



2009

Annual Report

CITYMATCH AT THE UNIVERSITY OF NEBRASKA MEDICAL CENTER
982170 NEBRASKA MEDICAL CENTER, OMAHA, NE 68198-2170



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From the Executive Director

Dear CityMatCH Members and Partners,

The theme of this year's conference "Reinventing MCH Practice: Rising to the Challenge, Committing to the Future" is a fitting framework for reporting on our efforts this year to meet the CityMatCH mission and prepare for the organization's future. I am struck each year by how much we do to meet the CityMatCH mission of improving the health and well-being of urban women, children and families by strengthening the public health organizations and leaders in their communities, and this year is no different.

We worked hard this year with Board and staff to meet the objectives of our strategic plan. The strategic plan for 2008-2011 builds on our past success as an organization. With that solid foundation, we identified actions to improve our products and services, diversify our funding and partnerships, and change our operations to address your needs into the future. We applied for additional funding this year to meet our mission, although not funded, improved our relationships with other organizations with whom we partnered.

With additional funding from the W.K. Kellogg Foundation to address racial inequities in infant mortality, we launched a national practice collaborative with AMCHP and the National Healthy Start Association. This program is helping urban health departments reinvent their local practice to prevent infant mortality. Our *CityLeaders* Program has worked to inspire and train future leaders for MCH to help replace the aging workforce. Finally, we completed our member's assessment, ensuring that we continue to accurately represent your needs and values.

I invite each of you to review the collective accomplishments highlighted in this report. We are proud that we were able to achieve so much and ask you to please let us know your ideas, your issues, and your concerns. Together we have and we will continue to make a measurable difference in the lives of women, children and families in U.S. cities. Thank you for another great year!

Best Wishes,

Patrick Simpson, Executive Director
CityMatCH



Focus on the Future

By Kimberlee Wyche-Etheridge, MD, MPH
Nashville-Davidson County (TN) Health Department
Chair, CityMatCH Board of Directors

3, 2, 1... Let's go!

The count down to Healthy People 2010 report card is upon us, and unfortunately the outcomes may fall short of the measures. Although amazing work has been done this past decade, our urban women, infants and families continue to carry the burden of illness which leaves us with much more to do. Our infant mortality rates continue to be far above the 2010 bench mark, as do our prematurity rates, low birth weight rates, and breastfeeding rates.

The unveiling of HP2010 almost 10 years ago gave the public health community a reinvigorated sense of hope and expectation. We had goals and for the first time we were not willing to accept disparities in our health outcomes. We intended to achieve the same outcomes for everyone.

The good news is that with every report card comes the opportunity to revamp, retool, and move forward. I am honored to serve and represent the CityMatCH membership as it continues to push the envelope on behalf of the urban communities each of represents. An organization that is bold enough to take a stand on equity as well as acknowledge the role of race and other "isms", can't help but make a lasting impression on how we address health and well being.

As we look forward to the coming year, the foundation that has been set through vigorous strategic planning and member assessments poises CityMatCH for a phenomenal year. Let's put this year in the history books as the year that MCH was reinvented.



Highlights from 2008-2009

CityMatCH had a number of important events and projects take place this year and this is our opportunity to share these exciting developments. The following four areas have undergone significant progress over the past twelve months: 2009 Membership Assessment, Data Use Capacity Building, The Partnership to Eliminate Disparities in Infant Mortality Action Learning Collaborative, and the expansion of the FIMR/HIV Prevention Methodology.

2009 Membership Assessment

This spring all member representatives received a request to complete the 2009 CityMatCH Membership Assessment. The results are still being analyzed and will be reported in a future issue of *CityLights*, but we wanted to take a moment to thank all who responded.

CityMatCH membership has held steady at 163 member departments. We are in the process of analyzing the most recent census data as there continues to be a shift in the country as urban areas grow. If your city is not a member and you believe it is now eligible for CityMatCH regular members (central-city population above 100,000), please contact Mark Law for membership information at 402-561-7500.

Data Use Capacity Building

In the fall of 2008, after a decade of work and the graduations of over 85 teams, CityMatCH staff made the difficult decision to no longer offer the DaTA Institute in its current form. We began a year of planning what CityMatCH's data use capacity building strategy will be for the future. We know that trained and knowledgeable employees are essential for organizations to function, ideas to be created, and collaborations to be strong. And we know that collecting and analyzing data is not enough; MCH professionals must know how to use data to be effective.

