Call for Applications: CityMatCH Leadership and MCH Epidemiology Pre-Conference Trainings
September 12-13, 2016

This year, AMCHP and CityMatCH will offer five training options for those wishing to build their skills. Options this year include two-day trainings Sept. 12-13, or a half-day training on Sept. 13. Below is a brief summary of the training options. A more detailed description of the two-day trainings, including learning objectives and MCH leadership competencies addressed, follows on subsequent pages. For more information, please contact Alex Harris at aharris@amchp.org.

To apply for the trainings, visit: https://www.surveymonkey.com/r/mchepipreconference16
Application opens: Tuesday, May 3, 2016
Submit your application for “early decision” by: June 1, 2016
The training application will remain open as long as slots are available until the application closes on July 1, 2016

Two-Day Training Opportunities (Sept. 12-13, 8am-5pm):

Option 1: Medicaid Claims Analysis for MCH Epidemiologists
Trainers: Kristin Rankin and Assistant Faculty
Ideal Participants: Epidemiologists, analysts, and data professionals with SAS skills seeking to use Medicaid claims data as a data source for MCH analyses. Note, a laptop with SAS installed is required for this training

Option 2: Multiple Methods for Communicating Data
Trainers: Laura Saponara, Glynis Shea, and Jennifer Lyons
Ideal Participants: Those who work with epidemiologic data – epidemiologists, data analysts, and program staff; particularly those who want to communicate program data and effectiveness

Option 3: Spatial Thinking and Decision Making in MCH
Trainers: Michael Kramer and Ilana Raskind
Ideal Participants: Public health professionals whose work involves routine engagement with the production, analysis, interpretation, or dissemination of quantitative MCH data, and a basic familiarity with mapping and use of spatially referenced data in public health.

Option 4: Evidence-Based Public Health
Trainers: Cynthia Minkovitz, Ellen Jones, and Anjali Deshpande
Ideal Participants: Anyone interested in implementing evidence-based practices at all levels of public health

Half-Day Training Opportunity (September 13):

Title: Creating Change with Style
Trainer: Grace Boda, MPP, ORSCC Principal Partner, The Center for Vital Partnerships

Description: We’ve heard the quote “change is inevitable; progress is optional.” Great changes are afoot in the field of public health, and not all of them come easily or result in real progress, especially when they require us to work collaboratively with people who approach novelty, uncertainty, and change differently. Join Grace Boda for an interactive half-day session to explore three styles people use when engaging with change, learn about your personal change style, and how to effectively engage the styles of others to make real progress as you make changes. The session will include both individual reflection and interactive group work for a rich, deep, hands-on exploration of how best to engage with others to create successful change in life and work. Participants will leave with customized strategies to bring their most effective and engaging leadership to any change process, big or small.
TWO-DAY TRAININGS
Option 1: Medicaid Claims Analysis for MCH Epidemiologists

Trainers: Kristin Rankin, PhD
Assistant Professor, Epidemiology
Co-Director, MCH Epidemiology Training Program
University of Illinois, Chicago

Assistant Faculty

While Medicaid claims data is a powerful data source for MCH epidemiologists, understanding and using Medicaid claims data for analyses can be complex. The purpose of this 2-day, hands-on training opportunity is to familiarize MCH epidemiologists working in state health departments with Medicaid claims data and its potential uses for monitoring MCH indicators in their states. Trainers will use case studies to demonstrate how Medicaid claims data can be applied in MCH and hands-on exercises to allow participants to practice exercises in using Medicaid claims data to construct an analytic data file and generate MCH indicators measured in inpatient, outpatient, and prescription drug data. For the hands-on portion of the training, the Medicare synthetic public use files will be used for exercises. The structure of the data is similar for several data tables from Medicaid and Medicare, so practicing with the Medicare data will prepare participants for working with their own Medicaid claims data. A laptop with SAS installed is required for this training. Please indicate in your application if you do not have access to a laptop with SAS installed. Participants should have an intermediate knowledge of SAS, and some understanding of claims data file structure.

Learning Objectives
At the end of this training, participants will be able to:
1. Describe the basics about the Medicaid program and eligibility for MCH populations
2. Understand the process of data collection, structure, and intended use of Medicaid claims data
3. Identify definitions and documentation for existing quality indicators related to MCH
4. Construct a flat analytic file from relational claims data
5. Generate estimates for MCH indicators from claims data
6. List the limitations of Medicaid data for monitoring MCH indicators

MCH Leadership Competencies

<table>
<thead>
<tr>
<th>Addressed by this training:</th>
<th>Addressed by all pre-conference trainings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCH Knowledge Base/Context</td>
<td>Self-reflection</td>
</tr>
<tr>
<td></td>
<td>Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>Developing Others through Teaching and Mentoring</td>
</tr>
<tr>
<td></td>
<td>Working with Communities and Systems</td>
</tr>
</tbody>
</table>
TWO-DAY TRAININGS
Option 2: Multiple Methods for Communicating Data

