



2015 ALMA
REGIONAL MEETING

**Enhancing the Healthy
Start Community**

September 15-16, 2015 ♦ New Orleans, LA
Hilton New Orleans/St. Charles Avenue

REGIONAL MEETING WELCOME LETTER

September 9, 2015

Dear ALMA Healthy Start Grantees:

Welcome and thank you for attending the 2015 ALMA Healthy Start Regional Meeting. The purpose of the meeting is to provide an opportunity for the Healthy Start grantees in Alabama, Louisiana, Mississippi, and Arkansas to come together to strategize, build skills, and share information. Program staff will be in attendance to discuss current activities, evidence based practice, and build cross-sector collaborations that forward the programs charge to prevent infant mortality and reduce adverse perinatal outcomes.

Since 1991, rooted in communities across the country with high infant mortality rates and high rates of low birth weight, preterm birth, and maternal mortality and maternal morbidity, Healthy Start reaches out to preconception, pregnant women and new mothers, connecting them with the health care and other resources they need to nurture themselves and their children. Healthy Start grantees all across the nation are also working to address environmental factors that impact maternal and infant health—recognizing that where families live, learn and play matter. Please use the time during this meeting, and after it ends to continue to work closely with one another, our partners, and communities to achieve the shared goal of improving maternal and infant health.

In thinking about the Healthy Start program, we have a lot to be proud of! For nearly 25 years we have been working together to improve perinatal outcomes. As we enter Year II, our primary focus will be on outreach, client recruitment, data collection, and program evaluation. By creating sound partnerships with you and your communities, we are making great strides in implementing and evaluating innovative/promising approaches to improve the outcomes for preconception, pregnant, and parenting women and their families. During this meeting, you will be presented with strategies to enhance your programs. Each session will focus on a different aspect of program improvement and will prompt you to think about ways to continue providing quality services in your communities.

We look forward to talking with you over the next couple of days, and throughout the course of the grant project. Please let us know if there is anything we can do to make this meeting experience more beneficial for you and your staff.

Again, thank you so much for continuing to work toward our mission to improve perinatal health outcomes.

Sincerely,

Hani K. Atrash, MD, MPH
Director, Division of Healthy Start and Perinatal Services
Maternal and Child Health Bureau
Health Resources and Services Administration

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REGIONAL MEETING INFORMATION

MEETING LOCATION

The ALMA Regional Meeting will be held in the LeMoyne Ballroom which is located on the 5th Floor of the hotel.

REGISTRATION INFORMATION

After checking in at registration, you should have received a name badge. Please wear your name badge during meeting.

PRESENTATIONS AND HANDOUTS

Speakers and moderators have been asked to start the sessions on time, according to the agenda. Please return promptly so as not to interrupt the session presenter. All presentation slides and handouts will be posted on the Healthy Start EPIC Center website on the September Training Calendar after the meeting. Extra blank note paper has been included in the back of your meeting program for any notes that you would like to take during the sessions that you attend.

EVALUATIONS

A meeting evaluations will be provided on Wednesday, September 16th. Please complete the evaluation and return it to Healthy Start EPIC Center staff before leaving the meeting. The meeting evaluation will allow you to provide feedback for the learning sessions and the regional meeting in general.

HEALTHY START NEW ORLEANS DINNER CELEBRATION

Healthy Start New Orleans has graciously coordinated a dinner event on Tuesday, September 15th. Please meet in the hotel lobby at 6pm for transportation to the restaurant. Please bring cash to cover the cost of dinner and entertainment.

MEETING SUMMARY & NEXT STEPS

HRSA/MCHB and HS EPIC Center Staff will be taking notes throughout the meeting. A summary of the meeting will be shared with all Healthy Start grantees, which will include any necessary action items to be completed.

YEAR 2 REGIONAL MEETING PREPARATIONS

We need to prepare for the Year 2 Regional Meeting. Please let HRSA/MCHB staff know if you are interested in serving as the Host Grantee.

