Institute for Emergency Medical Services Systems

Improving Systems of Care for CYSHCN: Michigan's Experience Transitioning CYSHCN from Fee-For-Service to Managed Care (Session # A4)

Session Track: CYSHCN

This session will focus on the challenges, changes, and opportunities that Michigan experienced when transitioning the CYSHCN population from a Medica fee-for-service arrangement into managed care health plans. The Directors from the State Medica Agency Managed Care Plan Division and the State Public Health Agency CYSHCN Division, along with the CYSHCN Parent Consultant will review the steps to plan, implement, and monitor this transition. Presentation topics will include benefits to the CYSHCN population, health plan readiness, significant role of parent partners, care coordination with local health departments, challenges, and performance review results. Discussion will focus on lessons learned and applicability for other states in efforts to improve systems of care for CYSHCN.

Kathleen Stiffler, M.A., Director, Managed Care Plan Division, Michigan Department of Community Health

Lonnie Barnett, MPH, Director, Children's Special Health Care Services, Michigan Department of Community Health

Lisa Huckleberry, A.A., Parent Consultant, Family Center for Children and Youth with Special Health Care Needs

Practices to Reduce Infant Mortality through Equity (PRIME) – New Approaches for Using Data (Session # A5)

Session Track: Health Equity

Michigan's MCH program engaged in an intense process of cultural change to train state health department staff to incorporate equity into their daily work to better address health inequities. Michigan conducted a stand-alone Pregnancy Risk Assessment Monitoring System Survey for mothers of Native infants. A revised definition of "Native infant" resulted in a 108 percent increase in sampling size. The Kitagawa formula was used to calculate the excess percent risk of infant mortality rate by race for each high risk county. A Health Equity Status Report presents data for social determinants of health indicators; a snapshot of the non-biological factors that contribute to inequities. The presenters will discuss the cutting edge approaches, challenges, lessons learned and opportunities.

Brenda Jegede, MPH, MSW, PRIME Project Manager, Michigan Department of Community Health

Patricia McKane, DVM, MPH, Senior MCH Epidemiologist, Michigan Department of Community Health

Cristin Larder, BS, MS, PRAMS Epidemiologist/, Michigan Department of Community Health

Vulnerable youth, health care transitions and the ACA: Challenges and opportunities for states and communities to help vulnerable youth thrive in a changing health care system. (Session # A6)

Session Track: Adolescent Health

Vulnerable youths—including youth who are immigrant, homeless, exiting foster care, and/or have been involved in juvenile justice or criminal system—face extra hurdles in transitioning from adolescent to adult health care systems. The Patient Protection and Affordable Care Act (ACA) brings opportunities and challenges for improving health care during this transition. This session will identify practical steps that Title V agencies and others can take to assure that ACA implementation meets vulnerable youths' unique needs. Panelists will briefly review recent research on health, health care and the ACA related to vulnerable youths. The session will feature strategies and tools used by a national young adult advocacy organization to engage youth in accessing care as ACA is implemented.

Claire Brindis, DrPH, Caldwell B. Esselstyn Chair in Health Policy, Director, Philip R. Lee Institute for Health Policy Studies, Philip R. Lee Institute for Health Policy Studies

Amy Lin, MPA, Deputy Policy and Organizing Director, Young Invincibles

Jane Park, MPH, Policy Research Coordinator, Div Adolescent & Young Adult Med., Dept Pediatrics, UC San Francisco



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Getting to a Triennial Report: Building and Strengthening Maternal Mortality Review Boards in the US (Session # A7)

Session Track: Epidemiology/Data, Assessment, and Evaluation

Maternal mortality reviews are a key public health function for entifying and understanding why women are dying during pregnancy and childbirth. Currently, there are national initiatives working to support reviews from their establishment to entifying trends and implementing changes at the policy, facility and community levels. This panel will explore the journey a state's maternal mortality review process takes from scratch to the eventual goal of becoming a model state for reducing maternal mortality.

Priya Agrawal, BMBCh, MA, MPH, DFSRH, Executive Director, Merck For Mothers

Gwyneth Lewis, Senior Clinical Research Global Health Lead - International Women's Health Research Maternal and Fetal Medicine, University College London

Marilyn Kacica, MD, MPH, Medical Director, Division of Family Health, New York State Department of Health

Using Quality Improvement Strategies to Integrate Comprehensive Oral Health Care Services into Primary Care Delivered in School-Based Health Centers (Session # A8)

Session Track: MCH Systems Building

This workshop describes some of the quality improvement (QI) efforts used by program administrators and provers to promote the integration of oral health care into school-based health centers (SBHCs) and to improve the oral health and overall health of children and adolescents. The panel will describe the importance of using QI strategies to improve children's and adolescent's oral health; explain how service integration can be advanced using QI strategies; share methodologies and tools used to assess QI; and discuss successes, challenges, and lessons learned in implementing QI efforts in SBHCs.

Pamella Vodicka, M.S., R.D., Director, Oral Health Program, Maternal and Child Health Bureau

Jayanth Kumar, D.D.S., M.P.H., Director, Bureau of Dental Health, New York State Department of Health

Sarah Wovcha, J.D., M.P.H., Executive Director, Children's Dental Services

Sunday, January 26, 10:30 AM – 11:30 AM (Workshops)

Addressing the Emergency Preparedness Needs of the Special Needs and Disability Population (Session # B1)

Session Track: CYSHCN

Rhode Island's session entitled "Meeting the Needs of Children and Youth with Special Health Care Needs and their Families through

Emergency Preparedness" will prove the AMCHP audience with information specific to the development of a state system to address the needs of vulnerable populations in emergency planning. Presenters will share unique disability specific programming models that Rhode Island has developed and utilized to improve the state's response for CYSHCN, their families and other disability populations.

