

## **Session ID: A1**

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

Session Type: Skills-Building  
2/11/2012, 9:00 AM - 12:00 PM

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.

#### **Presenter(s):**

Ellen Pliska, MHS, CPH, Family and Child Health Director, ASTHO  
Susanna Ginsburg, MSW, President, SG Associates Consulting LLC

## **Session ID: A2**

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

Session Type: Skills-Building  
2/11/2012, 9:00 AM - 12:00 PM

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.

#### **Presenter(s):**

Emily Novick, MPP, Program Director, SAMHSA/CSAP  
Pat Schneider, , President, Teachable Tech, Inc.  
Matthew Walker, , Applied Research Associate, University Research Company, Inc.

## **Session ID: A3**

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

Session Type: Skills-Building  
2/11/2012, 9:00 AM - 12:00 PM

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.

**Presenter(s):**

Shikha Anand, MD, Physician Champion, National Initiative for Children's Healthcare Quality

**Session ID: A4**

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

Session Type: Skills-Building

2/11/2012, 9:00 AM - 12:00 PM

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.

**Presenter(s):**

Susan Foley, PhD, Research Director, MCHB

Myra Rosen-Reynoso, PhD, Senior Research Associate, MCHB

Nora Wells, MEd, Director of Programs, Family Voices

**Session ID: A5**

***Enhancing MCH Leadership Skills Through Professional Development in Core Competencies***

Session Type: Skills-Building

2/11/2012, 9:00 AM - 12:00 PM

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.

**Presenter(s):**

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

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

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

**Session ID: A6**

***Adolescent and Young Adult Health Institute***

2/11/2012, 9:00 AM - 5:00 PM

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.

**Presenter(s):**

Kristin Teipel, MPH, Director, State Adolescent Health Resource Center / University of Minnesota

**Session ID: A7**

***Writing Essentials***

2/11/2012, 9:00 AM - 5:00 PM

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.

**Presenter(s):**

Kevin Wiberg, MA, Senior Trainer, The Grantsmanship Center

**Session ID: B1**

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

Session Type: Skills-Building

2/11/2012, 1:00 PM - 4:00 PM

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.

**Presenter(s):**

Deborah Rosenberg, PhD, Research Associate Professor, University of Illinois Chicago School of Public Health

**Session ID: B2**

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

Session Type: Skills-Building  
2/11/2012, 1:00 PM - 4:00 PM

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.

### **Presenter(s):**

Sally Fogerty, BS, MEd, Director, Children's Safety Network National Injury and Violence Prevention Resource Center, Education Development Center

Michael Ely, MA, Director, National EMSC Data Analysis Resource Center, University of Utah School of Medicine

Suzanne Bronheim, MS, PhD, Director, Sudden Unexpected Infant and Child Death and Pregnancy Loss Project, Georgetown University

### **Moderator:**

Kristin Teipel, MA, Director, State Adolescent Health Resource Center, University of Minnesota

## **Session ID: B3**

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

Session Type: Skills-Building  
2/11/2012, 1:00 PM - 4:00 PM

States are transforming health care delivery systems to improve health care quality and health outcomes and to reduce health care costs. As part of these efforts, state Title V MCH programs, public insurance programs, provider groups, children's hospitals, families and other stakeholders are implementing initiatives to integrate public/private health care systems in areas including shared resources, 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 highlights the efforts of selected states to integrate health care service delivery systems.

### **Presenter(s):**

Karen VanLandeghem, , Senior Advisor, AMCHP

## **Session ID: B4**

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

Session Type: Skills-Building  
2/11/2012, 1:00 PM - 4:00 PM

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.

**Presenter(s):**

Beverly Robertson, MLS, MA, National Director, Pregnancy and Newborn Health Education Center, March of Dimes

## **Session ID: B5**

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

Session Type: Skills-Building  
2/11/2012, 1:00 PM - 4:00 PM

This session will provide participants with an update on federal and state Title V Maternal and Child Health Block Grant activities, including the efforts of the Health Resources and Services Administration's Maternal and Child Health Bureau in addressing infant mortality. In addition, participants will have the opportunity to exchange ideas and to hear about the latest enhancements to the Title V information system, any changes to the FY 2013 Title V Maternal and Child Health Block Grant Application/FY 2011 annual report submission process and the new Application/Annual Report Guidance.

