

## **Title V, Social Security Act:**

### **Honoring Our Past, Celebrating Our Future**

**October 20, 2010, Washington Hilton Hotel, Washington, D.C.**

#### **Awards**

ANTOINETTE PARISI: And now I would like to turn over the program to Dr. Mary Wakefield for a special presentation and would like to call Dr. Peter van Dyck, wherever you may be, Peter, would you join us? Come forth, Peter.

MARY WAKEFIELD: Well, I am -- he's giving me the eye, you can see that right behind me. I'm smaller than you but I'm tougher, Dr. van Dyck. So I'm not giving you the podium. Step up. I am not inclined to relinquish this microphone just right this second, for just a couple of minutes. Please, Peter, bear with me. Before we go on to the awards ceremony I wanted to say a few words about the awards for starters, and then about Peter van Dyck specifically. Let me tell you that there were many, many nominations for the awards we'll be giving in just a minute. Many nominations submitted for this year's awards. And frankly, all of the individuals were very deserving. Peter van Dyck and others evaluated the submissions and I'm told the decisions were very, very difficult to make. For those of you, though, before we get into the rest of the awards, who are not familiar with Peter, and I would bet that there might only be one or two people in this room, about whom that could be said, he has been at the helm of the Maternal and Child Health Bureau since 1999. And, Peter van Dyck has devoted his entire life to improving the health of women and children. From his early days working in maternal child health in the state of Utah, to the appointment of the director in the late 1970s, and tenure as chair of the American Public Health Association in the 1980s. Peter is one of those people who decided early on he wanted to do something more with his life than private practice. As important as that is. He wanted to touch more people's lives in broad and significant ways. Like many of us who came to public service he realized he had an opportunity to make significant changes in order to safeguard and promote good health for mothers and children. His own early experiences were quite diverse and perhaps contributed to decisions, he was head of an army hospital in Germany, and in Jordan, and Utah Medical Center. And I would like to think it's

here at the health resources administration, that Peter van Dyck has been able to have the greatest impact, especially improving systems and care for maternal and child health care, and innovating strategies for financing care. One of the early achievements was to standardize maternal child health measures, and over 10 years ago before most agencies were even thinking about those things. The list of Peter van Dyck's achievements is very long. So while evaluating submissions for today's awards, Dr. van Dyck saw his name on quite a number of the nominations. The award nominations. All of those nominations he promptly threw out. Well, that was, of course, his prerogative, but fortunately, some of those nominations bypassed you Peter and reached my desk. So, I'm pulling rank -- [APPLAUSE] And while we have a set of awards that we are going to be bestowing today, my pleasure to present to Peter van Dyck, MCH distinguished leadership award. Thank you so much, Peter.[APPLAUSE]

PETER C. VAN DYCK: What a surprise. What an honor. Not every day you get an achievement medal from your boss. [LAUGHTER] When she leaves -- What a joy it is to work with somebody like Dr. Mary Wakefield. It's really changed the face of the bureau in the last couple of years. [APPLAUSE] I have to get reorganized now. This is the part of the program that I always enjoy. I also enjoy receiving the award, but I also enjoy giving awards. And if you look in the back of your program the awards are there. The purpose, and purpose of the awards are to honor this 75th anniversary of Social Security act, five types of awards during the state and federal partnership meeting. That acknowledge individuals, organizations or associations that made significant contributions throughout the years in the field of MCH. The awards are designed to recognize pioneers and emerging leaders in MCH and acknowledge innovative practices, partnerships and research at the local, state and national level that have led to improvements in MCH policy, services and practice. We are giving five types of awards. Directors awards, MCH directors award, partnership award, Title V lifetime achievement awards, young leadership, and championships in the field. Joining me on stage are Jessica Jones, closest to me and Dr. Keisha Highsmith, who are chair and co-chairs of the awards committee and have done much work and deserve a round of applause for their hard work. [APPLAUSE] We did receive many awards, many nominations. There is someone missing in the room, and that's Marybeth. Marybeth began working with communities applying for the healthy start infant mortality reduction demonstration program in April 1991. And served as a project director for the first communities funded under the initiative in 1991. In 1993 she relocated to Washington D.C. as project officer and grants chief in 1995. In 1998 she became acting director for the division and director in 2004. She has participated in the growth of this initiative from 15 communities in 1991 to today's 104 communities in 39 states, District of Columbia and Puerto Rico. She recently received the national Perinatal association national international MCH award, MCH director achievement award and U.S. public health services nursing advisory committee award for nursing

