Program

To help select sessions that best meet your educational goals, follow the tracks presented in the key below and reference the MCH Leadership Competencies included with the session listings.

**TRACKS KEY**

<table>
<thead>
<tr>
<th>Making the Case for MCH Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EC</strong> The Economic Case</td>
</tr>
<tr>
<td><strong>HE</strong> The Health Equity &amp; Social Justice Case</td>
</tr>
<tr>
<td><strong>HOC</strong> The Health Outcomes Case: Impact of the Investment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Advocacy</td>
</tr>
<tr>
<td><strong>DER</strong> Data, Evaluation &amp; Research Methods</td>
</tr>
<tr>
<td><strong>CFC</strong> Cultural Competence &amp; Family-Centered Care</td>
</tr>
<tr>
<td><strong>HIT</strong> Health Information Technology &amp; Social Media</td>
</tr>
<tr>
<td><strong>FC</strong> Partnerships &amp; Collaboration</td>
</tr>
<tr>
<td><strong>QHS</strong> Quality Improvement, Health Care Financing &amp; Systems Building</td>
</tr>
<tr>
<td><strong>WLD</strong> Workforce &amp; Leadership Development</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Life Span Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AH</strong> Adolescent Health</td>
</tr>
<tr>
<td><strong>ICH</strong> Infant &amp; Child Health</td>
</tr>
<tr>
<td><strong>WPH</strong> Women’s &amp; Perinatal Health</td>
</tr>
<tr>
<td><strong>CYSHCN</strong> CYSHCN</td>
</tr>
</tbody>
</table>

**Types of Sessions**

**Skills-Building Sessions** are intensive, highly interactive trainings focused on developing specific skills or knowledge, to include hands-on activities, role-playing or other engaging methods.

**Workshops** are designed to share information and varying perspectives on particular programs and topics, allowing for audience interaction and a question and answer period.

**Power Workshops** are short 40-minute workshops that are paired by topic, to allow for a broader range of learning; a 10-minute break between 40-minute workshops will allow participants wishing to attend a second topic to change rooms.

**Knowledge Cafés** are open, creative conversations to share collective knowledge, ideas and insights, as well as to gain a deeper understanding of the subjects and the issues involved.

**Posters** are graphic presentations of research or program results displayed on poster boards.

**Registration Hours** – West Registration Desk

<table>
<thead>
<tr>
<th>SATURDAY, FEB. 11</th>
<th>8:00 AM to 5:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY, FEB. 12</td>
<td>8:00 AM to 7:00 PM</td>
</tr>
<tr>
<td>MONDAY, FEB. 13</td>
<td>7:30 AM to 7:00 PM</td>
</tr>
<tr>
<td>TUESDAY, FEB. 14</td>
<td>7:30 AM to 2:30 PM</td>
</tr>
</tbody>
</table>

**Exhibit Hall and Poster Presentation Hours and Events** – located in the Ambassador Ballroom and Foyer and the Bird Cage Walk

<table>
<thead>
<tr>
<th>SUNDAY, FEB. 12</th>
<th>5:20 p.m. to 7:00 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Hall Open</strong> – Exhibition Kick-Off and Poster Presentations Reception</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>MONDAY, FEB. 13</th>
<th>8:00 a.m. to 12:45 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Hall and Posters Open</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m. Breakfast with Exhibitors</td>
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<tr>
<td>2:30 p.m. – 3:15 p.m. Dessert Break with Exhibitors and Poster Presentations</td>
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</tr>
<tr>
<td>2:30 p.m. to 5:00 p.m. Exhibit Hall Open</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TUESDAY, FEB. 14</th>
<th>8:00 a.m. to 12:15 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Hall and Posters Open</strong></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. – 9:00 a.m. Breakfast with Exhibitors (alternative to Business Meeting and Leadership Celebration Breakfast)</td>
<td></td>
</tr>
<tr>
<td>10:15 a.m. – 11:00 a.m. Coffee Break with Exhibitors and Poster Presentations</td>
<td></td>
</tr>
</tbody>
</table>
### SATURDAY Schedule At-A-Glance & Session Planner

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>Registration Open</td>
<td>West Registration Desk</td>
</tr>
<tr>
<td>7:30 a.m. – 1:00 p.m.</td>
<td>Board of Directors Meeting</td>
<td>Palladian Room</td>
</tr>
</tbody>
</table>

**NOTE:** Ticketed preregistrants will be given first entry to all Training Institute events. Additional seats will be available to nonregistrants on a first-come basis.

<table>
<thead>
<tr>
<th>9:00 a.m. – Noon</th>
<th>Skills-Building Sessions</th>
<th>AMCHP Annual Conference Training Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>SESSION #</strong></td>
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<tr>
<td></td>
<td></td>
<td>A1</td>
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<td>A4</td>
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<td></td>
<td></td>
<td>A5</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>1:00 p.m. – 4:00 p.m.</th>
<th>Skills-Building Sessions</th>
<th>AMCHP Annual Conference Training Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>SESSION #</strong></td>
</tr>
<tr>
<td>Performance and Outcome Measurement: Strategies for Target Setting</td>
<td>B1</td>
<td>4, 10</td>
</tr>
<tr>
<td>Utilizing Resource Centers to Improve the Health and Safety of Children, Youth and Families Today and Tomorrow</td>
<td>B2</td>
<td>1, 5</td>
</tr>
<tr>
<td>Integrating Public and Private Service Delivery Systems for Women, Children and Their Families</td>
<td>B3</td>
<td>11</td>
</tr>
<tr>
<td>Using Social Media to Strengthen MCH Outreach</td>
<td>B4</td>
<td>5, 10</td>
</tr>
<tr>
<td>Maternal and Child Health Bureau Block Grant Training: Current Initiatives and Updates</td>
<td>B5</td>
<td>1</td>
</tr>
<tr>
<td>Promoting Maternal and Infant Mental Health through a Community-Based Perinatal Support Model for Mothers</td>
<td>B6</td>
<td>10, 11</td>
</tr>
</tbody>
</table>

| 4:30 p.m. – 6:00 p.m. | Legislative and Health Care Finance Committee Meeting – by invitation only | Calvert Room |
| 4:30 p.m. – 6:00 p.m. | Emerging Issues Committee Meeting – open to all attendees | Governors Room |
| 4:30 p.m. – 6:30 p.m. | Workforce and Leadership Development Committee Meeting – open to all attendees | Senate Room |
| 5:30 p.m. – 6:00 p.m. | Family and Youth Leadership Committee Meeting – open to all attendees | Cabinet Room |

**TRACKS KEY:**

### Making the Case for MCH Tracks
- The Economic Case
- The Health Equity & Social Justice Case
- The Health Outcomes Case: Impact of the Investment

### Action Tracks
- Advocacy
- Data, Evaluation & Research Methods
- Cultural Competence & Family-Centered Care
- Health Information Technology & Social Media
- Partnerships & Collaboration
- Quality Improvement, Health Care Financing & Systems Building
  Workforce & Leadership Development

### Life Span Tracks
- Infant & Child Health
- Women’s & Perinatal Health
- CYSHCN
8:00 a.m. – 5:00 p.m.
Registration Open
West Registration Desk

7:30 a.m. – 1:00 p.m.
Board of Directors Meeting
Palladian Room

9:00 a.m. – 12:00 noon
Skills-Building Sessions (A1-A5)

NOTE: Ticketed preregistrants will be given first entry to all Training Institute events. Additional seats will be available to nonregistrants on a first-come basis.

A1
Calvert Room
Identifying Evidence-Based Practices that Lead to Improvements in MCHB Performance Measures: A Toolkit for States

PRIMARY TRACK: Data, Evaluation & Research Methods
SECONDARY TRACK: Quality Improvement, Health Care Financing & Systems Building

MCH Leadership Competency 9: Developing Others through Teaching and Mentoring
MCH Leadership Competency 10: Interdisciplinary Team Building

This session leads participants to develop a framework to plan and link their state’s Title V program to national and state performance measures. Designed to help states identify and select evidence-based program activities, the toolkit assists Title V programs with setting future needs assessments and annual revisions of state performance measures. The session guides users to develop and use a logic model to help their programs translate state and local needs into effective program activities and broader strategies; identify intermediate factors affecting national or state performance measures that are amenable to change (by Title V programs); and support the monitoring and tracking of progress toward performance measures and the next Title V program planning cycle.

MODERATOR AND PRESENTER:
Ellen Pliska, MHS, CPH, Family and Child Health Director, ASTHO, Arlington, VA

PRESENTERS:
Susanna Ginsburg, MSW, President, SG Associates Consulting LLC, New York, NY

A2
Cabinet Room
Commit to Prevention and Health with Building Blocks for a Healthy Future

PRIMARY TRACK: Infant & Child Health
SECONDARY TRACK: Health Information Technology & Social Media

MCH Leadership Competency 9: Developing Others through Teaching and Mentoring
MCH Leadership Competency 11: Working with Communities and Systems

Building Blocks for a Healthy Future is a free tool for caregivers of children ages three to six, promoting proven behavioral interventions to reduce risk and enhance protective factors. With hands-on materials and a website, Building Blocks builds positive behavioral health with a focus on health and safety, nutrition, and social-emotional development. Participants will engage in hands-on activities that address important issues: building healthful eating, sleeping and life habits; coping with stressful situations such as divorce, bullying, separation and loss; building self-confidence; and enhancing positive behaviors. Participants will apply these interventions to their communities and discuss ways to promote these precepts among other key community stakeholders to support healthy children, families and communities.

MODERATOR AND PRESENTER:
Matthew Walker, Applied Research Associate, University Research Company, Inc., Rockville, MD

PRESENTERS:
Emily Novick, MPP, Program Director, SAMHSA/CSAP, Rockville, MD
Pat Schneider, President, Teachable Tech, Inc., Atlanta, GA

A3
Forum Room
Applying Quality Improvement Techniques, Forming Multisector Partnerships and Leveraging Tools and Resources: The Collaborate for Healthy Weight Initiative

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: Quality Improvement, Health Care Financing & Systems Building

MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

This skills-building session will present strategies from the Collaborate for Healthy Weight initiative for applying quality improvement techniques; partnering across primary care, public health, and community-based organizations; leveraging technology; and locating regional resources. Collaborate for Healthy Weight is an initiative of the National Initiative for Children’s Healthcare Quality, funded by HRSA, which aims to promote positive community, primary care, public health and individual change to reverse the obesity epidemic and promote health equity. In this training, we will feature interactive sessions with emerging innovations, tools and resources as well as opportunities for participants to get involved in the initiative in their regions.

MODERATOR AND PRESENTER:
Shikha Anand, MD, Physician Champion, National Initiative for Children’s Healthcare Quality, Boston, MA

PRESENTER:
R Julius Anastasio, MS, Project Manager II, National Initiative for Children’s Healthcare Quality, Boston, MA
Ease of Using Health Care Services for Latino Families with Children with Special Health Care Needs

PRIMARY TRACK: The Health Equity & Social Justice Case
SECONDARY TRACK: Cultural Competence & Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

There is evidence of racial/ethnic disparities in parent-reported satisfaction with care and ease of service. There are numerous factors that influence ease of service, including but not limited to language and cultural competence, availability of providers in minority communities, and family-centered care. The National Center for Ease of Use of Community Based Services, in collaboration with the Parent Advocacy Coalition for Educational Rights, Family Voices, AMCHP, and the American Academy of Pediatrics, will highlight some of their work focused on ease of use issues for Latino families. In particular, data from focus groups with Latino families and family advocacy groups will be presented, as well as a Latino family-led continuous quality improvement initiative.

MODERATOR AND PRESENTER:
Nora Wells, MEd, Director of Programs, Family Voices, Lexington, MA

PRESENTERS:
Susan Foley, PhD, Research Director, MCHB, Boston, MA
Myra Rosen-Reynoso, PhD, Senior Research Associate, MCHB, Boston, MA

Enhancing MCH Leadership Skills through Professional Development in Core Competencies

PRIMARY TRACK: Workforce & Leadership Development
MCH Leadership Competency 2: Self-Reflection
MCH Leadership Competency 3: Ethics and Professionalism

Significant challenges face America’s children and families, posing substantial obstacles to leaders charged with improving the health of this population. The success of MCH leaders hinges on the deliberate incorporation of core competencies into professional development plans. This workshop aims to provide both seasoned and new Title V leaders with concrete strategies for enhancing professional development. We will review critical challenges facing the MCH population, essential MCH leadership qualities, and strategies for utilizing MCH leadership skills to address key public health challenges. Attendees will identify opportunities for individual improvement; develop individualized plans based on self-assessment; and identify specific resources for training in core competencies.

MODERATOR AND PRESENTER:
Kristin Teipel, BSN, MPH, Director, State Adolescent Health Resource Center, University of Minnesota, Minneapolis, MN

Adolescent and Young Adult Health Institute

Interested in learning more about how your maternal and child health program can better serve adolescents? How well do you understand adolescent development? We know that adolescence is a time of biological, psychological and social changes – but we often view adolescence as a monolithic stage of development and design adolescent health programs accordingly. However, the reality is that there are several stages of development within adolescence – each with its own unique biological, psychological and social changes. If you’re interested in learning more about the different stages, needs and risk factors of adolescence and considering how these differences can impact your program design and implementation, join us for a two-part, day-long Adolescent and Young Adult (AYA) Institute. The first half of the AYA Institute is designed to increase your understanding of adolescent development and the components of adolescent development, and explore implications for maternal and child health programming to meet these needs. The second part of the AYA Institute will explore strategies to improve youth health efforts as part of a life course approach to maternal and child population health.

MODERATOR AND PRESENTER:
Kristin Teipel, BSN, MPH, Director, State Adolescent Health Resource Center, University of Minnesota, Minneapolis, MN
9:00 a.m. – 5:00 p.m.  
**Director’s Room**

**All Day Skills-Building Session (A7)**

**Grant-Writing Training: Proposal Writing Essentials – [separate fee required](#)**

Proposal Writing Essentials uses the Grantsmanship Center’s proven Listen & Discuss, Do & Review approach to target the key elements that make proposals competitive. This one-day workshop focuses on articulating and documenting problems, specifying measurable outcomes, identifying logical methods, and constructing a meaningful evaluation plan. We will also examine how all the pieces of a proposal fit together, practice interpreting application guidelines, and explore common proposal weaknesses. Because you will immediately put new knowledge into practice, you will retain what you learn and return to your organization with material you can use.

**MODERATOR AND PRESENTER:**  
Kevin Wiberg, BA, MA, Senior Trainer, The Grantsmanship Center, Los Angeles, CA

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Noon – 1:00 p.m.  
**Lunch Break – [lunch on your own](#)**

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1:00 p.m. – 4:00 p.m.  
**Skills-Building Sessions (B1-B6)**

**NOTE:** Ticketed preregistrants will be given first entry to all Training Institute events. Additional seats will be available to nonRegistrants on a first-come basis.

**B1  
Calvert Room  
Performance and Outcome Measurement: Strategies for Target Setting**

**PRIMARY TRACK:** Data, Evaluation & Research Methods  
**SECONDARY TRACK:** The Health Outcomes Case: Impact of the Investment

**MCH Leadership Competency 4: Critical Thinking**  
**MCH Leadership Competency 10: Interdisciplinary Team Building**

Measuring performance and setting targets for outcomes has become more important than ever with state and federal budget reductions leaving funding for only the most effective of programs and services. Developing appropriate targets is essential to demonstrating effectiveness of MCH programs and activities. This skills-building session will teach participants how to develop a framework for target setting, build analytic strategies, and discuss the benefits and pitfalls of each approach.

**MODERATOR AND PRESENTER:**  
Deborah Rosenberg, PhD, Research Associate Professor, University of Illinois Chicago School of Public Health, Chicago, IL

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**B2  
Forum Room  
Utilizing Resource Centers to Improve the Health and Safety of Children, Youth and Families Today and Tomorrow**

**PRIMARY TRACK:** The Health Outcomes Case: Impact of the Investment  
**SECONDARY TRACK:** Partnerships & Collaboration  

**MCH Leadership Competency 1: MCH Knowledge Base**  
**MCH Leadership Competency 5: Communication**

Death or disability of an infant, child or youth has a long-term impact on the well-being of all family members. MCH programs play a key role in assisting states to help families and communities stay safe and healthy while addressing the unique care needs of children and families. State programs and key partners at the community level need an awareness of health and safety issues negatively impacting the MCH populations in their states, an understanding of environmental and behavioral factors contributing to increased morbidity and mortality, and, most importantly, the capacity to create interventions within systems and the continuum of care to impact these issues. This skills-building session will utilize case scenarios that relate to national performance measures.

