



Co-located with the Family Voices National Conference



February 12–15, 2011 • Omni Shoreham Hotel • Washington, DC

AMCHP Annual Conference

WORKING TOGETHER TO IMPROVE MATERNAL AND CHILD HEALTH





**Home visiting can change lives.
And every young family deserves
a chance at beating the odds.**

The future of at-risk children and families is brighter as a result of the federal Maternal, Infant and Early Childhood Home Visiting Program. Now, states have a historic opportunity to expand evidence-based home visiting services that science and practice tell us work. This cost-effective investment will empower communities to make measurable improvements for families facing the greatest odds.

Because when families grow stronger, the entire country benefits.

Please visit us at table 34 to learn more.

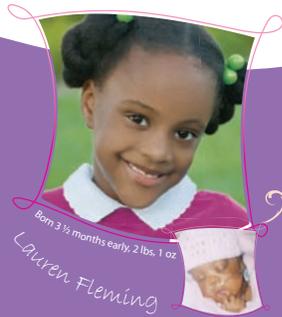


www.nursefamilypartnership.org

AMCHP – March of Dimes Fitness Walk

Please join us for the AMCHP-March of Dimes Fitness Walk Monday following the luncheon. The goal of the event is to raise awareness and support for babies who are born premature. Our special guests at the event will be the 2011 March of Dimes National Ambassador, Lauren Fleming, and her parents, Nikki and Densel. Proceeds will benefit the March of Dimes Maryland-National Capital Area Chapter.

Since March of Dimes walking events consist of walk teams, we'll walk on Monday as the "AMCHP Steps for Babies" team. Register today at amchp.org or marchforbabies.org/team/AMCHPStepsforBabies to donate to our team. You can also sign up or make a donation onsite during the conference. Please dress warmly and bring your walking shoes! We walk rain or shine. .



Densel, Nikki, Erin, Corbin and Lauren

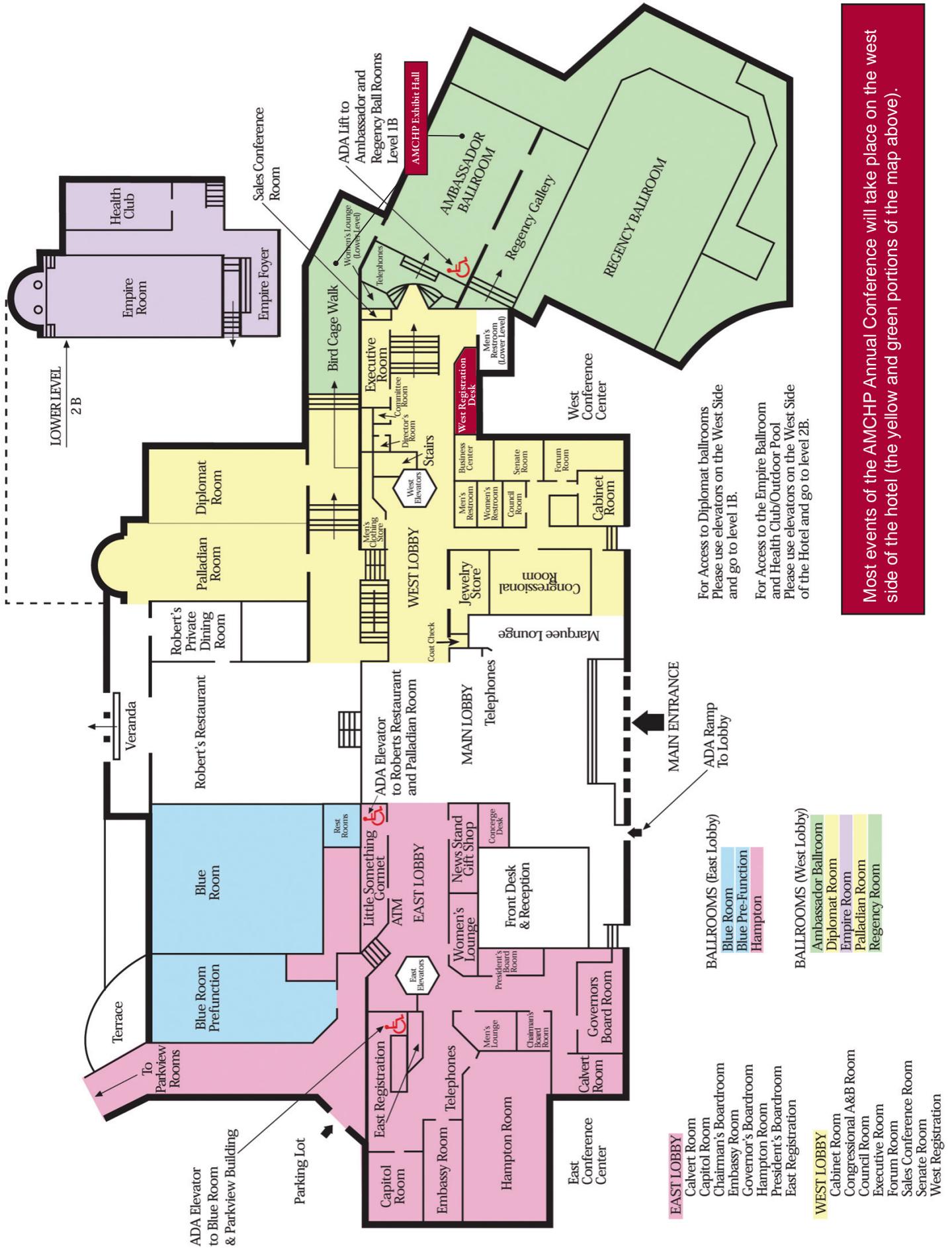
Don't forget to wear your region ribbon on your conference name badge; they are color-coded by state to make networking easier. Here's your color-coded guide to who's who at the conference:

- Region I:** Aqua
- Region II:** Brown
- Region III: Gray
- Region IV:** Red
- Region V:** Orange
- Region VI:** Blue
- Region VII:** Green
- Region VIII:** Violet
- Region IX: Lavender
- Region X:** Pink

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Omni Shoreham Hotel Floorplan



Most events of the AMCHP Annual Conference will take place on the west side of the hotel (the yellow and green portions of the map above).

- EAST LOBBY**
 - Calvert Room
 - Capitol Room
 - Chairman's Boardroom
 - Embassy Room
 - Governor's Boardroom
 - Hampton Room
 - President's Boardroom
 - East Registration
- WEST LOBBY**
 - Cabinet Room
 - Congressional A&B Room
 - Council Room
 - Executive Room
 - Forum Room
 - Sales Conference Room
 - Senate Room
 - West Registration
- BALLROOMS (East Lobby)**
 - Blue Room
 - Blue Pre-Function
 - Hampton
- BALLROOMS (West Lobby)**
 - Ambassador Ballroom
 - Diplomat Room
 - Empire Room
 - Palladian Room
 - Regency Room



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



President's Welcome

Welcome to AMCHRP! As it is every year, the 2011 AMCHRP conference was developed by our peers for us – to give us the opportunity to learn new skills, hear about new developments in our field, and gather tools and information that will benefit our daily work. This year is a significant milestone for me as I will transition to be AMCHRP's immediate past president on Tuesday morning. My tenure as AMCHRP president has been a highlight of my MCH career, and I want to thank you all for your support and friendship these past two years. I look forward to continuing to work with you in my new role as past president. I want to share a special thanks to Nan Streeter, our out-going past president, and a warm welcome to Stephanie Birch, our incoming president! We will be announcing our new AMCHRP leaders at the Business Meeting and Leadership Celebration Breakfast on Tuesday.

This year's conference promises sessions that will recharge us and help us consider the impact our programs have in states and communities nationwide. I am thrilled to be co-locating and sharing sessions with our national partner organization Family Voices. Great content, combined with plenty of time for meeting with colleagues, conference sponsors, and exhibitors, will make this year's conference an exceptional professional development opportunity. Join in the learning, join in the networking, and join in the sharing that will surely take place during this not-to-be missed annual event. I look forward to meeting you this week!

Phyllis Sloyer, RN, PhD, FAHM, FAAP
AMCHRP President



CEO's Welcome

On behalf of AMCHRP's Conference Planning Workgroup, Board of Directors, staff, and partners, welcome to the 2011 AMCHRP Annual Conference, co-located with Family Voices! I am pleased that Family Voices and AMCHRP are modeling our theme of "working together" at our conference this year and I hope you too enjoy the time we spend together this week with colleagues from across the country. Family involvement is a critical piece of Title V programs, and we are thrilled to have the chance to work closely with our family leaders as part of our conference program! This year's conference is a great opportunity to learn new skills, hear about new developments in our field, and gather tools and information that will benefit your daily work – all in the context of our ever-changing MCH landscape in states and communities nationwide. These are exciting times for MCH – we are so pleased you made the decision to join us here in Washington!

Our 2011 conference provides state-of-the-art information and cutting-edge presentations related to maternal and child health. I hope you take advantage of the coming days and all the learning, networking, and sharing on offer. The days ahead will challenge us, force us to think differently about what we do, and inspire us. Again, welcome and please be sure to let me or any member of the AMCHRP staff know what you think about our conference this year and what we can do to make it even better next year.

Michael R. Fraser, PhD, CAE
Chief Executive Officer, AMCHRP



AMCHP Leadership

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REGION VI

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REGION VII

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Special Thanks

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Thank you also to all of our additional
abstract reviewers who helped the
Conference Planning Workgroup design
this year's exciting program!

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Family Voices Welcome

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Executive Director

Sophie Arao-Nguyen, Ph.D.

What an exciting time! Two national forces join to *Work Together to Improve Maternal and Child Health* – Family Voices and AMCHP, organizations with a shared focus on improving the health of children, youth and families, including those with special health care needs and disabilities.

Family Voices and AMCHP have been working together on our common focus for many years; these shared conferences and the gala in which you are participating are our most significant shared work to date. On behalf of Family Voices, I hope you will take full advantage of opportunities for hearing, learning, connecting and networking with the wide national network of Family Voices leaders as well as the wider population of AMCHP's network of state Title V and MCH leaders and partners from across the country. Our events are the ideal venues to discuss current critical topics in health care reform, family-centered care, quality and health information technology and to learn new ideas, research, innovative programming, best practices and effective outreach strategies.

Family Voices is particularly eager to roll out our brand-new mentoring program during this year's conference. With financial support provided by contributors to the Polly Arango Memorial Fund, this structured mentoring program will assist the new, emerging family leaders who are taking on leadership roles in family organizations and on advisory boards and committees across the country. Emerging mentor leaders will participate in a training during the conference, phase one of the program.

Thank you again for attending and joining us in our work! We look forward to celebrating with you at the gala on Monday night honoring Polly Arango, founding Executive Director of Family Voices, and others who have dedicated their lives to families and children.

With great appreciation,

Sophie Arao-Nguyen, PhD
Executive Director
Family Voices, Inc.

Ruth Walden
President
Family Voices Board
of Directors



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

About AMCHP

The Association of Maternal & Child Health Programs is a national resource, partner and advocate for state public health leaders and others working to improve the health of women, children, youth and families, including those with special health care needs.

AMCHP's members come from the highest levels of state government and include directors of maternal and child health programs, directors of programs for children with special health care needs, and other public health leaders who work with and support state maternal and child health programs. Our members directly serve all women and children nationwide, and strive to improve the health of all women, infants, children and adolescents, including those with special health care needs, by administering critical public health education and screening services, and coordinating preventive, primary and specialty care. Our membership also includes academic, advocacy and community based family health professionals, as well as families themselves.

AMCHP builds successful programs by disseminating best practices; advocating on their behalf in Washington; providing technical assistance; convening leaders to share experiences and ideas; and advising states about involving partners to reach our common goal of healthy children, healthy families, and healthy communities.

AMCHP Election

New this year!

AMCHP's 2011 election was conducted entirely online and no paper balloting will be conducted at the meeting. Results of the online election will be announced at the AMCHP Business Meeting and Leadership Celebration Breakfast on Tuesday.

We Heard You!

What's New This Year

We've taken your feedback to heart. Your evaluations identified both strengths and weaknesses of last year's conference, and we've done our best to respond. Improvements implemented this year include:

- **Venue – we're back in DC!** We have returned to Woodley Park, long the home of the AMCHP Annual Conference, with great restaurants, shops, and public transportation just minutes away.
- **User-Friendly Program** – we've added color tabs, daily at-a-glance schedules, space to write notes about your session selections, and other design elements to facilitate your easy review of the program.
- **Higher Visibility for Adolescent Health** – this year's Preconception Health Symposium during the Annual Conference Training Institute and the Monday morning general session give even more prominence to the adolescent health session track woven throughout the concurrent session program.
- **Knowledge Cafés** – this year's **roundtables will be highly interactive**, and you will determine the focus. A range of broad topics are offered for you to explore with colleagues facing similar challenges in their home states. See the insert in your conference bag for more information.
- **Fewer Plenaries, More Time to Network** – in addition to smaller panels of general session speakers, we've also removed one general session in order to make room for a networking luncheon. The Regional Meetings Networking Boxed Lunch on Monday, shared with Family Voices, will provide informal time to discuss key regional issues with others from the area, make new connections, and enjoy a break from sessions.
- **To better guide your selection of sessions**, conference themes have been updated to more accurately highlight your interests and are listed for each session title. In addition, the MCH Leadership Competencies addressed by each session are provided.
- We continue to work hard **to help you better afford attendance** to the AMCHP Annual Conference by keeping Early Bird Registration rates at 2009 levels and including skills-building sessions with your conference registration. We also offer a low one-day registration rate for presenters and a room-sharing alternative to cut hotel costs.

Schedule At-A-Glance

NOTE: "Shared" designates sessions co-planned by AMCHP and Family Voices and open to attendees of both conferences.

SATURDAY, February 12 AMCHP Annual Conference Training Institute

8:00 a.m.– 5:00 p.m.	Registration Open
7:30 a.m.– 1:00 p.m.	Board of Directors Meeting
8:00 a.m.– Noon	Family Scholars Program Meeting
9:00 a.m.– Noon	Skills-Building Sessions (A1-A3)
Noon – 1:00 p.m.	<i>Lunch Break – lunch on own</i>
1:00 p.m.– 4:00 p.m.	Skills-Building Sessions (B1-B5)
1:00 p.m.– 4:30 p.m.	Preconception Health Symposium: Extending Our Reach to Adolescents and Young Adults (B6) – <i>preregistration required</i>
4:30 p.m.– 6:00 p.m.	Workforce and Leadership Development Committee Meeting – <i>open to all attendees</i>
4:30 p.m.– 6:00 p.m.	Family and Youth Leadership Committee Meeting – <i>open to all attendees</i>
4:30 p.m.– 6:00 p.m.	Emerging Issues Committee Meeting – <i>open to all attendees</i>
4:30 p.m.– 6:00 p.m.	Legislative and Health Care Finance Committee Meeting – <i>by invitation only</i>

SUNDAY, February 13 Training Institute (morning) and Conference Opening

8:00 a.m.– 7:00 p.m.	Registration Open
9:00 a.m.– 11:00 a.m.	Life Course Town Hall Meeting
9:00 a.m.– Noon	Skills-Building Sessions (C1-C5)
11:30 a.m.– 1:00 p.m.	New Directors Luncheon – <i>by invitation only</i>
Noon – 1:00 p.m.	<i>Lunch Break – lunch on own</i>
Noon – 5:00 p.m.	Family Voices F2F HIC meeting (with boxed lunch and coffee break)
1:00 p.m.– 1:45 p.m.	Conference Opening with Warm Welcome Coffee Reception
1:45 p.m.– 3:30 p.m.	Welcome and John C. MacQueen Memorial Lecture General Session
3:45 p.m.– 5:15 p.m.	Power Sessions (D1-D9)
5:30 p.m.– 7:00 p.m.	Welcome and Exhibition Kick-Off Reception – <i>Celebrating Partnership</i>
5:30 p.m.– 7:00 p.m.	Poster Presentations in Exhibit Hall
5:30 p.m.– 7:00 p.m.	Family Voices Award Reception
7:00 p.m.– 8:00 p.m.	Act Early Networking Session – <i>open to all members of Act Early state teams</i>
7:00 p.m.– 9:00 p.m.	Family Delegates Dinner – <i>by invitation only</i>
7:00 p.m.– 9:00 p.m.	New Director Mentor Program Dinner – <i>by invitation only</i>
Evening	<i>Dinner On Own</i>

MONDAY, February 14

7:00 a.m.– 7:00 p.m.	Registration Open
7:00 a.m.– 8:30 a.m.	Shared Continental Breakfast in Exhibit Hall
7:15 a.m.– 8:30 a.m.	Knowledge Café
8:45 a.m.– 10:15 a.m.	Morning General Session – Adolescent Health: R U Effective?
8:45 a.m.– 10:15 a.m.	Family Voices Morning General Session
10:15 a.m.– 10:45 a.m.	Shared Coffee Break in Exhibit Hall
10:45 a.m.– Noon	Shared Workshops (E1-E11)
Noon – 1:15 p.m.	Shared Regional Meetings Networking Boxed Lunch
Noon – 1:15 p.m.	Alternative Networking Boxed Lunch
1:15 p.m.– 2:15 p.m.	AMCHP – March of Dimes Fitness Walk and Kick-Off Event
1:30 p.m.– 2:15 p.m.	Family Voices Power Workshops
2:15 p.m.– 2:45 p.m.	Shared Dessert Break and Poster Presentations in Exhibit Hall
2:45 p.m.– 4:00 p.m.	Shared Workshops (F1-F11)
4:15 p.m.– 5:30 p.m.	Shared Workshops (G1-G11)
6:00 p.m.– 9:00 p.m.	MCH Training Strategic Planning Discussion with Title V Directors – <i>by invitation only</i>
6:30 p.m.– 10:00 p.m.	Shared Family Voices and AMCHP Fundraising Gala – <i>preregistration and additional fee required</i>

TUESDAY, February 15

7:00 a.m.– 2:30 p.m.	Registration Open
7:00 a.m.– 8:00 a.m.	Conference Planning Workgroup Meeting – <i>open to all attendees</i>
7:45 a.m.– 9:15 a.m.	Business Meeting and Leadership Celebration Breakfast – <i>open to all attendees</i>
8:00 a.m.– 9:15 a.m.	Alternative Breakfast in Exhibit Hall
8:00 a.m.– 9:15 a.m.	Family Voices Regional Networking Breakfast
9:15 a.m.– 10:30 a.m.	Shared Morning General Session – <i>Storytelling: The First Big Thing</i>
10:30 a.m.– 11:00 a.m.	Shared Coffee Break in Exhibit Hall
11:00 a.m.– 12:15 p.m.	Workshops (H1-H8)
11:00 a.m.– 12:15 p.m.	Family Voices General Session
12:15 p.m.– 2:15 p.m.	Shared Luncheon General Session – <i>Health Reform</i>
2:30 p.m.– 3:45 p.m.	Workshops (I1-I6)
4:30 p.m.– 6:00 p.m.	Congressional Reception on Capitol Hill and AMCHP Legislative Champions Award (Hart Senate Office Building, Room 902) – <i>Family Voices attendees also welcome</i>

WEDNESDAY, February 16

8:00 a.m.– 9:00 a.m.	Board of Directors Breakfast Meeting
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Visit Your Elected Officials on Capitol Hill *Support the Title V MCH Block Grant*



AMCHP encourages members who are able to plan on visiting your elected officials' offices during the time you are in Washington for the AMCHP Annual Conference, in accordance with your state's rules on advocacy. Now more than any other time, Congressional leadership must hear about the importance of the Title V MCH block grant. You may use any free time during the conference to visit your member of Congress. AMCHP policy staff will be available during the meeting to assist with directions, and to provide advocacy materials and suggestions for making your visits. Speak with Joshua Brown, Brent Ewig or Carolyn Mullen with any questions. Materials will also be provided at the registration desk for people going to the Hill.

The Capitol and Congressional offices are Metro accessible. For those persons with limited mobility or special circumstances, AMCHP staff is available to help you with taxis or other accommodations.

(Maps of Capitol Hill and the Congressional Reception location are in your conference bag and available at the registration desk.)

General Information

Continuing Education

Continuing education (CE) will be provided by the Centers for Disease Control and Prevention (CDC) and will be offered for skills-building sessions, the preconception symposium, power sessions, workshops, and the Tuesday morning general session (see notes in the program listing for specific information).

CE credits/hours/units are available through the *CDC Training and Continuing Education Online system* only. Instructions will be provided on the AMCHP website (amchp.org/conference; use center/course code AMCHP2011) after the opening of the conference. You must complete the CDC online CE evaluation by **Monday, March 21, 2011** to receive your CE credits/hours/units or your certificate of participation. After this date the system will be closed and you can no longer receive CE. Conference attendance will be verified before CE will be awarded.

Our target audience includes physicians, nurses, health educators, and other professionals. Questions regarding CE can be answered by registration staff. You may also contact the CDC with questions at ce@cdc.gov or (800) 418-7246.

Disclosure Statements:

CDC, our planners, and our presenters wish to disclose they have no financial interests or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters with the exception of:

Darcy Gruttadaro, who wishes to disclose that she receives grants from Forest Pharmaceuticals, Inc., Ortho-McNeil-Janssen Pharmaceuticals, Inc., and Shire.

Presentations will not include any discussion of the unlabeled use of a product or a product under investigational use.

There will be commercial support for this activity provided by Abt Associates, Inc., Go Beyond, LLC, and Oz Systems.

Accreditation Statements:

For Continuing Medical Education for Physicians (CME):

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the Centers for Disease Control and the Association of Maternal & Child Health Programs. The Centers for Disease Control and Prevention is accredited by the ACCME® to provide medical education for physicians.

The Centers for Disease Control and Prevention designates this live educational activity for a maximum of **17 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Continuing Education designated for Non-Physicians:

Non-physicians will receive a certificate of participation.

For Continuing Nursing Education for Nurses (CNE):

The Centers for Disease Control and Prevention is accredited as a provider of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity provides **16.6** contact hours.

IACET Continuing Education Units (CEU):

The CDC has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. The CDC is authorized by IACET to offer **1.6 CEU ANSI/IACET CEUs** for this program.

For Continuing Education Contact Hours in Health Education (CECH):

Sponsored by the Centers for Disease Control and Prevention, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designed for Certified Health Education Specialists (CHES) to receive up to **18.5** Category I CECH in health education. CDC provider number **GA0082**.

Say Hello to Our Neighbors!

This year the AMCHP Annual Conference is sharing the hotel with several important national partner meetings: the Association of University Centers on Disabilities (AUCD) is hosting meetings for Leadership Education in Neurodevelopmental and Related Disabilities (LEND) and Leadership Education in Adolescent Health (LEAH), and Every Child Succeeds®, the Cincinnati Children's Hospital Medical Center, and the Pew Center on the States are co-sponsoring the *National Summit on Quality in Home Visiting Programs: Connecting Research to Policy and Practice*.



AUCD is a national nonprofit organization that promotes and supports the national network of interdisciplinary centers advancing policy and practice through research, education, leadership and services for and with individuals with developmental and other disabilities, their families and communities. AUCD is pleased to support meetings of the following groups at the AMCHP conference:

LEND training programs provide long-term, graduate level interdisciplinary training as well as interdisciplinary services and care. The purpose of the LEND training program is to improve the health of infants, children, and adolescents with disabilities by preparing trainees from diverse professional disciplines to assume leadership roles in their respective fields. There are currently 43 LENDs across the U.S. funded by MCHB. While each LEND program is unique with its own focus and expertise, they all provide interdisciplinary training, have faculty and trainees in a wide range of disciplines, and include parents or family members as paid program participants.

Learn more at aucd.org/lehd.

The LEAH program is devoted to the health and well-being of adolescents in the U.S. through education, research, program and service model development, evaluation, and dissemination of best practices. The seven MCHB-funded LEAH grantees provide interdisciplinary leadership training, faculty development, continuing education, scholarship and technical assistance. They collaborate with MCH programs, Title V programs in state departments of public health, state adolescent health coordinators, policymakers, and professional organizations concerned with the health of adolescents. **Learn more at leah.mchtraining.net.**

The LEND Directors Meeting and the LEAH Directors Meeting will convene Saturday, February 12, at the Omni Shoreham Hotel, and Sunday, February 13, at the Marriott Wardman Park Hotel. AUCD is also hosting a meeting of the MCH Interdisciplinary Leadership Grantees (LENDs, LEAHs, PPCs, Schools of Public Health) on Sunday, February 13, at the Marriott Wardman Park Hotel.

The purpose of the *National Summit on Quality in Home Visiting Programs* is to create a marketplace for the exchange of ideas to connect research to policy and practice. By design, it will aim to increase knowledge transfer and dissemination. This will be a forum for researchers, program leaders, and policymakers concerned about home visiting quality to come together and to learn from one another. The summit will be held in the Omni Shoreham Hotel on February 16-17. **For more information, visit homevisitingsummit2011.org.**

Professional Coaching Opportunities at AMCHP 2011



Need a career boost, time to reflect on what's next? Want to change your perspective or work on your own professional development? Get access to individual professional coaching sessions as part of your conference registration to this year's AMCHP Annual Conference.

AMCHP will be joined by professional coaches from Sunday, February 13, through Tuesday, February 15. AMCHP will be joined by Lorri Manasse, PhD, Certified Professional Co-Active Coach (CPCC), Organizational Consultant, Founder and Managing Partner, Cortland Group, Washington, DC, and Kristina Risley, DrPH, CPCC, Continuing Education Director, Maternal and Child Health Program, University of Illinois at Chicago. Both are trained and certified through the Coaches Training Institute in San Rafael, CA (thecoaches.com).

Each coach will hold private, individual 40-minute coaching sessions during these three days. Space is limited and is available on a first-come basis. To sign up for a private, individual coaching session, visit the registration desk.

If you sign up for a private coaching session, please:

- 1) Be on time for the appointment. You will have 40 minutes with a private coach. If you are late, the session will still end on time since sessions are booked back to back.
- 2) Bring a topic for the coaching session in order to get more from the experience. Consider what you want from this coaching session, where you are feeling stuck, or what would you like to be different by the end of the session.

Internet Access

The Omni Shoreham Hotel helps you stay connected with high-speed Internet access in all of its hotel lobbies and designated public areas. Enjoy fast download speeds as you check your email, download maps and directions, obtain your airline boarding pass information or simply look for local activities and other things to do during your stay. (If you do not have your own wireless bridge, you may rent one for a daily fee.)

If you joined the Omni's Select Guest® loyalty program, you will receive free high-speed Internet access in all public areas and in your guest room. Wi-fi access in nonpublic areas such as meeting rooms is

offered for a nominal charge. If you are not a Select Guest member, you can still stay connected in your guest room for \$9.95 per day plus tax.

Conference Evaluation

We take your evaluation of the AMCHP Annual Conference seriously! All conference attendees will receive a link to an online conference evaluation by e-mail immediately following the conference. Please take a few minutes to provide your feedback online once you are back home. To make sure we have your current e-mail address, stop by the registration desk.

All online evaluation respondents will be entered in a drawing for a free iPod Nano™! Complete the online evaluation tool by **Friday, March 18, 2011** to be automatically entered in the drawing.

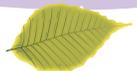


A selection of sessions will also be separately evaluated – forms will be distributed at the end of these sessions. Please share your thoughts with us before heading to the next event.

Your responses are key to helping us plan an even better conference next year. Thank you for your feedback!

Note: If you are seeking continuing education from CDC, you must also complete a separate evaluation — see page 10 for details.

Green Initiatives at AMCHP 2011



Each year AMCHP works in collaboration with the conference hotel to implement green initiatives at the annual conference to reduce our waste. Here are a few of the efforts we have in place this year to protect the environment:

- Reusable, recyclable conference grocery tote bags
- Online registration and e-mail communications, minimizing traditional mail
- Conference marketing primarily through electronic formats
- Double-sided copies of handouts
- Name tags and event tickets printed on recycled paper
- Water service using pitchers instead of individual water bottles
- Styrofoam-free environment
- Cloth rather than paper napkins, and cutlery rather than plastic utensils
- Recycle bins located in hotel common spaces

To learn more about environmental stewardship at Omni Hotels and how you can participate during your stay, visit omnihotels.com/AboutOmniHotels/OmniHotels/EnvironmentalStewardship.aspx.

Thank you for helping us make a difference for the planet!

Regional Baskets

An AMCHP tradition, regional baskets will be raffled during the Monday dessert break in the Exhibit Hall, the Tuesday morning general session, and the Tuesday luncheon. Join the fun! Bring an item that represents your state or region to add to the giveaway baskets. Turn in your item by Monday morning at 11:00 a.m. at the AMCHP registration desk. And don't forget to fill out your raffle ticket and drop it in the box at the AMCHP booth in the Exhibit Hall.





ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

Family Involvement

Welcome to the 2011 AMCHP Annual Conference! We appreciate your attendance and are excited that you have chosen to join us at this year's event. And we are very pleased that Family Voices is joining us as well! Co-locating this year with Family Voices, our partner in engaging families with MCH programs, provides family leaders and MCH professionals an opportunity to network more closely and to learn from each other about issues relevant to women, children and families. We continue to build on our partnership and this is one more example of how families and MCH programs are collaborating. Be sure to review the schedule to see which events will be shared with Family Voices, and take full advantage of this very special opportunity.

We are pleased to report that AMCHP's family involvement efforts continue to progress and we have accomplished a great deal since the last AMCHP Annual Conference. In October AMCHP published *State Profiles in Comprehensive Family Participation*, an issue brief highlighting how several states are engaging families in Title V programs. To date there are 29 states that have identified an AMCHP family delegate.

While we are doing a great deal, there is still a great deal to do and we urge all families to assure that their states/territories have named an AMCHP family delegate! Please let us or any AMCHP staff member know if you would like more information about how to name your family delegate, if you are interested in these opportunities, or if you would like to know the family delegate in your state or territory.

Regarding the Family Scholars Program, over the last year 11 family scholars and three family mentors engaged in monthly conference calls to discuss how to tell their story, different levels of family leadership, the impact of health care reform on families, and other related topics. Through their participation, family scholars and mentors continued to develop as family leaders by gaining a greater understanding of Title V and how it works in their states and territories; increasing their involvement in Title V in an advisory, voluntary, or staff capacity; expanding their professional networks; and increasing their understanding of current and emerging issues impacting women, children, and families at the national level.

The AMCHP Family and Youth Leadership Committee (FYLC) extends a special invitation to all conference attendees to attend activities especially designed to develop and promote family leadership within MCH programs. Family involvement at the AMCHP Annual Conference gives families the opportunity to learn and share how to have an important voice in MCH policy and program development. Be sure to visit the Family Welcome Center near the registration desk for federal and state information, for updates on the conference, and to network with other family representatives.

Thank you all for all you do to involve families in our work. Enjoy the conference!

Amy Whitehead, Wisconsin
Chair, FYLC

Rodney Farley, Arkansas
Vice-chair, FYLC



Family Events

Several events at the conference are designed especially for family representatives, including but not limited to family scholars, family mentors, and family delegates. Please note that there are many other activities, workshops and skills-building sessions open to family representatives that are not included on this list. For a complete listing of conference activities, please review the full conference program.

- **Family and Youth Leadership Committee (FYLC) Open Meeting (Saturday, February 11, 4:30 – 6:00 p.m.)** – open to all interested conference attendees; this 90-minute interactive meeting of FYLC members is to discuss committee business and future activities.
- **Regional Meetings (Monday, February 14, 12:00 – 1:15 p.m.), a shared event with Family Voices** – open to all interested conference attendees.

As you review the conference program, you should consider the following to help you determine what to attend:

- Areas of interest
- Information needs of Title V in your state
- Job responsibilities
- Maternal and child health leadership competencies
- Session tracks (e.g., family and cultural competence, adolescent health, health equity, data and evaluation)
- What will be helpful for families in your state
- Your educational needs

2011 AMCHP Family Scholars Program

AMCHP is pleased to recognize the 2010 Family Scholars for completing the 12 month program.

Colorado, Region VIII, **LaShay Canady**
 Connecticut, Region I, **Tesha Imperati**
 Georgia, Region IV, **Sherry Richardson**
 Indiana, Region V, **Rylin Rodgers**
 Iowa, Region VII, **Rachell Swanson-Holm**
 Massachusetts, Region I, **Bonnie Thompson**
 New Jersey, Region II, **Jennifer Pitre**
 Oregon, Region X, **Janet-Dee Tafolla**
 Rhode Island, Region I, **Paula Reid**
 Vermont, Region I, **Betty Morse**
 Wisconsin, Region V, **Julie Turkoske**

We would also like to recognize the Family Mentors for their work and support of family involvement and leadership development while being a resource to the Family Scholars:

Maine, Region I, **Anna Cyr**
 Minnesota, Region V, **John Hoffman**
 Washington, Region X, **Heather Milliren**

2011 AMCHP Family Delegates

The following individuals are the state and territorial AMCHP Family Delegates.

STATE	REGION	FAMILY DELEGATE
Alaska	I	Kris Green
Alabama	IV	Susan Colburn
Arkansas	VI	Angie Lassiter
California	IX	Marian Dalsey
Colorado	VIII	Eileen Forlenza
Connecticut	I	Ann Gionet
Florida	IV	Janet Graham
Georgia	IV	Sherry Richardson
Illinois	V	Robert Cook
Indiana	V	Rebecca Kirby
Iowa	VII	Rachell Swanson-Holm
Maine	I	Anna Cyr
Michigan	V	Mary J. Marin
Minnesota	V	Carol Grady
Missouri	VII	Stacie Williams
Montana	VIII	Roger Holt
Nebraska	VII	Nina Baker
New Hampshire	I	Erika Downie
North Dakota	VIII	Donene Feist
Oklahoma	V	Joni Bruce
Oregon	X	Becky Adelman
Rhode Island	I	Laura Jones
South Carolina	IV	Jackie Richards
Texas	VI	Carol Harvey
Utah	VIII	Gina Pola Money
Vermont	I	Betty Morse
Washington	X	Susan Ray
Wisconsin	V	Amy Whitehead
Wyoming	VIII	Michelle Pena

Ryan Colburn Scholarship Fund

In summer 2010, Ryan Colburn, son of Alabama family leader Susan Colburn, passed away. Ryan had a love for sports and was an avid Auburn University athletics fan. Ryan believed in Auburn and loved it. Ryan was also a huge fan of the Atlanta Braves, and he played the outfield in Miracle League Baseball. In recent years, Ryan spoke at several conferences about growing up with a disability and living life to the fullest. Ryan was a lifelong member of Frazer Memorial United Methodist Church, and an active participant in the Children's Ministry and Student Ministry. He loved music and singing and was a member of Frazer Youth Worship Arts Choir. He especially enjoyed choir tour each summer. Ryan was employed by the Southeast YMCA after graduation from Jefferson Davis High School in 2005 where he was a member of the Key Club and yearbook staff. Ryan was the 1989 Montgomery United Way Ambassador. To honor his memory, AMCHP has established a scholarship fund for a youth leader with special health care needs to attend the AMCHP Annual Conference. Over the last year funds for this event have been raised through individual donations and events held in Ryan's hometown. A call for applications is forthcoming in late summer 2011. For more information, please contact Librada Estrada at lestrada@amchp.org.





AMCHP's Best Practices Program & 2011 Awardee

AMCHP defines “best practices” as a continuum of practices, programs, and policies that range from emerging to promising to those that have been extensively evaluated and proven effective (“best practices”). A best practice could focus on the health of women, adolescents, young children, families, or children with special health care needs. Best practice focus areas include preconception care, mental health, data and assessment, financing, program and system integration, workforce development, injury prevention, emergency preparedness, family involvement, and other public health issues.

For example, a best practice may:

- Improve care coordination for children and youth with special health care needs
- Reduce lead poisoning through home visits
- Develop an interagency application process for WIC, Early Intervention, and Medicaid
- Promote collaboration with school nurses to improve care for children with asthma
- Successfully reduce the rate of adolescent suicide
- Promote early intervention for hospitalized children
- Build linkages between health and child care systems
- Expand screening and intervention for depression among pregnant and postpartum women
- Link data to address infant mortality

Submit Your Best Practices!

AMCHP is seeking submissions for the Innovation Station, an online, searchable database of best practices in maternal and child health from around the country. Whether it's an effective campaign to promote breastfeeding, and outstanding nurse-family partnership, or a proven early intervention program for young children, get the word out about your best practice. Best practices may be featured in *Pulse*, AMCHP's monthly electronic newsletter, and promoted on the AMCHP website. All submissions are accepted on an ongoing basis.

Submit your best practices today at amchp.org/bestpractices.

Innovation Station – AMCHP's collection of best practices is now online!

To learn more about promising and effective programs in MCH, please visit AMCHP's new online searchable database, Innovation Station, at amchp.org/innovationstation.

For more information about best practices, please contact Darlisha Williams (dwilliams@amchp.org).

AMCHP Best Practices Award for 2011

Congratulations to the 2011 Best Practice Awardee!

PROMISING PRACTICE: Illinois' La Vida Sana, La Vida Feliz Healthy Women Program

To be presented Monday, February 14, during the morning general session.

La Vida Sana, La Vida Feliz is a program designed to promote healthy weight in Latinas facing weight loss barriers such as access to healthy foods, lack of time, economic resources, family commitments and motivation. The program is based on a promotora model and was developed based around the social-ecological model, which takes into account both biological and environmental factors that may impact individual decisions. To date, approximately 947 patients have been referred by their providers, 539 women have attended an orientation session and 299 women have graduated from the program.



Social Media at the AMCHP Annual Conference



AMCHP, in partnership with Go Beyond MCH National Conversation, will be providing exclusive interviews, meet-up opportunities with industry leaders, and real-time updates throughout the conference on the following social media sites:

Facebook.com/GoBeyondMCH



YouTube.com/GoBeyondMCH



Twitter.com/GoBeyondMCH



Use #AMCHP11 on your tweets to share and engage with fellow attendees AND gain access to a special event only to be announced via Twitter!

AMCHP Awards & Winners

AMCHP is pleased and honored to present the following awards at this year's conference.

John C. MacQueen Memorial Lecture Award

For Innovation in the field of Maternal and Child Health

AWARDEE: Kathryn Hall-Trujillo, MPS, Community Health Administrator and Advocate, Ashoka Global Social Entrepreneur, Birthing Project USA: The Underground Railroad for New Life



To be presented Sunday, February 13, at the Welcome and John C. MacQueen Memorial Lecture General Session.

Ms. Hall-Trujillo has over thirty years of experience as a public health administrator and community health educator. She is the founder and director of the Center for Community Health and Well-Being, a holistic health and social service agency that houses a comprehensive women's health care clinic, including substance abuse and risk reduction services. The Center is also the home of Birthing Project USA: The Underground Railroad for New Life, a national model for improving birth outcomes for high-risk women. As a result of her efforts, more than 10,000 babies have been born into a network of caring and trained women, who are in place to assure that every pregnant woman who needs support and friendship gets it, and has the opportunity to experience a healthy pregnancy and an optimal birth outcome. In 2010 Ms. Hall-Trujillo was designated a CNN Hero, an Ashoka Fellow, Global Social Entrepreneur of the year and she received a Lifetime Achievement Award from the International Center for Traditional Childbearing. AMCHP is pleased to present Dr. Hall-Trujillo with our John C. MacQueen Memorial Lecture Award.

Generously Sponsored by  GO BEYOND

This annual lectureship is awarded to honor one of AMCHP's most distinguished members, Dr. John C. MacQueen, the former director of the Iowa Child Health Specialty Clinics, the state's program for Children with Special Health Care Needs (CSHCN). A pediatric neurologist, Dr. MacQueen achieved success at state and national levels. As an administrator and clinician, advocate, innovator, and educator, Dr. MacQueen made his presence felt throughout the country through his tireless work on behalf of children with special health care needs. AMCHP takes special pride in those accomplishments that have advanced family health programs. They include 30 years as a CSHCN state director; leadership as vice-chair of the Congressional Select Panel for the Promotion of Child Health; membership on the Advisory Panel on Technology and Child Health, Congressional Office of Technology Assessment; contributions to the Maternal and Child Health Bureau and to the Surgeon's General workshops; and advocacy for Title V. Criteria for this awardee state that the awardee be a contributor to the field of MCH and an advocate on behalf of the MCH community. Their work must focus on or around the establishment and maintenance of healthy communities. Each year, the awardee is invited to deliver a dynamic and inspirational lecture at the John C. MacQueen Memorial Lecture session during the AMCHP Annual Conference.



AMCHP Awards & Winners

Vince Hutchins Leadership Award

For leadership in promoting a society responsive to the needs of women, children, youth, and families

AWARDEE: Jennifer L. Howse, PhD, President, March of Dimes

To be presented Monday, February 14, at the AMCHP–March of Dimes Fitness Walk Kick-Off Event.

Dr. Howse's professional contributions and achievements exemplify a lifetime commitment to improving quality of life for women, children, youth, and families. As President of the March of Dimes, Dr. Howse led the March of Dimes' advocacy and education regarding the essentiality of universal newborn screening and is currently leading the March of Dimes' efforts to raise awareness around and reduce preterm births. For her visionary public health leadership and her strategic focus on the most pressing issues facing mothers and babies, AMCHP is pleased to honor Dr. Howse with the 2011 Vince Hutchins Leadership Award.



In 1998, AMCHP launched what was then called the "AMCHP Leadership Award" to recognize outstanding individuals, living or deceased, whose work has contributed to significant societal changes that have resulted in improvements in the health of American families and their various members. The first honoree, former First Lady Hillary Rodham Clinton, is exemplary of the stature of Leadership Award recipients. In 2001, AMCHP renamed the Leadership Award for Dr. Vince Hutchins, a beloved national leader and life-long advocate for children's health. During fifteen years as director of the Maternal and Child Health Bureau, Dr. Hutchins expanded the federal government's commitment to women, children, youth, and families. He also led development of new initiatives for children and families such as the Healthy Mothers, Healthy Babies Coalition. Nominees for the Vince Hutchins Leadership Award must meet the following criteria: be a recognized national leader, living or dead, with a long record of significant contributions to society; and, demonstrate accomplishments that advance, directly or indirectly, the health of American women, children, youth, and families, including those with special health care needs.

Merle McPherson Family Leadership Award

For leadership in promoting family involvement in state MCH programs and/or AMCHP

To be presented Monday, February 14, at the Family Voices and AMCHP Fundraising Gala.

In lieu of honoring one single individual for the Merle McPherson Family Leadership Award in 2011, AMCHP would like to recognize all family leaders for their efforts and hard work on behalf of women, children and families. Without their commitment to and passion for improving systems of care, maternal and child health would not have advanced as much as it has over the last 75 years. We are honored to include families as partners in our work. Thank you for your dedication and all that you do!



Presented for the first time in 2008, this award was developed to honor Dr. Merle McPherson. Dr. McPherson retired from MCHB in January 2007, leaving a legacy of leadership and vision for how to create a new model of family-centered health care delivery for children and youth with special health care needs. She also led the way for expanding the family-centered care model for children with special health care needs internationally. Awardees must be a family representative or professional whose efforts have significantly increased family involvement in a state program and/or AMCHP, whose work has changed policy and procedures within a state program and/or AMCHP to encourage greater family involvement, and who has actively contributed to AMCHP and the organization's efforts to advance the inclusion of families. This award is administered by the AMCHP Family and Youth Leadership Committee.

AMCHP Awards & Winners

Legislative Champions for Maternal and Child Health Award

Recognizing the efforts of Members of Congress and their staffs to improve the health of mothers, children, and families including children and youth with special health care needs

AWARDEES: Rep. David Obey (D-WI)
Sen. Tom Harkin (D-IA) and staff members
Jenelle Krishnamoorthy and Adrienne Hallett

To be presented on Tuesday, February 15, at the Congressional Reception on Capitol Hill. Due to the uncertainty of Congressional schedules, the awardees are not able to confirm in advance that they will be able to attend the reception to receive their awards in person.

Rep. Obey retired at the end of last Congress and has chaired or served as ranking member of the House Appropriations Committee for many years. He has been a reliable and consistent champion for a number of health and human service programs, and has championed legislation with proposed increases to the Title V MCH Block Grant in recent years.

Sen. Harkin is one of the most visible, vocal and consistent champions for public health in the U.S. Senate. He is chairman of the Senate Committee on Health, Education, Labor and Pensions, and was the lead author of the Prevention and Public Health Fund included in the Affordable Care Act that will provide a mandatory appropriation totaling \$15 billion over 10 years to support investments in proven, effective programs to prevent disease and injury. Additionally, as chairman of the Senate Subcommittee on Labor, Health and Human Services, Education, and Related Agencies, Senator Harkin included a proposed \$11 million increase for Title V in the FY 2011 Labor HHS Appropriations bill this year. Receiving Legislative Staff Champions Awards are Jenelle Krishnamoorthy and Adrienne Hallett, two of Senator Harkin's key staff members.



The purpose of the Legislative Champions Award is to recognize and celebrate the efforts of Members of Congress and their staffs who improve the lives and health of women, children, and families, including those with special health care needs, through support of state maternal and child health programs and advocacy at the national level. The award is administered by the AMCHP Legislative and Health Care Finance Committee and was awarded for the first time in 2009. Past award winners include Reps. Jesse Jackson, Jr. and Lucille Royball-Allard and Sens. Chris Dodd and Max Baucus.



Program

To help select sessions that best meet your educational goals, follow the tracks presented in the key below and reference the MCH Leadership Competencies included with the session listings.

TRACKS KEY

- AH Adolescent Health
- A Advocacy
- CC Cultural Competence
- DER Data, Evaluation & Research Methods
- FCC Family-Centered Care
- HE
SJ Health Equity & Social Justice
- HIT
SM Health Information Technology & Social Media
- ICH Infant & Child Health
- PC Partnerships & Collaboration
- QHS Quality Improvement, Health Care Financing & Systems Building
- WPH Women's & Perinatal Health
- WLD Workforce & Leadership Development
- YT Youth in Transition

Registration Hours

Located at the West Registration Desk

- SATURDAY, FEBRUARY 12** 8:00 a.m. to 5:00 p.m.
- SUNDAY, FEBRUARY 13** 8:00 a.m. to 7:00 p.m.
- MONDAY, FEBRUARY 14** 7:00 a.m. to 7:00 p.m.
- TUESDAY, FEBRUARY 15** 7:00 a.m. to 2:30 p.m.

Exhibit Hall and Poster Presentation Hours and Events

Located in the Ambassador Ballroom and Bird Cage Walk

SUNDAY, FEBRUARY 13

- 5:30 p.m. to 7:00 p.m. Welcome and Exhibition Kick-Off – Celebrating Partnership Reception and Poster Presentations — *poster presenters will be with their posters to answer questions*

MONDAY, FEBRUARY 14

- 7:00 a.m. to Noon Exhibit Hall and Posters Open
- 7:00 a.m. – 8:30 a.m. Breakfast with Exhibitors (*shared with Family Voices*)
- 10:15 a.m. – 10:45 a.m. Coffee Break with Exhibitors (*shared with Family Voices*)
- 1:00 p.m. to 4:00 p.m. Exhibit Hall Open
- 2:15 p.m. – 2:45 p.m. Dessert Break with Exhibitors and Poster Presentations (*shared with Family Voices*) — *poster presenters will be with their posters to answer questions*

TUESDAY, FEBRUARY 15

- 8:00 a.m. to 12:15 p.m. Exhibit Hall and Posters Open
- 8:00 a.m. – 9:15 a.m. Breakfast with Exhibitors (*alternative to Business Meeting and Leadership Celebration Breakfast*)
- 10:30 a.m. – 11:00 a.m. Coffee Break with Exhibitors (*shared with Family Voices*)

Types of Sessions

Skills-Building Sessions are intensive, highly interactive trainings focused on developing specific skills or knowledge, to include hands-on activities, role-playing, or other engaging methods.

Workshops are designed to share information and varying perspectives on particular programs and topics, allowing for audience interaction and a question and answer period.

Power Sessions are short 40-minute workshops paired with another 40-minute workshop on a similar topic to allow for a broader range of learning; a 10-minute break between the 40-minute workshops will allow participants wishing to attend a second topic to change rooms.

Knowledge Cafés are open, creative conversations to share collective knowledge, ideas and insights and to gain a deeper understanding of the subjects and the issues involved.

Posters are graphic presentations of research or program results displayed on a poster board.

SATURDAY Schedule At-A-Glance & Session Planner

TIME	EVENT	SESSION #	MCH COMPETENCIES	PRIMARY TRACK	LOCATION
8:00 a.m. – 5:00 p.m.	Registration Open				West Registration Desk
7:30 a.m. – 1:00 p.m.	Board of Directors Meeting				Executive Room
8:00 a.m. – Noon	Family Scholars Program Meeting				Director's Room
9:00 a.m. – Noon Skills-Building Sessions					
	<input type="checkbox"/> What's the REAL DEAL about the Role of Gender Norms in Teen Relationships?	A1	4, 5, 7, 10	AH	Senate Room
	<input type="checkbox"/> Painless Practical Principles of Evaluation for Community-Based Projects	A2	3, 4, 5, 12	DER	Forum Room
	<input type="checkbox"/> National Center for Community-Based Services	A3	5, 11	HIT SM	Cabinet Room
Noon – 1:00 p.m.	Lunch Break – Lunch On Own				
1:00 p.m. – 4:00 p.m. Skills-Building Sessions					
	<input type="checkbox"/> There Ought to be a Law: How to Develop Effective Injury and Violence Prevention Legislation	B1	10, 11, 12	A	Senate Room
	<input type="checkbox"/> The Future is Bright for Medical Home: Prevention and Quality in the Context of Medical Home	B2	8, 9, 10, 11	QHS	Cabinet Room
	<input type="checkbox"/> Implementing Home Visiting Programs Through Title V: "Real Time" Updates and Technical Assistance	B3	8, 11	ICH	Council Room
	<input type="checkbox"/> Qualitative Research in Track Health Reform Implementation	B4	4, 5, 11, 12	DER	Director's Room
	<input type="checkbox"/> MCHB Title V Block Grant Update and Rethinking MCH: Life Course as an Organizing Framework	B5	1	QHS	Forum Room
1:00 p.m. – 4:30 p.m. Skills-Building Session					
	<input type="checkbox"/> Preconception Health Symposium: Extending Our Reach to Adolescents and Young Adults – <i>preregistration required</i>	B6			Diplomat Room
4:30 p.m. – 6:00 p.m.	Workforce and Leadership Development Committee Meeting – open to all attendees				Director's Room
4:30 p.m. – 6:00 p.m.	Family and Youth Leadership Committee Meeting – open to all attendees				Cabinet Room
4:30 p.m. – 6:00 p.m.	Emerging Issues Committee Meeting – open to all attendees				Forum Room
4:30 p.m. – 6:00 p.m.	Legislative and Health Care Finance Committee Meeting – by invitation only				Senate Room

NOTES

- Adolescent Health AH
- Advocacy A
- Cultural Competence CC
- Data, Evaluation & Research Methods DER
- Family-Centered Care FCC
- Health Equity & Social Justice HE SJ
- Health Information Technology & Social Media HIT SM
- Infant & Child Health ICH
- Partnerships & Collaboration PC
- Quality Improvement, Health Care Financing & Systems Building QHS
- Women's & Perinatal Health WPH
- Workforce & Leadership Development WLD
- Youth in Transition YT

Working Together to Improve Maternal and Child Health



8:00 a.m. – 5:00 p.m.

Registration Open *West Registration Desk*

7:30 a.m. – 1:00 p.m.

Board of Directors Meeting *Executive Room*

8:00 a.m. – Noon

Family Scholars Program Meeting *Director's Room*

9:00 a.m. – Noon

Skills-Building Sessions (A1-A3)

A1

Senate Room

What's the REAL DEAL About the Role of Gender Norms in Teen Relationships?

PRIMARY TRACK: **Adolescent Health** 

MCH Leadership Competency 4: Critical Thinking

MCH Leadership Competency 5: Communication

MCH Leadership Competency 7: Cultural Competency

MCH Leadership Competency 10: Interdisciplinary Team Building

During this skills-building session, participants will actively explore the roles of social context, and especially gender, in comprehensive sexual health education. Participants will explore how young people who adhere to stereotypical gender norms are at a higher risk for an early age of sexual debut, more sexual partners, more frequent sex, contracting HIV and STIs, and intimate partner violence. The presenters will share Scenarios USA's "What's the REAL DEAL about Masculinity?" curriculum, which is largely based on the Population Council's research findings on the importance of placing gender and social context at the heart of sex education. Participants will model a wide range of arts-based activities from the Scenarios USA curriculum, which allows young people of all academic abilities to create their own narratives and examine the roles of gender, identity, power, control and violence in relationships - from creative writing to creating a visual analysis of how gender and sexuality are portrayed in mainstream magazines. Scenarios USA's recent program evaluation results show how this curriculum helps adolescents to discuss and analyze the social norms that shape individual identity as well as sexual health decision-making.

MODERATOR AND PRESENTER

Ernestine Heldring, PGCE, Director of Education and Outreach, Scenarios USA, Brooklyn, NY

A2

Forum Room

Painless Practical Principles of Evaluation for Community-Based Projects

PRIMARY TRACK: **Data, Evaluation & Research Methods** 

SECONDARY TRACKS: **Advocacy** 

Quality Improvement, Health Care Financing & Systems Building 

MCH Leadership Competency 3: Ethics and Professionalism

MCH Leadership Competency 4: Critical Thinking

MCH Leadership Competency 5: Communication

MCH Leadership Competency 12: Policy and Advocacy

Successful community-based interventions require program evaluations that reflect the needs of the community and the participating partners. We will assist practitioners interested in implementing community-based interventions with the development of appropriate evaluations within the context of their community partnerships. Our session program will include: (a) an interactive lecture on the comparison of evaluation with research and introduction of SMART (Specific/Measurable/Achievable/Realistic/Time-bound) objectives; (b) a brief didactic: "The Logic Model for Program Evaluation;" (c) small groups to develop a logic model for either real-life or case-study examples of community programs; (d) a brief didactic to discuss the utility of process and outcome measures in evaluation of community-based initiatives, including "evaluation on a shoestring" for small projects without much evaluation funding; (e) small group discussion on using logic models to develop plans for process and outcome measures for community programs; and (f) Wrap-up: discussion of evaluation challenges in home sites. Participants will receive project evaluation materials developed by the American Academy of Pediatrics (AAP) Division of Community-Based Initiatives.

MODERATOR AND PRESENTER

David Keller, MD, Pediatrician, UMass Medical School, Worcester, MA

PRESENTERS

Maureen Finneran, MSW, Program Manager, Healthy Tomorrows, AAP, Elk Grove Village, IL

Holly Ruch-Ross, ScD, Independent Research and Evaluation Consultant, Evanston, IL

A3

Cabinet Room

National Center for Community-Based Services

PRIMARY TRACK: **Health Information Technology & Social Media** 

SECONDARY TRACK: **Partnerships & Collaboration** 

MCH Leadership Competency 5: Communication

MCH Leadership Competency 11: Working with Communities and Systems

The National Center for Community-Based Services is developing a statewide leadership network in community-based services as a community of practice modeled after the Statewide Employment Leadership Network. This virtual platform will be a highly efficient mechanism to deliver peer-to-peer technical assistance, create innovative thinking across states, discuss common barriers and possible solutions, cost effectively provide

9:00 a.m. – Noon

Skills-Building Sessions (A1-A3) *continued*

access to experts, and build learning communities that pursue “hot topics” that arise for Title V directors. This center will provide a virtual platform for interactive technical assistance between the National Center, Title V directors and AMCHP.

MODERATOR AND PRESENTER

Susan Foley, PhD, Research Director, University of Massachusetts, Boston, MA

PRESENTERS

Myra Rosen-Reynoso, PhD, Research Associate, University of Massachusetts, Boston, MA

Judith Palfrey, MD, T. Berry Brazelton Professor of Pediatrics, Children’s Hospital-Harvard Medical School, Boston, MA

Noon – 1:00 p.m.

Lunch Break – Lunch On Own

1:00 p.m. – 4:00 p.m.

Skills-Building Sessions (B1-B5)

B1 *Senate Room*

There Ought to Be a Law: How to Develop Effective Injury and Violence Prevention Legislation

- PRIMARY TRACK: Advocacy **A**
- SECONDARY TRACKS: Adolescent Health **AH**
 Partnerships & Collaboration **PC**
 Infant & Child Health **ICH**

- MCH Leadership Competency 10: Interdisciplinary Team Building*
- MCH Leadership Competency 11: Working with Communities and Systems*
- MCH Leadership Competency 12: Policy and Advocacy*

Injury prevention policy, including legislation, is crucial to improving the health and safety of MCH populations. For example, laws mandating the use of child safety seats and bicycle helmets, requiring safety regulations for school athletic programs and all-terrain vehicle (ATV) use, and prohibiting texting while driving have played a critical role in reducing injuries and violence among children and youth. It is important for MCH professionals to understand the strengths of, and gaps in, injury and violence prevention legislation in their states and what role they can play in improving these laws and developing policy related to implementation. To help them do this, the Children’s Safety Network has compiled maps illustrating which states have legislation on injury and violence prevention issues. We will also discuss a new online resource on the components of effective preventive legislation in several injury areas, including ATVs, carbon monoxide poisoning and teen dating violence. Our workshop

will review these tools, providing an introduction to their content and examples of how they can be used. Participants will also hear speakers from three states that have passed legislation and developed policy and strategies for implementation.

