

CityMatCH Annual Urban Maternal and Child Health Leadership Conference

EXPEDITION 2004:

Exploring the
Boundaries
of Urban MCH



Portland, OR
September 11-14

Final Program

WELCOME ...

Dear Colleagues,

Welcome to the CityMatCH Annual Urban Maternal and Child Health Leadership Conference, Expedition 2004: Exploring the Boundaries of Urban MCH! This year we are especially excited to feature an additional day of Leadership Training designed to help you hone your leadership skills and navigate through the many challenges facing you each and every day.

We are delighted that you have joined our expedition as we begin our journey toward gaining new knowledge, discovering how to translate that knowledge into action and ultimately influencing change within our communities. Expedition 2004 affords us the opportunity for tremendous growth and learning through dynamic leadership training, stimulating conversations with prominent MCH-related leaders, cutting-edge plenary and breakout sessions, challenging skills-building workshops, promising practice presentations, poster reviews, navigation team challenges, peer exchange and reverse site visits.

We are looking forward to building new relationships and strengthening old ones as we come together to renew our dedication, regain our zeal and reaffirm our commitment to improving the lives of the women, children and families we serve. Welcome aboard!

Deborah Hendricks, RN, MPH
Co-Chair, Expedition 2004

Mary Balluff, MS, RD
Co-Chair, Expedition 2004

CITYMATCH STAFF:

Magda Peck, CEO & Senior Advisor *

Patrick Simpson, Acting Executive Director *

Chad Abresch, HIV Project Coordinator *

Michelle Coe, Staff Secretary

Diana Fisaga, Staff Secretary

Maureen Fitzgerald, Policy and Communication
Coordinator *

Carol Gilbert, Health Data Analyst *

Marilyn Ingram, Conference Coordinator *

Amy Johnson, PPOR Project Coordinator *

Kathleen Kock, DaTA Institute Project Coordinator *

Mark Law, Members Project Coordinator *

Jeanette Leeper, Staff Secretary

Kelly McIntosh, Staff Assistant *

Janet Rogers, Office Manager

Jennifer Skala, Managing Coordinator of Education &
Training *

* staff onsite

CONFERENCE AT-A-GLANCE

FRIDAY, SEPTEMBER 10

11:30 am – 1:00 pm	CityMatCH Executive Committee Lunch (closed session)
1:00 pm – 2:00 pm	CityMatCH Board – New Member Orientation (closed session)
2:00 pm – 5:00 pm	CityMatCH Board Meeting (closed session)
4:00 pm – 7:00 pm	Registration
6:00 pm – 9:00 pm	Urban Women’s Health Subcommittee Dinner (closed session)

SATURDAY, SEPTEMBER 11 LEADERSHIP ENCOUNTER

7:00 am – 5:00 pm	Registration
8:00 am – 9:15 am	Leadership Encounter Breakfast
8:00 am – 12:00 pm	DaTA Institute Orientation (closed session)
9:30 am – 11:30 am	Encounter Workshops
12:00 pm – 1:15 pm	Leadership Luncheon Forum Urban Women’s Health: A Panel of MCH Champions
1:30 pm – 3:30 pm	Repeat Encounter Workshops
1:30 pm – 3:30 pm	Perinatal HIV-Urban Prevention Collaborative and Urban Learning Network (closed session)
4:00 pm – 5:00 pm	CityMatCH Membership Meeting
6:00 pm	Friends of CityMatCH Networking Dinner

SUNDAY, SEPTEMBER 12 KNOWLEDGE

7:00 am – 5:00 pm	Registration
7:30 am – 8:00 am	Navigation Team Leaders’ Meeting
8:00 am – 8:30 am	Welcome Breakfast and Opening Ceremony
8:30 am – 10:00 am	Opening Plenary: Building Knowledge – What Do We Need to Know? Cutting Edge Science for Urban MCH
10:15 am – 11:30 am	Cutting Edge Symposia
11:30 am – 1:00 pm	Interactive Lunch and Learn Navigation Team Challenge #1: Cutting Edge Knowledge
1:00 pm – 5:00 pm	DaTA Institute Training (closed session)
1:15 pm – 2:45 pm	Skills-Building Workshops
1:15 pm – 2:45 pm	How to Present a Poster for Promising Practice (closed session)
2:45 pm – 3:30 pm	Navigation Team Challenge #2: Promising Practice Poster Review
3:30 pm – 5:00 pm	Skills-Building Workshops (Repeated)
5:30 pm – 7:00 pm	Promising Practice Poster Reception

MONDAY, SEPTEMBER 13 ACTION

7:00 am – 5:00 pm	Registration
7:30 am – 8:30 am	Exercising for Life!
8:30 am – 9:00 am	Navigation Team Challenge #3: Tracking Your Expedition (Breakfast)
9:00 am – 9:50 am	Plenary Session: What Do We Need to Do? Strategic Action for Making a Real Difference
9:50 am – 10:15 am	Introduction of Action Breakouts
10:30 am – 12:00 pm	Action Breakouts
11:30 am – 6:00 pm	On-site Chair Massage
12:00 pm – 1:15 pm	Passport to the Northwest: Welcome, Networking and Reverse Site Visits Luncheon
1:15 pm	Navigation Team Leader Huddle
1:45 pm – 3:15 pm	Action Breakouts and Promising Practices
3:30 pm – 5:00 pm	Action Breakouts and Promising Practices (Repeated)
5:15 pm	Portland Walking Tour

TUESDAY, SEPTEMBER 14 INFLUENCING OTHERS

7:00 am – 12:00 pm	Registration
7:30 am – 8:00 am	Navigation Team Challenge # 4: Federal Focus (Breakfast)
8:00 am – 8:45 am	Federal Focus: Straight Talk
8:45 am – 10:15 am	Concurrent Sessions
10:30 am – 11:30 am	Closing Plenary: How Do We Influence Others? Political Will and Persuasive Partnerships for Change
11:30 am – 12:00 pm	Heading Home Story

POST CONFERENCE ACTIVITIES

<i>Perinatal Periods of Risk “How to Do” Workshop</i>	
Tuesday, 2:00 pm – 5:30 pm	Part I
Wednesday, 8:00 am – 12:00 pm	Part II
<i>Healthy Start PPOR Level 2 Practice Network Meeting</i>	
Tuesday, 2:15 pm – 5:00 pm	Part I
Wednesday, 8:00 am – 12:00 pm	Part II



SPEAKERS:

Félix Aguilar, MD, MPH, FAAFP

Director

Child Health and Disability Prevention
Program

Long Beach Department of Health and
Human Services

Thomas D. Aschenbrener, MEd

President, Northwest Health Foundation

Hani Atrash, MD, MPH

Associate Director for Program
Development

National Center on Birth Defects and
Developmental Disabilities

Centers for Disease Control and Prevention

Maria Avila

Community Health Worker
Latino Network

Trude Bennett, DrPH, MPH, MSW

Associate Professor
Department of MCH

University of North Carolina at Chapel
Hill, School of Public Health

Janis Biermann, MS

Vice President

Education and Health Promotion
Department

March of Dimes Birth Defects Foundation

Paula Braveman, MD, MPH

Professor of Family and Community
Medicine

Director, Center on Social Disparities in
Health

University of California, San Francisco

The Honorable Margaret Carter

State Senator

Oregon Senate

Linda Castillo

Clinical and Program Supervisor
Bienestar de la Familia

R. Elliott Churchill, MS, MA

Senior Communications Officer

Epidemiology Program Office – Division
of International Health

Centers for Disease Control and Prevention

Michael E. Connor, MA, PhD

Professor, Department of Psychology

California State University, Long Beach

PRE-CONFERENCE ACTIVITIES

FRIDAY, SEPTEMBER 10

11:30 am – 1:00 pm

CityMatCH Executive Committee Lunch (closed session)