Highlights from our planning year include:

- Through a series of key informant interviews, results from the 2009 CityMatCH Membership Assessment, and selected DaTA Institute alumni, we learned that training on data use skills (i.e. planning, evaluation, communication, the politics of data) is needed, and face-to-face interaction is essential for substantial learning.



- Staff held two planning meetings (February and July 2009) with key partners and members, and with the support of CDC and HRSA MCHB. Results from these meetings shaped a set of data use competencies that CityMatCH will draw from to create future education and training opportunities.

In the year ahead, CityMatCH will launch a website dedicated to enhancing the data use skills and toolsets of MCH professionals. Proposals for the site include online learning modules focused on data use basics, links to local data sources, and a hub for technical assistance inquiries to connect our membership across the country.

Call to action! If you have passion for helping others use the data in their local communities more effectively and would like to be a part of our planning team, please contact Sarena Dacus at 402-561-7500.

The Partnership to Eliminate Disparities in Infant Mortality Action Learning Collaborative

In March of 2008, CityMatCH, received funding from the W.K. Kellogg Foundation to address disparities in infant mortality in partnership with the Association of Maternal and Child Health Programs (AMCHP) and the National Healthy Start Association (NHSA). The three entities created the Partnership to Eliminate Disparities in Infant Mortality, with the first activity being an eighteen-month Action Learning Collaborative (ALC). The emphasis of this team-based ALC is on innovative approaches to reducing racial inequities in infant mortality in urban communities, with particular attention paid to the impacts of racism. Six teams were selected through a competitive process to participate in the ALC: Los Angeles, California: Aurora, Colorado: Pinellas County, Florida: Chicago, Illinois: Columbus, Ohio: Milwaukee, Wisconsin.

Highlights of the past year include:

- September 2008: Six teams were selected from a pool of well-qualified applications from eighteen cities/states.
- November 2008 & June 2009: On-site meetings were convened with all six teams, and included an Undoing Racism training with the People's Institute for Survival and Beyond, racism communication training with Dr. Melanie Tervalon from PolicyLink, and knowledge building sessions with Drs. Fleda Mask Jackson, Tyan Parker Dominguez and LaVonna Blair Lewis.
- The partnership between CityMatCH, AMCHP and NHSA has grown tremendously, with the ALC being a true collaborative product between the three organizations.

Following the conclusion of this collaborative process lessons learned and recommendations from teams will be shared nationally, including findings from the evaluation and results from an intensive concept mapping process. If you are interested in more information about this project, please contact Brenda Thompson at 402-561-7500.



Expansion of the FIMR/HIV Prevention Methodology

Since 2005, CityMatCH has worked with the Centers for Disease Control and Prevention (CDC), the American College of Obstetricians and Gynecologists (ACOG), and the National FIMR (NFIMR) Program, to adapt the Fetal and Infant Mortality Review (FIMR) methodology for the investigation of perinatal HIV transmission. The FIMR/HIV Prevention Methodology is based on the premise that the pregnancy experiences of women with HIV infection are sentinel events that warrant review to inform interventions that will improve systems of care for the mother and infant.

Highlights from the project this past year include:

- CityMatCH secured CDC funding to support the implementation of the FIMR/HIV Prevention Methodology in additional communities. This funding will allow CityMatCH to provide technical assistance (conference calls, site visits, in-person training) and startup funds to the communities selected.
- The final pilot project document, FIMR/HIV Pilot Project: Overview & Lessons Learned, went through the extensive CDC clearance process. The printed report was sent to various constituents in the MCH and HIV communities and will be a valuable resource for new communities implementing the FIMR/HIV Prevention Methodology.
- In collaboration with our national partners, a Request for Applications was released to recruit and select new communities for the project. These selected communities will be a part of a national practice community to share ideas and problem-solve with one another over the course of 12 months (October 2009 – September 2010).

CityMatCH will soon be launching the FIMR/HIV National Resource Center – an online tool for communities interested in implementing the FIMR/HIV Prevention Methodology. Please contact Brenda Thompson or Jennifer Martens at 402-561-7500 if you are interested in learning more about this project.