**Presenter(s):**

Cassie Lauer, ACSW, Director, Division of State and Community Health, MCHB  
EJ Tom, Business Analyst, SAIC

## **Session ID: B6**

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

Session Type: Skills-Building  
2/11/2012, 1:00 PM - 4:00 PM

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.

**Presenter(s):**

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

**Moderator:**

Annette Cycon, MSW, Founder and Director of Training, MotherWoman

## **Session ID: C1**

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

Session Type: Skills-Building

2/12/2012, 9:00 AM - 12:00 PM

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.

**Presenter(s):**

Christina Bethell, PhD, MBA, MPH, Director, Professor, The Child and Adolescent Health Measurement Initiative  
Michael Kogan, PhD, Director, Office of Epidemiology, Policy, and Evaluation, MCHB  
Scott Stumbo, MA, Research Associate, The Child and Adolescent Health Measurement Initiative

## **Session ID: C2**

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

Session Type: Skills-Building

2/12/2012, 9:00 AM - 12:00 PM

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 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.

**Presenter(s):**

Paula Duncan, MD, Youth Director, VCHIP, Clinical Professor of Adolescent Medicine, Department of Pediatrics, VCHIP  
Judith Shaw, EdD, MPH, RN, Executive Director, VCHIP, Research Associate Professor, Department of Pediatrics, University of Vermont, VCHIP

RJ Gillespie, MD, MHPE, FAAP, Pediatrician, Children's Clinic

**Moderator:**

Angela Tobin, AM, LSW, Medical Home Education and Policy Analyst, American Academy of Pediatrics

**Session ID: C3**

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

Session Type: Skills-Building

2/12/2012, 9:00 AM - 12:00 PM

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.

**Presenter(s):**

Eileen Forlenza, , Director, Colorado Family Leadership Initiatives, Colorado CYSHCN

Elaine Zimmerman, MEd, Director, Connecticut Commission on Children

**Session ID: C4**

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

Session Type: Skills-Building

2/12/2012, 9:00 AM - 12:00 PM

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

**Presenter(s):**

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

**Session ID: C5**

***The Lifecourse Approach to MCH: Challenges and Strategies for Implementation***

Session Type: Workshop

2/12/2012, 9:00 AM - 10:00 AM

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.

**Presenter(s):**

Arden Handler, DrPH, Professor, University of Illinois School of Public Health  
Amy Fine, MPH, Health Policy/Program Consultant, Center for Study of Social Policy

## **Session ID: D1**

### ***A Life Course Dialogue: Exploring State-Level Implementation***

Session Type: Workshop

2/12/2012, 10:00 AM - 12:00 PM

This will be an interactive session to continue discussion on how to advance a life course perspective. Learn from peers about approaches, opportunities and challenges.

**Presenter(s):**

Sharron Corle, Associate Director, Adolescent Health, AMCHP

## **Session ID: E1**

### ***Adolescent Health***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

#### ***Practical Tools for Effective Suicide Prevention in Your State***

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.

**Presenter(s):**

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

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

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. The presenters will provide an overview of the teen pregnancy prevention evidence base; discuss a major federal effort to reduce teen pregnancy, the Title V Personal Responsibility Education Program; and introduce participants to current cutting-edge federal research and evaluation efforts related to teen pregnancy prevention.



**Presenter(s):**

Clare DiSalvo, MPP, Presidential Management Fellow, Office of Planning, Research, and Evaluation, Administration for Children and Families, U.S. Department of Health and Human Services  
Dirk Butler, MSW, Social Science Research Analyst, Family Youth Services Bureau, Administration for Children and Families, U.S. Department of Health and Human Services

**Session ID: E2*****Federal Initiatives***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

***Building Reproductive Health Preparedness Science Together***

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.

**Presenter(s):**

Marianne Zotti, DrPH, Lead Epidemiologist, CDC/NCCDPHP/DRH  
Juanita Graham, DNPc, MSN, Health Services Chief Nurse, Mississippi State Department of Health  
Lisa Haynie, PhD, Professor of Nursing, University of Mississippi School of Nursing

***Accomplishments of MCHB's Combating Autism Act Initiative: Cross-Coordination of Training, Research and Systems Implementation Programs to Advance Policy and Practice***

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.

