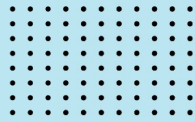


2019 CityMatCH Maternal and Child
Health Leadership Conference



make waves
intentional disruption to advance health equity

PROVIDENCE, RI | SEPT 23-25, 2019

Your Guide to 2019 *Pre-Conference*

Saturday & Sunday • September 21 & 22

Providence, Rhode Island

Pre-Conference Attendance Fee: \$75

This year, CityMatCH and its partners offer three unique and intensive workshops to equip Maternal and Child Health leaders ahead of our general conference. Explore new depths of understanding, anchor your knowledgebase in sound methods, and prepare to *make waves* for health equity.

Be sure to register for Preconference when completing your conference registration! The \$75 fee is a flat rate regardless of number of pre-conference sessions attended.

For more information about our conference, September 23-25, please visit <http://www.citymatch.com/conference>

[Click here to register for preconference and conference](#)

Saturday, September 21, 2019

Reproductive Justice 101: An Introduction to the Framework and Movement

How to Evaluate Public Health Programs

Sunday, September 22, 2019

The Other 'H' in MCH: Moving the Needle on the Culture of Humanity

**Pre-Conference Session Descriptions
SATURDAY, SEPTEMBER 21**

**Reproductive Justice 101: An Introduction to the Framework and Movement
Full-Day Session**

Facilitators:

Jalessah Jackson BA, MA
Georgia Coordinator, SisterSong
Christian Adams BSW, MSW
Membership & Development Coordinator, SisterSong

SisterSong defines Reproductive Justice (RJ) as the human right to maintain personal bodily autonomy, have children, not have children, and parent the children we have in safe and sustainable communities. In recent years more advocates are using the term Reproductive Justice, and it is increasingly important for RJ to be understood as an integrative framework and movement. This workshop will focus on learning and integrating human rights standards in education, healthcare, advocacy and activism

This workshop will provide:

- ◆ An introduction to the Reproductive Justice framework and its core principles
- ◆ A history of reproductive oppression and the RJ movement
- ◆ A deeper understanding of intersectionality as a socio-political power analysis
- ◆ Tools for incorporating a reproductive justice framework within your respective organizations/communities

Reproductive Justice 101 will benefit all those who desire to better understand the RJ framework in their work and campaigns. Activists, direct service providers, advocates, and community leaders are encouraged to participate.

**Pre-Conference Session Descriptions
SATURDAY, SEPTEMBER 21**

How to Evaluate Public Health Programs
Full-Day Session

Faculty

Michael D. Kogan, Ph.D.
Director, Office of Epidemiology and Research
HRSA, Maternal and Child Health Bureau
mkogan@hrsa.gov

Mary Beth Zeni, ScD, RN
Associate Professor, Graduate Nursing Program
Ursuline College – Ohio

Julie Preskitt, MSOT, MPH, PhD
Associate Professor, UAB School of Public Health
Department of Health Care Organization and Policy
Birmingham, AL

Description:

The purpose of this workshop is to equip public health professionals, particularly those working at the local and/or community level, with the essential knowledge and skills needed to evaluate public health programs. In a time of budgetary constraints and increased expectations of accountability for public health programs, it is vital that we develop measurable performance outcomes, implement evidence-based strategies, and effectively evaluate the impact of programs. In this workshop, we will utilize the steps and standards of the CDC Framework for Program Evaluation as a systematic process to conducting evaluations. This is a workshop focused on the basics of applied evaluation and not evaluative research methods. Small group sessions are part of the workshop.

Participants will learn about logic models, with special attention to the assumptions and contextual factors of a program, and the associated inputs, activities, outputs and outcomes. Different types of evaluations will be presented (e.g., formative, process, impact, outcome) as well as quantitative/qualitative methods that use both primary and secondary (e.g., vital records; census data; other administrative data sources) data sources. The importance of engaging stakeholders throughout the evaluation process and clearly disseminating findings to diverse audiences will also be discussed.

The Best Babies Zone Initiative - a multi-level, community-based program that aims to improve birth outcomes by addressing the social determinants that influence health - will be used as a case study where participants will have the opportunity to work in groups and apply each step of the evaluation process. Potential pitfalls, challenges and tips to conducting program evaluation in public health will also be addressed.

The instructors have many years' experience conducting workshops on program evaluation, performance measurement, and evidence-based public health, using principles of adult learning, as well as baking brownies. Homemade baked goods will be served. There may also be music and dancing.

**Pre-Conference Session Descriptions
SUNDAY, SEPTEMBER 22**

The Other 'H' in MCH: Moving the Needle on the Culture of Humanity

September 22, 2019

Full-Day Session

Facilitators:

Jessica Ehule, MS, MSPH

Stephani Tyrance, MPH

Lynne Le, MPH

Denise Evans, MA

Description:

What's in your bucket? What kind of echo chamber are you creating?

This preconference session will guide us in answering these questions and highlight important aspects of culture, history, sociology, and the intersection of these with MCH and equity. Participants will engage in a full day of knowledge-building, interactive activities that will challenge them to think about how they can prioritize humanity at an individual and organizational level.

Facilitators will teach skills on how to:

- ◆ Navigate difficult conversations
- ◆ Be an ally
- ◆ Work through our mistakes

Join us as we examine what we (individually and organizationally) contribute to our society and how it impacts the holistic health of mothers, children, and families.

Who should attend? *Everyone!*

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