

amchp annual conference jan. 25-28 washington, dc

2014 AMCHP Preliminary Session Outline

* As of November 19, 2013 *

Saturday, January 25, 8:00 AM – 11:00 AM
(Skills-building Sessions #SK1 -SK5)

Best Practices in Ease of Use of Community-Based Services: Lessons Learned from an Action Learning Collaborative (Session ID# 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 provide 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, Medicaid, Head Start, and Latino community-based organizations. This session will have smaller break-out sessions for participants to speak to presenters.

Myra Rosen-Reynoso, PhD, Senior Research Associate, University of Massachusetts Boston

Judith Palfrey, MD, Professor, Boston Childrens Hospital-Harvard Medical School

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

Session Track: Child 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 evidenced-based intervention that has more than 200 clinical trials behind it and has been utilized to positively impact a wide range of behaviors. This session will provide 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 Florida Healthy Start Coalitions to increase breastfeeding rates across the Florida. The session will provide opportunities for the attendees to practice using the book in role

David Duresky, MA, Training/QA Director, Broward Healthy Start Coalition

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

Session Track: Epidemiology/Data, Assessment, and Evaluation

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 provide three 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 the CityMatCH Equity Institute Trainings (EITs).

Denise Pecha, LCSW, Director of Programs, CityMatCH

Rebecca Ramsey, MPH, Public Health Project Coordinator, CityMatCH

Allison Miles, MPH, Health Data Analyst, CityMatCH

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

Session Track: CYSHCN

Participants will practice transition skills to employ in life course 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 identification of new health care providers 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, Cincinnati 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 ID# SK5)

Session Track: Adolescent Health

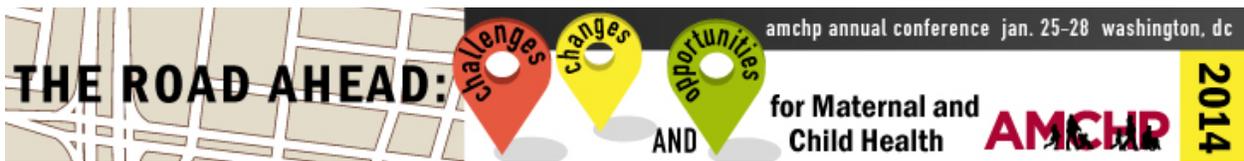
In this session, presenters from states participating in the AMCHP Comprehensive Adolescent Health Systems CoIN will present on their achievements during the first phase of the project and share lessons learned. Presenters also will share and discuss resources for supporting systems that support adolescent 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

Shay Chapman, BSN, MBA, State Adolescent Health Coordinator, Florida Department of Health, Division of Family Health Services

Gloria Montvalo, MD, Directora Asociada, Departamento de Salud de Puerto Rico

Kristin Teipel, BSN, MCH, Director, State Adolescent Health Resource Center



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Saturday, January 25, 8:00 AM – 3:00 PM
(Skills-building Session #SK6)

Quality Improvement Methods for MCH Professionals (Session ID# 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 provide 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 provide 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, MD, Associate Director, National Improvement Partnership Network (NIPN), Vermont Child Health Improvement Program

Saturday, January 25, 12:00 PM – 3:00 PM
(Skills-building Sessions #SK7 –SK11)

Building Family Strengths By Engaging Fathers on Home Visits (Session ID# 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 provides 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, Director of the Fatherhood Initiative, Children's Trust Fund

Becky Krysiak, 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 ID# SK8)

Session Track: Women's and Infant Health

This skills-building workshop will provide a road map for collaboration and team building when working to improve perinatal health in your community. By providing 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 ID# SK9)