MODERATOR

Sally Fogerty, BSN, MEd, Director, Children’s Safety Network, Newton, MA

PRESENTERS

Carlene Pavlos, MTS, Director, Division of Violence and Injury Prevention, Massachusetts Department of Public Health, Boston, MA

Cathy Taylor, DrPH, MSN, RN, Assistant Commissioner and Director, Bureau of Health Services Administration, Tennessee Department of Health, Nashville, TN

Karen Trierweiler, MS, CNM, Maternal Child Health Director, Colorado Department of Public Health and Environment, Denver, CO

B2 *Cabinet Room*

The Future is Bright for Medical Home: Prevention and Quality in the Context of Medical Home

- PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building **OHS**
- SECONDARY TRACK: Family-Centered Care **FCC**

- MCH Leadership Competency 8: Family-Centered Care*
- MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring*
- MCH Leadership Competency 10: Interdisciplinary Team Building*
- MCH Leadership Competency 11: Working with Communities and Systems*

The goal of this skills-building session is to provide MCH leaders, pediatric health care providers and families the strategies and tools needed to carry out the public health role of assuring that medical homes are delivering quality preventive care consistent with national standards. Using available tools from the AAP such as the Bright Futures Tool and Resource Kit, the Building Your Medical Home Toolkit and other new quality improvement (QI) resources, participants will review QI methodologies and discuss strategies for implementation to improve the care and processes delivered by the medical home. This session will focus on the following key activities related to Bright Futures and medical home: developing a highly functioning, multidisciplinary quality improvement team in states and practices; developing state- and practice-level strategies to enhance access to care and the delivery of preventive services; providing and documenting planned, proactive, comprehensive care; and the importance of coordinating care across all settings.



B4

Qualitative Research to Track Health Reform Implementation

PRIMARY TRACK: Data, Evaluation & Research Methods 

SECONDARY TRACKS: Advocacy 

Quality Improvement, Health Care Financing & Systems Building 

Family-Centered Care 

MCH Leadership Competency 4: Critical Thinking

MCH Leadership Competency 5: Communication

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

Beyond the simple focus group which collects opinions and perspectives of individuals, MCH leaders can use an array of other qualitative methods. Qualitative research methods can be used to (a) tell a story in rich detail, (b) describe a process or system with complex dynamics, or (c) frame quantitative data. Thus qualitative research is highly useful for monitoring the implementation of health reform. With relevant examples, the session will train MCH leaders to effectively use qualitative methods. It will build on the success of a similar session at the 2000 AMCHP meeting, now looking at opportunities to conduct qualitative studies to monitor health reform implementation. Participants will have an active learning experience defining qualitative research projects to track health reform implementation (e.g., medical homes, community health teams, enrollment processes, home visiting programs, access to primary care and teen pregnancy prevention). This session will build skills in how to define good questions, use the six common sources of evidence, and apply accepted approaches for analysis. Common myths about qualitative research will be addressed (e.g., that it is not rigorous, sampling and expense).

MODERATOR AND PRESENTER

Kay Johnson, MPH, EdM, President, Johnson Group Consulting, Hinesburg, VT

B5

MCHB Title V Block Grant Update and Rethinking MCH: Life Course as an Organizing Framework

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building 

SECONDARY TRACKS: Data, Evaluation & Research Methods 

Health Equity & Social Justice 

MCH Leadership Competency 1: MCH Knowledge Base

This session will provide participants with an update on Federal and State Title V MCH Block Grant activities, including the efforts of the Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau (MCHB) to incorporate life course, social determinants of health and health equity theories into its strategic planning framework. In addition, participants will have the opportunity to exchange ideas and to hear about the latest enhancements to the Title V Information System and any changes to the FY 2012 Title V MCH Block Grant application/FY 2010 annual report submission process.

1:00 p.m. – 4:00 p.m.

Skills-Building Sessions (B1-B5) *continued*

MODERATOR AND SPEAKER

Angela Tobin, AM, Medical Home Policy and Education Analyst, American Academy of Pediatrics, Elk Grove, IL

PRESENTERS

Paula Duncan, MD, Professor of Pediatrics, UVM College of Medicine, Burlington, VT

Jeanne McAllister, BSN, MS, MHA, Director, Center for Medical Home Improvement, Concord, NH

B3

Implementing Home Visiting Programs Through Title V: "Real Time" Updates and Technical Assistance

PRIMARY TRACK: Infant & Child Health 

SECONDARY TRACK: Women's & Perinatal Health 

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

The Affordable Care Act established the Maternal, Infant, and Early Childhood Home Visiting Program to support states to provide evidence-based home visitation services to improve outcomes for children and families who reside in at-risk communities. This late-breaking skills-building session will provide "real time" updates and information, including available technical assistance for Title V programs from the national home visiting models. Come engage in interactive dialogue with representatives from national home visiting programs, Healthy Families America, HIPPIY USA, Nurse-Family Partnership, Parents as Teachers, and Parent Child Home Program. This session will also highlight new resources from the National Association of County and City Health Officials (NACCHO). Due to the uncertainty surrounding the timing of home visiting guidance, this session will adapt to the most relevant needs of state Title V programs at the time of the conference.

PRESENTERS

Laura Snebold, MPH, Program Associate, NACCHO, Washington, DC

Peggy Hill, MS, MS Ed, Chief Strategic Relations Officer, Nurse-Family Partnership, Denver, CO

Sarah Walzer, JD, Executive Director, The Parent-Child Home Program-Child Home Program, Garden City, NY

Hillary Elliott, Public Policy Director, Parents as Teachers, St. Louis, MO

Melissa Kelley, Executive Director, Colorado Parent and Child Foundation (presenting on behalf of HIPPIY USA), Denver, CO

Kathleen Strader, MSW, Director of Healthy Families America Central Region, Prevent Child Abuse America, Beverly Hills, MI

PRESENTERS

Cassie Lauver, ACSW, Director, Division of State and Community Health, MCHB, Rockville, MD

E.J. Tom, Business Analyst, SAIC, Rockville, MD

Peter van Dyck, MD, MPH, Associate Administrator, HRSA, Rockville, MD

Milton Kotelchuck, PhD, Senior Scientist in Maternal and Child Health, Massachusetts General Hospital, Boston, MA

Amy Fine, MPH, BSN, Health Policy/Program Consultant, Washington, DC

Bonnie B. Strickland, PhD, Director, Division of Services for Children with Special Health Needs (DSCSHN), MCHB, Rockville, MD

Lynda Honberg, MHSA, Program Director, DSCSHN, MCHB, Rockville, MD

1:00 p.m.–4:30 p.m.

Skills-Building Session (B6)

Preregistration required.

B6 *Diplomat Room*

Preconception Health Symposium: Extending Our Reach to Adolescents and Young Adults

Are you working to implement or enhance your preconception health initiatives? Have you thought about how you could integrate preconception health concepts into adolescent health efforts as part of a life course approach? If so, join us for this dynamic symposium to learn from states about their successes and challenges with promoting preconception health with adolescents and explore how these concepts could be applied in your state.

PRESENTERS

Lissa Pressfield, MHS, Senior Program Manager, Adolescent Health, AMCHP, Washington, DC

Cynthia Frisby, PhD, Associate Professor, Strategic Communication, Walter Williams Missouri School of Journalism, Columbia, MO

Sharron Corle, Associate Director, Adolescent Health, AMCHP, Washington, DC

Jessica Hawkins, MPH, CHES, Senior Program Manager, Women's and Infant Health, AMCHP, Washington, DC

4:30 p.m.–6:00 p.m.

Workforce and Leadership Development Committee Meeting – *Director's Room*
open to all attendees

4:30 p.m.–6:00 p.m.

Family and Youth Leadership Committee Meeting – *Cabinet Room*
open to all attendees

4:30 p.m.–6:00 p.m.

Emerging Issues Committee Meeting – *Forum Room*
open to all attendees

4:30 p.m.–6:00 p.m.

Legislative and Health Care Finance Committee – *Senate Room*
by invitation only



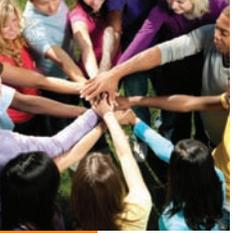
Come visit us at AMCHP in the Ambassador Room. Learn more about web-based information management solutions for your public health programs and what we can do for you:

HL7 messaging - OZ Systems is recognized as one of the 3 vendors who support and implement HL7 messaging standards in newborn screening.

Early Intervention (ECI) – Allows you to detect patients and connect them to Early Intervention providers statewide.

NBS and EHDI - eSP™ provides complete data management services for Newborn Bloodspot and Early Hearing Detection and Intervention programs.





Working Together to Improve Maternal and Child Health

2010 Retired Title V, MCH & CYSHCN Directors

AMCHP would like to acknowledge the Title V, MCH and CYSHCN Directors that have retired in the last year. Thank you for all of your contributions to the health and wellness of children, women and families in your communities. We could not do this work without you.

This information was collected by AMCHP's Member Services Department in consultation with AMCHP regional staff leads. We apologize if a retired director from your agency was not acknowledged here. To ensure future acknowledgement of a retired director, please be sure to notify AMCHP of the retirement.

James Bryant, MD, Ohio Department of Health, Bureau for Children with Medical Handicaps

Rebecca Cecil, RPH, Commission for Children with Special Health Care Needs, Kentucky Department for Public Health

Lynn Christiansen, LMSW, New Mexico Department of Health

Linda Jones-Hicks, DO, FACOP, FAA, New Jersey Department of Health and Senior Services

Patricia Moss, MSW, LCSW, West Virginia Bureau for Public Health

Richard Nugent, MD, MPH, Arkansas Department of Health and Human Services

Susan Panny, MD, Maryland Department of Health and Mental Hygiene

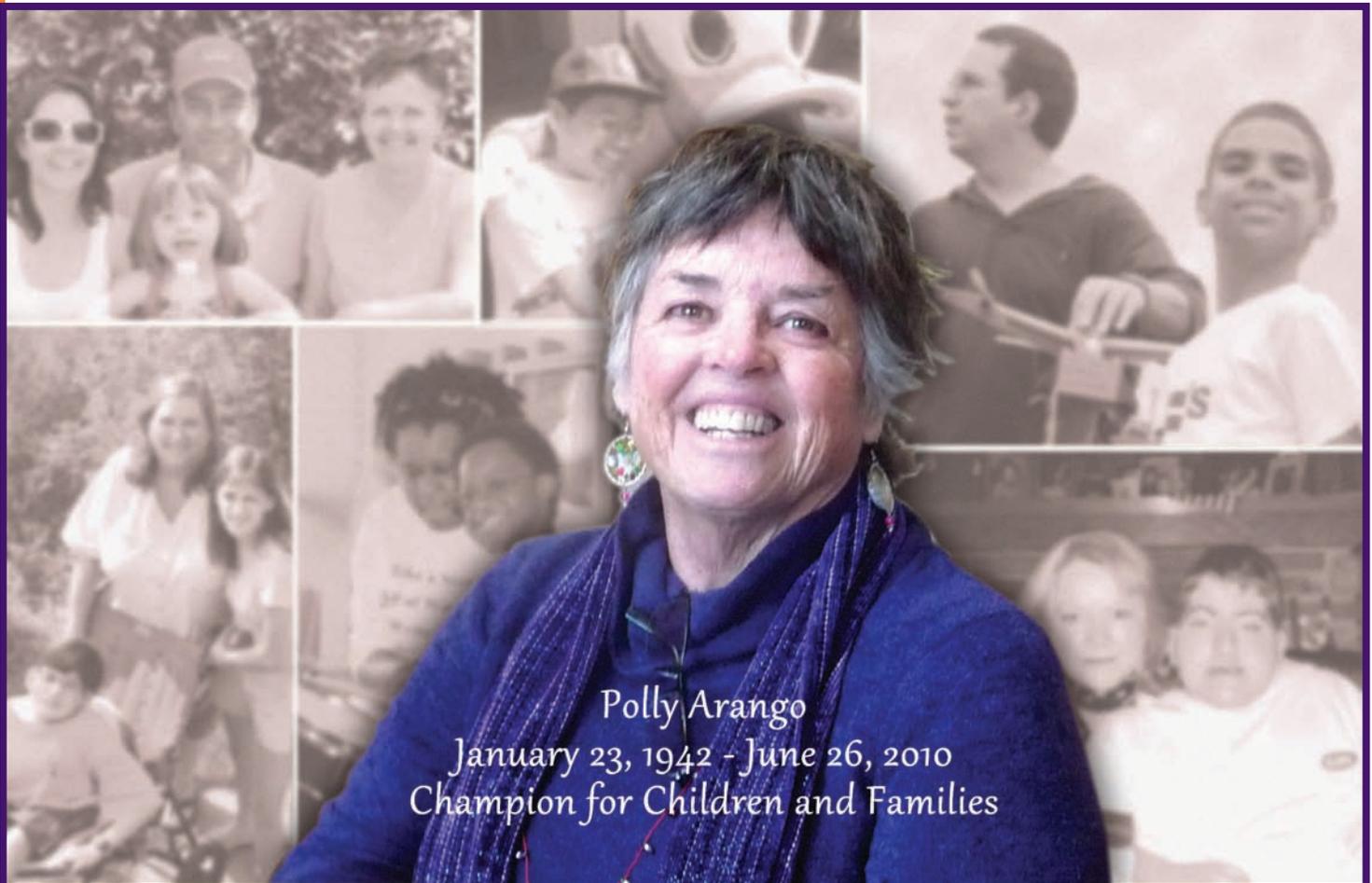
Ralph Schubert, MSc, MA, Illinois Department of Human Services

David Suttle, MD, Office of Family Health Services, Virginia Department of Health

Lesia Walker, MD, MPH, Children with Special Health Care Needs, Texas Department of State Health Services

JoAnn Walsh Dotson, MSN, RN, PhD, Family and Community Health Bureau, Montana Department of Public Health and Human Services

Judith Wright, Family Health Services, Nevada State Health Division



Polly Arango
January 23, 1942 - June 26, 2010
Champion for Children and Families

SUNDAY Schedule At-A-Glance & Session Planner

TIME	EVENT	SESSION #	MCH COMPETENCIES	PRIMARY TRACK	LOCATION
8:00 a.m. – 7:00 p.m.	Registration Open				Wilson Registration Desk
9:00 a.m. – 11:00 a.m.	Life Course Town Hall Meeting				Executive Room
9:00 a.m. – Noon	Skills-Building Sessions				
	<input type="checkbox"/> Using Data to Guide Policy Change	C1	1	DER	Forum Room
	<input type="checkbox"/> Can You Hear Me Now? Influencing Policymakers to Hear Your Call for Increased Support	C2	5, 11, 12	A	Council Room
	<input type="checkbox"/> Addressing Mental Health Concerns in Children and Adolescents: How to Make a Difference	C3	4, 10, 11	ICH	Director's Room
	<input type="checkbox"/> Optimizing Health Care Reform to Advance Shared Resources Among Systems Serving MCH Populations	C4	1, 8, 11, 12	QHS	Cabinet Room
	<input type="checkbox"/> The Effects of Interdisciplinary Training on MCH Systems: Building Capacity to Partner	C5	10	PC	Senate Room
11:30 a.m. – 1:00 p.m.	New Director's Luncheon – by invitation only				Congressional A & B
Noon – 1:00 p.m.	Lunch Break – lunch on own				
1:00 p.m. – 1:45 p.m.	Conference Opening with Warm Welcome Coffee Reception				Regency Ballroom
1:45 p.m. – 3:30 p.m.	Welcome and John C. MacQueen Memorial Lecture General Session				Regency Ballroom
3:45 p.m. – 5:15 p.m.	Power Sessions				
	<input type="checkbox"/> Teen Pregnancy Prevention	D1			Congressional B
	Part 1: Building, Evaluation and Using an Evidence Base to Inform the HHS Teenage Pregnancy Prevention Initiative		1, 12	AH	
	Part 2: MCH-Academic Youth Development Partnerships to Support Evidence-Based Teen Pregnancy Prevention Interventions		1, 10, 11, 12	AH	
	<input type="checkbox"/> Oral Health	D2			Committee Room
	Part 1: Promising State Strategies to Improve the Oral Health of CYSHCN		1, 11, 12	AH	
	Part 2: Federal Trends in Oral Health Policy: Implications for Title V		1, 5, 10, 12	A	
	<input type="checkbox"/> Collaboration	D3			Council Room
	Part 1: Strengthening Communities, Children, Youth and Families with Collaborative Initiatives		5, 10, 11, 12	PC	
	Part 2: Promoting WIC Collaboration with Health Departments		5, 11	QHS	
	<input type="checkbox"/> Outreach Through Social Media	D4			Calvert Room
	Part 1: Reaching the Spanish-Speaking Community with Targeted Health Messaging: The March of Dimes Experience		5, 7, 11	HIT Sm	
	Part 2: Using Online Organizing and Social Media to Engage Parents in Advocating for Maternal and Child Health		1, 5, 12	A	
	<input type="checkbox"/> Prenatal Care	D5			Senate Room
	Part 1: Group Prenatal Care for Pregnant Women with Diabetes		10	WPH	
	Part 2: You Quit, Two Quit: Tobacco Use Prevention for Pregnant Women and New Mothers		1, 4, 10, 11	QHS	
	<input type="checkbox"/> Improving Birth Outcomes	D6			Cabinet Room
	Part 1: Best and Promising Practices for Improving Paternal Involvement in Pregnancy Outcomes: The Role of Men in MCH		1, 8	ICH	
	Part 2: Harnessing the Power of Public-Private Partnerships: The Text4baby program		5, 10, 11	PC	
	<input type="checkbox"/> Child Health	D7			Forum Room
	Part 1: Addressing the Health—and Mental Needs of “Suddenly Military” Families and Their Children		1, 7, 10, 11	CC	
	Part 2: Improving the Ease of Use of Developmental Screening		1, 9, 10, 11	ICH	
	<input type="checkbox"/> Wellness	D8			Director's Room
	Part 1: Nutrition in MCH: Opportunities and Challenges for Today's Women, Children and Families		1, 10, 12	QHS	
	Part 2: Got Sleep? The Impact of Sleep Problems on Maternal and Child Health		1, 7, 12	ICH	
	<input type="checkbox"/> Rethinking MCH — Life Course as an Organizing Framework	D9	1	QHS	Congressional A
5:30 p.m. – 7:00 p.m.	Welcome and Exhibition Kick-Off Reception — Celebrating Partnership				Exhibit Hall, Ambassador Ballroom and Bird Cage Walk
5:30 p.m. – 7:00 p.m.	Poster Presentations in Exhibit Hall				Exhibit Hall
7:00 p.m. – 8:00 p.m.	Act Early Networking Session – open to all members of Act Early state teams				Forum Room
7:00 p.m. – 9:00 p.m.	Family Delegates Dinner – by invitation only				Diplomat Room
7:00 p.m. – 9:00 p.m.	New Director Mentor Program Dinner – by invitation only				Congressional A & B
Evening	Dinner On Own				

Working Together to Improve Maternal and Child Health



8:00 a.m.–7:00 p.m.

West Registration Desk

Registration Open

9:00 a.m.–11:00 a.m.

Executive Room

Life Course Town Hall Meeting

Join us for a lively, interactive conversation about the life course perspective and MCH programs. This session will feature national experts working to integrate the life course perspective across MCH health practice. Interested in learning more about this emerging issue and how to link it to your work at the national, state or local levels? Participate in this exciting opportunity to share your work and learn from others.

9:00 a.m.–Noon

Skills-Building Sessions (C1-C5)

C1

Forum Room

Using Data to Guide Policy Change

PRIMARY TRACK: **Data, Evaluation & Research Methods** 

MCH Leadership Competency 1: MCH Knowledge Base

Policymakers are increasingly seeking data to guide decision-making on MCH funding and policies, but are often frustrated when working with technical documents and professional staff when preparing reports and analyzing data because they do not understand the science and techniques described. Epidemiological analysis and the policymaking process differ significantly but there are good strategies to move data into action to inform policy in a way that policymakers will understand. During this workshop we will share ten strategies that MCH epidemiologists can use to provide policymakers with data to drive important MCH decision making at the local, state, and national levels. We will also describe ways that policymakers can learn to appreciate the work of MCH epidemiology with real life examples. A case study and role-play/simulation exercise will provide an interactive component to this session.

MODERATOR AND PRESENTER

Brian Castrucci, MA, Director, Maternal and Child Health Program, Division of Public Health, Georgia Department of Community Health, Atlanta, GA

C2

Council Room

Can You Hear Me Now? Influencing Policymakers to Hear Your Call for Increased Support

PRIMARY TRACK: **Advocacy** 

SECONDARY TRACK: **Partnerships & Collaboration** 

MCH Leadership Competency 5: Communication

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

Nonprofit organizations need political support to accelerate their growth and impact, but why aren't policymakers listening? Hear from a former lobbyist about the secret to influencing policymakers and crafting your message. This session is guaranteed to leave you empowered and ready to become a more successful advocate.

MODERATOR AND PRESENTER

Suzanne Smith, Managing Director, Social Impact Architects, Dallas, TX

C3

Director's Room

Addressing Mental Health Concerns in Children and Adolescents: How to Make a Difference

PRIMARY TRACK: **Infant & Child Health** 

SECONDARY TRACKS: **Partnerships & Collaboration** 

Workforce & Leadership Development 

Quality Improvement, Health Care Financing & Systems Building 

MCH Leadership Competency 4: Critical Thinking

MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 11: Working with Communities and Systems

This session is intended for AMCHP members who are interested in improving the rates and effectiveness of mental health screening in their localities and states. An estimated 21 percent of children and adolescents in the U.S. meet the diagnostic criteria for a mental health disorder and have evidence of at least minimal impairment. A child does not need a diagnosis of mental illness to be suffering. Sleep problems, anxiety about school, even bedwetting are examples of issues that may not rise to the level of a disorder, but they all diminish a child's resilience and enjoyment of life. If issues can be identified early, often we can prevent them from growing into larger, more serious problems. This session will assist clinicians in various settings to more effectively identify and manage mental health issues. The tools discussed will include screening assessments, care plans, parent handouts and other resources and step-by-step decision support for assessment and care of children with the most common mental health issues. During the session, participants will learn the effective use of these tools in their individual settings. Session leaders will also discuss innovative best practice models for addressing mental health concerns.

MODERATOR

Judith Palfrey, MD, T. Berry Brazelton Professor of Pediatrics, Children's Hospital-Harvard Medical School, Boston, MA

PRESENTERS

Barbara Frankowski, MD, MPH, Professor of Pediatrics, University of Vermont College of Medicine, Burlington, VT

Darcy Gruttadaro, JD, Child and Adolescent Action Center Director, National Alliance on Mental Illness, Arlington, VA

9:00 a.m.–Noon

Skills-Building Sessions (C1-C5) continued

C4 Cabinet Room

Optimizing Health Care Reform to Advance Shared Resources Among Systems Serving MCH Populations

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building **OHS**
 SECONDARY TRACKS: Family-Centered Care **FCC**
 Partnerships & Collaboration **PC**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

Health care reform promises greater access to care through coverage expansions and will result in sweeping changes to health care delivery systems. However, it will do little to address the architecture and mechanics of the service delivery system. It is unclear how new and redesigned service delivery systems will be structured and optimized, coverage expansions will be integrated between public and private systems, and prevention investments will improve health outcomes. As such, states may miss important opportunities to build comprehensive, integrated service delivery systems that serve women, children and their families. States also run the risk of perpetuating the many silos in the current health care system that can limit access to care, minimize quality of care, and ultimately contribute to health inequities and poor health outcomes for MCH populations. State MCH programs administer numerous programs that are critical access points for building integrated systems for low-income women, children and their families. Participants will hear from states with best practices that focus on shared resources (e.g., outreach and enrollment, care coordination) to advance comprehensive, integrated service delivery systems.

MODERATOR AND PRESENTER

Karen VanLandeghem, MPH, Senior Advisor, AMCHP, Washington, DC

PRESENTERS

Edward Schor, MD, Vice President, The Commonwealth Fund, New York, NY

Breena Holmes, MD, Vermont MCH Director, Vermont Department of Health, Burlington, VT

Phyllis Sloyer, RN, PhD, FAHM, FAAP, Division Director, Children's Medical Services, Department of Health, Tallahassee, FL

Karen Hughes, MPH, Chief, Division of Family and Community Health Services, Ohio Department of Health, Columbus, OH

Maureen Corcoran, MPH, Assistant Deputy Director, Program and Policy, Ohio Health Plans, Ohio Department of Job and Family Services, Columbus, OH

Gina Robinson, Program Administrator, Colorado Department of Health Care Policy and Financing, Denver, CO

C5 Senate Room

The Effects of Interdisciplinary Training on MCH Systems: Building the Capacity to Partner

PRIMARY TRACK: Partnerships & Collaboration **PC**

MCH Leadership Competency 10: Interdisciplinary Team Building

Given the multifaceted aspects of children's growth and development and the families in which they reside, the professional field of MCH has encouraged not only the participation of many disciplines to promote the well-being of children and families, but also the collaboration among disciplines. Since 2001, the UNC Interdisciplinary Leadership Development Program (ILDLP) has provided a year-long curriculum for trainees from LEND, public health, social work, nutrition, pediatric dentistry and, more recently, family members, to enhance skills in collaborative partnership. Building upon the findings of an MCHB-funded research grant, this skills-building session provides: (1) the opportunity to learn about the effects of this curriculum on trainees, family members and systems of care; and (2) a setting in which to experience selected elements of the activities in the curriculum. Participants from training programs, MCH agencies, and family organizations will gain appreciation for the basic components of the ILDP that has had demonstrable effects on the interdisciplinary attitudes/beliefs, frequency of use of skills, and partnership skills of family members.

MODERATOR AND PRESENTER

Kathleen Rounds, PhD, MPH, MSW, Professor, School of Social Work, University of North Carolina (UNC) at Chapel Hill, NC

PRESENTERS

Lewis Margolis, MD, Associate Professor, UNC at Chapel Hill, NC

Marlyn Wells, Family Liaison Specialist, Division of Public Health, Children and Youth Branch

11:30 a.m.–1:00 p.m. Congressional A & B

New Directors Luncheon

– by invitation only

Noon–1:00 p.m.

Lunch Break – Lunch On Own

Working Together to Improve Maternal and Child Health

1:00 p.m.–1:45 p.m.

Regency Ballroom

Conference Opening with Warm Welcome Coffee Reception

The AMCHP Board of Directors offers you a warm welcome (and a hot cup of coffee)! Come say “hello” before the presentations begin. Snack also provided.

1:45 p.m.–3:30 p.m.

Regency Ballroom

Welcome and John C. MacQueen Memorial Lecture General Session

Generously Sponsored by



Welcome to AMCHP 2011! The first general session of the conference will include welcoming remarks from key AMCHP leaders and our partners from the Maternal and Child Health Bureau, Centers for Disease Control and Prevention, and Administration for Children and Families. Join us to learn more about what is happening here in D.C., what might be coming for MCH programs in the future, and the activities of our federal partners. We will also enjoy a performance by the American Youth Chorus, a Washington, D.C., based ensemble that has entertained thousands, and AMCHP will present the John C. MacQueen Memorial Lecture Award to Kathryn Hall-Trujillo.

Moderator

Phyllis Sloyer, RN, PhD, FAHM, FAAP, AMCHP President and Division Director, Children’s Medical Services, Florida Department of Health

Welcoming Remarks

Peter van Dyck, MD, MPH, Associate Administrator, Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services

CAPT Wanda Barfield, MD, MPH, Director, Division of Reproductive Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services

Coleen Boyle, PhD, Acting Director, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services.

George Askew, Senior Policy Advisor for Early Childhood Health and Development, Administration for Children and Families, U.S. Department of Health and Human Services

PERFORMANCE

American Youth Chorus

Sponsored by the Congressional Chorus, the American Youth Chorus (AYC) is an after-school choral program at the Atlas Performing Arts Center for students ages 8 to 15 from across the metro region. Founded on the premise that all children, regardless of socio-economic background, deserve high-quality music education, the AYC offers students a performance-based choral/music theater program that encourages young people to develop their voices, creativity and self-esteem in a healthy, age-appropriate manner through active participation in rehearsals and performances. In addition to performances at the Atlas, the Kennedy Center, and as part of the Smithsonian Folklife Festival, the AYC’s performance at the Children’s Inaugural Ball was featured on the CBS Evening News. Recently, the AYC was invited to sing at the White House during the Holiday Tours and for the Kennedy Center Honorees at the State Department Awards Dinner. David Simmons is the founding music director of the AYC.