Colleen Polselli, BA/BS, Pediatric Specialty Services and Disability and Health Program Manager, RI Department of Health

Deborah Garneau, MA, Chief, Office of Special Health Care Needs, RI Department of Health

Brittan Bates-Manni, BS/MS, Center for Emergency Preparedness and Response Helath Policy Analyst, Rhode Island Department of Health

Families are the Horizontal Thread in Vertical Systems - Cultivating Family Leaders into the MCH Workforce (Session # B2)

Session Track: Family Involvement

This interactive session will feature adult learning styles and will challenge the audience to shift from serving families to partnering with families. Featuring the highlights of Colorado's Family Leadership Training Institute (FLTI) this session will demonstrate how Colorado has enjoyed a significant return on investment by investing in the systemic development of family leaders. With over 400 graduates of the FLTI program, Colorado's Title V program has successfully moved down the MCH Pyramid while still successfully addressing several MCH priorities, such as obesity prevention, maternal wellness and CYSHCN. Presented by a Family Leader, this session will be anchored by the Progression of Leadership model, equipping the audience to recognize readiness indicators of emerging leaders.

Eileen Forlenza, Family and Community Engagement Specialist, Colorado Dept. of Public Health and Environment

Strategies to Facilitate Effective Health Care Transition for CYSHCN: Transition Planning, Care Coordination and Linkages (Session # B3)

Session Track: CYSHCN

Many CYSHCN lack the coordinated care and supports required to successfully prepare for and transition to adult health care. Health care transition readiness implies that pediatric provers have structure and processes in place to facilitate transition planning. Similarly, care coordination and adult system readiness assume that structure and processes are in place to facilitate successful transition, yet there is even that this is not the case. This workshop will describe three programs, with distinctly different models of care (hospital-based; public health nurse outreach; statewide care coordination), designed to fill the needs for improved transition planning and care coordination. It will prove data and lessons learned on their projects to date.

Albert Hergenroeder, MD, Chief Adolescent Medicine and Sports Medicine Section, Baylor College of Medicine



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Marilyn Hartzell, M.Ed, Director, Oregon Center for CYSHN

Elizabeth Collins, RN-BC, MS, Title V CSHCN Director, Special Medical Services/NH DHHS

Evaluating the National Coordinating Center for the Regional Genetic and Newborn Screening Service Collaboratives and the seven Regional Genetic Service Collaboratives (NCC/RC) (Session # B4)

Session Track: Epidemiology/Data, Assessment, and Evaluation

The National Coordinating Center for the Regional Genetic Service Collaboratives (NCC) and the Regional Genetic Service Collaboratives (RCs), embark on an evaluation program guided by three questions: How much do we do; How well do we do it; and, Are people better off? The data presents an opportunity for a valuable discussion on health care access, family/prover interactions, care coordination, and the challenges and opportunities of serving individuals with heritable conditions. This presentation will explore key elements and findings from the evaluation process using common measurement tools. Learn about the NCC/RCs' experience as an evaluation program supports the public infrastructure to improve access and to address gaps in services for individuals living with genetic conditions.

Sharon Romelczyk, MPA, Program Manager, National Genetics Education and Consumer Network, Genetic Alliance

Lisa Gorman, PhD, Program Director, Michigan Public Health Institute Systems Reform

Deborah Maiese, MPA, Evaluator, ACMG

Reproductive Life Planning from a Life Course Perspective: Lessons Learned from Every Woman Southeast's Pilot Initiatives (Session # B5)

Session Track: Women's and Infant Health

The Every Woman Southeast Coalition sought to explore innovative ways of reaching young adults and the providers who serve them with reproductive life planning and preconception health messages and system support. The selected pilot projects were specifically asked to engage non-traditional, non-health partners in this endeavor. Representatives from each project will cover lessons learned from the initiatives, including strategies for engaging and communicating with non-health sector partners, techniques for making system-level changes that support reproductive life planning from a life course perspective, and processes for evaluating these changes and this approach to increasing access to preconception care.

Piia Hanson, MSPH, Program Manager, AMCHP

The Expanding Integration of Community Health Workers into MCH and Early Learning Systems (Session # B6)

Session Track: MCH Systems Building

With the implementation of the Affordable Care Act (ACA), public health policy is shifting rapidly to enable integration of community health workers (CHWs) into early health and early learning initiatives. Public health systems are struggling to keep up with the changing policy environment, but interest is building in the unique role CHWs can play, particularly in communities facing health and development disparities. This session will describe the major ACA and other policy provisions supporting CHW integration and the newest policy changes that provide opportunities for building and sustaining CHW programs. Presenters will facilitate discussion around priority systems for CHW integration, the challenges of team-based approaches, and controversies in the CHW/MCH fields.

Rachel Abramson, RN, MS, IBCLC, Executive Director, HealthConnect One

Laura McAlpine, LCSW, Principal, McAlpine Consulting for Growth

Wandy Hernandez, AA, CD(DONA), CLC, CCE, Program Director, HealthConnect One

A Quality Improvement Change Package for Pediatric Integrated Health Homes in Iowa (Session # B7)

Session Track: Workforce and Leadership Development

The Pediatric Integrated Health Home (PIHH) program in Iowa is for children who are Medicaid eligible, between the ages of 0-18 years, and have a diagnosis of a severe emotional disorder that includes a functional impairment. This presentation will review the Quality Improvement (QI) process that was developed as part of the technical assistance activities associated with this program, including the Primary Drivers and Change Package and specific exercises using the Plan, Do, Study, Act (PDSA) model. The QI process for this project is based on required components of health homes as specified in the Affordable Care Act along with System of Care Values and Principles.