TUESDAY: FOCUS ON HEALTHY START PROGRAM ELEMENTS

September 15, 2015

9:00am	Welcome	Charlotte Parent, Director of Health, City of New Orleans Health Department David de la Cruz, Deputy Director, Division of Healthy Start & Perinatal Services HRSA/MCHB
9:15am	Meeting Overview & Logistics	Kimberly Sherman, HRSA/MCHB
9:30	Introductions & Ice Breaker	ALMA Planning Team
10:15	Healthy Start Year II– Direction & Priorities <i>Healthy Start Grant Requirements, Reporting, Funding, Grants Update (GMS)</i> <i>HS EPIC Center Activities</i>	Kimberly Sherman, HRSA/MCHB Maria Benke, HRSA/MCHB Megan Hiltner, HS EPIC Center Aisha Moore, HS EPIC Center
11:00	Healthy Start New Orleans 101 <i>Project Overview, Mentoring Activities, & Special Initiatives</i> <i>Raising America Screening & Toolkit (45 minutes)</i>	Mary Alexander, HSNO Kristen Kirksey, HSNO
11:45	LUNCH BREAK	
1:00pm	Preconception/Interconception Care Communication Planning Workshop	Aisha Moore, HS EPIC Center Grantee Showcase
2:30	BREAK	
2:45	Case Management/Care Coordination & the Healthy Start Framework	Dr. Kimberlee Wyche
3:45	Postpartum Care Roundtables Lactation Support in the South Addressing Perinatal Depression (Tools & Staff) Using Reproductive Life Plans & All Things Family Planning (Access & Information)	Roundtable Facilitators/Timer: HRSA/MCHB HS EPIC Center
4:30	Questions/Comments & Adjourn	ALMA Planning Team
6:30	Dinner, Networking, History & Entertainment with HSNO	

WEDNESDAY: FOCUS ON PROGRAM IMPACTS

September 16, 2015

9:00am	Welcome, Day I Recap, Questions/Comments	ALMA Planning Team
9:15am	Overview of Healthy Start Data Reporting	Kimberly Sherman, HRSA/MCHB
10:00	Healthy Start Monitoring and Evaluation: Best practices, Evidence building and Case-based Solutions	Dr. Joseph Telfair, MSW, MPH
12:00	LUNCH BREAK	
1:30	Healthy Start CoIIN Update	Rickey Green, BHSP Mary Alexander, HSNO
1:45	National Infant Mortality CoIIN Update	Maria Benke, HRSA/MCHB
2:00pm	State Title V MCH Program & Healthy Start Collaboration	Amy Zapata, (LA) Kathy Burk (MS) Jennifer Medley (AR)
3:00	BREAK	
3:15	CAN & Social Determinants of Health	Aisha Moore, HS EPIC Center
4:00	General Q&A, Year 2 Regional Meeting Plan, & Meeting Evaluation	ALMA Planning Team
4:30	ADJOURN	

Meeting Purpose

To provide an opportunity for the Healthy Start Grantees in Alabama, Louisiana, Mississippi, and Arkansas (ALMA) to come together for strategizing, skills building, and information sharing.

Meeting Objectives

- ◆ Hear DHSPS Updates & Guidance for Year II of the Healthy Start Program
- ◆ Connect with the ALMA Membership to Strategize, Build Skills, and Share Information from Year I.
- ◆ Strengthen HS Project Communications Plan to Inform Client Recruitment
- ◆ Build Skills in Case Management for Healthy Start Clients
- ◆ Share Information on Postpartum Care Support to Build Knowledge Base
- ◆ Discuss Parenting Curricula Being Used, Discuss Challenges, & Share Information

REGIONAL MEETING PRESENTERS

Aisha Moore, MPH, is the Online Technology Coordinator for MCHB's Healthy Start EPIC Center. She has 15 years of public health experience, including seven years with JSI assisting local, state, and federal organizations with health communications, social media management, social marketing, public health programming, and workforce development. She is a subject matter expert in adolescent, school, sexual, and reproductive health. She has an MPH in Health Behavior and Health Education from the University of North Carolina at Chapel Hill and a BA from the University of California at Berkeley.

