Living the Legacy
20 years
Then & Now!

19th Spring Education Conference
Celebrating Advocacy for Families and Communities
March 26th – 28th 2018 | Washington, DC
### SUNDAY, MARCH 25

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>2:30 – 5:30 p.m.</td>
<td>Registration</td>
<td>Regency Foyer Wall - Ballroom Level</td>
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<tr>
<td>4:30 – 5:30 p.m.</td>
<td>First Time Attendees Orientation</td>
<td>Congressional A - Lobby Level</td>
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<tr>
<td>4:30 – 5:30 p.m.</td>
<td>Consumer Orientation</td>
<td>Congressional C-D - Lobby Level</td>
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<tr>
<td>7:00 – 10:00 p.m.</td>
<td><strong>NHSA 20th Anniversary Special Reception</strong></td>
<td>Thorton Room, 11th Floor, North Tower</td>
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<td></td>
<td>MCH Champions: Beverly Wright, Thurman McCann, Joe Jones &amp; Maria Carter</td>
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### DAY 1 - NHSA Spring Conference
**Monday, March 26**

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<th>Time</th>
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<tr>
<td>7:30 – 3:00 p.m.</td>
<td>Registration</td>
<td>Regency Foyer Wall - Ballroom level</td>
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<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Breakfast with Exhibitors</td>
<td>Regency Foyer Wall - Ballroom Level</td>
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<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Posters Available for Viewing</td>
<td>Regency ABC - Ballroom Level</td>
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<tr>
<td>7:30 – 4:00 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Regency Foyer - Ballroom Level</td>
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<tr>
<td>7:30 – 5:00 p.m.</td>
<td>Family Room Open</td>
<td>Regency D - Ballroom Level</td>
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<tr>
<td>8:30 – 8:45 a.m.</td>
<td>Welcome and Opening Remarks</td>
<td>Regency ABC - Ballroom Level</td>
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<td><strong>Remarks and Updates from MCHB and the DHSPS</strong></td>
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<tr>
<td></td>
<td>Kenn Harris, NHSA Board President; Sharon Donaldson and Carol Gagliano, Conference Chairs; Deborah L. Frazier, NHSA CEO</td>
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<tr>
<td>9:00 – 9:20 a.m.</td>
<td>Remarks and Updates from MCHB and the DHSPS</td>
<td>Regency ABC - Ballroom Level</td>
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<td><strong>Impact of Childhood Experiences and Historical Trauma on American Indian Health</strong></td>
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<td>Donald K. Warne, MD, MPH, Chair, Department of Public Health, Professor and Mary J. Berg Distinguished Professorship in Women’s Health</td>
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<td><strong>Preterm Birth and Health Equity</strong></td>
<td>Regency ABC - Ballroom Level</td>
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<tr>
<td></td>
<td>Arthur James, MD, Associate Clinical Professor, Department of Obstetrics and Gynecology, The Ohio State University Wexner Medical Center</td>
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<tr>
<td>9:20 – 10:00 a.m.</td>
<td>Opening Session</td>
<td>Regency ABC - Ballroom Level</td>
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<tr>
<td>10:00 – 10:15 a.m.</td>
<td>Healthy Start Choir</td>
<td>Regency ABC - Ballroom Level</td>
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<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Opening Plenary Session</td>
<td>Regency ABC - Ballroom Level</td>
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### DAY 2 - NHSA Spring Conference
**Tuesday, March 27**

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<th>Time</th>
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<tr>
<td><strong>7:30 - 10:00 a.m.</strong></td>
<td>Registration</td>
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<tr>
<td><strong>7:30 - 8:30 a.m.</strong></td>
<td>Breakfast with Exhibitors</td>
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<tr>
<td><strong>7:30 a.m. - 4:00 p.m.</strong></td>
<td>Exhibit Room Open</td>
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<tr>
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<td>Family Room Open</td>
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<tr>
<td><strong>7:30 - 8:30 a.m.</strong></td>
<td>Fatherhood Breakfast</td>
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<td>For Healthy Start Dads/ Healthy Start Fatherhood Program Leaders/ Coordinators Only</td>
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<tr>
<td><strong>8:30 - 8:40 a.m.</strong></td>
<td>Opening Remarks</td>
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<tr>
<td><strong>8:40 - 9:15 a.m.</strong></td>
<td>Opening Plenary</td>
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<td>Haywood Brown, MD, President, ACOG</td>
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<td><strong>9:15 - 9:30 a.m.</strong></td>
<td>Tribute to Ezra Davidson, MD, Former ACOG President</td>
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<td><strong>9:30 - 10:00 a.m.</strong></td>
<td>Regency ABC – Ballroom Level</td>
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**DAY 3 - NHSA Spring Conference**  
**Wednesday, March 28**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 8:30 – 10:00 a.m. | Congressional Breakfast  | Regency A - Ballroom Level  
**Getting Ready for Hill**  
Hilary Shelton, Director, NAACP Washington Bureau, Senior VP Policy and Advocacy |
| 10:00 – 10:30 a.m. | Hill Preparation Documents, Review & Questions  
Capitol Kick-off Rally and Capitol Hill Visits |
The titles and authors of the posters selected for presentation are as follows:

1. **Evidence of a Home Visiting Program Improving Birthweight Outcomes in the Mississippi Delta**
   - Twanda Wadlington, Research Associate, University of Memphis
   - Jonathan Bennett, Research Associate, University of Memphis

2. **Building Collaborations as a Strategy for Improving Breastfeeding Rates**
   - Anna Colaner, CAN and COIN Coordinator/Director of Evaluation and Research, Midwest Healthy Start/SGA Youth & Family Services
   - Lisa Sargent-Davis, Project Director, Midwest Healthy Start

3. **Removing barriers to increase Breastfeeding Initiation and Duration for Hispanic Women in Kent County, Michigan**
   - Celeste Lloyd, Program Manager, Strong Beginnings-Healthy Start

4. **Strategies for Enhancing Father Engagement in Healthy Start**
   - Shawnna Lee, Associate Professor, University of Michigan School of Social Work
   - Chinwe Obianwu, MPH, Project Director, Institute for Population Health

5. **Community Nursing Experience Impact**
   - Joy Burgess, MSN, RN, Jersey College
   - Sonya Thorpe, Project Director, Magnolia Project/Northeast Florida Healthy Start

6. **A Community Coalition’s Path to Health Equity**
   - Amanda Murray, Coalition Coordinator, San Antonio Healthy Start
   - Judit Vega, Program Manager, Office of Health Equity, City of San Antonio Metropolitan Health District

7. **Using Facebook Advertising to Market the OTIS/MotherToBaby Texting Program**
   - Lori Wolfe, Director, Texas Teratogen Information Service, OTIS/MotherToBaby
   - Jennifer Zellner, Director of Operations and Research Development, University of California, San Diego
   - Nicole Chavez, Grant Marketing Administrator for OTIS/MotherToBaby

8. **How the Legalization of Marijuana is Impacts Perinatal Health in Southern Oregon**
   - Maggie Sullivan, Executive Director, Healthy Start of Southern Oregon
   - Lee Ann Grogan, Healthy Start Program Manager, Healthy Start of Southern Oregon

9. **Healthy Start Preterm Birth Findings and Innovative Funding Opportunities**
   - Kelly Strutz, Assistant Professor, Michigan State University

10. **The Implementation of Geographical Information Systems within Healthy Start Programs**
    - Jeffrey Guidry, Evaluator, Texas A&M University/Family Road Baton Rouge Healthy Start

11. **Fatherlessness: A Solution to Its Own Problem**
    - Janina Daniels, Jackson - Hinds Healthy Start (JHCHC)
    - Gwendolyn Prater, PhD, Local Evaluator - JHCHC - HS

12. **Trusted Links: Building a Network of Health Advocates through Peer Leadership and Education**
    - Jasmin Young, Healthy Start Program Manager, Partnership for Maternal & Child Health of Northern New Jersey
    - Marielle Natera, MPH, Director of Community Programs, Partnership for Maternal and Child Health of Northern New Jersey
    - Melissa A. Boucaud, BS, Health Educator, Trusted Links Program, Partnership for Maternal and Child Health of Northern New Jersey

13. **More than a Man: A Strategic Approach to Expand Fatherhood 101 Classes to IHS Male Participants**
    - Felicia Hanney, Project Manager, Indianapolis Healthy Start
    - James Melton, Family Services Manager, Fathers and Families Center
    - Robert Mays Jr., Family Services Specialist, Fathers and Families Center