**Presenter(s):**

Diana Autin, JD, Executive Co-Director, Statewide Parent Advocacy Network  
Rebecca Landa, PhD, Director, Center for Autism and Related Disorders, Kennedy Krieger Institute  
Laura Kavanagh, MPP, Director, Division of Research, Training, and Education, MCHB  
Anne Harris, PhD, MPH, LEND Director, Waisman Center, University Center for Excellence in Developmental Disabilities

**Session ID: E3*****Family Partnerships***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

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

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.

**Presenter(s):**

Irene Nathan Zipper, PhD, MSW, Director, Family Support Program, School of Social Work  
Susan Atkins, BA, Washington State Parent to Parent Coordinator, Washington State Parent to Parent Program

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

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.

**Presenter(s):**

Angela Paxton, BS, Parent Consultant, Indiana University School of Medicine  
Nancy Swigonski, MD, MPH, Associate Professor of Pediatrics, Indiana University School of Medicine

**Moderator:**

Shirley Payne, MPH, Unit Manager, Integrated Community Services, Indiana State Department of Health

**Session ID: E4**

***CYSHCN***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

***Best Practices for Inclusion Programs: Successful Children=Successful Outcomes***

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.

**Presenter(s):**

Jo Anne Waite, LMFT, Clinical Supervisor, Dr. Day Care Therapeutic Child Care Services  
Lisa Furtado, , Therapeutic Child Care Services Director, Dr. Day Care Therapeutic Child Care Services

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

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.

**Presenter(s):**

Jill Kagan, MPH, Program Director, ARCH National Respite Network and Resource Center  
Sharon Kaiser, RN, BS, Early Childhood Systems Program Specialist, Special Medical Services Title V CSHCN

**Session ID: E5**

***SIDS Reduction Among African-American Infants***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

***Review of SIDS Cases Among African American Infants in Los Angeles County***

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.

**Presenter(s):**

Angel Hopson, RN, MSN, MPH, SIDS Program Manager, Los Angeles County Department of Public Health

***Helping African American Infants Reach Their First Birthday Through Infant Safe Sleep Messaging***

The success of the national "Back to Sleep"  campaign between t 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.

**Presenter(s):**

Angel Hopson, RN, MSN, MPH, Fetal and Infant Health Program Manager, Los Angeles County Department of Public Health  
Kathy Aceves, RN, BSN, PHN, Student Intern, Los Angeles County Department of Public Health

## **Session ID: E6**

### ***Reaching Expectant Parents Through Social Media***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

#### ***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***

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.

#### **Presenter(s):**

Amanda Krupa, MSc, Director of Healthcare Communication, Pathways.org

Felicia Kurkowski, BA, Senior Program Director, Pathways.org

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

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.

#### **Presenter(s):**

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

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

## **Session ID: E7**

### ***Improving Birth Outcomes***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

#### ***Improving Healthy Birth Outcomes Through Prenatal Care Management***

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.

**Presenter(s):**

Marie Peoples, PhD, Public Health Director, Cole County Health Department  
Natilie Walker, BS, Prenatal Care Manager, Cole County Health Department

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

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.

**Presenter(s):**

Linette Johnson, ADN, Public Health Nursing Supervisor, Wyoming Department of Health

**Moderator:**

Ashley Busacker, PhD, CDC MCH Epidemiology Assignee, CDC/Wyoming Department of Health

**Session ID: E8**

***Early Childhood Development***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

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

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.

**Presenter(s):**

Christine Johnson-Staub, , Senior Policy Analyst, CLASP  
Stephanie Schmit, MSW, Policy Analyst, CLASP

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

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.

**Presenter(s):**

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

**Moderator:**

Maureen Finneran, MSW, Manager, Community-Based Initiatives, American Academy of Pediatrics

## **Session ID: E9**

### ***Applying a Life Course Perspective***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

#### ***Women's Bone Health: The Importance of Having a Life Course Perspective***

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.

**Presenter(s):**

Albert Hergenroeder, MD, Professor of Pediatrics, Baylor College of Medicine

#### ***Turning the Ship: Making the Shift to a Life Course Framework***

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.

**Presenter(s):**

Terry Kruse, BSN, MCH Unit Supervisor, Wisconsin Division of Public Health

## **Session ID: E10**

### ***Communication***

2/12/2012, 3:45 PM - 5:20 PM

Session Type: Power Session

#### ***Communications 101: How to Tell the Title V Story***

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.

