



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

**Call for Applications: AMCHP Pre/Post-Conference Epidemiology Skills Trainings  
January 2014**

This year, AMCHP will offer two training options targeted specifically to those epidemiologists, data analysts, and other MCH practitioners wishing to build their skills in the areas of **Quality Improvement** and **Return on Investment**. Below is a brief summary of the options. A more detailed description of each, including learning objectives and MCH leadership competencies addressed, follows on subsequent pages. For more information, please contact Caroline Stampfel at [cstampfel@amchp.org](mailto:cstampfel@amchp.org).

**Option 1: Quality Improvement**

**Title: Quality Improvement Methods for MCH Professionals**

**Duration:** 1 day (Saturday, January 25, 2014 9am-4:30pm)

**Trainers:** Judy Shaw, EdD, MPH, RN, FAAP and Wendy Davis, MD

**Ideal Participants:** MCH professionals interested in the application of quality improvement within public health analysis and programming.

**To Register for this Skills Training:** Use the AMCHP Conference registration link to sign up for this training: <http://www.amchp.org/Calendar/Conferences/amchp-conference/Pages/default.aspx>

**Cost for this Training:** Free

**Travel Scholarships available:** AMCHP will provide up to \$300 in travel scholarships to a limited number of attendees of this training. To be considered for a travel scholarship, please contact Megan Phillippi at email [mphillipi@amchp.org](mailto:mphillipi@amchp.org).

**Option 2: Return on Investment**

**Title: Communicating the Value of Improving Birth Outcomes to Illustrate a Return on Investment**

**Duration:** 1 day (Wednesday, January 29, 2014 9am-4:30pm)

**Trainers:** Scott Grosse, PhD, Ricardo Basurto-Davila, PhD, and Juanita Graham DNP, RN, FRSPH

**Ideal Participants:** Teams that consist of at least one epidemiology/data staff member and at least one program/policy staff member.

**Prerequisites:** Applicants must submit a summary of the birth outcome or other MCH issue for which they want to calculate ROI (no more than 250 words). The summary should describe the outcome or issue, the applicant's access to the relevant data, what the team hopes to learn from the training, and the anticipated product of the ROI analysis (fact sheet, issue brief, manuscript, presentation, etc.).

**To Apply for this Skills Training:** Use the link below to submit your application. Please **submit one application for your team** (name both participants and only submit one project summary). Slots are limited; selected teams will be notified no later than one month before the training. The deadline for applications to this training is **December 9, 2013**.

**Cost for this Training:** The training is provided free of charge. However, this is an intensive, hands-on skills-building session; AMCHP will be arranging a laptop for each participant in the training. If you are accepted to participate and confirm your acceptance but do not attend, AMCHP will be unable to charge the costs to our federal grants. Therefore, there is a \$100 no-show fee for each participant who does not attend and does not provide AMCHP reasonable notice. Thank you for your consideration.

**Travel Scholarships available:** AMCHP will provide travel scholarships (\$1200) to all selected attendees.

**Registration link:** <https://www.regonline.com/amchpROI>

## Option 1: Quality Improvement

### Title: Quality Improvement Methods for MCH Professionals

**Trainers:**        **Judy Shaw, EdD, MPH, RN, FAAP**

Associate Professor of Pediatrics and Nursing  
Executive Director, Vermont Child Health Improvement Program  
University of Vermont College of Medicine

**Wendy Davis, MD**

Associate Director, National Improvement Partnership Network (NIPN)  
University of Vermont College of Medicine

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

### Learning Objectives

By the end of this training, the participant should be able to:

1. Describe QI fundamentals, including recognizing an area in need of improvement, developing aim statements, identifying and prioritizing change ideas and testing and measuring changes
2. Identify key steps in developing and conducting effective improvement projects in MCH/public health settings
3. Identify appropriate data sources for QI projects and existing easy-to-use tools to support data collection, management and display
4. Acquire experience in applying QI in MCH/public health settings through relevant case-based exercises that demonstrate QI methods.
5. Describe key elements of Improvement Partnership programs and approaches to QI
6. List ways to partner with quality improvement organizations in a state or region

### **MCH Leadership Competencies Addressed by This Training:**

Critical Thinking

Interdisciplinary Team Building

## Option 2: Return on Investment

**Title: Communicating the Value of Improving Birth Outcomes to Illustrate a Return on Investment**

**Trainers:** **Scott Grosse, PhD**  
Health Economist  
National Center for Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

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

**Juanita Graham DNP, RN, FRSPH**  
Office of Health Data & Research  
Mississippi State Department of Health

**Brief Description:** Recent investments in prevention provide new tools and resources for states and communities to improve birth outcomes and implementing policies and programs to improve birth outcomes is a key area of focus for state MCH programs. However, many programs struggle to effectively communicate these costs and benefits to policy makers. This full-day skills building workshop will offer useful tools to illustrate a Return on Investment (ROI) for improving birth outcomes, highlight state experiences communicating the value of improving birth outcomes, and offer participants an opportunity to practice their newly acquired skills gained during the session. The training will combine didactic teaching sessions with hands-on working sessions where participant teams can apply what they have just learned. Each team will receive individual guidance from the trainers.

### **Learning Objectives**

By the end of this training, the participant should be able to:

1. Describe the need for ROI analyses for MCH programs that improve birth outcomes
2. Identify the steps required to complete an ROI analysis
3. Identify appropriate data sources required for successful ROI analyses
4. Acquire experience in applying ROI analytic methods for an MCH program through hands-on work with real-life data and programs.
5. Begin a fact sheet, issue brief, manuscript, presentation, or other product with the skills and analysis completed at the training.

### **MCH Leadership Competencies Addressed by This Training:**

Critical Thinking  
MCH Knowledge Base

**Pre-Training Preparation:** Applicants must submit a summary of the birth outcome or other MCH issue for which they want to calculate ROI (no more than 250 words). The summary should describe the outcome or issue, the applicant's access to the relevant data, what the team hopes to learn from the training, and the anticipated product of the ROI analysis (fact sheet, issue brief, manuscript, presentation, etc.). Trainers will provide participants with recommendations on what information to bring to the training. Participants are **strongly encouraged** to come to the training prepared to calculate return on investment based on the summary they submit.