14. **Social Determinants, Their Effects on Delivery and How They May be Addressed by Community-Based Organizations**
    - Delores Passmore, Program Director, Greater Harlem Healthy Start - Northern Manhattan Perinatal Partnership
    - Dr. Craig J. Passmore, Obstetric Anesthesiologist, Jamaica Hospital-Health and Hospital Corporation

15. **Distribution of Baby Boxes in the Missouri Bootheel**
    - Cynthia Dean, Director, Missouri Bootheel Healthy Start
    - Audrey Johnson, Case Management Supervisor, Missouri Bootheel Healthy Start
Engaging and Retaining Hard to Reach Populations
Room: Congressional CD
Sharon Sykes, LCSW, M.ED, Director of Programs, Center for Health Equity, Inc.

Client’s engagement is the key to successful home visiting. Motivational Interviewing (MI) is one approach that builds upon techniques that workers can use every day to assist them in being better helpers. Motivational Interviewing is a non-authoritarian approach to helping clients free up their own motivations, overcome ambivalence and helps the clients to get “unstuck”. In this workshop, participants will be provided a brief overview of MI, introduced to MI strategies, as well as, be able to assess their own behavior when encountering resistance and hard to engage consumers.

Let’s Talk About Sexuality…Birth to Age Two
Room: Yellowstone – Everglades, 2nd Floor
Diane Browne, PhD, CFLE, CSE, Project Director, Southern New Jersey Perinatal Cooperative/Camden Healthy Start

Sexuality is often a taboo subject, and parents and caregivers have concerns about their infant’s behavior and questions posed by young children. They want to know what is normal. The goal of this workshop is to enhance the confidence and skill level of parents, caregivers and home visitors related to sexuality and young children. Topics covered in this workshop are based on research in the field of human sexuality including: child development (birth to age 2); circles of sexuality (a holistic approach to understanding human sexuality); and exploring concepts that promote healthy sexuality from birth.

Fatherhood in the MCH Equation
Room: Congressional B

Topic A: Embracing Fatherhood
Rickey G. Green, CEO/Project Director, Birmingham Healthy Start Plus, Inc.
Timothy Long, Male Involvement Specialist II, Birmingham Healthy Start Plus, Inc.
Ronald Barnes, Community Health Resource Worker II–Male Involvement, Birmingham Healthy Start Plus, Inc.

The presenters will provide information regarding the evolution of “fatherhood” into the MCH/HS equation, as it relates to promoting positive birth outcomes, infant/childhood wellbeing, as well as the health of the family in general. In this workshop, we will take a look at how the inclusion of fathers appeared to be more significant today as compared to the beginning of the HS Initiative in 1991.

Topic B: Understanding African American Male Perceptions and Attitudes toward Breastfeeding
Makeva Rhoden, Senior Program Advisor, Health Resources and Services Administration/HIV/AIDS Bureau

Although U.S. breastfeeding rates have steadily increased since 2000, there continues to be a disparity in breastfeeding rates for African American women compared to their non-Hispanic White counterparts. A male partner’s perception, specifically his positive attitude toward breastfeeding, may influence breastfeeding initiation and duration rates. This workshop will review the barriers to positive male perceptions toward breastfeeding as well as present strategies for changing such attitudes. The research presented will offer solutions on how to effectively engage fathers in the breastfeeding decision-making process, the need to create programs that empower fathers to be advocates for breastfeeding and advocates for change in the broader conversation of gender norms and family health.

Health Equity in Focus
Room: Regency D

Topic A: Using Fatality Review to Address Disparities and Improve Health Equity
Rosemary Fournier, Fetal and Infant Mortality Review (FIMR) Director, National Center for Fatality Review and Prevention

Although U.S. breastfeeding rates have steadily increased since 2000, there continues to be a disparity in breastfeeding rates for African American women compared to their non-Hispanic White counterparts. A male partner’s perception, specifically his positive attitude toward breastfeeding, may influence breastfeeding initiation and duration rates. This workshop will review the barriers to positive male perceptions toward breastfeeding as well as present strategies for changing such attitudes. The research presented will offer solutions on how to effectively engage fathers in the breastfeeding decision-making process, the need to create programs that empower fathers to be advocates for breastfeeding and advocates for change in the broader conversation of gender norms and family health.
Health Equity in Focus, Continued
Room: Regency D
Topic B: Achieving Health Equity: A Case for Breastfeeding
- Diana Derge, Director of Health Programs, Urban Strategies
- Kimmarie Bugg, CEO, Reaching Our Sisters Everywhere