**Presenter(s):**

Sally Squires, MS, MS, SVP, Director of Health and Wellness Communications, Powell Tate

***Ask Me™ and Health Literacy: Enhancing the Patient and Family Experience by Breaking Down Barriers to Communication***

Health illiteracy, an issue impacting up to 88% of the population, disproportionately impacts people from lower socioeconomic and minority groups. The University of Florida's Pediatric Pulmonary Division conducted an enhanced Ask Me 3 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.

**Presenter(s):**

Angela Nugent Miney, , Family Partner, Pediatric Pulmonary Center  
Susan Horky, MSW, LCSW, Faculty Social Worker, Pediatric Pulmonary Center

**Session ID: PL1**

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

Session Type: Plenary

2/13/2012, 10:00 AM - 11:00 AM

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.

**Presenter(s):**

Candace Bertotti, MPA, Master Trainer, VitalSmarts

**Session ID: F1**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

**Presenter(s):**

Candace Bertotti, MBA, Influencer Trainer, VitalSmarts

## **Session ID: F2**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

#### **Presenter(s):**

Jennifer Pitre, MA, JD, Director of Integrated Systems, SPAN

Pamela Kelley, PhD, Director of Data and Evaluation, Central Jersey Family Health Consortium

## **Session ID: 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***

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

#### **Presenter(s):**

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

Amy Whitehead, MPA, Statewide CYSHCN Coordinator, Wisconsin Title V and Waisman Center

#### **Moderator:**

Maria Nardella, MA, RD, CD, Manager, Children with Special Health Care Needs Program, Washington State Department of Health

## **Session ID: F4**

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

Session Type: Workshop



2/13/2012, 11:30 AM – 12:45 PM

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.

**Presenter(s):**

W. Carl Cooley, MD, Co-Director, Got Transition? National Health Care Transition Center  
Jeanne McAllister, BSN, MS, MHA, Co-Director, Got Transition? National Health Care Transition Center  
Nathalie Quion, MD, MPH, Pediatrician, Children's National Medical Center

**Session ID: F5**

***Strengthening Services for CYSHCN through Multiagency Collaboration Under an Umbrella for Family Support: Delaware's Family SHADE***

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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," 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.

□ SHADE serves

**Presenter(s):**

Leah Jones, MPA, MCH Bureau Chief, State of Delaware, Division of Public Health  
Annalisa Ekbladh, , Project Coordinator, University of Delaware  
Ann Phillips, , Director, Family to Family/Family Voices, Family Voices

**Moderator:**

Alisa Olshefsky, MPH, MCH Director, State of Delaware, Division of Public Health

**Session ID: F6**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

The 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 highlights state efforts to advance and strengthen medical homes for women, children including those with special health care needs, and their families. In particular, it highlights the experience and capacity of state Title V MCH programs and Medicaid/CHIP programs to enhance these efforts.

**Presenter(s):**

Karen VanLandeghem, , Senior Advisor, AMCHP

## **Session ID: F7**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

**Presenter(s):**

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

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

Melissa VonderBrink, , Epidemiology Investigator, Ohio Department of Health

**Moderator:**

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

## **Session ID: F8**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

**Presenter(s):**

Brent Ewig, , Director of Policy, AMCHP

## **Session ID: F9**

### ***Using Evidence-Based Practice to Drive Policy***

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

#### **Presenter(s):**

Shawna Mercer, MSc, PhD, Director, The Guide to Community Preventive Services, CDC  
Albert Terrillion, DrPH, Senior Director, ASTHO

## **Session ID: F10**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

#### **Presenter(s):**

David Goodman, PhD, MPH, Senior Scientist, CDC  
Deborah Burch, RN, MSN, CPCE, Nursing Consultant/Coordinator, Infant, Maternal and Reproductive Health, Florida Department of Health  
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  
Elliott Main, MD, Director, California Maternal Quality Care Collaborative

#### **Moderator:**

Andreea Creanga, MD, PhD, Medical Epidemiologist, CDC

## **Session ID: F11**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

#### **Presenter(s):**

Allison Gertel-Rosenberg, MS, Senior Advisor and Manager, Nemours

## **Session ID: F12**

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

Session Type: Workshop

2/13/2012, 11:30 AM – 12:45 PM

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.