Session Track: CYSHCN

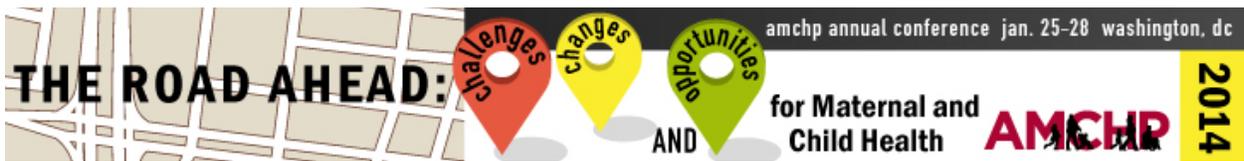
Creating a comprehensive, quality system of care for CYSHCN has been one of the most challenging and pressing priorities for state leaders. The ACA further heightened this need as states extend coverage to millions of uninsured and implement new quality provisions, among other areas. Historically, national 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, MPH, Senior Advisor, AMCHP

Increasing Your Competency as a Facilitator (Session ID# 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 framework to develop questions to engage different members of an audience and its applicability to various situations.



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Librada Estrada, MPH, CHES, ACC, CEO, Estrada Consulting
 Sharron Corle, MS, Associate Director, MCH Workforce and Leadership Development, AMCHP

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

Session Track: Adolescent Health

In this session participants will hear from a variety of speakers on current issues in promoting the health of adolescents and young adults. AMCHP staff will present the results of a recent environmental scan of adolescent health programs under Title V, including overarching themes and program highlights from select states. Additionally, Evelyn Kappeler, Director of the HHS Office of Adolescent Health, will provide an update on the development of the National Adolescent Health Agenda.

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

Saturday, January 25, 3:15 PM – 5:30 PM
 (Skills-building Session #SK12)

MCH 3.0 – Advancing the MCH Vision (Session ID# SK12)

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 ensure 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.

Michael Lu, MD, MPH, Associate Administrator, Maternal and Child Health Bureau (MCHB)

E J Tom, Business Analyst, Science Applications International Corporation (SAIC)

Sunday, January 26, 9:00 AM – 10:00 AM
 (Workshops #A1 –A8)

Maternal Mental Health Legislation, Advocacy and Program Development: Innovative Initiatives that Address Barriers to Care at the Legislative, Policy and Programmatic Levels (Session ID# A1)

Session Track: MCH Systems Building

Postpartum depression (PPD) is the leading complication of childbirth impacting 10-20 percent of all mothers and up to 50 percent 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 California Maternal Mental Health Collaborative and the Community-Based Perinatal Support Model (CPSM) in Massachusetts 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 ID# 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

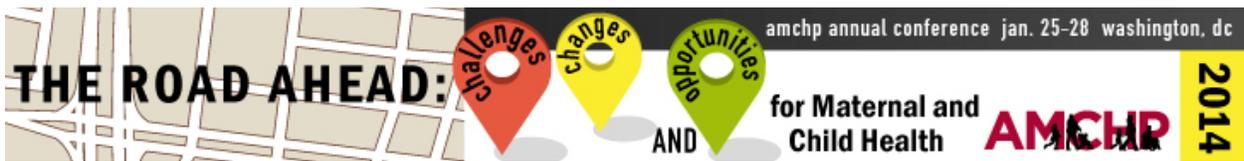
Michael Warren, MD, MPH, Director, Division of Family Health and Wellness, Tennessee Department of Health

The National Pediatric Readiness Project: Advancing Health Care Quality for Children in Our Communities (Session ID# 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, MD, MPH, Branch Chief, Emergency Medical Services for Children (EMSC) and Injury Prevention, Maternal and Child Health Bureau (MCHB)/ Health Resources and Services Administration (HRSA)/ US Department of Health and Human Services (HHS)



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Sue Cadwell, RN, MSN, Director, ED Initiative, Hospital Corporation of America

Cynthia Wright-Johnson, RN, MSN, 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 ID# A4)

Session Track: CYSHCN

This session will focus on the challenges, changes and opportunities that Michigan experienced when transitioning the CYSHCN population from a Medicaid fee-for-service arrangement into managed care health plans. The directors from the State Medicaid 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, MA, 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, AA, 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 ID# A5)