Key to achieving health equity is reducing existing health disparities and removing those systematic barriers that perpetuate them. While national breastfeeding rates are on the rise, there remains a 17% disparity gap for African American women. Due to this consistent pattern of lower breastfeeding rates, African American babies suffer disproportionately from health conditions that optimal breastfeeding practices mitigate. This workshop will explore breastfeeding's role in health equity among African American and Latinas and outlines promising practices in reducing breastfeeding disparity and building health equity from birth and beyond.

Stronger Together: The Florida Healthy Start Cohort
Room: Concord
- Ronee Wilson, PhD, Assistant Professor, University of South Florida
- Estrellita “Lo” Berry, President & CEO, REACHUP, Inc.

This presentation describes the collaborative evaluation efforts of six federally funded Healthy Start (HS) programs in Florida. In this workshop, the facilitators will detail the phase of our evaluation leading up to the linking of HS program participant data to vital statistics data including the commitment required and the steps taken to establish a data use agreement with our state Vital Records Office (VRO). This presentation will also describe the infrastructure which will allow us to compare health outcomes of the Florida Cohort families and communities to those Florida residents who are not receiving services from the six federally-funded Healthy Start program sites and ultimately, demonstrate our collective impact.

Provider and Front-line Staff Session
Servicing the Service Provider: Compassion, Satisfaction, Self-Care & Reflective Practice
Room: Lexington - Ballroom Level
- LaDonna N. Butler, EdD, lMHC, NCC, CCMHC, Infant/Early Childhood Mental Health Consultant, USFSP - Family Studies Center and CEO, The Well for Life, LLC

Providing high quality family support services presents many rewards and challenges. Exploring and enhancing the strengths within families, while navigating some very complex challenges, can lead to feelings of accomplishment, motivation, and general satisfaction; however, it can also lead to exhaustion, burn out, and depersonalization. This Reflections training serves as an open forum allowing for reflection, learning, and growth: empowering individuals to leave refreshed and refueled with additional self-care and professional development tools. Participants will explore self-assessment tools, reflective practice/supervision practices, and self-care strategies that strengthen and restore resilience.

Leadership Development and Enrichment Workshop*
Inclusion Created through Engagement and Empowerment: Utilizing Integrative Health Strategies to Promote Healthy Communities
*Project Directors/Supervisors Only
Room: Congressional A
- Tamela Milan, CAN CO-Chair/MCH Outreach Worker, ACCESS Westside Healthy Start
- Morris Carr, MCH Outreach Worker, ACCESS Westside Healthy Start

Westside Healthy Start (WHS) is a National Healthy Start leader with a well-established model for integrating medical care, social supports, and community action to improve birth outcomes and reduce infant mortality on Chicago’s west side. This area has a legacy of poverty that has perpetuated racial and ethnic health disparities with an infant mortality rate more than double the national rate. For over 20 years, through the development of the WHS Leadership Series (L-Series) workshop and Families Leading and Mentoring Excellence (FLAME) workshops, mothers and fathers have been empowered and engaged in learning practical strategies for developing leadership skills that promote positive parenting and fatherhood engagement; strengthening individual self-efficacy and assist in transform communities into equitable environments. Participants in this workshop will receive a truncated version of the L-Series and FLAME workshops, while also discussing the benefits of active outreach, recruitment, and retention.
Monday, March 26  Concurrent Workshop Session B

1  For Him I Will: Understanding the Impact of Trauma on Single Mothers Raising Boys
Room: Congressional CD, Lobby Level
- Bobby Holmes, Founder, Son of a Dream, LLC
- Chester Marshall, Founder and President, Institute for African Man Development, Inc.
- Lanise Stevenson, Founder, Advancing Minds Educational Services

Addressing trauma can be difficult for any family. However, for sole providers and care takers, addressing trauma offers its own set of unique challenges. For single-mothers raising boys the challenge intensifies as they balance parenting while coping with traumatic experiences. In this workshop, filmmaker and youth development professional Bobby Marvin Holmes along with social worker Chester Marshall and women empowerment coach Lanise Stevenson will explore the dynamics of single mothers raising boys and discuss best practices for addressing trauma and strengthening family bonds.