Introduction and Presentation of the 2011 AMCHP John C. MacQueen Memorial Lecture Award

Recognizing innovation in the field of public health

Michael R. Fraser, PhD, CAE, Chief Executive Officer, AMCHP

Kimberly Wyche-Ethridge, MD, MPH, Director, Bureau of Family, Youth and Infant Health, Metro Nashville Davidson County Public Health Department and Chair, CityMatCH Board of Directors

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

JOHN C. MACQUEEN MEMORIAL LECTURE

The Community as a Source of Healing

Kathryn Hall-Trujillo, MPS, Community Health Administrator and Advocate, Ashoka Global Social Entrepreneur, Birthing Project USA: The Underground Railroad for New Life



3:45 p.m.–5:15 p.m.

Power Sessions (D1-D9)

There is a 10-minute break between Parts 1 and 2 of the Power Sessions to allow participants wishing to attend a second topic to change rooms.

NOTE: In order to receive CDC continuing education for power sessions, you must attend both power sessions on the same topic. You may not change rooms to attend another topic.

D1 Congressional B

Teen Pregnancy Prevention

Part 1: Building, Evaluating and Using an Evidence Base to Inform the HHS Teenage Pregnancy Prevention Initiative

PRIMARY TRACK: Adolescent Health AH
SECONDARY TRACKS: Data, Evaluation & Research Methods DER, Partnerships & Collaboration PC

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 12: Policy and Advocacy

In 2010, a new Teenage Pregnancy Prevention (TPP) Initiative was established to address the high rate of teenage pregnancy in the United States. This two-tiered initiative is overseen by the Office of Adolescent Health in the Department of Health and Human Services (HHS) and focuses on replicating evidence-based program models and testing innovative approaches to teenage pregnancy prevention. HHS established, through a systematic review, a list of 28 evidence-based program models that were shown to be effective through rigorous evaluation and therefore were eligible for replication under Tier 1. This session will describe the process that HHS used to conduct the systematic, comprehensive Pregnancy Prevention Research Evidence Review and how its results are used in the TPP Initiative. Presenters will describe the steps involved in conducting the systematic evidence review, limitations of such a review and lessons learned for future reviews.

MODERATOR AND PRESENTER

Evelyn Kappeler, Director, Office of Adolescent Health, Office of Public Health Science, Rockville, MD

PRESENTER

Brian Goesling, PhD, Senior Researcher, Mathematica Policy Research, Princeton, NJ

Part 2: MCH-Academic Youth Development Partnerships to Support Evidence-Based Teen Pregnancy Prevention Interventions

PRIMARY TRACK: Adolescent Health AH

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

This workshop, presented by MCH-academic partners entering their 12th year of collaboration, focuses on statewide positive youth development efforts supporting evidence-based teen pregnancy prevention (TPP) programs. With funding and guidance from the New York State Department of Health and technical assistance, training (both in-person and online) and collaboration from a supporting academic Center of Excellence, the key elements of successful collaboration in interdisciplinary MCH teamwork directed at TPP programming will be emphasized, and the synergistic role of academic partners will be detailed. Novel online trainings will be demonstrated. Active audience participation is expected, with ample opportunity to ask questions, share successes and barriers, and network with colleagues. To be effective, the federal TPP initiative will require buy-in by stakeholders in the community where these or other TPP approaches are implemented.

MODERATOR AND PRESENTER

Kristine Mesler, RN, MPA, NY State Adolescent Health Coordinator, Bureau of Child and Adolescent Health, New York State Department of Health, Albany, NY

PRESENTERS

Richard Kreipe, MD, Professor of Pediatrics, Rochester Leadership Education in Adolescent Health (LEAH) Program, Rochester, NY

Jane Powers, PhD, Director, ACT for Youth Center of Excellence, Cornell University Family Life Development Center, Ithaca, NY

D2 Committee Room

Oral Health

Part 1: Promising State Strategies to Improve the Oral Health of CYSHCN

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building QHS

SECONDARY TRACKS: Adolescent Health AH, Infant & Child Health ICH, Partnerships & Collaboration PC

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

This session will focus on the oral health of CYSHCN and their access to oral health care. The topic has important implications because the unmet need for oral health services is so high relative to other health services used by CYSHCN and because of the close relationship between oral and general health status. The session will review oral health data from the

Working Together to Improve Maternal and Child Health



3:45 p.m.–5:15 p.m.

Power Sessions (D1-D9) *continued*

National Survey of Children With Special Health Care Needs and the National Survey of Children's Health and discuss the major barriers faced by CYSHCN and their families in obtaining access to oral health services. The session will review the wide range of strategies employed by the 20 states that received grants through the MCHB-funded Targeted Oral Health Service Systems (TOHSS) program.

MODERATOR AND PRESENTER

Jay Balzer, DMD, MPH, Dental Consultant, Association of State and Territorial Dental Directors, Boulder, CO

PRESENTER

Pamella Vodicka, MS, RD, Senior Public Health Analyst, MCHB, HRSA, Rockville, MD

Part 2: Federal Trends in Oral Health Policy: Implications for Title V

PRIMARY TRACK: Advocacy **A**

SECONDARY TRACKS: Infant & Child Health **ICH**

Partnerships & Collaboration **PC**

Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 5: Communication

MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 12: Policy and Advocacy

The National Maternal and Child Oral Health Policy Center is a collaborative of the Children's Dental Health Project, AMCHP, the Association of State and Territorial Dental Directors, the Medicaid/SCHIP Dental Association, and the National Academy for State Health Policy, funded by MCHB. The Policy Center serves as a resource for the latest information on oral health policy. Given the current fiscal shortfalls in most states, the Policy Center highlights strategies to sustain or expand investments in MCH oral health programs as a critical component of a comprehensive system of care. This session will provide an overview of the most recent MCH-related oral health activity within Congress, including health care reform, and describe the potential impact on Title V programs; outline the opportunities for Title V programs to address oral health in their states; and describe resources available through the Policy Center to become an oral health champion.

MODERATOR AND PRESENTER

Meg Booth, MPH, Deputy Executive Director, Children's Dental Health Project/National Maternal and Child Oral Health Policy Center, Washington, DC

D3

Council Room

Collaboration

Part 1: Strengthening Communities, Children, Youth and Families with Collaborative Initiatives

PRIMARY TRACK: Partnerships & Collaboration **PC**

SECONDARY TRACKS: Adolescent Health **AH**

Infant & Child Health **ICH**

Youth in Transition **YT**

MCH Leadership Competency 5: Communication

MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

MCH programs often use federally-funded resource centers (RCs) to support federal and state goals and performance measures. The Resource Center Consortium (RCC) allows RCs to work collaboratively to enhance constituent services to protect the health and safety of families. A brief overview by RC representatives about how they support and enhance the work of states and family organizations will be provided. Special attention will be given to injury/violence/suicide prevention, adolescent health, child death review, services for traumatic brain injury, and pediatric emergency medical services. Discussion among members of family organizations, state parent leaders, and state CYSHCN and MCH directors will allow participants to share and explore how RCs can better meet their needs. We will also brainstorm potential actions for better achievement of mutual health and safety goals for all children and youth.

MODERATOR AND PRESENTER

Sally Fogerty, RN, MEd, Director, Children's Safety Network National Injury and Violence Prevention Resource Center, Newton, MA

PRESENTERS

Michael Ely, MHRD, Director, National EMSC Data Analysis Resource Center, Salt Lake City, UT

Theresa Covington, MPH, Director, National Center for Child Death Review, Washington, DC

Part 2: Promoting WIC Collaboration with Health Departments

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building **QHS**

SECONDARY TRACKS: Infant & Child Health **ICH**

Women's & Perinatal Health **WPH**

Workforce & Leadership Development **WLD**

MCH Leadership Competency 5: Communication

MCH Leadership Competency 11: Working with Communities and Systems

The WIC Collaborations Project identifies current practices by which state and local WIC programs collaborate to deliver food and nutrition to eligible women, infants and children. The project surveyed state, tribal and local WIC agencies and private or nonprofit community providers on policy and administrative coordination, clinical coordination, and

3:45 p.m.–5:15 p.m.

Power Sessions (D1-D9) continued

community-based initiatives. While all state agencies reported at least one type of written agreement with a collaborative agency, many local health agencies and private and nonprofit organizations reported no written agreements. WIC programs and state, tribal and local health departments and other agencies and organizations can learn from case studies on WIC collaboration strategies to deliver higher quality service and reduce administrative burden.

MODERATOR AND PRESENTER

Ellen Pliska, MHS, MCH Senior Analyst, Association of State and Territorial Health Officials, Arlington, VA

D4 *Calvert Room*

Outreach Through Social Media

Part 1: Reaching the Spanish-Speaking Community with Targeted Health Messaging: The March of Dimes Experience

PRIMARY TRACK: [Health Information Technology & Social Media](#) 

SECONDARY TRACKS: [Cultural Competence](#)  [Infant & Child Health](#)  [Women's & Perinatal Health](#) 

MCH Leadership Competency 5: Communication
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 11: Working with Communities and Systems

Through March of Dimes (MOD) Hispanic Outreach efforts, millions of women and their families actively participate in their own health decision making by gathering information and receiving answers to often complicated and difficult questions. Social media has changed the way we communicate, and by having a Spanish-language presence online, MOD maximizes its outreach across audiences. MOD provides bilingual access to the Pregnancy and Newborn Health Education Center through which women received answers to over 10,000 personal questions in 2009. This session will examine blogs, Twitter, Facebook and e-newsletters, and their audiences, goals and metrics to highlight the scope and benefits of outreach to Spanish-speaking women and their families.

MODERATOR AND PRESENTER

Beverly Robertson, MLS, MA, National Director, March of Dimes, White Plains, NY

PRESENTER

Lilliam Acosta-Sanchez, BS, MPH, Director, Latino Outreach, March of Dimes, White Plains, NY

Part 2: Using Online Organizing and Social Media to Engage Parents in Advocating for Maternal and Child Health

PRIMARY TRACK: [Advocacy](#) 
SECONDARY TRACK: [Health Information Technology & Social Media](#) 

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 5: Communication
MCH Leadership Competency 12: Policy and Advocacy

Mothers are increasingly becoming powerful advocates for maternal and child health. MomsRising.org is a multicultural organization of one million members that advocates for a range of social justice issues related to family health and economic security. Using Web 2.0 communication strategies, MomsRising has conducted widespread public education and advocacy in support of maternal and child health. MomsRising's members have generated hundreds of thousands of constituent contacts to Congress urging them to pass health reform that is a win for children and families, eliminate toxins in children's products, support childhood nutrition, pass paid sick days and paid family leave legislation and support affordable and high quality early learning. This presentation will share how MomsRising is engaging parents, political leaders and traditional and new media in issues of maternal and child health.

MODERATOR AND PRESENTER

Donna Norton, JD, MSc, National Campaign Director, MomsRising, Chevy Chase, MD

D5 *Senate Room*

Prenatal Care

Part 1: Group Prenatal Care for Pregnant Women with Diabetes

PRIMARY TRACK: [Women's & Perinatal Health](#) 
SECONDARY TRACK: [Partnerships & Collaboration](#) 

MCH Leadership Competency 10: Interdisciplinary Team Building

At Drexel University College of Medicine, we serve an inner-city, ethnically diverse, but predominantly African American population with limited resources and a high proportion of comorbidities. Poor pregnancy outcomes are disproportionately concentrated among our pregnant patients who are either obese, diabetic or both. We have attempted to address these outcomes by setting up a specialty pregnancy, obesity and diabetes (POD) clinic. After about a year of running the POD clinic, we decided to apply the concept of group prenatal care to our pregnant diabetic patients. We chose this group because the educational needs are significant and the standard 15-minute, single provider visit has proved inadequate to cover these issues in depth. Group care also allows intragroup support, peer education and empowerment. Visits were structured to be voluntary and to include eight to 10 participants per session, with three to four sessions. Sessions are in addition to standard

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3:45 p.m.–5:15 p.m.

Power Sessions (D1-D9) *continued*

prenatal care and they include healthy snacks and stretching and breathing exercises. Each session has structured didactic content in addition to goal review and peer support.

MODERATOR AND PRESENTER

Betsy Batejan, CNM, MSN, Certified Nurse Midwife, Drexel University College of Medicine (DUCM), Philadelphia, PA

PRESENTER

Damien Croft, MD, MPH, Clinical Instructor, DUCM, Philadelphia, PA

Part 2: You Quit, Two Quit: Tobacco Use Prevention for Pregnant Women and New Mothers

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building 

SECONDARY TRACKS: Infant & Child Health  Women's & Perinatal Health 

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 4: Critical Thinking
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

You Quit, Two Quit addresses high rates of tobacco use among pregnant women and new mothers in North Carolina, focusing on the transitions in care for this population by providing tobacco cessation messages and support at many intervention points. The goal of this initiative is to ensure that any health department provider who comes in contact with a pregnant woman or a new mother will screen her for tobacco use and offer follow up counseling based on the evidence-based 5As. The project works across clinics offering prenatal care, maternity care coordination, WIC, family planning, and well baby care. The project works with delivery hospitals, pediatricians, family medicine practitioners and obstetrician-gynecologists within the pilot counties to engage them in training and screening.

MODERATOR AND PRESENTER

Sarah Verbiest, DrPH, MSW, MPH, Executive Director, Center for Maternal and Infant Health, University of North Carolina at Chapel Hill, NC

PRESENTER

Erin McClain, MA, MPH, Program Coordinator, UNC Sheps Center for Health Services Research, Chapel Hill, NC

D6

Cabinet Room

Improving Birth Outcomes

Part 1: Best and Promising Practices for Improving Paternal Involvement in Pregnancy Outcomes: The Role of Men in MCH

PRIMARY TRACK: Infant & Child Health 
SECONDARY TRACKS: Family-Centered Care  Health Equity & Social Justice  Women's & Perinatal Health 

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 8: Family-Centered Care

Men are essential to MCH. Much has been written on a father's influence on child health and development, but little is known regarding the role of the expectant father in pregnancy outcomes. A great deal of what we know and understand about fathers during pregnancy has stemmed from research on the mother. Investigators have documented that expectant fathers can be a strong source of support or stress during labor and delivery, but more research is needed to better understand exactly what role the expectant father plays in pregnancy outcomes. This session will present a set of policy, research and practice recommendations implicating the significant role that expectant fathers can play in ensuring healthy pregnancies and infants.

MODERATOR AND PRESENTER

Jermame Bond, PhD, Research Associate, Joint Center for Political and Economic Studies, Health Policy Institute, Washington, DC

Part 2: Harnessing the Power of Public-Private Partnerships: The Text4baby Program

PRIMARY TRACK: Partnerships & Collaboration 
SECONDARY TRACKS: Health Information Technology & Social Media  Infant & Child Health  Women's & Perinatal Health 

MCH Leadership Competency 5: Communication
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides pregnant women and new moms with information they need to take care of their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY (or BEBE for Spanish) at 511411 will receive free SMS text messages each week, timed to their due date or baby's actual date of birth. During this session, HMHB and partners from the New Hampshire Department of Health and Human Services and the New York City Department of Health and Mental Hygiene will discuss best practices and lessons learned around the promotion of text4baby in local communities. This will include how to build a public-private partnership, how to work with other government agencies, and how to obtain external funding to support promotional efforts.

3:45 p.m.–5:15 p.m.

Power Sessions (D1-D9) *continued*

MODERATOR AND PRESENTER

Lauren Sogor, MPH, Partner Relations Manager, text4baby, National Healthy Mothers, Healthy Babies Coalition, Alexandria, VA

PRESENTER

Lissa Sirois, RD, IBCLC, WIC State Breastfeeding Coordinator, New Hampshire Department of Health and Human Services, Concord, NH

D7 Forum Room

Child Health

Part 1: Addressing the Health and Mental Health Needs of “Suddenly Military” Families and Their Children

PRIMARY TRACK: Cultural Competence **CC**
 SECONDARY TRACKS: Health Equity & Social Justice **HE SJ**
 Partnerships & Collaboration **PC**
 Youth in Transition **YT**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

The term “suddenly military” is used to describe reservists from all branches of the military and the members of the National Guard who are suddenly deployed from a civilian job and life into full-time military service, leaving their family members in need of support services and resources. Unlike children who live on military bases, children of National Guardsmen and reservists do not have regular access to resources to help them deal with the deployment of a family member or with grief and trauma. This workshop will provide an overview of what is meant by “suddenly military;” a description of the military culture and the uniqueness of reservists; an overview of typical problems faced, including the effects on overall family dynamics and on individual children academically, emotionally and behaviorally; and tools and resources to assist public health professionals in partnering with schools, families and community agencies.

MODERATOR AND PRESENTER

Laura Brey, MS, Training Director, National Assembly on School-Based Health Care, Washington, DC

PRESENTERS

Joey Marie Horton, MBA, Co-Executive Director, NYS Coalition for School-Based Health, Watertown, NY
 Jane Lima-Negron, MSW, Co-Executive Director, NYS Coalition for School-Based Health, Bronx, NY

Part 2: Improving the Ease of Use of Developmental Screening

PRIMARY TRACK: Infant & Child Health **ICH**
 SECONDARY TRACKS: Health Equity & Social Justice **HE SJ**
 Partnerships & Collaboration **PC**
 Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

This session is intended for AMCHP members who are interested in improving the rates and effectiveness of developmental screening in their localities and states. During the session, the participants will review the benefits of developmental screening and discuss how screening is articulated with full assessment and intervention. They will consider common barriers to the ease of use of developmental screening and will reflect on whether they are encountering these barriers in their settings. Through discussion and a problem solving exercise, they will have the opportunity to explore potential solutions to the common barriers of lack of resources, lack of training, inadequate interest, inadequate reimbursement and high-risk populations including families from linguistic minorities.

MODERATOR AND PRESENTER

Judith Palfrey, MD, T. Berry Brazelton Professor of Pediatrics, Children’s Hospital-Harvard Medical School, Boston, MA

D8 Director’s Room

Wellness

Part 1: Nutrition in MCH: Opportunities and Challenges for Today’s Women, Children and Families

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building **QHS**
 SECONDARY TRACKS: Partnerships & Collaboration **PC**
 Workforce & Leadership Development **WLD**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 12: Policy and Advocacy

Nutrition is recognized as vital to well-being and there is now an unprecedented interest and will related to improving health through better nutrition, especially in the areas of chronic disease reduction, breastfeeding promotion and obesity prevention. Nutrition problems among the nation’s women and children continue to contribute to widespread health, intellectual and developmental problems, reduced productivity and higher health care costs. The nutritional well-being of the MCH population is inadequate as evidenced by the increase in obesity, poor eating habits, low rates

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3:45 p.m.–5:15 p.m.

Power Sessions (D1-D9) *continued*

of breastfeeding initiation and duration and other measures. The MCH community is challenged to take action and make a difference by strengthening the nutritional status of women, children, youth and their families, including children with special health care needs. Participants will identify areas of strength and concern, discuss possible solutions, and identify how nutrition for MCH populations can be enhanced.

MODERATOR AND PRESENTER

Helene Kent, RD, MPH, Consultant, Association of State and Territorial Public Health Nutrition Directors, Denver, CO

PRESENTER

Phyllis Crowley, MS, RD, IBCLC, Association of State and Territorial Public Health Nutrition Directors (ASTPHND) President Elect/President; Utah State WIC Nutrition Coordinator, ASTPHND, Salt Lake City, UT

Part 2: Got Sleep? The Impact of Sleep Problems on Maternal and Child Health

PRIMARY TRACK: Infant & Child Health 
SECONDARY TRACKS: Adolescent Health 
Health Equity & Social Justice 
Women's & Perinatal Health 

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 12: Policy and Advocacy

Sleep deprivation is a major public health concern for children and adults, with prevalence rates as high as 50-60%. Sleep problems include such disorders as obstructive sleep apnea, narcolepsy, periodic leg movements and bruxism. In addition, many pediatric sleep problems are behavioral in origin. Poor sleep in children often results in behaviors similar to those of ADHD and has been linked with decreased ability to reason, think abstractly and express creativity, as well as health problems such as obesity, diabetes, hypertension and increased mortality. Some pediatric sleep disorders are more common in African American than white children, contributing to health disparities. Adult sleep-related deficits in judgment affect the children these adults raise and mentor. This presentation will outline the public health ramifications of poor sleep, summarize the various medical and psychosocial roots of inadequate sleep, and discuss how public health professionals can begin to address this significant health problem.

MODERATOR AND PRESENTER

Susan Horky, MSW, LCSW, Co-Director and Social Work Faculty, University of Florida Pediatric Pulmonary Center (UFPPC), Gainesville, FL

PRESENTER

Ellen Bowser, RD, LD, Nutrition Faculty, UFPPC, Gainesville, FL

Note: CDC continuing education is not available for session D9. If you attend a D9 power session, you will not be eligible for continuing education for either power session you attend.

D9

Congressional A

Rethinking MCH—Life Course as an Organizing Framework

This power session will be held twice within the session period. You need only attend once to receive all information.

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building 

SECONDARY TRACK: Health Equity & Social Justice 

MCH Leadership Competency 1: MCH Knowledge Base

This session will provide participants with the opportunity to learn about the Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau (MCHB) work to incorporate life course, social determinants of health and health equity theories into its strategic planning framework.

PRESENTERS

Cassie Lauver, ACSW, Director, Division of State and Community Health, MCHB, Rockville, MD

Peter van Dyck, MD, MPH, Associate Administrator, HRSA, Rockville, MD

5:30 p.m.–7:00 p.m.

Welcome and Exhibition
Kick-Off Reception –
Celebrating Partnership

Exhibit Hall,
Ambassador
Ballroom and
Bird Cage Walk

Meet the exhibitors, take a first look at the posters, and greet your colleagues from near and far as we kick-off the exhibition and posters with this welcome reception.

Light reception fare will be served; a cash bar will be available.

5:30 p.m.–7:00 p.m.

Poster Presentations in Exhibit Hall

(poster presenters will be with their posters to answer questions during this time)

7:00 p.m.–8:00 p.m.

Act Early Networking Session –
open to all members of
Act Early state teams

Forum Room

7:00 p.m.–9:00 p.m.

Family Delegates Dinner –
by invitation only

Diplomat Room

7:00 p.m.–9:00 p.m.

New Director Mentor
Program Dinner – by invitation only

Congressional
A&B

Evening

Dinner On Own

MONDAY Schedule At-A-Glance & Session Planner

TIME	EVENT	SESSION #	MCH COMPETENCIES	PRIMARY TRACK	LOCATION
7:00 a.m. – 7:00 p.m.	Registration Open				West Registration Desk
7:00 a.m. – 8:30 a.m.	Shared Continental Breakfast with Exhibitors				Ambassador Ballroom and Bird Cage Walk
7:15 a.m. – 8:30 a.m.	Knowledge Café				Refer to flyer in conference bag
8:45 a.m. – 10:15 a.m.	Morning General Session – Adolescent Health: R U Effective?				Regency Ballroom
10:15 a.m. – 10:45 a.m.	Shared Coffee Break with Exhibitors				Ambassador Ballroom and Bird Cage Walk
10:45 a.m. – Noon	Shared Workshops				
	<input type="checkbox"/> Ensuring Language Access for our Diverse Community: Rights and Resources	E1	1, 7, 8, 11	CC	Congressional A
	<input type="checkbox"/> Partnerships Are Key in Measuring and Improving Quality in Child Health	E2		OHS	Cabinet Room
	<input type="checkbox"/> Developing Family Leaders by Competency Integration: The Family Scholars Program	E3	1, 2, 5, 12	WLD	Director's Room
	<input type="checkbox"/> Supporting and Enhancing Developmental Screening Initiatives Through Family, Professional and State Partnerships	E4	5, 8, 10	PC	Palladian Room
	<input type="checkbox"/> Culture as a Lens for End of Life Care	E5	1, 7, 8, 12	CC	Council Room
	<input type="checkbox"/> System Building by Way of Transformational Partnerships: You Can Do It Too!	E6	8, 10, 11, 12	PC	Executive Room
	<input type="checkbox"/> Integrating Education and Health Care Transition: The Interdisciplinary Collaborative on Health Care and Education Transition	E7	1, 8, 10, 11	YT	Senate Room
	<input type="checkbox"/> Applying the Principles of Patient- and Family-Centered Care to Advocacy Efforts	E8	6, 8, 9, 12	A	Congressional B
	<input type="checkbox"/> Parent Roles and Life Experience: Jobs, Work and Education	E9		WLD	Committee Room
	<input type="checkbox"/> Merging Data and Policy for Children's Health: Influencing Change at the State Level Using the National Surveys of Children's Health and CSHCN	E10	1, 12	DER	Forum Room
	<input type="checkbox"/> A Multidisciplinary Approach to Creating Healthy Families	E11	1, 8, 11	FCC	Diplomat Room
Noon – 1:15 p.m.	Shared Regional Meetings Networking Boxed Lunch				See page 42
Noon – 1:15 p.m.	Alternative Networking Boxed Lunch				Regency Ballroom
1:15 p.m. – 2:15 p.m.	AMCHP-March of Dimes Fitness Walk and Kick-Off Event				Regency Ballroom
2:15 p.m. – 2:45 p.m.	Shared Dessert Break and Poster Presentations in Exhibit Hall				Ambassador Ballroom and Bird Cage Walk
2:45 p.m. – 4:00 p.m.	Shared Workshops				
	<input type="checkbox"/> Bright Futures: Reinforcing Families' Key Roles in Promoting Health and Wellness	F1		PC	Executive Room
	<input type="checkbox"/> Moving Forward: Outreach to Children with Special Health Care Needs in Emergency Responses	F2	1, 5	PC	Congressional A
	<input type="checkbox"/> Medicaid Buy-In Programs: Do They Make a Difference to Families of Children and Youth with Special Health Care Needs?	F3	8, 11, 12	OHS	Diplomat Room
	<input type="checkbox"/> Building a Statewide Family-Driven Navigator Network for Families of Children with Developmental Disabilities	F4	8, 9, 10, 11	FCC	Cabinet Room
	<input type="checkbox"/> Engaging Parents from Diverse Communities as Leaders and Advisors	F5	2, 5, 7, 11	CC	Council Room
	<input type="checkbox"/> Enhancing Pediatric Medical Homes	F6	7, 8, 9, 10	FCC	Senate Room
	<input type="checkbox"/> The Role of Family Organizations in Enhancing Performance of the Core Outcomes of CYSHCN	F7	5, 7, 8, 11	PC	Forum Room
	<input type="checkbox"/> Understanding the Lives of CYSHCN Using a Video Intervention/Prevention Assessment	F8	1, 5, 7, 8	FCC	Committee Room
	<input type="checkbox"/> Legislative Briefing: Advocating for MCH in the Era of Health Reform Implementation	F9	12	A	Regency Ballroom
	<input type="checkbox"/> Place-Based Initiatives to Promote Healthy Child Development: Communities of Practice Project	F10	1, 10, 11, 12	ICH	Congressional B
	<input type="checkbox"/> A Multidisciplinary Approach to Creating Healthy Families	F11	1, 8, 11	FCC	Director's Room

NOTES

NOTE: All events marked as “shared” have been planned with Family Voices and are open to all registrants of both the AMCHP and the Family Voices conferences.

7:00 a.m. – 7:00 p.m.

Registration Open *West Registration Desk*

7:00 a.m. – 8:30 a.m.

Shared Continental Breakfast with Exhibitors *Ambassador Ballroom and Bird Cage Walk*

7:15 a.m. – 8:30 a.m.

Knowledge Café

Bring along breakfast from the Exhibit Hall and join the lively Knowledge Café discussions!

For more information about the rooms, facilitators and topics, refer to the insert in your conference bag.

Note: Knowledge Café discussions are not eligible for CDC continuing education.

New in 2011!

AMCHP is exploring a new session design – replacing the roundtable sessions with a Knowledge Café!

What is a knowledge cafe? Quite simply, it's a method of bringing a group of people together to have an open, creative conversation on a topic of mutual interest to share their collective knowledge, ideas and insights and to gain a deeper understanding of the subject and the issues involved. This year's AMCHP conference will host 10 hot MCH topics, including the life course perspective, home visiting, childhood obesity prevention and teen pregnancy, to name a few. So, make sure to rise and shine early on Monday morning, February 14 – the first round of dialogue starts bright and early at 7:15 (bring breakfast from the Exhibit Hall) – and be ready to share your knowledge and insights with your peers.



8:45 a.m. – 10:15 a.m.

Morning General Session *Regency Ballroom*

Working Together to Meet the Health Needs of Adolescents and Young Adults

MODERATOR

Loretta Deliana Fuddy, ACSW, MPH, AMCHP Secretary and Chief, Family Health Services Division, Hawaii State Department of Health

Welcome from the U.S. Department of Health and Human Services

Howard Koh, MD, MPH, Assistant Secretary for Health, U.S. Department of Health and Human Services



Dr. Howard K. Koh serves as the 14th Assistant Secretary for Health for the U.S. Department of Health and Human Services (HHS), after being nominated by President Barack Obama and confirmed by the U.S. Senate in 2009. Dr. Koh oversees 14 core public health offices, including the Office of the Surgeon General and the U.S. Public Health Service Commissioned Corps, ten Regional Health Offices across the nation, and ten Presidential and Secretarial advisory committees. He also serves as senior public health advisor to the Secretary. The Office of Assistant Secretary for Health implements an array of interdisciplinary programs relating to disease prevention, health promotion, the reduction of health disparities, women's and minority health, adolescent health, HIV/AIDS and chronic infectious diseases, vaccine programs, fitness, sports and nutrition, bioethics, population affairs, blood supply, research integrity and human research protections. As the Assistant Secretary for Health, Dr. Koh is dedicated to the mission of creating better public health systems for prevention and care so that all people can reach their highest attainable standard of health.