Plaza Suite

1:00 pm – 2:00 pm

CityMatCH Board – New Member Orientation (closed session)

Galleria North

2:00 pm – 5:00 pm

CityMatCH Board Meeting (closed session)

Galleria North

4:00 pm – 7:00 pm

Registration

Grand Ballroom Foyer

6:00 pm – 9:00 pm

Urban Women's Health Subcommittee Dinner (closed session)

Director's Suite

SATURDAY, SEPTEMBER 11 – LEADERSHIP ENCOUNTER

7:00 am – 5:00 pm

Registration

Grand Ballroom Foyer

8:00 am – 9:15 am

Leadership Encounter Breakfast

Hugh Tilson, MD MPH, DrPH, FACPM

Mary Balluff, MS, RD – Moderator

Broadway I-IV

8:00 am – 12:00 pm

DaTA Institute Orientation (closed session)

James Kieffer, MS

Galleria North

9:30 am – 11:30 am

Encounter Workshops

Galleria South

*Eliminating Disparities: How Can Leadership Development Make a
Difference?*

Barbara Major, BA

Zenobia Harris, MPH, BSN – Moderator (9:30 am)

Vicki Alexander, MD, MPH – Moderator (1:30 pm)

During this session, participants will be challenged to take a deep look into themselves and their organization in order to address racial and ethnic disparities. Using the concept of self-reflection and building on workforce development for social change, this session will address core functions, essential services and social justice constructs. Participants will have the opportunity to: (1) develop and articulate vision; (2) articulate and model professional values, beliefs and ethics; and, (3) create trans-organizational systems utilizing a common values-based approach with ethical standards.

Council Suite

Collaboration: The New Political Mandate

Laura Peck, MPH

Marilyn Seabrooks, MPA – Moderator (9:30 am)

Mary Balluff, MS, RD – Moderator (1:30 pm)

In a time of increasing mandates and decreasing resources, MCH leaders bring about change by discerning the political landscape, identifying allies and forging effective working partnerships with others. This session will explore and practice collaborative leadership methods. Participants will receive training to identify and communicate political processes and variables operating at federal, state and local levels. They will identify key stakeholders and resources necessary for mediating, negotiating and collective bargaining.

Forum Suite**Decision Making: Leadership in Times of Crisis and Change**

Hugh H. Tilson, MD, MPH, DrPH, FACPM
 Mary Balluff, MS, RD – Moderator (9:30 am)
 Kathleen Kock, MPH – Moderator (1:30 pm)

Local health agencies continue to experience significant changes in leadership, resources and organization. This session will address the steps involved in the change process and deal specifically with the tools and strategies that MCH leaders can use to better manage and lead in challenging times. Skills such as risk communication, conflict and negotiation, crisis intervention and public relations will be addressed.

Director's Suite**Persuasion: Harnessing the Science**

Carl Larson, MA, PhD
 Kandi Buckland, RN, BS – Moderator (9:30 am)
 Jennifer Skala, MEd – Moderator (1:30 pm)

Persuasion skills may be more necessary than ever but how can MCH leaders acquire them if the most talented practitioners can't pass them along? During the workshop, participants will have the opportunity to identify characteristics of disagreements, develop communication techniques needed to reduce conflict and evaluate theories and models of persuasion in order to promote successful community initiatives and partnerships.

12:00 pm – 1:15 pm**Broadway I-IV****Leadership Luncheon Forum****Urban Women's Health: A Panel of MCH Champions**

Trude Bennett, DrPH, MPH, MSW
 Holly Grason, MA
 Ellen Eidem, MS

Kimberlee Wyche-Etheridge, MD, MPH – Moderator

MCH practitioners are in a unique position to champion women's health, yet pregnancy-related MCH services tend to be separate from other programs serving adult and adolescent women in local health department clinics.

This disconnect raises many questions. Is the traditional organization of services an obstacle to gender sensitivity? Does it affect women's empowerment, or a life-course approach to women's health? Do different strategies exist for integration, collaboration and communication between MCH and other services to maximize the benefits for urban women in health department settings? **CityMatCH** is committed to act as a change agent, and our members are well positioned for leadership and advocacy in urban women's health. This panel will help us consider the leading health issues for urban women, strategies for change and leadership opportunities for improving all aspects of urban women's health.

1:00 pm – 4:00 pm**Grand Ballroom II****Exhibits****1:30 pm – 3:30 pm****Encounter Workshops
(Repeated)****1:30 pm – 3:30 pm****Galleria North****Perinatal HIV-Urban Prevention Collaborative and Urban Learning Network (closed session)****4:00 pm – 5:00 pm****Grand Ballroom I****CityMatCH Membership Meeting**

All are welcome to hear updates on the current and future status of **CityMatCH**.

6:00 pm**Alexis Greek Restaurant****Friends of CityMatCH Networking Dinner**

Don't miss a night on the town with **CityMatCH** family, friends and the famous **CityMatCH** band! Join us for a no-host, family style dinner at Alexis Greek Restaurant, 215 West Burnside (2nd Avenue and Burnside Streets). Cost: \$25 per person, payable at the **CityMatCH** registration table.

Conference T-Shirts

On sale at the registration table.

**\$10 all sizes, M-XXXL**

Get one before they're gone!

Wear your t-shirt on Monday
 to show your **CityMatCH** spirit.

SPEAKERS:

SUNDAY, SEPTEMBER 12 – KNOWLEDGE

José F. Cordero, MD, MPH
 Acting Director
 National Center on Birth Defects and
 Developmental Disabilities (NCBDDD)
 Centers for Disease Control and Prevention

Kassy Daggett, LMT
 Massage Therapist, Facilitator, Coach and
 Consultant

Keith Dempsey, MS
 Program Coordinator
 African American Health Coalition, Inc.
 – Portland, Oregon

Ellen Eidem, MS
 Acting Director
 Los Angeles County Department of Health
 Services, Office of Women’s Health

David Eisen, LAc, MSW, OMD
 Director
 Portland Addictions Acupuncture Center

Gonzalo Gonzalez
 Community Health Worker
 Poder es Salud (Power for Health Project)

Holly Grason, MA
 Associate Professor
 Director, Women’s and Children’s Health
 Policy Center
 Population and Family Health Sciences
 Johns Hopkins Bloomberg School of
 Public Health

J. Ricardo Guzman, MSW, MPH
 CEO, Community Health and Social
 Services Center, Inc.

Reverend Kenneth Harris
 Vice President, National Healthy Start
 Association,
 Born Again Ministry

Mary Lou Hennrich, BSN, MS
 Executive Director, Community Health
 Partnership

Stephen Horan, PhD
 President, Community Health Solutions

Ruby Ibarra
 Community Health Specialist
 La Clinia de Buena Salud
 Multnomah County Health Department
 – Portland, OR

7:00 am – 5:00 pm
Registration

Grand Ballroom Foyer

7:30 am – 8:00 am
Navigation Team Leaders’ Meeting

Parlors B & C

8:00 am – 5:00 pm
Exhibits

Grand Ballroom II

8:00 am – 8:30 am
Welcome Breakfast and Opening Ceremony
 Deborah Hendricks, RN, MPH – Conference Co-Chair
 Mary Balluff, MS, RD – Conference Co-Chair
 Kandi Buckland, RN, BS – Chair, CityMatCH Board
 Patrick Simpson, MPH – CityMatCH Acting Executive Director
 Gary Oxman, MD, MPH – CityMatCH Member Local Host

Grand Ballroom I

Welcome to Portland ... Enter a world where humor, music, dance, theater, acrobatics and ideas ignite. A place where art breaks down barriers and artists are immune to human limitations. A realm where art and entertainment are one and the same. Using hilarious wit, extreme physical prowess and intelligence, *Do Jump!*, Portland’s unique living arts organization, will take you on a poetic journey.

