

Data San Francisco Families Passion
Reproductive Racial
Networking Human Rights
Innovation Program
Mothers Fathers CityMatCH
Environmental Leaders
Community Children Team Building
Social Freedom Restorative
Health Professionals
Knowledge Economic
National

2011 CityMatCH
 Urban MCH Leadership Conference

Justice

Advancing Health Equity,
 Working for JUSTICE in All Communities

SAN FRANCISCO, CALIFORNIA | SEPTEMBER 17-20, 2011



Overall Conference At-A-Glance

[PRE-conFEREncE activitiEs]

Friday, September 16

8:00 am – 5:00 pm

CityMatCH Board of Directors Meeting
(invitation only)

Saturday, September 17

8:00 am – 12:00 pm

CityLeaders *(closed session)*

8:00 am – 12:00 pm

Service Learning *(registration required)*

8:00 am – 5:00 pm

Data Skills Training

11:00 am – 5:30 pm

Registration

12:00 pm – 1:00 pm

CityLeaders Luncheon *(invitation only)*

12:00 pm – 10:00 pm

Poster Set Up

1:00 pm – 5:00 pm

Pre-conference Workshops
(registration required)

[cONFEREncE activitiEs]

Sunday, September 18

6:00 am – 7:00 am

Poster Set Up

7:00 am – 8:00 am

Exhibitor Breakfast

7:00 am – 5:00 pm

Registration

7:15 am – 7:45 am

CityMatCH 101

8:00 am – 8:30 am

Conference Welcome

8:30 am – 9:30 am

Plenary 1

9:30 am – 9:45 am

Break

9:45 am – 10:45 am

Session A – Examples from the Field

10:45 am – 11:00 am

Break

11:00 am – 12:15 pm

Youth Speaks Poetry and Luncheon

12:15 pm – 12:30 pm

Break

12:30 pm – 2:00 pm

Breakouts B – Skills-Building Sessions

2:00 pm – 2:15 pm

Break

2:15 pm – 3:45 pm

Breakouts C – Skills-Building Sessions

3:45 pm – 4:00 pm

Break

4:00 pm – 5:00 pm

Plenary 2

6:00 pm – 9:00 pm

Friends of CityMatCH Dinner

Monday, September 19

7:00 am – 11:00 am
Registration

7:00 am – 8:00 am
Regional Roundtables

8:00 am – 8:15 am
Break

8:15 am – 9:45 am
Breakouts D - Skills-Building Sessions

9:45 am – 10:00 am
Break

10:00 am – 11:00 am
Session E - Examples from the Field

11:00 am – 12:30 pm
Awards Luncheon

12:30 pm – 12:45 pm
Break

12:45 pm – 1:45 pm
Session F - Examples from the Field

1:45 pm – 2:00 pm
Break

2:00 pm – 5:30 pm
Registration

2:00 pm – 2:15 pm
Exercise Break (Recess)

2:15 pm – 5:30 pm
Plenary 3 and Facilitated Discussion

5:30 pm – 7:00 pm
New Connections Reception
and Poster Presentations

Tuesday, September 20

7:00 am – 8:30 am
Registration

7:15 am – 8:15 am
After the IOM Report on
Preventive Services for Women:
Coffee & Conversation with Magda

7:15 am – 8:30 am
Breakfast

8:30 am – 10:00 am
Breakouts G - Skills-Building Sessions

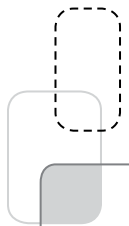
10:00 am – 10:15 am
Break

10:00 am – 12:00 pm
Registration

10:15 am – 11:45 am
Plenary 4 – Magda Peck
Leadership Symposium

11:45 am – 12:00 pm
Conference Closing

12:00 pm – 3:00 pm
CityLeaders





Special Thanks to...

CityMatCH would like to thank the Centers for Disease Control and Prevention, the Maternal and Child Health Bureau, the W.K. Kellogg Foundation, and the University of Nebraska Medical Center. Their generous support of our annual conference makes this event possible.

Many thanks also to all of our partners and friends in California, and our conference planning committee, who were instrumental in planning and carrying out this event!

Conference Planning Committee

Deborah Allen, ScD, MS, MS

Mary Balluff, MS, BS, RD, LMNT

Yvonne Beasley, MN

Anand Chabra, MD, MPH

Sharron Corle, MS

Diane Cox, PhD, MSN, RN

Phyllis George, MPH

Sharon Hall, PhD, MSN, RN

Cynthia Harding, MPH

Zenobia Harris, DNP, MPH, RNP

Alison Johnson, MPA

Christina (Kiko) Malin, MPH, MSW

Monica Murphy, MPH

Terri Nikoletich, MSN, MPH, RN, CNS

Ana Novais, MA

Padmini Parthasarathy, MPH

Geraldine Perry-Williams, MSN, PHN

Cheri Pies, DrPH, MPH, MSW

James Resnick, MS

Kristina Risley, DrPH, MS, CPCC

Peter Simon, MD, MPH

Audrey Stevenson, PhD, MPH, MSN, FNP-BC

Pam Stuver, MA, RN

Kellie Teter, MPA

Sherry Williams, BSN

Phyllis Williams-Thompson, MS, CIM

[conference welcome]

justice

Is justice a place

An event

A feeling

Is it about making things better

Making things shared

Making things equal

Making things right

Is it about giving women options for their health

About giving everyone a doctor who cares, who empowers each patient to decide

About every neighborhood having a store with apples and oranges

About celebrating diversity, rather than segregating cities

Does justice mean the poor have full wallets, full health

That every child has green space to run

That women and men have the means to support growing families

That politics don't tread on real people

Is justice a noun or a verb

An adjective, a just descriptor

An action we must take

A belief we must hold

Now is the time and this is the place to think

More broadly

More deeply

More persistently

About how we can

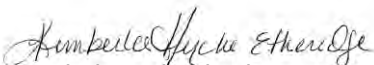
Fight injustice

Stand for equity

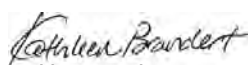
Insist on MCH values

Amplify the community's voice

For justice is not yet accomplished. And can't be, without you.



Kimberlee Wyche Etheridge, MD, MPH
CityMatCH Board Chair



Kathleen Brandert, MPH, CHES
Acting Associate Director of Programs



Chad Abresch, MEd
Interim Executive Director

Conference Objectives

1. Apply knowledge and skills as described in the MCH Leadership Competencies (v 3.0).
2. Use data to support the development and implementation of maternal and child health programs and policies to decrease risk factors and improve health.
3. Apply skills to evaluate the effectiveness of maternal and child health programs and policies.
4. Determine the critical elements of evidence-based public health programs for urban women, children and families.
5. Use innovative strategies to enhance the reach and impact of public health programs for urban women, children and families.
6. Integrate national recommendations and examples into public health programs and policies at the local level.
7. Critique the health impact of established and proposed federal, state, and local policies that affect local urban maternal and child health populations.

Scholarship Award Winner

Carole Douglas Emerging Leaders Scholarship: 2011 Awardee



Kelli Kohake, RN, LNC, MPH

CityMatCH is pleased to announce that Kelli Kohake, a Nursing Supervisor for the Cincinnati (OH) Health Department, is the 2011 Carole Douglas Emerging Leaders Scholarship winner! In 2009, Ms. Kohake was appointed to lead the health department's newly created Maternal and Infant Health Section and has worked hard to develop this section.

This Scholarship was created just for this intent—to welcome new MCH leaders to CityMatCH and provide them the opportunity to connect, learn, and collaborate with colleagues from around the nation.

Dedicated to the memory of CityMatCH Board member, Carole Douglas, who lost her battle with cancer in 2004, the scholarship fund is a reflection of Carole's belief in the importance of "bringing along" the next set of leaders in urban MCH.

