Call for Applications: CityMatCH Leadership and MCH Epidemiology Pre-Conference Trainings
September 10-11, 2018

This year, **AMCHP**, **CityMatCH, and the CDC Division of Reproductive Health** are offering training sessions for those wishing to build their skills in applied MCH epidemiology, data visualization, quality improvement, policy engagement, evaluating public health programs, and economic analysis. Listed below are the session titles, dates and trainers. Detailed descriptions of the trainings follow on subsequent pages. For more information, please contact Cheryl Clark at cclark@amchp.org.

To apply for the trainings, visit: https://www.surveymonkey.com/r/mchepipreconference18

Registration Opens: June 18th, 2018
Registration Closes: July 13th, 2018

Monday, September 10th, 2018 (9am – 5pm)

Option 1: Applied MCH Epidemiology for Local Health Departments and their Partners
Trainers: Pamela Xaverius, Carol Gilbert, and Aileen Duldulao

Option 2: Leveraging Quality Improvement Tools to Transform MCH
Trainers: Public Health Improvement Partners

Option 3: Data Visualization in Public Health Settings: A Hands-on Workshop for MCH Epidemiologists
Trainer: Ayaz Hyder

Tuesday, September 11th, 2018 (9am – 5pm)
Option 1: Rules of the Game: Policy Engagement for Better Outcomes
Trainers: Jane Branscomb, Dorothy Cilenti, Jimmy Dills

Option 2: How to Evaluate Public Health Programs
Trainers: Michael Kogan, Marth Beth Zeni, Cheri Pies

Option 3: Economic Analysis of Public Health Programs
Trainer: Rui Li

Option 4: Data Visualization in Public Health Settings: A Hands-on Workshop for MCH Epidemiologists (repeated session)
Trainer: Ayaz Hyder

Tuesday, September 11th, 2018 (9am – 12pm)
Option: The Other 'H' in MCH**: M**oving the needle on the **C**ulture of **H**umanity

DAY ONE TRAININGS

Option 1: Applied MCH Epidemiology for Local Health Departments and their Partners

Trainers: **Pamela Xaverius, PhD**
Associate Professor of Epidemiology
Director of Maternal and Child Health Program
Saint Louis University

                Carol Gilbert, MS
Statistician, Senior Health Data Analyst
CityMatCH

                Aileen Duldulao, PhD, MSW
MCH Epidemiologist
Multnomah County Health Department

Data and program staff who are employed by or partnering with local health departments are invited to attend this introduction to the specialized world of Maternal and Child Health Epidemiology at the local level. We will introduce data sources (e.g. vital records, ACS, BRFSS) and access points (e.g. CDC Wonder, County Health Rankings) that provide the bases for common measures of both MCH outcomes and risk factors, including social and environmental factors. We will practice methods for gleaning useful information from these data sources, including the Perinatal Periods of Risk (PPOR), and techniques for using data to prioritizing among problems and risk factors. We will consider ways to overcome problems related to small numbers and small areas. Most importantly, we will discuss methods and strategies for bringing community members into the process, to improve the analysis, interpretation, communication, and use of data. Attendees are asked to bring laptops with spreadsheet software.

DAY ONE TRAININGS

Option 2: Leveraging Quality Improvement Tools to Transform MCH

Trainers: **Public Health Improvement Partners**

Quality improvement (QI) has been utilized by many agencies to transform health. QI tools are often seen as relevant only to clinical processes with little application to large scale population health issues. Join this hands-on, interactive session to explore how QI tools can help you understand and address issues affecting maternal and child health.

