

# Program of Events

## Registration Hours – West Registration Desk

Saturday, Feb. 11	8:00 AM to 5:00 PM
Sunday, Feb. 12	8:00 AM to 7:00 PM
Monday, Feb. 13	7:30 AM to 7:00 PM
Tuesday, Feb. 14	7:30 AM to 2:30 PM

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

Sunday, February 12

5:20 p.m. to 7:00 p.m. Exhibit Hall Open – Exhibition Kick-Off and Poster Presentations Reception

Monday, February 13

8:00 a.m. to 12:45 p.m. *Exhibit Hall and Posters Open*

8:00 a.m. – 9:30 a.m. Breakfast with Exhibitors

2:30 p.m. – 3:15 p.m. Dessert Break with Exhibitors and Poster Presentations

2:30 p.m. to 5:00 p.m. *Exhibit Hall Open*

Tuesday, February 14

8:00 a.m. to 12:15 p.m. *Exhibit Hall and Posters Open*

8:00 a.m. – 9:00 a.m. Breakfast with Exhibitors (alternative to Business Meeting and Leadership Celebration Breakfast)

10:15 a.m. – 11:00 a.m. Coffee Break with Exhibitors and Poster Presentations

## 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.

**Power Sessions** 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.

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

**Knowledge Cafés** are open, creative conversations to share collective knowledge, ideas and insights, and 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.

**Saturday, February 11 – AMCHP Annual Conference Training Institute**

8:00 a.m. – 5:00 p.m.  
West Registration Desk  
Registration Open

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

**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.**

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

### **A1**

#### **Identifying Evidence-Based Practices that Lead to Improvements in MCHB Performance Measures: A Toolkit for States**

Calvert Room

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

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

### **A2**

#### **Commit to Prevention and Health with Building Blocks for a Healthy Future**

Cabinet Room

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**

#### **Applying Quality Improvement Techniques, Forming Multisector Partnerships, and Leveraging Tools and Resources: The Collaborate for Healthy Weight Initiative**

Forum Room

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

### **A4**

#### **Ease of Using Health Care Services for Latino Families with Children with Special Health Care Needs**

Congressional A Room

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

## **A5**

**Enhancing MCH Leadership Skills through Professional Development in Core Competencies**  
Governors Room

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:

Michael Warren, MD, MPH, Director, Title V/MCH, Tennessee Department of Health, Nashville, TN

Presenters:

Cathy Taylor, DrPH, MSN, RN, Assistant Commissioner, Health Services Administration, Tennessee Department of Health, Nashville, TN

Laura Kavanagh, MPP, Director, Division of Research, Training, and Education, MCHB, Rockville, MD

9:00 a.m. – 5:00 p.m.

Diplomat Room

**Adolescent and Young Adult Health Institute (A6)**

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

**Grant-Writing Training: Proposal Writing Essentials (A7) – *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

**Noon – 1:00 p.m.**

**Lunch Break – Lunch On Your Own**

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**

**Performance and Outcome Measurement: Strategies for Target Setting**

Cabinet Room

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

## **B2**

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

Forum Room

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, MA, 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

## **B3**

### **Integrating Public and Private Service Delivery Systems for Women, Children and Their Families**

Congressional A Room

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 efforts, and medical home. The Patient Protection and Affordable Care Act provides states with new tools and opportunities to reform health care systems and integrate public/private service delivery systems. This session will highlight the efforts of selected states to integrate health care service delivery systems to improve the health of women, children, including children with special health care needs, and their families.

#### Moderator:

Phyllis Sloyer, RN, PhD, HIA, Health Care Consultant, Tallahassee FL

#### Presenters:

Colleen Kraft, MD, Associate Professor of Pediatrics, Virginia Tech Carilion School of Medicine, Roanoke, VA

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

Alison Croke, MHA, Senior Health Program Development Specialist, ACS, Inc., Rhode Island Executive Office of Health and Human Services, Cranston, RI

Nora Wells, MEd Director of Programs, Co-Director, National Center for Family Professional Partnerships, Family Voices, Inc., Lexington, MA

### **B4**

#### **Using Social Media to Strengthen MCH Outreach**

Governors Room

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

### **B5**

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

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

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

**B6**

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

Calvert Room

Primary Track: Women's & Perinatal Health

Secondary Track: Partnerships & Collaboration

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

*MCH Leadership Competency 10: Interdisciplinary Team Building*

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

4:30 p.m. – 6:00 p.m.