8:30 am – 10:00 am
Opening Plenary: Building Knowledge – What Do We Need to Know?
Cutting Edge Science for Urban MCH

Grand Ballroom I

Paula Braveman, MD, MPH
 Michael Lu, MD, MPH
 Donna F. Stroup, PhD, MSc
 Magda G. Peck, ScD

Optimal and effective public health practice and policy requires understanding and navigating the complex pathways between science and action. The opening plenary of Expedition 2004 maps out complementary approaches for framing maternal and child health prevention, risks, opportunities and outcomes, beyond the traditional boundaries of reproductive health. What are some of the leading-edge scientific findings maternal and child health leaders should know and use to assure that their practices and policies are knowledge-based? Learn how social determinants of health, a life course approach to health, and chronic disease prevention can broaden our perspectives and offer new possibilities for urban MCH impact.

10:15 am – 11:30 am

Cutting Edge Symposia

Galleria North

More on Social Determinants of Health
 Paula Braveman, MD, MPH
 Kathy Carson, RN – Moderator

Significant social disparities in health persist across socioeconomic levels, racial and ethnic groups, and by age, gender and geography. There is growing concern that changes in the political and economic environment may augment barriers not only to quality health care but to overall opportunities to be healthy. During this session, participants will: (1) review the current status of knowledge on the impact of prenatal care as currently provided in the United States, (2) acquire new knowledge of the extent of economic and social challenges faced by pregnant women, and (3) use a “social determinants of health perspective” to consider the policy and programmatic implications of these challenges in light of current science and consideration of values.

Galleria South

Breaking the Cycle: Eliminating Inequities in Health across the Life Span

Michael Lu, MD, MPH
 Vicki Alexander, MD, MPH – Moderator

If local public health departments desire to eliminate racial and ethnic disparities in health, isn't it important to understand the overlapping factors at play? For many persons of color, racism is one of the most critical factors. What is the impact of racism across the life span? For that matter, what is the cumulative impact of generations of racial discrimination on health status and well being? What is the long-term impact of living in segregated and economically depressed neighborhoods on one's health? This breakout session will look at the science behind inequities in health across the life span and consider questions and suggestions that can enable participants to move forward.

Parlors B & C

Chronic Disease and MCH

Donna F. Stroup, PhD, MSc
 Nina Burford, MS, RNC – Moderator
 Kimberlee Wyche-Etheridge, MD, MPH – Moderator

The interface between chronic disease and MCH continues to be recognized as important. MCH leaders and practitioners in the field are in a unique position to reduce the burden of chronic illness and disability in women and adolescents. To accomplish this, they must come to know the emerging science that extends the boundaries of traditional reproductive health. During this session, Dr. Stroup, the first Director of CDC's Coordinating Center for Health Promotion, will address the emerging issues and new scientific evidence related to leading causes of disability, medical cost and death in the United States. She will also discuss the National Center's approaches and activities relevant to CDC's Futures Initiative and the relationship between, and integration of, chronic disease prevention and maternal and child health.

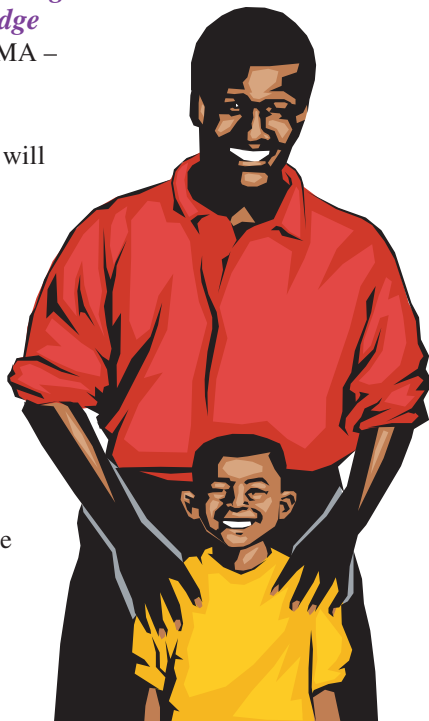
11:30 am –1:00 pm

***Interactive Lunch and Learn
 Navigation Team Challenge #1:
 Cutting Edge Knowledge***

R. Elliott Churchill, MS, MA –

Navigation Queen

Navigation Team Leaders will facilitate team discussion on the leading science supporting the effectiveness of prenatal care. Each team will engage in a quiz to challenge the commonly held notions of prenatal care. Afterward, teams will be given the answers and resources to encourage further study.



Grand Ballroom I

1:00 pm – 5:00 pm

Parlor B

DaTA Institute Training: Effective Communication (closed session)

Debra Kane, PhD, MS
 Kay Johnson, MPH, MEd
 William Sappenfield, MD, MPH

This session is only available to the 2004-2005 CityMatCH data use training teams. Participants will be thrown into a fictitious city and case study to learn effective crisis communication skills.

1:15 pm – 2:45 pm

Skills-Building Workshops

Galleria South

Effective Public Health Communication: Community as an Asset

Latricia Tillman, MPH
 Anita Muir, MS, RD – Moderator (1:15 pm)
 Gary Oxman, MD, MPH – Moderator (3:30 pm)

This "Hands On" workshop will give participants an opportunity to learn about effective public health communication. The workshop will emphasize communication with communities of color and disenfranchised populations. It will present a relationship-based communication model developed to promote credible two-way communication between communities and their health departments in the setting of bioterrorism and other public health emergencies.

Council Suite

***The Art of Powerful Questions:
 Catalyzing Insight, Igniting Change***

Laura Peck, MPH
 Kandi Buckland, RN, BS – Moderator (1:15 pm)
 Mary Balluff, MS, RD – Moderator (3:30 pm)

"Appreciative Inquiry" is an exploration through unconditional positive questions. During this session, participants will learn the art and practice of asking such questions resulting in a process that strengthens an organization's ability to realize its full potential. By crafting and posing these questions in a process that can involve hundreds of people, "Appreciative Inquiry" is capable of engaging whole systems on an 'amazing' scale.

Forum Suite

Economic Analysis

Neal Wallace, PhD
 Jennifer Opalek, RN, MSN, MPH – Moderator (1:15 pm)
 William Ridella, MPH, MBA, RD – Moderator (3:30 pm)

You are planning on expanding smoking cessation services to all pregnant women in your county. How much will it cost you? You need to cut your agency's budget by 25% next year. What programs should you keep and what programs should you cut? Economic analysis provides a way of summarizing program and policy outcomes in financial terms, helping decision makers identify which kinds of programs to retain or initiate. Participants will learn: (1) alternative perspectives or points of view from which evaluation can be conducted; (2) what is really meant by cost; (3) the basics of different ways of conducting economic evaluations; and, (4) the advantages and limitations of doing each kind of study.

SPEAKERS:

SUNDAY, SEPTEMBER 12 – KNOWLEDGE (CONTINUED)

Director's Suite

Barbara A. Israel, DrPH, MPH

Professor of Health, Behavior and Health Education
University of Michigan School of Public Health

Denise Johnson, BA

Graduate Research Assistant
Poder es Salud (Power for Health Project)

Kay Johnson, MPH, MEd

President
Johnson Consulting Group

Debra Kane, PhD, MS

Postdoctoral Fellow in Maternal and Child Health Epidemiology
Centers for Disease Control and Prevention – assigned to the Mississippi State Department of Health

James Kieffer, MS

Team Leadership Skills
Nebraska Medical Center Learning Network
University of Nebraska Medical Center

Carl Larson, MA, PhD

Professor Emeritus
Department of Human Communication Studies
The University of Denver

Diane Linn

Multnomah County Chair
Multnomah County Board of County Commissioners

Michael Lu, MD, MPH

Director of Community Research, Los Angeles Best Babies Collaborative
Associate Director, Center for Healthier Children, Families and Communities, University of California, Los Angeles
Assistant Professor, David Geffen School of Medicine, University of California, Los Angeles
Department of Obstetrics and Gynecology and School of Public Health

Barbara Major, BA

Core Trainer, The People's Institute for Survival and Beyond
Executive Director, St. Thomas Health Services, Inc.