Session Track: Health Equity

The Michigan 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, 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 ID# 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 ensure that ACA implementation meets the unique needs of vulnerable youths. 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

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

Jane Park, MPH, Policy Research Coordinator, Division of Adolescent and Young Adult Medicine, Department of Pediatrics, University of California, San Francisco

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

Session Track: Epidemiology/Data, Assessment, and Evaluation

Maternal mortality reviews are a key public health function for identifying and understanding why women are dying during pregnancy and childbirth. Currently, there are national initiatives working to support reviews from their establishment to identifying trends and implementing changes at the policy, facility and community levels. This panel will explore the journey a state 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

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

Roy Hoffman, MD, MPH, Medical Director, Fatality Review Program, Philadelphia Department of Public Health

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

Session Track: MCH Systems Building

This workshop describes some of the quality improvement (QI) efforts used by program administrators and providers to promote the

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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 child and adolescent 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, MS, RD, Director, Oral Health Program, Maternal and Child Health Bureau

Jayanth Kumar, DDS, MPH, Director, Bureau of Dental Health, New York State Department of Health

Sarah Wovcha, JD, MPH, Executive Director, Children's Dental Services

Sunday, January 26, 10:30 AM – 11:30 AM
(Workshops #B1 –B8)

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

Session Track: CYSHCN

This workshop will present the Rhode Island emergency preparedness system for meeting the needs of CYSHCN to address identification, awareness, training, unique resource needs, and disability inclusive preparedness activities. Attendees will learn 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 Polsell, Pediatric Specialty Services and Disability and Health Program Manager, Rhode Island Department of Health

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

Families are the Horizontal Thread in Vertical Systems – Cultivating Family Leaders into the MCH Workforce (Session ID# 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 the Colorado 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 more than 400 graduates of the FLTI program, the Colorado 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 Department of Public Health and Environment

Strategies to Facilitate Effective Health Care Transition for CYSHCN: Transition Planning, Care Coordination and Linkages (Session ID# 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 providers 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 evidence 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 provide data and lessons learned on their projects to date.

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

Marilyn Hartzell, M.Ed, Director, Oregon Center for Children and Youth with Special Healthcare Needs (CYSHN)

Elizabeth Collins, RN-BC, MS, Title V Children with Special Health Care Needs (CSHCN) Director, Special Medical Services/New Hampshire Department of Health and Human Services (NH DHHS)

Evaluating the National Coordinating Center for the Regional Genetic and Newborn Screening Service Collaboratives and the Seven Regional Genetic Service Collaboratives (Session ID# B4)

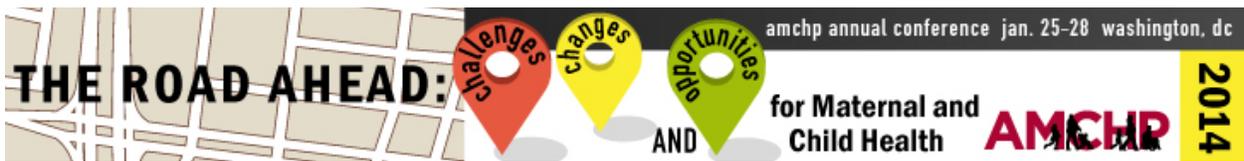
Session Track: Epidemiology/Data, Assessment, and Evaluation

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 did we do; How well did we do it; and, Are people better off? The data presents an opportunity for a valuable discussion on health care access, family/provider 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/RC 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



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Reproductive Life Planning from a Life Course Perspective: Lessons Learned from the Every Woman Southeast Pilot Initiatives (Session ID# 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.