By the end of the session participants will be able to:

- Discuss the importance and usefulness of QI tools in helping transform population health

- Apply QI tools (e.g. voice of the customer, force field analysis, root cause analysis, rapid cycle testing, etc.) to maternal and child health issues

- Identify opportunities in your current work to use QI tools

DAY ONE TRAININGS

Option 3: Data Visualization in Public Health Settings: A Hands-on Workshop for MCH Epidemiologists
This session will repeat on Tuesday, September 11, 2018

Trainers: **Ayaz Hyder, PhD**
Assistant Professor, Division of Environmental Health Sciences
Affiliated Faculty, Translational Data Analytics
College of Public Health, The Ohio State University

In this session, participants will learn to communicate data-driven findings to diverse audiences, examine the role of context in motivating the visualization of data, and use software to visualize common types of data collected for maternal and child health outcomes. The first hour of the session will consist of short lectures and interactive discussions. For the remainder of the session, participants will gain hands-on experience using RStudio in creating simple visualizations that concisely convey essential findings from sometimes large and complex data sets. At the end of the workshops, participants will be able to communicate their findings using simple visualizations to multiple audiences they encounter in daily public health settings. All registered participants are expected to bring their own laptop with a functional version of RStudio. Instructions for installing RStudio will be provided to registered participants two weeks prior to the session.

Learning objectives:
1. Communicate data-driven findings to diverse audiences (e.g., internal reports, social media and blog posts, community engagement).

2. Examine the role of context in motivating the visualization of data.

3. Know how to prepare and store data prior to visualization.

4. Demonstrate the use of software (e.g., RStudio) to visualize data collected in public health settings.

5. Examine the unintended consequences of data visualizations for public health issues.

DAY TWO TRAININGS

Option 1: Rules of the Game: Policy Engagement for Better Outcomes

Trainers: Jane Branscomb, MPH

              Dorothy Cilenti, DrPH

              Jimmy Dills, MUP, MPH

MCH professionals, partners, and allies use both programmatic and policy approaches to improve population health outcomes. Every MCH issue of concern is influenced by a variety of public and private, local and national policies; and MCH professionals can play important roles in seeing that these influences are positive and equitable for families.

Yet many describe a need for greater knowledge and skill in the policy arena. In a national survey of public health professionals, nearly 75% of respondents named "influencing policy development" as an important skill, even as over 30% reported having little or no skill in this area. "Understanding the relationship between a new policy and many types of health problems" was another top skills gap identified.

This workshop is offered to address these gaps while guiding participants in building individual policy plans on topics relevant to their work. We survey the many types of policy and take a systems look at specific MCH issues, what policies affect them, and how. Using the CDC's Policy Process, we identify the stages and cross-cutting domains of policy engagement, and outline actions MCH professionals can take in each. We also direct participants to useful resources for evidence on effective policies and tips for communicating with policymakers.

The format alternates didactic presentation with group and individual activities. There is ample opportunity for learning from peers, applying information, and practicing skills. Participants will be organized into affinity groups around similar topics, so that their table and individual work focuses on personally relevant priorities. Table work expands on the bank of knowledge and experience present in the group; and time is provided, along with templates and worksheets, so that individuals can record their ideas and insights to progressively build their policy plan.

Learning objectives:
1. Describe the role of policy as a lever for influencing MCH outcomes.
2. Identify policies that help shape particular outcomes, and outcomes that may be influenced by particular policies.
3. Apply the CDC Policy Process to determine opportunities for policy engagement.
4. Create a plan for policy engagement to advance a specific MCH objective.

DAY TWO TRAININGS

Option 2: How to Evaluate Public Health Programs

Trainers: **Michael D. Kogan, PhD**
Director, Office of Epidemiology and Research
HRSA, Maternal and Child Health Bureau

Mary Beth Zeni, ScD, RN
Associate Professor
Graduate Nursing Program
Ursuline College, Ohio

Guest Trainer: **Cheri Pies, MSW, DrPH**
Clinic Professor, UC Berkeley
Principal Investigator, Best Babies Zone Initiative