Trainers: Laura Saponara
Senior Communications Strategist
Public Health Institute
Oakland, CA

Glynis Shea
Communications Director
Konopka Institute for Best Practices in Adolescent Health
University of Minnesota

Jennifer Lyons
Design Assistant
Evergreen Data
Kalamazoo, MI

As data visualization and social media become more ingrained into the marketing and promotional strategies of public health departments, staying abreast of the most effective methods for accurately communicating data is critical in order for your message to be seen and heard. This training will assist those who work with epidemiologic data – epidemiologists, data analysts, and program staff; particularly those who want to communicate program data and effectiveness. The training will focus on communication methods used through data visualization and storytelling and will provide interactive sessions to practice and refine new skills.

Learning Objectives
At the end of this training, participants will be able to:
1. Identify various ways to present data and different formats to share results
2. Explain the steps in creating a communications product
3. Understand how to properly represent data while creating an engaging product
4. Communicate epidemiologic data to influence your audience and move people to action
5. Incorporate data into effective storytelling

MCH Leadership Competencies

<table>
<thead>
<tr>
<th>Addressed by this training:</th>
<th>Addressed by all pre-conference trainings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Self-reflection</td>
</tr>
<tr>
<td>Interdisciplinary Team Building</td>
<td>Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>Developing Others through Teaching and Mentoring</td>
</tr>
<tr>
<td></td>
<td>Working with Communities and Systems</td>
</tr>
</tbody>
</table>
Geo-referenced MCH data are increasingly available in state and local health departments. Putting MCH populations ‘on the map’ can enrich surveillance, program planning, resource allocation, and community engagement activities. However effective use of these data requires careful attention to data quality and privacy, assumptions built into spatial analytic methods, and development of an approach to spatial thinking which gives meaning to maps and enhances the utility of spatial data in MCH planning, evaluation and decision making.

This 2-day ‘unplugged’ workshop is not a training in GIS software. Instead it is an interactive and case-based introduction to concepts and applications of spatial data, spatial communication via mapping, spatial statistics, and spatial analysis all in the context of MCH data systems and programs. Participants will be invited to submit cases or examples from their own work; opportunities will be provided to engage with some of these scenarios as a group.

**Learning Objectives**

At the end of this training, participants will be able to:

1. Critique the design and presentation of maps in public health as a function of their intended audience and purpose
2. Describe strengths and limitations of commonly available spatial MCH & public health data
3. Describe the concepts of spatial structure and dependence and understand techniques for quantifying and exploring them with spatial public health data
4. Develop plans for incorporation of spatial analysis into existing or new projects in MCH epidemiology and program planning

**MCH Leadership Competencies**

<table>
<thead>
<tr>
<th>Addressed by this training:</th>
<th>Addressed by all pre-conference trainings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCH Knowledge Base/Context Communication</td>
<td>Self-reflection</td>
</tr>
<tr>
<td></td>
<td>Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>Developing Others through Teaching and Mentoring</td>
</tr>
<tr>
<td></td>
<td>Working with Communities and Systems</td>
</tr>
</tbody>
</table>
TWO-DAY TRAININGS
Option 4: Evidence-Based Public Health

Trainers: Cynthia Minkovitz, MD, MPP
Professor, Department of Population, Family and Reproductive Health
Director, Women’s and Children's Health Policy Center
Johns Hopkins Bloomberg School of Public Health

Ellen Jones, PhD
Assistant Professor of Health Administration
School of Health Related Professions
University of Mississippi Medical Center

Anjali Deshpande, PhD, MPH
Assistant Professor of Medicine
School of Medicine
Washington University in St. Louis

This training will explore the meaning and benefit of evidence-based public health within maternal and child health programs. Insights will be shared from the Strengthen the Evidence Base for Maternal and Child Health (MCH) Programs initiative and the Prevention Research Center’s Evidence-Based Public Health Course. Participants will receive guidance on the translation of evidence to practice and learn the necessary components for successful implementation and evaluation of evidence-based MCH programs. Those interested in implementing evidence-based practices at all levels of public health should attend this training.

Learning Objectives
At the end of this training, participants will be able to:
1. Define the term “evidence-based”
2. Describe the steps involved in translating research / evidence to practice
3. Describe the continuum of adaptation to innovation in practice

MCH Leadership Competencies
<table>
<thead>
<tr>
<th>Addressed by this training:</th>
<th>Addressed by all pre-conference trainings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCH Knowledge Base/Context</td>
<td>Self-reflection</td>
</tr>
<tr>
<td>Interdisciplinary Team Building</td>
<td>Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>Developing Others through Teaching and Mentoring</td>
</tr>
<tr>
<td></td>
<td>Working with Communities and Systems</td>
</tr>
</tbody>
</table>