Erin McClain, MA, MPH, Research Associate, University of North Carolina, Center for Maternal and Infant Health

Mirine Dye, MPH, CHES, IBCLC, Program Manager, Urban Health Partnerships

Kathryn M. Leopard, MS, Community Partnerships Coordinator, Choices. Memphis Center for Reproductive Health

Yajaira Benet-Smith, Program Coordinator for Beaufort and Jasper Counties, PASOs

The Expanding Integration of Community Health Workers into MCH and Early Learning Systems (Session ID# 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 ID# 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, Improvement Advisor, Center for Child Health Improvement and Innovation

Promoting Healthy Weight in MCH Populations: Challenges, Resources, and Opportunities for Title V and State Health Agencies (Session ID# 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 and state health agencies. State programs play a significant role in addressing obesity through comprehensive services, yet challenges persist. This workshop will provide an overview of common strategies that MCH programs are using to promote healthy weight and will highlight how state health agencies are using the 2008 Physical Activity Guidelines for Americans to promote physical activity. State programs will present on their efforts including health promotion and training, surveillance programs and statewide 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

Kristen Wan, MS, Senior Analyst, Health Promotion and Disease Prevention, Association of State and Territorial Health Officials

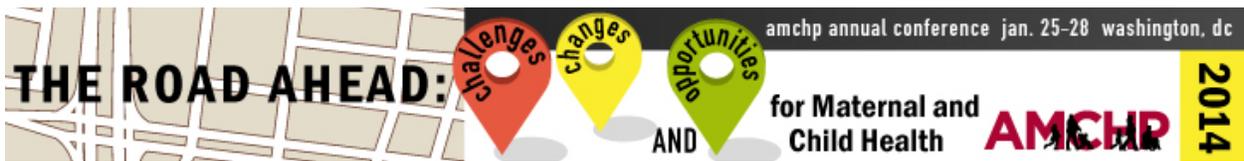
Brenda Fitzgerald, MD, Director, Division of Public Health and State Health Officer, Georgia Department of Community Health

Heidi Scarpitti, RD/LD, Public Health Nutritionist, Ohio Department of Health

Sunday, January 26, 1:00 PM – 2:00 PM
(Workshops #C1 –C8)

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

Session Track: Child Health



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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, Social Media Intern, Iowa Chapter of the American Academy of Pediatrics

Ann DePriest, Graduate Student, University of Iowa College of Public Health

Fetal and Infant Mortality: Impacting the Oklahoma Rate through Targeted Care Management (Session ID# C2)

Session Track: Women's and Infant Health

Despite advances in medical care, the OK 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 Medicaid), has launched a two-part targeted outreach to the 10 counties with the poorest pregnancy and 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 and consistent as well as timely well-child care by connecting at-risk pregnant women and new mothers to needed physical and mental health services along with community resources and 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 ID# 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 well-being 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, Kids Connected by Design, St. Lucie County, FL

Promoting Positive Youth Development through Surveillance and Authentic Engagement (Session ID# 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 ID# C5)

Session Track: MCH Systems Building

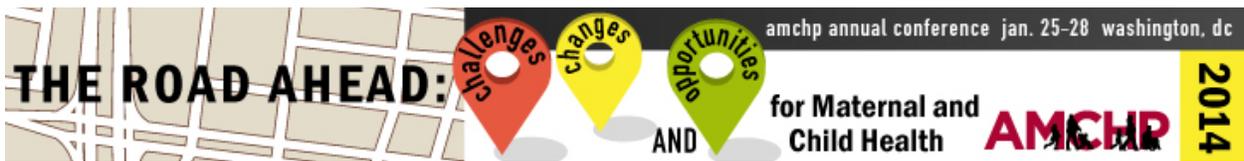
Breastfeeding Preventive Services in the Affordable Care Act are an opportunity to improve health equities for low-income mothers. This workshop will share strategies for providing these health benefits equitably and effectively, through Medicaid programs and health exchanges, in collaboration with community 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. 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 ID# C6)

Session Track: CYSHCN

In 2012, the Pennsylvania MCH Title V funded Special Kids Network (SKN) restructured its program to respond to family 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



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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, Public Health Program Administrator, Pennsylvania Department of Health

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

Margie Wood, RN, Special Projects Director, Pennsylvania Elks Home Service Program

What's New in 2014: The ACA and Maternal and Child Health Populations (Session ID# C7)

Session Track: Health Care Financing and Coverage

By January 2014, the health insurance coverage and consumer protection provisions of the Affordable Care Act will be implemented. This session will update MCH leaders on key ACA provisions that have been implemented since 2010 and cover the most pertinent provisions of the ACA for MCH populations. Looking across the lifespan from preconception to pregnancy through childhood, participants will learn the potential impacts of ACA on MCH populations and understand the various opportunities and challenges for women, children and their families.