2  A Guide for Advocacy in Multi-Media
Room: Yellowstone–Everglades, 2nd floor
- Karen Owes, Senior Case Manager-Health Educator, Greater Harlem Healthy Start of Northern Manhattan Perinatal Partnership
- Delores Passmore, Program Director, Greater Harlem Healthy Start of Northern Manhattan Perinatal Partnership

Karen Owes, Health Educator will present poster/presentation that will focus on using multi-media to disseminate information on the maternal mortality and morbidity of African American women in New York City. It will utilize the life course perspective of African American women to show that African American women are dying at a rate of 12 times higher than others from pregnancy related issues such as embolism, hemorrhage, infection, and eclampsia and that nearly half these deaths are preventable. The poster/presentation will show how to use multi-media venues to expand awareness of the risks all US women face from the rising maternal mortality and morbidity rates. It will discuss ways we can organize and strategize to take action to mitigate the impact of racism on health.

3  Best Feeding Perspectives
Room: Yellowstone–Room is Congressional B
**Topic A: Breastfeeding: Moms, Medications and Milk**
- Christine Stallman, MS, LCGC, Teratogen Information Specialist, MotherToBaby AZ
- Sharon Voyer Lavigne, MS, LGC

Most mothers at some point decide if they will use breast milk, formula, or a combination of the two in order to feed their child. Both methods can be viewed as going against actual or perceived cultural and societal expectations, which can make an already difficult decision that much harder. The Organization of Teratology Information Specialists (OTIS)/MotherToBaby is dedicated to providing information about exposures related to breastfeeding. With this data, patients and their providers are empowered to make informed choices about the use of breast milk and/or formula. This workshop will outline common misconceptions on exposures and breast milk, practices used to provide accurate and helpful information, and a snapshot of current societal reactions to breast milk and formula feeding.

**Topic B: Breastfeeding in the Community: Giving Families a Healthy Start**
- Nikia Fuller-Sankofa, Director, MCAH Programs, National Association of County and City Health Officials
- Harumi Reis-Reilly, Lead Analyst, NACCHO

The National Association of County and City Health Officials (NACCHO) administered the Reducing Disparities in Breastfeeding through Peer and Professional Support Project to increase community-level implementations of evidence-based and innovative breastfeeding support programs for African American and low-income families disproportionately burdened by unjust structural barriers limiting their capacity to breastfeed at recommended levels. Between January 2015 and June 2016, NACCHO funded 69 local health departments and community based organizations (grantees), including home visiting agencies, to implement 72 demonstration projects. This workshop will share NACCHO lessons learned from supporting diverse projects, proven strategies and key facilitators for successful community breastfeeding implementations that employ a policy, system and environmental change approach in their work.
In God We Trust, All Others Must Bring Data
Room: Regency D

- Chineka Mcgee, Healthy Start Data Analyst, Jackson-Hinds Comprehensive Health Center
- Gwendolyn Prater, PhD, Local Evaluator, Jackson-Hinds Comprehensive Health Center
- Janina Daniels, MHSA, Program Manager, Healthy Start Jackson – Hinds Comprehensive Health Center

Many programs are only interested in the numbers for decision making; rather than dismissing negative results or covering up mistake. When collecting data, one must understand the difference between objective and subjective data and how to collect subsets of data in different ways to meet the required condition for the overall metric. The Jackson/Hinds Mississippi Healthy Start Project’s Manager, Data Analyst, and Local Evaluator use several ways to collect subsets of subjective data, and as a result, the program receives more accurate information to utilize for data driven decisions. During this workshop, the participants will learn how to (1) Identify and distinguish between objective and subjective data required for Healthy Start Benchmarks, (2) List successful strategies to build positive relationships with participants to obtain subjective data from different aspects of data collection, and (3) Analyze and compare subset of data from different developmental tools.

Can You CAN It?
Room: Regency D

**Topic A: Rebuilding the Bonds of Trust and Promoting Resiliency**
- Vanessa Jefferson, Community Action Network Coordinator, Northeast Florida Healthy Start/Magnolia Project

The Magnolia Project’s Community Action Network (CAN) is supporting our efforts to improve birth outcomes in Jacksonville, Florida’s Urban core by engaging community partners and residents. To date the CAN has conducted focus groups with residents and service providers to discuss residents’ mistrust of service providers; discuss and prioritize community needs and showed residents how to more effectively let their voices be heard. This workshop will introduce participants to the process of rebuilding trust and promoting resiliency in residents by teaching residents the skills to tackle many of their community issues, while learning about the rich history and legacy of their community.