excellence. Appointed to the state of Illinois' first block grant task force, served on the Illinois governor's task force panel on health and the governor's Illinois commission on children's priorities, committee on access to health. An active member of the American nurses association, Marybeth served as president of the Illinois nurses' association, testified before Congress on the uninsured, and shared several national committees dealing with nurse work force issues for the American nurses association. You have all seen a card insert in your program honoring Marybeth, but I would just like to take a moment and read that card. It says miss Marybeth, 1947 to 2010, we dedicate this meeting to the memory of our many former MCH leaders and colleagues whose vision and effort shaped the Title V program. In particular we dedicate this meet to think Miss Marybeth Madura. Unexpectedly passed away 10 days ago on October 10, 2010. Her work lives on, though, through the leadership she provided and the many families she touched. It is with great admiration and love that we remember her as a selfless, gentle yet determined and caring person. We will all miss her. Representing her today are Jim Madura, her brother, and her dear friend, Melinda Abernathy. Stand up, please. [APPLAUSE] Join us in celebrating Marybeth's legacy, it lives on through the Healthy Start Program. First awards are the champions in the field of Maternal and Child Health in the states and jurisdictions. Recipients are being acknowledged by the MCH leadership in their state or jurisdiction for their outstanding contributions for the field of Maternal and Child Health across five key program areas. First cultivating and strengthening partnerships and collaborations, second innovative efforts to expand MCH practice, third, improvements in state data systems and linkage, fourth, establishing promising practices for addressing health disparity, and improving systems of care for youth with special health care needs. Improved state capacity, provide services, advancement of Title V programs and comprehensive systems and care, and promotion of better health outcomes, maternal and child health population across the nation. There are many awardee, I would like to ask them to stand if they are here. If they are not here, please don't stand. Can you stand if you are one of those awardees, please? We want to recognize you. [APPLAUSE] Each of these folks will be mailed a certificate, a HRSA certificate from the Maternal and Child Health Bureau saying champions in the field of Maternal and Child Health in the state or jurisdiction. Look for your certificate in the mail and thanks for all that you do. The young leadership and MCH award. Following individuals are recognized as young leaders who have made significant contributions in the field of MCH. First awardee is Brian Castrucci. Brian is deserving of the award because his work consistently demonstrates a strong commitment moving data to action, through a keen understanding of the relationship between knowledge, political will, and social strategy to promote effective prevention action. His most significant accomplishments are in the fields of research, breastfeeding, adolescent health, border health and administration. In research as an example, Brian has authored 29 peer reviewed articles with first authorship on 14. Research cited in more than 100 peer review articles. Adolescent tobacco use,

breastfeeding, obesity, physical activity, and other maternal and child health topics. He and his staff have been models for the publication of MCH surveillance, conducted by state agencies in the peer review literature, and translation of these findings to policy and program action. At the age of 36, and I hope he's not too concerned that we are revealing his age, Brian is one of the youngest Title V directors in the United States. Georgia director of MCH program, oversees a \$500 million budget and approximately 100 staff. In the nine months he has been in Georgia, he has used his expertise to develop the state's Title V five-year needs assessment and garnered community stakeholder support in a manner which had not been done before. Energy, passion and expertise transformed the culture in Georgia's MCH program to one of the data to action model. Engagement of MCH stakeholders across the state helped build bridges for the improved health status for mothers, fathers and children in Georgia. Given the responsibility at such an early point in his career, I expect Brian to contribute to the field for decades to come. Brian. >> Young leadership and MCH award presented, in recognition of a young leader who has made significant contributions to the field of MCH in 2010. Second young award in MCH goes to John Richards, research instructor at Georgetown University. 200% effort, add passion, creativity, technology, expertise, and mastery of multi-disciplinary content and you get John Richards. A shining light in the emerging generation of MCH leaders. John could not be more qualified or deserving as a young leadership on MCH board. He is an accomplished principal investigator, MCH knowledge to practice grant, a training and TA project for the D.C. Department of Health care financing, and the Title V and other projects. The same vigor he brings to his own projects, director of information technology for the MCH library, national SIDS resource center and oral health center. Beyond his work ethic and standard of excellence, his personal strengths make him a national leader and skilled partner. What is most remarkable about John is his quality of heart. His compassion, integrity, and generosity. John's capacity to cultivate relationships not only produces lasting friendships, but also forged thriving collaborative. Brought all of us along with him in the digital age. John? [APPLAUSE]