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

Margaret Comeau, MHA, Co-Principal Investigator, Catalyst Center, Boston University School of Public Health, The Catalyst Center: Improving Financing of Care for Children and Youth with Special Health Care Needs, Boston University School of Public Health

Terry Adirim, MD, MPH, Special Consultant, Maternal and Child Health, Health Resources and Services Administration, US Department of Health and Human Services

Building Comprehensive and Systems of Care for Children and Youth with Autism Spectrum Disorder: Challenges and Opportunities (Session ID# C8)

Session Track: CYSHCN

This session will highlight the use of challenges and current opportunities to build systems of care for children and youth with autism spectrum disorder and other developmental disabilities. State Autism Planning and Implementation grantees will share their experiences in using cultural competency to raise autism awareness, enhancing early detection and access to early intervention services, and developing a statewide universal developmental screening system. Participants will consider common barriers to large system change in their state. Participants will have the opportunity to explore potential solutions to the common barriers of lack of resources, lack of

access, missing partners, inadequate reimbursement, inadequate knowledge or training, and work toward cultural competency.

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

Carol Miller, MPH, Mental Health Integration/UDS Coordinator, Washington State Department of Health

Rebecca Timmen, LAUNCH State Coordinator, ECCS Coordinator, Department of Health

Amy Daniels, PhD, Assistant Director of Public Health Research, Autism Speaks

Monday, January 27, 8:45 AM – 10:15 AM (Plenary Session)

The Future of Title V and MCH Programs (Session ID# PL1)

Session Track: MCH Systems Building

With many changes and challenges ahead for Title V and MCH, Clem Bezold from the Institute for Alternative Futures will take a look at the forces shaping health care and public/population health. Looking at trends and scenarios from several reports, including Vulnerability 2030 and Public Health 2030, this session will examine the federal debt and deficit, the state of the economy and poverty, and the role of state and local government in public health and health promotion.

Clem Bezold, PhD, Chairman and Senior Futurist, Institute for Alternative Futures

Monday, January 27, 10:30 AM – 11:30 AM (Workshops #D1–D8)

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



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Care Coordination: Empowering Families – A Model for Partnership between Regional Genetics Collaboratives, Title V and Family Programs (Session ID# D2)

Session Track: CYSHCN

This training will 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 the Michigan 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, Parent Consultant/Practice Coach, Indiana School of Medicine, Department of Pediatrics, Children's Health Services Research

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

Session Track: Health Care Financing and Coverage

In a dynamic health environment, state MCH programs are poised to ensure 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 and Child Health Programs

How Meaningful Data-Sharing between Public Health and Providers Reduces Disparities while Supporting Care and Outcomes (Session ID# 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 Schneider, MBA, MD, FAAP, Vice President, Chief Medical Information Officer and Medical Director of Clinical Information, Baylor Health Care System

Amy Gaviglio, MS, CGC, 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 ID# 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 ID# 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 premier 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



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Authentically Engaging Fathers of Children with Special Health Care Needs (Session ID# 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, MEd, Director, Washington State Fathers Network

Healthy Youth Development: The Adolescent Health Strategy That Keeps on Giving (Session ID# D8)

Session Track: Adolescent Health

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, Communications Director, University of Minnesota

Anne-Marie Braga, MSW, Population and Community Health Manager, Colorado Dept of Public Health and Environment

Gloria Montalvo, MD, Directora Asociada, Departamento de Salud de Puerto Rico

Monday, January 27, 1:45 PM – 2:45 PM
(Workshops #E1 –E8)

Implementing Section 2703 Health Homes for Children and Youth with Special Health Care Needs: What Inquiring Minds Need to Know (Session ID# 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 ideas for sustainability of the SPA will also be presented.