**Topic B: CAN: Lessons in Community-led Systems Change to Promote Birth Equity**
- Katie Keating, Assistant Director, Boston Healthy Start Initiative
- Heavenly Mitchell, Director, Boston Healthy Start Initiative

Over the past 3 years of working with our Community Action Network (CAN), we’ve learned how critical it is to authentically engage community members in this work from the beginning and focus on advocating for systems level and policy change in order to achieve real change on racial equity in birth outcomes. In this workshop, the facilitators will share their experiences of rebuilding CAN over the past year, the processes and lessons learned in order to help other Healthy Start Grantees utilize (CAN) approach as an opportunity to support community leadership in advocacy.

Community Consumers Only Session
Use Your Voice: Let’s Make Some Noise!
Room: Lexington–Ballroom Level

- Carrie Y. Hepburn, MS, CEO, Tampa Bay Healthcare Collaborative

“Advocacy” can mean many things, but in general, it refers to taking action. Advocacy simply involves speaking and acting on behalf of yourself or others. Join us for this interactive workshop to learn how to be an advocate and share your story, hear why it is important to advocate, receive tools and strategies to increase your leadership skills and discuss ways you can get more involved.

Leadership Development and Enrichment Workshop
Strategies for Sustainability: Overcoming Adversity & Building Resiliency
*Project Directors/Supervisors Only*
Room: Congressional A

- Mimi Graham, Director, Florida State University Center for Prevention & Early Intervention Policy

Surviving economic downturns and shifting political winds is key to sustainability of Healthy Start programs. This session will present strategies for sustainability building on resiliency research, leveraging relationships and funding, developing entrepreneurial skills, and exploring other innovations to galvanize funding and maximize collective impact.
Addressing Maternal Depression in Healthy Start: Moving Beyond Depression
Room: Capitol Room B
- Michelle Rummel, Program Manager, Cincinnati Children’s Hospital Medical Center
- Robert T. Ammerman, PhD, Professor (Pediatrics) and CCRF Endowed Chair, Cincinnati Children’s Hospital Medical Center
- Sharon Ross-Donaldson, LCSW, MBA, MSW, CEO/President, Center for Health Equity, Inc.
- Connie Morrow, PhD, Research Associate Professor of Pediatrics, Associate Director, Perinatal CARE Program, University of Miami Miller School of Medicine
- James Greenberg, MD, Co-Director, Perinatal Institute, Professor and Director, Division of Neonatology, Cincinnati Children’s Hospital Medical Center
- Lindsey Cencula, Program Director, Cincinnati Children’s Hospital Medical Center

Healthy Start seeks to improve maternal and child health among at-risk families. Maternal depression undermines good pregnancy outcomes. Affected mothers often struggle to access effective community-based services. Healthy Start offers a unique opportunity to reach and engage depressed mothers who would otherwise not receive treatment. Moving Beyond Depression (MBD) leverages Healthy Start connections with mothers to facilitate recovery from major depressive disorders. In this workshop, the presenters will describe MBD, how it is deployed in three Healthy Start programs in Ohio and Florida, and how training and support to Healthy Start programs is provided. Following a brief review of findings from a clinical trial of MBD, much of the workshop will be devoted to describing how MBD is implemented in Ohio and Florida Healthy Start sites. We will describe key decisions, building infrastructure, challenges and how they were addressed, and sustainability.

On ‘Q’: QI/QA/QC
Room: Congressional B, Lobby Level
Topic A: Using a QI Approach to Increase Attendance at Group Exercise Classes
- Simone Colbert, Outreach Coordinator, Healthy Start Brooklyn
- Shantel Tull, Systems Improvement Coordinator, Healthy Start Brooklyn

Exercise during and after pregnancy is both safe and beneficial. Independent of socioeconomic status, perinatal exercise is associated with higher rates of full-term delivery, and physical activity may be an effective intervention for perinatal depression. With this in mind, in 2013 Healthy Start Brooklyn (HSB) launched a prenatal fitness class, Dancing Thru Pregnancy. However, the limited duration of pregnancy poses challenges for recruiting and retaining participants, so HSB undertook a quality improvement (QI) project to increase engagement and participation. In this session, attendees will learn how to create their own perinatal exercise program and how to use quality improvement to increase attendance and engagement. They will also experience a demo class, with fun and safe cardiovascular dance moves, special exercises to relieve discomfort in pregnancy, and postpartum modifications.