GIS Neighborhood Mapping

Alan Melnick, MD, MPH
Misty Thompson, MA – Moderator (1:15 pm)
Kathy Carson, RN – Moderator (3:30 pm)

This workshop will introduce the use of Geographic Information Systems (GIS) in Public Health. It will include information on how to find and obtain local maternal and child health data and how to incorporate these data into effective GIS. Participants will learn how to use GIS to assess and map MCH needs and resources at the neighborhood level, and how they can use the results to work with their partners to improve community health. This entry-level session is designed to enhance participant understanding, use and implementation of GIS technology. Participants will also learn how they can obtain technical resources in their agencies and communities. No previous GIS experience or specific technical skills are required.

Galleria North

Impact Evaluation: Initiatives, Activities and Coalitions

Stephen Horan, PhD
Lisa Firth, MB, MPH – Moderator (1:15 pm)
Amy L. Johnson, BS – Moderator (3:30 pm)

What does your public health program do? Does program evaluation really work? Evaluation is typically undertaken to improve the quality of a program or project by identifying strengths and weaknesses. Participants will learn how to use tools to evaluate outcomes and impacts for initiatives incorporating multiple programs and activities. Participants will identify when evaluation should be conducted and what questions to ask to address impact. Tools for community participation will be used and applied to address impact.

1:15 pm – 2:45 pm

Pavilion Ballroom

How to Present a Poster for Promising Practice (closed session)

R. Elliott Churchill, MS, MA – Navigation Queen

A **CityMatCH** poster session is a vehicle which allows simultaneous presentation and discussion of a variety of different promising practices. During this session, participants will learn effective methods for presenting posters to a critical audience and will be offered strategic tips for effective communication.

2:45 pm – 3:30 pm

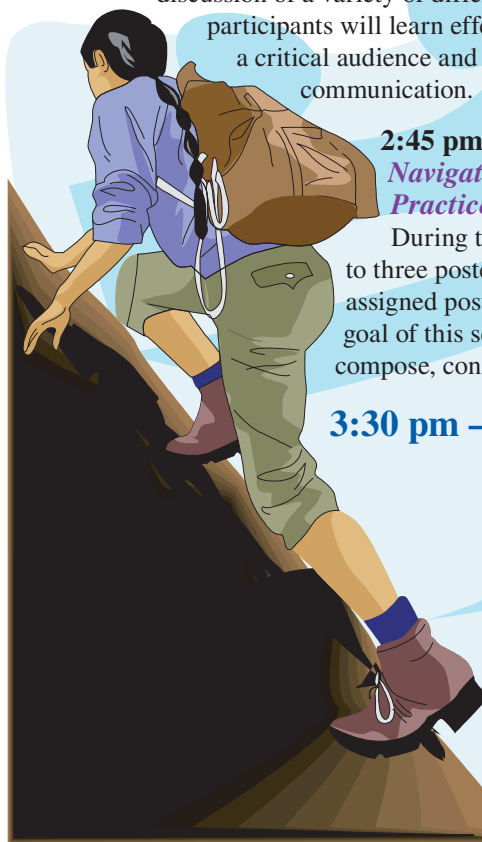
Pavilion Ballroom

Navigation Team Challenge #2: Promising Practice Poster Review

During this time, participants will be assigned two to three posters for review. One review form for each assigned poster will be completed by the participants. The goal of this session is to help participants learn to best compose, construct, present and review a poster display.

3:30 pm – 5:00 pm

Skills-Building Workshops (Repeated)



5:30 pm – 7:00 pm Pavilion Ballroom

Promising Practices Poster and Award Reception

Zenobia Harris, MPH, BSN – Mistress of Ceremonies



Join your colleagues for an exciting evening of networking, partially funded by the March of Dimes Birth Defects Foundation. Here, we learn the results of the Promising Practice

Poster Presentation as we recognize outstanding efforts and learn the strategies being used to promote MCH in urban areas.

The Promising Practice abstracts accepted for the **CityMatCH** Conference, *Expedition 2004* reflect the most recent innovative activities, strategies or lessons learned that have strengthened conference participant's capacity to serve children and families. Profiles respond to a "persistent barrier" and offer practices that are replicable. *Expedition 2004* Promising Practice Abstracts that most adequately addressed the specific review criteria will be acknowledged during the reception for the following:

- **Most Innovative:** The abstract presented innovative responses to specific problems, issues or barriers
- **Most Replicable:** The abstract documented the essentials for making replication feasible
- **The STAR Award:** The Strategic Translation of Action and Results
- **The EXTRA - EXTRA Award:** Excellence in Translating Results to an Audience

The Ed Ehlinger Award

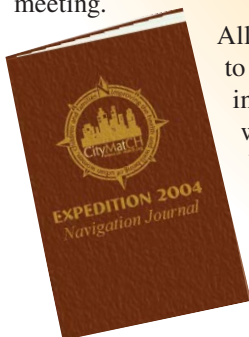
CityMatCH would like to acknowledge the National March of Dimes Birth Defects Foundation. For their continued contributions to the improvement of urban MCH, the March of Dimes will receive **CityMatCH's** most prestigious distinction, the **Ed Ehlinger Award**.

The **Ed Ehlinger Award** is given in recognition of great vision and even small deeds with great impact, and also to honor sustained, everyday, behind-the-scenes service work. Ed Ehlinger was the first Chair of the **CityMatCH** Board. He is both a visionary and a leader. As part of the core group who helped shape **CityMatCH**, Ed Ehlinger reminds us how important it is to serve with humility and humor.

NAVIGATING THE EXPEDITION

Navigating through a complex array of learning opportunities can be safer and more rewarding if you don't try to do it alone. To aid you on your Expedition, **CityMatCH** has once again incorporated "Navigation Teams" into this year's conference.

Activities include a series of team-based exercises woven throughout the two-and-a-half-day meeting. Using **CityMatCH**-developed tools and strategies, you have the opportunity to enhance your skills related to important MCH leadership issues. As a team, you will develop products that have utility beyond this meeting.



All conference participants have been assigned to a "Navigation Team" comprised of up to 10 individuals with whom they will learn and work throughout the conference. Teams will be provided with a Navigation Team Leader as your guide, a team journal to chronicle your adventure, and a numbered "campsite" (cocktail table) in the exhibit hall at which to meet and share your experiences.

MONDAY, SEPTEMBER 13 – ACTION

7:00 am – 5:00 pm

Registration

Grand Ballroom Foyer

7:30 am – 8:30 am

African American Health Coalition: Exercising for Life!

Keith Dempsey, MS

Ralph Nickerson

Vicki Alexander, MD, MPH – Moderator

Get energized early this morning! Learn about a successful REACH project while participating in a light (no-shower-required) workout with Portland's African American Health Coalition.

8:30 am – 9:00 am

Navigation Team Challenge #3:**Tracking Your Expedition (Breakfast)**

R. Elliott Churchill, MS, MA – Navigation Queen

Over breakfast, participants will reunite with their Navigation Teams to discuss the conference's learning agenda and journal events from the previous day. Teams will also be encouraged to develop a plan for optimal participation in the day's events.

9:00 am – 9:50 am

Plenary Session: Action—What do we need to do?**Strategic Action for Making a Real Difference**

Barbara A. Israel, DrPH, MPH

J. Ricardo Guzman, MSW, MPH

Deborah Hendricks, RN, MPH – Moderator

How do you empower communities? By engaging community members, employing local knowledge in the understanding of health concerns and designing interventions. Learn about community-based participatory research and find out how to build effective collaborations between researchers and community representatives within your community to reduce health disparities.