The next category awards are directors awards. Following awardees are receiving this prestigious award for infants, mothers, children, adolescents and children with special health care needs in this nation. First award goes to Patricia Thomas. Better known as Trish. Whose partnership coordinator at family voices. Trish, will you start up, please? Trish has been working to promote opportunities to advance family and youth professional partnerships through activities through all levels of program and policy. All types of family and strategic partners, especially those with culturally and linguistically diverse children. The mother to children with special needs and grandmother to grandchildren with special needs. Over the years she has built partnerships, tribal communities and serving as a cultural broker for federal program leaders. Some of the results of these collaborations have been one, to promote the six core outcomes of

the services system to American Indian and Alaskan native populations, having medical home articles on tribal newspapers, and co-training tribal nations organizations on family professional partnerships. Two, promote family centered care with children with special health care needs diverse national organization, such as the national council, national Indian health board, and the North American mission board. Third, organized TA calls to families, grantees, and Indian health service on translating research, American Indian and Alaskan native cultural values, health disparities to better understand some of the culture and health seeking practices. Fourth, work with the national center for cultural competence and organizing a statewide Title V cultural competence assessment, to include Gallup, New Mexico, co-author and an author by working with liaison and cultural brokers books, plan and facilitate a webinar for family to family grantees on race, ethnicity and language data, and family learners around outreach to cultural populations. Through her partnerships Trish has provided a level of networking that truly enhances Family Voices as a national organization and national center and the Maternal and Child Health Bureau in working toward optimal health for all of the nation's children. Trish. [APPLAUSE] Maternal and Child Health Bureau director's award directed to Patricia Thomas, in recognition of contributions made to the health of infants, mothers, children, adolescents, and children with special health care needs in the nation. [APPLAUSE]

The next director's award goes to Dr. Joan Wightkin. She has spent her entire career in Louisiana Maternal and Child Health and related activities. A strong focus to improve outcomes in that state. Joan was named MCH Title V program director in 1989, and since that time a relentless mission to understand and address the poor MCH outcomes in Louisiana. Moved her to strengthen data capacity to promote evidence-based decision making opportunities through a dedicated MCH unit, including supporting the application for MCH to become one of the C.D.C. funded states participating in MCH relevant data collection. Worked to start the first nurse-family partnership team based on home visitation and her ability to bring groups together for a common purpose resulted in nurse-family partnership teams in all areas of the state and is a recognized priority across Louisiana in multiple levels of government and in the legislature. She worked to form groups throughout the state, and the Louisiana network is currently recognized as a major infrastructure of Perinatal. She has brought many groups to the table to build consensus. Recognized throughout the state, as a leader, teacher, friend, and consensus builder, Dr. Joan Wightkin has been instrumental in systems of care and outcomes in Louisiana. She has served to mentor to many young individuals in choosing MCH careers, assuring her efforts will have continued impact for many years to come. Joan, congratulations. The next awardee is the association of Maternal and Child Health programs and accepting the award will be Michael Fraser, and C.E.O. Working tirelessly to assure attention to the critical MCH issues that affect state and communities. Spurring action on MCH issues at

the national level and serving as the trusted resource to Congress and the executive branch on MCH issues. I'm getting two for the price of one. Getting Michael Fraser and Phyllis, the current president. They maintain a primary focus for advocating for adequate resources for local programs through the Title V Maternal and Child Health blog. It has been an advocate, resource and partner for MCH programs for affiliated agencies and organizations. 1944 state leaders created the association for a focal point for local, state and national efforts to improve health of mothers, children and family. It's dedicated to the mission to support state MCH programs and provide national leadership on issues affecting women and children. Over the past three years the new leadership and a renewed dedication and advocacy efforts we have seen an end to the cuts in the appropriation of Title V. Small yet significant increases instead. This year as you heard earlier there is an \$11 million proposed increase in the Title V block grant. Most recently, dedicated to assure the federal discussion health reform and home visitation, and work to raise awareness of maternal mortality as a domestic issue requiring focus and commitment. The advocacy and leadership at the national level has had and will continue to have an important positive impact on the health of women, children, families across the nation. Michael, Phyllis. [APPLAUSE]