Joseph Telfair, DrPH, MSW, MPH is currently a Professor and Chair of the Department of Community Health and Karl E. Peace Distinguished Chair of Public Health in the Jiann-Ping Hsu College of Public Health at Georgia Southern University. Prior to that he was Chair of Public Health Research and Practice. He has served as faculty in the Department of Public Health Education at the University of North Carolina at Greensboro and directs the University's Center for Social, Community and Health Research and Evaluation. Presently, Dr. Telfair has an appointment as Adjunct Professor of Maternal and Child Health with the University of North Carolina (UNC) at Chapel Hill's School of Public Health. Dr. Telfair received his dual degree of MSW/MPH from the University of California at Berkeley. He later graduated from Johns Hopkins University School of Hygiene & Public Health as a Doctor of Public Health, followed by a post-doctorate in Psychosocial Research at the UNC. He is or has been Principal Investigator, Evaluator or Project Director on a number of Research and Evaluation Projects at the local (community-based), state, regional and national level. He serves as an evaluation consultant and advisor on numerous local projects and is currently serving on several public health, genetics, and research advisory committees for the National Institutes of Health (NIH), the Health Resources and Services Administration (HRSA) and several national Non-Governmental Agencies (NGOs). Among many others, some of his expertise and areas of interests include community-based and community-oriented program evaluation and research; development and evaluation of intervention programs designed to prevent engagement in/continuation of risky behaviors (sexual, drug use, crime) among adolescents and adults diverse populations; culturally competent research and evaluation; health practice, research, program evaluation, and policy issues of women, teens and children with chronic conditions (and their families); issues of access to, and utilization of, health care for the poor, people of color and persons in rural areas; and social and community aspects of HIV/AIDS research and evaluation teaching using Socratic and Critical Thinking methodologies.

REGIONAL MEETING PRESENTERS

Kimberlee Wyche-Etheridge, MD, MPH, has a strong interest in prenatal and perinatal health outcomes/disparities and health equity, especially as they relate to infant mortality, and child wellbeing. After practicing pediatric and adolescent medicine in a health service shortage area outside of Boston, MA, she expanded her influence by completing a Commonwealth Fund/Harvard University Fellowship in Minority Health Policy while fulfilling the requirements for her Master's in Public Health at Harvard University. She joined the Metropolitan Nashville /Davidson County Public Health Department where she worked for 12 years as the County's Maternal Child Health Director, and Subject Expert. During her years at the health department, she oversaw multiple programs, ranging from federal, state and local home visiting programs to adolescent /youth development initiatives. She introduced programs to address at-risk pregnant teens and to promote community health screenings, as well as educational and maternal health programming through area faith-based institutions. In 2003, she founded the Nashville chapter of the Birthing Project, and now serves as the medical director for Birthing Project USA, with chapters in 80 cities and 5 countries. In addition Dr. Wyche Etheridge completed service as the longest sitting chair of the board of directors for the CityMatCH. She also served on the Board of Directors for the National Healthy Start Association, along with multiple national and local advisory boards and commissions. She works as the Assistant Director of Public Health Initiatives at Tennessee State University and founded The Wyche Effect LLC to spread her passion for public health practice and training. She continues to practice medicine. She has received numerous prestigious honors and awards and lectures both locally and nationally.

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MCH Title V Block Grant

The Title V Maternal Child Health (MCH) Block Grant is currently undergoing a transformation. One of the primary goals of this transformation is to demonstrate the vital leadership role that state Title V programs play in assuring and advancing public health systems that address MCH population health needs.

To achieve this goal, the U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau has defined a core set of national performance priority areas that Title V programs across the country will work on to collectively “move the needle.”

Fifteen national performance priority areas have been identified (Table 1), from which states must select eight to address through their Title V program. Collectively, these national performance priority areas represent six MCH population domains: 1) Women/Maternal Health; 2) Perinatal/Infant Health; 3) Child Health; 4) Adolescent Health; 5) CYSHCN; and 6) Cross-cutting or Life course.

In addition to the national performance priority areas selected by the state, the state shall develop five state performance measures (SPM) to address its unique MCH needs to the extent that these needs are not addressed by the national measures.

Table 1: National Performance Priority Areas by Population Domain

NPM #	National Performance Priority Areas	MCH Population Domains
1	Well-woman visit	Women/Maternal Health
2	Low-risk cesarean delivery	Women/Maternal Health
3	Perinatal regionalization	Perinatal/Infant Health
4	Breastfeeding	Perinatal/Infant Health
5	Safe sleep	Perinatal/Infant Health
6	Developmental screening	Child Health
7	Injury	Child Health and/or Adolescent Health
8	Physical activity	Child Health and/or Adolescent Health
9	Bullying	Adolescent Health
10	Adolescent well-visit	Adolescent Health
11	Medical home	Children with Special Health Care Needs
12	Transition	Children with Special Health Care Needs
13	Oral health	Cross-cutting/Life course
14	Smoking	Cross-cutting/Life course
15	Adequate insurance coverage	Cross-cutting/Life course