Calvert Room

Legislative and Health Care Finance Committee Meeting – *by invitation only*

4:30 p.m. – 6:00 p.m.

Governors Room

Emerging Issues Committee Meeting

4:30 p.m. – 6:30 p.m.

Senate Room

Workforce and Leadership Development Committee Meeting

5:30 p.m. – 6:30 p.m.

Cabinet Room

Family and Youth Leadership Committee Meeting

**Sunday, February 12 – AMCHP Annual Conference Training Institute (until 12:00 noon)**

**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.**

8:00 a.m. – 7:00 p.m.

West Registration Desk

Registration Open

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**

### **Putting Data into Action to Improve Health and Well-Being for Children**

Executive Room

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**

### **Public Health in Partnership with Medical Homes: Building the Future for Quality Preventive Care**

Congressional B Room

Primary Track: Partnerships & Collaboration

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

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

*MCH Leadership Competency 10: Interdisciplinary Team Building*

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

### **C3**

#### **Innovation in Developing Family Leaders: From Service to Partnership**

Cabinet Room

Primary Track: The Health Equity & Social Justice Case

Secondary Track: Cultural Competence & Family-Centered Care

*MCH Leadership Competency 8: Family-Centered Care*

*MCH Leadership Competency 7: Cultural Competency*

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

### **C4**

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

Congressional A Room

Primary Track: CYSHCN

Secondary Track: Workforce & Leadership Development

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

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

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 provide 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

9:00 a.m. – 10:00 a.m.

Palladian Room

**The Life Course Approach to MCH: Challenges and Strategies for Implementation (C5)**

Primary Track: The Health Equity & Social Justice Case

Secondary Track: Partnerships & Collaboration

*MCH Leadership Competency 1: MCH Knowledge Base*

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

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

10:00 a.m. – 12:00 noon

Palladian Room

**A Life Course Dialogue: Exploring State-Level Implementation (D1)**

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

12:00 noon – 1:15 p.m.

Empire Room

New Directors Luncheon – *by invitation only*

1:00 p.m. – 1:30 p.m.

Regency Ballroom

### **Warm Welcome Coffee Reception**

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.

Regency Ballroom

### **Welcome and John C. MacQueen Memorial Lecture General Session**

Generously Sponsored by Go Beyond MCH

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, D.C., 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 2011 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

3:45 p.m. – 5:20 p.m.

Power Workshops (E1-E10)

*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 Sessions to allow participants wishing to attend a second topic to change rooms.*

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

#### **E1**

##### **Adolescent Health**

Palladian Room

#### **Part 1: Using Proven Approaches to Reduce Teen Pregnancy: The Personal Responsibility Education Program**

Primary Track: Adolescent Health

Secondary Track: Data, Evaluation & Research Methods

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

Reducing the rate of teen pregnancy is a significant public health goal, and a key performance measure for maternal and child health programs. This dynamic presentation will give state and community leaders insight into a critical new funding source aimed at promoting effective teen pregnancy prevention approaches, the Personal Responsibility Education Program (PREP). Presenters will share early insights about how states are using these funds and highlight innovative state approaches.

Moderator and Presenter:

Clare DiSalvo, MPP, Presidential Management Fellow, Office of Planning, Research, and Evaluation, Administration for Children and Families (ACF), U.S. Department of Health and Human Services (HHS), Washington, DC

Presenter:

Dirk Butler, MSW, Social Science Research Analyst, Family Youth Services Bureau, ACF, HHS, Washington, DC

#### **Part 2: Practical Tools for Effective Suicide Prevention in Your State**

Primary Track: Adolescent Health

Secondary Track: Partnerships & Collaboration

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

Suicide is the third leading cause of death for youth between the ages of 10 and 24. With state MCH programs needing to address National Performance Measure #16, which addresses youth suicide, there has been increased interest in best practices for suicide prevention and how to connect with existing state efforts. This session will give participants an overview of the Suicide Prevention Resource Center's strategic planning model, with a focus on selecting and adapting best practices, developing partnerships for implementation, and evaluating suicide prevention programs and practices. The presenters will outline current approaches in the field, and participants will get hands-on practice using the public health model to create strategies for suicide prevention in their states.