9:50 am – 10:15 am

Introduction of Action Breakouts

Barbara Major, BA

Thomas D. Aschenbrenner, MEd

Mary Lou Hennrich, BSN, MS

Consuelo Saragoza, MPA

Deborah Hendricks, RN, MPH – Moderator

Grand Ballroom I

10:30 am – 12:00 pm

Action Breakouts

Galleria North

Practical Steps for Undoing Racism

Barbara Major, BA

Zenobia Harris, MPH, BSN – Moderator

Research by the People's Institute reveals that racism is the single most critical barrier to building effective coalitions for social change. Racism can only be undone when people understand what it is, where it comes from, how it functions and why it is perpetuated. This session will examine the history, culture and internal dynamics of leadership and networking in order to help participants understand issues of racism, learn practical steps for overcoming racism and develop strategies to educate others.

SPEAKERS:

MONDAY, SEPTEMBER 13 - ACTION (CONTINUED)

Galleria South

Alan Melnick, MD, MPH

Health Officer, Clackamas County
 Director of the Joint Residency in Family
 Medicine/Public Health and General
 Preventive Medicine
 Associate Professor, Oregon Health and
 Science University, Department of
 Family Medicine

Shafia M. Monroe, BA

President/CEO, International Center for
 Traditional Childbearing (ICTC)

Peter J. Morris, MD, MPH

Medical Director, Wake County Human
 Services
 Raleigh, NC

Ralph Nickerson

Fitness Instructor, African American
 Health Coalition, Inc.

Laura Peck, MPH

Principal, Claros Group

Magda G. Peck, ScD

CEO and Senior Advisor, **CityMatCH**
 Professor and Associate Chair for
 Community Health
 Chief, Section on Child Health Policy,
 Department of Pediatrics
 University of Nebraska Medical Center

Marilyn Martin Rossmann, PhD

Professor Emerita
 Family Education
 University of Minnesota

William Sappenfield, MD, MPH

Maternal and Child Health Epidemiologist
 Division of Reproductive Health
 Centers for Disease Control and Prevention

Consuelo Saragoza, MPA

Director, Community Health Promotion
 Partnerships and Planning
 Multnomah County Health Department
 Portland, OR

Lillian Shirley, RN, MPH, MPA

Director
 Multnomah County Health Department
 Portland, OR

Rosa Soto, BA

Regional Director, Southern California
 Office
 California Center for Public Health
 Advocacy

Building Relationships with Foundations and Funders

Thomas D. Aschenbrener, MEd
 Mary Lou Hennrich, BSN, MS
 Nina Burford, MS, RNC – Moderator

Increasingly evident in local maternal and child health practice is the need to pursue additional funding streams from foundations and funders. These allocations provide not only for the targeting of specific health priorities in communities, but also play a vital role in offsetting limited infrastructure resources. This session will focus on skills-building strategies aimed at relationship building with current and potential foundations and funders.

Parlors B & C

Empowering Communities through Community-Based Participatory Research Practice

Barbara A. Israel, DrPH, MPH
 J. Ricardo Guzman, MSW, MPH
 William Ridella, MPH, MBA, RD – Moderator

Building community-based action-research partnerships is an explicit strategy to ensure that research applied to community development or change involves, represents and responds to the diversity of participants in the community setting so that community change efforts are informed, and therefore proactive rather than reactive.

Forum Suite

Meeting the Needs of Immigrant Populations

Consuelo Saragoza, MPA
 Ruby Ibarra
 Linda Castillo
 Marilyn Seabrooks, MPA – Moderator

Get ready to learn new ways to approach the challenges that are met with when working with immigrant populations. This session will incorporate unique methods that deepen connections, create real bonds and lead to enhanced health and wellness outcomes for immigrant populations.

11:30 am – 6:00 pm

Grand Ballroom II

On-Site Chair Massage

CityMatCH welcomes massage therapists Catherine Hood-Foster and Kevin Marsh. Together, they started *Portland Onsite Therapy* as a way to bring massage to the workplace. Both graduated from the Oregon School of Massage and received state and national certification (lic. #10596, 10598). The main focus of their massage techniques is to reduce stress, relax the muscles that hold the most tension, and improve circulation and well-being. Hurry to the registration desk and sign up for a 10 minute massage! Cost is \$10.

12:00 pm – 1:15 pm

Grand Ballroom I

Passport to the Northwest:

Welcome, Networking and Reverse Site Visits Luncheon

Gary Oxman, MD, MPH – **CityMatCH** Member Local Host
 Lillian Shirley, RN, MPH, MPA
 Diane Linn, Chair, Multnomah County Board of County Commissioners

Travel around the room as you eat your lunch and learn about some of the Northwest's most exciting programs for Urban MCH. Learn about public health opportunities, including a program designed to help 15-21 year old latinas become peer educators, a program for low income and uninsured residents in the Portland area and a program focused specifically on the incarcerated pregnant women who were substance abusing. The Northwest has numerous organizations and programs whose exploration of the boundaries of urban MCH include reaching the urban Native American population, working with acupuncture and creating programs targeted to reduce perinatal disparities. Lunch, learn and explore these highlighted programs.

1:15 pm

Grand Ballroom II

Navigation Team Leader Huddle

Forum Suite

1:45 pm – 3:15 pm

Action Breakouts and Promising Practices

Council Suite

Mentoring Fathers, Strengthening Families

Michael E. Connor, MA, PhD

Promising Practice Presenters:

Anand Chabra, MD, MPH – San Mateo County Health Services
Shirley Shelton – Black Infant Health Program, State Department of Health Services

Linda Sutherland – Moderator (1:45 pm)

Ken Swann, MPH – Moderator (3:30 pm)

What is the father's role in growing healthy families and how does a man's physical and emotional well-being affect him and his family? How can men become more active in the lives of their children? How can they help in the fight against infant mortality and low-birth weight? Using an intensive case management framework and peer mentoring and support, men's health and mentoring projects can address life skills development and the removal of barriers to parental involvement and employment. The intended result? A father who is a positive role model in his community and is emotionally and financially supportive of his children and family.

Galleria North

Focusing on Preconception Health: Improving Morbidity and Mortality

Hani Atrash, MD, MPH

Janis Biermann, MS

Promising Practice Presenters (1:45 pm)

Kimberly West, MD, MPH and Arthur Durazo, BA
County of Los Angeles, Department of Health Services,
Marjorie Angert, DO, MPH

Philadelphia Department of Public Health

Shalena Eubanks-Worlds, MS and Linda Sutherland

Healthy Start Coalition, Orlando, Florida

Marilyn Seabrooks, MPA – Moderator

Promising Practice Presenters (3:30 pm)

Diana Sierra, MPH – Healthy Start Coalition of Miami-Dade

Cynthia Farkas, BSN, MS

Jefferson County Department of Health and Environment

Carol Brady, MA – Moderator

Approximately 150,000 babies are born with birth defects each year. Healthy pregnancies begin long before conception. Poor birth outcomes, including birth defects and prematurity, may be avoided through early prevention and health promotion. During this session, presenters will describe interventions that have led to improvement in pregnancy outcomes for mothers and infants and will detail what needs to be involved in assuring preconception health. This session will highlight the critical need to focus on women's health prior to conception, and encourage discussion of the opportunities and challenges related to implementation of this promising strategy for improving maternal and fetal health.