Presentation of the 2011 AMCHP Best Practices Award

Promising Practice: Illinois' La Vida Sana, La Vida Feliz Healthy Women Program

Presentation

R U Effective?

How well are you (or, R U) meeting the health needs of young people? This dynamic and engaging session will provide conference attendees with a look at the current status of adolescent and young adult health from a nationally recognized adolescent health expert, Dr. Robert Blum. Dr. Blum will be following his presentation with a “conversation” with a panel of young people who will be sharing their perspectives on key health issues.

Robert Blum, MD, PhD, MPH, William H. Gates Sr. Chair, Department of Population, Family and Reproductive Health and Director, Urban Health Institute at the Johns Hopkins Bloomberg School of Public Health

Panel of Youth Leaders

To be introduced during the session

Working Together to Improve Maternal and Child Health



10:15 a.m. – 10:45 a.m.

Shared Coffee Break with Exhibitors *Ambassador Ballroom and Bird Cage Walk*

Generously sponsored by



10:45 a.m.– Noon

Shared Workshops (E1-E11)

E1

Congressional A

Ensuring Language Access for Our Diverse Community: Rights and Resources

PRIMARY TRACK: **Cultural Competence** 
SECONDARY TRACKS: **Family-Centered Care** 
Quality Improvement, Health Care Financing & Systems Building 
Health Equity & Social Justice 

*MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems*

Growing numbers of U.S. families speak languages other than English, making language access ever more important. Research demonstrates that effective communication with families is essential to improving maternal and child health, and that language access is critical to effective communication and health literacy. This workshop will provide information on the right to language access for families with limited English proficiency, requirements and tools to conduct language access self-assessments and develop language access plans, and resources to assist state agencies and family organizations to enhance and expand language access. We will provide an overview of the laws that require all federal and federally-funded agencies to ensure language access, share a language-access assessment, build plan-development skills, and connect participants to lep.gov, a federal cross-agency initiative. We will also facilitate the sharing of participant experiences with improving language access.

MODERATOR AND PRESENTER

Diana Autin, JD, Executive Co-Director, Statewide Parent Advocacy Network (SPAN), Newark, NJ

PRESENTERS

Mercedes Rosa, Director, Family to Family Health Information Center and Culturally Competent Outreach and Support Project, SPAN, Newark, NJ

Jennifer Bolden-Pitre, JD, Director, State Implementation Project for Community Systems of Care for CYSHCN and Families, SPAN, Newark, NJ

E2

Cabinet Room

Partnerships Are Key in Measuring and Improving Quality in Child Health

PRIMARY TRACK: **Quality Improvement, Health Care Financing & Systems Building** 
SECONDARY TRACKS: **Family-Centered Care** 
Partnerships & Collaboration 

This workshop will help MCH and family leaders learn about current national quality improvement efforts, strategies for strengthening partnerships for the delivery of quality care, and current quality improvement activities underway that may be replicated in other states. Change concepts, tools and strategies will be shared to address gaps in practice and equip attendees with knowledge to implement changes within their own organizations. Family-created tools for identifying quality family-centered care will also be shared.

MODERATOR AND PRESENTER

Nora Wells, MEd, Director of National Programs, Family Voices, Lexington, MA

PRESENTERS

Dawn Wardyga, Director, Health and Public Policy, Rhode Island Parent Information Network/Family to Family Health Information Center, Cranston, RI

Beth Dworetzky, Director of Massachusetts Family Voices and F2F HIC, Federation for Children with Special Needs, Boston, MA

Patricia Heinrich, RN, MSN, Quality Improvement Consultant, National Initiative for Children's Healthcare Quality (NICHQ), Boston, MA

Tara Bristol, Parent Chair, NICHQ, Boston, MA

E3

Director's Room

Developing Family Leaders by Competency Integration: The Family Scholars Program

PRIMARY TRACK: **Workforce & Leadership Development** 
SECONDARY TRACKS: **Advocacy** 
Family-Centered Care 
Cultural Competence 

*MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 2: Self-Reflection
MCH Leadership Competency 5: Communication
MCH Leadership Competency 12: Policy and Advocacy*

MCH programs engage family members as consultants, advisers and program staff through Title V and Title V-funded programs. States engage consumers and aim to develop family leaders in different ways. Additionally, how they train and provide support to families varies nationally. There is no one-size-fits-all. Regardless of the mechanisms, MCH programs are invested in family involvement. AMCHP is invested in developing family leaders as well. For more than 10 years it has engaged family leaders from across the country as family scholars and mentors through the Family Scholars Program. Over the last year the program has shifted from providing a

10:45 a.m.– Noon

Shared Workshops (E1-E11) *continued*

scholarship to attend the annual conference and linking family scholars to a mentor to a 12-month program that is integrating 7 of 12 MCH Leadership Competencies, selected by AMCHP's Family and Youth Leadership Committee. Participants engage in monthly webinars, are provided readings, and complete specific activities centered on a specific competency or competencies. This workshop will highlight the impact on individual leadership development, how resources are being shared with other families, the impact on Title V and lessons learned.

MODERATOR AND PRESENTER

Librada Estrada, MPH, Associate Director, Workforce and Leadership Development, Family Involvement, AMCHP, Washington, DC

PRESENTERS

Anna Cyr, Family Consultant to the Children with Special Health Needs Program, Maine Parent Federation, Maine Family Voices, Leeds, Maine

Heather Milliren, Coordinator, NW Regional Representative, Skagit County Parent to Parent, Mt Vernon, WA

Rylin Rodgers, Family Discipline Coordinator, Riley Child Development Center, State Coordinator, Family Voices Indiana, Indianapolis, Indiana

E4 *Palladian Room*

Supporting and Enhancing Developmental Screening Initiatives Through Family, Professional and State Partnerships

PRIMARY TRACK: Partnerships & Collaboration **PC**
 SECONDARY TRACK: Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 5: Communication
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 10: Interdisciplinary Team Building

The use of standardized developmental screening tools is not routine practice by the majority of Maryland's pediatric primary care providers. Educating primary care providers, providing intensive support for practices, and engaging parents in the developmental screening process combine several initiatives to provide continuity and to ensure ongoing success in the implementation of developmental screening statewide. Partnerships were formed among a diverse group including families, state agencies, AAP chapters and Johns Hopkins School of Medicine to ensure a comprehensive approach. The growth of this collaboration and the planned expansion have not been without challenges and barriers. The workshop will review lessons learned, findings regarding the practices' implementation of developmental

screening, and the challenges of engaging parents in the developmental screening process, especially in communities that are some of the state's most vulnerable due to poor socioeconomic status, low community assets, and reluctance to trust. Strategies to engage diverse partners around developmental screening and to enhance communication between state agencies, family organizations and other critical partners will be explored.

MODERATOR AND PRESENTER

Tracy King, Assistant Professor, Department of Pediatrics, Johns Hopkins School of Medicine, Baltimore, MD

PRESENTER

Kelly Meissner, Special Projects Coordinator, The Parents' Place of Maryland, Glen Burnie, MD

E5 *Council Room*

Culture as a Lens for End of Life Care

PRIMARY TRACK: Cultural Competence **CC**
 SECONDARY TRACKS: Family-Centered Care **FCC**
 Partnerships & Collaboration **PC**
 Health Equity & Social Justice **HEST**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 12: Policy and Advocacy

Families and health care providers of CYSHCN may face the painful process of caring for them at the end of their lives. Ever-increasing national cultural diversity underscores the need for an understanding of the role of culture in decision-making processes, grief, needs for support and how families experience the health care and legal systems that set the guidelines for how this care is delivered. Achieving the MCHB outcome for CYSHCN, that families will be partners in decision-making at all levels, is essential at this critical point. Creating effective and supportive partnerships in this care requires an understanding of the cultural lens on this process. Workshop participants will learn about the multiple dimensions of culture, cultural variables that impact end-of-life care, how current laws and policies about end-of-life care reflect cultural values and beliefs, the impact of religious and spiritual beliefs at the end of life, the potential conflict between the "culture of medicine" and the cultures of families and care providers, and strategies to address cross-cultural differences.

MODERATOR

Wendy Jones, MEd, MSW, Director, CYSHCN Project, and Senior Policy Associate/Research Instructor, National Center for Cultural Competence, Georgetown University Center for Child and Human Development, Washington, DC

Working Together to Improve Maternal and Child Health



10:45 a.m.– Noon

Shared Workshops (E1-E11) *continued*

PRESENTERS

Tawara Goode, MA, Director, National Center for Cultural Competence, Georgetown University Center for Child and Human Development, Washington, DC

Pat Maloof, PhD, Medical Anthropologist, Senior Consultant, National Center for Cultural Competence, Washington, DC

E6

Executive Room

System Building by Way of Transformational Partnerships: You Can Do It Too!

PRIMARY TRACK: Partnerships & Collaboration **PC**
SECONDARY TRACKS: Family-Centered Care **FCC**
Quality Improvement, Health Care Financing & Systems Building **QHS**
Infant & Child Health **ICH**

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

Clearly, simply identifying a need is often not enough to change a system. Instead, strategic alliances and supported incubation provide the structure within which cross-systems, silo-free planning efforts transform systems and address needs. Our presenter team will share lessons learned from the Indiana Association for Infant and Toddler Mental Health (IAITMH) partnership with Indiana's MCH ECCS Sunny Start project to create a statewide comprehensive professional development and endorsement process for early childhood professionals across systems that support the social emotional needs of young children and their families. This session will describe the unique incubator approach used to foster key partnerships, resulting in a translatable outcome-based effort to drive systems change, taking advantage of IAITMH's nonagency affiliation to champion systems change, thereby making service possible for all children throughout the state. This successful alliance and journey provides a road map for others seeking to address complex problems and needs.

MODERATOR

Betsy Anderson, IMPACT Project Director, Family Voices, Boston, MA

PRESENTERS

Stephan Viehweg, ACSW, LCSW, Associate Director/Training Director, Riley Child Development Center, Indianapolis, IN

Judy Ganser, MD, MPH, Medical Director, Indiana State Department of Health, Indianapolis, IN

E7

Senate Room

Integrating Education and Health Care Transition: The Interdisciplinary Collaborative on Health Care and Education Transition

PRIMARY TRACK: Youth in Transition **YT**
SECONDARY TRACKS: Adolescent Health **AH**
Workforce & Leadership Development **WLD**
Partnerships & Collaboration **PC**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

The worlds of health care transition (HCT) and education transition (ET) rarely interact. The word “transition” has very different meanings in the two spheres. This is an artificial separation: health care and vocational interests are integral concerns of each child and the adult he or she will become. The separation minimizes effectiveness, limits transition efforts overall and is confusing and frustrating for families. The Interdisciplinary Collaborative on Health Care and Education Transition (ICHET) first convened in the spring of 2009 in response to the increased need for communication between health care providers and educators about the respective transition processes in their fields. ICHET includes interdisciplinary representatives from the University of Florida (UF) Colleges of Medicine (physician, social worker, family partner) and Education and the UF Institute for Child Health Policy. ICHET works at the level of policy change and professional and family education to integrate HCT and ET. This interactive workshop will discuss ICHET's work, identifying the major challenges and highlighting recommendations for integrating HCT and ET for CYSHCN. Participants will be encouraged to talk about past experiences and suggestions for best practices.

MODERATOR

Jeanne Repetto, PhD, Associate Professor, College of Education, University of Florida, Gainesville, FL

PRESENTERS

Susan Horky, MSW, LCSW, Co-Director and Social Work Faculty, University of Florida Pediatric Pulmonary Center (UFPPC), Gainesville, FL

Angela Miney, BA, Family Partner, UFPPC, Gainesville, FL

John Reiss, PhD, Associate Professor of Pediatrics, University of Florida, Gainesville, FL

E8

Congressional B

Applying the Principles of Patient- and Family-Centered Care to Advocacy Efforts

PRIMARY TRACK: Advocacy **A**
SECONDARY TRACKS: Family-Centered Care **FCC**
Partnerships & Collaboration **PC**

MCH Leadership Competency 6: Negotiation and Conflict Resolution

10:45 a.m.– Noon

Shared Workshops (E1-E11) continued

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring

MCH Leadership Competency 12: Policy and Advocacy

This workshop will provide an opportunity for participants to expand their understanding of the power of parent-professional partnerships. Starting with a foundation of respectful collaboration, participants will hear about one family's journey to self-advocacy and how that journey was integrated into advocating for improvement within the organization so that the care provided is truly patient- and family-centered. Opportunities and challenges of creating the structure for patient and family involvement will be shared, as well as how that partnership was applied at the community, state and federal legislative levels. With the present opportunity for health care redesign, it is important that MCH professionals and patients and families learn how to become better, more efficient, more collaborative partners with one another. This workshop will present guidelines for establishing, improving and sustaining the parent-professional partnership for advocacy efforts.

MODERATOR AND PRESENTER

Libby Hoy, BS, Patient and Family Centered Care Consultant, Miller Children's Hospital, Long Beach, CA

E9

Committee Room

Parent Roles and Life Experience: Jobs, Work and Education

PRIMARY TRACK: Workforce & Leadership Development 

Although studies have documented the activities of daily living (e.g. feeding, bathing, personal hygiene) that parents of CSHCN assist with, the more skilled aspects of the parenting job have not been thoroughly examined. Presenters will discuss a qualitative study that uses job analysis, a tool of occupational research, to describe the job of parenting a child with special needs in terms of the tasks and duties involved and the skills needed to perform them. Matching the tasks and skills discussed by the parents with formal job definitions in the U.S. Department of Labor's Occupational Information Network enabled us to identify the main occupations parents performed. We will discuss the value and implications for: parents and their employment opportunities, fiscal and social policy, health care services and parent-training, and the design of workplace policies to accommodate employed parents. Many family organizations engage parent leaders in an array of training and consultation roles. Organizations often report a cohort of parent leaders who frequently participate in these opportunities and who sometimes receive compensation for their efforts. However, many of

these parent leaders do not have educational degrees or permanent employment. This session will focus on how to assist families in documenting an array of life experiences, including formal training through parent organizations and consultation experiences. The process is one being used in Connecticut with an array of parent organizations and has assisted parents in developing a portfolio that can be used as part of a resume or to obtain college credit if enrolled in an institution of higher education.

MODERATOR AND PRESENTER

Molly Cole, Associate Director, Family Voices, Farmington, CT

PRESENTERS

Alison Earle, PhD, Principal Research Scientist, Institute on Urban Health Research (IUHR), Northeastern University, Boston, MA

Dolores Acevedo-Garcia, PhD, Associate Professor, IUHR, Northeastern University, Boston, MA

Lindsay Rosenfeld, MS, ScD, Associate Research Scientist, IUHR, Northeastern University, Boston, MA

E10

Forum Room

Merging Data and Policy for Children's Health: Influencing Change at the State Level Using the National Surveys of Children's Health and CSHCN

PRIMARY TRACK: Data, Evaluation & Research Methods 

SECONDARY TRACK: Infant & Child Health 

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 12: Policy and Advocacy

The National Surveys of Children's Health and CSHCN provide national- and state-level data on the health and well-being of U.S. children. The surveys can be used by child health leaders and advocates for state-level system and policy improvements. These surveys also can be merged with other data sources to examine how policy-level factors can affect child health outcomes. We will examine various policy-relevant analyses such as: (a) how these data will be used in California as a tool to bring about improvements to the state's system; (b) state changes in cigarette taxes and clean air legislation between the 2003 and 2007 surveys in relation to household smoking and smoking-sensitive children with asthma; (c) how state context impacts outcomes regarding obesity by considering statewide demographic characteristics for the same variables used at the individual child level; and (d) the association between a child receiving developmental screenings and how the child's state is categorized regarding eligibility for state-sponsored early intervention services. Participants also will learn how to do analyses for their own states using the MCHB-sponsored Data Resource Center website.

Working Together to Improve Maternal and Child Health



10:45 a.m.– Noon

Shared Workshops (E1-E11) *continued*

MODERATOR

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

PRESENTERS

Christina Bethell, PhD, MPH, MBA, Professor, Director, School of Medicine, Oregon Health and Sciences University and The Child and Adolescent Health Measurement Initiative, Portland, OR

Ashley Schempf, PhD, Epidemiologist, MCHB, Rockville, MD

David Alexander, MD, President and CEO, Lucile Packard Foundation for Children's Health, Palo Alto, CA

E11

Diplomat Room

A Multidisciplinary Approach to Creating Healthy Families

PRIMARY TRACK: **Family-Centered Care** 
SECONDARY TRACKS: **Infant & Child Health**  **Partnerships & Collaboration** 

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

This workshop will describe a multidisciplinary approach to improving child health and well-being. Child Health Investment Partnership (CHIP) of Roanoke Valley, Virginia, has responded to the multiple needs of low-income families by using a team-based approach unique among home visiting programs. Empowerment of families is achieved by teaching parents how to self-manage the preventive health care of their children, reducing barriers to care as well as costly emergency room visits. Home visits using nurses and early childhood and mental health professionals provide the vehicle to deliver family-centered case management services including asthma, oral health and prenatal health care. Parents are provided with early childhood development information through their children's critical early years as well as support to gain self-sufficiency for the family. CHIP addresses mental health risks through in-home family support and parenting education. Families receive support, encouragement, therapeutic interventions, parenting guidance and referrals for counseling, psychiatric evaluation, medication management and in-home treatments. This workshop will also discuss the multiple positive child and family physical, mental and oral health outcomes.

MODERATOR AND PRESENTER

Robin Haldiman, CEO, Child Health Investment Partnership (CHIP) of Roanoke Valley, Roanoke, VA

PRESENTERS

Lin Young, RN, AC-E, PhD, Director of Nursing and Training, CHIP of Roanoke Valley, Roanoke, VA

Dianna Journell, Director of Family Support Services, CHIP of Roanoke Valley, Roanoke, VA

Noon – 1:15 p.m.

Shared Regional Meetings Networking Boxed Lunch

Come network with colleagues from your region to discuss emerging issues, share success stories and hear national updates from AMCHP's partners.

Boxed lunches will be provided in the Regency Ballroom Foyer – pick one up before heading to your region's room.

Region I *Congressional A*
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Region II *Director's Room*
New Jersey, New York, Puerto Rico, U.S. Virgin Islands

Region III *Palladian Room*
Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia

Region IV *Diplomat Room*
Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee

Region V *Executive Room*
Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin

Region VI *Senate Room*
Arkansas, Louisiana, New Mexico, Oklahoma, Texas

Region VII *Congressional B*
Iowa, Kansas, Missouri, Nebraska

Region VIII *Forum Room*
Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

Region IX *Cabinet Room*
Arizona, California, Hawaii, Nevada, American Samoa, Federated States of Micronesia, Guam, Marshall Islands, Northern Mariana Islands, Palau

Region X *Council Room*
Alaska, Idaho, Oregon, Washington

Noon – 1:15 p.m.

Alternative Networking Boxed Lunch *Regency Ballroom – collect your boxed lunch in the foyer*

1:15 p.m. – 2:15 p.m.

**AMCHP – March of Dimes
Fitness Walk
and Kick-Off Event** *Regency Ballroom*

MODERATOR

Nan Streeter, MS, RN, AMCHP Past President and Director, Child and Family Health Services and Maternal and Child Health, Utah Department of Health

Presentation of the 2011 AMCHP Vince Hutchins Award to Jennifer L. Howse, PhD

Recognizing leadership in promoting a society responsive to the needs of women, children, and families

**AMCHP – March of Dimes Fitness Walk
Kick-Off Event**

Join your colleagues and the March of Dimes 2011 National Ambassador family in a fitness walk to raise awareness of and support for prematurity prevention. Be part of the AMCHP Steps for Babies Team and support the Maryland-National Capital Area chapter of the March of Dimes. Bring your walking shoes and warm clothes – the walk will be outside – rain or shine!

REMARKS

Michael R. Fraser, PhD CAE, Chief Executive Officer, AMCHP

Jennifer L. Howse, PhD, President, March of Dimes

Lauren, Nikki and Densel Fleming, March of Dimes 2011 National Ambassador Family

Lauren Fleming of Marvin, North Carolina, serves as the 2011 March of Dimes National Ambassador, along with her parents, Nikki and Densel. Lauren was born in 2004 at just 26 weeks, weighing 2 pounds, 1 ounce, and doctors prepared her parents for the worst. During her 5-month stay in newborn intensive care, Lauren was treated for respiratory distress and underwent multiple surgeries related to a damaged vocal cord and a heart defect. After coming home, Lauren thrived and today is a warm and loving 6-year-old who makes friends easily. She loves to draw, create story books and read. She is excited to be the 2011 National Ambassador because, "The March of Dimes helps babies and helped my little sister, Erin, and brother, Corbin, to be born healthy." The Flemings look forward to serving as the 2011 National Ambassador Family and being able to share their story nationally to raise awareness of the serious problem of premature birth and to encourage others to support the March of Dimes.



Lauren Fleming

2:15 p.m.–2:45 p.m.

**Shared Dessert Break and
Poster Presentations in
Exhibit Hall** *Ambassador Ballroom
and Bird Cage Walk*

(poster presenters will be with their posters to answer questions during this time)

Presentation of Regional Baskets: Regions I, II, III, IV

2:45 p.m. – 4:00 p.m.

Shared Workshops (F1-F11)

F1

Executive Room

Bright Futures: Reinforcing Families' Key Roles in Promoting Health and Wellness

PRIMARY TRACK: **Partnerships & Collaboration** **PC**

SECONDARY TRACKS: **Family-Centered Care** **FCC**

Infant & Child Health **ICH**

Much of the work of keeping children healthy occurs at home and in the community, therefore it is essential that families understand the key roles they have in carrying out Bright Futures (BF) recommendations. Fortunately, there are many existing and potential partners and new and existing BF materials especially for families! Note that BF addresses the health of all children, including CYSHCN. With professional and family partners, Family Voices (FV) has developed a panoply of family resources including a newly updated BF for Families Pocket Guide, which complements and coordinates with the American Academy of Pediatrics (AAP) Bright Futures 3rd Edition; theme sheets; BF Family Matters, an electronic newsletter; and workshop outlines to create opportunities for information-sharing and discussion. We will share ideas and strategies for ways to reach and reinforce families at well-child health visits, WIC clinics, family workshops, home visits, and electronically. In addition, the FV Bright Futures for Families initiative, working with AAP, BF organizations, and the F2Fs, has as a goal to ensure families are knowledgeable about and feel supported in their role of promoting their children's health and wellness. We will demonstrate the usefulness of new BF for Families materials, reinforce the importance of what families do to promote their children's health, emphasize the family's role as a partner with providers in their children's health care, provide strategies families can use to help their children take responsibility for health care, and link health and wellness concepts to the six National Performance Measures for the F2Fs.

MODERATOR

Betsy Anderson, IMPACT Project Director, Family Voices, Boston, MA

PRESENTERS

Beth Dworetzky, MS, Project Director, Massachusetts Family Voices at the Federation for Children with Special Needs, Boston, MA

Mercedes Rosa, Project Coordinator, SPAN, Newark, NJ

Paula Duncan, MD, University of Vermont College of Medicine, VCHIP, Burlington, VT

Working Together to Improve Maternal and Child Health



2:45 p.m. – 4:00 p.m.

Shared Workshops (F1-F11) *continued*

F2

Congressional A

Moving Forward: Outreach to Children with Special Health Care Needs in Emergency Responses

PRIMARY TRACK: Partnerships & Collaboration **PC**
SECONDARY TRACK: Infant & Child Health **ICH**

*MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 5: Communication*

Epidemiological data have revealed that children, especially those with certain high-risk medical conditions, were most at risk for flu complications during the 2009 H1N1 influenza pandemic. This workshop will describe how the CDC Children's Health Team's efforts during the 2009 H1N1 response contribute to ongoing outreach to CYSHCN, with a specific focus on communication, partnership and collaboration. Continued work on message development and corresponding communication and dissemination plans will assist in accounting for children's health during future emergency response activities. The Children's Health Team's activities focused on key target audiences, specifically parents, clinicians and organizations that serve children with high-risk medical conditions. Specific efforts included (a) collaborations between CDC subject matter experts and the American Academy of Pediatrics, (b) collaboration and outreach to and with national child care leaders from both the public and private sectors to communicate CDC guidance and offer technical assistance and training and (c) collaboration across CDC's 2009 H1N1 response teams to ensure that guidance specifically addressed the needs of CYSHCN.

MODERATOR AND PRESENTER

Adina de Coteau, MPH, ORISE Fellow, National Center on Birth Defects and Developmental Disabilities, CDC, Atlanta, GA

PRESENTER

Georgina Peacock, MD, MPH, Medical Officer and Senior Service Fellow, CDC, Atlanta, GA

F3

Diplomat Room

Medicaid Buy-In Programs: Do They Make a Difference to Families of Children and Youth with Special Health Care Needs?

PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building **OHS**
SECONDARY TRACKS: Advocacy **A**
Partnerships & Collaboration **PC**
Data, Evaluation & Research Methods **DER**

*MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy*

The Family Opportunity Act (FOA) allows states to create a buy-in program to expand Medicaid coverage to children with severe disabilities who have family incomes of up to 300% of the federal poverty level. The policy rationale for the buy-in program is to allow families of CYSHCN to access the more robust package of benefits and lower cost-sharing offered through the Medicaid program while removing the disincentive to earning that current income eligibility limits create. A few states are beginning to implement this aspect of the FOA, even though there is little evidence in the literature about outcomes of existing Medicaid buy-in programs. The Catalyst Center has begun a research project with two states, Louisiana and Massachusetts, to evaluate how Medicaid buy-in programs impact CYSHCN and their families. In this workshop we will report preliminary findings on family ability to retain or obtain employer-sponsored coverage, parental workforce participation, family medical debt, health outcomes for children, crowd out, and health insurance choices. By learning more about the implications of buy-in programs for children, families and states, we hope to encourage more active take-up of the FOA option.

MODERATOR

Lynda Honberg, MHSA, Project Officer, DSCSHCN, MCHB, HRSA, Rockville, MD

PRESENTERS

Meg Comeau, MHA, Director, Catalyst Center, Boston University School of Public Health, Boston, MA

Sara Bachman, PhD, Research Director, Catalyst Center, Boston University School of Social Work, Boston, MA

F4

Cabinet Room

Building a Statewide Family-Driven Navigator Network for Families of Children with Developmental Disabilities

PRIMARY TRACK: Family-Centered Care **FCC**
SECONDARY TRACKS: Partnerships & Collaboration **PC**
Advocacy **A**

*MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems*

Supporting families raising children with developmental disabilities by providing a one-stop navigation network has been proven to enhance the capacity of children and their families in making informed choices by helping them find supports and services they need to successfully live, work and recreate in their own communities. The presenters will share details of the Family to Family (F2F) Iowa project, which utilizes family representatives to guide and implement the statewide Navigator Network and access evidence-based health information. They will discuss how merging the F2F Health Information Center and Family Support 360 grant projects strengthens Iowa's system of care for families of children with developmental disabilities and co-occurring or complex health care needs and they will show how building

2:45 p.m. – 4:00 p.m.

Shared Workshops (F1-F11) *continued*

collaboration between two projects with similar but distinct goals promotes the sustainability of both. They will discuss how partnering with multiple family groups and state agencies to develop shared Navigator competencies will increase the dissemination of high-quality resources, information and services. They will describe planning that has occurred to link partner agency websites with one virtual website. Finally, the presenters will discuss how both system- and community-level quality improvement efforts enhance family leadership.

MODERATOR

Debra Waldron, MD, MPH, Clinical Associate Professor of Pediatrics and Director and Chief Medical Officer, Child Health Specialty Clinics, University of Iowa Hospitals and Clinics, Iowa City, IA

PRESENTERS

Rachell Swanson-Holm, BS, Project Director, Family to Family Iowa Support 360, Child Health Specialty Clinic (CHSC), University of Iowa Hospitals and Clinics (UIHC), Fort Dodge, IA

Barbara Khal, MA, Program Consultant Director, Division of Public Health, CHSC, UIHC, Iowa City, IA

Erica Zito, Project Director for Iowa's Family to Family Health Information Center, CHSC, UIHC, Iowa City, IA

F5

Council Room

Engaging Parents from Diverse Communities as Leaders and Advisors

PRIMARY TRACK: **Cultural Competence** 
 SECONDARY TRACKS: **Health Equity & Social Justice** 
 Workforce & Leadership Development 
 Partnerships & Collaboration 

MCH Leadership Competency 2: Self-Reflection
MCH Leadership Competency 5: Communication
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 11: Working with Communities and Systems

Families who have children with special health care needs have a unique perspective on systems of supports for their children and have firsthand knowledge of organizations' policies, procedures and quality improvement initiatives. Families generally, and specifically from diverse populations, may not participate in advisory or other leadership roles. This often occurs because neither appropriate supports nor cultural considerations are in place to assist families from diverse backgrounds. The session will (a) present guiding principles for culturally and linguistically competent family involvement, (b) explore perspectives of challenges and barriers to involvement, (c) feature a parent's journey of moving

from being a "token" parent with little support to one who is fully engaged and a national leader, (d) highlight Shared Participation, a recent publication that will be a helpful resource for participants to apply to their work and (e) provide effective strategies that participants can use in family involvement initiatives.