We warmly welcome Ms. Kohake to her first CityMatCH Conference!

eXhibitors and sPonsors

Diamond Level



Emerald Level



Ruby Level



Sapphire Level



Pearl Level



2010-2011 CityMatCH Board of Directors

Board Chair

Kimberlee Wyche Etheridge, MD, MPH

Northeast Region

Peter Simon, MD, MPH

Carolyn Slack, MS, RN

Southeast Region

Sue Guptill, MSN

Carol Synkewecz, MPH

North Central

Mary Balluff, MS, RD, LMNT

Anna Benton, MA

South Central

Zenobia Harris, DNP, MPH, RNP

Sherry Williams, BSN

West Region

Cynthia Harding, MPH

Audrey Stevenson, PhD, MPH, MSN, FNP-BC

At-large

Deborah Allen, ScD, MS, MS

Christine Englestad, MS, BSN, RN

Geraldine Perry-Williams, MSN, PHN, BSN

Ex Officio

Magda Peck, ScD

UNMC Representative

John Sparks, MD

2011-2012 Incoming CityMatCH Member

Michael Dedee, MSW

BBiologists often talk about the “ecology” of an organism: the tallest oak in the forest is the tallest not just because it grew from the hardest acorn; it is the tallest because no other trees blocked its sunlight, the soil around it was deep and rich, no rabbit chewed through its bark as a sapling, and no lumberjack cut it down before it matured. We all know that successful people come from hardy seeds. But do we know enough about the sunlight that warmed them, the soil in which they put down roots, and the rabbits and lumberjacks they were lucky enough to avoid?

~ Malcolm Gladwell “Outliers”

[Citymatch Staff]



Chad Abresch
Interim Executive Director



Kathleen Brandert
Acting Associate
Director of Programs



Michelle Coe
Office Associate



Diana Fisaga
Office Associate



Maureen Fitzgerald
Coordinator



Carol Gilbert
Health Data Analyst



Marilyn Ingram
Conference Coordinator



Mark Law
Acting Associate Director
of Operations



Qinge Ouyang
Web Designer



Laurin Kasehagen Robinson
MCH Epidemiologist /
CDC Assignee to CityMatCH



Janet Rogers
Office Manager



Molly Schlfe
Project Coordinator



Erin Schneider
Project Coordinator



Brenda Thompson
Project Coordinator

We must pay attention and do better by mothers and babies so they are born alive, of good weight and thrive from their first birthday and beyond.

~ Dr. Magda Peck

[SATUr DAY AT-A-GLAnce]

7:45 am – 12:00 pm

Service Learning *(registration required)* Lombard

8:00 am – 12:00 pm

CityLeaders Workshop *(closed session)* Davidson

8:00 am – 5:00 pm

Data Skills Training *(registration required)* Divisadero
*"Best Practices" in Knowledge Translation: Strategies and
 Tools to Promote Use of Research for Policy Change*

11:00 am – 5:30 pm

Registration Cyril Magnin Foyer

12:00 pm – 10:00 pm

Poster Set Up Cyril Magnin Foyer

12:00 pm – 1:00 pm

CityLeaders Luncheon *(invitation only)* Balboa

1:00 pm – 5:00 pm

Pre-Conference Workshops *(registration required)*

- PC-1: Introduction to Opportunity Mapping: Understanding the Geography of Opportunity Stockton
- PC-2: Survey Research: Using National Surveys to Inform Local and Tribal MCH Practice and Policy Lombard
- PC-3: Relationship Systems Intelligence: Creating the Ground Conditions for Justice Hearst

[n o T e S]

We have learned to say that the good must be extended to ALL of society before it can be held secure by any ONE person or class; but we have not yet learned to add to that statement, that unless ALL [people] and ALL classes contribute to a good, we cannot even be sure it is worth having.

~ Jane Adams

7:45 am – 12:00 pm

Service Learning *(registration required)*

Lombard

Service Learning was first introduced at the 2009 Conference as a tool to provide CityMatCH Conference attendees opportunities for critical and reflective thinking in the context of hands-on work. This year, we are partnering with the Neighborhood Vision Project (NVP), a collaborative community service initiative that mobilizes youth from various neighborhoods to design, implement, and work together on community service projects in each others' neighborhoods. Tailored for CityMatCH Conference participants, this service experience offers a wonderful opportunity to contribute to the San Francisco community while attending Conference.

8:00 am – 12:00 pm

CityLeaders Workshop *(closed session)*

Davidson

8:00 am – 5:00 pm

Data Skills Training *(registration required)*

Divisadero

"Best Practices" in Knowledge Translation: Strategies and Tools to Promote Use of Research for Policy Change

Moderator: Carol Gilbert

Kelly Murphy, MEd

Director | Knowledge Translation and Partnerships

Co-Director | ACHIEVE Post-Doctoral Training Program | Centre for Research on Inner City Health
Li Ka Shing Knowledge Institute | St. Michael's Hospital | Toronto, Ontario

Patricia O'Campo, PhD

Director | Centre for Research on Inner City Health | St. Michael's Hospital

Professor | Dalla Lana School of Public Health | University of Toronto | Toronto, Ontario

Epidemiologists, evaluators, data analysts, and researchers who study social determinants and equity in maternal and child health, strive for their work to make a positive difference in the lives of women, children and families. But what are the pathways from research to progressive policy and program change?

Knowledge Translation (KT) refers to a wide range of frameworks, practices, and tools for increasing the relevance and influence of research in guiding health policy and practices. This one-day workshop will provide an introduction to leading-edge KT strategies that have been tailored for health equity research and practice, and will highlight the principles of effective knowledge translation, including the complexities of KT for social determinants of health issues.

[satUr DaY, september 17, 2011]

11:00 am – 5:30 pm

Registration

Cyril Magnin Foyer

12:00 pm – 10:00 pm

Poster Set Up

Cyril Magnin Foyer

12:00 pm – 1:00 pm

CityLeaders Luncheon *(invitation only)*

Balboa

1:00 pm – 5:00 pm

Pre-Conference Workshops *(registration required)***PC-1: Introduction to Opportunity Mapping: Understanding the Geography of Opportunity**

Moderator: Michael Caliguiri

Stockton

Jason Reece, MCRP

The Kirwan Institute | Moritz College of Law | The Ohio State University

The Kirwan Institute at the Ohio State University describes opportunity mapping as “a research tool used to understand the dynamics of “opportunity” within metropolitan areas. The purpose of opportunity mapping is to illustrate where opportunity rich communities exist (and assess who has access to these communities) and to understand what needs to be remedied in opportunity poor communities. Opportunity mapping builds upon the rich history of using neighborhood based information and mapping to understand the challenges impacting our neighborhoods.” Jason Reece, Senior Researcher with the Kirwan Institute will explain the opportunity mapping process and walk participants through several examples. By the end of the workshop, participants will have new tools for understanding how to use mapping as a part of their health equity and social justice promotion portfolio.

PC-2: Survey Research: Using National Surveys to Inform Local and Tribal MCH Practice and Policy

Moderator: Laurin Kasehagen Robinson

Lombard

Michael Kogan

Director | Office of Epidemiology | Policy and Evaluation
Health Resources and Services Administration | Maternal and Child Health Bureau

Laurin Kasehagen Robinson, PhD, MA

Senior CDC MCH Epidemiologist/Assignee to CityMatCH
University of Nebraska Medical Center

A wealth of data relevant to maternal and child health is available from national surveys. In this session, participants will learn about several national surveillance systems designed to help us better understand maternal attitudes and experiences before, during, and shortly after pregnancy, and the physical and emotional health of children and youth. During the workshop, presenters will introduce several national surveillance system surveys, discuss the availability of data at the local and/or tribal level, review the strengths and limitations of the surveillance system data, and discuss how these data can be used to inform MCH practice and policy.

PC-3: Relationship Systems Intelligence: Creating the Ground Conditions for Justice

Moderator: Sue Guptill, MSN

Hearst

Marita Fridjhon, MSW

Co-Founder and CEO | CRR Global, Inc. | Benicia, CA

Change is the new normal, and in order for public health organizations to succeed, we must adapt. How can our leaders create resilience to support complex human interactions, embrace conflict, retain valuable employees and adjust to frequent changes while remaining effective and productive? In this session, Marita Fridjhon of CRR Global, Inc. will explore how leaders in health organizations and related professions can use Relationship Systems Intelligence to tackle some of the common effects of constant change: ineffective or toxic communication, low team morale or burnout, conflict avoidance and non-resolution, lack of creativity and productivity, and role confusion.

o matter what sort of injustice we speak of; Social, Reproductive, Environmental, Economic, or other, WE are the ones in between those who generally feel the impacts and the causes. We are in the wonderful position of having chosen professions in which we make differences in people's lives.