**MODERATOR:**  
Kristin Teipel, BSN, MPH, Director, State Adolescent Health Resource Center, University of Minnesota, Minneapolis, MN

**PRESENTERS:**  
Sally Fogerty, BS, MEd, Director, Children’s Safety Network National Injury and Violence Prevention Resource Center, Education Development Center, Newton, MA  
Michael Ely, MA, Program Director, Department of Pediatrics, University of Utah, Salt Lake City, UT  
Suzanne Bronheim, MS, PhD, Director, Sudden Unexpected Infant and Child Death and Pregnancy Loss Project, Georgetown University, Washington, DC

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**B3  
Congressional A Room  
Integrating Public and Private Service Delivery Systems for Women, Children and Their Families**

**PRIMARY TRACK:** Quality Improvement, Health Care Financing & Systems Building  
**MCH Leadership Competency 11: Working with Communities and Systems**

States are transforming health care delivery systems to improve health care quality and health outcomes, and reduce health care costs. As part of these efforts, state Title V MCH programs, public insurance programs (e.g., Medicaid and CHIP), provider groups, children’s hospitals, families, and other stakeholders are implementing initiatives to integrate public/private health care systems in areas including shared resources (e.g., care coordination), quality improvement...
The 2012 AMCHP Annual Conference

SATURDAY Feb. 11

**B4**

**Governors Room**

**Using Social Media to Strengthen MCH Outreach**

**PRIMARY TRACK:** Health Information Technology & Social Media
- MCH Leadership Competency 5: Communication
- MCH Leadership Competency 10: Interdisciplinary Team Building

Consider this: in spring 2011, 87 million women, ages 18-76, were online. Of these, 69 million were using social media weekly. In 2010, 50 percent of the questions coming into the March of Dimes Pregnancy & Newborn Health Education Center were through social media: Twitter, blogs and Facebook. That is a fundamental shift in the way we communicate and social media is causing it. Facebook has 750 million users worldwide and Twitter 200 million. Blogs are springing up every day. How can we harness all this power? This workshop will examine the various social media platforms, their strengths, weaknesses and corresponding audiences. We will discuss tools, trends and tips for a successful program. We will consider goals, metrics and evaluations, as well as highlight lessons learned.

**MODERATOR AND PRESENTER:**
- Beverly Robertson, MLS, MA, National Director, Pregnancy and Newborn Health Education Center, March of Dimes, White Plains, NY
- Beverly Robertson, MLS, MA, National Director, Pregnancy and Newborn Health Education Center, March of Dimes, White Plains, NY

**B5**

**Executive Room**

**Maternal and Child Health Bureau Block Grant Training: Current Initiatives and Updates**

**PRIMARY TRACK:** Workforce & Leadership Development
- MCH Leadership Competency 1: MCH Knowledge Base

This session will provide an update on Title V MCH Block Grant activities. Participants will have the opportunity to exchange ideas and hear about the latest enhancements to the Title V Information System (TVIS); changes to the FY 2013 Title V MCH Block Grant Application/FY 2011 Annual Report submission process; revisions to the MCH Block Grant Application/Annual Report Guidance; new Women’s Health Profiles available on TVIS; State Priorities from 2000 to 2010, as reported in the 5-year Needs Assessments; and an update on the Maternal, Infant, and Early Childhood Home Visiting Program.

**MODERATOR AND PRESENTER:**
- Cassie Lauver, ACSW, Director, Division of State and Community Health, MCHB, Rockville, MD
- Cassie Lauver, ACSW, Director, Division of State and Community Health, MCHB, Rockville, MD

**PRESENTERS:**
- EJ Tom, Business Analyst, SAIC, Rockville, MD
- Terry Adirim, MD, MPH, Director, Office of Special Health Affairs, HRSA, Rockville, MD
- Victoria Freeman, DrPH Research Fellow, Cecil G. Sheps Center for Health Services Research, Chapel Hill, NC
- Sabrina Matoff-Stepp, PhD, Director, Office of Women’s Health, HRSA, Rockville, MD
- Sabrina Matoff-Stepp, PhD, Director, Office of Women’s Health, HRSA, Rockville, MD

**B6**

**Cabinet Room**

**Promoting Maternal and Infant Mental Health through a Community-Based Perinatal Support Model for Mothers**

**PRIMARY TRACK:** Women’s & Perinatal Health
- MCH Leadership Competency 10: Interdisciplinary Team Building
- MCH Leadership Competency 11: Working with Communities and Systems

Did you know that when mothers have postpartum depression, it can have a huge impact on infant mental health, cognitive development and behavioral outcomes? Did you know that mothers can be
effectively screened and treated for postpartum depression, changing outcomes for infants and families? Why is it then that research shows that connecting mothers to needed care and treatment is nearly impossible? During this skills-building session, learn the Community-Based Perinatal Support Model, which directly addresses the gap between screening and services for mothers. Learn this organizational-change approach and its 10-step process for transforming a community from one full of gaps to one that builds a comprehensive, community-based, multi-disciplinary safety net for women.

MODERATOR:
Annette Cycon, MSW, Founder and Director of Training, MotherWoman, Amherst, MA

PRESENTERS:
Liz Friedman, MFA, Program Director, MotherWoman, Amherst, MA
Nancy Byatt, DO, MBA, Assistant Professor of Psychiatry, University of Massachusetts (UMass) Medical School, UMass Memorial Medical Center, Worcester, MA
Linda Jablonski, RNC, MSN, Assistant Nurse Manager for Obstetrics, Baystate Franklin Medical Center, Greenfield, MA

Every child deserves a great mom.
Because a healthy start leads to strong lives.

For girls like Maria, living in poverty without help, nurse home visits can open a healthy, successful future. For her, and her baby.

Nurse-Family Partnership.
Acting today, for healthy tomorrows.
## SUNDAY Schedule At-A-Glance & Session Planner

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>SESSION #</th>
<th>MCH COMPETENCIES</th>
<th>PRIMARY TRACK</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 7:00 p.m.</td>
<td>Registration Open</td>
<td></td>
<td></td>
<td></td>
<td>West Registration Desk</td>
</tr>
<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>The CDC MCH Epidemiology Program: A Resource for Building State and Tribal MCH Capacity</td>
<td></td>
<td></td>
<td></td>
<td>Calvert Room</td>
</tr>
<tr>
<td><strong>NOTE</strong>: Ticketed preregistrants will be given first entry to all Training Institute events. Additional seats will be available to nonregistrants on a first-come basis.</td>
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### 9:00 a.m. – Noon Skills-Building Sessions AMCHP Annual Conference Training Institute

<table>
<thead>
<tr>
<th>Event</th>
<th>Session #</th>
<th>Primary Track</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting Data into Action to Improve Health and Well-Being for Children</td>
<td>C1, 12</td>
<td>PC</td>
<td>Executive Room</td>
</tr>
<tr>
<td>Public Health in Partnership with Medical Homes: Building the Future for Quality Preventive Care</td>
<td>C2, 10, 11</td>
<td>PC</td>
<td>Empire Room</td>
</tr>
<tr>
<td>Innovation in Developing Family Leaders: From Service to Partnership</td>
<td>C3, 7, 8</td>
<td>PC</td>
<td>Cabinet Room</td>
</tr>
<tr>
<td>Developing a Program to Support the Adult Transition for Youth with Special Health Care Needs</td>
<td>C4, 9, 11</td>
<td>CYSHCN</td>
<td>Congressional A Room</td>
</tr>
</tbody>
</table>

### 9:00 a.m. – Noon Skills-Building Sessions AMCHP Annual Conference Training Institute

<table>
<thead>
<tr>
<th>Event</th>
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<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Life Course Approach to MCH: Challenges and Strategies for Implementation</td>
<td>C5, 1, 11</td>
<td>HESJ</td>
<td>Palladian Room</td>
</tr>
<tr>
<td>A Life Course Dialogue: Exploring State-Level Implementation</td>
<td>D1</td>
<td>PC</td>
<td>Palladian Room</td>
</tr>
</tbody>
</table>

### Noon – 1:00 p.m.
- Lunch Break – lunch on your own
- New Directors Luncheon – by invitation only

### 1:00 p.m. – 3:30 p.m.
- Warm Welcome Coffee Reception
- Welcome and John C. MacQueen Memorial Lecture General Session – generously sponsored by

### 3:45 p.m. – 5:20 p.m. Power Workshops

There is a 15-minute break between Part 1 (3:45 p.m. - 4:25 p.m.) and Part 2 (4:40 p.m. - 5:20 p.m.) of the Power Workshops to allow participants wishing to attend a second topic to change rooms. **NOTE**: In order to receive CDC continuing education for Power Workshops, you must attend both parts on the same topic. You may not change rooms to attend another topic.

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<td>Using Proven Approaches to Reduce Teen Pregnancy: The Personal Responsibility Education Program</td>
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<td>Practical Tools for Effective Suicide Prevention in Your State</td>
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<td>Accomplishments of the MCHB Combating Autism Act Initiative: Cross-Coordination of Training, Research and Systems Implementation Programs to Advance Policy and Practice</td>
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<td>The Parent-to-Parent Approach: Effective Peer Support for Families with Children Who Have Special Health Care Needs</td>
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<td>CYSHCN</td>
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<td>Promoting MCH Leadership in State Lifespan Respite Systems for Children and Youth with Special Health Care Needs and Their Families</td>
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<td>Best Practices for Inclusion Programs: Successful Children = Successful Outcomes</td>
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<td>SIDS Reduction among African-American Infants</td>
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<td>Review of SIDS Cases among African American Infants in Los Angeles County</td>
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<td>Reaching Expectant Parents through Social Media</td>
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<td>Effectively Reaching New and Expectant Mothers on Facebook: The Use of Photo Contests to Raise Awareness about the Importance of Tummy Time and Early Motor Delay Prevention</td>
<td>1, 9</td>
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<tr>
<td>Baby’s First Test: A New Way to Engage Families and Raise Awareness of State Newborn Screening Programs</td>
<td>5, 11</td>
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<td>Improving Birth Outcomes</td>
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<td>Forging a Trail: Bootleg Evaluation of a Non-Evidence-Based Home Visiting Program and Implications in Public Health Nursing Practice</td>
<td>1, 11</td>
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<tr>
<td>Improving Healthy Birth Outcomes through Prenatal Care Management</td>
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SUNDAY Schedule At-A-Glance & Session Planner

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<td>3:45 p.m. – 5:20 p.m.</td>
<td>Power Workshops continued</td>
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<td>Early Childhood Development</td>
<td>E8</td>
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<td>Part 1: Engaging Medical Providers and the Reach Out and Read Program in State Early Learning Strategies to Promote School Readiness</td>
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<td>Part 2: MCH and Early Childhood Settings: Reaching Children Where They Are to Provide Comprehensive Services</td>
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<td>Applying a Life Course Perspective</td>
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<td>Part 1: Women’s Bone Health: The Importance of Having a Life Course Perspective</td>
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<td>Part 2: Turning the Ship: Making the Shift to a Life Course Framework</td>
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<td>Communication</td>
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<td>Part 1: Ask Me™ and Health Literacy: Enhancing the Patient and Family Experience by Breaking Down Barriers to Communication</td>
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<td>Part 2: Communications 101: How to Tell the Title V Story</td>
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<td>5:20 p.m. – 7:00 p.m.</td>
<td>Exhibition Kick-Off and Poster Presentations Reception</td>
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<td>Ambassador Ballroom</td>
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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>Newcomer Speed Networking Event</td>
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<td>Executive Room</td>
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<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>Act Early Meeting – open to all members of Act Early state teams</td>
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<td>7:00 p.m. – 9:00 p.m.</td>
<td>Family Delegates and Family Scholars Dinner – by invitation only</td>
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<td>Congressional A Room</td>
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TRACKS KEY:

**Making the Case for MCH Tracks**
- The Economic Case (EC)
- The Health Equity & Social Justice Case (EC)
- The Health Outcomes Case: Impact of the Investment (EC)

**Action Tracks**
- Advocacy (A)
- Data, Evaluation & Research Methods (DER)
- Cultural Competence & Family-Centered Care (CC)
- Health Information Technology & Social Media (HIT)
- Partnerships & Collaboration (PC)
- Quality Improvement, Health Care Financing & Systems Building (QHS)
- Workforce & Leadership Development (WLD)

**Life Span Tracks**
- Adolescent Health (ACH)
- Infant & Child Health (ICH)
- Women’s & Perinatal Health (WPH)
- CYSHCN (CYS)
8:00 a.m. – 7:00 p.m.
Registration Open  West Registration Desk

8:00 a.m. – 9:00 a.m.  Calvert Room
The CDC MCH Epidemiology Program: A Resource for Building State and Tribal MCH Capacity

OPEN TO ALL CONFERENCE ATTENDEES, THIS SESSION WILL FEATURE THE FOLLOWING CDC PRESENTERS:
Charlan Kroelinger, Program Lead, MCH Epidemiology Program
Violanda Grigorescu, Branch Chief, Applied Sciences Branch
Wanda Barfield, Division Director, Division of Reproductive Health

9:00 a.m. – 12:00 noon
Skills-Building Sessions (C1-C4)

NOTE: Ticketed preregistrants will be given first entry to all Training Institute events. Additional seats will be available to nonregistrants on a first-come basis.

C1  Executive Room
Putting Data into Action to Improve Health and Well-Being for Children

PRIMARY TRACK: Data, Evaluation & Research Methods  
SECONDARY TRACK: Advocacy

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 12: Policy and Advocacy

Data is essential for all partners in the MCH arena, allowing for evaluation of the current state of programs and exploration of new opportunities to improve health outcomes over the lifespan. The Data Resource Center (DRC) provides an easy-to-use online interactive data query of both the National Survey of Children’s Health (NSCH) and the National Survey of Children with Special Health Care Needs (NS-CSHCN). This workshop aims to inspire and empower MCH leaders and families to use data to advance systems of care for all children and CYSHCN. Participants will learn the importance of data in improving systems of care over the lifespan; conduct interactive online queries of the NSCH and NS-CSHCN; create local estimates of children’s health, health care access and quality; and learn to effectively communicate data to improve MCH programs and policies.

MODERATOR AND PRESENTER:
Christina Bethell, PhD, MBA, MPH, Director, Professor, The Child and Adolescent Health Measurement Initiative, Portland, OR

PRESENTERS:
Michael Kogan, PhD, Director, Office of Epidemiology, Policy, and Evaluation, MCHB, Rockville, MD
Scott Stumbo, MA, Research Associate, The Child and Adolescent Health Measurement Initiative, Portland, OR

C2  Empire Room
Public Health in Partnership with Medical Homes: Building the Future for Quality Preventive Care

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: Quality Improvement, Health Care Financing & Systems Building

MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

This session will provide MCH and CYSHCN leaders, pediatric health care providers, and families with strategies and tools to enhance the partnership between public health and medical homes in the delivery of quality preventive care consistent with national and state standards. Using available tools from the American Academy of Pediatrics (AAP) such as the Bright Futures Tool and Resource Kit, the Building Your Medical Home Toolkit and other new QI resources, participants will review QI methodologies and discuss implementation strategies to improve care. This session will focus on Bright Futures and medical home efforts at the state and local levels including engaging families as members of multidisciplinary partnerships and developing strategies to enhance access to care and delivery of preventive services.

MODERATOR:
Angela Tobin, AM, LSW, Medical Home Education and Policy Analyst, AAP, Elk Grove Village, IL

PRESENTERS:
Paula Duncan, MD, Youth Director, VCHIP, Clinical Professor of Adolescent Medicine, Department of Pediatrics, University of Vermont (UVM), Burlington, VT
Judith Shaw, EdD, MPH, RN, Executive Director, VCHIP, Research Associate Professor, Department of Pediatrics, UVM, Burlington, VT
RJ Gillespie, MD, MHPE, FAAP, Pediatrician, Children’s Clinic, Portland, OR
Innovation in Developing Family Leaders: From Service to Partnership

This session will encourage attendees to reframe family involvement and participation as a civic engagement initiative. Sharing data and outcomes from a proven curriculum, participants will learn how to engage families and youth as change agents. This interactive session will address the barriers to including families while providing solutions through an evidence-based model, and will effectively braid the theory of family engagement with civic engagement by sharing data, strategies and current outcomes as documented by several states, including Colorado, Wyoming, Connecticut, Rhode Island and Virginia.

MODERATOR AND PRESENTER:
Eileen Forlenza, Director, Colorado Family Leadership Initiatives, Colorado CYSHCN, Denver, CO

PRESENTERS:
Elaine Zimmerman, MEd, Director, Connecticut Commission on Children, Hartford, CT
Charla Ricciardi, Child and Adolescent Health Coordinator, Wyoming Department of Health, Cheyenne, WY

Developing a Program to Support the Adult Transition for Youth with Special Health Care Needs

The objectives of this session are to develop necessary skills to create working plans to improve transition clinical services in primary or subspecialty care settings; to utilize training to develop key stakeholder, community and funding resources; and to develop draft documents for transition policies and clinical service delivery models with attention to the use of portable summaries and transition plans. The Indiana University transition support program, the Center for Youth and Adults with Conditions of Childhood, with experience as a noncategorical clinical transition support program, will provided a structured workshop approach to program development and improvement.

MODERATOR AND PRESENTER:
Mary Ciccarelli, MD, Director, Center for Youth and Adults with Conditions of Childhood, Indiana University, Indianapolis, IN

The Life Course Approach to MCH: Challenges and Strategies for Implementation

Dr. Arden Handler and Ms. Amy Fine will present a session on challenges to the implementation of life course science in MCH. Four types of challenges raised by life course science will be addressed: conceptual, data, operational and strategic/political. The question of how the life course approach fits into challenging economic and political times at the local, state and national level will be addressed: is life course a potential threat to the field of MCH as we know it or is it a strategic opportunity to reposition ourselves, providing a potential lifeline? In the second half of the session, participants will have a direct opportunity to discuss and propose strategies to overcome these challenges.

MODERATOR AND PRESENTER:
Amy Fine, MPH, Health Policy/Program Consultant, Center for Study of Social Policy, Washington, DC

PRESENTER:
Arden Handler, DrPH, Professor, University of Illinois School of Public Health, Chicago, IL

A Life Course Dialogue: Exploring State-Level Implementation

Interested in learning how states are implementing a life course approach to MCH? Come join us for an interactive session to continue discussion on how to advance a life course perspective. Learn from your peers about approaches, opportunities and challenges. This session builds on last year’s popular Life Course Town Hall Meeting.