Moderator and Presenter:

Smita Varia, MA, Prevention Specialist, Suicide Prevention Resource Center, Washington, DC

## **E2**

### **Federal Initiatives**

Empire Room

#### **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 11: Working with Communities and Systems*

*MCH Leadership Competency 10: Interdisciplinary Team Building*

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:

Laura Kavanagh, MPP, Director, Division of Research, Training, and Education, MCHB, Rockville, MD

Presenters:

Diana Autin, JD, Executive Co-Director, Statewide Parent Advocacy Network, Newark, NJ

Rebecca Landa, PhD, Director, Center for Autism and Related Disorders, Kennedy Krieger Institute, Baltimore, MD

Anne Harris, PhD, MPH, LEND Director, Waisman Center, University Center for Excellence in Developmental Disabilities, Madison, WI

#### **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 (U.S.) has averaged 58 major federally declared disasters per year that have affected all states and U.S. territories. Postdisaster research studies in the U.S. 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 birth, 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/NCCDPHP/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

### **E3**

#### **Family Partnerships**

Congressional A Room

#### **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, Indianapolis, IN

#### **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

#### **E4**

#### **CYSHCN**

Executive Room

#### **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 11: Working with Communities and Systems*

*MCH Leadership Competency 1: MCH Knowledge Base*

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% 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 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

## **E5**

### **SIDS Reduction among African-American Infants**

Congressional B Room

#### **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 which 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: Helping African American Infants Reach Their First Birthday through Infant Safe Sleep Messaging**

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*

The success of the national “Back to Sleep” campaign between the years 1992 and 1998 yielded a decrease in the overall incidence of SIDS by more than fifty percent. However, African American infants in California continue to be twice as likely to die from SIDS as White/non-Hispanic and Hispanic infants. According to the California Department of Public Health, the three-year SIDS rates for 2005-2007 and 2006-2008 increased 104% in Los Angeles County. During this same period, the African American SIDS rates increased from two times to almost four times the White/non-Hispanic and Hispanic rates. The Los Angeles County Department of Public Health has developed a culturally specific project to provide safe sleep public health messages to African American communities.

Moderator and Presenter:

Angel Hopson, RN, MSN, MPH, Fetal and Infant Health Program Manager, Los Angeles County Department of Public Health (LACDPH), Los Angeles, CA

Presenter:

Kathy Aceves, RN, BSN, PHN, Student Intern, LACDPH, Los Angeles, CA

## **E6**

### **Reaching Expectant Parents through Social Media**

Senate Room

#### **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 9: Developing Others Through Teaching and Mentoring*  
*MCH Leadership Competency 1: MCH Knowledge Base*

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

## **Part 2: Baby's First Test: A New Way to Engage Families and Raise Awareness of State Newborn Screening Programs**

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](http://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

## **E7**

### **Improving Birth Outcomes**

Forum Room

#### **Part 1: Forging a Trail: Bootleg Evaluation of a Non-Evidence-Based Home Visiting Program and Implications in Public Health Nursing Practice**

Primary Track: Women's & Perinatal Health

Secondary Track: Data, Evaluation & Research Methods

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

*MCH Leadership Competency 1: MCH Knowledge Base*

Recent developments in home visiting initiatives have highlighted the need to evaluate existing non-evidence-based home visiting programs. This presentation will share one method of evaluating such programs. Wyoming's Best Beginnings (BB) is a perinatal home visiting program that is client driven and does not have uniform guidelines for program delivery, posing challenges for program evaluation. This project evaluated the effect of BB on maternal

health behaviors by comparing women who were visited prenatally and postnatally to those only visited postnatally. The results, limitations, and public health nursing implications will be discussed in this presentation.

Moderator:

Ashley Busacker, PhD, CDC MCH Epidemiology Assignee, CDC/WDH, Cheyenne, WY

Presenter:

Linette Johnson, ADN, Public Health Nursing Supervisor, Wyoming Department of Health (WDH), Cheyenne, WY

## **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:

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

Presenter:

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

## **E8**

### **Early Childhood Development**

Governors Room

#### **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 11: Working with Communities and Systems*

*MCH Leadership Competency 10: Interdisciplinary Team Building*

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.

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% 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**

**Applying a Life Course Perspective**

Embassy Room

**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 in 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

## **E10**

### **Communication**

Cabinet Room

#### **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 8: Family-Centered Care*

*MCH Leadership Competency 5: Communication*

Health illiteracy, an issue impacting up to 88% of the population, disproportionally 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

5:20 p.m. – 7:00 p.m.

Ambassador Ballroom and Bird Cage Walk

Exhibition Kick-Off and Poster Presentations Reception

Meet the exhibitors, take a first look at the posters and talk with their presenters, and greet your colleagues from near and far as we kick-off the exhibition and poster presentations with this welcome reception.

Light reception fare will be served; a cash bar will be available.