Vickie Miene, MS, MA, LMHC, Director of Operations and Finance, Division of Child and Community Health

Debra Waldron, MD, MPH, Chief Medical Officer, Division of Child and Community Health

Vicki Hunting, BA, Improvement Advisor, Center for Child Health Improvement and Innovation

Promoting Healthy Weight in MCH Populations: Challenges, Resources and Opportunities for Title V (Session # B8)

Session Track: Child Health

While recent evidence shows some improvements in obesity rates among children, reducing obesity in MCH populations continues to be a priority for Title V programs. State MCH programs play a significant role in addressing obesity through comprehensive services, yet challenges persist. This workshop will present results of an environmental scan of state priorities around obesity in MCH



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populations, and an overview of common strategies MCH programs are using to promote healthy weight. State programs will present on their efforts including health promotion and training, surveillance programs and state-wide partnership and collaborations. Participants will discuss current challenges, share resources and best practices, and identify opportunities to further efforts in their own states.

Kate Taft, MPH, Program Manager, Child Health, AMCHP

Sunday, January 26, 1:00 PM – 2:00 PM (Workshops)

Influencing Healthy Behaviors Across the Lifespan: Innovative Uses for Social Media (Session # C1)

Session Track: Child Health

Identifying innovative ways to use social media to achieve desired public health outcomes is one of the great challenges for MCH organizations. In this session, staff from the Iowa Chapter of the American Academy of Pediatrics will discuss experiences and lessons learned from two social media campaigns: one addressing developmental screening and surveillance in support of a Help Me Grow replication grant; the other engaging adolescents to influence multiple health behaviors through a Healthy People 2020 grant. This session will highlight strategies to develop, manage and evaluate social media campaigns and platforms. Participants will leave with a better understanding of how to develop effective messages, create social media strategies, and design campaigns to appeal to targeted audiences.

Tess Barker, PhD, JD, MA, Iowa AAP Chapter Executive Director, Iowa Chapter of the American Academy of Pediatrics

Rachel Nash, B.S., Social Media Intern, Iowa Chapter of the American Academy of Pediatrics

Fetal & Infant Mortality: Impacting Oklahoma's Rate through Targeted Care Management (Session # C2)

Session Track: Women's and Infant Health

Despite advances in medical care, OK's Infant Mortality Rate (IMR) has consistently remained above the national rate since 1992. To address these issues, the OK Health Care Authority (OHCA), the state agency that administers the the SoonerCare program (OK Medica), has launched a two-part targeted outreach to the 10 counties with the poorest pregnancy & infant outcomes. OHCA nurse case managers work with women in the targeted counties throughout their pregnancy, continuing through their baby's first birthday. This OK project promotes early prenatal care & consistent & timely well child care by connecting at-risk pregnant women & new mothers to needed physical & mental health services & community resources & supports to improve the birth and first year outcomes in these high-risk counties.

Marlene Asmussen, RN, BSN, CCM, Population Care Management Director, Oklahoma Health Care Authority

Rebekah Gossett, RN, MSN, Population Care Management supervisor, Oklahoma Health Care Authority

Preconception Health - An Interactive Life Course App (Session # C3)

Session Track: Life Course Approach

This session will demonstrate a newly developed interactive preconception health app. The app uses questions and answers with the user having the opportunity to self score their knowledge and behavior. The app focuses on the recognized domains of preconception wellbeing with an emphasis on family planning and sexual health/equity. The app assists the user along the stages of change from precontemplation to action maintenance. Issues such as sexism, racism, poverty and LGBT concerns are included. The app also links the user to professional, consumer friendly "more information" websites that are directly related to the questions. Facebook and feedback links are app options.

Michael Panella, M. Ed., Consultant, Ks Connected by Design, St. Lucie County, FL

Promoting Positive Youth Development through Surveillance and Authentic Engagement (Session # C4)

Session Track: Adolescent Health

Positive Youth Development (PYD) has emerged as a philosophy and approach to policies and programs that serve youth. It represents a fundamental change in thinking that moves away from negative risk paradigms and focuses on physical, emotional, social and environmental factors that support the healthy development of all youth. This presentation will highlight two strategies used in Oregon to shift the frame from "risk" to "strengths" and authentically engage youth in the programs and policies that impact them through: 1) surveillance of PYD levels among middle and high school youth and 2) development and testing of a Youth Participatory Action Research (YPAR) curriculum.

Elizabeth Thorne, MPH, Adolescent Health Policy and Assessment Specialist, Oregon Health Authority

Breastfeeding Continuum of Care for Low-Income Mothers in Health Care Reform: Opportunities and Collaboration (Session # C5)

Session Track: MCH Systems Building

Breastfeeding Preventive Services, in the Affordable Care Act, are an opportunity to improve health equities for low-income mothers. This workshop will share strategies for proving these health benefits equitably and effectively, through Medica programs and health exchanges, in collaboration with community organizations, establishing continuums of breastfeeding care. Models of care, including hospitals, community health centers, WIC agencies, and health plans, from select California communities, will be shared.



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Innovations, including co-staffing and counseling between WIC agencies and community health centers will be described. Attendees will use tools to outline opportunities for collaboration in their communities, including strategies to utilize health plan benefits.

Karen Farley, RD, IBCLC, Program Manager, California WIC Association

Achieving Service Coordination for Families of CYSHCN through a Title V Funded Innovative Partnership (Session # C6)

Session Track: CYSHCN

In 2012, Pennsylvania's (PA) MCH Title V funded Special Ks Network (SKN) restructured its program to respond to families' requests for better service coordination for CYSHCN. Through a unique partnership between the Department of Health and PA Elks Home Service Program, the SKN has dramatically improved services by: 1) hiring parents of CYSHCN to serve as Regional Coordinators; 2) Elks nurses providing free in-home service coordination to families; and 3) utilizing an Elks nurse to answer SKN helpline calls. Participants will learn how the resulting SKN infrastructure promotes an effective response to National Performance Measures 2, 5, and 6. Presenters will provide examples of how the SKN worked with partners to maximize resources and improve the lives of CYSHCN.