Mike Dedee

[S U n D A Y A T - A - G I A n c e]

6:00 am – 7:00 am

Poster Set Up

Cyril Magnin Foyer

7:00 am – 5:00 pm

Registration

Cyril Magnin Foyer

7:00 am – 8:00 am

Exhibitors' Breakfast

Cyril Magnin I

7:15 am – 7:45 am

CityMatCH 101

Stockton

8:00 am – 8:30 am

2011 CityMatCH Conference Welcome

Cyril Magnin II & III

8:30 am – 9:30 am

Plenary 1

Working for Justice: Key Concepts

Cyril Magnin II & III

9:45 am – 10:45 am

Session A - Examples from the Field

- A-1: Addressing Racism to Reduce Infant Mortality: Lessons from the Action Learning Collaborative Divisadero
- A-2: Building Partnerships to Improve Health Outcomes Balboa
- A-3: Designing Effective and Appropriate Systems for Adolescents at the State and Local Levels Stockton
- A-4: Integrating the Life Course Perspective into Practice Mission II & III
- A-5: Preventing Perinatal HIV Transmission - Special Session Highlighting MCH and HIV Collaboration Mission I
- A-6: Utilizing Effective Communication Strategies Davidson

[SUNDAY AT-A-GLANCE cONTInUeD]

11:00 am – 12:15 pm

Youth Speaks Poetry and Luncheon

Embarcadero

12:30 pm – 2:00 pm

Breakouts B – Skills-Building Sessions

- B-1: Economic and Environmental Justice Stockton
- B-2: Restorative Justice Balboa
- B-3: Using Data to Create Justice: Neighborhood Indicators Project Mission I
- B-4: Reproductive Justice Divisadero
- B-5: Racial Justice: Challenging Racism Systematically Mission II & III

2:15 pm – 3:45 pm

Breakouts C – Skills-Building Sessions

- C-1: Economic and Environmental Justice (repeated session) Stockton
- C-2: Restorative Justice (repeated session) Balboa
- C-3: Using Data to Create Justice: Rhode Island DataHUB Mission I
- C-4: Reproductive Justice (repeated session) Divisadero
- C-5: Racial Justice: Challenging Racism Systematically (repeated session) Mission II & III

4:00 pm – 5:00 pm

Plenary 2

Cyril Magnin II & III

Working for Justice: Improving Our Urban Communities – Why Place and Race Matter

6:00 pm – 9:00 pm

Friends of CityMatCH Dinner

6:00 am – 7:00 am

Poster Set Up

Cyril Magnin Foyer

7:00 am – 5:00 pm

Registration

Cyril Magnin Foyer

7:00 am – 8:00 am

Exhibitors' Breakfast

Cyril Magnin I

7:15 am – 7:45 am

CityMatCH 101

Stockton

Are you new to the Conference? Come learn about the organization and find out how to get the most out of your conference experience!

8:00 am – 8:30 am

2011 CityMatCH Conference Welcome

Cyril Magnin II & III

8:30 am – 9:30 am

Plenary 1

Working for Justice: Key Concepts

Moderator: Chad Abresch

Cyril Magnin II & III

Vernon A. Wall, MS

Founding Faculty | Social Justice Training Institute

Director of Educational Programs & Publications | American College Personnel Association (ACPA)

College Student Educators International

What *exactly* is social justice? What is a socially just community? What are the characteristics of a community committed to social justice? We, as MCH professionals striving to address inequities and fight against injustice, must be able to confidently answer these questions. Join speaker Vernon Wall, founder of the Social Justice Training Institute, on an interactive journey leading toward deeper understanding of social justice, and examine your readiness to take social justice practices to the next level in your community.

9:45 am – 10:45 am

Session A – Examples from the Field

A-1: Addressing Racism to Reduce Infant Mortality: Lessons from the Action Learning Collaborative

Moderator: Geraldine Perry-Williams

Divisadero

Field Examples:

- Maternal and Neighborhood Factors for Small-for-Gestational Age Births, Pinellas County 2005-2007 (Cheryl Clark, DrPH, MPH)
- Learning Together as an Action Learning Collaborative (ALC) on How to Address Racism and Infant Mortality (Grace Kolliesuah, MSW, MA, LSW)

A-2: Building Partnerships to Improve Health Outcomes

Moderator: Kori Wilford

Balboa

Field Examples:

- The Los Angeles County Department of Public Health: Leading the Way to Improving the Quality and Safety of Peripartum Health (Diana Ramos, MD, MPH)
- The Missing Link: The Value of Medical-Legal Partnership in a Healthy Start Program (Shannon Mace, JD, MPH)
- Unlocking the Prenatal Care Door: A Community Approach (Katrina Buehrer-Salas, Nancy Calvo, MPH, and Nancy Forrest, MBA)

A-3: Designing Effective and Appropriate Systems for Adolescents at the State and Local Levels

Moderator: D'Yuanna Allen

Stockton

Field Example:

- Designing Effective and Appropriate Systems for Adolescents at the State and Local Levels (Jessica Carda-Auten, MPH, Sharron Corle, MS, and Laura Snebold, MPH)

A-4: Integrating the Life Course Perspective into Practice

Moderator: Jane Bambace

Mission II & III

Field Examples:

- Applying the Life Course Perspective to a Public Health Department's Work Through Internal Capacity Building and a Multi-Sector Community Collaborative (Christina (Kiko) Malin, MPH, MSW and Bina Patel Shrimali, MPH)
- Building Economic Security Today (BEST): Results of a Life Course Perspective-based Asset Development Pilot Project at Contra Costa County WIC (Padmini Parthasarathy, MPH)
- Promising Practices in Adolescent Preconception Health: Integrating Life Course Theory into Local Health Department Adolescent Preconception Health Programs - Nashville, Tennessee, 2011 (Monica Murphy, MPH)

A-5: Preventing Perinatal HIV Transmission – Special Session Highlighting MCH and HIV Collaboration

Moderator: Brenda Thompson, MPH

Mission I

Field Examples:

- Using the FIMR/HIV Methodology to Assess Missed Opportunities for Preventing Perinatal HIV Transmission in an Urban Community (Carolyn Burr, EdD, MA, MS, BSN, RN)
- Adapting the Fetal Infant Mortality Review (FIMR) Process for Prevention of Perinatal HIV Transmission (Rosemary Fournier, BSN, RN)
- Experiences with the FIMR/HIV Prevention Methodology in New Orleans: Perspectives from a Title V Director (Amy Zapata, MPH)

A-6: Utilizing Effective Communication Strategies

Moderator: Michael Dedee

Davidson

Field Examples:

- A Model for Successful Coalition-building: The Text4baby Program (Kathleen Murphy, BA)
- Communicating Effectively About Vaccines - What Are Moms Saying Now? (Tina Podlodowski, BS and Kathy Talkington, MPAff)
- Social Immersive Media and Maternal and Child Health: Increasing Knowledge with Interactive Tools (Tara Hobson-Prater, MA and Mary Weber, MSN, RN, NEA-BC)

[sUnDaY, sEptEmber 18, 2011]

10:45 am – 11:00 am

Break

11:00 am – 12:15 pm

**Youth Speaks Poetry
and Luncheon**

Embarcadero

Founded in 1996, Youth Speaks is the leading nonprofit presenter of Spoken Word performance, education, and youth development programs in the country. Youth Speaks believes that having knowledge, practice, and confidence in the written and spoken word is essential to self-empowerment, and creates opportunities for empowering the next generation of leaders, self-defined artists, and visionary activists. Youth Speaks challenges youth to find, develop, publicly present, and apply their voices as creators of social change. By making the connection between poetry, spoken word, youth development, and civic engagement, Youth Speaks hopes to shift negative perceptions of youth; combat illiteracy, alienation, and silence; and create a global movement of brave new voices.

12:30 pm – 2:00 pm

Breakouts B – Skills-Building Sessions***B-1: Economic and Environmental Justice***

Moderator: Cheri Pies

Stockton

Juliet Ellis, MS

Assistant General Manager | External Affairs | San Francisco Public Utilities Commission

We know that economic and environmental disparities impact the lives of women, children and families, but struggle to know exactly what to do, how to do it, and how to sustain it. Juliet Ellis, former director of Urban Habitat, has a rich background in economic and community development, neighborhood planning, and workforce development. Don't miss this important session as she presents practical examples of how we can pull together diverse agencies, organizations, and individuals, and work toward closing the gaps in income, opportunity, economic and environmental security, and health.