Beth Dworetzky, MS, Project Director, Catalyst Center

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

Opportunities for the Medical Home to Support Early Hearing Detection and Intervention (EHDI) Programs (Session ID# E2)

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, Senior Research Scientist, National Center for Hearing Assessment and Management

Jack Levine, FAAP, Chair, American Academy of Pediatrics (AAP) Early Hearing Detection and Intervention (EHDI) Task Force, American Academy of Pediatrics

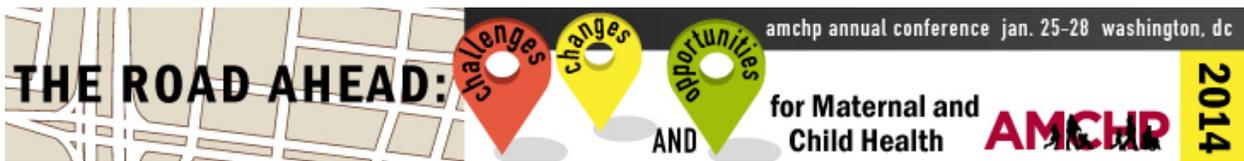
New Directions in Health Care Transition Quality Improvement (Session ID# E3)

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



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Including Boys, Men and Fathers to Achieve MCH Goals (Session ID# 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.

Brian Gullins, MA, 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, BSN, 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 ID# E5)

Session Track: Child Health

The Affordable Care Act is providing resources for the expansion and strengthening of maternal, infant and early childhood home visitor programs. These programs are ideally 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 provide input to strengthen the training curriculum.

Karin Downs, RN, MS, MPH, Director, Division of Pregnancy, Infancy and Early Childhood, Massachusetts Department of Public Health

Deirdre Dunn Tierney, MS, Early Childhood Special Projects Coordinator, Maternal and Child Health Sector, Department of Health and Human Services

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

Strategies for Developing Systems of Services for ACA Implementation (Session ID# 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 provided 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 President and Senior Fellow, Abt Associates, Inc.

Katharine Witgert, MPH, Program Director, NASHP

Catherine Hess, MSW, Senior Program Director, NASHP

The Changing Face of Public Health: The Challenges and Opportunities of Evidence-Based Practice and Sustaining Progress (Session ID# E8)

Session Track: MCH Systems Building

Is your organization or agency implementing an evidence-based practice? Adapting or replicating evidence-based practice can be challenging. In addition, programs that experience preliminary successes may be concerned about how to sustain the improvements already achieved. This workshop will provide an open forum to discuss challenges in implementation, evaluation and sustainability of evidence-based practices, and how this push toward evidence-based practice has changed or will change how Title V programs operate. This interactive session will feature examples of successful adaptation and replication from the Indiana Child Health Improvement Partnership, and participants will discuss successes, lessons learned, and resources to identify best practices. Future opportunities to encourage the sharing of evidence-based practices and facilitate implementation also will be discussed.

Angela Paxton, Parent Consultant/Practice Coach, IU School of Medicine

Nancy Swigonski, MD, MPH, Professor, IU School of Medicine

Mary Jo Paladino, MSA, Executive Director, IU School of Medicine

Monday, January 27, 4:15 PM – 5:15 PM
(Workshops #F1–F8)

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

Session Track: Family Involvement

This session will demonstrate how Rhode Island is currently using RI Parent Information Network (RIPIN) to better integrate systems of care that support MCH. A panel will demonstrate how the major RI state agencies and numerous community-based agencies and programs

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provide 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 ID# 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 the AMCHP 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 state goals in implementing the Affordable Care Act by connecting women to information on the health insurance marketplace and an interactive module that provides timely messages on Medicaid/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 President/COO, Indiana Minority Health Coalition

Heidi Parker, MA, Executive Director, Immunize Nevada

Let's Do this! How to work with Policymakers (Session ID# 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 provide 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 ID# 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 threefold. 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 identifying 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 ID# 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, providing methods for how a family organization can take the lead in supporting quality improvement. We will discuss the advantages of multimodal family involvement, and the benefits and challenges experienced with each engagement strategy.