William Barbour, BS, Public Health Program Administrator, Pennsylvania Department of Health

Grace Egun, MHSC, Special Ks Network Regional Coordinator, Pennsylvania Elks Home Service Program

Implications of the ACA for Low-Income Women (Session # C7)

Session Track: Health Care Financing and Coverage

In Jan. 2014, many of the protections from the ACA will be in place. Outreach and enrollment activities will be several months into the six-month open enrollment period as well. It is important for MCH leaders to understand how these new protections and possible gaps in coverage might have an adverse impact on women accessing health care services. This session will highlight key provisions of ACA that have been implemented since 2010, key provisions of the ACA that will be implemented in 2014, the role that states have now and in the future of implementation and the impacts on MCH populations and the various opportunities, challenges and lessons from a variety of state perspectives and how these issues might affect birth outcomes.

Carolyn McCoy, MPH, Senior Policy Manager, Association of Maternal & Child Health Programs

SPHARC/CYSHCN (Session # C8)

Session Track: CYSHCN

Alma Reyes, Program Associate, Child & Adolescent Health, AMCHP

Monday, January 27, 10:30 AM – 11:30 AM (Workshops)

Pediatric Care Coordination Curriculum for a more effective Family Centered Medical Home (Session # D1)

Session Track: Child Health

Care coordination is a key function of the family centered medical home. It is particularly important for children and youth with special health care needs. Coordination sounds simple but it can be very complex. This workshop will describe the Pediatric Care Coordination Curriculum developed at Boston Children's Hospital and discuss how it has been implemented in different settings including Oregon, Colorado, Alaska and Michigan. Participants will learn the core components of the curriculum and will explore ways to implement it in their state or community.

Jane Turner, MD, Professor, Pediatrics and Human Development, Michigan State University

Stephanie Mucha, MPH, Manager, Children with Special Needs Initiatives, American Academy of Pediatrics

Richard Antonelli, MD, MS, Medical Director Integrated Care, Boston Children's Hospital

Care Coordination: Empowering Families- A model for partnership between Regional Genetics Collaboratives, Title V, and Family Programs (Session # D2)

Session Track: CYSHCN

Care Coordination: Empowering Families is a training curriculum developed by the Region 4 Mwest Genetics Collaborative. The purpose of the training is to provide parents with skills, knowledge and resources to coordinate care for children with complex needs in partnership with a medical home. The dissemination of the training is a model for how HRSA funded projects can extend their reach and accomplish common objectives through collaboration. This presentation will feature Michigan's Children's Special Health Care Services and Family Voices of Indiana and how our collective work has helped efforts to address the MCHB core outcomes. Discussion will focus on how collaboration can help share resources and improve effectiveness in a way that enhances the accomplishments of all involved.

Linda Fletcher, MS, CPNP, CSHCS Special Project Director, Michigan Department of Community Health

Kristen Hawkins, Parent Coordinator, Michigan Public Health Institute

Angela Plaxton, BS, Parent Consultant/Practice Coach, Indiana School of Medicine, Department of Pediatrics, Children's Health Services Research



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Affordable Care Act: Outreach and Enrollment (Session # D3)

Session Track: Health Care Financing and Coverage

In a dynamic health environment State MCH programs are poised to assure outreach and enrollment to public and private insurance coverage and other public programs. It is important to optimize the tools and resources afforded by the Affordable Care Act while at the same time leveraging the historic role of state MCH programs. This session will provide an update on outreach and enrollment activities from the Administration, partner organizations and other stakeholders and identify strategies for improving policies and practices to facilitate outreach and enrollment for vulnerable and hard to reach populations.

Carolyn McCoy, MPH, Senior Policy Manager, Association of Maternal & Child Health Programs

How Meaningful Data-Sharing between Public Health and Provers Reduces Disparities while Supporting Care and Outcomes (Session # D4)

Session Track: Epidemiology/Data, Assessment, and Evaluation

This session will provide MCH leaders and pediatric health care providers and administrators with the latest information, strategies and tools to fully leverage the role of health information technology and data in timely, quality newborn intervention and follow up. Using federal health IT standards and additional resources, participants will walk through the steps how information is collected and communicated in a robust data sharing framework and discuss real world examples of how health data and information exchange can reduce disparities, improve care and outcomes while helping stakeholders meet federal standards for the Meaningful Use (MU) of health information technology – and public health interoperability.

Joseph Schmeer, MBA, M.D., FAAP, Vice President, Chief Medical Information Officer and Medical Director of Clinical Information, Baylor Health Care System

Amy Gaviglio, M.S., C.G.C., Genetic Counselor and Short-Term Follow-Up Supervisor, Newborn Screening Program, Minnesota Department of Health

Annamarie Saarinen, MA, Founder, Chairman, Newborn Foundation | Coalition

Integrating Home Visiting into Early Childhood Comprehensive Systems: The Changing Landscape and Lessons Learned (Session # D5)

Session Track: MCH Systems Building

The Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program represents a unique opportunity to improve coordination of services for at-risk children through home visiting. The MIECHV Technical Assistance Coordinating Center (TACC), led by Zero to Three, provides support to home visiting programs in achieving high quality program implementation and improving program outcomes. During

this workshop, the TACC will share emerging issues and unmet needs MIECHV grantees encounter in implementing evidence-based home visiting programs. AMCHP will provide an update on the MIECHV program reauthorization and implications for Title V. Finally, state representatives will share experiences integrating home visiting into early childhood comprehensive systems.