The purpose of this workshop is to equip public health professionals, particularly those working at the local and/or community level, with the essential knowledge and skills needed to evaluate public health programs. In a time of budgetary constraints and increased expectations of accountability for public health programs, it is vital that we develop measurable performance outcomes, implement evidence-based strategies, and effectively evaluate the impact of programs. In this workshop, we will utilize the steps and standards of the CDC Framework for Program Evaluation as a systematic process to conducting evaluations. The workshop focuses on applied evaluation and not evaluative research methods. Small group sessions are part of the workshop. Participants will learn about logic models, with special attention to the assumptions and contextual factors of a program, and the associated inputs, activities, outputs and outcomes. Different types of evaluations will be presented (e.g., formative, process, impact, outcome) as well as quantitative/qualitative methods that use both primary and secondary (e.g., vital records; census data; other administrative data sources) data sources. The importance of engaging stakeholders throughout the evaluation process and clearly disseminating findings to diverse audiences will also be discussed. The Best Babies Zone Initiative - a multi-level, community-based program that aims to improve birth outcomes by addressing the social determinants that influence health - will be used as a case study where participants will have the opportunity to work in groups and apply each step of the evaluation process. Finally, this workshop will highlight the role of evaluation in maintaining accreditation and how evaluation is incorporated into the overall quality improvement process. Potential pitfalls, challenges and tips to conducting program evaluation in public health will also be addressed. The instructors have many years' experience conducting workshops on program evaluation, performance measurement, and evidence-based public health, using principles of adult learning, as well as baking brownies. *Homemade baked goods will be served and there may be dancing, as well.*

DAY TWO TRAININGS

Option 3: Economic Analysis of Public Health Programs

Trainers: **Rui Li**
Health Economist
Division of Reproductive Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention

The purpose of this course is to teach public health professionals the terms and applications for evaluation of the economic value of public health programs. In a time of budgetary constraint for public health programs, it is essential to demonstrate to stakeholders the economic value of public health programs and interventions to obtain and secure sustainable funding for the programs. In this workshop, the presenter will describe three types of economic analysis in public health: 1) cost analysis, which estimates the cost of a program; 2) cost of illness, which describes the cost being prevented if a disease or condition is eliminated; and 3) economic evaluation, which balances costs and benefits of a program, including cost-effectiveness analysis, cost benefit analysis and budgetary impact/return-on-investment analysis. The presenter will explain the terms commonly used in different types of economic analysis, the situation in which each method is best applicable, and the value of the information to the stakeholders. The presenter will provide economic analysis examples in maternal and child health and chronic disease prevention and control, and share several tools developed for states and payers to use to facilitate funding/reimbursement decisions. The instructor will provide reading materials on economic evaluation principles and applications at the state and local level. Participants will be broken down into small groups during the presentation to have hands-on exercise to better understand different terms used in economic. Participants are encouraged to bring real-world questions they may have into the class discussion and group exercise. The instructor has many years of experience conducting economic evaluation of public health program and teaching workshops and presenting on economic evaluation.

Session Learning Objectives:

- Understand the purpose and importance of economic analysis of a public health program;
- Be familiar with terms and methods used in economic analysis;
- Be able to identify economic questions and methods to evaluate the economic impact of a program.
- Be able to read economic analysis studies and reports.

Methodology:
Mini-lectures, interaction between instructor and learners such as poll questions, break-out sessions with small groups, group discussion, case studies.

DAY TWO TRAININGS

Option 4: Data Visualization in Public Health Settings: A Hands-on Workshop for MCH Epidemiologists
This session is repeated from day one

Trainers: **Ayaz Hyder, PhD**
Assistant Professor, Division of Environmental Health Sciences
Affiliated Faculty, Translational Data Analytics
College of Public Health, The Ohio State University

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DAY TWO: HALF DAY TRAINING

Option: The Other 'H' in MCH: Moving the needle on the Culture of Humanity

Trainers: **Jessica Ehule**
         Stephani Tyrance
         Lynne Le
         Chad Abresch

What's in your bucket? What kind of echo chamber are you unconsciously creating? This preconference session will guide us in answering these questions and highlight important aspects of culture, history, sociology, and the intersection of these with MCH and equity. Participants will engage in a half-day of knowledge-building interactive activities that will challenge you to think about how you can prioritize humanity at an individual and organizational level. Facilitators will teach skills on how to navigate difficult conversations, being an ally, and how to work through our mistakes. Join us as we examine what we (individually and organizationally) contribute to our society and how it impacts the wholistic health of mothers, children, and families.