#### **Presenter(s):**

Eileen Salinsky, MBA, Program Advisor, Grantmakers in Health

Patrick Simpson, MPH, Program Officer, W.K. Kellogg Foundation

Suzanna Dooley, MS, ARNP, Title V MCH Director, Oklahoma State Department of Health

## **Session ID: G1**

### ***Adolescent Reproductive Health Education in Schools***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

#### ***Healthy Before Pregnancy: A Preconception Health Curriculum for High School Students***

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.

**Presenter(s):**

Amy Mullenix, MSW, MSPH, State Coordinator, North Carolina Preconception Health Campaign, March of Dimes

***Advocating for Statewide Policy in Illinois to Provide Comprehensive Sexual Health Education in Public Schools***

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.

**Presenter(s):**

Anita Banerji, MS, Director of Legislative Affairs, Illinois Caucus for Adolescent Health

**Session ID: G2**

***Youth in Transition***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Transitioning Foster Youth to Independence***

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

of  home place

and preventive health care education to youth in out" health needs are met during transition to adulthood. This presentation will overview the project components and share outcomes after the fourth year of implementation.

**Presenter(s):**

Thomas Tonniges, MD, , Father Flanagan's Boys Home

Jane Kavan, RN, , Father Flanagan's Boys Home

***Using a Life Course Model to Prepare CYSHCN for Adult Living***

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.

**Presenter(s):**

Mark Swanson, MD, MPH, Senior Medical Adviser, CDC

**Session ID: G3**

***Early Hearing Screening***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Using Quality Improvement Methodologies to Engage Medical Home in Early Hearing Detection and Intervention Programs***

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.

**Presenter(s):**

Vicki Hunting, BA, Improvement Advisor, Project Director, Child Health Specialty Clinics

Barb Khal, MA, Director, Division of Public Health, Child Health Specialty Clinics

***Early Hearing Screening to Promote Lifelong Success***

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.

**Presenter(s):**

Jeffrey Hoffman, MS, CCC-A, Outreach Coordinator, NCHAM

Diane Behl, MEd, Senior Research Scientist, NCHAM

**Session ID: G4**

***Partnering with Consumers***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Partnering with Youth to Shape Policy and Program Development***

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.

**Presenter(s):**

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

**Moderator:**

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

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

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.

**Presenter(s):**

Lucy Willms, LMSW, Evaluation and Training Coordinator, PASOs Program

**Session ID: G5**

***Disability and Health***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Health and Disability: A Collaborative Approach to Addressing Health Disparities***

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.

**Presenter(s):**

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

**Moderator:**

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

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

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.

**Presenter(s):**

James Rimmer, , Professor, University of Illinois at Chicago  
Judith Goldberg, MA, NCC, Director, Initiative for Women with Disabilities Elly & Steve Hammerman Health & Wellness Center  
Roberta Carlin, MS, JD, Executive Director, American Association on Health and Disability

**Moderator:**

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

## **Session ID: G6**

### ***Access to Care - CYSHCN***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

#### ***One Regional Collaborative's Activities to Improve Access to Services for CYSHCN***

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.

**Presenter(s):**

Katharine Harris, MBA, NYMAC Project Manager, New York State Department of Health  
Bonnie Fredrick, MS, NYMAC Project Coordinator, NYS Department of Health

#### ***A Systematic Review of Ease of Use in the Title V Block Grant Five-Year Needs Assessment***

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.

**Presenter(s):**

Jacquelyn A, Bialo, MPH, Research Study Coordinator, National Center for Ease of Use of Community-Based Services



## **Session ID: G7**

### ***SUID***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

#### ***Lessons Learned from the Sudden Unexpected Infant Death Case Registry Experience***

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.

#### **Presenter(s):**

Arleymah Raheem, MPH, Prevention Specialist, Georgia Office of the Child Advocate

#### ***A Time to Heal: Supporting Parents and Families Through Grief and Bereavement After the Sudden and Unexpected Death of an Infant***

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.

#### **Presenter(s):**

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

## **Session ID: G8**

### ***Maternal Tobacco Cessation***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

#### ***Investing in Maternal and Child Health: Promoting Maternal Tobacco Cessation***

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.

**Presenter(s):**

Jennifer Bentley, MPH, Cessation Coordinator, Maternal and Child Health, Louisiana Public Health Institute

***Development of a Tobacco Cessation Initiative for Pregnant and Postpartum Women***

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.