Carolyn Mullen, Associate Director for Government Affairs, AMCHP
Lacy Fehrenbach, MPH, CPH, Director of Programs, AMCHP

New Resources and Strategies for Improving Preconception Health (Session # D6)

Session Track: Women's and Infant Health

This session offers participants instant access to a variety of new resources and information for putting preconception and interconception health into practice in whatever setting they work. We will share evaluation results from the Show Your Love Campaign Phase 1, including our best tips for sharing the campaign messages with consumers. We will premiere the new Preconception Toolkit for Clinicians AND a white paper that condenses the life course theory, preconception and health equity into one connected concept. Participants will have a chance to explore the national preconception health resource center and easy-to-access data from the CDC. This session puts the "W" in MCH as women's health before, between, and beyond pregnancy is an essential component of healthy families and communities

Sarah Verbiest, DrPH, MSW, MPH, Senior Advisor, Preconception Health and Health Care Initiative

"Authentically Engaging Fathers of Children with Special Health Care Needs" (Session # D7)

Session Track: Family Involvement

Fathers are frequently a forgotten part of the family equation when having a child with special health care needs. More programs today are attempting to capitalize on the integral and unique role fathers play in advocacy and health of their family and community. In this workshop presenters will discuss effective ways to engage fathers; help programs evaluate their "father friendliness;" discuss the vital importance of mothers when working with fathers; identify resources and engage participants in short scenarios demonstrating practical approaches for successfully attracting fathers, deepening their commitment and knowledge, while improving educational and health outcomes for their children, family, and themselves.

Malia Corde, Program Coordinator, NJ Parent to Parent, Statewide Parent Advocacy Network

Greg Schell, Director, Washington State Fathers Network



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Engaging Youth through Youth Advisory Boards/Councils (Session # D8)

Session Track: Adolescent Health

State health departments, and state governing bodies more broadly, are increasingly establishing youth advisory boards to organize input from young people. Evidence supports youth engagement to both improve programs and develop youth leadership. Various models have been created, utilized, and evaluated in the states. In this session adolescent health coordinators from three states—Kansas, Iowa, and Colorado—will present a variety of models of youth engagement through advisory boards and councils.

Jane Stueve, RN BSN, Adolescent and School Health Consultant, Kansas Department of Health and Environment

Anne-Marie Braga, MSSW, Population and Community Health Unit Manager, Colorado Department of Public Health and Environment

Monday, January 27, 1:45 PM – 2:45 PM (Workshops)

Implementing Section 2703 Health Homes for Children and Youth with Special Health Care Needs: What Inquiring Minds Need to Know (Session # E1)

Session Track: Health Care Financing and Coverage

The road ahead can include implementation of Section 2703 of the Affordable Care Act, the Health Home provision, which allows for a Medicaid State Plan Amendment (SPA) with payment for services such as care coordination; health promotion; transitional care; individual and family support; and referral to community services. The Catalyst Center, the national center for health insurance and financing for children and youth with special health needs, has interviewed representatives of states with Section 2703 SPAs. The presenters will share lessons learned to promote dissemination of the model, and will help attendees identify existing state infrastructures that would be a good platform for including CYSHCN in developing SPAs. Other issues for sustainability of the SPA will also be presented.

Beth Dworetzky, B.S. M.S., Project Director, Catalyst Center

Karen VanLandeghem, MPH, Senior Advisor National Center for Health Reform Implementation, AMCHP

Building MCH Workforce Capacity: Early Adopters and Creative Ways to use the MCH Navigator (Session # E2)

Session Track: Workforce and Leadership Development

The MCH Navigator is an online portal developed by MCHB, designed to address and support continuous MCH professional and workforce development needs. Hear how several state Title V programs have formalized use of the Navigator as a tool to build workforce capacity and identify ways to strengthen programs in the face of significant resource restraints, and learn how your agency/organization can use this free tool for professional development. John Richards from

Georgetown University will moderate a panel discussion with representatives from MD, OK and TN Title V programs. Panelists will share promising practices, lessons learned, and concrete examples of how each of their programs have incorporated the Navigator to promote systems building and workforce and leadership development.

Meredith Pyle, Ms., Maryland Department of Health and Mental Hygiene, Office for Genetics and People with Special Health Care Needs

Michael Warren, MPH FAAP, Dr., Tennessee Department of Health, Division of Family Health and Wellness

Janette Cline, MPH, MHR, CHES, Maternal and Child Health Consultant, Oklahoma State Department of Health

New Directions in Health Care Transition Quality Improvement (Session # E3)

Session Track: Adolescent Health

This workshop will present the new version of the “Six Core Elements of Health Care Transition” and Health Care Transition Indices, originally developed by Got Transition and updated by MCHB’s recently funded Center for Health Care Transition Improvement. The “Six Core Elements” include a set of steps for establishing a transition policy, monitoring transitioning youth, conducting transition skills assessment, implementing a transition plan, transferring to adult-centered care, and ensuring continuity within adult care. A panel of pediatric and adult transition experts will discuss the new guidance, sample tools, data collection methods, and quality improvement tips. This workshop will offer leadership training related to the national transition and medical home outcomes.