MODERATOR AND PRESENTER

Barbara Katz, MA, Co-Director, Family Voices of Wisconsin, Madison, WI

PRESENTERS

Trish Thomas, Family Voices National TA/Partnership Coordinator, National Center for Family Professional Partnerships, Albuquerque, NM

Wendy Jones, MEd, MSW, Director, CYSHCN Project, and Senior Policy Associate/Research Instructor, National Center for Cultural Competence, Georgetown University Center for Child and Human Development, Washington, DC

F6

Senate Room

Enhancing Pediatric Medical Homes

PRIMARY TRACK: **Family-Centered Care** 
 SECONDARY TRACKS: **Quality Improvement, Health Care Financing & Systems Building** 
 Partnerships & Collaboration 

MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring
MCH Leadership Competency 10: Interdisciplinary Team Building

The Rhode Island Pediatric Practice Enhancement Project (PPEP) has increased the capacity and quality of care for CYSHCN. PPEP places Family Resource Specialists on site in pediatric primary and specialty care practices to link families (over 4500 to date) with community resources and specialty services, assist physicians in providing family-centered care, and identify barriers to comprehensive and coordinated care. PPEP has been evaluated on several levels with significant positive results including health care cost savings, improved care coordination, increased family satisfaction and improved physician productivity. Rhode Island's PPEP administrators provided technical assistance to the Nebraska Medical Home Learning Collaborative (NMHLC) in their planning for and implementation of a parent-professional partnership model of care coordination. As a result, the NMHLC is supporting three parent partners in primary and specialty care practices. This presentation will highlight how parent professional partnerships enhance medical homes and demonstrate how the PPEP model translates across states and in a variety of practice settings. The presentation will be of interest to state and local leaders from parent and professional organizations.

Working Together to Improve Maternal and Child Health



2:45 p.m. – 4:00 p.m.

Shared Workshops (F1-F11) *continued*

MODERATOR AND PRESENTER

Deborah Garneau, MA, Special Needs Director, RI Department of Health, Providence, RI

PRESENTERS

Lisa Schaffran, Associate Director, RI Parent Information Network, Cranston, RI

Amy Gibson, MS, RN, Assistant Director, Boys Town Institute for Child Health Improvement, Boys Town, NE

F7

Forum Room

The Role of Family Organizations in Enhancing Performance on the Core Outcomes for CYSHCN

PRIMARY TRACK: Partnerships & Collaboration **PC**
SECONDARY TRACKS: Family-Centered Care **FCC**
Quality Improvement, Health Care
Financing & Systems Building **OHS**

MCH Leadership Competency 5: Communication
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 11: Working with Communities and Systems

Research demonstrates that effective communication and collaboration with families is essential to improving maternal and child health. Family-led organizations, whose primary mission is empowering families, are indispensable partners in improving communication and collaboration with families. Family-led organizations have the “on the ground” connections to community-based organizations that serve families whose children have the poorest health outcomes. This workshop will provide MCH programs and family organizations with concrete, how-to information, resources and tools on the role of family organizations in partnering with state MCH agencies to improve state performance in the six core outcomes for CYSHCN, especially for underserved children and families. It also will provide strategies and tools to develop and strengthen family-state partnerships from the perspective of two Family Voices state affiliates who house their State Improvement Grant for Integrated Community Systems of Care for CYSHCN, in partnership with their state departments of health and American Academy of Pediatrics chapters. The workshop will also facilitate the sharing of participants’ experiences with family organization leadership in the six core outcomes.

MODERATOR AND PRESENTER

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

PRESENTER

Josie Thomas, Executive Director, Parents Place of Maryland, Glen Burnie, MD

F8

Committee Room

Understanding the Lives of CYSHCN Using a Video Intervention/Prevention Assessment

PRIMARY TRACK: Family-Centered Care **FCC**
SECONDARY TRACKS: Adolescent Health **AH**
Data, Evaluation & Research Methods **DER**
Cultural Competence **CC**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 5: Communication
MCH Leadership Competency 7: Cultural Competency
MCH Leadership Competency 8: Family-Centered Care

This presentation describes the Video Intervention/Prevention Assessment (VIA) project at the University of Florida. VIA methodology, which originated at Boston Children’s Hospital, gives CYSHCN the opportunity to teach health care providers about life with a disability and to empower these children and youth in their own care. Teens with disabilities are loaned camcorders and are asked to “teach your provider about your condition.” Teens are encouraged to film family members, interests and activities, school and work, friends and social life, medications and treatments, views of health care and any other aspect of life they consider important. Teens are also asked to use the camcorders to create “video diaries,” talking about their feelings and observations about events and relationships in their lives. Implicit in these goals is the third, complementary goal that health care providers will learn about the lives of CYSHCN. VIA videotapes are transcribed and analyzed qualitatively to identify themes and topics that emerge when youth with chronic illnesses discuss their lives to teach providers nationwide about their views of CYSHCN.

MODERATOR AND PRESENTER

Susan Horky, MSW, LCSW, Co-Director, Pediatric Pulmonary Center (PPC) Leadership Training Program, University of Florida, Gainesville, FL

PRESENTER

Angela Miney, BA, Family Partner, University of Florida PPC, Gainesville, FL

F9

Regency Ballroom

Legislative Briefing: Advocating for MCH in the Era of Health Reform Implementation

PRIMARY TRACK: Advocacy **A**

MCH Leadership Competency 12: Policy and Advocacy

Come learn about the latest on AMCHP’s and Family Voices’ advocacy on behalf of maternal and child health and children and youth with special health care needs. This session will empower participants with new skills and key messages about how to be more effective advocates.

MODERATOR AND PRESENTER

Brent Ewig, MHS, Director of Policy, AMCHP, Washington, DC

2:45 p.m. – 4:00 p.m.

Shared Workshops (F1-F11) *continued*

F10 *Congressional B*

Place-Based Initiatives to Promote Healthy Child Development: Communities of Practice Project

PRIMARY TRACK: Infant & Child Health **ICH**
 SECONDARY TRACKS: Partnerships & Collaboration **PC**
 Workforce & Leadership Development **WLD**
 Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

The Communities of Practice (COP) promotes the health and well-being of children by supporting a “community” of eight innovative, cross-sector, place-based children’s initiatives and national child health policy experts. This community is identifying promising policies and practices to spread these children’s initiatives across the county. Children and their families come into contact with services and programs in multiple systems, such as primary care, child care, education, and parks and recreation, from the moment they are born. These systems have the opportunity to work together to promote healthy child development. Across the country, a number of communities have developed innovative, place-based initiatives, which target a specific geographic area rather than any one specific issue. They promote coordination, collaboration and integration across sectors and engage families and communities. The work of COP will serve as a model for the rest of the country. The lessons learned, strategies and policies that are discussed can be used by other states and communities, federal officials, and national and state advocacy organizations to build and sustain comprehensive, integrated place-based initiatives similar to the COP.

MODERATOR AND PRESENTER

Jennifer Bonney, MPH, Senior Program and Policy Analyst, The Nemours Foundation, Washington, DC

PRESENTERS

Uma Ahluwalia, Director, Montgomery County Maryland Department of Health and Human Services, Rockville, MD

Judy Langford, Senior Fellow, Center for the Study of Social Policy, Washington, DC

Kelli Thompson, JD, Director of Policy, Evaluation and Research, Nemours, Newark, DE

F11 *Director’s Room*

Good Communication: Understanding Differences, Building Successful Relationships

PRIMARY TRACK: Family-Centered Care **FCC**
 SECONDARY TRACKS: Partnerships & Collaboration **PC**

This interactive workshop will help participants reflect on how their personal backgrounds and experiences impact how they communicate and interact with others. We will discuss how simple misunderstandings due to differences in communication styles can impact professional relationships, and how a resource or approach which worked well for one family may appear useless to another with apparently similar circumstances but different family dynamics. True life examples will be shared. Group discussion will explore how culture, ethnicity, gender and economic status impact communication. Due to current economic challenges, many families are themselves unsure about how to communicate their needs within the service systems they need to access. Successful collaboration is key. Additionally, we will take a humorous yet thought-provoking look at core differences between physicians and parents/ family leaders. Using the famous book *Men are from Mars, Women are from Venus* as a backdrop, MCH grantees, parent partners and family leaders will learn how fundamentally different physicians and parent partners are. The director of integrated systems for a statewide parent advocacy network will use stories from the field to illustrate these differences. If patient-centered medical homes are really the wave of the future and parent partners are an integral part, an argument can be made that family leaders must master a new code of conduct and understand the communication style of physicians. Likewise, parent leaders will see the impact of using our most valuable resources, our families and staff, as cultural brokers to facilitate our navigation into new waters.

MODERATOR

Rachel Arculin, Program Manager, Online Media and Information Technology, AMCHP, Washington, DC

PRESENTERS

Julie Sullivan, AS, State Coordinator, Family Voices of Tennessee, Nashville, TN

Trish Thomas, AA, Family Voices National TA/ Partnership Coordinator, Family Voices National, Albuquerque, NM

Jennifer Bolden Pitre, MA, JD, Director Integrated Systems, SPAN, Cherry Hill, NJ

4:15 p.m.–5:30 p.m.

Shared Workshops (G1-G11)

G1 *Council Room*

Family-to-Family Support Increasing Family Capacity for Active Involvement in the Health Care of Children and Youth with Special Health Care Needs

Working Together to Improve Maternal and Child Health



4:15 p.m.–5:30 p.m.

Shared Workshops (G1-G11) *continued*

PRIMARY TRACK: Family-Centered Care **FCC**

SECONDARY TRACKS: Advocacy **A**

Partnerships & Collaboration **PC**

MCH Leadership Competency 5: Communication

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 12: Policy and Advocacy

Effective family-to-family support is one of the least expensive supports we can offer families and it has the potential to reap large rewards for both the families and the medical communities. Increasing a family's capacity to effectively partner with their child's or youth's physicians leads to more effective decision making and greater family satisfaction with the health care system. Family support partners are effective in helping others access community-based supports and services. They can help new families navigate the often complex world of disability and health care services. Use of these supports and services improves outcomes for both the child and the family. Teaching families the skills of self-advocacy not only helps them gain confidence in their ability to care for their child but it also increases the likelihood that they will receive the services they have determined to be most needed. Increasing a family's confidence in their ability to advocate for their own child positions them to be able to advocate for broader change in their community, state or federal programs for families of children with special health care needs.

MODERATOR AND PRESENTER

Gloria Klinefelter, RN, Family Services Coordinator, Community Circle of Care, Dubuque, IA

PRESENTER

Vickie Miene, LMHC, Program Director, Community Circle of Care, Dubuque, IA

G2

Regency Ballroom

Engaging Child Health Providers in Medical Home: Connecticut's EPIC Program

PRIMARY TRACK: Infant & Child Health **ICH**

SECONDARY TRACKS: Family-Centered Care **FCC**

Quality Improvement, Health Care
Financing & Systems Building **OHS**

Partnerships & Collaboration **PC**

MCH Leadership Competency 5: Communication

MCH Leadership Competency 8: Family-Centered Care

*MCH Leadership Competency 10: Interdisciplinary
Team Building*

MCH Leadership Competency 11: Working with Communities and Systems

Connecticut's CYSHCN program funds five regional care coordination centers to support pediatric medical home practices. The goal of organizing services this way is to give medical homes a resource for finding services for CYSHCN and

building their capacity to coordinate care. The CYSHCN program also funds regional family support professionals to help practices in connecting families to support resources. Connecticut's EPIC program uses an academic detailing model to educate practices about DPH CYSHCN services to support their implementation of medical home. Evaluation of the EPIC program has shown positive results in terms of provider learning as well as family outcomes. This session will review the organization of Connecticut's CYSHCN program, how it engages child health providers in using the program components, and how family-centered care is promoted through the engagement process. Presenters will describe program activities and resources and review evaluation data. There will be ample time for questions as well as discussion among participants about their strategies for engaging pediatric providers in care coordination and family centered services for CYSHCN.

MODERATOR AND PRESENTER

Lisa Honigfeld, PhD, Vice President for Health Initiatives, Child Health and Development Institute, Farmington, CT

PRESENTERS

Ann Gionet, BBA, Health Program Associate, CT Department of Public Health, Hartford, CT

Tesha Imperati, Medical Home Family Support Coordinator, CT Family Support Network, North Haven, CT

G3

Committee Room

Promoting Healthy Nutrition Practices Among Black Families

PRIMARY TRACK: Cultural Competence **CC**

SECONDARY TRACKS: Advocacy **A**

Health Equity & Social Justice **HE
ST**

MCH Leadership Competency 7: Cultural Competency

The session focus will be on facilitating the discussion of both successes of and challenges to supporting communities in their effort to develop and strengthen strategies that promote positive nutrition among African-American families with young children. Presenters share materials that help to heighten the visibility and effectiveness of positive nutrition campaigns and curricula in African-American communities.

MODERATOR AND PRESENTER

Suzanne Randolph, PhD, Chief Science Officer, The MayaTech Corporation, Silver Spring, MD

PRESENTERS

Pearline Tyson, Program Associate, National Black Child Development Institute, Washington, DC

Natii Wright, Program Manager, Summit Health Institute for Research and Education, Inc. (SHIRE), Bowie, MD

G4

Executive Room

Families as Agents of Change: Building Infrastructure and Systems for CYSHCN

PRIMARY TRACK: Partnerships & Collaboration **PC**

SECONDARY TRACKS: Family-Centered Care **FCC**

4:15 p.m.–5:30 p.m.

Shared Workshops (G1-G11) continued

Workforce & Leadership Development **WLD**
 Youth in Transition **YT**

- MCH Leadership Competency 8: Family-Centered Care*
- MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring*
- MCH Leadership Competency 10: Interdisciplinary Team Building*
- MCH Leadership Competency 11: Working with Communities and Systems*

States Title V programs and DSCSHN continue to strive to include families and youth. Yet there is more work to be done to embrace families and engage families and youth as agents of change. Family involvement has been marked by steady movement along the continuum from no family involvement to involvement through active engagement; yet only some states have moved to the point of employing families and youth as agents of change. Engaging families as agents of change needs to be a more purposeful act that is important not only for systems integration but for sustainability.

MODERATOR

Lynda Honberg, MHSA, Project Officer, DSCSHCN, MCHB, HRSA, Rockville, MD

PRESENTERS

Nancy Kasen, Director, John Snow, Inc., Boston, MA
 Josie Thomas, Executive Director, Parents Place of Maryland, Glen Burnie, MD

Dawn Wardyga, Director, Health and Public Policy, RI Parent Information Network/Family to Family Health Information Center, Cranston, RI

Deborah Garneau, MA Special Needs Director, Rhode Island Department of Health, Providence, RI

G5 *Diplomat Room*

Parents and Professionals as Partners in Assessments, Outreach, System Development, Care and Evaluation

- PRIMARY TRACK: Quality Improvement, Health Care Financing & Systems Building **QHS**
- SECONDARY TRACKS: Family-Centered Care **FCC**
 Workforce & Leadership Development **WLD**
 Partnerships & Collaboration **PC**

- MCH Leadership Competency 1: MCH Knowledge Base*
- MCH Leadership Competency 8: Family-Centered Care*
- MCH Leadership Competency 11: Working with Communities and Systems*
- MCH Leadership Competency 12: Policy and Advocacy*

Over more than two decades, Rhode Island Title V leadership has been shared with parents raising children with many needs. This session presents the Rhode Island Parent Consultant model, plus detailed discussion of several current parent consultant programs, the daily activities and challenges of a

parent consultant in a community pediatric practice and lessons learned by and with hundreds of parent consultants over 25 years. The impact of Rhode Island Parent Consultants on state health policies and on health insurers has been powerful. Both their direct activities and the resultant medical care savings are well documented. We believe that trained, supported and empowered parents can play many critical roles in building a more effective system of care for all families raising children. The impacts on care (and costs) for CYSHCN are best documented, but the implications for other programs and the impacts on professionals in community settings are equally important, especially as America moves to health coverage for all families. Parent consultants have demonstrated a new alignment of improved care, reduced costs, and a more responsive and satisfying system for both families and professionals.

MODERATOR AND PRESENTER

William Hollinshead, MD, MPH, Retired, VP of RI AAP, Rehoboth, MA

PRESENTERS

Dawn Wardyga, Director, Health and Public Policy, Rhode Island Parent Information Network (RIPIN)/ Family to Family Health Information Center, Cranston, RI

Laura Jones, Director, Department of Health Programs, RIPIN, Cranston, RI

G6 *Senate Room*

Regional Genetic and Newborn Screening Service Collaboratives Working with Patient and Family Organizations

- PRIMARY TRACK: Partnerships & Collaboration **PC**
- SECONDARY TRACKS: Advocacy **A**
 Family-Centered Care **FCC**

- MCH Leadership Competency 1: MCH Knowledge Base*
- MCH Leadership Competency 5: Communication*
- MCH Leadership Competency 8: Family-Centered Care*
- MCH Leadership Competency 12: Policy and Advocacy*

The seven Regional Genetics and Newborn Screening Collaboratives (RCs) were established to improve the health of children and their families by promoting the translation of genetic medicine into public health and health care services. The RCs strengthen and support the genetics and newborn screening capacity of the states, using a regional approach to addressing maldistribution of genetic services and resources. Working in collaboration with consumer and disease-specific organizations, the RCs have developed a variety of programs to bring genetic and related specialty services closer to the communities and families in their regions. This session will highlight several of these programs from across the nation to illustrate both the mission of the RCs and ways in which consumer and family

Working Together to Improve Maternal and Child Health



4:15 p.m.–5:30 p.m.

Shared Workshops (G1-G11) *continued*

organizations can partner with the RCs to enhance the provision of comprehensive services to CYSHCN.

MODERATOR AND PRESENTER

Kate Tullis, PhD, Patient and Family Coordinator, NYMAC, Wilmington, DE

PRESENTER

Monica McClain, PhD, Project Manager, New England Genetics Collaborative, Durham, NH

G7

Forum Room

A Model of Working Together to Change the System of Care for CYSHCN: Creating an Infrastructure That Facilitates Networking and Collaboration

PRIMARY TRACK: Partnerships & Collaboration **PC**

SECONDARY TRACK: Family-Centered Care **FCC**

MCH Leadership Competency 5: Communication

The Wisconsin Title V MCHB-funded programs developed a model of working together to ensure program integration through grants management, family involvement and cross-program staffing. This paradigm shift leads to an enhanced service system and produces richer outcomes for the Wisconsin Title V CYSHCN Program, Family Voices, the Wisconsin Leadership Education in Neurodevelopmental Disabilities and the University of Wisconsin Pediatric Pulmonary Center's interdisciplinary training programs. Partnerships are sustained through three groups: an integrated management team that assures coordination across grants; an MCH partner group that collaborates on training, service and outreach; and the CYSHCN Collaborators Network that promotes messages, refers families and assures information exchange and problem solving on service delivery. Families are partners in all that we do. Shared staff across MCH programs have allowed for more integration of objectives. This interactive session will provide an opportunity for participants to share challenges and success stories of how program integration and collaboration have enhanced the outcomes and sustainability of programs.

MODERATOR

Amy Whitehead, MPA, CYSHCN Statewide Coordinator, Wisconsin Title V Program, Madison, WI

PRESENTERS

Barbara Katz, BS, MA, Co-Director, Family Voices of Wisconsin, Madison, WI

Sharon Fleischfresser, MD, MPH, Medical Director, CYSHCN, Wisconsin Division of Public Health, Madison, WI

Craig Becker, MSSW, Senior Clinical Social Worker, American Family Children's Hospital and Clinics, Madison, WI

G8

Cabinet Room

Got Transition? Opening Doors to a Healthy Future for Youth and Young Adults with (and without) Special Health Care Needs

PRIMARY TRACK: Youth in Transition **YT**

SECONDARY TRACKS: Family-Centered Care **FCC**

Quality Improvement, Health Care

Financing & Systems Building **OHS**

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

This interactive workshop will serve as an exciting launch of the new national center for health care transition – Got Transition. Staff and cabinet members from Got Transition will copresent key segments. The session combines newly released state-level data on health care transition (HCT) braided with provocative storytelling from a youth and parent navigating the process of transition. Presentations will address the new AAP HCT algorithm and how it can be applied and disseminated; three regional learning collaboratives that ultimately will help state Title V and family/youth leaders develop more effective strategies to improve HCT; and the national center's initial analysis of state needs, challenges, and activities related to HCT. This workshop will also feature two nationally recognized presenters who will share compelling accounts of their respective journeys through the transition process. Presenters will give an “up close and personal” account of recent interactions with the health care system, sharing lessons learned and strategies for success.

MODERATOR

Librada Estrada, MPH, Associate Director, Workforce and Leadership Development, Family Involvement, AMCHP, Washington, DC

PRESENTERS

Mallory Cyr, BFA, National Youth Program Manager, National Healthcare Transition Center, Leeds, ME

Eileen Forlenza, BS, Director, Colorado Medical Home Initiative, Denver, CO

Jeanne McAllister, Co-Director, Got Transition - the National Health Care Transition Center, Concord, NH

Katherine Rogers, MLA, MPH, Senior Policy Analyst, National Alliance to Advance Adolescent Health, Washington, DC

W. Carl Cooley, MD, Co-Director, Got Transition - the National Health Care Transition Center, Concord, NH

G9

Congressional B

The Massachusetts New-Parent Initiative: An Emotion-Based Social Marketing Campaign

PRIMARY TRACK: Family-Centered Care **FCC**

SECONDARY TRACKS: Health Information Technology & Social Media **HIT SM**

Women's & Perinatal Health **WPH**

Infant & Child Health **ICH**

4:15 p.m. – 5:30 p.m.

Shared Workshops (G1-G11) continued

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 5: Communication

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

The Massachusetts New Parent Initiative (MNPI), a program with the Massachusetts Department of Public Health and funded by MCHB, is a social marketing campaign targeting health providers working with new mothers. The goal of MNPI is to improve the health of new parents, infants and their families across the lifespan through enhancing communication between providers and new parents using emotion-based messaging and digital stories. This workshop will describe the process MNPI used to develop project messages from its inception through completion as well as lessons learned. Using the project example as a springboard, the workshop will focus on discussing different approaches and methodologies for developing and implementing emotion-based messages and social marketing campaigns in other communities.

MODERATOR AND PRESENTER

Beth Buxton-Carter, LCSW, Program Director, Massachusetts Department of Public Health (MDPH), Boston, MA

PRESENTERS

Eileen Mack Thorley, MPH, Program Coordinator, MDPH, Boston, MA

Kathleen Curran, BA, Data Collection and Analysis Intern, Boston University School of Public Health, Cambridge, MA

G10 *Congressional A*

Parent Partners in the Medical Home: The Essential Ingredient

PRIMARY TRACK: **Family-Centered Care**  
SECONDARY TRACK: **Health Equity & Social Justice**

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 10: Interdisciplinary Team Building

Two central MCHB performance measures are ensuring that all children and youth have access to a quality medical home and that families are engaged as partners, receive family-centered care and have services organized in a useful way. State MCH programs need to ensure that quality medical homes exist in their states and that family-centered care is embraced in practice. This presentation will describe lessons learned in Pennsylvania that are applicable to other states and MCH programs.

MODERATOR AND PRESENTER

Renee Turchi, MD, MPH, Director, PA Medical Home Program, St. Christopher's Hospital for Children and Drexel University, Abington, PA

PRESENTERS

Molly Gatto, MHA, Associate Program Director, PA Medical Home Program, PA Chapter AAP, Media, PA

Sabra Townsend, Community Systems Liaison, St. Christopher's Hospital for Children, Philadelphia, PA

G11 *Director's Room*

Parents Take the Lead: Parents Helping Parents Navigate in a Hospital Setting

PRIMARY TRACK: **Advocacy** 
SECONDARY TRACKS: **Family-Centered Care**  **Health Equity & Social Justice** 

MCH Leadership Competency 1: MCH Knowledge Base

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

In 2009, Children's National Medical Center created a Parent Navigator Program uniquely based within a hospital setting. The program consists of five paid parent navigators who are parents of children with special needs. They currently serve over 100 families and have resolved over 250 issues and concerns. The Parent Navigator Program was designed to assist families of children with special health care needs who are seen within the primary care clinic or the Complex Care Program at Children's National. They seek to inform, educate, support, and empower families to be strong partners with their medical teams. They provide emotional support, facilitate communication with providers, and link them to community-based resources. This grant-funded program includes an institutional review board research component, which is optional, to assess family satisfaction with their medical care and perceptions about the access to services. Attendees of this workshop will gain a better understanding of the role of parent navigators within the medical setting and learn how to implement such programs within their own medical settings. Examples of consents, surveys, documentation templates and medical care notebooks will be shared.

MODERATOR AND PRESENTER

Lisa Stewart, Parent Navigator, Children's National Medical Center (CNMC), Washington, DC

PRESENTER

Cara Biddle, MD, MPH, Medical Director-Children's Health Center, CNMC, Washington, DC

Working Together to Improve Maternal and Child Health



6:00 p.m. – 9:00 p.m.

MCH Training Strategic Planning Discussion with Title V Directors – by invitation only

Diplomat Room

6:30 p.m. – 10:00 p.m.

Shared Family Voices and AMCHP Fundraising Gala – Preregistration and Additional Fee Required

Regency Ballroom

The 2011 Family Voices and AMCHP Gala: *A Legacy of Leadership*

Family leaders and professionals will join in a shared celebration in the Regency Ballroom honoring those who have dedicated their lives to families and children at the 2011 Gala, *A Legacy of Leadership*.

FAMILY VOICES AND AMCHP LEGACY OF LEADERSHIP AWARD

HONOREE Polly Arango

For over 30 years, Polly dedicated her life's work to ensuring that children and families remain at the center of healthcare. Her commitment to families with CYSHCN has inspired countless family advocates, MCH state programs and partner agencies, and her legacy will live on through their continued efforts.



FAMILY VOICES LIFETIME ACHIEVEMENT AWARD

HONOREE Representative John Dingell (D-MI)

Rep. Dingell has represented Michigan's 15th Congressional District for over 50 years. Since joining Congress in 1955, Representative Dingell has put forth health care legislation every year, and he remains a champion for children and families.



AMCHP MERLE MCPHERSON FAMILY LEADERSHIP AWARD

For leadership in promoting family involvement in state MCH programs and/or AMCHP

This year in lieu of honoring one single individual AMCHP recognized all family leaders for their efforts and hard work on behalf of women, children and families. Without their commitment to and passion for improving systems of care, maternal and child health would not have advanced as much as it has over the last 75 years. We are honored to include families as partners in our work. Thank you for your dedication and all that you do!



This fundraising event benefits both Family Voices and AMCHP.

“Let us remember as each of us makes decisions that will affect children — whether we are parents, educators, health professionals, or government officials — it is our duty to consider if that decision either affirms or denies a child's most basic human rights.”