**Presenter(s):**

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

Rene Stansbury, BS, Tobacco Control Coordinator, Southwest Louisiana Area Health Education Center

**Moderator:**

Kristen Tertzakian, BS, Senior Manager, TAT, Legacy

**Session ID: G9**

***Emergency Services***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Building Cultural Competency in Emergency Medical Services***

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.

**Presenter(s):**

Ian Weston, MPP, Director, Emergency Medical Services for Children National Resource Center

Karen Belli, , Senior Public Policy and Partnerships Specialist, Emergency Medical Services for Children National Resource Center

***Essential for Individuals with Disabilities: PREParation for Emergencies and Recovery***

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

established to support this project will be described, and information will be provided about how individuals can access the Website to develop their own individualized emergency plans.

**Presenter(s):**

Irene Nathan Zipper, PhD, MSW, Director, Family Support Program, University of North Carolina at Chapel Hill  
Tamara Norris, MSSW, MPA, Project Coordinator, PREP Project, Family Support Program at the School of Social Work, University of North Carolina at Chapel Hill

## **Session ID: G10**

### ***Medical Home***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

### ***A Collaborative Approach in Promoting Medical Home Practice Among "Pediatric Champions" in Mississippi***

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.

**Presenter(s):**

Victoria Murdy, LCSW, Social Work Coordinator, Early Childhood Specialist, Institute for Disability Studies

### ***Bronx Ongoing Pediatric Screening in the Medical Home***

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.

**Presenter(s):**

Christopher Kus, MD, MPH, Associate Medical Director, New York State Department of Health  
Andrew Racine, MD, PhD, Chief, Division of General Pediatrics, Professor of Clinical Pediatrics, Albert Einstein College of Medicine  
Deborah York, MPH, Project Director, BOPS in the Medical Home, Albert Einstein College of Medicine

## **Session ID: G11**

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

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Using Data to Direct Infant Mortality Efforts for the State of Georgia***

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.

**Presenter(s):**

Theresa Chapple, PhD, MPH, Director of Epidemiology, Maternal and Child Health Program, Georgia Department of Public Health

Kristal Ammons, MPH, Family Health Coordinator, Georgia Department of Public Health

***Using Existing Data Systems to Develop and Enhance the Statewide Infant Mortality Initiative, Preparing for a Lifetime, It's Everyone's Responsibility***

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.

**Presenter(s):**

Alicia Lincoln, MSW, MSPH, PRAMS/TOTS Projects Manager, Oklahoma State Department of Health

Paul Patrick, MPH, Director, Maternal and Child Health Assessment, Oklahoma State Department of Health

## **Session ID: G12**

### ***Immunization***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

***Improving Immunization Coverage Across the Life Span: A Community-Based, Integrated Approach***

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.

**Presenter(s):**

Wendy Davis, MD, EPSDT Program Chief, Vermont Department of Health

Breena Holmes, MD, Maternal and Child Health Director, Vermont Department of Health

***Working with Maternal-Child Health Populations to Improve Knowledge About Influenza Prevention***

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.

**Presenter(s):**

Georgina Peacock, MD, MPH, Medical Officer, CDC  
Adina de Coteau, MPH, ORISE Fellow, CDC

## **Session ID: G13**

### ***Quality Improvement***

2/13/2012, 3:20 PM - 5:00 PM

Session Type: Power Session

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

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.

**Presenter(s):**

Lura Daussat, MPH, Program Coordinator, OZ Systems  
Thalia Wood, MPH, Children's Health Unit Manager, Division of Public Health, DHSS, State of Alaska

### ***Quality Measures for Child Health: Understanding National Quality Forum Endorsement***

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.

**Presenter(s):**

Suzanne Theberge, MPH, Project Manager, National Quality Forum  
Reva Winkler, MD, MPH, Senior Director, National Quality Forum

## **Session ID: PL2**

### ***Coordinating Chronic Disease Prevention and Maternal and Child Health to Improve Health Across the Life Span***

Session Type: Plenary  
2/14/2012, 9:00 AM - 10:00 AM

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.

**Presenter(s):**

Ursula Bauer, PhD, MPH, Director, National Center for Chronic Disease Prevention and Health Promotion, CDC  
Colleen Boyle, PhD, MSHyg, Director, National Center on Birth Defects and Developmental Disabilities, CDC

**Session ID: H1**

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

Session Type: Workshop  
2/14/2012, 11:00 AM - 12:15 PM

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.