MODERATOR AND PRESENTER:
Ana Novais, MA, Executive Director of Health, Division of Community, Family Health and Equity, Providence, RI

PRESENTER:
Mary Ann Galloway, MPH, Director, Life Course Health Systems, Indiana State Department of Health, Indianapolis, IN
The 2012 AMCHP Annual Conference

12:00 noon – 1:00 p.m.
Lunch Break – lunch on your own

12:00 noon – 1:15 p.m.
New Directors Luncheon – by invitation only
Embassy Room

1:00 p.m. – 1:30 p.m.
Warm Welcome Coffee Reception
Regency Ballroom

The AMCHP Board of Directors offers you a warm welcome (and a hot cup of coffee)! Come say "hello" before the presentations begin. Snacks also provided.

1:00 p.m. to 3:30 p.m.
Welcome and John C. MacQueen Memorial Lecture General Session
Regency Ballroom

generously sponsored by

Welcome to AMCHP 2012! The first general session of the conference will include welcoming remarks from key AMCHP leaders and our partners from the Maternal and Child Health Bureau. Join us to learn more about what is happening here in Washington, DC, what might be coming for MCH programs in the future, and the activities of our federal partners. We will also enjoy a performance by Kinetic Affect, a dynamic spoken word duo based in Kalamazoo, MI, and AMCHP will present the John C. MacQueen Memorial Lecture Award to Dr. Gail Christopher.

WELCOMING REMARKS
Stephanie Birch (Moderator), RNC, MPH, MS, FNP, AMCHP President and Section Chief, Women's Children's and Family Health and Division of Public Health, Alaska Department of Health and Social Services
Michael C. Lu, MD, MPH, Associate Administrator, Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services
Michael R. Fraser, PhD, CAE, Chief Executive Officer, AMCHP

PERFORMANCE
Kinetic Affect

Kinetic Affect is a dynamic spoken-word duo based in Kalamazoo, MI, composed of two very different men. Kirk Latimer, a survivor of his own destructive past, and Gabriel Giron, a survivor of cancer, combine their voices to give life to their difficult past experiences. Together, they are able to show audiences the common humanity we all share. Having been on the hit show America’s Got Talent and at the Apollo stage in New York City, Kinetic Affect combines entertainment with deeply moving and emotional personal struggles and triumphs. This work has driven them to start a nonprofit organization called Speak It Forward Inc., which brings the power of their work and personal experiences to the individuals, vulnerable children and organizations that need it the most.

PRESENTATION OF THE 2012 AMCHP JOHN C. MACQUEEN MEMORIAL LECTURE AWARD
Recognizing innovation in the field of public health

PRESENTED BY
Alethia Carr, RD, MBA, Director, Bureau of Family, Maternal and Child Health, Michigan Department of Community Health
Kathryn Hall-Trujillo, MPS, Community Health Administrator and Advocate, Ashoka Global Social Entrepreneur, Birthing Project USA: The Underground Railroad for New Life

JOHN C. MACQUEEN MEMORIAL LECTURE
Gail Christopher, DN, Vice-President – Program Strategy, W. K. Kellogg Foundation
There is a 15-minute break between Part 1 (3:45 p.m. – 4:25 p.m.) and Part 2 (4:40 p.m. – 5:20 p.m.) of the Power Workshops to allow participants wishing to attend a second topic to change rooms.

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E2

Federal Initiatives

PART 1: Accomplishments of the MCHB Combating Autism Act Initiative: Cross-Coordination of Training, Research and Systems Implementation Programs to Advance Policy and Practice

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Workforce & Leadership Development

MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

The Maternal and Child Health Bureau at HRSA developed the Combating Autism Act Initiative (CAAI) to address the following: increase public awareness of autism spectrum disorder (ASD), reduce barriers to screening and diagnosis, support research, and train health care professionals to serve children with ASD and other developmental disabilities. The panel will present CAAI’s accomplishments and highlight partnerships among training, research and state implementation programs. The session will further outline recommendations for policy and system change that will support healthy development for all children and transition-age youth with ASD and other developmental disabilities.

MODERATOR AND PRESENTER:
Smita Varia, MA, Prevention Specialist, Suicide Prevention Resource Center, Washington, DC

E2

Empire Room

PART 2: Building Reproductive Health Preparedness Science Together

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: Data, Evaluation & Research Methods

MCH Leadership Competency 11: Working with Communities and Systems

During the past 15 years, the United States has averaged 58 major federally declared disasters per year that have affected all states and U.S. territories. Postdisaster research studies in the United States have shown that pregnant women may have increased medical risks, such as blood pressure disorders or anemia. Also, their infants may experience health issues,
such as low birth weight and length, preterm births, or decrease in head size. At this interactive workshop, participants will review associations between disaster, reproductive health and birth outcomes, learn about new assessment and surveillance tools, be introduced to the CDC Division of Reproductive Health’s new preparedness and response program, and provide input about how we can build reproductive health preparedness science together.

**MODERATOR AND PRESENTER:**
Marianne Zotti, DrPH, Lead Epidemiologist, CDC/NCDDD/DRH, Atlanta, GA

**PRESENTERS:**
Juanita Graham, DNpc, MSN, Health Services Chief Nurse, Mississippi State Department of Health, Jackson, MS
Lisa Haynie, PhD, Professor of Nursing, University of Mississippi School of Nursing, Jackson, MS

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**PART 1: Families Partner with Pediatric and Family Medicine for Quality Improvement in a Medical Home**

**PRIMARY TRACK:** Partnerships & Collaboration

**SECONDARY TRACK:** Cultural Competence & Family-Centered Care

**MCH Leadership Competency 8: Family-Centered Care**

**MCH Leadership Competency 9: Developing Others through Teaching and Mentoring**

Medical home is the model of primary care in the 21st century. Families have an impact on health care improvement, and the family-provider partnership is an important part of creating a medical home for optimum health care. Learn about Indiana’s Medical Home Learning Collaborative (MHLC) project and how families have influenced quality improvement in 18 primary care practices. Examples of positive outcomes due to the family perspective will be shared. Other lessons learned include the use of story boards at MHLC conferences and the positive impact of face-to-face site visits at each practice in the MHLC.

**MODERATOR:**
Shirley Payne, MPH, Unit Manager, Integrated Community Services, Indiana State Department of Health, Indianapolis, IN

**PRESENTERS:**
Angela Paxton, BS, Parent Consultant, Indiana University School of Medicine, Indianapolis, IN
Nancy Swigonski, MD, MPH, Associate Professor of Pediatrics, Indiana University School of Medicine (IUSM), Indianapolis, IN
Mary Jo Paladino, MSA, Indiana CISS Project Facilitator, Medical Home Learning Collaborative, Children’s Health Services Research, IUSM,

**PART 2: The Parent-to-Parent Approach: Effective Peer Support for Families with Children Who Have Special Health Care Needs**

**PRIMARY TRACK:** The Health Equity & Social Justice Case

**SECONDARY TRACK:** CYSHCN

**MCH Leadership Competency 8: Family-Centered Care**

**MCH Leadership Competency 11: Working with Communities and Systems**

The parent-to-parent approach matches two parents of children who have special needs but different levels of experience to share their knowledge and experience. Matching is done by local parent-to-parent programs. Statewide programs provide the infrastructure to bring together these programs to share ideas about program, governance, evaluation and budgeting. Participants in this presentation by directors of statewide programs in North Carolina and Washington state will learn about the history of the parent-to-parent approach, its implementation and evaluation in these two settings and model parent-to-parent projects that focus on military families and emergency preparedness.

**MODERATOR AND PRESENTER:**
Irene Nathan Zipper, PhD, MSW, Director, Family Support Program, School of Social Work, Chapel Hill, NC

**PRESENTER:**
Susan Atkins, BA, Washington State Parent to Parent Coordinator, Washington State Parent to Parent Program, Olympia, WA

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**PART 1: Promoting MCH Leadership in State Lifespan Respite Systems for Children and Youth with Special Health Care Needs and Their Families**

**PRIMARY TRACK:** Partnerships & Collaboration

**SECONDARY TRACK:** CYSHCN

**MCH Leadership Competency 1: MCH Knowledge Base**

**MCH Leadership Competency 11: Working with Communities and Systems**

Research has demonstrated that respite is the most frequently requested service by family caregivers across the life span. Yet, respite is a great unmet need. Over 80 percent of CYSHCN families do not receive respite. Without support, families face serious health and emotional consequences. This session will explore how 30 State Lifespan Respite grantees are overcoming respite barriers. Defined as “coordinated systems of community-based respite for family caregivers across the lifespan,” Lifespan
3:45 p.m. – 5:20 p.m.

Power Workshops (E1-E10) continued

Respite Programs focus on collaboration. Participants will learn best practices in Lifespan Respite systems and how Title V can assume a leadership role in qualifying for federal Lifespan Respite funding using the New Hampshire CYSHCN program as an example.

MODERATOR AND PRESENTER:
Jill Kagan, MPH, Program Director, ARCH National Respite Network and Resource Center, Annandale, VA

PRESENTER:
Sharon Kaiser, RN, BS, Early Childhood Systems Program Specialist, Special Medical Services Title V CSHCN, Concord, NH

PART 2: Best Practices for Inclusion Programs: Successful Children = Successful Outcomes

PRIMARY TRACK: Cultural Competence & Family-Centered Care
SECONDARY TRACK: Partnerships & Collaboration

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems

This session will show how teachers and administrators within a child care center with typically developing children can incorporate special needs children through an integrated therapeutic setting. Attendees will learn how to create a therapeutic classroom in their child care facility, techniques for working with children with behavioral issues, how to engage parents in becoming an integral part of the team, and how to utilize the resources available in their communities to help advocate for children and families.

MODERATOR AND PRESENTER:
Lisa Furtado, Therapeutic Child Care Services Director, Dr. Day Care Therapeutic Child Care Services, Pawtucket, RI

PRESENTER:
Jo Anne Waite, LMFT, Clinical Supervisor, Dr. Day Care Therapeutic Child Care Services, Pawtucket, RI

NOTE: CDC continuing education is not available for session E5. If you attend an E5 power workshop, you will not be eligible for continuing education for either power workshop you attend.

E5
Governors Room

SIDS Reduction among African-American Infants

PART 1: Review of SIDS Cases among African American Infants in Los Angeles County

PRIMARY TRACK: Infant & Child Health
SECONDARY TRACK: Cultural Competence & Family-Centered Care
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 9: Developing Others through Teaching and Mentoring

Sudden Infant Death Syndrome (SIDS) is the sudden death of an infant less than one year of age that remains unexplained after the performance of a complete postmortem investigation, including an autopsy, examination of the death scene and review of medical history. SIDS exists in all levels of socioeconomic status, educational background and racial groups, but the African American population has twice the SIDS rate of white non-Hispanics. Bed sharing and unsafe sleep practices continue to be common. Research shows a greater number of unsafe sleep positions in SIDS cases. Review supports a definite need for SIDS safe sleep public health messaging that is culturally and linguistically appropriate for the African American community.

MODERATOR AND PRESENTER:
Angel Hopson, RN, MSN, MPH, SIDS Program Manager, Los Angeles County Department of Public Health, Los Angeles, CA

PART 2: Cancelled

E6 Senate Room

Reaching Expectant Parents through Social Media

PART 1: Effectively Reaching New and Expectant Mothers on Facebook: The Use of Photo Contests to Raise Awareness about the Importance of Tummy Time and Early Motor Delay Prevention

PRIMARY TRACK: Infant & Child Health
SECONDARY TRACK: Health Information Technology & Social Media
MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 9: Developing Others through Teaching and Mentoring

This session will explain how Pathways.org, a national nonprofit organization, conducted bimonthly tummy time photo contests on Facebook to reach new and expectant mothers with information on tummy time and early motor delay prevention. Facebook Insight data and analytics will be presented to demonstrate that leveraging social media and using a contest to target new and expectant mothers is a valid and innovative public health communication channel for MCH. This session will also discuss potential scalability and application to other MCH activities and show the step-by-step process of setting up a Facebook contest through the Wildfire application. There will also be an interactive demonstration on how to teach parents to incorporate tummy time into their children’s daily routine.

MODERATOR AND PRESENTER:
Amanda Krupa, MSc, Director of Healthcare Communication, Pathways.org, Chicago, IL

PRESENTER:
Felicia Kurkowski, BA, Senior Program Director, Pathways.org, Chicago, IL
The 2012 AMCHP Annual Conference

**PRIMARY TRACK:** Health Information Technology & Social Media

**SECONDARY TRACK:** Women's & Perinatal Health

**MCH Leadership Competency 5: Communication**

**MCH Leadership Competency 11: Working with Communities and Systems**

Newborn screening has entered the public spotlight through controversial claims about the nature of the service. It has become increasingly important for both parents and providers to have reliable information that provides an understanding of the scope of the program and potential benefits and drawbacks. This desire for increased transparency came to life as www.BabysFirstTest.org. This website provides a comprehensive, balanced look at newborn screening information. In this session, we will detail how we utilized novel partnerships formed through social media, a consumer task force and traditional marketing strategies to reach a variety of stakeholders.

**MODERATOR AND PRESENTER:**

Elizabeth Stark, MS, CGC, Program Manager, Genetic Alliance, Washington, DC

**PRESENTER:**

Natasha Bonhomme, Vice President of Strategic Development, Genetic Alliance, Washington, DC

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**PART 2: Improving Healthy Birth Outcomes through Prenatal Care Management**

**PRIMARY TRACK:** The Health Outcomes Case: Impact of the Investment

**SECONDARY TRACK:** Women's & Perinatal Health

**MCH Leadership Competency 1: MCH Knowledge Base**

**MCH Leadership Competency 9: Developing Others through Teaching and Mentoring**

This session will present the Cole County (MO) Health Department’s pilot program developed to improve birth outcomes through prenatal care management (PCM). The desired outcomes were to improve birth and early infancy outcomes and to increase women’s access to prenatal information and care and other ancillary community resources through PCM. This session will present program requirements for eligibility and the roles and responsibilities of the participant and PCM. The data collection process, analysis tools and methods, and statistical findings will be shared with attendees.

**MODERATOR AND PRESENTER:**

Natlie Walker, BS, Prenatal Care Manager, Cole County Health Department (CCHD), Jefferson City, MO

**PRESENTER:**

Marie Peoples, PhD, Public Health Director, CCHD, Jefferson City, MO

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**E8 Congressional B Room**

**Early Childhood Development**

**PART 1: Engaging Medical Providers and the Reach Out and Read Program in State Early Learning Strategies to Promote School Readiness**

**PRIMARY TRACK:** Partnerships & Collaboration

**SECONDARY TRACK:** Advocacy

**MCH Leadership Competency 10: Interdisciplinary Team Building**

**MCH Leadership Competency 11: Working with Communities and Systems**

Engaging medical providers is an essential strategy in a public health approach to school readiness. By partnering with the state Title V program to intentionally integrate Reach Out and Read into public and private early learning efforts, doctors have become important partners in Washington state. The session will feature the Reach Out and Read Washington state director and the former Early Childhood Comprehensive Systems lead who will discuss their collaboration strategies.
3:45 p.m. – 5:20 p.m.
Power Workshops (E1-E10) continued

MODERATOR:
Maureen Finneran, MSW, Manager, Community-Based Initiatives, American Academy of Pediatrics, Elk Grove Village, IL

PRESENTERS:
Lorrie Grevstad, RN, MN, Project Officer, Division of Home Visiting and Early Childhood Systems, MCHB, Seattle, WA
Jill Sells, MD, Regional Director, Reach Out and Read Washington State, Seattle, WA

PART 2: MCH and Early Childhood Settings: Reaching Children Where They Are to Provide Comprehensive Services

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building
SECONDARY TRACK: Infant & Child Health
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems

With 62 percent of the nation’s low-income infants and toddlers with employed mothers in some form of regular, nonparental care, child care and early education providers are important partners in achieving positive maternal and child health. States can improve access to comprehensive and preventive services for low-income and disadvantaged young children by reaching families through child care and early education providers. This session will describe ways that states have used a variety of federal funding streams, including the Maternal and Child Health Block Grant and Early Childhood Comprehensive Systems funds, to finance services like child care health consultants, developmental screening, and preventive health outreach in child care settings.

MODERATOR AND PRESENTER:
Christine Johnson-Staub, Senior Policy Analyst, CLASP, Washington, DC

PRESENTER:
Stephanie Schmit, MSW, Policy Analyst, CLASP, Washington, DC

E9
Embassy Room

Applying a Life Course Perspective

PART 1: Women’s Bone Health: The Importance of Having a Life Course Perspective

PRIMARY TRACK: Women’s & Perinatal Health
SECONDARY TRACK: Adolescent Health
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 12: Policy and Advocacy

By 2012, approximately 12 million Americans older than 50 are expected to have osteoporosis. Although osteoporosis is a disease primarily of older women, its origins may occur during adolescence. Adolescence is the most rapid period of bone mineral acquisition, and a time of life when bone health should be promoted. Women at risk for premature bone loss include those who have absent menstrual cycles, chronic steroid use and chronic illness characterized by malnutrition. Yet women without these risk factors develop osteoporosis as well. Bone health in women is a model for disease that must be viewed in the context of a woman’s life course, including identified risk factors and promoters.

MODERATOR AND PRESENTER:
Albert Hergenroeder, MD, Professor of Pediatrics, Baylor College of Medicine, Houston, TX

PART 2: Turning the Ship: Making the Shift to a Life Course Framework

PRIMARY TRACK: Infant & Child Health
SECONDARY TRACK: CYSHCN
MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 9: Developing Others through Teaching and Mentoring

The Wisconsin MCH program is shifting to a life course framework. Local health departments throughout the state receive education on the framework through a variety of teaching methods and, in turn, train their community partners. CYSHCN partners gave the CityMatCH Life Course Game a CYSHCN twist. Program integration efforts developed common messaging to promote healthy people at every stage of life. The ship is turning, fueled by strategies to increase the knowledge base, redirect programs and engage stakeholders.