Example: National Performance Measures associated with the National Performance Priority Area of Well-Woman Visits include:

- Severe maternal morbidity per 10,000 delivery hospitalizations
- Maternal mortality rate per 100,000 live births
- Low birth weight rate (%)
- Very low birth weight rate (%)
- Moderately low birth weight rate (%)
- Preterm birth rate (%)
- Early preterm birth rate (%)
- Late preterm birth rate (%)
- Early term birth rate (%)
- Infant mortality per 1,000 live births
- Perinatal mortality per 1,000 live births plus fetal deaths
- Neonatal mortality per 1,000 live births
- Postneonatal mortality rate per 1,000 live births
- Preterm-related mortality per 100,000 live births

DINING INFORMATION

NEARBY RESTAURANTS

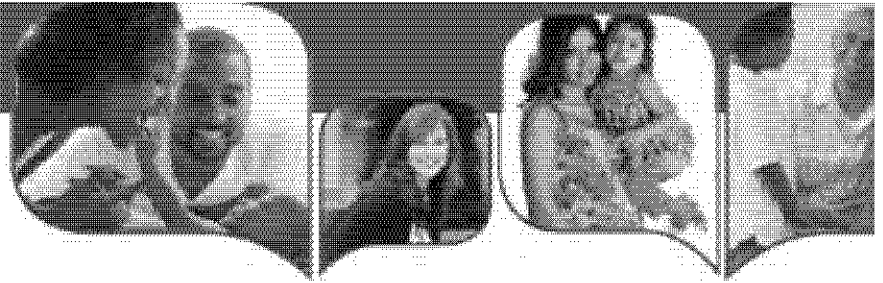
Whatever your palate craves, you'll find it within a short drive of The Hilton New Orleans St. Charles Hotel – many actually within walking distance. New Orleans is home to a number of diverse restaurants, from fine dining establishments to family-friendly eateries. Below is a select list of choices near The Hilton New Orleans St. Charles Hotel. If you'd like to venture somewhere else during your lunch break or free time, please feel free to speak with the Concierge or staff members from Healthy Start New Orleans as they can recommend some other great dining options as well.

- ◆ Acme Oyster House - Located in the French Quarter, experience world famous oysters in the French Quarter.
- ◆ Antoine's - World renowned, dine on French-Creole cuisine in one of their 15 dining rooms, each with their own unique history and charm.
- ◆ Arnaud's - Family owned and operated since 1918, dine on classic Creole in classic New Orleans. Restaurant features live entertainment, cigar bar, the Mardi Gras museum and shopping.
- ◆ Galatoires - Committed to culinary excellence for more than a century; this fourth generation family owned restaurant serves authentic French –Creole cuisine.
- ◆ Gumbo Shop - awarded "Best Gumbo" of New Orleans by Gambit Weekly, offers different styles of gumbo and other New Orleans favorites.
- ◆ K-Paul's Louisiana Kitchen - owned by legendary Chef Paul Prudhomme, featuring fresh and fiery Cajun cuisine.
- ◆ Lüke Restaurant - Under the direction of renowned Executive Chef, John Besh, winner of the prestigious 2005 James Beard Award, our on-site signature restaurant, Lüke, offers classic New Orleans fare in an elegant, but casual atmosphere.
- ◆ Mulates - Known as the original Cajun restaurant, enjoy authentic Cajun food along with entertainment and culture



SUPPORTING COMMUNITIES TO
GIVE EVERY CHILD A HEALTHY START

Healthy Start EPIC Center



The Healthy Start EPIC Center provides assistance to support Healthy Start (HS) grantees in achieving program goals. The Center helps to strengthen staff skills to implement evidence-based practices in maternal and child health, facilitates grantee-to-grantee sharing of expertise and lessons from the field, enables grantees to conduct ongoing evaluation of activities for effectiveness, and builds program capacity to work with community partners to improve health and social service systems for women, infants and families.

SERVICES OFFERED BY THE HEALTHY START EPIC CENTER

Training and technical assistance (TTA) provided by the HS EPIC Center are "data-driven", designed to address specific needs and gaps identified by grantees and Project Officers, through needs assessments, performance monitoring, and program evaluation. HS EPIC Center TTA activities include:

Web-based Training: All HS grantee staff are invited to attend web-based trainings, which are also recorded and posted to www.healthystartepic.org for viewing at a later time.