— Polly Arango

TUESDAY Schedule At-A-Glance & Session Planner

TIME	EVENT	SESSION #	MCH COMPETENCIES	PRIMARY TRACK	LOCATION
7:00 a.m. – 2:30 p.m.	Registration Open				West Registration Desk
7:00 a.m. – 8:00 a.m.	Conference Planning Workgroup Meeting – open to all attendees				Executive Room
7:45 a.m. – 9:15 a.m.	Business Meeting and Leadership Celebration Breakfast – open to all attendees				Diplomat Room
8:00 a.m. – 9:15 a.m.	Alternative Breakfast in Exhibit Hall				Ambassador Ballroom and Bird Cage Walk
9:15 a.m. – 10:30 a.m.	Shared Morning General Session – Storytelling: The First Big Thing				Regency Ballroom
10:30 a.m. – 11:00 a.m.	Shared Coffee Break with Exhibitors				Ambassador Ballroom and Bird Cage Walk

11:00 a.m. – 12:15 p.m. Workshops

<input type="checkbox"/>	Child Health Improvement Partnerships: Benefits for MCH Programs	H1	5, 10, 11, 12	PC	Executive Room
<input type="checkbox"/>	Healthy Start 20/20: Twenty Years of Family Focus	H2	1, 7, 11	WPH	Committee Room
<input type="checkbox"/>	State and Local Collaboration to Eliminate Racial Inequities Contributing to Infant Mortality	H3	1, 7, 11	WPH	Cabinet Room
<input type="checkbox"/>	Empowering Kids for a Healthy Future: Obesity Prevention in Early Care and Education	H4	11, 12	ICH	Embassy Room
<input type="checkbox"/>	Adolescent Reproductive and Sexual Health Disparities: Translating Information into Action	H5	1	AH	Director's Room
<input type="checkbox"/>	Innovative Approaches for Integrating Preconception Health Concepts into Adolescent Health Efforts	H6	1	WPH	Senate Room
<input type="checkbox"/>	Roles for State Title V Programs in Building Systems of Care for Children and Youth with Autism Spectrum Disorders	H7	8, 10, 11, 12	PC	Forum Room
<input type="checkbox"/>	Promoting MCH and Chronic Disease Program Collaboration: Practical Tools and Perspectives	H8	5, 9, 10, 11	PC	Council Room

12:15 p.m. – 2:15 p.m. **Shared Luncheon General Session – Health Reform** Regency Ballroom

2:30 p.m. – 3:45 p.m. Workshops

<input type="checkbox"/>	Building a Better Transition System for Youth with Autism: Lessons Learned from the AMCHP Peer-to-Peer Exchange	I1	8, 9, 10, 11	YT	Senate Room
<input type="checkbox"/>	Implementing Bright Futures Through Public Health at the State and Local Levels	I2	1, 4, 5, 11	PC	Embassy Room
<input type="checkbox"/>	Designing Effective and Appropriate Systems for Adolescents at the State and Local Levels	I3	1, 10, 11	AH	Executive Room
<input type="checkbox"/>	New Developments in Federal and State Breastfeeding Policies and Programs	I4	1, 12	WPH	Cabinet Room
<input type="checkbox"/>	Six Models for Understanding How Families Experience the System of Care for CYSHCN: An Ethnographic Approach	I5	7, 8, 11, 12	FCC	Council Room
<input type="checkbox"/>	Transforming Early Childhood Community Systems	I6	11, 12	DER	Forum Room

4:30 p.m. – 6:00 p.m. **Congressional Reception on Capitol Hill and AMCHP Legislative Champions Award** – *Family Voices attendees also welcome* Hart Senate Office Building, Room 902

NOTES

Working Together to Improve Maternal and Child Health

NOTE: All events marked as “shared” have been planned with Family Voices and are open to all registrants of both the AMCHP and the Family Voices conferences.

7:00 a.m. – 2:30 p.m.

Registration Open *West Registration Desk*

7:00 a.m. – 8:00 a.m.

Conference Planning Workgroup Meeting – *Executive Room*
open to all attendees

7:45 a.m. – 9:15 a.m.

Business Meeting and Leadership Celebration Breakfast – *Diplomat Room*
open to all attendees

Drawing for Exhibit Hall Scavenger Hunt – Monday cards

8:00 a.m. – 9:15 a.m.

Alternative Breakfast in Exhibit Hall *Ambassador Ballroom and Bird Cage Walk*

9:15 a.m. – 10:30 a.m.

Shared Morning General Session (PL1) *Regency Ballroom*

Presentation of Regional Baskets: Regions V, VI, VII

MODERATOR

Melinda Sanders, MS, RN, AMCHP Treasurer and Section Administrator, Section for Healthy Families and Youth, Missouri Department of Health and Senior Services

REMARKS

VADM Regina M. Benjamin, MD, MBA, Surgeon General, United State Public Health Service



Dr. Benjamin is the 18th Surgeon General of the U.S. Public Health Service. As America’s Doctor, she provides the public with the best scientific information available on how to improve their health and the health of the nation. Dr. Benjamin also oversees the operational command of 6,500 uniformed health officers who serve in locations around the world to promote, protect, and advance the health of the American people. Dr. Benjamin is founder and former CEO of the Bayou La Batre Rural Health Clinic in Alabama, former associate dean for rural health at the University of South Alabama College of Medicine in Mobile, and immediate past chair of the Federation of State Medical Boards of the United States. In 1995 she was the first physician under age 40 and the first African American woman to be elected to the American Medical Association (AMA) Board of Trustees. She served as president of the AMA Education and Research Foundation and chair of the AMA Council on Ethical and Judicial Affairs. In 2002 she became president of the Medical Association of the State of Alabama, making her the first African American female president of a state medical society in the U.S.

10:30 a.m.–11:00 a.m.

Shared Coffee Break with Exhibitors *Ambassador Ballroom and Bird Cage Walk*

11:00 a.m.–12:15 p.m.

Workshops (H1-H8)

H1

Executive Room

Child Health Improvement Partnerships: Benefits for MCH Programs

PRIMARY TRACK: Partnerships & Collaboration **PC**
SECONDARY TRACKS: Quality Improvement, Health Care Financing & Systems Building **QHS**
Workforce & Leadership Development **WLD**

MCH Leadership Competency 5: Communication
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems
MCH Leadership Competency 12: Policy and Advocacy

Since 1999, several states have formed Improvement Partnerships (IPs) to improve children’s health care quality.

PRESENTATION

Storytelling: The *First Big Thing*

Andy Goodman, Communications Consultant, The Goodman Center



Ever since we began talking to each other, telling stories has been the most powerful way to capture attention, engage an audience, and motivate them to act. Steadily advancing technology keeps handing us shiny new tools to communicate faster and farther – think iPhones and Twitter to name just two – but in our fervor to remain current (and appear professional) we often ignore our natural inclination to tell a good story. In “Storytelling: The *First Big Thing*,” Andy Goodman will explain why he believes storytelling remains the single most powerful communication tool you possess, and he will offer specific ways your organization can use stories to advance your mission.

Andy Goodman is a nationally recognized author, speaker and consultant in the field of public interest communications. Along with the book, *Storytelling as Best Practice*, he is author of *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations Happen to Good Causes*. He also publishes a monthly journal, *free-range thinking*, to share best practices in the field. Andy has been invited to speak at the Harvard Kennedy School of Government and the Woodrow Wilson School of Public and International Affairs at Princeton University, as well as at major foundation and nonprofit conferences. In 2007, he was selected by Al Gore to train a thousand volunteers who are currently conducting presentations on global warming throughout the U.S. and around the world. And in 2008, he co-founded The Goodman Center, an online school “to help do-gooders do better.”

11:00 a.m.–12:15 p.m.

Workshops (H1-H8) continued

IPs are durable collaborations that use a systems approach and quality improvement science to improve care. IPs draw from the expertise of partners from across the health care system including state government (MCH, Medicaid), American Academy of Pediatrics chapters, universities, pediatricians, and others to create a shared vision, reduce redundancies, improve policy and build infrastructure and provider capacity to improve health outcomes. Primary care practitioners who are active in IPs show measureable improvements in preventive services delivery, including developmental and autism screening, immunizations and chronic care management (e.g. asthma and obesity). A national network of over 15 IP states has formed as a vehicle to support shared learning. Beginning in 2011, Vermont will assist 20 additional states in forming an IP. MCH directors from three states (New York, Oregon and Vermont) will discuss impacts on system-wide partnerships, quality measurement, the medical home, Bright Futures delivery, and the provision of early periodic screening, diagnosis and treatment services. Specific benefits for MCH programs, including alignment with Title V goals, will also be discussed.

MODERATOR AND PRESENTER

Judith Shaw, EdD, MPH, RN, FAAP, Research Associate Professor/Executive Director, University of Vermont/VT Child Health Improvement Program, Burlington, VT

PRESENTERS

Christopher Kus, MD, MPH, Pediatric Director, New York State Department of Health, Albany, NY

Breena Holmes, MD, MCH, Director, Vermont Department of Health, Burlington, VT

H2

Committee Room

Healthy Start 20/20: Twenty Years of Family Focus

PRIMARY TRACK: [Women's & Perinatal Health](#) 
 SECONDARY TRACK: [Infant & Child Health](#) 

*MCH Leadership Competency 1: MCH Knowledge Base
 MCH Leadership Competency 7: Cultural Competency
 MCH Leadership Competency 11: Working with Communities and Systems*

The federal Healthy Start Initiative has built its history and a substantial track record on serving vulnerable residents whose health and health care have been marginalized by virtue of race, gender, health status, economic status, and geography. A variety of effective home visitation models have been deployed to achieve positive outcomes for some 524,484 women, children, and families in underserved urban and remote rural America. The year 2011 marks the 20th anniversary of

the initiative, a collective of urban and rural projects utilizing community-based strategies to improve pregnancy outcomes. The original Healthy Start demonstration project, consisting of 15 projects, is now fully authorized by MCHB and has succeeded in ways that were not anticipated at its inception in 1991. Today, it has grown to 104 sites in 38 states, DC and Puerto Rico. This workshop will examine a review of the genesis of the national Healthy Start movement, the established core services, and the successful implementation of mixed provider models in use across the country to meet the needs of women and families. Presenters will also discuss the effectiveness of Healthy Start strategies and interventions and the implications for health reform.

MODERATOR

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

PRESENTERS

Estrellita "Lo" Berry, MA, President, REACHUP, Inc., Tampa, FL

Alma Roberts, MPH, President-Elect/CEO, National Healthy Start Association/Baltimore Healthy Start, Inc., Baltimore, MD

Mario Drummonds, MS, LCSW, MBA, CEO, Northern Manhattan Perinatal Partnership, Inc., New York, NY

H3

Cabinet Room

State and Local Collaboration to Eliminate Racial Inequities Contributing to Infant Mortality

PRIMARY TRACK: [Women's & Perinatal Health](#) 
 SECONDARY TRACK: [Infant & Child Health](#) 

*MCH Leadership Competency 1: MCH Knowledge Base
 MCH Leadership Competency 7: Cultural Competency
 MCH Leadership Competency 11: Working with Communities and Systems*

Collaboration between state and local health departments and federal Healthy Start Projects can create opportunities for improvement in MCH programs, policies and systems which may not occur otherwise. CityMatCH, AMCHP, and the National Healthy Start Association established a partnership to promote state and local MCH capacity to eliminate racial inequities contributing to infant mortality within U.S. urban areas. From October 2008 to March 2010, an Action Learning Collaborative (ALC) worked to forge working relationships among state and local representatives (including community-based coalitions) working to reduce racism's impact on infant mortality. The six ALC teams were led through an extensive process of training and action planning on addressing racism and eliminating racial disparities in infant mortality. Strategies pursued by teams included holding community forums and town hall meetings, developing tools to educate medical



11:00 a.m.–12:15 p.m.

Workshops (H1-H8) *continued*

providers on the connections between racism and health, and supporting the role of fathers in achieving better pregnancy outcomes. Additional project results, barriers to collaboration, and lessons learned from state and local public health collaboration will be shared.

MODERATOR

Brenda Thompson, MPH, Project Coordinator, CityMatCH and the Section on Child Health Policy, Department of Pediatrics-UNMC, Omaha, NE

PRESENTERS

Millie Jones, MPH, Family Health Clinical Consultant, Wisconsin Department of Health Services, Madison, WI
Caroline Hepburn, MS, Project Director, Pinellas County Health Department, St. Petersburg, FL
Karen Hughes, MPH, Chief, Division of Family and Community Health Services, Ohio Department of Health, Columbus, OH

H4

Embassy Room

Empowering Kids for a Healthy Future: Obesity Prevention in Early Care and Education

PRIMARY TRACK: Infant & Child Health **ICH**
SECONDARY TRACKS: Partnerships & Collaboration **PC**
Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

This session will present effective models that target childhood obesity prevention in early care and educational settings, highlighting the Healthy Kids, Healthy Future (HKHF) national movement to promote a multidisciplinary approach to child health promotion and obesity prevention early in life. To support collaboration among experts in the obesity prevention and early care and education fields, Nemours and the CDC have formed the HKHF Steering Committee to develop and implement a strategic plan to advance obesity prevention and health promotion in early care and education settings. This session will also highlight Arizona's innovative work to address potential mass closures and huge drops in enrollment in child care centers. To avoid the potential threat to the health and safety of children left in unsafe settings, the Arizona Department of Health Services launched the Empower Program to offset the increased fees while rallying child care providers statewide in the fight against childhood obesity through the implementation of best practices to improve nutrition, increase physical activity, and educate families about the dangers of tobacco.

MODERATOR

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

PRESENTERS

Jeanette Shea, MSW, Assistant Director, Division of Public Health Prevention Services, Arizona Department of Health Services, Phoenix, AZ

Sheila Sjolander, MSW, Bureau Chief/MCH Director, Arizona Department of Health Services, Phoenix, AZ

Allison Gertel-Rosenberg, MS, Senior Policy and Program Analyst, Nemours, Newark, DE

H5

Director's Room

Adolescent Reproductive and Sexual Health Disparities: Translating Information into Action

PRIMARY TRACK: Adolescent Health **AH**
SECONDARY TRACK: Health Equity & Social Justice **HESTJ**

MCH Leadership Competency 1: MCH Knowledge Base

Many state Title V programs are working to address key adolescent reproductive and sexual health (ARSH) disparities related to social or demographic factors such as race, gender, age, income, sexual orientation and geographic region. In order to help build awareness, develop a coordinated strategy and support ongoing efforts, AMCHP conducted extensive research with MCH programs and worked with a group of experts in the field to launch the 2010 AMCHP ARSH Disparities Summit. AMCHP sponsored four scholars to attend the Summit and has been working with them since to implement cutting edge approaches to address key ARSH disparities. The Summit and follow-up work have been designed to convert information into action and help states gain important skills and knowledge that they can utilize to make more informed programmatic and policy decisions. This session will highlight the successes and challenges of two state approaches in addressing ARSH disparities among underserved youth populations: Texas, where the focus is on ARSH disparities among youth in the foster care system and Alaska, where their goal is to engage students and teachers in alternative schools in the reduction and prevention of ARSH disparities.

MODERATOR AND PRESENTER

Lissa Pressfield, MHS, Senior Program Manager, Adolescent Health, AMCHP, Washington, DC

PRESENTERS

Rachel A. Samsel, MSSW, State Adolescent Health Coordinator, Texas Department of State Health Services, Austin, TX

Jenny Baker, Adolescent Health Project Coordinator, Division of Public Health, State of Alaska, Anchorage, AK

H6

Senate Room

Innovative Approaches for Integrating Preconception Health Concepts into Adolescent Health Efforts

PRIMARY TRACK: Women's & Perinatal Health **WPH**
SECONDARY TRACK: Adolescent Health **AH**

MCH Leadership Competency 1: MCH Knowledge Base

11:00 a.m.–12:15 p.m.

Workshops (H1-H8) continued

As many public health programs are recognizing that health trajectories, including those of reproductive health, are developed over the course of a lifetime, it follows that health habits initiated during adolescence can have a great impact on both present and future health. Since the CDC Recommendations to Improve Preconception Health and Health Care guidelines call for addressing issues such as screening, substance use, emotional health and nutrition/physical activity, “preconception care” for adolescents is another way to look at health promotion and disease prevention for adolescents and link current health behaviors with future sexual and reproductive health. AMCHP’s Adolescent Health and Women’s Health Teams, in partnership with the Association of State and Territorial Health Officials, is working to bridge the gap between women’s and adolescent preventive health efforts through an Action Learning Collaborative. This session will explore the concepts, processes and work of the cross-disciplinary state teams from Missouri, Ohio, Oregon, Pennsylvania, South Carolina and Utah that are implementing innovative strategies to integrate the preconception health guidelines into adolescent health initiatives. Representatives from the South Carolina team will present work they have done targeting 18-20 year olds with preconception health messages.

MODERATOR AND PRESENTER

Sharron Corle, Associate Director, Adolescent Health, AMCHP, Washington, DC

PRESENTERS

Darlisha Williams, MPH, Senior Program Manager, MCH Epidemiology, AMCHP, Washington, DC

Ellen Pliska, MHS, CPH, Maternal and Child Health Senior Analyst, Association of State and Territorial Health Officials, Arlington, VA

Shannon Flynn, MSW, Director of Research and Evaluation, South Carolina Campaign to Prevent Teen Pregnancy, Columbia, SC

Breana Lipscomb, MPH, MCH Planning and Evaluation Coordinator, MCH Bureau, South Carolina Department of Health and Environmental Control, Columbia, SC

H7

Forum Room

Roles for State Title V Programs in Building Systems of Care for Children and Youth with ASDs

PRIMARY TRACK: Partnerships & Collaboration **PC**
 SECONDARY TRACKS: Family-Centered Care **FCC**
 Youth in Transition **YT**

MCH Leadership Competency 8: Family-Centered Care
MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

This workshop will address roles for state Title V programs in building systems of care and address how programs at both the state and federal levels can work together to strengthen systems of care for children and youth with autism spectrum disorders (ASDs). Members of the AMCHP State Public Health Autism Resource Center’s Partnership Group will share strategies, examples and approaches to help states determine appropriate roles and approaches from the state Title V, lead autism program, and federal perspectives. This session should be relevant to all Title V programs and the Family Voices membership as states struggle to determine their most effective and appropriate roles in building systems of care that can meet the needs of growing numbers of children and youth with ASD and DD.

MODERATOR

Bonnie Strickland, PhD, Director, Division of Services for CSHCN, MCHB, HRSA, Rockville, MD

PRESENTERS

Georgina Peacock, MD, MPH, Pediatrician, NCBDDD, CDC, Atlanta, GA

Holly Williams, RN, MSN, Bureau Director, CSHCN, Utah Department of Health (UDOH), Salt Lake City, UT

Harper Randall, MD, Medical Director, Family Health and Preparedness, UDOH, Salt Lake City, UT

Georgia Winson, MS, Chief Administrator, The Autism Program of Illinois, The Hope Institute for Children and Families, Springfield, IL

H8

Council Room

Promoting MCH and Chronic Disease Program Collaboration: Practical Tools and Perspectives

PRIMARY TRACK: Partnerships & Collaboration **PC**
 SECONDARY TRACKS: Women’s & Perinatal Health **WPH**
 Workforce & Leadership Development **WLD**

MCH Leadership Competency 5: Communication
MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

With emphasis on the importance of chronic disease prevention and reduction of risk factors in women of child-bearing age, especially related to diabetes, obesity, hypertension and tobacco use, collaboration of MCH and chronic disease programs has become a vital issue. Collaborations have the potential for more efficient use of staff, funds, surveillance and intervention efforts. Many states may wish to develop such relationships but do not have the tools or skills

Working Together to Improve Maternal and Child Health



11:00 a.m.–12:15 p.m.

Workshops (H1-H8) *continued*

to do so. AMCHP and the National Association of Chronic Disease Directors, with CDC support, developed a workshop to promote program collaboration, based on AMCHP's Action Learning model, using gestational diabetes as an example. The workshop presentation will include five components, with tools for each component: (a) initiation, (b) preparation, (c) planning, (d) development of the action plan, and (e) evaluation of collaborative efforts. Participants from state programs in Missouri, Ohio and West Virginia will provide comments on their experiences with this collaboration process, address barriers and enablers, and provide implementation tips and lessons learned. MCH and chronic disease programs must work together now to ensure healthy mothers and offspring.

MODERATOR

Jessica Hawkins, MPH, CHES, Senior Program Manager, Women's and Infant Health, AMCHP, Washington, DC

PRESENTERS

Joan Ware, BSN, MSPH, Program Consultant, National Association of Chronic Disease Directors, Salt Lake City, UT

Gina Wood, RD, LD, Director, Diabetes Prevention and Control Program, West Virginia Department of Health, Charleston, WV

Melinda Sanders, BSN, MSM, MCH, Director, Missouri Department of Health and Senior Services, Jefferson City, MO

Elizabeth J. Conrey, RD, MS, PhD, State Maternal and Child Health Epidemiologist, CDC Assignee to the Ohio Department of Health, Columbus, OH

12:15 p.m. – 2:15 p.m.

Shared Luncheon General Session *Regency Ballroom*

Presentation of Regional Baskets: Regional VIII, IX, X

Drawing for Exhibit Hall Scavenger Hunt – Tuesday cards

Health Reform, Maternal and Child Health, and the Affordable Care Act One Year Later

MODERATORS

Phyllis Sloyer, RN, PhD, FAHM, FAAP, AMCHP Past President and Division Director, Children's Medical Services, Florida Department of Health

Stephanie Birch, RNC, MPH, MS, FNP, AMCHP President and Section Chief, Women's, Children's and Family Health, Division of Public Health, Alaska Department of Health and Human Services

RECOGNITION AND LEADERSHIP TRANSITION

Join AMCHP in recognizing our outgoing and incoming Board leadership while dining over lunch and celebrating three full days of networking, learning and fun! Then hear about emerging issues related to health reform as we look back of the past year and think about the future.

2:30 p.m. – 3:45 p.m.

Workshops (I1-I6)

I1

Senate Room

Building a Better Transition System for Youth with Autism: Lessons Learned from the AMCHP Peer-to-Peer Exchange

PRIMARY TRACK: Youth in Transition **YT**

SECONDARY TRACKS: Family-Centered Care **FCC**

Partnerships & Collaboration **PC**

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 9: Developing Others Through Teaching and Mentoring

MCH Leadership Competency 10: Interdisciplinary Team Building

MCH Leadership Competency 11: Working with Communities and Systems

Workshop presenters will address the elements necessary for a comprehensive approach to transition for youth with ASD and DD; identify some key challenge that youth with Autism in particular face in health, education, housing, and work transitions; share key resources (including a number of newly developed resources); and share how different states are addressing transition issues through their State Autism Implementation Grants (including strategies for using other states as leaders and guides). This workshop will be relevant to Family Voices attendees, state Title V leadership, academics and other representatives of organizations trying to address the issues facing rising numbers of children with autism as they grow into adults.

MODERATOR

Treeby Brown, MA, Senior Program Manager, CSHCN, AMCHP, Washington, DC

PRESENTATION

Working Together to Address Leadership Opportunities and Challenges in Implementing the Affordable Care Act

As we mark almost one full year since the passage of the Patient Protection and Affordable Care Act (ACA), what have learned about implementation in the states and opportunities and challenges to improve maternal and child health? This lively and engaging session will include the perspectives of national leaders charged with implementing ACA at the local, state, and national levels. Hear from experts about how they are approaching ACA implementation and learn how ACA will impact the work of MCH professionals in the months and years to come.

Brent Ewig, MHA, Director of Policy, AMCHP

Donene Feist, Director, Family Voices of North Dakota

Richard Gilfillan, MD, Acting Director, Center for Medicare and Medicaid Innovation, Centers for Medicare and Medicaid Services, U.S. Department of Health and Human Services

Kyu Rhee, MD, MPH, Chief Public Health Officer, Health Resources and Services Administration, U.S. Department of Health and Human Services

2:30 p.m. – 3:45 p.m.

Workshops (I1-I6) *continued*

PRESENTERS

Cheryl Cotter, MEd, Educational Consultant, Autism Project, Johnston, RI

Sandy Tiaht, MS, Health Services Facilitator, The Autism Program of Illinois, Edwardsville, IL

Karen Allan, MEd, Training Coordinator, Thompson Center, Columbia, MO

I2

Embassy Room

Implementing Bright Futures Through Public Health at the State and Local Levels

PRIMARY TRACK: Partnerships & Collaboration **PC**
 SECONDARY TRACKS: Quality Improvement, Health Care Financing & Systems Building **OHS**
 Women's & Perinatal Health **WPH**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 4: Critical Thinking
MCH Leadership Competency 5: Communication
MCH Leadership Competency 11: Working with Communities and Systems

This workshop will provide an overview of Bright Futures materials and tools for use in implementation efforts and an in-depth discussion of the New York experience in implementing Bright Futures. Representatives from New York State will highlight their approach and partnering in implementation and provide strategies and examples of how participants can replicate and use this information in their states.

MODERATOR AND PRESENTER

Paula Duncan, MD, Professor of Pediatrics, VCHIP Youth Health Director and CHIPRA Faculty, University of Vermont College of Medicine, Burlington, VT

PRESENTER

Christopher Kus, MD, Associate Medical Director, Division of Family Health, New York State Department of Public Health, Albany, NY

I3

Executive Room

Designing Effective and Appropriate Systems for Adolescents at the State and Local Levels

PRIMARY TRACK: Adolescent Health **AH**
 SECONDARY TRACKS: Partnerships & Collaboration **PC**
 Quality Improvement, Health Care Financing & Systems Building **OHS**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 10: Interdisciplinary Team Building
MCH Leadership Competency 11: Working with Communities and Systems

In order to build efficient, effective and appropriate programs and services, particularly in this time of economic uncertainty, AMCHP and the National Association of County and City Health Officials (NACCHO) are concurrently advocating for state and local public health providers to consider systems approaches to adolescent health programming and services. In 2008, in an effort to leverage and protect state-level investments in early childhood comprehensive systems, AMCHP began to consider the evidence behind a comprehensive systems approach to adolescent health, and in 2010 they released the white paper, "Making the Case: A Comprehensive Systems Approach for Adolescent Health & Well-Being." In early 2010, NACCHO began the Adolescent Health Infrastructure Project to address the barriers and silos that prevent collaboration. The Adolescent Health Initiative's Expert Panel created 14 recommendations for achieving the ideal adolescent health system. The purpose of this workshop is to review the systems-level work that states and communities have done to improve adolescent health and enable participants to identify and share strategies for achieving multisector collaboration.

MODERATOR

Sharron Corle, Associate Director, Adolescent Health, AMCHP, Washington, DC

PRESENTERS

Tasha Akitobi, MPH, Program Manager, NACCHO, Washington, DC

Laura Snebold, MPH, Program Associate, NACCHO, Washington, DC

Lissa Pressfield, MHS, Senior Program Manager, Adolescent Health, AMCHP, Washington, DC

I4

Cabinet Room

New Developments in Federal and State Breastfeeding Policies and Programs

PRIMARY TRACK: Women's & Perinatal Health **WPH**
 SECONDARY TRACK: Infant & Child Health **ICH**

MCH Leadership Competency 1: MCH Knowledge Base
MCH Leadership Competency 12: Policy and Advocacy

During the last year, several major developments have occurred in federal policies relating to breastfeeding: the Affordable Care Act has a provision mandating that employers of nonexempt lactating women provide them with reasonable break times and private and sanitary places for milk expression. In 2008, MCHB released a resource kit, The Business Case for Breastfeeding, and has provided training and technical assistance in using it to breastfeeding coalitions and Healthy Start sites in more than 30 states. Lessons learned from this project will be useful in implementing these new legal provisions.

Working Together to Improve Maternal and Child Health



2:30 p.m. – 3:45 p.m.

Workshops (I1-I6) *continued*

Additionally, the Surgeon General issued a Call to Action on breastfeeding with national recommendations, which will be analyzed. Speakers from state MCH programs will describe how the states of California and Oregon are implementing these changes and recommendations. Robin Stanton from Oregon, as Chair of the United States Breastfeeding Committee, will also provide information on their initiatives, and Suzanne Haydu from California will address a quality improvement and training project to promote breastfeeding-friendly hospital policies. Information presented will be useful in raising breastfeeding rates in the U.S.

MODERATOR AND PRESENTER

Karen Hench, RN, MS, Deputy Director, Division of Healthy Start and Perinatal Services, MCHB, HRSA, Rockville, MD

PRESENTERS

Robin Stanton, MA, RD, LD, Nutrition Consultant, Oregon Department of Human Services, Portland, OR

Suzanne Haydu, MPH, RD, Nutrition and Physical Activity, California Department of Public Health, Sacramento, CA

I5

Council Room

Six Models for Understanding How Families Experience the System of Care for CYSHCN: An Ethnographic Approach

PRIMARY TRACK: Family-Centered Care **FCC**

SECONDARY TRACKS: Advocacy **A**

Cultural Competence **CC**

Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 7: Cultural Competency

MCH Leadership Competency 8: Family-Centered Care

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

This workshop will present the results of a study in which anthropologists conducted in-depth interviews with families of CYSHCN to deepen understanding of families' experiences and viewpoints as they interact with the system of care. The researchers looked for patterns in the families' experiences and consolidated their findings into six conceptual models. The models address issues such as access to resources, system friction and how families relate to the system. This ethnographic study sought particularly to identify the hidden or tacit dimensions of families' experiences with the system. The goal was to understand each family's entire experience, from the onset of symptoms through initial diagnosis, treatment, financing, support services and resulting outcomes. The

study was commissioned by the Lucile Packard Foundation for Children's Health as part of the Foundation's broader goal of helping to create better systems of care for CYSHCN and their families. The workshop will include a compelling video of families discussing their varying experiences with the system and a presentation of the six models, and will be relevant to families, service providers, policymakers and advocates.