6:00 p.m. – 7:00 p.m.

Executive Room

Newcomer Speed Networking Event

Is this your first time at the AMCHP Annual Conference? Are you a student or new to the field of MCH? If so, we encourage you to participate in this fun twist on networking! Come share in a series of brief exchanges and to meet other professionals in the field to discuss your interests and career goals, learn more about other conference attendees, and establish new connections within the MCH field. Speed Networking will use the round robin “speed dating” method to randomly pair participants for serial brief discussions. In this way, participants will meet multiple MCH professionals in a short period of time. By making connections early in the conference, you will get to know fellow conference attendees and can follow up with your new connections throughout the week. This is also a great opportunity for young/new MCH professionals and students to have one-on-one conversations with experienced MCH leaders and to expand your network of contacts.

6:00 p.m. – 7:30 p.m.

Governors Room

Act Early Meeting

7:00 p.m. – 9:00 p.m.

Congressional A

Family Delegates and Family Scholars Dinner – *by invitation only*

### **Monday, February 13**

7:30 a.m. – 7:00 p.m.

Registration Open

West Registration Desk

8:00 a.m. – 9:30 a.m.

Ambassador Ballroom and Bird Cage Walk

Breakfast in Exhibit Hall

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, February 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

Katherine Bradley, PhD, RN, AMCHP President-Elect and Administrator, Office of Family Health, Oregon Public Health Division, Department of Human Services

**Welcome from the U.S. Department of Health and Human Services**

Mary Wakefield PhD, RN, Administrator, Health Resources and Services Administration

Kathleen Sebelius, MPA, Secretary, Department of Health and Human Services (invited)

**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.

Candace Bertotti, MPA, Master Trainer, VitalSmarts

11:30 a.m. – 12:45 p.m.

Workshops (F1-F12)

**F1**

**Be an Influencer: Creating Change within Your Team and Organization**

Palladian Room

Primary Track: Workforce & Leadership Development

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**

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

Cabinet Room

Primary Track: The Health Outcomes Case: Impact of the Investment

Secondary Track: Partnerships & Collaboration

*MCH Leadership Competency 8: Family-Centered Care*

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

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**

### **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**

Forum Room

Primary Track: CYSHCN

Secondary Track: Partnerships & Collaboration

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

*MCH Leadership Competency 5: Communication*

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**

### **Putting the Six Core Elements of Health Care Transition into Practice Using Quality Improvement** Embassy Room

Primary Track: Adolescent Health

Secondary Track: CYSHCN

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

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

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

#### **F5**

### **Strengthening Services for CYSHCN through Multiagency Collaboration under an Umbrella for Family Support: Delaware's Family SHADE** Senate Room

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

## **F6**

### **Maximizing the Patient Protection and Affordable Care Act to Advance Medical Homes for Women, Children and Families**

Empire Room

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

## **F7**

### **Beyond Measurement: Applying the Preconception Health Indicators**

Congressional B Room

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:

Kristin Austin, MPH, Acting Maternal and Child Health Lead Analyst, Virginia Department of Health, Richmond, VA

Vanessa Short, MPH, PhD, Senior Epidemiologist, Mississippi State Department of Health, Jackson, MS

Melissa VonderBrink, Epidemiology Investigator, Ohio Department of Health, Columbus, OH

## **F8**

### **AMCHP Federal Budget and Legislative Update**

Diplomat Room

Primary Track: The Economic Case

Secondary Track: Advocacy

*MCH Leadership Competency 1: MCH Knowledge Base*

*MCH Leadership Competency 12: Policy and Advocacy*

Join this session and hear from the AMCHP Public Policy & Government Affairs team about critical issues and new initiatives affecting maternal and child health. Come find out what decisions are being hotly debated in Washington, D.C. that affect state Title V MCH directors, CSHCN directors and the work they do. This year's updates will include a look at the federal budget and the Title V MCH Block Grant for 2012 and beyond, ongoing progress on health reform implementation and home visitation, as well as what other federal legislation affecting MCH is on the near horizon. This session will update participants on the work being done in Washington, D.C., and provide vital information around issues affecting women and children to help MCH leaders make informed decisions back home.