- **Hear from Your Peers Webinars** showcase Healthy Start programs in action. Healthy Start grantee(s) present on a specific topic, sharing implementation strategies, challenges overcome and lessons learned in delivering HS services in their local area.
- **Discussion Groups** give grantees the opportunity for a more in-depth exchange about topics presented during Hear from Your Peers webinars. This series of up to three one-hour discussions utilizes a web meeting platform to bring up to 20 grantees together to share elements for success and implementation challenges with each other, and feed their findings to the HS CoIN. The CoIN in turn will review, distill and integrate these findings to make recommendations for standards of practice for HS programs.
- **Ask the Expert Webinars** are 60 minute sessions in which an expert presents on a topic of interest, providing a brief (15-30 minute) overview followed by 30-45 minute Q&A period.

Technical Assistance (TA): TA provides far in-depth assistance to an individual grantee or group of grantees that is tailored to their unique needs, contexts, and environments.

Healthy Start Collaborative Innovation and Improvement Network (HS CoIN): The HS CoIN is a partnership of Healthy Start grantees dedicated to strengthening Healthy Start services and systems, to advance program goals to reduce infant mortality and improve birth outcomes. Through a structured process of collaborative learning, the HS CoIN seeks to identify and promote implementation of standardized evidence-based and field-tested approaches to essential HS components such as perinatal risk assessment, case management, participant engagement and empowerment, and fostering Collective Impact and local systems integration through Community Action Networks (CAN).

Website: www.healthystartepic.org is the portal for resources and tools, home for the Healthy Start knowledge base, and a platform to facilitate collaboration and communications among HS grantees. Website features include a grantee directory and profiles, links to statistical databases, an online TA request system, a searchable inventory of evidence-based practices, and an online training catalog, as well as discussion forums for grantees.

1:1 Peer Mentoring: HS grantees are matched for a mentoring relationship with another HS grantee. Mentoring opportunities will be identified by HS EPIC Center staff through the TA request system and communicated to the National Healthy Start Association, who will oversee the matching of peer mentors based on topic area of interest with sensitivity to the target population being served.

Resources and Tools: The HS EPIC Center curates and creates reference materials, guidance resources and tools to support grantees in promoting and delivering HS services.

Healthy Start Convention: This year's convention, attended by all HS grantees, will take place in November 2015. Planning will be led by a committee of HS grantees, Project Officers, and HS EPIC center staff.

Contact Us:

www.healthystartepic.org: to learn about training, request TA or access resources and tools.

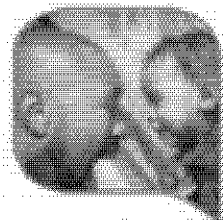
healthystartepic@jsl.com: Email us with specific questions or for immediate assistance.

1-844-225-3713, toll-free.

The Healthy Start EPIC Center is operated by JSL, a public health management consulting and research organization dedicated to improving the health of individuals and communities throughout the world. This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS), Maternal and Child Health Bureau under grant number U59MC269450103 in the amount of \$2,077,544. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



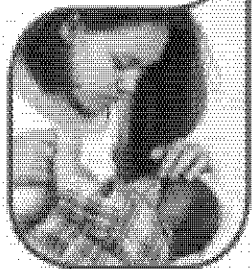
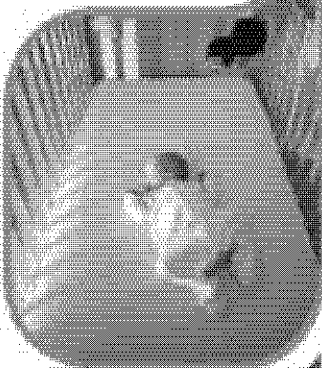
MAKING AN IMPACT: HEALTHY START CONVENTION 2015



Marriott
Wardman
Park

November
16 - 18,
2015

Washington, DC



Purpose:

To convene the Healthy Start greater community to build consensus, foster synergy, and propel the Healthy Start Initiative towards greater success in improving perinatal health outcomes. We will share best practices, increase knowledge, and build skills for providing high quality services to women and their families.