Creating Healthier Communities for Our Children

Marilyn Martin Rossmann, PhD

Promising Practice Presenters (1:45 pm)

Vicki Alexander, MD, MPH – Berkeley City Health Department
Wingshan Lo – University of California, Los Angeles, Center for Healthier Children Families and Communities

Vivian Varela – Santa Clara County Public Health Department

Zenobia Harris, MPH, BSN – Moderator

Promising Practice Presenters (3:30 pm)

Linda Wagner, PHN, MPH and Sue Mitchell, MPH

Saint Paul-Ramsey County Department of Public Health

Tracey Hawkins

City of Newark-Department of Health and Human Services

Eleanor Padgett, MSW

District of Columbia Department of Health

Deborah Hendricks, RN, MPH – Moderator

Currently, half a million young people drop out of school each year. We are faced with rising rates of depression, homicide and suicide. Traditional supports and resources for parents have vanished leaving a need for quality education and meaningful support for parents in order to create the best possible environment for their children. Parents are the primary educators of their children and evidence shows that the children thrive with parental support. What can be done to bolster parents and help create a healthy environment for growing children?

Galleria South

Integrating Urban Women's Health in Local Health Departments

Holly Grason, MA

Promising Practice Presenters (1:45 pm)

Ellen Eidem, MS – Los Angeles County Office of Women's Health

Maria Carlos – Seattle-King County Department of Public Health

Leah Henry-Tanner, BS, Joyce Williams and Shelley Means

United Indians of All Tribes Foundation

Ellen Hutchins, ScD, MSW – Moderator

Promising Practice Presenters (3:30 pm)

Hollie Malamud-Price, MPH

Michigan Department of Community Health

Mary Caffery, RN, MSN – Mother Child and Adolescent HIV

Program, University of California, San Diego

Karen Miyamoto, BSN

Santa Clara County Public Health Department

Jamie Roques, RNC, MPA, MPH – Moderator

Championing the health of urban women presents distinct challenges within maternal and child health, yet it also offers compelling opportunities for leadership. MCH programs are expanding beyond their traditional focus on the maternal role to serve women who are not pregnant. During this session, presenters will describe projects and programs that have made a difference and also highlight the ongoing need for particular attention to be focused on Urban Women's Health within traditional MCH.

SPEAKERS:

Donna F. Stroup, PhD, MSc
Director, Coordinating Center for Health Promotion
Centers for Disease Control and Prevention

Latricia Tillman, MPH
Community Projects Manager
Community Health Promotion, Partnerships, and Planning
Multnomah County Health Department
Portland, OR

Hugh H. Tilson, MD, MPH, DrPH, FACPM
Senior Advisor to the Dean and Clinical Professor
Departments of Epidemiology and Health Policy and Administration
School of Public Health, University of North Carolina at Chapel Hill

Peter C. van Dyck, MS, MD, MPH
Associate Administrator
Maternal and Child Health Bureau
Health Resources and Services Administration

Jovita Walker
Community Health Worker
Emmanuel Temple Full Gospel Pentecostal Church
Vancouver, WA

Neal Wallace, PhD
Assistant Professor, Health Economics
Mark O. Hatfield School of Government
Portland State University

Noël Wiggins, MSPH
Program Manager, Community Capacitation Center
Multnomah County Health Department,
Portland, OR



MONDAY, SEPTEMBER 13 – ACTION (CONTINUED)

Director's Suite

Connecting Faith and Health

Reverend Kenneth Harris

Promising Practice Presenters:

Kandi Buckland, RN, BS and Ann Zielinski, RN, MS – El Paso County Department of Health and Environment

Yolanda Lewis, MS – First Church of God, Columbus, Ohio

Kandi Buckland, RN, BS – Moderator (1:45 pm)

Debra Bara, MA – Moderator (3:30 pm)

Faith-based organizations are important but too often overlooked allies in public health practice even though they are able to reach precise segments of a population and deliver repeated, targeted health messages. Leveraging the critical contributions of faith-based organizations in conjunction with public health can enhance the ability of both to meet shared goals. In this session, participants will hear from presenters who have effectively engaged the faith community in the prevention of disease and promotion of health.

Parlors B & C

Addressing the Epidemic of Overweight Children: Practice and Policy

Rosa Soto, BA

Promising Practice Presenter:

Félix Aguilar, MD, MPH, FAAFP

Long Beach Department of Health and Human Services

Mary Balluff, MS, RD – Moderator (1:45 pm)

Lisa Firth, MB, MPH – Moderator (3:30 pm)

Communities can play a key role in the development and use of neighborhood-level information systems in policy making and community building. They can also use the analysis of child fitness data by legislative districts to map community assets and liabilities. This session will focus on the importance of creating community profiles with individual and community indicators of health and well-being, as well as provide measures of access to healthful foods and exercise opportunities that can be used in neighborhoods.

Studio Suite

Inside or Outside our Circle: Do Mental Health Concerns Affect our Outcomes?

Peter J. Morris, MD, MPH

Promising Practice Presenters:

Urmi Bhaumik, MS, DSc and Maia Brodyfield, MPH – Boston Public Health Commission

Becky Decker, MSW, LCSW – Louisiana Office of Public Health

Ann Vrabel, RN, BSN – Multnomah Education Service District

Mary Caffery, RN, MSN – Moderator (1:45 pm)

Ann Salyer-Caldwell, MPH, RD, LD – Moderator (3:30 pm)

This session is planned as an engagement exercise to look at the impact that mental and behavioral health issues, concerns, and diagnoses have on our child, teen, and family health agendas and outcomes. Participants will explore the different roles of local health departments in identifying, screening, assessing, triaging, referring and treating the identified conditions.

3:30 pm – 5:00 pm

Action Breakouts and Promising Practices (Repeated)

5:15 pm

Portland Walking Tour

Meet in the Hotel Lobby

Grab your sneakers and get ready for an exciting and energetic walking tour of beautiful Portland!

TUESDAY, SEPTEMBER 14

INFLUENCING OTHERS

7:00 am – 12:00 pm **Grand Ballroom Foyer**
Registration

7:30 am – 8:00 am **Grand Ballroom I**
Navigation Team Challenge #4: Federal Focus (Breakfast)
 Join your Navigation Team a final time. During breakfast, your team will brainstorm important questions that need to be asked of our federal leaders.

8:00 am – 8:45 am **Grand Ballroom I**
Federal Focus: Straight Talk
 José F. Cordero, MD, MPH
 Director
 National Center on Birth Defects and Developmental Disabilities (NCBDDD)
 Centers for Disease Control and Prevention (CDC)
 Peter C. van Dyck, MS, MD, MPH
 Associate Administrator
 Maternal and Child Health Bureau (MCHB)
 Health Resources and Services Administration (HRSA)
 Mary Balluff, MS, RD – Moderator

What do you need to know from our federal partners in order to influence others in your community to do what is best for woman, children and families? Here is your opportunity to ask questions that really need to be addressed and to find out about recent changes within MCHB and CDC and discuss their potential impact on programs and funding.

8:45 am – 10:15 am **Concurrent Sessions**

Galleries

Building Bridges between Communities and Public Health
 Noël Wiggins, MSPH
 Gonzalo Gonzalez
 Maria Avila
 Jovita Walker
 Denise Johnson, BA
 Marilyn Seabrooks, MPA – Moderator

Further advances in medical technology may not markedly decrease the persistent health disparities adversely affecting many communities of color in the United States. Rather, creating equality in health may depend more on assisting communities to develop the capacity to address health disparities. The Community Capacitation Center (CCC) at the Multnomah County Health Department seeks to build community capacity by providing credit-bearing training for Community Health Workers (CHWs), community members who serve as bridges between their communities and the health care system. The CCC teaches a variety of groups to use Popular Education, a liberating educational method that builds on what community members already know. Finally, the CCC administers projects such as Poderes Salud/Power for Health, in which Community Health Workers help community members identify and address their own most pressing health issues. In this session, CCC team members, will use Popular Education to help participants learn new approaches and strategies for building community capacity.