>> The next director's award goes to CityMatCH. Chad Adbush, the interim director. CityMatCH is the premiere organization of MCH leaders in urban communities. The ability to translate research and knowledge into action has led to significant improvements in urban policy and practice. It excels in the formation of innovative practice and learning collaborative, bringing key stakeholders together to understand problems and develop solutions. Perinatal risk learning network, data institute, eliminating HIV, and the healthy weight women and action learning collaborative are exceptional illustrations of the successful applied learning opportunities. It has developed to guide communities and prove policy and practice. Leading example of the effective translation of data to action at the local level is its national effort to develop and disseminate Perinatal periods of risk approach for investigating and addressing fetal-infant mortality. Detailed analysis within risk periods helps the community determine which specific and protective factors are most likely contributing to prevent mortality. This approach is an effective way to prioritize actions based on the best available evidence. When questioned, they commented that it is the catalyst for the development of a more data-oriented community. Directly aids in system change, allows for the targeting of specialized messages to those in the community who need them. Methodology has been widely disseminated, including a sweep of articles published in 2010 by the Maternal and Child Health Journal. The organization currently offers individual technical assistance workshops and a learning network comprising over 250 users across the country. The field of MCH has truly benefited by CityMatCH contributions and the improvement of national policy. [APPLAUSE] Accepting the award along with Chad, is Novia Harris, on the executive committee.

The next award is for the Back to Sleep campaign. The award will be accepted for Mike Fraser, and others. The Back to Sleep campaign exemplifies how the best of what the public health model offers to save the lives of infants and improve the lives of their family. Back to Sleep was a response to the identification of and increased scientific and policy focus on Sudden Infant Death Syndrome brought by family advocacy organizations, many who were in the SIDS alliance, now the first candle SIDS alliance in the 1970s. With the public health problem identified, passage of the Sudden Infant Death Act institutionalized the research and educational materials about SIDS. From this framework, one of the most successful public health interventions to address infant mortality applied the principles of public health. Assessment, using data, intervention, based on research, and assurance through ongoing monitoring. Based on research, prone sleeping was a significant risk factor for SIDS and on monitoring the success of similar campaigns to change sleep position in other countries, Back to Sleep began in 1994 as a way to educate parents, caregivers and health care providers about ways to reduce the risk of sudden infant death syndrome. Utilizing partnerships and collaboration, Back to Sleep led to a decline of SIDS rates by more than 50%. However, ongoing monitoring through surveys and states and assessments using vital statistics data revealed the decreases were not equitable distributed. Indian and Alaskan babies continued. The monitoring and reassessment has led to modification of Back to Sleep to address cultural issues that have impairment, the disparities, including African American outreach campaign and American Indian native Alaskan outreach campaign. Partners in this award again include the national institutes of child health and human development, Maternal and Child Health Bureau, American Academy Of Pediatrics, And Child Health Bureau, American Academy Of Pediatrics, First Candle SIDS Alliance and the association of SIDS And Infant Mortality Programs. Please come forward.

[APPLAUSE]

>> Thank you to all, true partnership. Next award is a Title V lifetime achievement award. Lorraine Klerman, was one of the greats, research, policy, practice, and education. She was simply superb in all four areas. This is the grand slam of MCH. She was deeply committed to the health of women and children, together and independently. She had a broad perspective on health, was concerned not just about clinical services, but any risk factor that affected the health of women and children was of concern. In this she embodied the spirit of the children's bureau. Deeply committed to Title V, and an insightful critic. Lorraine was a hard hitting thinker, yet she did not critique for the sake of doing so. She was really committed to doing things, to changing things. For example, as part of the children's hunger improvement project she helped to develop a hunger scale that is widely used across the country. Her insightful work on prenatal care laid the ground work for today's work on preconception and innerconceptional care. Even on the subject of the preconception movement, she continued to remind us

that innerconceptual care was the bird in the hand. Family services at every encounter, offering preconception care and health and awareness for every woman at every time. Advisory committee, she was invited to be on it time and time again because of her good mind and problems and remedies.