Nora Wells, MEd, Director of Programs, Family Voices, Inc.

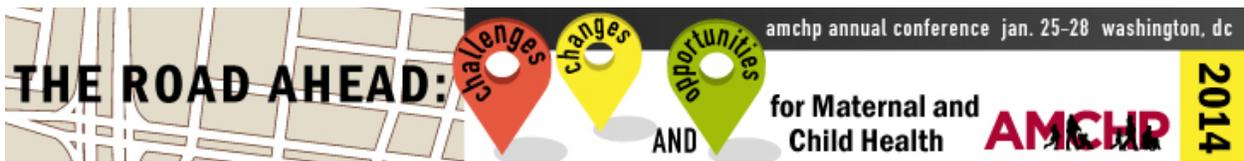
Suzanne Bronheim, PhD, Associate Professor of Pediatrics, Georgetown University Center for Child and Human Development

Clarissa Hoover, MPH, Research Coordinator, Family Voices, Inc

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

Session Track: MCH Systems Building

This workshop will describe efforts to align the objectives, measurement systems, services and outcomes among the Vermont 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 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.



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Davis Wendy, MD, Associate Director, National Improvement Partnership Network, Vermont Child Health Improvement Program
 Breena Holmes, MD, Director, Division of Maternal and Child Health, Vermont Department of Health

Development and Utilization of Life Course Metrics (Session ID# 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.

Ellen Amore, MS, KIDSNET Manager, Rhode Island State Department of Health

Amy Zapata, MPH, Program Director, Maternal and Child Health, Louisiana Bureau of Family Health

Caroline Stampfel, MPH, Senior Epidemiologist, AMCHP

Foster Care, Juvenile Justice, and Alternative Schools: Teen Pregnancy Prevention with Vulnerable Youth (Session ID# F8)

Session Track: Adolescent Health

At the national, state, and local levels programs are developing to address the needs of vulnerable youth populations. One study found that a girl in foster care is 2.5 times more likely to get pregnant at least once by age 19 compared to her adolescent peers not in the system. Teens in foster care are nearly twice as likely to have had sex and, more specifically, teen girls in foster care were found to be one third less likely to use any contraception during sex. Despite these facts, there is a lack of interventions designed for youth in foster care. The National Campaign to Prevent Teen and Unplanned Pregnancy and the American Public Human Services Association partnered to address that need and in this workshop will present an overview of the project's goals and activities, description of the curriculum adaptations and trainings, and findings from the process evaluation. For a ground-level perspective, representatives of the Office of Adolescent Health will present their work to address the needs of youth in foster care, alternative schools and the juvenile justice system.

Katherine Suellentrop, MPH, Director of State Support, The National Campaign to Prevent Teen and Unplanned Pregnancy

Tish Hall, MA, Public Health Advisor/Project Officer, Office of Adolescent Health

Tara Rice, MD, MPP, Public Health Advisor, Office of Adolescent Health

Tuesday, January 28, 9:10 AM – 10:45 AM
 (Plenary Session #PL2)

Working Together on Early Childhood Systems: Implementing a Multi-Sector Approach (Session ID# PL2)

Session Track: MCH Systems Building

Organizations are beginning to change their approach to improving early childhood systems by utilizing a multi-sector approach. Housing is investing in health, banks are investing in housing and health, and health is encouraging partnerships with many other industries. Learn practical examples of multi-sector approaches to improving systems of care for early childhood and education from an expert panel and how public health, specifically MCH, can use this to further their programs.