MODERATOR AND PRESENTER:
Terry Kruse, BSN, MCH Unit Supervisor, Wisconsin Division of Public Health, Madison, WI
**PART 1: Ask Me™ and Health Literacy: Enhancing the Patient and Family Experience by Breaking Down Barriers to Communication**

**PRIMARY TRACK:** Cultural Competence & Family-Centered Care  
**SECONDARY TRACK:** CYSHCN

**MCH Leadership Competency 5: Communication**  
**MCH Leadership Competency 8: Family-Centered Care**

Health illiteracy, an issue impacting up to 88 percent of the population, disproportionately impacts people from lower socioeconomic and minority groups. The University of Florida’s Pediatric Pulmonary Division conducted an enhanced Ask Me™ study in its outpatient clinics. The campaign sought to (1) increase the quality of patient care and outcomes by increasing health literacy, (2) increase satisfaction with the clinic experience by giving patients time to ask questions, and (3) promote partnership to increase patient satisfaction and adherence to a mutually developed plan of care.

**MODERATOR AND PRESENTER:**  
Angela Nugent Miney, Family Partner, Pediatric Pulmonary Center, Gainesville, FL

**PRESENTER:**  
Susan Horky, MSW, LCSW, Faculty Social Worker, Pediatric Pulmonary Center, Gainesville, FL

**PART 2: Communications 101: How to Tell the Title V Story**

**PRIMARY TRACK:** Infant & Child Health  
**SECONDARY TRACK:** Women’s & Perinatal Health

**MCH Leadership Competency 5: Communication**  
**MCH Leadership Competency 12: Policy and Advocacy**

Learn the basics of journalism and public relations from seasoned, former Washington Post journalist Sally Squires, who will teach you how to build and maintain a media list, explore partnerships with other like-minded groups, engage social media and write a press release that is more likely to be read. Discover what makes a “story,” how to write an op-ed or letter to the editor and how to work more effectively with your public relations or public affairs office. Bring your story ideas to this session and learn how to pitch them more effectively.

**MODERATOR AND PRESENTER:**  
Sally Squires, MS, MS, SVP, Director of Health and Wellness Communications, Powell Tate, Washington, DC
Our success depends on it: Training and professional development. But travel, time, and cost limit access to continuing education for most Title V staff.

**MCH Navigator brings the learning to you.**

MCH Navigator is a new way to access free online training on topics aligned with MCH leadership competencies. A carefully selected collection of webcasts, instructional modules, and self-guided short courses covers the content most important to Title V staff and family advocates:

- MCH 101
- MCH Conceptual Models
- Management
- Communication
- Leadership
- Epidemiology
- MCH Planning Cycle
- MCH Populations

Experience the MCH Navigator at the MCHB Booth!

A project of the Maternal and Child Health Bureau  http://navigator.mchtraining.net
### MONDAY Schedule At-A-Glance & Session Planner

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>SESSION #</th>
<th>MCH COMPETENCIES</th>
<th>PRIMARY TRACK</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>7:30 a.m. – 7:00 p.m.</td>
<td>Registration Open</td>
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<td>West Registration Desk</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Breakfast in Exhibit Hall</td>
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<td>Ambassador Ballroom</td>
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<tr>
<td>8:30 a.m. – 9:45 a.m.</td>
<td>Knowledge Café Discussions</td>
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<td>See insert in totebag</td>
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<td>10:00 a.m. – 11:20 a.m.</td>
<td>Morning General Session</td>
<td>PL1</td>
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<td>Regency Ballroom</td>
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<tr>
<td>11:30 a.m. – 12:50 p.m.</td>
<td>Workshops</td>
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<tr>
<td>12:50 p.m. – 2:30 p.m.</td>
<td>Regional Meetings – Networking Boxed Lunch</td>
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<tr>
<td>2:30 p.m. – 3:15 p.m.</td>
<td>Dessert Break and Poster Presentations in Exhibit Hall – generously sponsored by</td>
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<tr>
<td>3:00 p.m. – 4:30 p.m.</td>
<td>CYSHCN Director’s Meeting – by invitation only</td>
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<tr>
<td>3:20 p.m. – 5:30 p.m.</td>
<td>Power Workshops</td>
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There is a 15-minute break between Part 1 (3:20 p.m. – 4:00 p.m.) and Part 2 (4:15 p.m. – 4:55 p.m.) of the Power Workshops to allow participants wishing to attend a second topic to change rooms. **NOTE:** In order to receive CDC continuing education for Power Workshops, you must attend both parts on the same topic. You may not change rooms to attend another topic.

- **Adolescent Reproductive Health Education in Schools**
  - **Part 1:** Advocating for Statewide Policy in Illinois to Provide Comprehensive Sexual Health Education in Public Schools
  - **Part 2:** Healthy Before Pregnancy: A Preconception Health Curriculum for High School Students

- **Youth in Transition**
  - **Part 1:** Using a Life Course Model to Prepare CYSHCN for Adult Living
  - **Part 2:** Transitioning Foster Youth to Independence

- **Early Hearing Screening**
  - **Part 1:** Early Hearing Screening to Promote Lifelong Success
  - **Part 2:** Using Quality Improvement Methodologies to Engage Medical Home in Early Hearing Detection and Intervention Programs

- **Partnering with Consumers**
  - **Part 1:** Partnering with Youth to Shape Policy and Program Development
  - **Part 2:** Using Best Practices to Address Preconception Health with the Latino Immigrant Population in the Southeastern United States

- **Disability and Health**
  - **Part 1:** Identifying Public Health Practices to Reduce Health Disparities in Women with Disabilities
  - **Part 2:** Health and Disability: A Collaborative Approach to Addressing Health Disparities
# MONDAY Schedule At-A-Glance & Session Planner

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<tr>
<td>3:20 p.m. – 5:00 p.m.</td>
<td><strong>Power Workshops continued</strong></td>
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<td>☐ Access to Care – CYSHCN</td>
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<td></td>
<td>Part 1: A Systematic Review of Ease of Use in the Title V Block Grant Five-Year Needs Assessment</td>
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<td>Part 2: One Regional Collaborative’s Activities to Improve Access to Services for CYSHCN</td>
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<td>Embassy Room</td>
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<td></td>
<td>Part 1: A Time to Heal: Supporting Parents and Families through Grief and Bereavement after the Sudden and Unexpected Death of an Infant</td>
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<td>Part 2: Lessons Learned from the Sudden Unexpected Infant Death Case Registry Experience</td>
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<td>☐ Maternal Tobacco Cessation</td>
<td>G8</td>
<td>5</td>
<td>PC</td>
<td>Forum Room</td>
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<td>Part 1: Investing in Maternal and Child Health: Promoting Maternal Tobacco Cessation</td>
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<td>Part 2: Development of a Tobacco Cessation Initiative for Pregnant and Postpartum Women</td>
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<td>☐ Emergency Services</td>
<td>G9</td>
<td>7, 8</td>
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<td>Part 1: Building Cultural Competency in Emergency Medical Services</td>
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<td>Part 2: Essential for Individuals with Disabilities: PREPation for Emergencies and Recovery</td>
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<td>☐ Medical Home</td>
<td>G10</td>
<td>1, 11</td>
<td>QHS</td>
<td>Palladian Room</td>
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<td>Part 1: Bronx Ongoing Pediatric Screening in the Medical Home</td>
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<td>Part 2: A Collaborative Approach in Promoting Medical Home Practice among “Pediatric Champions” in Mississippi</td>
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<td>☐ Using Data: State Infant Mortality Initiatives</td>
<td>G11</td>
<td>8, 10</td>
<td>PC, DER</td>
<td>Regency Room</td>
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<td>Part 1: Using Data to Direct Infant Mortality Efforts for the State of Georgia</td>
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<td>Part 2: Using Existing Data Systems to Develop and Enhance the Statewide Infant Mortality Initiative: Preparing for a Lifetime, It’s Everyone’s Responsibility</td>
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<td>☐ Immunization</td>
<td>G12</td>
<td>11, 12</td>
<td>QHS</td>
<td>Director’s Room</td>
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<td>Part 1: Improving Immunization Coverage across the Life Span: A Community-Based, Integrated Approach</td>
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<td>Part 2: Working with Maternal-Child Health Populations to Improve Knowledge about Influenza Prevention</td>
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<td>☐ Quality Improvement</td>
<td>G13</td>
<td>1, 11</td>
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<td>Congressional B Room</td>
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<td></td>
<td>Part 1: Health Care Information Technology Reform: The Challenge for MCH Programs and an Alaska Case Study</td>
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<td>5:00 p.m. – 6:00 p.m.</td>
<td><strong>Maternal and Child Health Public Health Leadership Institute (MCH-PHLI)</strong></td>
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<td>Executive Room</td>
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<td>Informal Reception – all attendees welcome!</td>
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<td>5:00 p.m. – 6:30 p.m.</td>
<td><strong>Autism Planning and Implementation Grantees Meeting</strong> – by invitation only</td>
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<td>Governors Room</td>
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<td>5:30 p.m. – 7:30 p.m.</td>
<td><strong>New Director Mentor Program Event</strong> – by invitation only</td>
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<td>Calvert Room</td>
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<tr>
<td>5:30 p.m. – 8:00 p.m.</td>
<td><strong>Kellogg Preconception Health Team Meeting</strong> – by invitation only</td>
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<td>Congressional A Room</td>
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## TRACKS KEY:

**Making the Case for MCH Tracks**

- **The Economic Case**
- **The Health Equity & Social Justice Case**
- **The Health Outcomes Case: Impact of the Investment**

### Life Span Tracks

- **Adolescent Health**
- **Infant & Child Health**
- **Women’s & Perinatal Health**
- **CYSHCN**

**Action Tracks**

- **Advocacy**
- **Data, Evaluation & Research Methods**
- **Cultural Competence & Family-Centered Care**
- **Health Information Technology & Social Media**
- **Partnerships & Collaboration**
- **Quality Improvement, Health Care Financing Systems Building**
- **Workforce & Leadership Development**
MONDAY Feb. 13

7:30 a.m. – 7:00 p.m.
Registration Open
West Registration Desk

8:00 a.m. – 9:30 a.m.
Breakfast in Exhibit Hall
Ambassador Ballroom and Bird Cage Walk

8:30 a.m. – 9:45 a.m.
Knowledge Café Discussions

Bring along breakfast from the Exhibit Hall and join the lively Knowledge Café discussions!

For more information about the rooms, facilitators and topics, refer to the insert in your conference bag.

What is a knowledge cafe? Quite simply, it’s a method of bringing a group of people together to have an open, creative conversation on a topic of mutual interest to share their collective knowledge, ideas and insights and to gain a deeper understanding of the subject and the issues involved. This year AMCHP will host 10 hot MCH topics. So, make sure to rise and shine on Monday morning, Feb. 13, ready for the first round of dialogue at 8:30 (bring breakfast from the Exhibit Hall) – and to share your knowledge and insights with your peers.

10:00 a.m. – 11:20 a.m.  Regency Ballroom

Morning General Session (PL1)

Presentation of Regional Baskets: Regions 1, 2, 3

MODERATOR
Loretta Fuddy, ACSW, MPH, Director, Hawaii Department of Health

Welcome from the U.S. Department of Health and Human Services
Mary Wakefield, PhD, RN, Administrator, Health Resources and Services Administration

Presentation of the 2012 AMCHP Vince Hutchins Award

to John P. Rossetti, DDS, MPH, accepted posthumously
by his wife Linda Rossetti

For leadership in promoting a society responsive to the needs of
women, children, youth and families

PRESENTED BY
Stephanie Birch, RNC, MPH, MS, FNP, AMCHP President and Section Chief,
Women’s Children’s and Family Health and Division of Public Health, Alaska
Department of Health and Social Services

PRESENTATION

Be an Influencer: How You Can Create Change for Healthy Tomorrows

Do you experience resistant and persistent personal, team or organizational problems? Do you feel that you have the skills you need to motivate those you work with and exert your influence in your personal and professional lives? How can we improve MCH outcomes if we are not agents of change and influence in our organizations? Join us for a discussion of proven strategies you can use to uproot entrenched habits and create change initiatives for your team and your entire organization in this real-life, solution-focused session. Want more after the session? Our presenter, Candace Bertotti, will convene a workshop for interested participants who want to know more about the Influencer model immediately following the general session.

PRESENTED BY
Candace Bertotti, MPA, Master Trainer, VitalSmarts
F1  Palladian Room

Be an Influencer: Creating Change within Your Team and Organization

If you want to know more about the Influencer model, join general session presenter Candace Bertotti to continue the learning. She will further discuss proven strategies you can use to uproot entrenched habits and create change initiatives for your team and your entire organization in this real-life, solution-focused session.

MODERATOR AND PRESENTER:  
Candace Bertotti, MBA, Influencer Trainer, VitalSmarts, Provo, UT

F2  Cabinet Room

Implementing the SPAN Family Model to Improve Quality in Maternal and Child Health Services: Lessons from New Jersey

In 2009, with funding from the President’s New Freedom Initiative, HRSA component, and with MCHB as the lead organization, the SPAN model was implemented in New Jersey by the Statewide Parent Advocacy Network and collaborating agencies. The project goals were: (1) to design and implement the leadership and infrastructure to achieve and sustain an integrated, community-based system of services for CYSHCN and their families; (2) to increase focus on the unique needs of YSCHN, including health care transition; (3) to improve access to family-centered, coordinated, comprehensive care for CYSHCN through medical homes that are part of an integrated, community-based system of services; and (4) to improve active participation of families of CYSHCN.

MODERATOR AND PRESENTER:  
Jennifer Pitre, MA, JD, Director of Integrated Systems, Statewide Parent Advocacy Network (SPAN), Cherry Hill, NJ  
PRESENTER:  
Malia Corde, Director of Medical Home, SPAN, Newark, NJ

F3  Congressional A Room

Roles for State Title V Programs in Building Systems of Care for Children and Youth with Autism Spectrum Disorder and Other Developmental Disabilities: Lessons Learned

This workshop will address roles and best practices for state Title V programs in building systems of care for children and youth with autism spectrum disorder and other developmental disabilities (ASD/DD). State Autism Implementation grantees, as well as members of the AMCHP State Public Health Autism Resource Center Partnership Group, will share strategies and examples for helping states determine appropriate roles and approaches. This session should be relevant to all Title V program personnel as states determine the most effective and appropriate roles to take in building systems of care that can meet the needs of growing numbers of children and youth with ASD/DD.

MODERATOR:  
Maria Nardella, MA, RD, CD, Manager, CSHCN Program, Washington State Department of Health, Olympia WA

PRESENTERS:  
Diana Autin, JD, Executive Co-Director, Statewide Parent Advocacy Network, Newark, NJ  
Amy Whitehead, MPA, Statewide CYSHCN Coordinator, Wisconsin Title V and Waisman Center, Madison, WI

F4  Embassy Room

Putting the Six Core Elements of Health Care Transition into Practice Using Quality Improvement

Using the experience of actual pediatric and adult primary care practices, this session will demonstrate strategies for the translation of new health care transition guidelines into the process of care in busy practice settings. Members of the Got Transition? National Health Care Transition Center team, together with the lead physician and a youth member of a Washington, DC-area primary care practice’s quality improvement team, will describe Got Transition?’s Six Core Elements of Health Care Transition and how they have been implemented in primary care practices around the country using quality improvement and collaborative learning methodologies.
Participants will receive practical guidance for working with primary care practices to improve health care transition supports.

MODERATOR AND PRESENTER:
W. Carl Cooley, MD, Co-Director, Got Transition? National Health Care Transition Center, Concord, NH

PRESENTERS:
Jeanne McAllister, BSN, MS, MHA, Co-Director, Got Transition? National Health Care Transition Center, Concord, NH
Nathalie Quion, MD, MPH, Pediatrician, Children's National Medical Center, Washington, DC

F6 Empire Room
Maximizing the Patient Protection and Affordable Care Act to Advance Medical Homes for Women, Children and Families

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building
MCH Leadership Competency 11: Working with Communities and Systems

The Patient Protection and Affordable Care Act moved states into the driver’s seat of health care reform and provided additional tools and resources for states. These new opportunities, particularly a renewed focus on creating medical homes and new support to create accountable care organizations, are serving as catalysts for creating enhanced integrated service delivery systems and ultimately the potential for improving health outcomes for women, children and their families. This session will highlight state efforts to advance and strengthen medical homes for women, children, including children with special health care needs, and their families. In particular, it will highlight the experience and capacity of state Title V MCH programs and Medicaid/CHIP programs to contribute to and enhance these efforts.

MODERATOR:
Marie Mann, MD, MPH, Division of Services for Children with Special Health Needs, MCHB, Rockville, MD

PRESENTERS:
Mary Takach, MPH, RN, Program Director, National Academy for State Health Policy, Portland, ME
Meg Comeau, MHA, Director, The Catalyst Center, Boston University School of Public Health, Boston, MA
Eileen Forlenza, Director, Family Leadership Initiative, Colorado Department of Public Health and Environment, Denver, CO
Vera (Fan) Tait, MD, FAAP, Associate Executive Director, American Academy of Pediatrics, Elk Grove Village, IL

F5 Senate Room
Strengthening Services for CYSHCN through Multiagency Collaboration under an Umbrella for Family Support: Delaware’s Family SHADE

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: CYSHCN
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems

Delaware’s Family SHADE is an example of multisector collaboration and cooperation among state government, family-led community based CYSHCN organizations and family advocates. Under the premise that “we all do better when we all do better,” SHADE serves as an umbrella organization that gives small family-led organizations the opportunity to benefit from technical assistance and resources to enhance their ability to serve families and achieve their organizational mission. By collective governance and shared decision making, each organization is stronger while cooperatively enhancing the strength of the entire CYSHCN system.