Who Should Attend:

- Project Leadership (Project Director/Program Manager)
- Healthy Start CoIM Representative
- Community Action Network/Collective Impact Representative
- Project Evaluator/Data Specialist

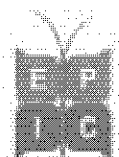
Lodging:

A block of sleeping rooms is being held at the Marriott Wardman Park until Monday, October 20. After this date reservations will be accepted on a space available basis.

To make sleeping room reservations please go to the following link:

<http://bit.ly/2jvatc9>

*November 18 activities are by special invitation only.



MAKING AN IMPACT: HEALTHY START CONVENTION 2015

AGENDA AT A GLANCE

November 16-18, 2015 - Washington, DC

SUNDAY November 15, 2015	MONDAY November 16, 2015	TUESDAY November 17, 2015	WEDNESDAY November 18, 2015*
4:00-6:00pm Conference Registration	8:00-9:00am Registration Convention Welcome 9:00 - 9:15am 9:15- 10:30am Keynote Address: Collective Impact - Creating a Culture of Shared Leadership	8:00-8:30am Registration Welcome and Day 1 Reflection 8:30-9:00am Regional Cohort Meetings with Division of Healthy Start and Perinatal Services Project Officers 9:00-9:45am Break 8:45-10:00am Break 10:00-11:30am Breakout Sessions III: Using Quality Improvement to Strengthen Service Delivery • Making Sense of Your Data • Introduction to Building a Culture of Quality Improvement • Advanced Building a Culture of Quality Improvement • Linking Healthy Start Benchmarks, Plan Do, Study Act Cycles (PDSA); and Measuring Impact • Evaluating Collective Impact • From Test to Practice: PDSA Cycle Ramp Up • From Complex to Concrete: Teaching PDSA to Direct Service Staff	8:00am- 10:00pm Program Management Workshop This workshop has been designed for new Healthy Start Directors/Program Leadership (Project Managers). Due to space limitations, the workshop is by special invite only. All workshop materials will be available via the Healthy Start EPIC Center website. If you have specific questions about the workshop please contact: Kamrily Sherman at ksherman@hrsa.gov.
4:00-6:00pm Poster Set-up	10:30-10:45 Break 10:45 - 11:30am Breakout Sessions I: Collective Impact Peer Learning Network Meetings 11:30am-1:00pm Lunch on your own 1:00-3:15pm Breakout Sessions II: Enhancing Quality Service Delivery - Resources, Training and Information • Fatherhood/Male Inclusion Models • Reproductive Life Planning Across the 4Ps • Literacy from 0 - 24 months • Using the Empowerment Model for Referral and Follow-Up • Implementing Evidence-Based Programming • Motivational Interviewing: Smoking and Alcohol Cessation • Breastfeeding Support and Safe Sleep 3:15-3:30pm Break 3:30-5:00pm Panel Presentation: The State of Healthy Start • Programmatic Updates • Healthy Start EPIC Center • Healthy Start Information System • Healthy Start National Evaluation • Healthy Start CoIN 5:00-5:30pm Break	2:00-2:15pm Break 2:15-3:30pm Breakout Sessions IV: Marketing and Communications • Launching Evaluation Results • Publishing Basics • Developing Your Elevator Speech • Using Presentation Software to Resonate • Working for Your Audience • Getting Started With Social Media • Innovative Marketing Strategies for Special Populations 3:30-3:45pm Break 3:45-4:00pm Final Thoughts, Meeting Evaluation, & Closing	8:00am-10:00pm Program Management Workshop This workshop has been designed for new Healthy Start Directors/Program Leadership (Project Managers). Due to space limitations, the workshop is by special invite only. All workshop materials will be available via the Healthy Start EPIC Center website. If you have specific questions about the workshop please contact: Kamrily Sherman at ksherman@hrsa.gov.
4:00-6:00pm Conference Registration	5:30-7:00pm Networking Reception and Poster Presentations	Final Thoughts, Meeting Evaluation, & Closing	8:00am-10:00pm Program Management Workshop This workshop has been designed for new Healthy Start Directors/Program Leadership (Project Managers). Due to space limitations, the workshop is by special invite only. All workshop materials will be available via the Healthy Start EPIC Center website. If you have specific questions about the workshop please contact: Kamrily Sherman at ksherman@hrsa.gov.



= Plenary Session

*November 18 activities are by special invitation only.