B-2: Restorative Justice

Moderator: Yvonne Beasley

Balboa

The Honorable Gail Brewster Bereola, JD

Judge, Superior Court of California | County of Alameda | Oakland, CA

Fania E. Davis, JD, PhD

Executive Director | Restorative Justice for Oakland Youth | Oakland, CA

Michael Roosevelt, MS

Senior Court Services Analyst | Judicial Council of California
Administrative Office of the Courts | Center for Families, Children and the Courts
San Francisco, CA

How does one measure the impact of the criminal justice system upon communities? How can society repair the harm done to victims, communities, and offenders that occurs when a crime is committed? In this session, presenters will discuss the alternative/complementary paradigm of Restorative Justice (also known as community justice). In this model, crime is viewed as an offense against the community – including victim and offender – rather than against the state. Michael Roosevelt will describe how the California Community Justice Project (CCJP) of Alameda County strives to increase awareness and use of local practices consistent with community justice principles. California Superior Court Judge Gail Bereola and Dr. Fania E. Davis have been visionary leaders at the forefront of the restorative justice movement. Dr. Davis, Civil Rights Attorney and Executive Director of *Restorative Justice for Oakland Youth*, will focus on the contemporary U.S. restorative justice movement and racism. Judge Bereola will share from her experiences as she convened the initial *Restorative Justice Task Force* and provided impetus and leadership for the development and implementation of the *Alameda County Restorative Juvenile Justice Strategic Plan 2009-2011*.

B-3: Using Data to Create Justice: Neighborhood Indicators Project

Moderator: Anna Benton

Mission I

Phyllis Betts, PhDDirector | Center for Community Building and Neighborhood Action
The University of Memphis | Memphis, TN

This session will demonstrate ways in which urban communities and MCH programs can use data to drive programs and policies to improve health and address inequality. Dr. Betts, founding director of the Center for Community Building and Neighborhood Action (CBANA), will discuss ways in which research and community-based problem-solving can address issues around housing, neighborhoods, and community development in urban neighborhoods, where low-income women and their families experience the brunt of housing hardship and diminished support services.

B-4: Reproductive Justice

Moderator: Terri Nikoletic

Divisadero

Dana Ginn Paredes, BS

Training Director | Asian Communities for Reproductive Justice | Oakland, CA

Reproductive justice, which links the concepts of disparity and inequity, exists when all people have the social, political and economic power and resources to make healthy decisions about their gender, bodies, sexuality, and families. Asian Communities for Reproductive Justice's (ACRJ's) Strong Families Initiative seeks to expand the definition of "family" to support families of all kinds. The focus of Strong Families is on families who have the least amount of resources and are most under attack: families of color, low-income families, immigrant families, LGBT families and single parent families. As families in the U.S. struggle, low-income women, women of color and their children experience the greatest burden. Strong families are families in which every member has the opportunity to thrive. This session will highlight the 10-Year Initiative, anchored by the reproductive justice sector, and will explain how ACRJ is bringing together leaders and organizations from immigrant rights, labor, education, climate justice, LGBT, racial justice, and criminal justice to move forward a progressive agenda with families at the center. Learn ways in which you can promote reproductive justice and a Strong Families agenda in your community.

B-5: Racial Justice: Challenging Racism Systematically

Moderator: Sherry Williams

Mission II & III

Sonia Peña, BA

Associate Director | Applied Research Center | Oakland, CA

Join us in this interactive session to learn about practical frameworks to fight racism in our communities. This session will provide an overview of the different levels of racism and other useful definitions for applying a racial justice framework.

2:00 pm – 2:15 pm

Break



We are the ones we have been waiting for.

~ anonymous

the greatest challenge of the day is: how to bring about a revolution of the heart. A revolution which has to start with each one of us.

~ Dorothy Day

2:15 pm – 3:45 pm

Breakouts C – Skills-Building Sessions

C-1: Economic and Environmental Justice (repeated session)

Moderator: Jessica Hawkins

Stockton

Juliet Ellis, MS

Assistant General Manager | External Affairs | San Francisco Public Utilities Commission

We know that economic and environmental disparities impact the lives of women, children and families, but struggle to know exactly what to do, how to do it, and how to sustain it. Juliet Ellis, former director of Urban Habitat, has a rich background in economic and community development, neighborhood planning, and workforce development. Don't miss this important session as she presents practical examples of how we can pull together diverse agencies, organizations, and individuals, and work toward closing the gaps in income, opportunity, economic and environmental security, and health.

C-2: Restorative Justice (repeated session)

Balboa

The Honorable Gail Brewster Bereola, JD

Judge, Superior Court of California | County of Alameda | Oakland, CA

Fania E. Davis, JD, PhD

Executive Director | Restorative Justice for Oakland Youth | Oakland, CA

Michael Roosevelt, MS

Senior Court Services Analyst | Judicial Council of California

Administrative Office of the Courts | Center for Families, Children and the Courts
San Francisco, CA

How does one measure the impact of the criminal justice system upon communities? How can society repair the harm done to victims, communities, and offenders that occurs when a crime is committed? In this session, presenters will discuss the alternative/complementary paradigm of Restorative Justice (also known as community justice). In this model, crime is viewed as an offense against the community – including victim and offender – rather than against the state. Michael Roosevelt will describe how the California Community Justice Project (CCJP) of Alameda County strives to increase awareness and use of local practices consistent with community justice principles. California Superior Court Judge Gail Bereola and Dr. Fania E. Davis have been visionary leaders at the forefront of the restorative justice movement. Dr. Davis, Civil Rights Attorney and Executive Director of *Restorative Justice for Oakland Youth*, will focus on the contemporary U.S. restorative justice movement and racism. Judge Bereola will share from her experiences as she convened the initial *Restorative Justice Task Force* and provided impetus and leadership for the development and implementation of the *Alameda County Restorative Juvenile Justice Strategic Plan 2009-2011*.

C-3 Using Data to Create Justice: Rhode Island DataHUB

Moderator: Kellie Teter

Mission I

Ana Novais, MA

Executive Director of Health | Division of Community, Family Health and Equity
Rhode Island Department of Health

Peter Simon, MD, MPH

Medical Director | Division of Community, Family Health and Equity
Rhode Island Department of Health

Evidence is increasing that social and environmental inequalities cause poor health, not just poor health care. This means that even if we could provide health care for everyone, health disparities would still exist. Rhode Island has begun to operationalize a Health Equity framework using a life course development approach and integration of investments at the state and local level. The visual tool for this approach is their “Equity Pyramid” adapted from the “health impact pyramid” developed by Dr. Thomas Frieden. Another part of this effort is the “RI DataHUB,” an infrastructure that crosses agency boundaries and puts information from federal, state, and local programs together and into the hands of policy makers. The presenters will discuss Rhode Island’s long-term commitment to improving health equity, the partnerships required, their process, accomplishments, and plans for the future. They will propose some concrete ways that health departments can work with other agencies (such as education and social services departments) to reduce costs to society and improve the health of the people they serve by investing at lower levels of the Pyramid.

C-4: Reproductive Justice (repeated session)

Moderator: Carol Brady

Divisadero

Dana Ginn Paredes, BS

Training Director | Asian Communities for Reproductive Justice | Oakland, CA

Reproductive justice, which links the concepts of disparity and inequity, exists when all people have the social, political and economic power and resources to make healthy decisions about their gender, bodies, sexuality, and families. Asian Communities for Reproductive Justice's (ACRJ's) *Strong Families* Initiative seeks to expand the definition of "family" to support families of all kinds. The focus of *Strong Families* is on families who have the least amount of resources and are most under attack: families of color, low-income families, immigrant families, LGBT families and single parent families. As families in the U.S. struggle, low-income women, women of color and their children experience the greatest burden. Strong families are families in which *every member has the opportunity to thrive*. This session will highlight the 10-Year Initiative, anchored by the reproductive justice sector, and will explain how ACRJ is bringing together leaders and organizations from immigrant rights, labor, education, climate justice, LGBT, racial justice, and criminal justice to move forward a progressive agenda with families at the center. Learn ways in which you can promote reproductive justice and a *Strong Families* agenda in your community.

C-5: Racial Justice: Changing Racism Systematically (repeated session)

Moderator: Lupeda Brown

Mission II & III

Sonia Peña, BA

Associate Director | Applied Research Center | Oakland, CA

Join us in this interactive session to learn about practical frameworks to fight racism in our communities. This session will provide an overview of the different levels of racism and other useful definitions for applying a racial justice framework.