MODERATOR:
Alisa Olshefsky, MPH, MCH Director, Division of Public Health, State of Delaware, Dover, DE

PRESENTERS:
Leah Jones, MPA, MCH Bureau Chief, Division of Public Health, State of Delaware, Dover, DE
Annalisa Ekbladh, Project Coordinator, University of Delaware, Newark, DE
Ann Phillips, Director, Family to Family/Family Voices, New Castle, DE
11:30 a.m. – 12:45 p.m.

Workshops (F1-F12) continued

F7  
Congressional B Room

Beyond Measurement: Applying the Preconception Health Indicators

**PRIMARY TRACK:** Data, Evaluation & Research Methods
**SECONDARY TRACK:** Women’s & Perinatal Health

**MCH Leadership Competency 4: Critical Thinking**

**MCH Leadership Competency 10: Interdisciplinary Team Building**

Preconception health is a set of interventions that identify and modify biomedical, behavioral and social risks to a woman’s health and future pregnancies. Measuring the impact of investments in these programs and policies requires states to collect and assess data that measure preconception health. Since there is no single source of data for preconception health and health care, a seven state collaborative identified a core set of surveillance indicators for preconception health. This workshop will explore examples of how preconception health indicators have been used by states outside the collaborative. Two states and one multi-state jurisdiction will share examples of how they have incorporated the core preconception health indicators into program and policy actions.

**MODERATOR:**
William Sappenfield, MD, MPH, State MCH Epidemiologist, Director, MCH Practice and Analysis Unit, Florida Department of Health, Tallahassee, FL

**PRESENTERS:**
Tegan Callahan, Program Manager, Women’s and Infant Health Team, AMCHP, Washington, DC
Vanessa Short, MPH, PhD, Senior Epidemiologist, Mississippi State Department of Health, Jackson, MS
Melissa VonderBrink, Epidemiology Investigator, Ohio Department of Health, Columbus, OH

F9  
Calvert Room

Using Evidence-Based Practice to Drive Policy

**PRIMARY TRACK:** Quality Improvement, Health Care Financing & Systems Building
**SECONDARY TRACK:** Advocacy

**MCH Leadership Competency 4: Critical Thinking**

**MCH Leadership Competency 12: Policy and Advocacy**

As MCH programs come under greater scrutiny due to fiscal constraints and challenges, basing decisions on the best evidence becomes paramount. Quality and the need for evidenced-based programming and policymaking continue to be top priorities for states, particularly as many states focus on implementation of the Affordable Care Act and address emergent public health priorities such as accreditation. This session will feature leading public health officials’ perspectives on the importance of utilizing evidence-based practices in the current environment and will highlight the Guide to Community Preventive Services (Community Guide), supported by CDC, and other resources to provide needed information to support state and community leaders as they decide on strategies, policies, and programs.

**MODERATOR:**
Erin Bonzon, MSW, MSPH, Associate Director, Women’s and Infant Health, AMCHP, Washington, DC

**PRESENTERS:**
Shawna Mercer, MSc, PhD, Director, The Guide to Community Preventive Services, CDC, Atlanta, GA
Albert Terrillion, DrPH, Senior Director, ASTHO, Arlington, VA
Maria Fessia, RD, LDN, Healthy Weight Program Manager, Holyoke Health Center, Holyoke, MA

F10  
Executive Room

Revival of a Core Public Health Function: State-Based Maternal Mortality Surveillance

**PRIMARY TRACK:** Data, Evaluation & Research Methods

**MCH Leadership Competency 1: MCH Knowledge Base**

**MCH Leadership Competency 10: Interdisciplinary Team Building**

The goal of this session is to identify ways to prevent maternal deaths in the US. Several states have functioning Maternal Mortality Review Committees (MMRC), but their practices are not widely known, and they encounter a diversity of challenges in identifying and reviewing maternal deaths regularly. MMRCs act as state-based scientific and public health bodies for accurately ascertaining pregnancy-related deaths, establishing
causes of death, examining patterns of preventable pregnancy-related causes, and ensuring statewide dissemination of findings. During this session, we will discuss: 1) challenges to initiating a state-based MMRC, 2) state-efforts to ascertain maternal deaths and overcome barriers to collecting complete, high quality data, and 3) ways to assess potentially avoidable maternal deaths by integrating aspects of quality improvement into maternal mortality reviews.

**MODERATOR:**
Andreea Creanga, MD, PhD, Medical Epidemiologist, CDC, Atlanta, GA

**PRESENTERS:**
David Goodman, PhD, MPH, Senior Scientist, CDC, Atlanta, GA
Deborah Burch, RN, MSN, CPCE, Nursing Consultant/Coordinator, Infant, Maternal and Reproductive Health, Florida Department of Health, Tallahassee, FL
Wendy Wilcox, MD, MPH, FACOG, Vice Chairperson and Assistant Professor, New York City Department of Health and Mental Hygiene, Albert Einstein College of Medicine, and North Bronx Healthcare Network, Long Island City, NY
Elliott Main, MD, Director, California Maternal Quality Care Collaborative, San Francisco, CA
Marilyn Kacica, MD, MPH, Medical Director, New York State Department of Health, Albany, NY

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**F11**

**Forum Room**

**Healthy Kids, Healthy Future: Leveraging Public-Private Partnerships to Promote Healthy Eating and Physical Activity in Child Care**

**PRIMARY TRACK:** Partnerships & Collaboration

**SECONDARY TRACK:** Infant & Child Health

**MCH Leadership Competency 10:** Interdisciplinary Team Building

**MCH Leadership Competency 12:** Policy and Advocacy

Everyone plays a role in supporting healthy child development, including the thousands of child care providers. Let’s Move! Child Care (LMCC), recently launched by the First Lady and supported by Nemours, strengthens the work of the Healthy Kids, Healthy Future (HKHF) Steering Committee, an expert group that recognizes the value of public-private partnerships as a strategy to support healthy eating and physical activity and create sustainable change in child care. LMCC includes a web-based resource center with tools and training to support providers in meeting the voluntary goals of the initiative. Attendees will learn about the HKHF movement and the consequent national opportunity, through LMCC, for all child care providers to support healthy child development.

**MODERATOR AND PRESENTER:**
Allison Gertel-Rosenberg, MS, Senior Advisor and Manager, Nemours, Newark, DE

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**F12**

**Governors Room**

**Working with Private Foundations to Improve Maternal and Child Health**

**PRIMARY TRACK:** Partnerships & Collaboration

**MCH Leadership Competency 1:** MCH Knowledge Base

**MCH Leadership Competency 11:** Working with Communities and Systems

Philanthropic organizations and state MCH agencies often share a variety of strategic goals in improving the health of women, children and families. Even with such strong commonalities, identifying opportunities for collaboration and developing successful relationships between philanthropy and state MCH agencies can often be challenging. During this session, speakers representing grant makers will discuss relevant visions and strategic priorities as well as available resources to find grant and funding opportunities that may be relevant to the work of state MCH agencies. The panel will also include a Title V representative who will discuss his/her experience working with foundations, including factors likely to influence the success of cooperative activities.

**MODERATOR AND PRESENTER:**
Eileen Salinsky, MBA, Program Advisor, Grantmakers in Health, Washington, DC

**PRESENTERS:**
Patrick Simpson, MPH, Program Officer, W.K. Kellogg Foundation, Battle Creek, MI
Suzanna Dooley, MS, ARNP, Title V MCH Director, Oklahoma State Department of Health, Oklahoma City, OK
12:45 p.m. – 2:30 p.m.
Regional Meetings – Networking Boxed Lunch
Come network with colleagues from your region to discuss emerging issues, share success stories and hear national updates from AMCHP partners. Boxed lunches will be provided in the Regency Ballroom Foyer and near the registration desk – pick one up before heading to your region’s room.

REGION 1 Congressional A
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

REGION 2 AND 3 Palladian Room
Region 2: New Jersey, New York, Puerto Rico, U.S. Virgin Islands
Region 3: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia

REGION 4 Empire Room
Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee

REGION 5 Diplomat Room
Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin

REGION 6 Senate Room
Arkansas, Louisiana, New Mexico, Oklahoma, Texas

REGION 7 Governors Room
Iowa, Kansas, Missouri, Nebraska

REGION 8 Congressional B
Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

REGION 9 Executive Room
Arizona, California, Hawaii, Nevada, American Samoa, Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau

REGION 10 Embassy Room
Alaska, Idaho, Oregon, Washington

12:45 p.m. – 2:30 p.m.
Alternative Networking Boxed Lunch
If you are NOT going to a regional meeting, please collect your boxed lunch in the Regency Ballroom foyer to diminish crowding in the other boxed lunch pick-up areas.

2:30 p.m. – 3:15 p.m.
Dessert Break and Poster Presentations in Exhibit Hall
Ambassador Ballroom and Bird Cage Walk
generously sponsored by Abt

3:00 p.m. – 4:30 p.m.
Governors Room
CYSHCN Director’s Meeting – by invitation only

3:20 p.m. – 5:00 p.m.
Power Workshops (G1-G13)
There is a 15-minute break between Part 1 (3:20 p.m. - 4:00 p.m.) and Part 2 (4:15 p.m. – 4:55 p.m.) of the Power Workshops to allow participants wishing to attend a second topic to change rooms.

NOTE: In order to receive CDC continuing education for power workshops, you must attend both parts on the same topic. You may not change rooms to attend another topic.

G1 Empire Room
Adolescent Reproductive Health Education in Schools

PART 1: Advocating for Statewide Policy in Illinois to Provide Comprehensive Sexual Health Education in Public Schools
PRIMARY TRACK: Advocacy
SECONDARY TRACK: Adolescent Health
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 12: Policy and Advocacy
Want to hear about policy and advocacy around comprehensive sexual health education in Illinois? Come to this session to learn about how the Illinois Caucus for Adolescent Health has worked with a coalition of statewide organizations to help pass state legislation in an effort to standardize curricula for comprehensive sexual health education courses in public schools for students in grades 6 to 12.

MODERATOR AND PRESENTER:
Anita Banerji, MS, Director of Legislative Affairs, Illinois Caucus for Adolescent Health, Chicago, IL

PART 2: Healthy Before Pregnancy: A Preconception Health Curriculum for High School Students
PRIMARY TRACK: Women’s & Perinatal Health
SECONDARY TRACK: Adolescent Health
MCH Leadership Competency 9: Developing Others through Teaching and Mentoring
MCH Leadership Competency 11: Working with Communities and Systems
Healthy Before Pregnancy is a high school preconception health curriculum that was developed in 2011 by the March of Dimes North Carolina Preconception Health Campaign. It consists of five stand-alone lesson plans, including PowerPoint presentations and group activities. The session will provide an overview of the development process, share results from testing of the lesson plans, summarize each lesson plan, highlight the popular reproductive life planning lesson plan, share two reproductive life planning tools and demonstrate several classroom activities. Session participants will also discuss the
relevance of reproductive life planning for high school students and its potential for improving maternal and child health across the life span.

MODERATOR AND PRESENTER:
Amy Mullenix, MSW, MSPH, State Coordinator, North Carolina Preconception Health Campaign, March of Dimes, Raleigh, NC

G2 Senate Room

Youth in Transition

PART 1: Using a Life Course Model to Prepare CYSHCN for Adult Living

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Adolescent Health

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

CYSHCN and their families have the same aspirations for successful adult living (SAL) as typical children. To prepare CYSHCN for SAL requires substantial planning and intervention. A developmental approach is needed to map the trajectory to SAL, taking a sequential approach from childhood to young adulthood. SAL includes three key domains: health self-management, interpersonal interactions and major life areas (school and work). The CDC developed the Life Course Model (LCM) for CYSHCN, detailed for spina bifida at www.sbpreparations.org. The LCM establishes a framework for services and data points to support successful participation at all life stages.

MODERATOR AND PRESENTER:
Mark Swanson, MD, MPH, Senior Medical Adviser, CDC, Decatur, GA

PART 2: Transitioning Foster Youth to Independence

PRIMARY TRACK: Adolescent Health
SECONDARY TRACK: CYSHCN

MCH Leadership Competency 9: Developing Others through Teaching and Mentoring

MCH Leadership Competency 11: Working with Communities and Systems

Youth leaving out-of-home care face many obstacles, including lack of or insufficient health insurance, the inability to identify primary care providers who have knowledge of their complex needs, and an overall lack of education about how to access health-related services in the community. In the spring of 2007, Boys Town was awarded a Healthy Tomorrows Partnership for Children Program grant from the federal Maternal and Child Health Bureau to fund the Transitions Clinic. The grant provides self-care and preventive health care education to youth in out-of-home placement to ensure their longterm health needs are met during transition to adulthood. This presentation will overview the project components and share outcomes after the fourth year of implementation.

MODERATOR AND PRESENTER:
Jane Kavan, RN, Father Flanagan’s Boys Home, Omaha, NE

PRESENTER:
Thomas Tonniges, MD, Father Flanagan’s Boys Home, Omaha, NE

G3 Calvert Room

Early Hearing Screening

PART 1: Early Hearing Screening to Promote Lifelong Success

PRIMARY TRACK: Infant & Child Health
SECONDARY TRACK: CYSHCN

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 11: Working with Communities and Systems

Otoacoustic Emissions (OAE) screening is becoming recognized as the most effective, objective screening method that can be used with children from birth to three years of age. The purpose of this presentation is to highlight how OAE hearing screening can be incorporated into existing community-based efforts to ensure that all children are screened early and continually, how these efforts can be coordinated across various programs and how to ensure that families and medical homes are partners in an effective hearing screening process. Particular emphasis will be placed on the role of Title V and state early hearing detection and intervention programs in supporting the use of OAE hearing screening and the impact of effective hearing screening across the life course.

MODERATOR AND PRESENTER:
Diane Behl, MEd, Senior Research Scientist, NCHAM, Logan, UT

PRESENTER:
Jeffrey Hoffman, MS, CCC-A, Outreach Coordinator, NCHAM, Lincoln, NE

PART 2: Using Quality Improvement Methodologies to Engage Medical Home in Early Hearing Detection and Intervention Programs

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building
SECONDARY TRACK: CYSHCN

MCH Leadership Competency 4: Critical Thinking

MCH Leadership Competency 11: Working with Communities and Systems
Creating an effective early hearing detection and intervention program for CYSHCN to ensure that babies with a hearing loss are identified early and receive timely and appropriate audiological, educational and medical intervention and family support is a challenging responsibility for Title V programs. Iowa’s Title V for CYSHCN, Child Health Specialty Clinics, works to transform the system by using a special team to ensure medical homes have the information they need, when they need it, in a format useful to them. This presentation will highlight how we use the Model for Improvement and Plan-Do-Study-Act cycles to test small changes and engage and educate providers and the community to improve early identification, intervention and family support for children with a hearing loss.

MODERATOR AND PRESENTER:
Vicki Hunting, BA, Improvement Advisor, Project Director, Child Health Specialty Clinics, Des Moines, IA

PRESENTER:
Barb Khal, MA, Director, Division of Public Health, Child Health Specialty Clinics, Iowa City, IA

**PART 2: Using Best Practices to Address Preconception Health with the Latino Immigrant Population in the Southeastern United States**

**PRIMARY TRACK:** Cultural Competence & Family-Centered Care

**SECONDARY TRACK:** Women’s & Perinatal Health

**MCH Leadership Competency 1: MCH Knowledge Base**

**MCH Leadership Competency 7: Cultural Competency**

The PASOs Program, a community-based maternal and child health organization for Latino families in South Carolina, is developing a preconception health strategy to reach the Latino population in an effective and culturally appropriate manner. In this session, we will describe how the PASOs Program is using best practices to develop a plan with and for the immigrant community. We will also discuss the process of formulating culturally relevant health messages, strategies for health education and outreach, and the potential for eliminating disparities related to adverse pregnancy outcomes.

MODERATOR AND PRESENTER:
Lucy Willms, LMSW, Evaluation and Training Coordinator, PASOs Program, Columbia, SC

**PART 1: Identifying Public Health Practices to Reduce Health Disparities in Women with Disabilities**

**PRIMARY TRACK:** Women’s & Perinatal Health

**SECONDARY TRACK:** Quality Improvement, Health Care Financing & Systems Building

**MCH Leadership Competency 1: MCH Knowledge Base**

The need for model public health practices that promote the health of women with disabilities continues to be an emerging priority for the nation, as model practices ensure that program activities and plans are based on solid science and effective techniques. Resource constraints make it critical to share challenges and lessons learned with peers. This session presents selected public health practices that promote the health of women with disabilities, focusing on healthy lifestyles, health care and environments. Presenters will highlight programs’ successes and lessons learned and discuss their strategies for building a strong evidence base for public health practices.

MODERATOR AND PRESENTER:
James Rimmer, Professor, University of Illinois at Chicago, Chicago, IL

PRESENTERS:
Judith Goldberg, MA, NCC, Director, Initiative for Women with Disabilities Elly & Steve Hammerman Health & Wellness Center, New York, NY

Roberta Carlin, MS, JD, Executive Director, American Association on Health and Disability, Rockville, MD
PART 2: Health and Disability: A Collaborative Approach to Addressing Health Disparities

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: CYSHCN

MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

Wisconsin’s Title V/CYSHCN, in partnership with the University Center for Excellence in Developmental Disabilities and a Strategic Leadership State Health Plan team, is leading an effort to follow up on the 2020 state health plan which includes individuals with disabilities as a population that experiences disparities in the areas of oral health, mental health, physical activity and obesity. Title V facilitates an interagency team of disability and public health stakeholders who are committed to finding ways to integrate disability and public health systems to improve how data is collected, shared and utilized. This session will share preliminary outcomes, lessons learned, challenges and next steps.