Topic B: Quality Assurance & Quality Control: OTIS/MotherToBaby Texting Program
- Lori Wolfe, Director, Texas Teratogen Information Service, OTIS MotherToBaby

In September of 2015 OTIS/MotherToBaby launched our innovative new texting program, adding an option for women to text their questions to our specialists. Our goal was to better serve populations that our traditional phone and clinic based counseling services have not reached, including pregnant teens and women in lower social-economic classes. Along with developing and introducing our new texting program, we were faced with the huge task of developing quality assurance (QA) and quality control (QC) guidelines and protocols. So how to develop a quality assurance program? The facilitator will explore how OTIS went about developing our QA and QC processes and look at what level of success we achieved.

Effective Communication and Engagement Strategies in Preconception Health
Room: Regency D, Ballroom Level
- Suzanne Woodward, Communications Director, UNC Center for Maternal and Infant Health
- Sarah Verbiest, Executive Director, UNC Center for Maternal and Infant Health

The concept and importance of preconception health is not well known or understood by young adults, their families, or even their clinicians. The fact that nearly 50% of pregnancies in the US are unintended, mistimed or unwanted, makes reaching young adults with this information even more challenging. Striving to connect young adults with relatable, important preconception health messages, the National Preconception Health and Health Care Initiative (PCHHC) created a campaign and resource that tailors messages, materials, and delivery methods to specific target audiences. This workshop will share strategies that the PCHHC implemented to engage consumers and clinicians online. Participants will learn why communications is critical; how to break away from the ‘one strategy fits all’ preconception health communications outreach plan; learn why it is crucial to leverage a variety of virtual connections enabled by today’s technology, and use difference platforms to connect with young adults from all walks of life in order to achieve improved preconception health status and healthcare utilization.

CDC – Learn the Signs Act Early
Room: Concord, Ballroom Level
- Camille Smith, MS,EdS, CPD, Educational Psychologist, Certified Postpartum Doula, Learn the Signs Act Early Program, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention (CDC)
Sustainability through Collective Efforts
Room: Congressional CD, Lobby Level

**Topic A: Aligning Healthy Start and Infant Mortality CoIIN for Collective Impact**

- Zhandra Ferreira-Cesar Levesque, MPH, Project Director, National Institute for Children’s Health Quality (NICHQ)
- Sabrina Selk, Associate Director of Applied Research and Evaluation, NICHQ
- Vanessa Lee, MPH, Infant Mortality CoIIN Coordinator, Division of Healthy Start and Perinatal Services, Maternal and Child Health Bureau, Health Resources & Services Administration
- Rachel Levine, MS, Senior Analyst, National Institute for Children’s Health Quality (NICHQ)

Healthy Start programs have been active participants in the Collaborative Improvement and Innovation Network to Reduce Infant Mortality (IM CoIIN). This initiative aims to accelerate reductions in infant mortality and eliminate racial disparities. The Collective Impact (CI) framework provides a theoretical model to describe key strategies that Healthy Start teams used to leverage and align their work with IM CoIIN. Successful Healthy Start teams implemented CI strategies with other perinatal programs. Examples will be provided to demonstrate how Healthy Start programs in North and South Carolina used the CI framework and QI to support their work in areas related to pre/interconception health. We will discuss how to leverage shared aims to expand partnerships and spread and sustain this work.