3:45 pm – 4:00 pm**Break**

Snack provided outside Cyril Magnin II & III

Charity is commendable; everyone should be charitable. But justice aims to create a social order in which, if individuals choose not to be charitable, people still don't go hungry, unschooled or sick without care. Charity depends on the vicissitudes of whim and personal wealth; justice depends on commitment instead of circumstance.

~ Bill Moyer

4:00 pm – 5:00 pm

Plenary 2

Working for Justice: Improving Our Urban Communities – Why Place and Race Matter

Moderator: Zenobia Harris

Cyril Magnin II & III

Mary Lee, JD

Associate Director | Policy Link | Los Angeles, CA

Challenges facing urban communities have been well researched and documented. Many successful strategies and solutions have been developed, evaluated and replicated. Despite all of this effort and increased understanding, real improvements in urban communities are not being seen on the scale we know to be possible. Making significant impact in urban communities will require the mobilization of decision makers, and the weaving together of resources from all sectors. This plenary, presented by Mary Lee, Associate Director of Policy Link and co-author of *Why Place and Race Matter*, will explore some of the leading innovations and movements happening nationwide to improve U.S. urban areas.

6:00 pm – 9:00 pm

Friends of CityMatCH Dinner

The Friends of City**MatCH** Dinner never disappoints, and this evening is sure to “spice up” your conference experience!

Guests will experience a taste of India at the fabulous New Delhi Restaurant, named one of the finest Indian restaurants in the US by *The New York Times* and featured on *The Galloping Gourmet* TV Show.

After dinner, restaurant owner and Master Chef Ranjan Day will share how the Compassionate Chefs Café (a San Francisco-based non-profit) is helping to improve the lives of young children in need through the local Tenderloin After School Program (TASP) and the Gandhi Ashram in Ahmadabad, India.

As a grand finale to the evening, you will be treated to a musical Bollywood dance performance, by a professional dancer. Afterward, she will teach a few dance moves and then turn everyone loose to try them out on their own.

Note: Meet at the 2nd floor lobby near the concierge desk. Groups will depart every 10 minutes between 5:30 - 6:00 pm.

The battle for racial and economic justice is
not yet won; indeed, it has barely begun.

~ Thurgood Marshall

[Monday AT-A-Glance]

7:00 am – 11:00 am

Registration

Cyril Magnin Foyer

7:00 am – 8:00 am

Breakfast and Regional Roundtables

Cyril Magnin I

8:15 am – 9:45 am

Breakout D - Skills-Building Sessions

- D-1: Painless Practical Principles of Evaluation for Community-Based Projects: Collecting and Using Data Divisadero
- D-2: We've Got the Data! Next Steps in Addressing Health Disparities Stockton
- D-3: Community Health Center Expansion and Opportunities for Collaboration with Local Public Health Davidson
- D-4: Disability Across the Life Course Balboa
- D-5: MCFH: Involving Fathers in Our MCH Work Mission I
- D-6: My PCH: Crafting Preconception Health Messages that Resonate Mission II & III

10:00 am – 11:00 am

Session E - Examples from the Field

- E-1: Breaking Down Barriers to Male Involvement Divisadero
- E-2: Family Planning: The Data Don't Lie Mission II & III
- E-3: Home Visiting: Creative Solutions Davidson
- E-4: Reaching Beyond: Improved Strategies for Better Birth Outcomes Stockton
- E-5: Successfully Bridging Cultures to Address MCH Needs Mission I
- E-6: Eliminating Mother-to-Child HIV Transmission in the United States - Special Session Highlighting the Work of CDC and Other National Partners Balboa

11:00 am – 12:30 pm

Awards Luncheon

Embarcadero

12:45 pm – 1:45 pm

Session F - Examples from the Field

- F-1: Better Homes and Gardens: Programs for Reducing Health Disparities Mission II & III
- F-2: Changing the Face of Social-Emotional Health Services Davidson
- F-3: If Breast is Best, Why Are Breastfeeding Rates So Low? Stockton
- F-4: PPOR Plants Seeds for Change Mission I
- F-5: Promising Practices for Reproductive Life Planning Divisadero

2:00 pm – 5:30 pm

Registration

Cyril Magnin Foyer

2:00 pm – 2:15 pm

Exercise Break (*recess*)

Cyril Magnin II & III

2:15 pm – 5:30 pm

Plenary 3 and Facilitated Discussion

Working for Justice: Framing Our Message

Cyril Magnin II & III

5:30 pm – 7:00 pm

**New Connections Reception and
Poster Presentations**

Cyril Magnin Foyer

7:00 am – 8:00 am

Breakfast and Regional Roundtables

Cyril Magnin I

Itching to do more justice work, but need ideas, or better yet, partners in your region to make a movement happen? Join the CityMatCH Board of Directors for this year's roundtable discussions. Eat breakfast while you brainstorm and strategize possibilities specific to your region of the U.S.

8:15 am – 9:45 am

Breakouts D – Skills-Building Sessions

D-1: Painless Practical Principles of Evaluation for Community-Based Projects: Collecting and Using Data

Moderator: Rita Beam

Divisadero

Maureen Finneran, MSW

Program Manager | Healthy Tomorrows Partnership for Children Program
American Academy of Pediatrics

Holly Ruch-Ross, ScD

Research and Evaluation Consultant | American Academy of Pediatrics

Health professionals engaged in community work often need to evaluate interventions they develop or deliver, but most do not have the resources or expertise to gather and report outcomes satisfactorily. Many projects lose their way in evaluation when moving from goals and objectives to the data needed to monitor progress. Good data analysis does not begin with a computer and sophisticated techniques; it begins with adequate data and a clear grasp of the important questions. This session will focus on asking good questions and facilitating the transition from a logic model or research questions to an evaluation plan, including data collection strategies and tools. The presenters will discuss data quality, the utility of simple analysis, and ways to use data to support a project's goals and objectives.

D-2: We've Got the Data! Next Steps in Addressing Health Disparities

Moderator: Brook McKelvey

Stockton

Corliss McKeever, MSW

President and Chief Executive Officer | African American Health Coalition, Inc. | Portland, OR

Promoting and improving health among African Americans is best achieved by interventions that build capacity in the community, and that strengthen, empower, and sustain healthy lifestyles among African Americans. What can be done to help reconfigure health and social services to meet the needs of African Americans in the U.S.? In this session, Corliss McKeever will provide an overview of the data on health disparities, and talk about where we need to go from here. How do we move from simply having the data, to actions that will involve our communities at multiple levels? What steps can we take that will achieve the greatest impact?

D-3: Community Health Center Expansion and Opportunities for Collaboration with Local Public Health

Moderator: Audrey Stevenson

Davidson

William D. Hobson, MS

President and Chief Executive Officer | Watts Healthcare Corporation | Los Angeles, CA

This session will explore the *Patient Protection and Affordable Care Act 2010*, featuring the proposed changes to public health insurance and community health centers, and the potential implications for public health. The presenter will describe the *Patient Protection and Affordable Care Act 2010* legislation which has set forth incremental and increasing changes, discuss the practical realities of implementation and the importance of evidence-based approaches, involve participants in a conversation about related opportunities and challenges, and discuss what should be the primary responsibility of public health.

D-4: Disability Across the Life Course

Moderator: Alison Johnson

Balboa

Marjorie McGee, MS, LPC

Women with Disabilities Health Equity Coalition | Portland State University | Portland, OR

Noelle Wiggins, EdD, MSPH

Manager | Community Capacitation Center
Multnomah County Health Department | Portland, OR

Kori Wilford, BA

Health Educator | Title X Family Planning Program
Larimer County Department of Health and Environment | Fort Collins, CO

This year, CDC's National Center on Birth Defects and Developmental Disabilities is marking *10 Years of Service*. Traditionally, a focus on disabilities has not been included in the scope of local MCH work, creating hardships for our clients with disabilities. What can be done to successfully integrate people with disabilities into local public health promotion programs? Don't miss this important session as we examine what is "disability justice" and what are creative efforts for health promotion programming that is inclusive of people with disabilities.