MODERATOR AND PRESENTER

David Alexander, MD, President and CEO, Lucile Packard Foundation for Children's Health, Palo Alto, CA

I6

Forum Room

Transforming Early Childhood Community Systems

PRIMARY TRACK: Data, Evaluation & Research Methods **DER**

SECONDARY TRACKS: Partnerships & Collaboration **PC**

Quality Improvement, Health Care Financing & Systems Building **QHS**

MCH Leadership Competency 11: Working with Communities and Systems

MCH Leadership Competency 12: Policy and Advocacy

Transforming Early Childhood Community Systems (TECCS) is fundamentally different from other early childhood development programs. In fact, TECCS isn't a "program" at all. It's a system for identifying local needs and crafting solutions in collaboration with local leaders - all while promoting accountability and accelerating our national understanding of what is needed to bring children to school healthy and ready to learn. TECCS has three core components: (a) mapping community school readiness needs, (b) working with local leaders to develop and implement solutions and (c) accelerating knowledge and sharing best practices. The Early Development Instrument, from which the TECCS system was developed, has been used widely in Canada and Australia as part of a comprehensive strategy to improve school readiness. TECCS has been piloted for several years in California's Orange and Los Angeles Counties. With support from the W.K. Kellogg Foundation, TECCS is now expanding to target cities in Louisiana, Michigan, New Mexico and Mississippi and, thanks to a unique collaboration with United Way Worldwide, TECCS is also being implemented in more local sites in U.S. states in 2010-2011.

MODERATOR AND PRESENTER

Elizabeth Groginsky, Director of Early Childhood Education, United Wayworldwide, Alexandria, VA

PRESENTERS

Neal Halfon, MD, MPH, Professor, UCLA Center for Healthier Children, Families and Communities, Los Angeles, CA

Lila Guirguis, Director, Magnolia Place Community Initiative, Los Angeles, CA

4:30 p.m. – 6:00 p.m. Hart Senate Office Building, Room 902

Congressional Reception on Capitol Hill and AMCHP Legislative Champions Award

All conference participants are cordially invited to attend an exclusive Congressional Reception on Tuesday, February 15, from 4:30 p.m. – 6:00 p.m. at the Hart Senate Office Building, Room 902, on Capitol Hill. During this reception AMCHP will present the Legislative Champions for MCH Award to former Chairman of the House Appropriations Committee David Obey and to Senate Labor, Health and Human Services, Labor, Education and Related Agencies Appropriations Subcommittee Chairman and Health, Education, Labor, and Pensions Committee Chairman Tom Harkin and his staff. This award recognizes and celebrates the efforts of elected officials and their staffs to improve the lives and health of mothers, children and families, including those with special health care needs.

WELCOME AND INTRODUCTIONS

Stephanie Birch, RNC, MPH, MS, FNP, AMCHP President and Section Chief, Women's, Children's and Family Health, Division of Public Health, Department of Health and Human Services, Anchorage, AK

This is a great networking and learning opportunity to hear from leaders charting the course for MCH policy. AMCHP past Legislative Champions Award Winners are invited to attend, as well as other Congressional MCH policy leaders and staff.

Attendees should plan on utilizing public transportation when traveling to the event or in the case of limited mobility or special circumstances, AMCHP staff will be on hand to provide assistance with taxis or other accommodations.

Please plan on joining us for a memorable event in the heart of our nation's capitol.

Maps of Capitol Hill and the Congressional Reception location are in your conference bag and available at the registration desk.



TUESDAY February 15

WEDNESDAY, February 16

8:00 a.m. – 9:00 a.m.

**Board of Directors
Breakfast Meeting**

Forum Room

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Selected skills-building sessions and workshops are being recorded and archived with the support of the Maternal and Child Health Bureau (contract number HSH240200735001C); conference webcasting, recording and internet development provided by the Center for the Advancement of Distance Education (CADE; uic.edu/sph/cade) of the University of Illinois School of Public Health. Archived sessions will be available within three weeks of the close of the conference at mchcom.com.

WEDNESDAY February 16



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Go Beyond joins AMCHP in recognizing innovation in the field of Maternal and Child Health. We are proud to sponsor the 2011 John C. MacQueen Memorial Lecture Award.



Poster Presentation Hours & Events

Located in the Ambassador Ballroom and Bird Cage Walk

Posters are available to view whenever the Exhibit Hall is open. Where "Poster Presentation" is noted, presenters will be with their posters to answer questions.

SUNDAY, FEBRUARY 13

5:30 p.m. to 7:00 p.m. Welcome and Exhibit Kick-Off – Celebrating Partnership Reception and Poster Presentations

MONDAY, FEBRUARY 14

7:00 a.m. to Noon Exhibit Hall and Posters Open

7:00 a.m. – 8:30 a.m. Breakfast in Exhibit Hall *(shared with Family Voices)*

10:15 a.m. – 10:45 a.m. Coffee Break in Exhibit Hall *(shared with Family Voices)*

1:00 p.m. to 4:00 p.m. Exhibit Hall Open

2:15 p.m. – 2:45 p.m. Dessert Break in Exhibit Hall and Poster Presentations *(shared with Family Voices)*

TUESDAY, FEBRUARY 15

8:00 a.m. to 12:15 p.m. Exhibit Hall and Posters Open

8:00 a.m. – 9:15 a.m. Breakfast in Exhibit Hall *(alternative to Business Meeting and Leadership Celebration Breakfast)*

10:30 a.m. – 11:00 a.m. Coffee Break in Exhibit Hall *(shared with Family Voices)*

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Working Together to Improve Maternal and Child Health

Posters have been clustered according to primary track.



PRIMARY TRACK: Women's & Perinatal Health

POSTER BOARD 1

Perinatal Levels-of-Care Survey: Utah's Findings

Data, Evaluation & Research Methods

Quality Improvement, Health Care Financing & Systems Building

Kathy Pope, RN MPH, Perinatal Nurse Case Manager, Utah Department of Health, Salt Lake City, UT

Lois Bloebaum, BSN, MPA, Manager, Maternal and Infant Health Program, UDH, Salt Lake City, UT

POSTER BOARD 2

The California Pregnancy-Associated Mortality Review: Background and Preliminary Findings

Data, Evaluation & Research Methods

Connie Mitchell, MD, MPH, Interim Chief, Policy Development, Maternal and Child and Adolescent Health Program, CA Dept of Public Health, Sacramento, CA

POSTER BOARD 3

Improvement in Dental Care Access by Pregnant Medicaid Recipients in Iowa

Partnerships & Collaboration

Debra Kane, PhD, RN, MCH Epidemiologist, Iowa Department of Public Health, Des Moines, IA

POSTER BOARD 4

Local Public Health Leadership and Maternity Care Quality Improvement in California

Partnerships & Collaboration

Workforce & Leadership Development

Quality Improvement, Health Care Financing & Systems Building

Connie Mitchell, MD, MPH, Interim Chief, Policy Development, Maternal and Child and Adolescent Health Program, CA Dept of Public Health, Sacramento, CA

POSTER BOARD 5

Supporting Maternal Mental Health: Policy Initiatives and Partnerships in Oregon

Advocacy

Partnerships & Collaboration

Infant & Child Health

Nurit Fischler, MS, MCH Policy Specialist, Oregon Public Health Division, Portland, OR

Wendy Davis, PhD, Program Director, Postpartum Support International, Portland, OR

Katherine Bradley, PhD, MN, RN, Administrator, Office of Family

Health, Oregon Public Health Division, Portland, OR

POSTER BOARD 6

Preventing Prenatal Exposure: A Collaborative Effort Toward "Superior Babies"

Infant & Child Health

Julie Jagim, MS, RN, Public Health Nursing Supervisor, St. Louis County Public Health and Human Services, Virginia, MN

Diane Torrel, BS, Public Health Nurse, St. Louis County Public Health and Human Services, Virginia, MN

POSTER BOARD 7

Perinatal Depression: Locating and Creating Local Resources and Trainings

Cultural Competence

Partnerships & Collaboration

Family-Centered Care

Adrienne Oleck, Founder and President, SaferMaternity, Potomac, MD

Ralph Wittenberg, MD, President, Family Mental Health Institute, Washington, DC

Lisa Kelly, RN, Perinatal Depression Outreach Program Coordinator, Sinai Hospital, Baltimore, MD



PRIMARY TRACK: Health Equity & Social Justice

POSTER BOARD 8

Father Force: Engaging Fathers, Enhancing Maternal and Child Health

Cultural Competence

Infant & Child Health

Julia Johnsen, MPH, Director, Community Outreach, Center for Leadership Education in Maternal and Child Public Health, School of Public Health, University of Minnesota, Minneapolis, MN

Paul Masiarchin, MA, Executive Director, Minnesota Fathers and Families Network, St. Paul, MN



PRIMARY TRACK: Infant & Child Health

POSTER BOARD 9

The Milwaukee Safe Baby Program: A Comprehensive Approach to Addressing Infant Mortality

Women's & Perinatal Health

Anna Benton, MA, Director, Family and Community Health Services, City of Milwaukee Health Department, Milwaukee, WI

POSTER BOARD 10

Baby's First Test: Connecting Parents and Families to Newborn Screening Resources

Women's & Perinatal Health 

Andria Cornell, BA, Advocacy and Health Policy Manager, Genetic Alliance, Washington, DC

Dena Freeman, MPH, MCH Program Assistant, Genetic Alliance, Washington, DC

Natasha Bonhomme, BA, Vice President of Strategic Development, Genetic Alliance, Washington, DC

Alaina Harris, MSW, MPH, Public Health Analyst, Genetic Services Branch, DSCSHN, MCHB, Rockville, MD

POSTER BOARD 11

Power to Inspire Generations: The National Center on Birth Defects and Developmental Disabilities' Ten-Year Anniversary

Family-Centered Care 

Women's & Perinatal Health 

Partnerships & Collaboration 

Alison Johnson, Deputy Director, NCBDDD, CDC, Atlanta, GA

POSTER BOARD 12

InfantSEE: An Early Look at Infant Vision Across the United States

Family-Centered Care 

Quality Improvement, Health Care Financing & Systems Building



Partnerships & Collaboration 

Mark Schwartz, MPH, InfantSEE Program Manager, Optometry Cares, The AOA Foundation, St. Louis, MO

Glen Steele, OD, FCOVD, Professor, Southern College of Optometry, Memphis, TN

POSTER BOARD 13

Service Coordinator Perceptions of Autism Screening and Referral Practices in Early Intervention

Data, Evaluation & Research Methods 

Kris Pizur-Barnekow, PhD, Assistant Professor, University of Illinois at Chicago (UIC), Chicago, IL

Ann Cutler, MD, Clinical Assistant Professor, UIC, Chicago, IL

POSTER BOARD 14

Neighborhood Level Poverty, Race/Ethnicity and Infant Mortality in Washington, DC

Data, Evaluation & Research Methods 

Women's & Perinatal Health 

Health Equity & Social Justice 

Ndidi Amutah, PhD, MPH, Post-Doctoral Fellow, Kellogg Foundation- Morgan State University, Baltimore, MD

POSTER BOARD 15

Evidence on Infant Sleep-Related Death Circumstances, Current State MCH Safe Sleep Programs and Support for Community-Based Education and Crib Distribution Programs

Data, Evaluation & Research Methods 

Women's & Perinatal Health 

Partnerships & Collaboration 

Mary Overpeck, MPH, DrPH, Senior Research Scientist, National Center for Child Death Review, Michigan Public Health Institute, Santa Fe, NM

Theresa Covington, MPH, Director, National Center for Child Death Review, Okemos, MI

Judith Bannon, BSBA, Executive Director, SIDS of PA/Cribs for Kids, Pittsburgh, PA

POSTER BOARD 16

Understanding Perceived Barriers to Breastfeeding Among Low-Income Medicaid Patients to Increase Breastfeeding Rates

Advocacy 

Women's & Perinatal Health 

Cultural Competence 

Veronica Lewis, BA, Graduate Intern, Maternal, Child and Adolescent Health Programs, Los Angeles Department of Public Health (LADPH), Los Angeles, CA

Diana Ramos, Maternal, Child and Adolescent Health Programs, LADPH, Los Angeles, CA

POSTER BOARD 17

Beneath the Radar: Identifying, Rescuing and Rehabilitating Exploited Children

Adolescent Health 

Family-Centered Care 

Advocacy 

Margaret Christopher, PhD, MPH, LSW, Associate Professor, California University of Pennsylvania, Monroeville, PA

PRIMARY TRACK: Health Information Technology & Social Media



POSTER BOARD 18

Should Social Media Be Used as a Means to Reduce Lost to Follow-Up for Newborn Screening Programs?

Infant & Child Health 

Emily Berry, MSPH, Program Coordinator, OZ Systems, Arlington, TX



Working Together to Improve Maternal and Child Health

AH PRIMARY TRACK: Adolescent Health

POSTER BOARD 19

Access to Medical Homes for Adolescents: Results from the National Survey of Children's Health

Health Equity & Social Justice

Quality Improvement, Health Care Financing & Systems Building

Jane Park, MPH, Project Coordinator, Division of Adolescent Medicine, University of California, San Francisco, San Francisco, CA

Charles Irwin, Jr., MD, Professor, Pediatrics, Division of Adolescent Medicine, University of California, San Francisco, San Francisco, CA

POSTER BOARD 21

Training Parents as Sex Educators in a Faith-Based Project

Family-Centered Care

Partnerships & Collaboration

Tonya Nicholson, DNP, Program Director, Frontier School of Midwifery and Family Nursing, Dublin, GA

YT PRIMARY TRACK: Youth in Transition

POSTER BOARD 22

Lifespan Health Concerns for Children and Youth in Foster Care

Adolescent Health

Quality Improvement, Health Care Financing & Systems Building

Health Equity & Social Justice

Thomas Tonniges, MD, Director, Boys Town Institute for Child Health Improvement, Boys Town, NE

Jane Kavan, RN, BSN, Grant Project Manager, Boys Town Institute for Child Health Improvement, Omaha, NE

POSTER BOARD 23

How Texas Children's Hospital Is Preparing CYSHCN to Transition to Adult-Based Health Care

Adolescent Health

Family-Centered Care

Advocacy

Albert Hergenroeder, MD, Professor, Baylor College of Medicine and Texas Children's Hospital (BCM/TCH), Houston, TX

Valerie Bowman, LMSW, Project Manager, BCM/TCH, Houston, TX

POSTER BOARD 24

OPT4College: Educational and Medical Transition for Transition-Age Youth

Data, Evaluation & Research Methods

Myra Rosen-Reynoso, PhD, Research Associate, University of Massachusetts, Boston, MA

FCC PRIMARY TRACK: Family-Centered Care

POSTER BOARD 25

Engaging Patients and Families in State Medical Home Initiatives

Cultural Competence

Quality Improvement, Health Care Financing & Systems Building

Partnerships & Collaboration

Melita Jordan, CNM, MSN, APRN, Director, Bureau of Family Health, Pennsylvania Department of Health, Harrisburg, PA

Christy Blakely, MS, Director, Family Voices Colorado, Denver, CO

POSTER BOARD 26

Key Components of Effective Services for CSHCN and Their Families

Jane Prusso, MSW, Program Supervisor for HIP, Resources for Children's Health, Philadelphia, PA

Nick Claxton, BA, CQSW, Program Coordinator for CSHCN, Division of Maternal, Child and Family Health, Philadelphia Department of Public Health, Philadelphia, PA

POSTER BOARD 27

Oregon's Title V CSHCN Care Coordination Program: A Promising Practice

Health Equity & Social Justice

Partnerships & Collaboration

Infant & Child Health

Marilyn Hartzell, MEd, Director, Oregon Center for Children and Youth with Special Health Needs (OCCYSHN), Portland, OR

Nancy Lowry, MSN, CaCoon Nurse Consultant, OCCYSHN, Portland, OR

Artemenko Candace, BSN, CaCoon Nurse Consultant, OCCYSHN, Portland, OR

Rosalia Messina, MPA, Policy and Systems Specialist, OCCYSHN, Portland, OR

A PRIMARY TRACK: Advocacy

POSTER BOARD 28

Cost-Benefit Analysis Fact Sheets for Injury Prevention Interventions

Adolescent Health

Youth in Transition

Data, Evaluation & Research Methods

Ted Miller, PhD, Program Founder, Children's Safety Network Economics and Data Analysis Resource Center, Calverton, MD

PRIMARY TRACK: Partnerships & Collaboration

PC

POSTER BOARD 29

Creating a Strong Working Relationship Between the Oklahoma State Department of Health and the Oklahoma State Medicaid Agency

Infant & Child Health **ICH**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Suzanna Dooley, MS, ARNP, Chief, MCH Service, Oklahoma State Department of Health (OSDH), Oklahoma City, OK

James Marks, MSW, LCSW, Director, Child and Adolescent Health, OSDH, Oklahoma City, OK

Jill Nobles-Botkin, MSN, CNM, Director, Perinatal and Reproductive Health, OSDH, Oklahoma City, OK

Shelly Patterson, MPH, Director of Child Health, Oklahoma Health Care Authority (OHCA), Oklahoma City, OK

Ed Long, Child Health Coordinator, OHCA, Oklahoma City, OK

POSTER BOARD 30

Moving to a Public Health Strategy for Child Maltreatment Prevention: Lessons from Five Case Study States

Infant & Child Health **ICH**

Malia Richmond-Crum, MPH, PHL Project Director, Division of Violence Prevention, CDC, Atlanta, GA

Sally Fogerty, MEd, BSN, Director, Education Development Center, Inc., Newton, MA

Patricia Hashima, PhD, Behavioral Scientist, Division of Violence Prevention, CDC, Atlanta, GA

POSTER BOARD 31

Oklahoma State Agency Collaboration to Reduce Tobacco Use Among Pregnant Women

Infant & Child Health **ICH**

Women's & Perinatal Health **WPH**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Shelly Patterson, MPH, Perinatal Coordinator, Oklahoma Health Care Authority (OHCA), Oklahoma City, OK

Daryn Kirkpatrick, BA, Tobacco Cessation Outreach Specialist, OHCA, Oklahoma City, OK

POSTER BOARD 32

Cross-State Partnerships to Improve Access to Care for Children and Youth with Epilepsy and Their Families in Rural Communities

Partnerships & Collaboration **PC**

Carin Kreutzer, MPH, RD, Community Education Director, USC UCEDD at CHLA, Los Angeles, CA

POSTER BOARD 33

Recommendations to Increase Collaboration and Integration Across Children's Programs

Advocacy **A**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Data, Evaluation & Research Methods **DER**

Lisa Rosenberger, MPH, Senior Research Analyst, The National Opinion Research Center (NORC), Bethesda, MD

Cheryl Austein-Casnoff, MPH, Senior Fellow, NORC, Bethesda, MD

Hillary Scherer, BA, Research Analyst, NORC, Bethesda, MD

Tiffany Dao, Intern, NORC, Bethesda, MD

POSTER BOARD 34

Weaving of Shared Need: Lifespan Respite Collaboration to Establish a Coalition

Family-Centered Care **FCC**

Sharon Kaiser, RN, BS, Early Childhood Systems Program Specialist, Special Medical Services, Title V, CYSHNC, Concord, NH

Terry Ohlson-Martin, BS, Co-Director, NH Family Voices, Concord, NH

POSTER BOARD 35

The Connecticut Medical Home Initiative: An Improved System of Care for Children and Youth with Special Health Care Needs and Their Families and Caregivers

Family-Centered Care **FCC**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Joy Liebeskind, Statewide Coordinator, CT Lifespan Respite Coalition, Rocky Hill, CT

Kareena DuPlessis, BS, Director, United Way of CT/Child Development Info Line, Rocky Hill, CT

Patricia Passmore, Care Coordinator, United Community Family Services, Norwich, CT

POSTER BOARD 36

Easy-to-Use Community Inclusive Recreation: Project Adventure

Cultural Competence **CC**

Health Equity & Social Justice **HE/SJ**

Judith Palfrey, MD, T. Berry Brazelton Professor of Pediatrics, Children's Hospital-Harvard Medical School, Boston, MA



Working Together to Improve Maternal and Child Health

PRIMARY TRACK: Partnerships & Collaboration *continued*

PC

POSTER BOARD 37

Collaborating to Improve Services for Mississippi's CYSHCN

Cultural Competence **CC**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Family-Centered Care **FCC**

Mina Li, MD, MS, PHD, CSM, Coordinator for Health Services and Research, Institute for Disability Studies, The University of Southern Mississippi, Jackson, MS

POSTER BOARD 38

Leveraging Partnerships to Support Families

Cultural Competence **CC**

Family-Centered Care **FCC**

Marilyn Hartzell, MEd, Director, Oregon Center for Children and Youth with Special Health Needs (OCCYSHN), Portland, OR

Dee Tafolla, OCCYSHN Family Liaison, OCCYSHN, Portland, OR

Luz Rivera, BA, MA, Director, Juntos Podemos, Salem, OR

PRIMARY TRACK: Data, Evaluation & Research Methods

DER

POSTER BOARD 39

A New Oral Health Policy Analysis Tool to Evaluate Systems Investments: A Simulation Model for Designing Effective ECC Interventions

Infant & Child Health **ICH**

Marcy Frosh, JD, Associate Executive Director, Children's Dental Health Project, Washington, DC

POSTER BOARD 40

The State of Affairs of Home Visiting in Iowa

Infant & Child Health **ICH**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Partnerships & Collaboration **PC**

Laura DeBoer, MPH, Intern, Iowa Department of Public Health, Des Moines, IA

Britti Frederiksen, MPH, Doctoral Student, University of Colorado, Aurora, CO

POSTER BOARD 41

Linking Immunization Information System Data to the Oklahoma Pregnancy Risk Assessment Monitoring System to Determine Risk Factors of Undervaccinated Infants

Infant & Child Health **ICH**

Robert Feyerharm, MA, Senior Biostatistician, Oklahoma State Department of Health (OSDH), Oklahoma City, OK

Paul Patrick, MPH, Director, MCH Assessment, OSDH, Oklahoma City, OK

Alicia Lincoln, MSW, MSPH, PRAMS/TOTS Projects Manager, OSDH, Oklahoma City, OK

Charlotte Kaboré, MS, CDC Public Health Advisor, Immunization Service, OSDH, Oklahoma City, OK

POSTER BOARD 42

Using Technology on Home Visits: Lessons Learned

Health Information Technology & Social Media **HIT SM**

Quality Improvement, Health Care Financing & Systems Building **QHS**

Infant & Child Health **ICH**

Audrey Laszewski, MS, Project Director, Early Years Home Visitation Outcomes Project, Green Bay, WI

PRIMARY TRACK: Health Information Technology & Social Media

HIT SM

POSTER BOARD 43

MCH Needs Assessment in the 21st Century: Tribulations and Triumphs

Cultural Competence **CC**

Partnerships & Collaboration **PC**

Family-Centered Care **FCC**

Karin Downs, RN, MS, MPH, Assistant Director Clinical Affairs, Massachusetts Department of Public Health (MDPH), Boston, MA

Suzanne Gottlieb, BA, Director, Office of Family Initiatives, MDPH, Boston, MA

PRIMARY TRACK: Workforce & Leadership Development

WLD

POSTER BOARD 44

Do People Understand Our Health Messages? A Look at Adult Learning Needs

Health Information Technology & Social Media **HIT SM**

Lee Wallace, MS, RD, LDN, FADA, Nutritionist, Boling CDD, University of Tennessee Health Science Center, Memphis, TN

POSTER BOARD 45

**Family as a Discipline in Interdisciplinary Training:
Results from the 2010 LEND Survey**

Family-Centered Care **FCC**

Partnerships & Collaboration **PC**

Fran Goldfarb, MA, CHES, Director, Family Support, USC UCEDD
CHLA, Los Angeles, CA

Crystal Pariseau, MSSW, Director, MCH Technical Assistance and
Materials Development, AUCD, Silver Spring, MD

POSTER BOARD 46

**Leadership Behaviors of Health
Professionals and Associations with
Knowledge, Attitudes, and Practices
Related to Health Promotion for
Individuals with Developmental
Disabilities**

Jacqueline Stone, PhD, PT, Director, Resource
Finder, Kennedy Krieger Institute, Baltimore, MD

Harolyn Belcher, MD, MHS, Associate Professor
of Pediatrics, Johns Hopkins School of Medicine,
and Director of Research, Family Center,
Kennedy Krieger Institute, Baltimore, MD

**PRIMARY TRACK: Quality
Improvement, Health Care
Financing & Systems Building**

OHS

POSTER BOARD 47

**Reducing Missed Opportunities for
Adolescent Preventive Care: Tennessee
Adolescent Quality Improvement
Project**

Adolescent Health **AH**

Partnerships & Collaboration **PC**

Data, Evaluation & Research Methods **DER**

Michael Warren, MD, MPH, Medical Director,
Governor's Office of Children's Care
Coordination, Nashville, TN

POSTER BOARD 48

**Applicability of Certification of Parent
Support Providers for Helping Families
with Children with Special Needs**

Workforce & Leadership Development **WLD**

Frances Purdy, MEd, JD, Director, Initiative for
Parent Support Providers, National Federation of
Families for Children's Mental Health (NFFCMH),
Rockville, MD

Elaine Slaton, BS, MSA, Senior Program Director,
NFFCMH, Rockville, MD



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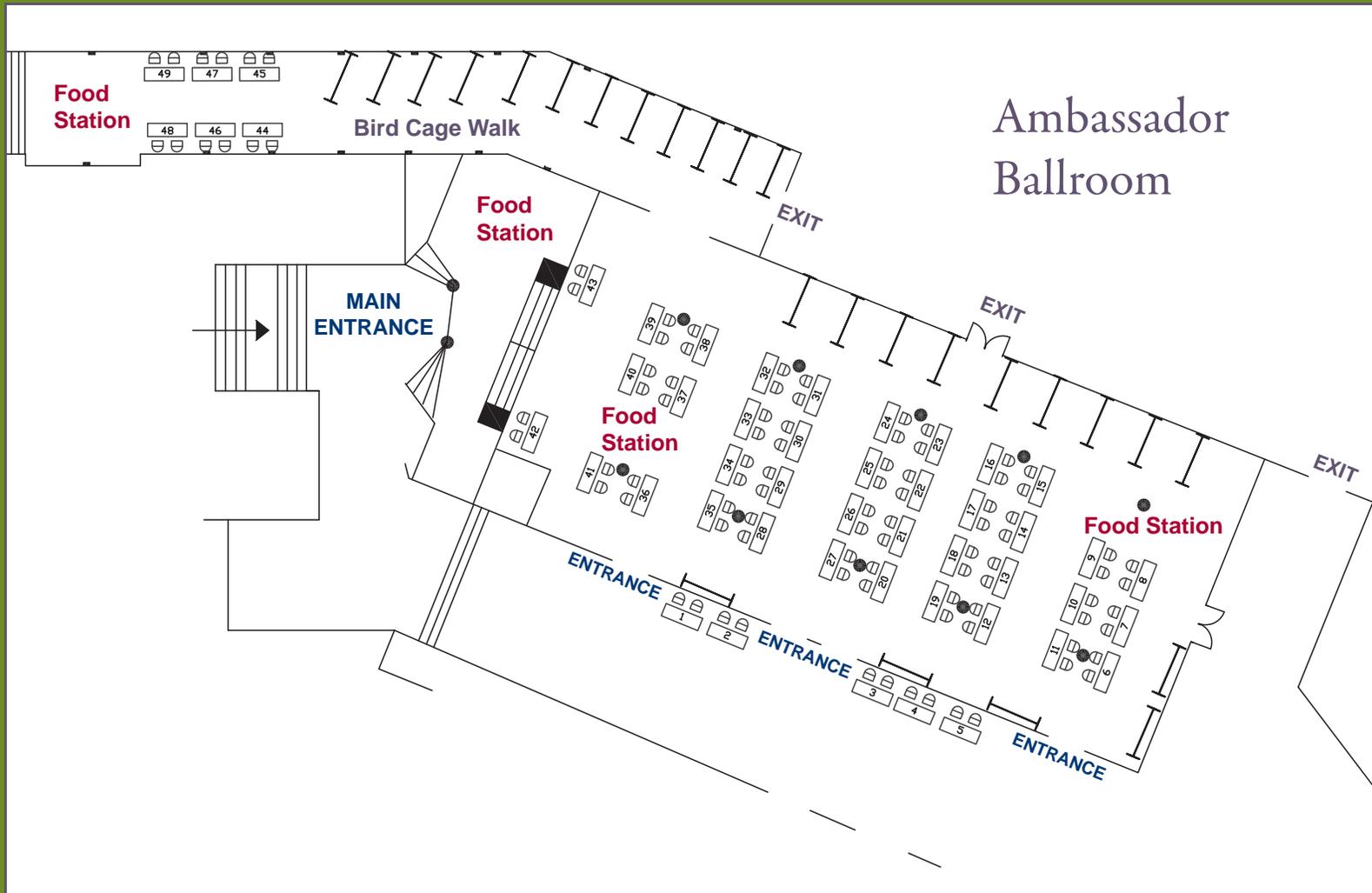


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