Moderator and Presenter:  
Brent Ewig, Director of Policy, AMCHP, Washington, DC

**F9**  
**Using Evidence-Based Practice to Drive Policy**  
Congressional A Room

Primary Track: Quality Improvement, Health Care Financing & Systems Building

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

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 state-wide 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

## **F11**

### **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

## **F12**

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

Governors Room

Primary Track: Partnerships & Collaboration

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

*MCH Leadership Competency 1: MCH Knowledge Base*

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's 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

Noon–1:15 p.m.  
Alternative Networking Boxed Lunch  
Regency Ballroom

*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.  
Ambassador Ballroom and Bird Cage Walk  
Dessert Break and Poster Presentations in Exhibit Hall  
Generously Sponsored by Abt Associates

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 Sessions to allow participants wishing to attend a second topic to change rooms.*

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

**G1**  
**Adolescent Reproductive Health Education in School**  
Empire Room

**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 12: Policy and Advocacy*  
*MCH Leadership Competency 8: Family-Centered Care*

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**

**Youth in Transition**

Senate Room

## **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](http://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 long-term 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**

#### **Early Hearing Screening**

Calvert Room

#### **Part 1: Early Hearing Screening to Promote Lifelong Success**

Primary Track: Infant & Child Health

Secondary Track: CYSHCN

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

*MCH Leadership Competency 1: MCH Knowledge Base*

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 11: Working with Communities and Systems*

*MCH Leadership Competency 4: Critical Thinking*

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

## **G4**

### **Partnering with Consumers**

Congressional A Room

#### **Part 1: Partnering with Youth to Shape Policy and Program Development**

Primary Track: Cultural Competence & Family-Centered Care

Secondary Track: Partnerships & Collaboration

*MCH Leadership Competency 8: Family-Centered Care*

This session will consider methods for the establishing meaningful partnerships with youth to shape policy and program development. Topics will include methods to recruit youth into such partnerships, how to keep youth involved in decision making, and using social media as a tool to engage youth and sustain partnerships. AMCHP audience members who provide services to youth and are involved in the principles of family-centered care will find this session helpful in broadening the definition of family involvement to include both parents and youth.

Moderator:

Mary Marin, MPA, Executive Director, Family Center for Children and Youth with Special Health Care Needs, Lansing, MI

Presenter:

Gina Gembel, MSW, Transition Specialist, Children's Special Health Care Services, Michigan Department of Community Health, Lansing, MI

#### **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 7: Cultural Competency*

*MCH Leadership Competency 1: MCH Knowledge Base*

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

## **G5**

### **Disability and Health**

Cabinet Room

#### **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 assure 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:

Lisa Sinclair, MPH, Division of Human Development and Disability, NCBDDD, CDC, Atlanta, GA

Presenters:

James Rimmer, Professor, University of Illinois at Chicago, Chicago, IL

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**

### **Access to Care – CYSHCN**

Diplomat Room

#### **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 12: Policy and Advocacy*

*MCH Leadership Competency 5: Communication*

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 state. This study evaluated how they approached ease of use of community-based services. 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. The framework has four guiding domains: universality, accessibility, value, and affordability. It can help operationalize ease of use and show how to make service utilization easier 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

**G7**

**SUID**

Embassy Room

**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 bi-lingual (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

## **G8**

### **Maternal Tobacco Cessation**

Forum Room

#### **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:

Kristen Tertzakian, BS, Senior Manager, TAT Legacy, Washington, DC

Presenters:

Ines Parks, MS, CHES, Assistant Director, Program Development, Legacy, Washington, DC

Rene Stansbusry, BS, Tobacco Control Coordinator, Southwest Louisiana Area Health Education Center, Lafayette, LA

**G9**

**Emergency Services**

Committee Room

### **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:

Karen Belli, Senior Public Policy and Partnerships Specialist, EMSC NRC, Silver Spring, MD

### **Part 2: Essential for Individuals with Disabilities: PREPreparation for Emergencies and Recovery**

Primary Track: CYSHCN

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 PREPreparation 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

## **G10**

### **Medical Home**

Palladian Room

#### **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 8: Family-Centered Care*

*MCH Leadership Competency 7: Cultural Competency*

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**

### **Using Data: State Infant Mortality Initiatives**

Room TBD

#### **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 10: Interdisciplinary Team Building*

*MCH Leadership Competency 8: Family-Centered Care*

Georgia's five-year infant mortality rate remained 15-20% higher than the nation's 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**

### **Immunization**

Room TBD

#### **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.

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

#### **Part 2: Working with Maternal-Child Health Populations to Improve Knowledge about Influenza Prevention**

Primary Track: Infant & Child Health

*MCH Leadership Competency 1: MCH Knowledge Base*

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

**G13**

**Quality Improvement**

Congressional B Room

**Part 1: Health Care Information Technology Reform: The Challenge for MCH Programs and an Alaska Case Study**

Primary Track: Health Information Technology & Social Media

Secondary Track: Infant & Child Health

*MCH Leadership Competency 1: MCH Knowledge Base*

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

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.