Kirsten Hawkins, MD, Physician, Georgetown University Hospital
Patience White, MD, Co-Project Director, Center for Health Care Transition Improvement

April Barbour, MD, Physician, The George Washington University

Including Boys, Men, and Fathers to Achieve MCH Goals (Session # E4)

Session Track: Family Involvement

MCH programs have a broad focus on the health and well-being of women, infants, children and families. This focus inherently includes males; however, as Title V programs integrate the life course approach into their activities, topics like reproductive health or masculinity take on new urgency. To promote healthy communities and families, maximize ROI, and break the cycle of deeply entrenched community challenges, boys and men are critical parts of the equation. During this session, state and local leaders will share their experiences implementing programs with males as the targets of, or key partners in, program goals. The agenda will feature an appraisal of MCH program readiness for male involvement and the identification of solutions to overcome barriers.



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Brian Gullins, MA, BA, Program Coordinator, Virginia Department of Social Services

Carlos Flores, MSW, LMSW, LADAC, Coordinator, New Mexico Department of Health, South Valley Male Involvement Project

Arletha Howard, Project Director, Tougaloo College/Delta HealthPartners Healthy Start Initiative

Using Maternal, Infant, and Early Childhood Home Visiting to Reduce the Burden of Injury and Violence (Session # E5)

Session Track: Child Health

The Affordable Care Act is proving resources for the expansion and strengthening of maternal, infant and early childhood home visitor programs. These programs are eally situated to confront the leading cause of morbidity and mortality among young children and infants: injury. Join us to learn about a new training curriculum developed by the Education Development Center for use by states to enhance the skills of home visitors to understand and prevent injuries in and around the home. You will receive an overview of the training's key concepts, components, and activities; learn how the training has been adapted to meet specific state needs; explore ways your state can customize this home visitor injury prevention training; and prove input to strengthen the training curriculum.

Carlene Pavlos, Director of the Bureau of Community Health and Prevention, Massachusetts Department of Public Health

Debra Samaha, Program Director for the Injury Prevention Center, Dartmouth-Hitchcock Children's Hospital at Dartmouth

Sally Fogerty, Director, Children's Safety Network, Education Development Center

Strategies for Developing Systems of Services for ACA Implementation (Session # E6)

Session Track: MCH Systems Building

This MCH systems building session will include a brief review of how Title V agencies can be involved in opportunities proved by the Affordable Care Act (ACA). During this session, leaders from Abt Associates and the National Academy for State Health Policy will facilitate an interactive discussion on the key strategies that can be used by Title V MCH programs for building systems of services including the promotion of interagency collaboration, and facilitating partnerships with federal and private stakeholders. We will also introduce the toolkit that will be developed for state MCH and CYSHCN directors as part of the HRSA –funded Peer-to-Peer and Technical Assistance for State Title V Programs on Implementation of the ACA.

Deborah Walker, EdD, Vice Present & Senior Fellow, Abt Associates, Inc.

Katharine Witgert, MPH, Program Director, NASHP

Catherine Hess, MSW, Senior Program Director, NASHP

Event-based and Emerging Best Practices for a Multi-Sector Approach to Improving Birth Outcomes (Session # E7)

Session Track: Women's and Infant Health

The Best Babies Zone (BBZ) Initiative is an innovative, multi-sector approach to reducing infant mortality and racial disparities in birth outcomes and improving birth and health outcomes by mobilizing communities to address the social determinants that affect health. The uniqueness of this national initiative lies in the fact that not only is the approach zonal, but it is comprehensive – addressing four critical sectors – economics, education, health and community – in order to strengthen environments that support better and healthier outcomes. The national leadership team in conjunction with cross-sector Subject Matter Experts (SMEs) has mobilized to support the BBZ initiative. This session will be presented by SMEs and highlight successful programs and strategies in the various domai

Piia Hanson, AMCHP

The Changing Face of Public Health: The Challenges and Opportunities of Event-based Practice (Session # E8)

Session Track: MCH Systems Building

Is your organization or agency implementing an event-based program or event-based practice? Odds are likely if you have applied for any federal funding opportunities over the past number of years. Adapting or replicating event-based practice can be challenging. This workshop will prove an open forum to discuss challenges in implementation, evaluation and sustainability of event-based practices, and how this push towards event-based practice has changed or will change how Title V programs operate. Participants will share successes, lessons learned, and resources to entify best practices and examples of successful replication and adaptation. Future opportunities to encourage the sharing of event-based practices and facilitate implementation will also be discussed.

Kate Taft, MPH, Program Manager, Child Health, AMCHP

Sharron Corle, Associate Director, MCH Leadership Development & Capacity Building, AMCHP

Monday, January 27, 4:15 PM – 5:15 PM (Workshops)

Title: The Rhode Ahead: How Rhode Island Utilizes Their Parent Center to Better Integrate MCH Systems of Care (Session # F1)

Session Track: Family Involvement

This session will demonstrate how Rhode Island(RI) is currently using RI Parent Information Network(RIPIN) to better integrate systems of care that support MCH. A panel will demonstrate how RI's major state



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agencies and numerous community-based agencies and programs prove funding to support RIPIN programs that utilize a peer-to-peer model that recruits parents and other caregivers who have personally accessed systems of care and places them in roles that support CYSHCN and their families across systems and service delivery models. This session is interactive and will include a facilitated participant discussion regarding possible applications of the Rhode Island model in other states.

Diana Kriner, Transition Manager, RI Parent Information Network

Tara Townsend, Family Support Coordinator, RI Parent Information Network

Deborah Masland, Director of Early Childhood Programs, RI Parent Information Network

Using mobile technology to connect underserved women and children with free, critical health and safety information. (Session # F2)

Session Track: Women's and Infant Health

Learn how new features of an innovative, free tool can help you connect with traditionally hard-to-reach populations and meet AMCHP's National Performance Measures. Text4baby - the nation's largest and only free mobile health service for pregnant women and new moms - has enhanced its messages with interactive well-baby visit and immunization information, appointment reminders, and mobile pages. Learn how the service supports states' goals in implementing the Affordable Care Act by connecting women to information on the health insurance marketplace and an interactive module that proves timely messages on Medica/CHIP eligibility, coverage, and renewal. The session will offer state-specific case studies on how Title V goals are being met through text4baby.