**Presenter(s):**

Georgina Peacock, MD, MPH, Medical Officer, CDC  
Jennifer Bogin, MSed, BCBA, Program Manager, Association of University Centers on Disabilities  
David Rotholz, PhD, BCBA-D, Director, Center for Disability Resources, University of South Carolina School of Medicine

**Moderator:**

Treeby Brown, , Senior Program Manager, CYSHCN, AMCHP

**Session ID: H2**

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

Session Type: Workshop  
2/14/2012, 11:00 AM - 12:15 PM

The issues of reducing un- and underinsurance, increasing access to community-based systems of care and improving the quality of care and outcomes for CYSHCN are of great concern to the Title V community and are at the heart of the federal MCHB National Block Grant Performance Measures. The Patient Protection and Affordable Care Act of 2010 (ACA) contains several provisions that hold promise for addressing these issues. Through an interactive panel discussion, we will offer an integrated analysis of the intersection of several ACA provisions with medical home, health care quality, access to insurance and care and the achievement of the MCHB performance measures. Attendees will learn how to apply their new knowledge of ACA to their work.

**Presenter(s):**

Margaret Comeau, MHA, Director, The Catalyst Center, Boston University School of Public Health

**Moderator:**

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

**Session ID: 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***

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM

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.

**Presenter(s):**

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

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

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

**Moderator:**

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

**Session ID: H4*****Building an Evidence Base in Maternal and Child Health Practices***

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM

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

**Presenter(s):**

Julie Smithwick-Leone, LMSW, Executive Director, PASOs Programs

Marilyn Hartzell, MEd, Director, Oregon Center for Children and Youth with Special Health Needs

Laura Andersen, MPH, MCH/ CYSHCN Emergency Preparedness and Early Childhood Manager, State of Alaska  
Division of Public Health, Section of Women's, Children's, and Family Health

**Moderator:**

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

**Session ID: H5**

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

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM

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.

**Presenter(s):**

Karen VanLandeghem, , Senior Advisor, AMCHP

**Session ID: H6**

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

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM

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 at 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.

**Presenter(s):**

Brent Ewig, , Director of Policy, AMCHP

**Session ID: H7**

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

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM



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.

**Presenter(s):**

Ursuline Singleton, MPH, RD, Public Health Analyst, Office on Women's Health, US Department of Health and Human Services

Suzanne Haynes, PhD, Senior Science Advisor, Office on Women's Health, HHS

**Session ID: H8**

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

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM

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.

**Presenter(s):**

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

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

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

**Session ID: H9**

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

Session Type: Workshop

2/14/2012, 11:00 AM - 12:15 PM

Healthy Texas Babies (HTB), led by the Texas Department of State Health Services, 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.

**Presenter(s):**

Evelyn Delgado, , Assistant Commissioner, Texas Department of State Health Services  
Sam Cooper, LMSW-IPR, Director, Office of Title V and Family Health, Texas Department of State Health Services  
Sharyn Malatok, MA, State Director of Program Services, March of Dimes  
Aisling McGuckin, RN, MSN, MPH, MCH Nurse Consultant, Texas Department of State Health Services

**Session ID: H10**

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

Session Type: Workshop  
2/14/2012, 11:00 AM - 12:15 PM

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.

**Presenter(s):**

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

**Moderator:**

Marilyn Stephenson, RN, MSN, Program Officer for MIECHV and ECCS, HRSA Region IV. HRSA, MCHB\DCAFH; U.S. DHHS, HRSA, MCHB\DCAFH; U.S. DHHS

**Session ID: PL3**

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

Session Type: Plenary  
2/14/2012, 12:15 PM - 1:15 PM

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.

**Presenter(s):**

Ruth A. Shepherd, MD, MCH Director, Kentucky Department for Public Health

David Lakey, MD, Commissioner, TX Department of State Health Services  
Scott Berns, MD, MPH, FAAP, Senior Vice President, March of Dimes

## **Session ID: I1**

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

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

***Connecticut's Collaborative Model for YSHCN Transition to Adulthood: Challenges and Successes.***  
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.

**Presenter(s):**

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

**Moderator:**

Joy Liebeskind, , Statewide Coordinator, CLRC

### ***State Trends in Health Care Transition for Youth with Special Needs***

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.