Moderator and Presenter:

Lura Daussat, MPH, Program Coordinator, OZ Systems, Arlington, TX

Presenter:

Thalia Wood, MPH, Children's Health Unit Manager, Division of Public Health, DHSS, State of Alaska, Anchorage, AK

**Part 2: Quality Measures for Child Health: Understanding National Quality Forum Endorsement**

Primary Track: Quality Improvement, Health Care Financing & Systems Building

Secondary Track: Infant & Child Health

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

*MCH Leadership Competency 12: Policy and Advocacy*

The National Quality Forum (NQF), a nonprofit, consensus-standards setting membership organization, has recently endorsed a number of performance measures related to child health. This presentation will summarize NQF's measure evaluation and consensus development process and will include an overview of the child health measures endorsed in these projects. The presentation will explore how MCH leaders can become more involved in NQF's measure endorsement process and quality improvement efforts, as well as information on how MCH professionals can use NQF-endorsed measures in their work.

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

5:00 p.m. – 6:00 p.m.

Executive Room

**Maternal and Child Health 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 5 to 10+ years of MCH-related experience and are 5 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.

Governors Room

State Public Health Autism Resource Center (SPHARC) Grantees Meeting – *by invitation only*

5:30 p.m. – 7:30 p.m.

Calvert Room

New Director Mentor Program Event – *by invitation only*

5:30 p.m. – 8:00 p.m.

Congressional A

Kellogg Preconception Health Team Meeting – *by invitation only*

**Tuesday, February 14**

7:30 a.m. – 2:30 p.m.

Registration Open

West Registration Desk

7:00 a.m. – 8:00 a.m.

Senate Room

Conference Planning Workgroup Meeting

7:45 a.m. – 9:00 a.m.

Diplomat Room

Business Meeting and Leadership Celebration Breakfast – *all attendees welcome!*

8:00 a.m. – 9:00 a.m.

Ambassador Ballroom and Bird Cage Walk

Breakfast in Exhibit Hall

9:00 a.m. – 10:15 a.m.

Regency Ballroom

**Morning General Session (PL2)**

Presentation of Regional Baskets: Regions 4, 5, 6

Moderators

Melinda Sanders, MS, RN, Deputy Division Director, Division of Community and Public Health,  
Missouri Department of Health and Senior Services

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

**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

**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, Director, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

Coleen Boyle, PhD, CDC, Director, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Ana Novais, MA, Executive Director, Division of Community, Family Health and Equity, Rhode Island Department of Health

Betsy Wood, BSN, MPH, Chronic Disease Director, Division of Family Health, Florida Department of Health (invited)

10:15 a.m. – 11:00 a.m.

Executive Room

Mini-March for Babies

10:15 a.m. – 11:00 a.m.

Ambassador Ballroom and Bird Cage Walk

Coffee Break and Poster Presentations in Exhibit Hall

11:00 a.m. – 12:15 p.m.

Workshops (H1-H10)

## **H1**

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

Congressional B Room

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

## **H2 – CANCELLED**

### **The Affordable Care Act and the MCHB National Block Grant Performance Measures for CYSHCN: Connections and Opportunities**

#### **H3**

### **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**

Forum Room

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**

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

Cabinet Room

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**

### **Optimizing Health Reform to Improve Maternal and Infant Health Outcomes**

Palladian Room

Primary Track: Women's & Perinatal Health

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*

States are advancing initiatives to address preconception health throughout the life course. These efforts include opportunities to strengthen preconception care presented by changes to the health care service delivery system, home visitation programs, and preventive services for women. In advancing these initiatives, states are grappling with issues such as: How can quality of primary care and postpartum visits for Medicaid-covered women be improved? How can use of evidence-based pre- and interconception screening assessments be encouraged in Medicaid? How are state Title V programs working with their Medicaid counterparts to advance preconception care for women enrolled in Medicaid? This session highlights the efforts of states with exemplary efforts in this area.

Moderator:

Piia 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**

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

Executive Room

Primary Track: The Economic Case

Secondary Track: Advocacy

*MCH Leadership Competency 12: Policy and Advocacy*

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 & 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.