Janice Freedman, MPH, Executive Director, North Carolina Healthy Start Foundation

Carl Ellison, Vice Present/COO, Indiana Minority Health Coalition

Hei Parker, MA, Executive Director, Immunize Nevada

Let's Do this! How to work with Policymakers (Session # F3)

Session Track: Advocacy

In the current political and economic climate, public health professionals should engage with policymakers to ensure that important health and social programs retain funding and political support. Understanding the federal budgeting process and how to communicate with Congress is one of the most important and effective ways to inform policy. This presentation will explore specific strategies and recommendations for how to engage with elected officials and prove participants with an inside look at how to conduct an effective advocacy meeting.

Brent Ewig, MHS, Director; Region X Liaison; Public Policy & Government Affairs Team, AMCHP

State Approaches to the Neonatal Abstinence Syndrome (NAS) Epidemic (Session # F4)

Session Track: Child Health

Neonatal Abstinence Syndrome (NAS) is a condition in which a baby undergoes withdrawal after birth to a mother who used certain substances during pregnancy. Nationally over the past decade, the incidence of NAS has increased nearly 3-fold. Over three-quarters of the cost associated with caring for NAS infants is paid by state Medicaid programs, and these infants are at risk for adverse social, behavioral, and health outcomes later in life. Tennessee and Florida are two states that have been particularly hard-hit by the NAS epidemic. Attendees will hear about the experiences of these two states and will learn concrete strategies for entifying the NAS burden in their state, building coalitions to address the problem, and implementing preventive strategies.

Michael Warren, MD MPH, Director, Division of Family Health and Wellness, Tennessee Department of Health

Kris-Tena Albers, MN, ARNP, CNM, Bureau Chief, Family Health Services, Florida Department of Health

Quality Improvement with Families in the Lead (Session # F5)

Session Track: Family Involvement

In this session, Family Voices will share experiences from the development of a quality measurement tool, the Family-Centered Care Assessment (FCCA), that illustrate the value and approaches of families leading research and quality improvement efforts. Family Voices, a family leadership organization, will detail the process used to create and validate the FCCA, proving methods for how a family organization can take the lead in supporting quality improvement. We will discuss the advantages of multi-modal family involvement, and the benefits and challenges experienced with each engagement strategy.

Nora Wells, MEd, Ms., Family Voices, Inc.

Suzanne Bronheim, Ph.D., Dr., Georgetown University Center for Child and Human Development

Clarissa Hoover, MPH, Ms., Family Voices, Inc

Title V, Home Visiting and Project LAUNCH: Collaboration to Measure and Improve Health Outcomes (Session # F6)

Session Track: MCH Systems Building

This workshop will describe efforts to align the objectives, measurement systems, services and outcomes among Vermont's Title V, Maternal, Infant and Early Childhood Home Visiting (MIECHV), and Project LAUNCH (Linking Actions for Unmet Needs in Children's Health) programs to improve health outcomes for young children and their families. Presenters will guide participants through an interactive case example of collaborating to increase the percentage of Vermont



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children who receive early and continuous screening for developmental delay according to national guidelines. Participants will acquire knowledge and tools that will be useful in enhancing integration in their local, state or regional early childhood systems.

Davis Wendy, MD, Associate Director, National Improvement Partnership Network, Vermont Child Health Improvement Program

Breana Holmes, MD, Director, Division of Maternal and Child Health, Vermont Department of Health

Development and Utilization of Life Course Metrics (Session # F7)

Session Track: Life Course Approach

Life course is a theoretical model that takes into consideration the full spectrum of factors that positively and negatively impact an individual's health, not just at one stage of life, but through all stages of life including infancy, childhood, adolescence, adulthood, and elderly age. Recent effort by multiple state Title V programs has resulted in the development of measures to help assess, plan, and evaluate programs based on a life course perspective.

William Sappenfield, Professor and Chair, College of Public Health, University of South Florida

Rhode Island Life Course Metrics Team Member, Rhode Island State Department of Health

Additional AMCHP LCM State Team Member, AMCHP Life Course Metrics Project

Office of Adolescent Health Presentations (Session # F8)

Session Track: Adolescent Health

Presentations from staff of the Office of Adolescent Health.

Maritza Valenzuela, MPH CHES, Program Manager, Adolescent Health, AMCHP

Tuesday, January 28, 12:00 PM – 1:00 PM (Workshops)

Smoking Cessation Before, During and After Pregnancy (Session # G1)

Session Track: MCH Systems Building

ASTHO developed a new publication, Smoking Cessation Strategies for Women Before, During and After Pregnancy Recommendations for State and Territorial Health Agencies. State and community-based recommendations include promoting awareness of cessation benefits and treatment effectiveness by implementing coordinated media campaigns that target women during childbearing years, extending quitline services to women during and after pregnancy, and including WIC sites as points for intervening with pregnant and postpartum women. In this presentation, ASTHO and two states will share their experiences, best practices, and lessons learned in their efforts to

reduce tobacco use before, during and after pregnancy at the national, regional, and state levels to improve birth outcomes.