D-5: MCFH: Involving Fathers in Our MCH Work

Moderator: Kenn Harris

Mission I

Kay Adams, MPH

Interim Director | Improving Pregnancy Outcomes Program
Alameda County Public Health Department | Oakland, CA

Arnold Chavez, EdD, MEd, MA

Community Health Coordinator | Alameda County Public Health Department | Oakland, CA

Michael Shaw, BS

Director | Urban Male Health Initiative
Alameda County Public Health Department | Oakland, CA

Jason Stanford

Black Infant Health (BIH) Role of Men Coordinator
Alameda County Public Health Department | Oakland, CA

We know that men are important to the health and wellbeing of their families, but they are often left out of MCH planning and programs. In this session, leaders from the Alameda County Public Health Department, one of the first health departments to have an Urban Male Health Initiative, will lay a foundation for why men are important to our MCH work, describe the effectiveness of their programs, and provide strategies for reducing barriers and increasing male involvement in your communities.

[**mo n Da Y, s e p t e m b e r 19, 2011**]

D-6: My PCH: Crafting Preconception Health Messages that Resonate

Moderator: Padmini Parthasarathy

Mission II & III

Elizabeth W. Mitchell, PhD, MA

Senior Health Communication Specialist

National Center on Birth Defects and Developmental Disabilities

Centers for Disease Control and Prevention

The National Preconception Health Consumer Work Group is developing a national, multi-organizational social marketing plan. In this session, Elizabeth Mitchell, CDC Liaison to the Consumer Work Group, will discuss the Consumer Workgroup's call to action; discuss social marketing as a vehicle for action; describe phases of a social marketing plan; and highlight the status of the Consumer Workgroup's social marketing plan activities by phase. Session participants will engage in discussion around the social marketing plan, implementation opportunities, and product needs.

9:45 am – 10:00 am

Break

[mon DaY, september 19, 2011]

10:00 am – 11:00 am

Session E – Examples from the Field

E-1: Breaking Down Barriers to Male Involvement

Moderator: David Dube

Divisadero

Field Examples:

- The Fatherhood Collaborative of San Mateo County: Advocates for Fathers, Advisors to the County Board of Supervisors (Ananda Chabra, MD, MPH, FACPM)
- The Chicago Parenting Initiative: How to get Daddy More Involved (Brian Bragg, BA and Elisabeth Doot, MA, LCSW)

E-2: Family Planning: The Data Don't Lie

Moderator: Juanita Graham

Mission II & III

Field Examples:

- Contraceptive Preferences of Women Presenting for Abortion (Lauren Norris Lessard, MPH)
- Preconception Care Integration within Family Planning Services: Exploring the Client and Provider Experience (Claudine Offer, MPH)
- Racial Disparities in Unplanned Pregnancies and Why Women Don't Use Birth Control. Results from the 2007 Los Angeles Mommy and Baby Project (LAMB) (Chandra Higgins, MPH)

E-3: Home Visiting: Creative Solutions

Moderator: Monica Murphy

Davidson

Field Examples:

- Home Distribution of Hormonal Contraceptives by Public Health Nurses (Teresa Gipson, MD, MPH, Jayne Kauzloric, MN, RN, Alan Melnick, MD, MPH, and Marni Storey, MS, BSN, RN)
- Integrating Community-Based Doula Support into Home Visiting Programs: A Critical Step Toward Reproductive Justice (Rachel Abramson, MS, RN, IBCLC and Jeretha McKinley, BA)
- Paving the Way for a Coordinated System of Home Visiting Services in Alameda County: An Evaluation of County Population Needs, Existing Programs, and Opportunities for Enhancement of Services (Janet Brown, MSc)

E-4: Reaching Beyond: Improved Strategies for Better Birth Outcomes

Moderator: Teri Covington

Stockton

Field Examples:

- A Paradigm Shift in Prenatal Care: Implementing CenteringPregnancy in a Large Multi-site FQHC (Peg Dublin, MPH, BSN, RN)
- Incorporating Preconception/Interconception Care into Los Angeles County's Medicaid Prenatal Program (Diana Ramos, MD, MPH)
- Pregnancy Partners: A Patient Navigator Solution to Improve Access to Early Prenatal Care (Melanie Payne, MPH and Marni Storey, MS, BSN, RN)

E-5: Successfully Bridging Cultures to Address MCH Needs

Moderator: Norma Tubman, MScN, RN

Mission I

Field Examples:

- A Comprehensive Training Program for Grassroots Community Leaders to Forge Social and Reproductive Justice in South Carolina (Mariangeles Borghini, BSW and Julie Smithwick-Leone, MSW, LMSW)
- The Coming of the Blessing - A Successful Cross-Cultural Initiative (Denise Aragon, AA, CDA and Carol Arnold, PhD, MS, RN)
- The Role of Advocacy in Promoting Reproductive Health Equity and Social Justice in the Latino Population: A Qualitative Approach to Understanding Barriers and Solutions (Margarita Franco Hernandez, BA and Lucy Willms, MSW, LMSW)

E-6: Eliminating Mother-to-Child HIV Transmission in the United States - Special Session Highlighting the Work of CDC and Other National Partners

Moderator: Carol Ann Synkewecz

Balboa

Field Examples:

- Eliminating Mother-to-Child HIV Transmission in the United States (Margaret Lampe, MPH, RN)
- The National Perinatal HIV Hotline and Clinicians Network (Shannon Weber, MSW)

Let justice roll down like waters and
righteousness like a mighty stream.

~ Amos 5:24, used by Martin Luther King, Jr. in
"I've Been to the Mountaintop"

11:00 am – 12:30 pm

Awards Luncheon

Embarcadero

12:30 pm – 12:45 pm

Break

12:45 pm – 1:45 pm

Session F – Examples from the Field

F-1: Better Homes and Gardens: Programs for Reducing Health Disparities

Moderator: Bonnie Sorenson

Mission II & III

Field Examples:

- Food to Families (F2F): Engaging Multi-sector Partners in a Life Course Approach to Community Transformation in Alameda County (Jessica Cullen Luginbuhl, MPH)
- From Gangs to Growing Healthy Food: Environmental Justice through Urban Gardens (Jennifer Wiecezorek, MPH)
- Impact of Healthy Start Home Visiting Model on Reduction of Perinatal Health Disparities in Allegheny County, PA: Evaluation of Seven-Year Major Perinatal Outcomes (Raynard Washington, MPH)

F-2: Changing the Face of Social-Emotional Health Services

Moderator: Cathy Drusen

Davidson

Field Examples:

- Addressing the Social-Emotional Needs of Young Children: Building Capacity for Mental Health Consultation in Early Childhood Settings (Julie Driscoll, MSW)
- ClubMom: A Non-traditional Model of Health Education for African American Women at Risk for Adverse Birth Outcomes (Kay Adams, MPH and Dana Cruz Santana, MSW, MPH, CHES)
- Perinatal Mood Disorders: A Critical Need for Intervention (Karen Clemmer, MN, BSN, AS, RN and Grace Harris, MA)

F-3: If Breast is Best, Why Are Breastfeeding Rates So Low?

Moderator: Deborah Allen

Stockton

Field Examples:

- A Pilot Project to Increase Breastfeeding Rates Among Medicaid Women in Los Angeles County (Otilia Elszy, BSN, RN and Diana Ramos, MD, MPH)
- Illinois Breastfeeding Blueprint: Moving from Data to Strategic Action for Change (Rachel Abramson, MS, RN, IBCLC)
- Public Health Breastfeeding Policy Initiative: The Los Angeles Experience (Christine Gibson, BA,BSN, RN, CLE)

F-4: PPOR Plants Seeds for Change

Moderator: Ann Salyer-Caldwell

Mission I

Field Examples:

- Making Reproductive Life Planning a Reality in Delaware: Teen and Adult Life Plans (Susan Noyes, MSN, RN)
- Using Perinatal Periods of Risk Analysis to Guide Community Based Participatory Research (Saba Masho, MD, DrPH, MPH)
- When Data Throws a Curve Ball; How to Avoid Striking Out (Rita Beam, MS, RN)

F-5: Promising Practices for Reproductive Life Planning

Moderator: Pam Stuver

Divisadero

Field Examples:

- Be Fruitful and Multiply, or Not! Achieving Reproductive Justice for High Risk Target Populations through Faith-based Partnerships with Family Planning Providers (Claudine Offer, MPH)
- Institutionalizing Reproductive Life Planning in California's Title X Funded Health Centers (Claudine Offer, MPH)
- Teen Listening Tours: Talking to Teens about Adolescent Pregnancy and How to Prevent It (Carol Brady, MA and Erin Petrie, BA)

12:30 pm – 12:45 pm**Break**

2:00 pm – 2:15 pm

Exercise Break (Recess)

Cyril Magnin II & III

2:15 pm – 5:30 pm

Plenary 3 and Facilitated Discussion

PL-3: Working for Justice: Framing Our Message

Moderator: Kimberlee Wyche Ethridge

Cyril Magnin II & III

Tiffany A. Manuel, PhD, MS, MA

Director | Institutional Impact and Evaluation | The FrameWorks Institute | Washington, DC

Possibly the most important component of moving a justice agenda forward is determining and using the right language. We know the needs of vulnerable populations are great and must be addressed, yet as a field, we have struggled for years to find compelling, effective, and persuasive messages that resonate across politics, ideals, disciplines, and systems. This plenary session and the following facilitated discussion, will identify the best language for speaking effectively about justice, as well as a framework and examples—that you create with other conference participants—to use as you continue conversations at home.