Lorraine was a leader in MCH education, advocate for her students, and a key leader in the evolution of the association of teachers of maternal and child health. She was involved in research projects up until the end of her life. All things considered, she's one of the best MCH people in the last 75 years. She should be recognized and remembered for her many contributions. Lorraine Klerman passed away on August 26th. And will be missed by all who knew her. Accepting the award will be Jacob, Lorraine's son. The Maternal and Child Health Bureau award for Title V lifetime achievement award to Lorraine Klerman, doctor of public health, in recognition of a lifetime of the contributions of Title V. Next award for lifetime achievement goes to Polly Arango. Passed away unexpectedly on June 26, 2010, leaving behind a legacy of compassion and commitment to working on behalf of the most vulnerable in our society. Early in her career she organized programs that allowed American families to adopt orphans from Ecuador. She and her son John adopted a child. Shortly after, she began lifelong work to assure other families in similar situations had access to vital education, health care and support services. Polly co-founded Parents Reaching Out, a non-profit organization that works with caregivers, parents, educators and others to promote positive, healthy experiences for New Mexico families and children. And also served as the executive director of Family Voice, a group to bolster the access and quality for health care with children with special needs. In her work with family voices she fought for family centered care with children with disabilities. It led to many important successes, such as establishing the medically fragile children's program and the New Mexico high risk insurance pool for increasing services for children in Medicaid programs. Her vision was not limited to New Mexico. She also worked closely with many officials in the federal health and human services department on such initiatives as family centered care, parent professional partnerships, and the medical home. In all her work, she advocated for a significant role for parents in designing and delivering services for children and for reasonableness and transparency in government. Accepting the award for Polly today is John Arango, Polly's husband. The last award is partnership award, following individuals receiving this award in recognition of a lifetime of distinguished service to improve the health of MCH populations and significantly advance MCH mission through partnership and collaboration. Robert Blum. I can -- he began his training in public health through a pediatric fellowship sponsored by the Maternal and Child Health Bureau. At the time there was no training in adolescent health. In response, he crafted an adolescent health program for himself that in 1978 became the MCHB funded University of Minnesota adolescent health training program. Only one of two such programs nationally that have been continuously supported by the bureau since that day. While serving as director of Minnesota's adolescent health program, Dr. Blum requirement that all obtain

a degree. He saw the need for stranger advocacy for youth and working with Jo Ann at the bureau, advocating for adolescents health coordinator in state health departments nationwide. In 1987, partnered with the bureau to convene a group of national leaders that over time developed a report that was set, that set the direction for adolescent health over the next 10 years. In fact, that report was used by both federal agencies and the philanthropic community to help identify priorities and funding goals through the 1990s. It was at about the same time in the mid 1980s that he received a grant from the bureau to develop an adolescent health survey with the Minnesota health department. This survey became the precursor to C.D.C. risk survey. In the 1990s, Bob again partnered with the bureau to work with the Indian health bureau to undertake what remained the largest and most comprehensive study ever done on Native American and Alaskan youth health. Instrumental. Also developed collaboration and partnerships with key United nations agencies, W.H.O., UNICEF, and family planning to improve health and well-being of youth globally. For example, he led the research team that undertook the largest survey to date on Caribbean youth. And he has partnered with U.N. agencies in Vietnam, on the two national surveys of youth conducted in 2003, and 2008. His career reflects the vision that integrates research with practice and advocacy with programs. A vision based on collaboration both domestic and international, and make major contributions to the health and well-being of children and adolescents. Please join me in awarding this.

[APPLAUSE] Please join me in a round of applause for all of the awardees. I always wish we could award more, one to everyone of you in the room. You are all tremendous partners and tremendous contributors to the health and well-being of children nationwide. Well, Cassie, are you going to say anything, or am I going to let people go? She gets to tell you about the reception.

CASSIE LAUVER: Thank you, Peter. And thank all of you. It's been a wonderful day. I'm all that stands between you and a reception that we have on the terrace level, the next level up in Columbia room. Please join us there. I want to thank a few people, the planning committee and subcommittee, they did a terrific job of putting this together. Our contractors, and Ogilvie, Kay at the University of Chicago, and the hotel staff helped keep the meeting going today. So thank you all, and thank you for coming and joining us for the celebration of the 75th anniversary of Title V. So please join us upstairs. Thank you so much.