Pavilion East

Promoting Alternative Approaches to MCH

Shafia M. Monroe, BA
 David Eisen, LAc, MSW, OMD
 Kassy Daggett, LMT
 Kathleen Kock, MPH – Moderator

Complementary and Alternative Medicine embraces a wide variety of approaches for addressing the health of the whole person. During this session, participants will have the opportunity to learn more about a sampler of Complementary and Alternative Medicine approaches for improving the health of women, children and families in their communities.

Parlors B & C

Assuring Access for Women and Children

Lillian Shirley, RN, MPH, MPA

Promising Practice Presenters:

Norma Doyle, BSN, MPA
 Sonoma County, Department of Health Services
 Justice Armattoo, MPH, MHA,
 District of Columbia Department of Health
 Susanne Morrow, MS – Northeast Florida Healthy Start Coalition
 Maureen Fitzgerald, MPA – Moderator

Lack of health care coverage limits access to health care, can impacting early diagnosis and treatment of health problems and linkage with important resources. Additionally, hospitals and health care organizations often fail to meet the needs of the patients they serve, resulting in poor health outcomes, and in the case of prenatal care, infant mortality. This session will examine obstacles and challenges in assuring access to care for women, children and families, and will highlight new approaches, strategies and promising practices.

Broadway IV

Advocacy: Strategies for Local Leaders to Advance MCH Policy and Programs

Kay Johnson, MPH, MED

Promising Practice Presenters:

Katherine Maus, MSS – Philadelphia Health Department
 Vicki Alexander, MD, MPH – Berkeley City Health Department
 David Dubé, RD, MPH, CHES – Moderator

This session will identify ways to assure that every child receives a healthy start and achieves successful passage to adulthood with the help of caring families and communities. Federal and state public health leaders, along with Congress and state legislatures, control many policy decisions that affect local public health. All the while, maternal and child health leaders in urban health departments have been at the forefront of challenges and advocacy for solutions. This workshop will discuss the principles of good advocacy, describe lessons learned from advocacy successes of the past and showcase some current situations where CityMatCH leaders have made a difference. This session will provide participants in-depth training on how to best advocate for all children. Participants will: (1) increase knowledge of principles for successful advocacy, (2) discuss the array of strategies and techniques used by successful advocates for poor and minority children and their families, (3) understand how policy entrepreneurs frame and advance issues, and (4) learn strategies enabling local MCH leaders to become catalysts for policy change.

MODERATORS:

Vicki Alexander, MD, MPH
Maternal and Child Health Director
Berkeley City Health Department

**Mary Balluff, MS, RD –
Conference Co-Chair**
Chief, Community Health and Nutrition
Services
Douglas County Health Department
Omaha, NE

Debra Bara, MA
Executive Director
Pinellas Healthy Start Coalition
St. Petersburg, FL

Carol Brady, MA
Executive Director
Northeast Florida Healthy Start
Coalition, Inc.

Kandi Buckland, RN, BS
Chief, Personal and Preventive Health
El Paso County Department of Health and
Environment
Colorado Springs, CO

Nina Burford, MS, RNC
Nurse Manager
Tri County Health Department
Englewood, CO

Mary Caffery, RN, MSN
Program Coordinator
University of California, San Diego

Kathy Carson, RN
Parent, Child and Reproductive Health
Administration
Seattle-King County Department of Public
Health

David Dubé, RD, MPH, CHES
Director, Division of Maternal, Child &
Family Health
Maricopa County Department of Public
Health
Phoenix, AZ

Lisa Firth, MB, MPH
Assistant Commissioner, Maternal and
Child Health Division
Baltimore City Health Department

Zenobia Harris, MPH, BSN
Patient Care Leader
Central Region-Arkansas Department of
Health

TUESDAY, SEPTEMBER 14

INFLUENCING OTHERS (CONTINUED)

10:30 am – 11:30 am

Grand Ballroom I

*Closing Plenary: How Do We Influence Others?
Advocacy and Action
Political Will and Partnership*

Kay Johnson, MPH, MEd
It Ain't Over Till It's Over, and It Ain't Ever Over
The Honorable Margaret Carter
Lillian Shirley, RN, MPH, MPA – Moderator

Relationships with partners in both the political and social arenas can increase your ability to influence others and bring about positive change. Learn out how to partner effectively to advocate at the local, national and global level in order to accomplish goals and improve the health and well-being of those you serve.

11:30 am – 12:00 pm

Grand Ballroom I

Heading Home Story

R. Elliott Churchill MS, MA – Navigation Queen
Magda G. Peck, ScD
Deborah Hendricks, RN, MPH – Conference Co-Chair – Moderator
Mary Balluff, MS, RD – Conference Co-Chair – Moderator

The tradition continues. Sending us out with words of inspiration and encouragement will be our founder and CEO, Magda Peck. Her “Heading Home Story” will tie together events from the conference and challenge us to stay the course for women, children and families.

In Memory of Our Beloved Carole...

Friends

*Always there has been
loyalty and friendship.
As they grow older, they
share one anothers' joys.*



Pins designed by Alice Warder Seely are being sold at the registration desk to raise money for the Carole Douglas Memorial Fund.

Many styles are available at a cost of \$15 per pin.

Carole Douglas, RN, MPH, Manager of the Community Health Services Division at the Lincoln Lancaster Health Department for more than 20 years, was a treasured CityMatCH Member since 1992. She served as a member of the CityMatCH Board of Directors from 1999 – 2002 and as Chairperson from 2002- 2003. She lost her battle against cancer on March 18, 2004.

In honor of the life she lead and her commitment to those she served, a memorial fund has been established to support individuals needing financial assistance to attend the Annual CityMatCH Urban MCH Conference.

POST CONFERENCE ACTIVITIES

Perinatal Periods of Risk “How to Do” Workshop

Tuesday, 2:00 pm – 5:30 pm

Part I

Wednesday, 8:00 am – 12:00 pm

Part II

Perinatal Periods of Risk (PPOR) is a community-based tool increasingly being used in the United States to investigate and identify areas for community-level interventions to prevent fetal and infant mortality and promote maternal health. Since 1997, **CityMatCH**, in partnership with the Centers for Disease Control and Prevention and the March of Dimes, has led national efforts to validate, enhance and adapt the PPOR Approach for greater use. This two-part workshop will teach participants to assess and increase community and analytic readiness for the PPOR Approach and shift focus from having feto-infant mortality data to using the PPOR Approach for greater systems change.

Healthy Start PPOR Level 2 Practice Network Meeting (by invitation only)

Tuesday, 2:15 pm – 5:00 pm

Wednesday, 8:00 am – 12:00 pm

This PPOR Practice Network Meeting is designed to promote more in-depth best practices, foster communication, and enable effective dissemination of the PPOR Approach, through training, peer exchange and assistance. Participants will take home useful information to continue with their Phase 2 analysis and prevention strategies.

As the Acting Executive Director for CityMatCH, I would like to publically express my appreciation to the 2003-2004 Board of Directors, as well as the Conference Planning Committee for their efforts and contributions toward the success of EXPEDITION 2004. Their tireless work continue to surpass all expectations.

CityMatCH Board:

Region I	Barbara Ferrer, PhD, MPH
Region II	Llamara Padro-Milano, BSN, RNC
Region III	Lisa Firth, MB, MPH
Region IV	Claude M. Dharamraj, MD, MPH
Region V	Carolyn B. Slack, MS, RN
Region VI	Ann Salyer-Caldwell, MPH, RD, LD
Region VII	Mary Balluff, MS, RD *
Region VIII	Kandi Buckland, RN, BS* (Chair)
Region IX	Vicki Alexander, MD, MPH * (Vice-Chair, Best Practices and Policy)
Region X	Kathy Carson, RN * (Vice-Chair, Organizational Effectiveness)
At-Large	Marilyn Seabrooks, MPA *
At-Large	Zenobia Harris, MPH, BSN * (Vice-Chair, Education and Training)
At-Large	Kimberlee Wyche-Etheridge, MD, MPH *
At-Large	Gary Oxman, MD, MPH * (Local Host)
	Magda G. Peck, ScD (CEO & Senior Advisor)

** denotes members of the Conference Planning Committee.*

Additional Conference Planning Committee Members:

Angela Ablorh-Odjidja, MHS	Hani Atrash, MD, MPH
Deborah Hendricks, RN, MPH	Kay Johnson, MPH, MED
Stephanie McDaniel, BS	William Ridella, MPH, MBA, RD
William Sappenfield, MD, MPH	

I would also like to thank a fabulous staff. Without them, Expedition 2004 would not be possible.