MODERATOR: Amy Whitehead, MPA, CYSHCN Statewide Coordinator, UW Madison, UCEDD and Wisconsin Title V/CYSHCN, Madison, WI

PRESENTERS:
Angela Rohan, Senior MCH Epidemiologist, Wisconsin Division of Public Health, Madison, WI
Sharon Fleishfresser, MD, MPH, Medical Director, CYSHCN, Wisconsin Program for Children and Youth with Special Health Care Needs, Madison, WI

G6 Diplomat Room

Access to Care – CYSHCN

PART 1: A Systematic Review of Ease of Use in the Title V Block Grant Five-Year Needs Assessment

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Data, Evaluation & Research Methods

MCH Leadership Competency 5: Communication
MCH Leadership Competency 12: Policy and Advocacy

Every five years, Title V agencies must conduct an assessment of their states’ needs and progress on MCH indicators. The goal is to help agencies examine their programs, policies and resources to address the most salient issues in their states. This study evaluated ease of use in these assessments, and interviewed Title V directors, CSHCN coordinators, and appropriate staff to attain a more comprehensive perspective on their approach to the ease of use in their state. In this session, we will report our findings, suggest how to improve ease of use from a policy perspective, and provide recommendations for incorporating the National Center for Ease of Use of Community-Based Services ease of use framework into future assessments and program development. The framework can help to operationalize ease of use and how to make services more accessible for CSHCN and their families.

MODERATOR AND PRESENTER: Jacquelyn A. Bialo, MPH, Research Study Coordinator, National Center for Ease of Use of Community-Based Services, Boston, MA

PRESENTER: Susan Foley, PhD, Research Director, National Center for Ease of Use of Community-Based Services, Boston, MA

PART 2: One Regional Collaborative’s Activities to Improve Access to Services for CYSHCN

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Cultural Competence & Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

The seven HRSA/MCHB-funded Regional Genetic and Newborn Screening Collaboratives were created to assure that CYSHCN and others with diseases with a genetic component have access to appropriate services and care within the context of a health home throughout their lives. Representatives from the New York Mid-Atlantic Consortium for Genetic and Newborn Screening Services will discuss how many of its activities impact CYSHCN. They will demonstrate how the programs, tools and information developed by the consortium and its partners can improve the health of children with genetic disease throughout the life span.

MODERATOR AND PRESENTER: Katharine Harris, MBA, NYMAC Project Manager, New York State Department of Health, Albany, NY

PRESENTER: Bonnie Fredrick, MS, NYMAC Project Coordinator, NYS Department of Health, Albany, NY
PART 1: A Time to Heal: Supporting Parents and Families through Grief and Bereavement after the Sudden and Unexpected Death of an Infant

PRIMARY TRACK: Advocacy
SECONDARY TRACK: Infant & Child Health

MCH Leadership Competency 9: Developing Others through Teaching and Mentoring

The number of sudden infant death syndrome, sudden unexpected infant death and other infant deaths related to unsafe sleep practices remains at a steady rate in Los Angeles County, with more than 380 deaths since 2005. Most of the parents describe their grief as a deep, incomprehensible pain they will never get over or ever forget, which may lead to unresolved grief, depression or other mental health concerns. There are few grief and bereavement support group resources available to parents and families who have experienced the death of an infant. In fall 2008, the Los Angeles County MCAH Fetal and Infant Health Program launched its first bilingual (English and Spanish) monthly peer-parent healing grief support group in an effort to help parents and families through the grief process.

MODERATOR AND PRESENTER:
Angel Hopson, RN, MSN, MPH, Fetal and Infant Health Program Manager, Los Angeles County Department of Public Health, Los Angeles, CA

PART 2: Lessons Learned from the Sudden Unexpected Infant Death Case Registry Experience

PRIMARY TRACK: Data, Evaluation & Research Methods
SECONDARY TRACK: Infant & Child Health

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 11: Working with Communities and Systems

Sleep-related infant deaths are a leading cause of death for infants, after medical conditions. Many of these deaths are due to unknown or undetermined causes. Only after a complete scene investigation, multidisciplinary team review and thorough case report can certain risk factors be identified. This presentation will highlight Georgia’s experience with the CDC’s three-year pilot project to improve investigations, review and reporting of sudden unexpected infant deaths and will explore the numerous process measures that were used to increase participation and accuracy in reporting. Findings will also be presented, with ample opportunity for audience feedback.

MODERATOR AND PRESENTER:
Arleymah Raheem, MPH, Prevention Specialist, Georgia Office of the Child Advocate, Atlanta, GA

PART 1: Investing in Maternal and Child Health: Promoting Maternal Tobacco Cessation

PRIMARY TRACK: The Health Outcomes Case: Impact of the Investment
SECONDARY TRACK: Partnerships & Collaboration

MCH Leadership Competency 5: Communication

This session will discuss the impact of investing in a media campaign focused on increasing cessation attempts among pregnant women. The session will focus on the role of partnerships between state public health programs and other local organizations in designing and implementing the media campaign, as well as on the use of data, evaluation, and research methods to monitor and evaluate program progress. The formative process, survey development and analysis, and advertisement development and distribution will also be covered in this session. Quitline call volume in response to the media campaign will be presented along with the actual radio advertisement.

MODERATOR AND PRESENTER:
Jennifer Bentley, MPH, Cessation Coordinator, Maternal and Child Health, Louisiana Public Health Institute, New Orleans, LA

PART 2: Development of a Tobacco Cessation Initiative for Pregnant and Postpartum Women

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: Women's & Perinatal Health

MCH Leadership Competency 11: Working with Communities and Systems

This session will highlight the process of developing and implementing an evidence-based smoking cessation and secondhand smoke initiative for pregnant and postpartum women in the Acadiana region of Louisiana. Lessons learned and opportunities resulting from the joint project between the Southwest Louisiana Area Health Education Center and Legacy will also be highlighted. In addition, findings and insights from qualitative research, including an environmental scan with health and social service providers and focus group studies with pregnant and postpartum women who smoke, will be shared. A preliminary program model for systems change and the importance of developing a culturally tailored initiative will also be presented.

MODERATOR AND PRESENTER:
Kristen Tertzakian, BS, Senior Manager, TAT Legacy, Washington, DC

PRESENTER:
Rene Stansbusry, BS, Tobacco Control Coordinator, Southwest Louisiana Area Health Education Center, Lafayette, LA
Emergency Services

PART 1: Building Cultural Competency in Emergency Medical Services

PRIMARY TRACK: Cultural Competence & Family-Centered Care
SECONDARY TRACK: Advocacy

MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care

To understand patients’ needs and provide quality health care, health providers need to be culturally competent, recognizing, appreciating, and respecting the cultural diversity and health literacy of those they serve. Reliance on families and family advocates can assist providers in adopting competency practices. Using the example of Emergency Medical Services for Children program’s Family Advisory Network, this session will show how families can be empowered to improve cultural competency.

MODERATOR AND PRESENTER:
Ian Weston, MPP, Director, Emergency Medical Services for Children (EMSC) National Resource Center (NRC), Silver Spring, MD

PRESENTER:
Rinal Pate, MPH(c), Program Associate, Emergency Medical Services for Children - National Resource Center, Silver Spring, MD

PART 2: Essential for Individuals with Disabilities: PREPAration for Emergencies and Recovery

PRIMARY TRACK: SYSHCN
SECONDARY TRACK: The Health Equity & Social Justice Case

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems

It is essential that children and youth with special health care needs and their families be prepared for emergencies. The PREPAration for Emergencies and Recovery (PREP) project, funded by the Administration on Developmental Disabilities, engages individuals with developmental disabilities, their families, community members and state-level organizations to prepare for and recover from emergency situations. In this presentation, information will be provided about the Internet-based PREP plan, with feedback from those who have used the plan and from emergency responders. The infrastructure established to support this project will be described, and information will be provided about how individuals can access the website to develop their own individualized emergency plans.

MODERATOR AND PRESENTER:
Irene Nathan Zipper, PhD, MSW, Director, Family Support Program, University of North Carolina at Chapel Hill (UNC-CH), Chapel Hill, NC

PRESENTER:
Tamara Norris, MSSW, MPA, Project Coordinator, PREP Project, Family Support Program, School of Social Work, UNC-CH, Chapel Hill, NC

Medical Home

PART 1: Bronx Ongoing Pediatric Screening in the Medical Home

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building
SECONDARY TRACK: The Health Outcomes Case: Impact of the Investment

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 11: Working with Communities and Systems

This presentation will describe the current status of the HRSA-funded project Bronx Ongoing Pediatric Screening in the Medical Home. The objectives of the initiative are to (1) design and execute a comprehensive regime of screening among newborns, infants, toddlers and adolescents; (2) target the clinical practice domains of genetics, development, adolescent sexual health and mental health; (3) utilize the electronic medical record; and (4) screen using validated instruments. This session will describe the progress of 12 practices in screening newborns and sexually active adolescents. There will be ample time for discussion.

MODERATOR AND PRESENTER:
Christopher Kus, MD, MPH, Associate Medical Director, New York State Department of Health, Albany, NY

PRESENTERS:
Andrew Racine, MD, PhD, Chief, Division of General Pediatrics, Professor of Clinical Pediatrics, Albert Einstein College of Medicine, Bronx, NY
Deborah York, MPH, Project Director, BOPS in the Medical Home, Albert Einstein College of Medicine, Bronx, NY
PART 2: A Collaborative Approach in Promoting Medical Home Practice among “Pediatric Champions” in Mississippi

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Cultural Competence & Family-Centered Care

MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care

The presentation will discuss using the Pediatric Champion model in establishing a seamless service system for CYSHCN in Mississippi. As part of the Mississippi Integrated Community Systems project, the University of Southern Mississippi Institute for Disability Studies is collaborating with the Mississippi Chapter of the American Academy of Pediatrics, the Mississippi State Department of Health, families, self-advocates, and community-based stakeholders to identify barriers and strategies.

MODERATOR AND PRESENTER:
Victoria Murdy, LCSW, Social Work Coordinator, Early Childhood Specialist, Institute for Disability Studies, Hattiesburg, MS

G11
Regency Room

Using Data: State Infant Mortality Initiatives

PART 1: Using Data to Direct Infant Mortality Efforts for the State of Georgia

PRIMARY TRACK: Partnerships & Collaboration
SECONDARY TRACK: Women’s & Perinatal Health

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 10: Interdisciplinary Team Building

Georgia’s five-year infant mortality rate remained 15-20 percent higher than the national average. The MCH program developed a multidisciplinary, collaborative team of statisticians, epidemiologists, MCH program professionals, and a state-wide community-based organization. County-level approaches were insufficient to understand the context in which infant mortality occurs, and geographic clusters of infant deaths were identified. Home visitation intervention was developed. Guiding principles were to focus on family-specific risk and protective factors, link families to social services and health-related resources, support injury prevention, and promote interconceptional care.

MODERATOR AND PRESENTER:
Theresa Chapple, PhD, MPH, Director of Epidemiology, Maternal and Child Health Program, Georgia Department of Public Health (GDPH), Atlanta, GA

PRESENTER:
Kristal Ammons, MPH, Family Health Coordinator, GDPH, Atlanta, GA

PART 2: Using Existing Data Systems to Develop and Enhance the Statewide Infant Mortality Initiative: Preparing for a Lifetime, It’s Everyone’s Responsibility

PRIMARY TRACK: Data, Evaluation & Research Methods
SECONDARY TRACK: Infant & Child Health

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 11: Working with Communities and Systems

In an effort to improve birth outcomes, the Oklahoma State Department of Health initiated the project Preparing for a Lifetime, It’s Everyone’s Responsibility in 2009. The Initiative’s objective is to reduce infant mortality through improving maternal and infant outcomes and reducing racial disparities. Existing data sources such as birth and death records, the Pregnancy Risk Assessment Monitoring System, and The Oklahoma Toddler Survey routinely provide the State with data for a range of indicators and risk factors that help define the seven broad goals of the project, focus efforts and measure progress. This workshop will address the initiative’s goals and the effective use of data systems to improve birth outcomes.

MODERATOR AND PRESENTER:
Paul Patrick, MPH, Director, Maternal and Child Health Assessment, Oklahoma State Department of Health (OSDH), Oklahoma City, OK

PRESENTER:
Alicia Lincoln, MSW, MSPH, PRAMS/TOTS Projects Manager, OSDH, Oklahoma City, OK

G12
Director’s Room

Immunization

PART 1: Improving Immunization Coverage across the Life Span: A Community-Based, Integrated Approach

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building
SECONDARY TRACK: Partnerships & Collaboration

MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

Improving immunization coverage rates is a top priority for the Vermont Department of Health. The presenters will describe multiple strategies to improve coverage rates across the life span including: (1) establishing a statewide adult immunization program; (2) understanding vaccine-related concerns of parents and caregivers and implementing a communications campaign; (3) building immunization-related components into Vermont’s health care system redesign efforts, and (4) developing a school-based quality improvement strategy. Presenters will share data and implementation strategies.
PART 2: Working with Maternal-Child Health Populations to Improve Knowledge about Influenza Prevention

MODERATOR AND PRESENTER: Wendy Davis, MD, EPSDT Program Chief, Vermont Department of Health (VDH), Burlington, VT

PRESENTER: Breena Holmes, MD, Maternal and Child Health Director, VDH, Burlington, VT

From April 2009 to January 2010, two thirds of the 300 children under 18 years of age who died from H1N1 influenza had underlying pulmonary or neurological conditions. Following the pandemic, critical information gaps regarding the knowledge, attitudes, beliefs and practices of physicians and caregivers of CYSHCN were uncovered. To address these knowledge gaps, CDC’s Division of Birth Defects and Developmental Disabilities implemented a two-phase research project examining the knowledge, attitudes, beliefs and practices of physicians and caregivers of CYSHCN. In this session, the results of this work will be shared, describing the lessons learned from the research and how this work is contributing to outreach, communication and guidance for physicians and caregivers of CYSHCN.

MODERATOR AND PRESENTER: Adina de Coteau, MPH, ORISE Fellow, CDC, Atlanta, GA

PRESENTER: Georgina Peacock, MD, MPH, Medical Officer, CDC, Atlanta, GA

PART 2: Quality Measures for Child Health: Understanding National Quality Forum Endorsement

MODERATOR AND PRESENTER: Reva Winkler, MD, MPH, Senior Director, National Quality Forum, Washington, DC

PRESENTERS: Suzanne Theberge, MPH, Project Manager, National Quality Forum, Washington, DC
Lee Patridge, Senior Health Policy Advisor, National Partnership for Women and Families, Washington, DC

Health care programs at the federal level are undergoing a transformation that will impact public health programs, including MCH. Programs that will be impacted include the Early Hearing Detection and Intervention (EHDI) Program, Newborn Bloodspot Screening (NBS) and immunization programs. This session will explore what MCH staff need to know to use health information technology (HIT) effectively, including meaningful use of electronic health records, standards for health information exchange (HIE), interoperability between HIEs and providers and how to implement HIT standards. Case studies on the integration of NBS and EHDI and the implementation of HIT standards in an EHDI program will be discussed.
5:00 p.m. – 6:00 p.m.
Maternal and Child Health  Executive Room
Public Health Leadership Institute
(MCH-PHLI) Informal Reception

All attendees welcome!
Join us to learn more about the MCH-PHLI program and meet program staff, alumni and current fellows. The MCH-PHLI program is designed for mid-to-senior level MCH leaders who work in MCH, Title V programs, family advocacy organizations and related areas and who are mid-career (have five to 10+ years of MCH-related experience and are five to 10 years from retirement). The program is appropriate for those who have supervisory or management duties. Visit us at the MCH PHLI booth for more information.