Daryn Kirkpatrick, Program Manager, Health Promotion & Community Relations, Oklahoma Health Care Authority

Ellen Pliska, MHS, CPH, Family and Child Health Director, ASTHO

Opportunities for the Medical Home to Support Early Hearing Detection and Intervention (EHDI) Programs (Session # G2)

Session Track: Workforce and Leadership Development

Hearing loss is one of the most prevalent congenital disorders, yet many children go unidentified and untreated. The medical home plays a critical role in ensuring access needed follow up services. The National Center for Hearing Assessment and Management and Boy's Town National Research Hospital conducted a survey in 2012 with primary care providers across 24 states to gauge the current status of physician knowledge, skills and practices pertaining to EHDI. These results were compared to the 2005 survey to determine progress made. Results reflected some positive changes while other aspects reflect little or no change. To address these challenges, tools developed by the American Academy of Pediatrics to strengthen the role of the medical home will be shared.

Diane Behl, MEd, Sr Research Scientist, Ntl Ctr for Hearing Assessment and Management

Jack Levine, FAAP, Chair, AAP EHDI Task Force, American Academy of Pediatrics

Integrating the CDC's "Learn the Signs. Act Early." campaign in MCH Programs in Indiana, Virginia, and Wisconsin to Improve Early Identification of Developmental Delays and Disabilities (Session # G3)

Session Track: CYSHCN

Too many children with autism and other developmental disabilities miss the opportunity for early intervention because their disability is identified too late. CDC's "Learn the Signs. Act Early." program is working to change this, in part through its collaborative Act Early initiative, a joint effort of CDC, MCHB, AUCD, and AMCHP to promote collaboration among state-level early childhood programs in improving screening, diagnosis, and referral. Presenters will report on the work of Act Early Ambassadors in Indiana, Wisconsin, and Virginia. This session reports on promising practices that can be applied to other MCH programs.

Stephan Viehweg, ACSW, LCSW, IMH-E(IV), Associate Director, Riley Child Development Center

Deana Buck, M.Ed., Program Group Leader, Education and Early Intervention Partnership for People with Disabilities

Gail Chodron, MA, Interdisciplinary Training Coordinator, WI LEND, Waisman Center, UCEDD



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Removing Barriers to Perinatal Care - Proving 1-stop Wrap Around Services (Session # G4)

Session Track: Women's and Infant Health

Join us as we share the story of Salmonberry Community Birth Center as it engages in opening an open access maternity care center and clinic to serve uninsured and Medica eligible pregnant women. This workshop will discuss the the process of entifying community need, bringing together stakeholders to discuss the problems, developing a service delivery model, and securing professional commitments from practitioners.

Annie Moffat, LM, Clinical Director, Salmonberry Community Birth Center

Michelle Sarju, LM, Clinical Director, Open Arms Perinatal Services

Improving surveillance of children's vision and eye health (Session # G5)

Session Track: Child Health

Improving surveillance of children's vision and eye health – National surveys have found a need for significant changes in how children's vision is addressed in the U.S. This workshop will use critical thinking skills to explore the results of the 2011-12 NSCH and the Title V program survey as well as the multi-pronged approach to children's vision employed by the Ohio Department of Health. Participants will have the opportunity to analyze the status of vision screening systems in their own state and begin the process to develop a plan of action or to evaluate any current plans to improve their system of vision care and surveillance within the framework of the six core children with special healthcare needs outcomes.

Kira Baldonado, Director, National Center for Children's Vision and Eye Health, Prevent Blindness America

Karen Hughes, MPH, Chief of the Division of Family and Community Health Services, Ohio Department of Health

Promoting Positive Approaches to Adolescent Health (Session # G6)

Session Track: Adolescent Health

Healthy Youth Development: The Adolescent Health Strategy That Keeps on Giving The adolescent health community knows – through research and practices – that healthy/positive youth development strategies are essential to the success of our work. But as more state MCH departments embrace this approach, adolescent health staff are discovering compelling new benefits: improved cross-agency collaboration; greater public support; increased workforce capacity. In this session, presenters will share their on-the-job experiences with HYD/PYD approaches and challenge participants to apply lessons learned to their own workscope.

Glynis Shea, BA, Communications Director, University of Minnesota

Achieving Health Equity Through Culturally Competent Breastfeeding Support Practices (Session # G7)

Session Track: Health Equity

How do different cultures support breastfeeding? Join this panel discussion with grassroots organizations that are engaging diverse communities in culturally sensitive ways. Black Mothers' Breastfeeding Association in Detroit, MI will share how they prove peer-to-peer encouragement for African American women and families, Young Women United in Albuquerque, NM will share how they support Sister Sharing Circles as spaces for low income women of color to meet community members and engage in meaningful discussions. And the Present and CEO of ROSE (Reaching Our Sisters Everywhere, Inc) in Lithonia, GA will discuss how they have trained African American healthcare providers and community organizations to provide culturally competent encouragement and support for Black mothers.

Esperanza Dodge, Mamas Justice Organizer, Young Women United

Kimarie Bugg, MSN, MPH, CEO & Present, ROSE (Reaching Our Sisters Everywhere, Inc)

Kdada Green, Founding Director, Black Mothers' Breastfeeding Association

Best Babies Zone Initiative: Engaging and Collaborating with State MCH Agencies and Title V Partners (Session # G8)

Session Track: Life Course Approach

Despite large investments in improving health care access and supportive services for families, mothers and babies, significant racial-ethnic and socioeconomic disparities in maternal and child health persist. A focus on the Life Course Perspective and a return to some of our early roots in maternal and child health have taught us that opportunities to achieve better birth outcomes and improved health for all must begin where community residents live, work, learn and play. The Best Babies Zone (BBZ) Initiative, funded by the W.K. Kellogg Foundation, is a bold national multi-year, multi-sector endeavor focused on implementing strategies to align and transform educational, economic, and community systems in specific geographic areas to reduce infant mortality and improve birth outcomes.

Cheri Pies, MSW, DrPH, Clinical Professor/Principal Investigator, School of Public Health, University of California, Berkeley, Best Babies Zone Initiative