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

Tuesday, January 28, 12:00 PM – 1:00 PM
 (Workshops #G1 –G8)

Smoking Cessation Before, During and After Pregnancy (Session ID# 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, MPH, Program Manager, Health Promotion and Community Relations, Oklahoma Health Care Authority

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

Building MCH Workforce Capacity: Early Adopters and Creative Ways to Use the MCH Navigator (Session ID# G2)

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



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representatives from Maryland, Oklahoma and Tennessee 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, Systems Development Chief, Maryland Department of Health and Mental Hygiene, Office for Genetics and People with Special Health Care Needs

Michael Warren, MPH, FAAP, Director of the Division of Family Health and Wellness, 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

Integrating the CDC "Learn the Signs. Act Early." campaign in MCH Programs in Indiana, Virginia, and Wisconsin to Improve Early Identification of Developmental Delays and Disabilities (Session ID# 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. The CDC "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, Wisconsin Wisconsin Leadership Education in Neurodevelopmental and Related Disabilities (LEND), Waisman Center, University Centers for Excellence in Developmental Disabilities Education, Research, and Service (UCEDD)

Removing Barriers to Perinatal Care – Providing One-Stop Wrap Around Services (Session ID# 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 Medicaid eligible pregnant women. This workshop will discuss the the process of identifying 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, MSW, Director of Programs, Open Arms Perinatal Services

Sheila Capestany, MSW, MPH, Open Arms Perinatal Services

Improving Surveillance of Children's Vision and Eye Health (Session ID# G5)

Session Track: Child Health

National surveys have found a need for significant changes in how children's vision is addressed in the United States 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 multipronged 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 health care 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

Engaging Youth through Youth Advisory Boards/Councils: Lessons Learned and New Directions (Session ID# G6)

Session Track: Adolescent Health

State health departments, state governing bodies, and youth-serving institutions are increasingly establishing youth advisory boards to engage young people in program planning and implementation. Evidence supports youth engagement to both improve programs and develop youth leadership. Various models have been created, utilized, and evaluated in the states, particularly in programs serving YSHCN. In this session staff from the Rhode Island Department of Health and Children's Hospital of Philadelphia (CHOP) will share their program models, resources, and outcomes. The Rhode Island Department of Health's Adolescent Health Transition Program is seeking to redefine the adolescent medical home by engaging and involving youth as partners to work collectively. Through these efforts a core group of youth and adults formed a youth adult partnership: a Youth Advisory Council. Members of the council will share tips for building successful youth-adult partnerships, describe how it has become a tool for organizational and system wide improvement, and engage participants in a reciprocal Q&A session. Staff of the CHOP will describe their efforts to create programming that is both feasible and acceptable to youth, in order to encourage maximum engagement. The CHOP programs work with both youth and parents or caregivers to help them connect with appropriate community resources and think about what steps are needed for a successful transition. The professionals who conduct this programming will present their methods of self-reflection and evaluation of the programs that occur

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* As of November 19, 2013 *

on an ongoing basis in order to ensure that youth and parents/ caregivers find the programs helpful and effective.

Deborah Garneau, MA, Special Needs Director, Rhode Island Department of Health

Deborah Golding, Adolescent Transition Coordinator, Rhode Island Parent Information Network

Pauline Thompson, Youth Resource Specialist, RI Parent Information Network

Symme Trachtenberg, MSW, LSW, Director, Department of Community Education, The Children's Hospital of Philadelphia

Achieving Health Equity Through Culturally Competent Breastfeeding Support Practices (Session ID# 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 provide 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 President and CEO of ROSE (Reaching Our Sisters Everywhere, Inc) in Lithonia, GA will discuss how they have trained African American health care providers and community organizations to provide culturally competent encouragement and support for black mothers.

Esperanza Dodge, MSW, Mamas Justice Organizer, Young Women United

Kimarie Bugg, MSN, MPH, CEO and President, ROSE (Reaching Our Sisters Everywhere, Inc)

Kiddada Green, MSW, Founding Director, Black Mothers' Breastfeeding Association

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

Session Track: Women's and Infant Health

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 multiyear, 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