5:00 p.m. – 6:30 p.m.
Autism Planning and Implementation Grantees  Governors Room
Meeting –
by invitation only

5:30 p.m. – 7:30 p.m.
New Director Mentor  Calvert Room
Program Event –
by invitation only

5:30 p.m. – 8:00 p.m.
Kellogg Preconception Health Team Meeting –  Congressional A
by invitation only
# TUESDAY Schedule At-A-Glance & Session Planner

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<th>TIME</th>
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<th>PRIMARY TRACK</th>
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<tbody>
<tr>
<td>7:30 a.m. – 2:30 p.m.</td>
<td>Registration Open</td>
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<td>West Registration Desk</td>
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<td>7:00 a.m. – 8:00 a.m.</td>
<td>Conference Planning Workgroup Meeting</td>
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<td>Senate Room</td>
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<td>7:45 a.m. – 9:00 a.m.</td>
<td>Business Meeting and Leadership Celebration Breakfast – all attendees welcome!</td>
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<td>Diplomat Room and Bird Cage Walk</td>
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<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Breakfast in Exhibit Hall</td>
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<td>Ambassador Ballroom</td>
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<td>9:00 a.m. – 10:15 a.m.</td>
<td>Morning General Session</td>
<td>PL2</td>
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<td>Diplomat Room</td>
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<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>Mini-March for Babies</td>
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<td>Executive Room</td>
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<tr>
<td>10:15 a.m. – 11:00 a.m.</td>
<td>Coffee Break and Poster Presentations in Exhibit Hall</td>
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<td>Ambassador Ballroom and Bird Cage Walk</td>
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<tr>
<td>11:00 a.m. – 12:15 p.m.</td>
<td>Workshops</td>
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<td></td>
<td>Federal and State Collaboration through the Act Early</td>
<td>H1</td>
<td>10, 11</td>
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<td>Cabinet Room</td>
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<td>Initiative and Approaches to Screening for Children with Autism</td>
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<td>Spectrum Disorders</td>
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<td>Highlights from the 2009/2010 National Survey of CSHCN and</td>
<td>H3</td>
<td>1, 4</td>
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<td>Congressional A Room</td>
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<td>Survey of Pathways to Diagnosis and Services: Measuring the</td>
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<td>Experiences of CYSHCN and Their Families</td>
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<td>Building an Evidence Base in Maternal and Child Health Practices</td>
<td>H4</td>
<td>1, 8</td>
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<td>Congressional B Room</td>
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<td></td>
<td>Optimizing Health Reform to Improve Maternal and Infant Health</td>
<td>H5</td>
<td>11, 12</td>
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<td>Palladian Room</td>
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<td>Outcomes</td>
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<td>Advocating for MCH in the Era of Reduced Budgets and Health</td>
<td>H6</td>
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<td>Reform Implementation</td>
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<td>How Current Federal Initiatives are Promoting and Supporting</td>
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<td>8, 11</td>
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<td>Diplomat Room</td>
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<td>Breastfeeding</td>
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<td>Sustainability through Integration: Using a Life Course</td>
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<td>11, 12</td>
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<td>Approach to Sequence and Integrate Community-Based MCH Programs</td>
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<td>Healthy Texas Babies: A Collaborative Response to Decrease</td>
<td>H9</td>
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<td>Preterm Birth and Infant Mortality</td>
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<td>Early MIECHV Successes and Challenges: Tennesee’s Experience with</td>
<td>H10</td>
<td>1, 10</td>
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<td>Committee Room</td>
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<td>Continuous Quality Improvement and Engaging Military Families</td>
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<td>11:00 a.m. – 5:00 p.m.</td>
<td>National Health Care Transition Advisory Meeting – by invitation only</td>
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<td>Embassy Room</td>
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<td>12:15 p.m. – 2:00 p.m.</td>
<td>Luncheon General Session</td>
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<td>Regency Ballroom</td>
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<td>2:10 p.m. – 3:45 p.m.</td>
<td>Power Workshops</td>
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<td>State Programs for Youth in Transition</td>
<td>I1</td>
<td>8, 10</td>
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<td>Diplomat Room</td>
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<td></td>
<td>Part 1: Connecticut’s Collaborative Model for YSHCN Transition to</td>
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<td>Adulthood: Challenges and Successes</td>
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<td>Part 2: State Trends in Health Care Transition for Youth with</td>
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<td>Special Needs</td>
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<td>Using Data: Program and Policy Development</td>
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<td>Part 1: Revealing Previously Unseen Disparities, Risk Factors, and</td>
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<td>Patterns by Adding Other Datasets to Program-Specific Data</td>
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<td>Planning and Policy Development</td>
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<td>Communicating with Families</td>
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<td>Part 1: Six Messages to Help Children, Families and Communities</td>
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<td>Breathe Easier: Lessons from the National Asthma Control Initiative</td>
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<td>Part 2: Innovations for Time-Limited, Family-Centered Counseling</td>
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<td>Related to Pediatric Obesity</td>
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<td>Child Maltreatment Prevention</td>
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<td>Part 1: We Can Do Better: Child Abuse and Neglect Deaths in</td>
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<td>America and Strategies to Reduce Them</td>
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<td>Departments to Enhance a Continuum of Prevention</td>
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*NOTE:* In order to receive CDC continuing education for Power Workshops, you must attend both parts on the same topic. You may not change rooms to attend another topic.
### Schedule At-A-Glance & Session Planner

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<tr>
<td>2:10 p.m. – 3:45 p.m.</td>
<td><strong>Power Workshops continued</strong></td>
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<td>There is a 15-minute break between Part 1 (2:10 p.m. – 2:50 p.m.) and Part 2 (3:05 p.m. – 3:45 p.m.) of the Power Workshops to allow participants wishing to attend a second topic to change rooms. <strong>NOTE:</strong> In order to receive CDC continuing education for Power Workshops, you must attend both parts on the same topic. You may not change rooms to attend another topic.</td>
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<td>□ Improving Perinatal Health Outcomes</td>
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<td>QHS</td>
<td>Empire Room</td>
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<td>Part 1: Improving Perinatal Health Outcomes: New York State Obstetric and Neonatal Quality Collaborative</td>
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<td>Part 2: Healthy Women, Healthy Futures: A Model of Interconception Care</td>
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<td>□ Healthy Start</td>
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<td>Part 1: Saving Our Nation’s Babies: The Impact of the Federal Healthy Start Initiative</td>
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<td>Part 2: Improving Paternal Involvement through an Expanded Healthy Start Model</td>
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<td>□ Infant Health</td>
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<td>ICH</td>
<td>Congressional A Room</td>
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<td>Part 1: Using the March of Dimes Close to Me Module to Promote Early Skin-to-Skin Contact to Improve Breastfeeding Outcomes in Premature Infants</td>
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<td>Part 2: Expanding and Maintaining Thriving Peer Counseling Programs in WIC</td>
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<td>□ Partnering in Practice</td>
<td>I8</td>
<td>4, 5</td>
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<td>Cabinet Room</td>
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<td>Part 1: Collaborating and Sharing Expertise through a Query Process</td>
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<td>Part 2: Repeat of Part 1</td>
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<td>4:30 p.m. – 6:00 p.m.</td>
<td><strong>Congressional Reception on Capitol Hill</strong></td>
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<td>Hart Senate Office Building, Room 902</td>
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#### TRACKS KEY:

**Making the Case for MCH Tracks**

- The Economic Case
- The Health Equity & Social Justice Case
- The Health Outcomes Case: Impact of the Investment

**Action Tracks**

- Advocacy
- Data, Evaluation & Research Methods
- Cultural Competence & Family-Centered Care
- Health Information Technology & Social Media
- Partnerships & Collaboration
- Quality Improvement, Health Care Financing & Systems Building
- Workforce & Leadership Development

**Life Span Tracks**

- Adolescent Health
- Infant & Child Health
- Women’s & Perinatal Health
- CYSHCN

TUESDAY Feb. 14
7:30 a.m. – 2:30 p.m.  
Registration Open  
West Registration Desk

7:00 a.m. – 8:00 a.m.  
Conference Planning Workgroup Meeting  
Senate Room

7:45 a.m. – 9:00 a.m.  
Business Meeting and Leadership Celebration – all attendees welcome!  
(Note: breakfast available at 7:30am)

What is The Future of Title V?  
Join us for the AMCHP Annual Business Meeting at which our association business will be efficiently conducted making plenty of time for member discussion and networking. Action items include sharing the results of our 2012 Board of Directors election, setting membership dues rates for the 2013 membership year and discussing two proposed bylaws changes. After our business is conducted, we will engage in a discussion of one of the most critical questions facing state MCH programs: What is the Future of Title V? The provocative question is meant to get members discussing where they see Title V headed in an era of uncertainty, as well as great opportunity. Discussion will help to form the AMCHP Board of Directors’ summer strategic planning activities and guide staff advocacy for the Title V MCH Services Block Grant.

The AMCHP 2012 Board of Directors election was conducted entirely online and no paper balloting will be conducted at the meeting. Results of the online election will be announced at the business meeting. Join us then to recognize our newly elected leadership and thank our out-going board members.

8:00 a.m. – 9:00 a.m.  
Breakfast in Exhibit Hall  
Ambassador Ballroom and Bird Cage Walk

9:00 a.m. – 10:15 a.m.  
Morning General Session (PL2)  
Regency Ballroom

Presentation of Regional Baskets: Regions 4, 5, 6  
MODERATOR  
Phyllis Sloyer, RN, PhD, HIA, AMCHP Past President and Health Care Consultant

Presentation of the Merle McPherson Family Leadership Award to Rodney Farley  
For exemplary contributions to further family/professional collaboration within the state Title V program and AMCHP  
PRESENTED BY  
Amy Whitehead, MPA, CYSHCN Statewide Coordinator, Division of Public Health, Wisconsin Department of Health Services  
Merle McPherson, MD, MPH, retired

Presentation of the Ryan Colburn Memorial Scholarship Award to Josiah Barber  
For outstanding youth leadership in the field of MCH  
PRESENTED BY  
Amy Whitehead, MPA, CYSHCN Statewide Coordinator, Division of Public Health, Wisconsin Department of Health Services  
Susan Colburn, State Parent Consultant, Alabama Department of Rehabilitation Services

Welcome from the White House  
Racquel Russell, JD, Special Assistant to the President for Mobility and Opportunity, The White House Domestic Policy Council (invited)

PRESENTATION  
Coordinating Chronic Disease Prevention and Maternal and Child Health to Improve Health across the Life Span  
In the past decade, chronic disease has emerged as one of the most serious public health problems facing Americans. Nearly half of Americans are living with at least one chronic disease, accounting for more than 75 percent of the nation’s medical care costs. While chronic disease is costly to treat, many chronic conditions can be prevented by maintaining a healthy lifestyle and adopting healthy behaviors – core issues for MCH programs. During this session, we will discuss the opportunities and options states have in supporting coordination between MCH and chronic disease programs, and highlight innovative initiatives, such as the First Lady’s Let’s Move initiative, that bring chronic disease and MCH programs together.

SESSION PANELISTS  
Ursula Bauer, PhD, MPH  
Coleen Boyle, PhD  
Ana Novais, MA  
Betsy Wood, BSN, MPH
10:15 a.m. – 11:00 a.m.
**Mini-March for Babies**

*Kick-Off in the Regency Ballroom immediately following the general session*

**March of Dimes**

*Lace up your sneakers for the Mini-March for Babies with AMCHP and the March of Dimes*

Join your colleagues and the March of Dimes 2012 National Ambassador family in a fitness walk to raise awareness of and support for prematurity prevention. Be part of the AMCHP Steps for Babies Team and support the Maryland-National Capital area chapter of the March of Dimes. Bring your walking shoes and warm clothes – the walk will be outside – rain or shine!

10:15 a.m. – 11:00 a.m.
**Coffee Break and Poster Presentations in Exhibit Hall**

Ambassador Ballroom and Bird Cage Walk

11:00 a.m. – 12:15 p.m.
**Workshops (H1-H10)**

**H1**

*Cabinet Room*

**Federal and State Collaboration through the Act Early Initiative and Approaches to Screening for Children with Autism Spectrum Disorders**

*Primary Track:* CYSHCN

*Secondary Track:* Partnerships & Collaboration

**MCH Leadership Competency 11: Working with Communities and Systems**

**MCH Leadership Competency 10: Interdisciplinary Team Building**

Workshop presenters will address the CDC “Learn the Signs. Act Early.” program, which seeks to improve early identification of children with autism and other developmental disabilities through innovative strategies that promote screening, early identification and improved collaboration. Workshop presenters will also discuss how different states are addressing screening issues through their HRSA State Autism Implementation Grants and CDC Act Early State Systems Grants (including strategies for using other states as leaders and guides). Participants will learn about innovative strategies that promote screening, early identification and improved collaboration, as well as activities, products and outcomes from CDC, HRSA, AUCD and AMCHP.

**Moderator:**

Treeby Brown, Senior Program Manager, CYSHCN, AMCHP, Washington, DC

**Presenters:**

Karen Edwards, MD, MPH, LEND Director and UCEDD Director, University of Cincinnati and Cincinnati Children’s Hospital Medical Center, Cincinnati, OH

Jennifer Bogin, MSed, BCBA, Program Manager, Association of University Centers on Disabilities, Silver Spring, MD

David Rotholz, PhD, BCBA-D, Director, Center for Disability Resources, University of South Carolina School of Medicine, Columbia, SC

Nicole Quintero, PhD, BCBA-D, Licensed Clinical Psychologist, University of Illinois at Chicago, Chicago, IL

H3

**Congressional A Room**

**Highlights from the 2009/2010 National Survey of CSHCN and the Survey of Pathways to Diagnosis and Services: Measuring the Experiences of CYSHCN and Their Families**

*Primary Track:* Data, Evaluation & Research Methods

*Secondary Track:* CYSHCN

**MCH Leadership Competency 1: MCH Knowledge Base**

**MCH Leadership Competency 4: Critical Thinking**

The 2009/2010 NS-CSHCN is a nationally representative survey of CSHCN that provides an excellent means for examining the characteristics and experiences of children and their families. Newly released data from the 2009/2010 NS-CSHCN will be discussed in relation to national performance measures. The Survey of Pathways to Diagnosis and Services is a follow-up survey to the 2009/2010 NS-CSHCN of more than 4,000 parents who reported that their children had ever been diagnosed with autism spectrum disorder, developmental delay, or intellectual disability. Data from this survey will help the MCH community better understand the processes by which learning and developmental conditions in children are diagnosed and treated. Resources available for utilizing national survey data will be described.

**Moderator:**

Michael Kogan, PhD, Director, Office of Epidemiology, Policy and Evaluation, MCHB, Rockville, MD

**Presenters:**

Stephen Blumberg, PhD, Senior Health Scientist, National Center for Health Statistics, CDC, Hyattsville, MD

Christina Bethell, PhD, MBA, MPH, Professor/Director, Child and Adolescent Health Measurement Initiative, Portland, OR

Bonnie Strickland, PhD, Director, Division of Services for Children with Special Health Care Needs, MCHB, Rockville, MD

H4

**Congressional B Room**

**Building an Evidence Base in Maternal and Child Health Practices**

*Primary Track:* Data, Evaluation & Research Methods

*Secondary Track:* Quality Improvement, Health Care Financing & Systems Building

**MCH Leadership Competency 1: MCH Knowledge Base**

**MCH Leadership Competency 8: Family-Centered Care**

Evidence-based programming continues to be a top priority for states, as it assures that program activities and plans are
based on solid science and proven techniques. As states face the challenges of addressing complex public health issues in a time of budget cuts, it is critical to share lessons learned. AMCHP’s Innovation Station catalogs emerging, promising and best practices in MCH. This session will feature Innovation Station practices that address MCH issues and populations across the lifespan. Speakers will highlight program successes and challenges and discuss strategies for building a strong evidence base into a practice. The session will provide information on opportunities to highlight MCH programs in Innovation Station and show how Innovation Station can be a resource.

MODERATOR:
Kate Howe, MPH, Program Manager, Child Health, AMCHP, Washington, DC

PRESENTERS:
Julie Smithwick-Leone, LMSW, Executive Director, PASOs Programs, Columbia, SC
Marilyn Hartzell, MEd, Director, Oregon Center for Children and Youth with Special Health Needs, Portland, OR
Laura Andersen, MPH, MCH/CYSHCN Emergency Preparedness and Early Childhood Manager, Section of Women’s, Children’s, and Family Health, State of Alaska Division of Public Health, Anchorage, AK

H5  Palladian Room

Optimizing Health Reform to Improve Maternal and Infant Health Outcomes

MODERATOR:
Piaa Hanson, MSPH, Program Manager, Women’s and Infant Health, AMCHP, Washington, DC

PRESENTERS:
Suzanna Dooley, MS, APRN, Chief, Maternal and Child Health Service, Oklahoma State Department of Health, Oklahoma City, OK
Shelly Patterson, MPH, Director of Child Health, Oklahoma Health Care Authority, Oklahoma City, OK
Deborah Burch, RN, MSN, Registered Nursing Consultant, Florida Department of Health, Tallahassee, FL
Kay Johnson, MPH, MEd, President, Johnson Group Consulting, Inc., Hinesburg, VT

H6  Executive Room

Advocating for MCH in the Era of Reduced Budgets and Health Reform Implementation

MODERATOR AND PRESENTER:
Brent Ewig, Director of Policy, AMCHP, Washington, DC

Want to learn more about how AMCHP helps to advocate on your behalf or how you as a state MCH employee or a family scholar can help educate others about the effectiveness of the Title V Maternal and Child Health Block Grant? Join the AMCHP public policy and government affairs team to learn the latest on AMCHP’s advocacy for MCH and hear some “tricks of the trade” on how to get attention for your issues. Whether talking to Congress, state leadership or key partners, how you deliver your message is as important as what you are saying. The AMCHP policy team includes both current AMCHP policy advisors and former Capitol Hill staff who bring a variety of perspectives to the job, from setting up and making a Hill visit to using data to get your point across.
**11:00 a.m. – 12:15 p.m.**

**Workshops (H1-H10) continued**

**H7**

**Diplomat Room**

**How Current Federal Initiatives are Promoting and Supporting Breastfeeding**

**PRIMARY TRACK:** Infant & Child Health

**SECONDARY TRACK:** Women’s & Perinatal Health

**MCH Leadership Competency 8: Family-Centered Care**

**MCH Leadership Competency 11: Working with Communities and Systems**

As MCH programs work toward promoting breastfeeding as a best practice, it is important to optimize recent advances and opportunities in breastfeeding promotion, including the Surgeon General’s Call to Action to Support Breastfeeding, provisions in the Affordable Care Act, the President’s proposed Baby Friendly Hospital Initiative, and The Business Case for Breastfeeding, the worksite initiative developed by HRSA with support from the Office on Women’s Health. This session will identify strategies for improving policies and practices to maximize recent advances and opportunities in breastfeeding promotion.