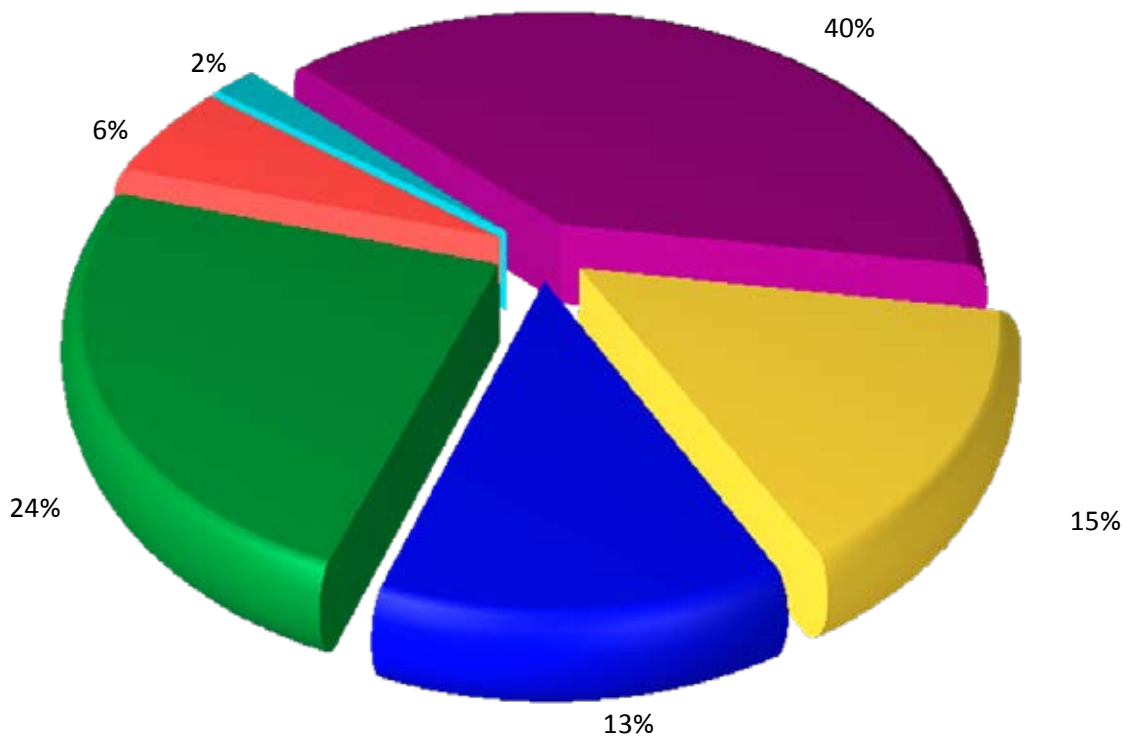
Financial Report

CityMatCH has continued to preserve our primary sources of organizational funding while continuing to secure new opportunities to address member health department needs and priorities. CityMatCH submitted two new grant/cooperative agreement proposals this year in addition to the current grant projects.

Funding Source	Fiscal Year	Award Amount June 30, 2009
Centers for Disease Control and Prevention, Division of Reproductive Health Year 4 of 5 Data Use Capacity Building Maternal and Child Health Epidemiology Conference	September 30, 2008- September 29, 2009	\$667,992 \$150,000
Centers for Disease Control and Prevention, Division of STD, HIV, and TB Prevention Year 1 of 2 Perinatal HIV Prevention	September 30, 2008 - September 29, 2009	\$213,760
Health Resources and Services Administration, Maternal and Child Health Bureau Year 5 of 5 Comprehensive MCH Maternal and Child Health Epidemiology Conference	May 1, 2009 - April 30, 2010	\$400,000 \$95,000
Health Resources and Services Administration, Maternal and Child Health Bureau Year 3 of 5 Adolescent Health	September 1, 2008 - August 31, 2009	\$100,000
Health Resources and Services Administration, Maternal and Child Health Bureau Year 3 of 5 MCH Leadership Training	July 1, 2009 - June 30, 2010	\$30,000
W. K. Kellogg Foundation Year 2 of 2 Disparities in Infant Mortality	March 1, 2009 - February 28, 2010	\$200,000
Total		\$1,856,752

Financial Report

FUNDING JUNE 2009



- DATA USE CAPACITY BUILDING
- MATERNAL AND CHILD HEALTH EPIDEMIOLOGY CONFERENCE
- PERINATAL HIV PREVENTION
- COMPREHENSIVE MCH
- ADOLESCENT HEALTH
- MCH LEADERSHIP TRAINING

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