**Presenter(s):**

Margaret McManus, , President, The National Alliance to Advance Adolescent Health

## **Session ID: I2**

### ***Using Data: Program and Policy Development***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

#### ***Identifying Best Practices for Using Data to Guide Program Planning and Policy Development***

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.

**Presenter(s):**

Caroline Stampfel, MPH, Senior Epidemiologist, AMCHP  
William Sappenfield, MD, MPH, State MCH Epidemiologist, Director, MCH Practice and Analysis Unit, Florida Department of Health

**Moderator:**

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

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

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.

**Presenter(s):**

Brendan Noggle, MPH, Epidemiologist, Georgia Department of Public Health  
Teena Francois, MPH, Epidemiologist, Georgia Department of Public Health

**Session ID: I3**

***Communicating With Families***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

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

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.

**Presenter(s):**

Rachael L. Tracy, MPH, Acting NAEPP Coordinator, National Heart, Lung, and Blood Institute, National Institutes of Health  
Stephen J. Teach, MD, MPH, Medical Director, IMPACT DC, Children's National Medical Center

***Innovations for Time-Limited, Family-Centered Counseling Related to Pediatric Obesity***

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.

**Presenter(s):**

Donna Lockner, PhD, RD, Associate Professor Emerita, University of New Mexico  
Debra Kibbe, MS, PHR, Director, Physical Activity and Nutrition Program, International Life Sciences Institute Research Foundation

## **Session ID: I4**

### ***Child Maltreatment Prevention***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

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

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.

**Presenter(s):**

Malia Richmond-Crum, MPH, CDC Foundation Fellow, CDC  
Sally Fogerty, MED, Director, Children's Safety Network, Children's Safety Network/EDC, Inc.

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

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.

**Presenter(s):**

Theresa Covington, MPH, Director, National Center for Child Death Review  
Kimberly Day, MSW, Coordinator, National Coalition to End Child Abuse Deaths

## **Session ID: I5**

## ***Improving Perinatal Health Outcomes***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

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

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.

#### **Presenter(s):**

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

Patricia Heinrich, RN, MSN, Quality Improvement Adviser, Heinrich L.L.C

### ***Healthy Women, Healthy Futures: A Model of Interconception Care***

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.

#### **Presenter(s):**

Su An Phipps, PhD, Director, Healthy Women, Healthy Futures, University of Oklahoma College of Nursing

## **Session ID: I6**

### ***Healthy Start***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

### ***Saving Our Nation's Babies: The Impact of the Federal Healthy Start Initiative***

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.

#### **Presenter(s):**

Lo Berry, , CEO, REACHUP

**Moderator:**

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

***Improving Paternal Involvement Through an Expanded Healthy Start Model***

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.

**Presenter(s):**

Raynard Washington, MPH, Evaluator, Healthy Start, Inc.

**Session ID: I7**

***Infant Health***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

***Expanding and Maintaining Thriving Peer Counseling Programs in WIC***

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.

**Presenter(s):**

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

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

**Moderator:**

Anne Bartholomew, MS, RD, Chief, Nutrition Services Branch, Supplemental Food Programs Division, FNS, USDA

***Using the March of Dimes Close to Me Module to Promote Early Skin-to-Skin Contact to Improve Breast-Feeding Outcomes in Premature Infants***

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.

**Presenter(s):**

Lisa Roday, JD, March of Dimes NICU Family Support Specialist, March of Dimes/Henrico Doctors' Hospital  
Annette Backus, RNC, MSN, CNS, Perinatal Clinical Nurse Specialist, Henrico Doctors' Hospital

**Session ID: I8**

***Partnering in Practice***

2/14/2012, 2:15 PM - 3:45 PM

Session Type: Power Session

***Addressing Poverty: Using TANF Funds to Improve Maternal and Child Health***

Recognizing that a substantial subset of low-income women fall through the social safety net, the El Paso County Department of Human Services and El Paso County Public Health in Colorado Springs, CO, partnered to create a pilot program, Strong and Healthy Families, to address this societal gap. As a result of the collaborative efforts, two governmental agencies are leveraging resources in the best interest of clients at risk for poor pregnancy outcomes, child abuse and neglect, and diminished self-sufficiency.

**Presenter(s):**

Mary Steiner, RN, Program Manager, El Paso County Public Health

***Collaborating and Sharing Expertise Through a Query Process***

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.

**Presenter(s):**

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