MODERATORS:

Galleries

Deborah Hendricks, RN, MPH

Conference Co-Chair

Healthy Families Section Manager
St. Paul-Ramsey County Public Health

Galleries

Ellen Hutchins, ScD, MSW

Chief, Perinatal and Women's Health Branch
Maternal and Child Health Bureau

Anita Muir, MS, RD

County Health Administrator
Division of Public Health
Wilmington, DE

Jennifer Opalek, RN, MSN, MPH

Evaluator, Federal Healthy Start
Pinellas County Health Department
St. Petersburg, FL

Gary Oxman, MD, MPH

CityMatCH Member Local Host
Health Officer
Multnomah County Health Department
Portland, OR

William Ridella, MPH, MBA, RD

General Manager, Family Health Services
Section
Detroit Department of Health and
Wellness Promotion

Jamie Roques, RNC, MPA, MPH

Public Health Regional Administrator
Louisiana DHH/Office of Public Health

Ann Salyer-Caldwell, MPH, RD, LD

Division Manager
Tarrant County Health Department
Fort Worth, TX

Marilyn Seabrooks, MPA

Maternal and Child Health Officer
District of Columbia Department of Health
Office of Maternal and Child Health

Kenneth Swann, MPH

Assistant Director
Orange County Health Department
Orlando, FL

Linda Sutherland

Executive Director
Healthy Start Coalition
Orlando, FL

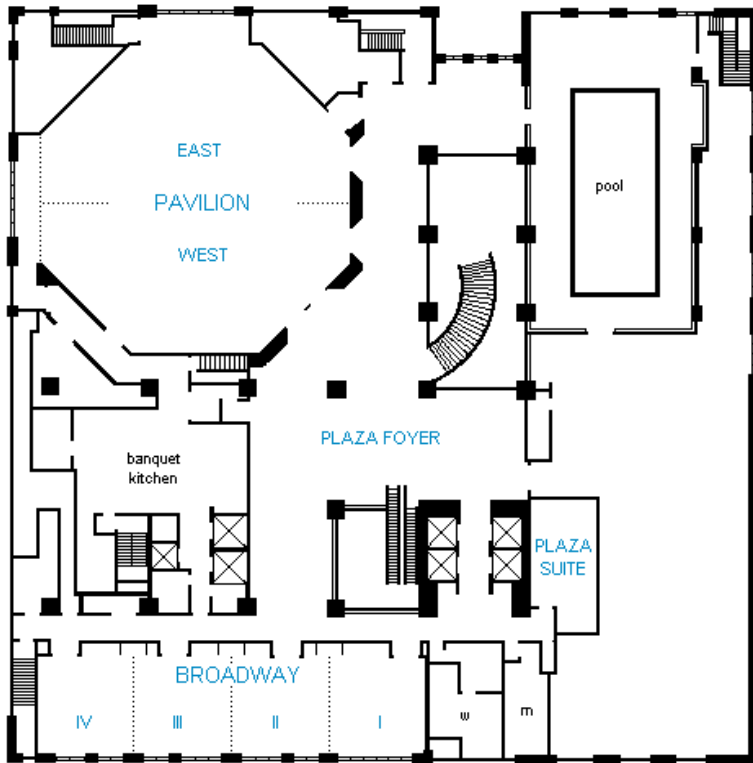
Misty Thompson, MA

Director of Health Support Services
Lawndale Christian Health Center
Chicago, IL

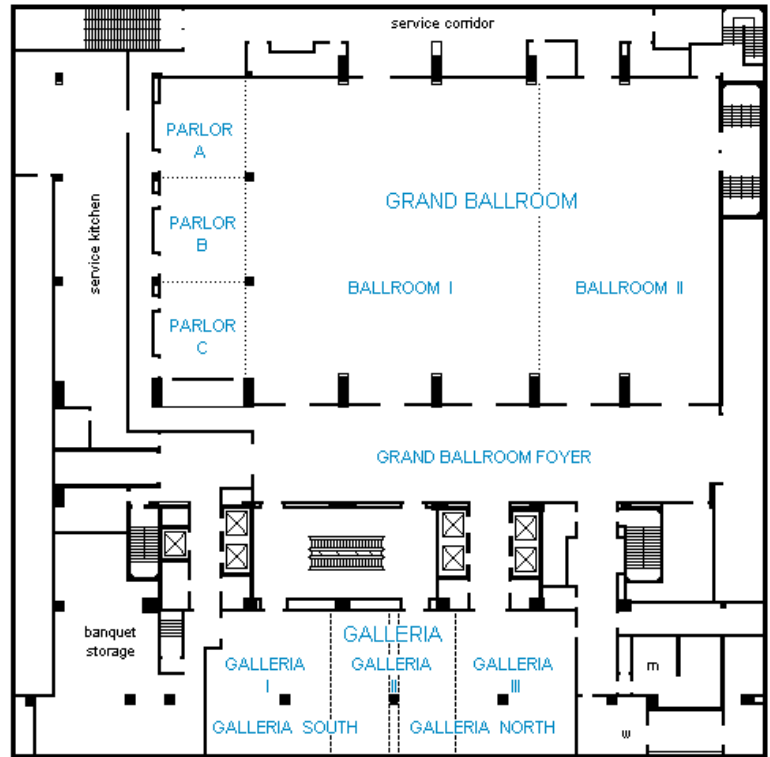
Kimberlee Wyche-Etheridge, MD, MPH

Maternal Child Health Director
Nashville-Davidson County Health
Department

HILTON PORTLAND - PLAZA LEVEL

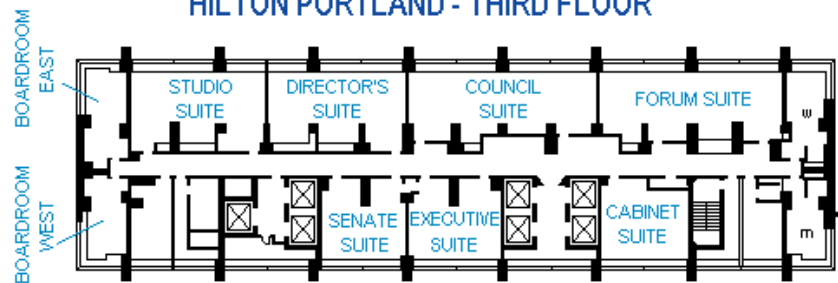


HILTON PORTLAND - BALLROOM LEVEL



Hilton Portland & Executive Tower Meeting Space

HILTON PORTLAND - THIRD FLOOR



CityMatCH would like to thank the Centers for Disease Control and Prevention, the March of Dimes National Birth Defects Foundation and University of Nebraska Medical Center for their support and help in making the 2004 CityMatCH Annual Urban Maternal and Child Health Leadership Conference possible.

Expedition 2004 is partially funded by Public Service Grant C13/CCC724021-01 from the Centers for Disease Control and Prevention.



Special thanks go out to our local host, Multnomah County Health Department, represented by Gary Oxman, for their assistance in planning, coordinating and executing Expedition 2004. The CityMatCH Annual Urban Maternal and Child Health Leadership Conference would not be possible without the aid of CityMatCH member health departments and their representatives.