5:30 pm – 7:00 pm

New Connections Reception and Poster Presentation

Cyril Magnin Foyer

Not “just” your average networking reception...

Join your MCH colleagues for good food and interesting conversation! While you enjoy the refreshments, continue your conference learning by exploring the Examples from the Field poster exhibits. You will also be inspired by the innovative programs participating in the Reverse Site Visits. Local organizations and programs focused on promoting justice and health equity will share their best practices with you--we know that you will get some great ideas from them for your own work! Finally, take a moment to give back to the MCH field by participating in the silent auction which supports the Carol Douglas Emerging Leaders Scholarship Fund.

*i*n matters of truth and justice, there is not difference between large and small problems, for issues concerning the treatment of people are all the same.

~ Albert Einstein

[T U e S D A Y A T - A - G L A n c e]

7:00 am – 8:30 am

Registration

Cyril Magnin Foyer

7:15 am – 8:15 am

**After the IOM Report on Preventive Services for Women:
Coffee & Conversation with Magda**

Balboa

7:15 am – 8:30 am

Breakfast

Cyril Magnin I

8:30 am – 10:00 am

Breakouts G - Skills-Building Sessions

- G-1: Putting Your Ethics First: Making Health Equity and Social Justice a Priority Mission II & III
- G-2: A Time to Build: Team Culture and Trust Hearst
- G-3: Leadership: A Collage of Ideas on Becoming a More Effective Leader Stockton
- G-4: Policy & Advocacy: What You Need to Know for Local MCH Mission I

10:00 am – 12:00 pm

Registration

Cyril Magnin Foyer

10:15 am – 11:45 am

Plenary 4: Madga Peck Leadership Symposium
Working for Justice: Leadership Makes the Difference

Cyril Magnin II & III

11:45 am – 12:00 pm

Conference Closing

Cyril Magnin II & III

12:00 pm – 3:00 pm

CityLeaders (closed session)

Davidson

tueSday, September 20, 2011

[n o T e S]

*i*n the little world in which children have their
existence, whosoever brings them up, there is nothing
so finely perceived and so finely felt, as injustice.

~ Charles Dickens, Great Expectation

7:15 – 8:15 am

After the IOM Report on Preventive Services for Women: Coffee and Conversation with Magda

Balboa

Magda G. Peck, ScD

Associate Dean for Community Engagement and Public Health Practice

Professor of Public Health and Pediatrics

Director | Great Plains Public Health Leadership Institute | College of Public Health

Founder and Senior Advisor | CityMatCH | University of Nebraska Medical Center

CityMatCH founder Magda Peck was one of 16 members of the Institute of Medicine (IOM) Committee on Clinical Preventive Services for Women whose *Closing the Gaps* report was adopted in full by the Obama administration. Eight preventive health services for women - including “well-woman visits” and comprehensive contraception - will be added to the services that new health plans must cover *at no additional cost* to patients under the Patient Protection and Affordable Care Act of 2010 (ACA) starting next year. Join Dr. Peck as she shares insights about the policy impact and new possibilities for women’s health.

7:15 am – 8:30 am

Breakfast

Cyril Magnin I

[t U e s D a Y , s e p t e m b e r 2 0 , 2 0 1 1]

8:30 am – 10:00 am

Breakouts G – Skills-Building Sessions

G-1: Putting Your Ethics First: Making Health Equity and Social Justice a Priority

Moderator: Anthony Bondora

Mission II & III

Meghan Patterson, MPH

Co-Director | Center for Health Equity and Social Justice | Boston Public Health Commission

When you think of public health ethics, is health equity the first thing that comes to mind? As a public health professional, when you think about addressing racism and its impacts on health, does it strike you as an ethical obligation? This session will feature Meghan Patterson, Co-Director of the Center for Health Equity in Boston, and a leader in the Boston Public Health Commission's work to address racism and promote health equity. Patterson will explain how Boston has approached these efforts not as something extra to do, but as something that is at the very core of their public health work. This session will inspire you with new ideas, and challenge you to think about leadership competencies and public health ethics in new ways.

G-2: A Time to Build: Team Culture and Trust

Moderator: Peter Simon

Hearst

Grace Boda, MPP, ORSCC

Owner and Principal Coach / Consultant | Center for Vital Partnership LLC | Walnut Creek, CA

Recent years have brought great change and many challenges, including losses of organizational resources and experienced leaders, while the needs of communities and families continue to grow. Stressful and uncertain times can strain staff and damage morale, and diminish their ability to work well together and with families.

As leaders, it's easy to feel helpless in the face of these challenges, or at a loss for what we can do to encourage staff and keep them motivated and engaged when so much is out of our control. In this experiential and highly interactive session, participants will learn how to help anxious and stressed staff transform complaints into constructive dialogue for change; discover what qualities and experiences you can promote in your workplace to keep staff engaged, motivated, and nourished by their work; and develop specific ideas and a plan for building hope and encouragement on your team.

G-3: Leadership: A Collage of Ideas on Becoming a More Effective Leader

Moderator: Julie Smithwick-Leone

Stockton

Michael Dedee, MSW

MCH Division Manager | Monroe County Department of Public Health | Rochester, NY

This session will focus on some of the most important concepts of leadership including characteristics of effective leaders; assessing how we think and see things; critical thinking and decision making; and evaluating our own leadership style. The presenter will lead participants through various exercises that will address these concepts and will provide strategies to help participants remember and internalize what they learn. Real life stories, interactive discussion, and several types of training activities will be used.

G-4: Policy and Advocacy: What You Need to Know for Local MCH

Moderator: Christine Englestad

Mission I

Michael Fraser, PhD, MA, CAE

Chief Executive Officer | Association of Maternal and Child Health Programs | Washington, DC

Advocacy for maternal and child health programs is essential given the current opportunities and challenges facing local, state, and federal policymakers. In this dynamic and interactive presentation, Dr. Fraser will help build participants' competency in MCH policy and advocacy using examples from current AMCHP work in Washington, DC. Strategies for making the case for MCH programs and current trends and issues in MCH policy will be discussed.

10:00 am – 10:15 am

Break

The work of Justice is a journey not a destination... each of us travel that path every day trying to find the right balance between assertive nature and true humanity.

~ Mary Balluff

10:15 am – 11:45 am

Plenary 4: Magda Peck Leadership Symposium

Working for Justice: Leadership Makes the Difference

Facilitators:

Cyril Magnin II & III

Barbara A. Garcia, MPA

Director of Health | San Francisco Department of Public Health

Magda G. Peck, ScD

Associate Dean for Community Engagement and Public Health Practice

Professor of Public Health and Pediatrics

Director | Great Plains Public Health Leadership Institute | College of Public Health

Founder and Senior Advisor | CityMatCH | University of Nebraska Medical Center

Susan Chasson, JD, MSN, APRN

Sexual Assault Nurse Examiner Coordinator | Utah Coalition Against Sexual Assault | Provo, UT

Zaid Gayle

Executive Director and Co-Founder | Peace 4 Kids | Compton, CA

Martha Ryan, FNP, MPH, RN

Founder and Executive Director | Homeless Prenatal Program | San Francisco, CA

Each year, the Magda Peck Leadership Symposium strives to stimulate ideas among conference participants, inspire collective work, and help attendees engage their communities in shaping a healthier future. This year will be no exception. CityMatCH is pleased to partner with the Robert Wood Johnson Foundation's (RWJF) Community Health Leaders program. CityMatCH is sponsoring several emerging and mid-level public health leaders to attend the conference, and share their work and passion for justice. These Community Health Leaders have been recognized by the RWJF for their outstanding commitment to address some of the nation's most intractable health problems in their neighborhoods and communities. Their courage, creativity, and commitment to face and overcome incredible odds to improve the health and quality of life for women, children, and families are sure to inspire.