Moderator and Presenter:

Brent Ewig, Director of Policy, AMCHP, Washington, DC

## **H7**

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

Diplomat Room

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**

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

Senate Room

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, breast-feeding 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:

Wandy Hernandez, CLC, CD(DONA), CCE, Senior Trainer, HealthConnect One, Chicago, IL

Presenters:

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

Laura McAlpine, BS, MSW, Principle, McAlpine Consulting for Growth, Chicago, IL

## **H9**

### **Healthy Texas Babies: A Collaborative Response to Decrease Preterm Birth and Infant Mortality**

Empire Room

Primary Track: Partnerships & Collaboration

Secondary Track: Women's & Perinatal Health

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

*MCH Leadership Competency 10: Interdisciplinary Team Building*

Healthy Texas Babies (HTB), led by the Texas Department of State Health Services (DSHS), in partnership with the Texas Health and Human Services Commission and the Texas Chapter of the March of Dimes, has developed a coordinated, statewide effort to reduce infant mortality and disparities in birth outcomes in Texas by targeting a decrease in preterm births. A statewide expert panel, diverse stakeholders and legislative supporters worked together to cast aside turfs, combine resources and participate in conversations focused on the babies in Texas. HTB's goal is to reduce preterm births in Texas by eight percent over two years and subsequently reduce the state's infant mortality rate. Come to the workshop and hear about the process and lessons learned to replicate this initiative in your state.

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

## **H10**

### **Early MIECHV Successes and Challenges: Tennessee's Experience with Continuous Quality Improvement and Engaging Military Families**

Committee Room

Primary Track: Quality Improvement, Health Care Financing & Systems Building

Secondary Track: Partnerships & Collaboration

*MCH Leadership Competency 10: Interdisciplinary Team Building*

*MCH Leadership Competency 1: MCH Knowledge Base*

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

11:00 a.m. – 5:00 p.m.

Embassy Room

National Health Care Transition Advisory Meeting – *by invitation only*

12:15 p.m. – 2:00 p.m.

Regency Ballroom

### **Luncheon General Session**

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

Exhibit Hall Scavenger Hunt Drawings – Monday and Tuesday cards

Moderator

Phyllis Sloyer, RN, PhD, HIA, AMCHP Past President and Health Care Consultant

**Welcome from White House Office of Health Reform**

Jeanne Lambrew, PhD, Deputy Director, White House Office of Health Reform (invited)

**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

Phyllis Sloyer, RN, PhD, HIA, AMCHP Past President and Health Care Consultant

Emerging Practice: Utah Power Your Life Preconception Campaign

Promising Practice: South Carolina PASOs Program

Best Practice: Ohio Every Child Succeeds Program

**Presentation of the Excellence in State MCH Leadership Award to Ruth Ann Shepherd MD, FAAP, CPHQ**

*For significant contributions to the health of women, children and families within a state*

Presented by

Phyllis Sloyer, RN, PhD, HIA, AMCHP Past President and Health Care Consultant

**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

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 Sessions to allow participants wishing to attend a second topic to change rooms.*

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

## **I1**

### **State Programs for Youth in Transition**

Diplomat Room

#### **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

#### **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**

**Using Data: Program and Policy Development**

Congressional B Room

**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

**Part 2: Identifying Best Practices for Using Data to Guide Program Planning and Policy Development**

Primary Track: Data, Evaluation & Research Methods

Secondary Track: Partnerships & Collaboration

*MCH Leadership Competency 4: Critical Thinking*

*MCH Leadership Competency 1: MCH Knowledge Base*

This workshop will review practices and polices around MCH epidemiology and data used by MCH epidemiologists to go beyond calculations and translate data into information for program planning and policy development. The session will begin with a brief review of the findings of the MCH Epi Group's Methods and Practice Survey to describe the capacity of MCH epidemiologists across the country to carry out certain techniques. Specifically, the presentation will describe the analytic techniques used by MCH epidemiologists in preparing data for the Title V Block Grant application and when linking data (such as birth certificates and hospital discharge records). The session will then illustrate a “best” practice around data linkage using a state example.