**MODERATOR AND PRESENTER:**

Suzanne Haynes, PhD, Senior Science Advisor, Office on Women’s Health, U.S. Department of Health and Human Services (HHS), Washington, DC

**PRESENTERS:**

Ursuline Singleton, MPH, RD, Public Health Analyst, Office on Women’s Health, HHS, Washington, DC

Adrienne Udarbe, MS, RD, Community Programs Manager, Arizona Department of Health Services, Phoenix, AZ

**H8**

**Senate Room**

**Sustainability through Integration: Using a Life Course Approach to Sequence and Integrate Community-Based MCH Programs**

**PRIMARY TRACK:** The Economic Case

**SECONDARY TRACK:** Quality Improvement, Health Care Financing & Systems Building

**MCH Leadership Competency 11: Working with Communities and Systems**

**MCH Leadership Competency 12: Policy and Advocacy**

This presentation will examine new approaches to integrating and sequencing MCH programs and ages zero to five services using a life course perspective. The life course approach may help to move us past traditional ways of defining MCH programs as discrete entities into a broader strategy to sequence and integrate supportive programs in families’ lives. Programs supporting pregnancy, birth and breastfeeding are particularly important in the life course approach and are often fragmented and underutilized. The community-based doula program, breastfeeding peer counselor programs, and community health worker MCH programs are examples of evidence-based approaches that can be integrated or sequenced with other high quality evidence-based home visiting programs to achieve improved long-term results.

**MODERATOR AND PRESENTER:**

Evelyn Delgado, Assistant Commissioner, Texas DSHS Services, Austin, TX

**PRESENTER:**

Sam Cooper, LMSW-IPR, Director, Office of Title V and Family Health, Texas DSHS, Austin, TX

Sharyn Malatok, MA, State Director of Program Services, March of Dimes, Austin, TX

Aisling McGuckin, RN, MSN, MPH MCH Nurse Consultant, Texas DSHS, Austin, TX
Early MIECHV Successes and Challenges: Tennessee’s Experience with Continuous Quality Improvement and Engaging Military Families

Continuous quality improvement (CQI) elements were embedded in Tennessee’s Maternal, Infant and Early Childhood Home Visiting Program (MIECHV) efforts to ensure adequate program implementation and to test improvements within a structured, scientific context. Participants will learn strategies for embedding CQI into workforce development, for mobilizing resources to create a supported, sustained culture of CQI, and for enhancing CQI and data-use skills. Specific resources to be discussed include experiential CQI learning modules used on-site and remotely. We will also discuss strategies to incorporate MIECHV initiatives into existing home visiting efforts, create new public-private stakeholder partnerships (including work with military families), and bolster existing early childhood systems leveraging these new resources.

MODERATOR:
Marilyn Stephenson, RN, MSN, Program Officer for MIECHV and ECCS, HRSA Region IV, Atlanta, GA

PRESENTERS:
Bridget McCabe, MD, MPH, Director, Division of Quality Improvement, Tennessee Department of Health (TDH), Nashville, TN
Cathy Taylor, DrPH, MSN, RN, Assistant Commissioner, Health Services Administration, TDH, Nashville, TN
Michael Warren, MD, MPH, Director, Title V/MCH, TDH, Nashville, TN

12:15 p.m. – 2:00 p.m. Regency Ballroom
Luncheon General Session (PL3)

Presentation of Regional Baskets:
Regions 7, 8, 9, 10

Exhibit Hall Scavenger Hunt Drawings – Monday and Tuesday cards

MODERATORS
Melinda Sanders, MS, RN, Deputy Division Director, Division of Community and Public Health, Missouri Department of Health and Senior Services
Katherine Bradley, PhD, RN, AMCHP President-Elect and Administrator, Office of Family Health, Oregon Public Health Division, Department of Human Services

Presentation of the RealityWorks and GoBeyond MCH Student Scholarship to Aimee Eden

For demonstrating leadership involvement through academic excellence and practical experience in the field of MCH

PRESENTED BY
Allan Stamm, CEO, Go Beyond MCH and Timm Boettcher, President, Realityworks

Presentation of the Best Practices Awards
For especially innovative emerging, promising and best MCH practices accepted into AMCHP’s Innovation Station

PRESENTED BY
Melinda Sanders and Katherine Bradley

EMERGING PRACTICE:
Utah Power Your Life Preconception Campaign

PROMISING PRACTICE:
South Carolina PASOs Program

BEST PRACTICE:
Ohio Every Child Succeeds Program
2:10 p.m. – 3:45 p.m.
Power Workshops (I1-I8)

There is a 15-minute break between Part 1 (2:10 p.m. - 2:50 p.m.) and Part 2 (3:05 p.m. – 3:45 p.m.) of the Power Workshops to allow participants wishing to attend a second topic to change rooms.

NOTE: In order to receive CDC continuing education for power workshops, you must attend both parts on the same topic. You may not change rooms to attend another topic.

I1 Diplomat Room
State Programs for Youth in Transition

PART 1: Connecticut’s Collaborative Model for YSHCN Transition to Adulthood: Challenges and Successes

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Partnerships & Collaboration

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 10: Interdisciplinary Team Building

Youth with special health care needs (YSHCN) transitioning to adulthood often experience frustrations. Connecticut’s Department of Public Health Medical Home Initiative for CYSHCN, in collaboration with families and community partners, is developing integrated community systems to address barriers and find solutions for achieving success in adult life for YSHCN. Connecticut’s Title V program has collaborated with community partners and families to identify resources and establish a care coordination life course transition model for YSHCN. The model is implemented through community-based care coordination networks. This presentation shares the successes, challenges, and lessons learned.

MODERATOR:
Joy Liebeskind, Statewide Coordinator, CLRC, Rocky Hill, CT

PRESENTERS:
Mark Keenan, RN, MBA, Title V CYSHCN Director, State of Connecticut Department of Public Health, Hartford, CT
Madhu Mathur, MD, MPH, Physician Champion, Stamford Hospital, Stamford, CT

Excellence in State MCH Leadership Recognition of Distinction

Elizabeth Collins, RN-BC, MS
Rebekah Gee, MD, MPH
Sarah Thorson, BSW

PRESENTATION
Acting Today for Healthy Tomorrows: State Initiatives to Promote Maternal and Child Health

State MCH programs work daily to protect and promote the health of women, children and families nationwide and focus on addressing maternal and child health needs early to improve future health outcomes. In this session, thought-leaders and colleagues will share several recent programs to address premature birth and prevent infant mortality, including the March of Dimes’ Healthy Babies are Worth the Wait initiative. Efforts to support preconception health and health care in the states will also be highlighted.

SESSION PANELISTS
Michael Lu, MD, Associate Administrator, Maternal and Child Health Bureau, Health Resources and Services Administration
David Lakey, MD, Commissioner, Texas Department of State Health Services
Scott Berns, MD, MPH, FAAP, Senior Vice President of Chapter Programs, March of Dimes
Ruth Ann Shepherd, MD, FAAP, CPHQ, Director, Division of Adult and Child Health Improvement, Kentucky Department of Public Health

PART 2: State Trends in Health Care Transition for Youth with Special Needs

PRIMARY TRACK: CYSHCN
SECONDARY TRACK: Adolescent Health

MCH Leadership Competency 11: Working with Communities and Systems

This session provides participants with the latest information on national and state transition performance from the 2009/2010 National Survey of Children with Special Health Care Needs (NS-CSHCN). We will compare newly released data with the 2005/2006 NC-CSHCN results to identify changes in the proportion of YSHCN meeting the national transition outcome. We will also examine disparities by gender,
race and ethnicity, income, and insurance status and discuss the implications for state Title V agencies, health care professionals, and consumers.

**MODERATOR AND PRESENTER:**
Margaret McManus, President, The National Alliance to Advance Adolescent Health, Washington, DC

**PRESENTER**
Lauren Pollack, BS, Research Assistant, The National Alliance to Advance Adolescent Health, Washington, DC

I2
Congressional B Room

Using Data: Program and Policy Development

**PART 1:** Revealing Previously Unseen Disparities, Risk Factors, and Patterns by Adding Other Datasets to Program-Specific Data

**PRIMARY TRACK:** Data, Evaluation & Research Methods

**SECONDARY TRACK:** Infant & Child Health

**MCH Leadership Competency 10:** Interdisciplinary Team Building

**MCH Leadership Competency 11:** Working with Communities and Systems

Two case studies provide examples of using additional data sources to identify disparities, risk factors, and patterns that would have been missed using program-specific data alone. Georgia personnel identified service disparities among individuals with Down Syndrome through a linkage with surveillance reports, hospital discharge data, birth data, and Part C early intervention enrollment, goals, and objectives. Risk factors for late-identified hearing loss were identified through a linkage with birth and health resource data from the HRSA area resource file. Evaluation and needs assessment capability were broadened.

**MODERATOR AND PRESENTER:**
Brendan Noggle, MPH, Epidemiologist, Georgia Department of Public Health (GDPH), Atlanta, GA

**PRESENTER:**
Teena Francois, MPH, Epidemiologist, GDPH, Atlanta, GA

I3
Forum Room

Communicating with Families

**PART 1:** Six Messages to Help Children, Families and Communities Breathe Easier: Lessons from the National Asthma Control Initiative

**PRIMARY TRACK:** The Health Outcomes Case: Impact of the Investment

**SECONDARY TRACK:** Infant & Child Health

**MCH Leadership Competency 1:** MCH Knowledge Base

**MCH Leadership Competency 11:** Working with Communities and Systems

Are you doing enough to help MCH populations overcome barriers to asthma control? Nearly 25 million Americans, including more than seven million children, have asthma, and many experience limitations in daily activities throughout their lives. Yet six key messages, if implemented broadly, would greatly relieve this burden. That is why the National Asthma Education and Prevention Program, coordinated by the National Heart, Lung, and Blood Institute (NHLBI), created the National Asthma Control Initiative (NACI). Join a dialogue with the NHLBI and IMPACT DC to learn how the NACI and its projects are putting these messages into action with children and families across medical, community, and school settings and what tools and resources are available to help you do the same.
PART 2: Innovations for Time-Limited, Family-Centered Counseling Related to Pediatric Obesity

**PRIMARY TRACK:** Infant & Child Health

**SECONDARY TRACK:** Cultural Competence & Family-Centered Care

**MCH Leadership Competency 5:** Communication

**MCH Leadership Competency 8:** Family-Centered Care

Acting today to decrease the prevalence of pediatric obesity will lead to healthier tomorrows as children mature into adults of healthy weight. This presentation will utilize data from a WIC project to document the benefit of skills training on communication and show the usefulness of four new counseling tools. These tools are intended to promote family-centered care and build critical thinking capacity for the staff. WIC staff using these tools suggest that they may help build rapport between the clients and staff and lead to family-centered care when action is needed to reverse a trend of excess weight gain in children two to five years of age. Copies of these tools will be provided to all session attendees.

**MODERATOR AND PRESENTER:** Donna Lockner, PhD, RD, Associate Professor Emerita, University of New Mexico, Albuquerque, NM

**PRESENTER:** Debra Kibbe, MS, PHR, Director, Physical Activity and Nutrition Program, International Life Sciences Institute Research Foundation, Washington, DC
National Initiative for Children’s Healthcare Quality work together to improve care and implement the core intervention and associated measures. The project goals include assuring that initiations of labor or cesarean sections are medically indicated and optimizing early enteral nutrition in newborns of less than 31 weeks gestational age. The presenters will describe the methodology used, review current progress, point out challenges and discuss plans for the future.

MODERATOR AND PRESENTER:
Marilyn Kacica, MD, MPH, Medical Director, New York State Department of Health, Albany, NY

PRESENTER:
Patricia Heinrich, RN, MSN, Quality Improvement Adviser, Heinrich LLC, Waltham, MA

PART 2: Healthy Women, Healthy Futures: A Model of Interconception Care

PRIMARY TRACK: Women's & Perinatal Health
SECONDARY TRACK: The Health Equity & Social Justice Case

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems

Healthy Women, Healthy Futures (HWHF) is a multicultural, community-based interconception program with the mission to improve the health of nonpregnant women living in poverty in order to reduce premature births and infant mortality. HWHF is based in life course theory, postulating that improving women’s prepregnancy health will positively affect future birth outcomes and the health of future generations. HWHF’s efforts are to improve the health literacy, lifestyles, and status of women who have children attending an early childhood education center. Classes are taught on site. Access to health care is facilitated through community collaboration. Outcomes demonstrate goal achievement. Infants born were at normal weight, the majority at term gestation.

MODERATOR AND PRESENTER:
Su An Phipps, PhD, Director, Healthy Women, Healthy Futures, University of Oklahoma College of Nursing, Tulsa, OK

Healthy Start

PART 1: Saving Our Nation’s Babies: The Impact of the Federal Healthy Start Initiative

PRIMARY TRACK: Data, Evaluation & Research Methods
SECONDARY TRACK: Women’s & Perinatal Health

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 8: Family-Centered Care

The Healthy Start Network, composed of 104 projects, has been at the forefront of providing preconception and interconception care to the thousands of women it serves annually. It is the only network of its kind and it has community connectivity, authenticity and infrastructure operating in many urban, rural, tribal and border communities throughout most of the United States. This workshop will highlight three Healthy Start projects that have demonstrated positive outcomes over the last 20 years, such as reduced infant mortality rates, a lower number of babies born with low birth weights, more women accessing prenatal care, more women having full term babies, improved screening for depression among women and more linkages and services to families.

PRESENTERS:
Lo Berry, MA, LTFP, President, REACHUP, Inc., President, National Healthy Start Association BOD, Tampa, FL
Dana Gaskins, MHS, CHES, Director of Marketing and Development, Baltimore Healthy Start, Inc., Baltimore, MD
Segrid Renne, MPA, Director, Northern Manhattan Perinatal Partnership/Central Harlem Healthy Start, New York, NY

PART 2: Improving Paternal Involvement through an Expanded Healthy Start Model

PRIMARY TRACK: Cultural Competence & Family-Centered Care
SECONDARY TRACK: The Health Outcomes Case: Impact of the Investment

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 8: Family-Centered Care

Paternal involvement is an essential component of child development. Lack of two-parent involvement in the beginning years of life has been associated with negative outcomes in adult life. Healthy Start, Inc. (Pittsburgh, PA) developed the Promoting Responsible Fatherhood Program to increase paternal involvement and improve both short- and long-term MCH outcomes. This session provides an overview of lessons learned implementing a fatherhood program in a traditional MCH environment, a review of program components and evidence of effectiveness over the past five years. Introducing male-based programming and adapting existing MCH programs to be more male friendly is critical to effectively improving MCH outcomes across the lifespan.

MODERATOR AND PRESENTER:
Raynard Washington, MPH, Evaluator, Healthy Start, Inc., Pittsburgh, PA
PART 1: Using the March of Dimes Close to Me Module to Promote Early Skin-to-Skin Contact to Improve Breastfeeding Outcomes in Premature Infants

PRIMARY TRACK: Infant & Child Health

SECONDARY TRACK: Cultural Competence & Family-Centered Care

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 10: Interdisciplinary Team Building

For infants in neonatal intensive care, the early onset and frequency of skin-to-skin (S2S) contact, including kangaroo care, nonnutritive sucking, and breast feeding, enhances the mother-infant bond, provides emotional benefits to the parent, and supports infant health benefits. Evidence exists that early S2S contact increases breast milk supply and length of availability, enhancing breastfeeding outcomes. This session will provide strategies for policy and practice changes that perinatal centers could incorporate to experience successful results in all newborns.

MODERATOR AND PRESENTER:
Lisa Roday, JD, March of Dimes NICU Family Support Specialist, March of Dimes/Henrico Doctors’ Hospital, Richmond, VA

PRESENTER:
Annette Backus, RNC, MSN, CNS, Perinatal Clinical Nurse Specialist, Henrico Doctors’ Hospital, Richmond, VA

PART 2: Expanding and Maintaining Thriving Peer Counseling Programs in WIC

PRIMARY TRACK: Women’s & Perinatal Health

MCH Leadership Competency 9: Developing Others through Teaching and Mentoring

Breastfeeding peer counseling adds a critical dimension to efforts of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) to help women initiate and continue breastfeeding. The research-based Loving Support Model serves as the framework for administering peer counseling programs in WIC. The U.S. Department of Agriculture Food and Nutrition Service recently updated two training curricula for managers of peer counseling programs and trainers of peer counselors. This session will focus on the Loving Support Model for implementing successful peer counseling programs and best practices in WIC agencies.

MODERATOR:
Anne Bartholomew, MS, RD Chief, Nutrition Services Branch, Supplemental Food Programs Division, FNS, USDA, Alexandria, VA

PRESENTERS:
Patti Mitchell, MPH, RD, Senior Program Analyst, Supplemental Food Programs Division, Food and Nutrition Service, U.S. Department of Agriculture, Alexandria, VA

NOTE: CDC continuing education is not available for session I8. If you attend an I8 power workshop, you will not be eligible for continuing education for either power workshop you attend.

PART 2: Repeat of Part 1

4:30 p.m. – 6:00 p.m.

Congressional Reception

Hart Senate Office Building, Room 902

All conference participants are cordially invited to attend an exclusive Congressional Reception on Tuesday, Feb. 14, from 4:30 p.m. – 6:00 p.m. at the Hart Senate Office Building, Room 902, on Capitol Hill. This is a great networking and learning opportunity to hear from leaders charting the course for MCH policy. Congressional MCH policy leaders, staff and our MCH partners will be invited to attend. Attendees should plan on utilizing public transportation when traveling to the event or in the case of limited mobility or special circumstances, AMCHP staff will be on hand to provide assistance with taxis or other accommodations. Please plan on joining us for a memorable event in the heart of our nation’s capitol.

Maps of Capitol Hill and the Congressional Reception location are in your conference bag and available at the registration desk.