11:45 am – 12:00 pm

Conference Closing

Cyril Magnin II & III

12:00 pm – 3:00 pm

CityLeaders (closed session)

Davidson

Accreditation Statements:

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 & Prevention and CityMatCH.

The Centers for Disease Control and Prevention is accredited by the Accreditation Council for Continuing Medical Education (ACCME®) to provide continuing medical education for physicians.

The Centers for Disease Control and Prevention designates this live educational activity for a maximum of **23.5 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.

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 **23.2** contact hours.

IACET 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 **2.6** ANSI/IACET CEU's for this program.

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 **23** Category I CECH in health education. CDC provider number **GA0082**.

Financial Disclosure Statement

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 following exceptions:

Grace Boda wishes to disclose that she is a consultant for Vertex Pharmaceuticals and the Contra Costa Health Department.

Marita Fridjhon wishes to disclose that she is a Co-Founder and Chief Executive Officer of CRR Global, Inc.

Tina Podlodowski wishes to disclose that she is the Vice-President for Porter Novelli.

Vernon A. Wall wishes to disclose that he works as an independent consultant.

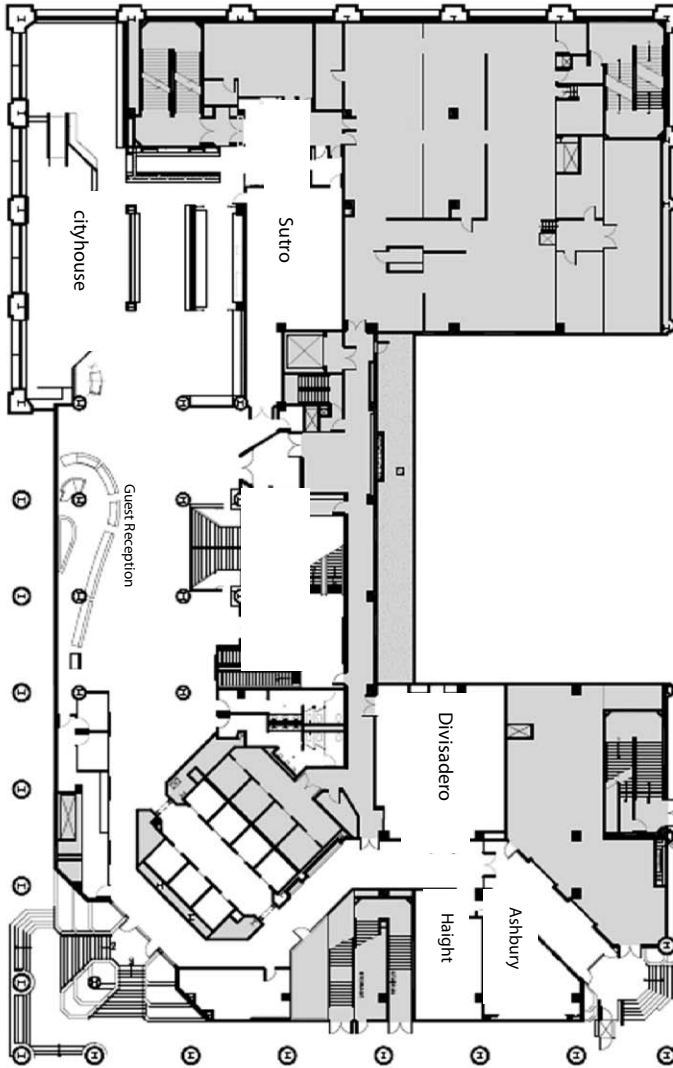
Presentations will not include any discussion of the unlabeled use of a product or a product under investigational use.

CityMatCH has not received any commercial support for this activity.

CDC has not received any commercial support for this activity.

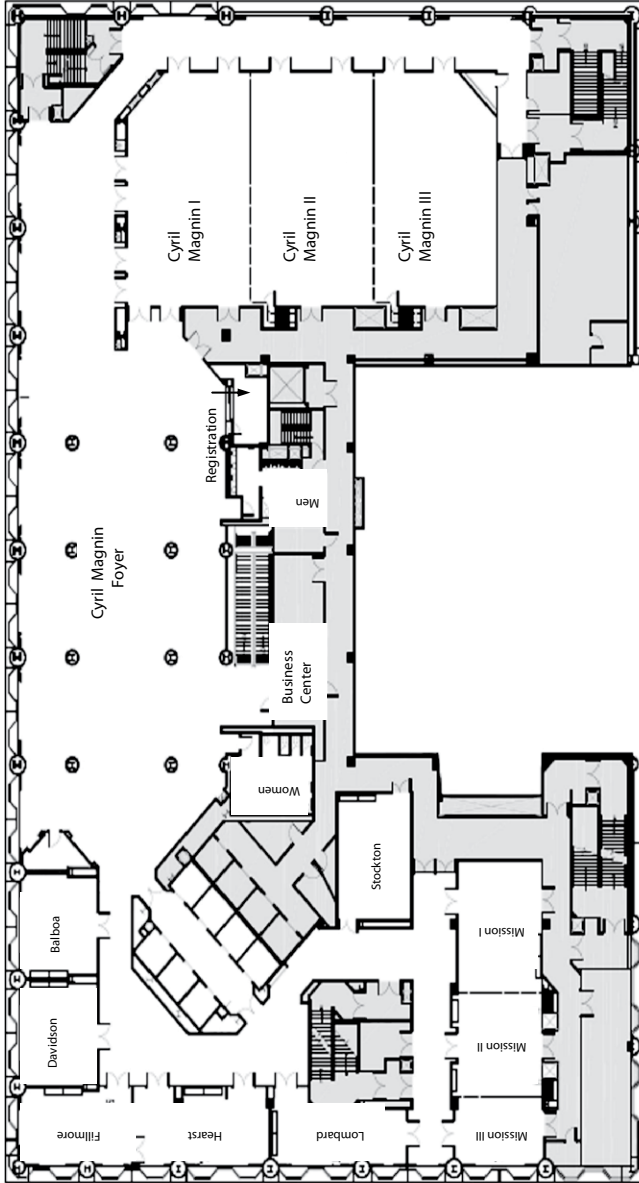
***To receive continuing education credit,
pick up the Continuing Education Instructions
at the Registration Desk.***

Level Two



Parc 55 Wyndham | (415) 392-8000
55 Cyril Magnin Street | San Francisco, California

Level Four



[san Francisco highlights]



Explore...

Fisherman's Wharf - Enjoy the seaside, charming shops, delicious seafood (fresh off the boat), and amazing restaurants. Visit the Wax Museum, Ripley's Believe it or Not! Museum, and the Musée Mécanique.

Chinatown - Visit the country's second largest Chinese community to shop, eat, or just wander.

Ghirardelli Square - The Ghirardelli Chocolate Company began its rich history of chocolate making at Ghirardelli Square in 1852. Come visit the original chocolate manufacturing equipment and sample their famous chocolates!

Pier 39 - Visit the Aquarium of the Bay, interesting shops and delectable restaurants. See street performers, sea lions, and a great view of Alcatraz.

Golden Gate Park - San Francisco's largest park features the tranquil Japanese Tea Garden, the beautiful Botanical Garden, the DeYoung Museum, and the California Academy of Sciences which includes the Steinhart Aquarium, a planetarium, a natural history museum and a 4-story rainforest! Have a picnic, take a walk, rent a paddleboat, or see the buffalo herd!

Take a ride...

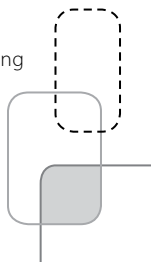
Golden Gate Bridge - Whether you drive, bike, or walk across this iconic bridge, this is a San Francisco must-see!

Cable Cars - Snag an outside seat on San Francisco's moving landmark!

Alcatraz - Experience the sights, history and infamy of the island with Alcatraz Tours.

See a show...

Beach Blanket Babylon - Laugh your way through this musical revue which has been entertaining sold-out crowds since 1974 with hilarious parodies of current events and popular icons.





CityMatCH

University of Nebraska Medical Center

Department of Pediatrics

982170 Nebraska Medical Center

Omaha, NE 68198-2170

<http://www.citymatch.org>