Moderator:

Samara Viner-Brown, MS, Chief, Data and Evaluation, Division of Family Health, Chair, MCH Epi Group, Rhode Island Department of Health, Providence, RI

Presenters:

Caroline Stampfel, MPH, Senior Epidemiologist, AMCHP, Washington, DC

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

### **I3**

#### **Communicating with Families**

Forum Room

#### **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.

Moderator and Presenter:

Rachael L. Tracy, MPH, Acting NAEPP Coordinator, National Heart, Lung, and Blood Institute, National Institutes of Health, Bethesda, MD

Presenter:

Stephen J. Teach, MD, MPH, Medical Director, IMPACT DC, Children's National Medical Center, Washington, DC

#### **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

#### **I4** **Child Maltreatment Prevention** Executive Room

#### **Part 1: We Can Do Better: Child Abuse and Neglect Deaths in America and Strategies to Reduce Them**

Primary Track: Advocacy  
Secondary Track: Partnerships & Collaboration

*MCH Leadership Competency 12: Policy and Advocacy*

More than 2,500 American children die each year from abuse and neglect. The National Coalition to End Child Abuse Deaths, a nonpartisan group of five national organizations, uses a multipronged approach in attracting attention to this important issue and has achieved success by gaining the attention of policy makers, the media and administration officials. This workshop will provide information on the scope of the problem of child abuse deaths, recommendations on enhancing the interaction of other systems and the child welfare system, and information on the strategies used by the Coalition to successfully develop policies for reducing future tragedies.

Moderator and Presenter:  
Theresa Covington, MPH, Director, National Center for Child Death Review, Washington, DC

Presenter:  
Kimberly Day, MSW, Coordinator, National Coalition to End Child Abuse Deaths, Washington, DC

#### **Part 2: Child Maltreatment Prevention: New Resources for State Health Departments to Enhance a Continuum of Prevention**

Primary Track: Infant & Child Health

Secondary Track: Partnerships & Collaboration

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

It is well documented that adverse childhood experiences, including child maltreatment, are linked to a wide range of poor health outcomes later in life. Safe, stable and nurturing relationships between children and caregivers and an environment that fosters them can provide a buffer against child maltreatment. MCH programs often have preventive programs in place (e.g. home visitation). Increased collaboration can also be instrumental in effectively addressing this issue. This session will share new resources and state examples, and provide interactive exercises to assess current efforts of states that are addressing child maltreatment prevention as a public health issue.

Moderator and Presenter:

Malia Richmond-Crum, MPH, CDC Foundation Fellow, CDC, Atlanta, GA

Presenter:

Sally Fogerty, MED, Director, Children's Safety Network, EDC, Inc., Newton, MA

## **I5**

### **Improving Perinatal Health Outcomes**

Empire Room

#### **Part 1: Improving Perinatal Health Outcomes: New York State Obstetric and Neonatal Quality Collaborative**

Primary Track: Quality Improvement, Health Care Financing & Systems Building

Secondary Track: Women's & Perinatal Health

*MCH Leadership Competency 1: MCH Knowledge Base*

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

This session will describe the New York State Obstetric and Neonatal Quality Collaborative, which aims to improve practice, implement evidence-based interventions for improving neonatal and maternal outcomes, and reduce racial and ethnic disparities. Participating hospitals across the state, the New York State Department of Health, and the 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

## **I6**

### **Healthy Start**

Palladian Room

#### **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 11: Working with Communities and Systems*

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.

Moderator:

Stacey Cunningham, MSW, MPH, Executive Director, National Healthy Start Association, Washington, DC

Presenter:

Lo Berry, CEO, REACHUP, Tampa, FL

#### **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 8: Family-Centered Care*

*MCH Leadership Competency 1: MCH Knowledge Base*

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

**I7**

**Infant Health**

Congressional A Room

**Part 1: Using the March of Dimes Close to Me Module to Promote Early Skin-to-Skin Contact to Improve Breast-Feeding 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 breast-feeding 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

Secondary Track:

*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 United States 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

Cheryl Funanich, RD, LD, Nutritionist, Supplemental Food Programs Division, FNS, USDA, Alexandria, VA

## **I8**

### **Partnering in Practice**

Cabinet Room

#### **Part 1: Collaborating and Sharing Expertise through a Query Process**

Primary Track: Partnerships & Collaboration

Secondary Track: Workforce & Leadership Development

*MCH Leadership Competency 5: Communication*

*MCH Leadership Competency 4: Critical Thinking*

A query process for information sharing has been established through the National Perinatal Information Services/Quality Analytic Services and the Council of Women's and Infants' Specialty Hospitals. The hospitals represent collectively over 110,000 births per year. The process facilitates networking, critical thinking and communication of information and expertise in women's and infants' health care with a group of professional nurses across multiple sites.

Moderator and Presenter:

Janet Muri, MBA, President, National Perinatal Information Center/Quality Analytic Services, Providence, RI

4:30 p.m. – 6:00 p.m.

Hart Senate Office Building, Room 902

### **Congressional Reception on Capitol Hill**

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.***