**Topic B: Program Expansion affects a Backbone Organization, Challenges and Lessons Learned**

- Shawna Chapman, Assistant Director, Center for Public Partnerships & Research, University of Kansas
- Ha Trinh, Associate Researcher, Center for Public Partnerships & Research, University of Kansas
- Rebecca Gillam, Associate Director, Center for Public Partnerships & Research, University of Kansas
- Jill Nelson, Program Coordinator, Healthy Start Delivering Change in Geary County
- Terrah Stroda, Medical Director, Healthy Start Delivering Change in Geary County
- Rachel Sisson, Project Director, Healthy Start Delivering Change in Geary County

From 2007-2009, the infant mortality rate in Geary County, Kansas was 10.9 per 1,000 live births. Community members formed the Geary County Perinatal Coalition and launched Delivering Change to address the high rate of infant mortality. Delivering Change follows a Collective Impact approach to address complex social problems, such as reducing infant mortality and improving health equity. A key element of Collective Impact is a Backbone Organization, which facilitates work across the partnerships. While OB Navigators provide an important service in the community, provision of direct services has affected the role of the Backbone Organization and presented new challenges, particularly in the areas of sustainability, funding, and developing supportive partnerships. This workshop will discuss how Delivering Change is working through these challenges in unique and creative ways that could assist other organizations in a similar role or considering similar changes.

**Community Consumers Only Session: Our Village - Our Healthy Family**
Room: Lexington–Ballroom Level

- LaDonna N Butler, EdD, IMHC, NCC, CCMHC, Infant/Early Childhood Mental Health Consultant, USFSP - Family Studies Center and CEO, The Well for Life

Recognizing and responding to signals of thriving and signs of threat to our family. There are signs of strength and resiliency in families that may go unnoticed and unattended to. In addition, there are also signs that there may be some challenges that may threaten the overall well-being of the family unit. During this session, participants will explore Red, Yellow, and Green Flags that may indicate a need for attention. Participants will engage in an interactive session, featuring small group activities and discussion. Participants will leave with an enhanced ability to recognize and respond in a way that supports Healthy Families!

**Leadership Development and Enrichment Workshop: Implementing Continuous Quality Improvement Processes in Data Collection Efforts**

*Project Directors/Supervisors Sessions Only
Room: Congressional A

- Anna Colaner, Director of Evaluation and Research, SGA Youth & Family Services
- Chris Chavez, Evaluation Associate, SGA Youth & Family Services

In this workshop, program and evaluation staff will demonstrate how our agency successfully co-evolved our data collection and reporting processes with the Healthy Start Screening Tool revisions. We explain our Continuous Quality Improvement (CQI) Plan, based on the “Plan, Do, Check, Act” model, as a systems-level approach that focuses on processes and roles. We highlight how this model informed the implementation of at least one key element of our overall data collection practices in each quarter of the year. We offer insights and recommendations for improving one’s own data collection processes to meet and report on Healthy Start benchmarks with greater efficiency. Finally, we present evidence to argue that implementing best practices for data collection processes support Healthy Start goals of improving the lives of our families and communities.
Dr. Joia Crear-Perry is the Founder and President of the National Birth Equity Collaborative. Most recently, she addressed the United Nations Office of the High Commissioner for Human Rights to urge a human rights framework to improve maternal mortality. Previously, she served as the Executive Director of the Birthing Project, Director of Women’s and Children’s Services at Jefferson Community Healthcare Center and as the Director of Clinical Services for the City of New Orleans Health Department where she was responsible for four facilities that provided health care for the homeless, pediatric, WIC, and gynecologic services within the New Orleans clinical service area. Dr. Crear-Perry continues to work to improve access and availability of affordable health care to New Orleans’ citizens post the Hurricane Katrina disaster of 2005. After receiving her bachelor’s trainings at Princeton University and Xavier University, Dr. Crear-Perry completed her medical degree at Louisiana State University and her residency in Obstetrics and Gynecology at Tulane University’s School of Medicine.

Kenn Harris is director of the New Haven Federal Healthy Start program at The Community Foundation for Greater New Haven in New Haven, CT. His maternal and child health, public health and fatherhood/male involvement experience spans more than 25 years. Harris is the President of the National Healthy Start Association, based in Washington, D.C. and co-creator of the Core Adaptive Model (CAM®), an evidenced-based model for fatherhood/male involvement programs. Harris is a national expert and facilitator on topics ranging from community engagement, fatherhood, racism and equity. He is a community researcher and national advisor on men’s health, and co-authored and published “The Health of Young African American Men” in the Journal of the American Medical Association (JAMA, 2015).

Arthur James, MD, is Associate Clinical Professor, Department of Obstetrics and Gynecology at The Ohio State University Wexner Medical Center. In 1988 joined a practice in Obstetrics & Gynecology at Bronson Methodist Hospital where he expanded prenatal services for underserved women, teens. He later moved to Borgess Medical Center where he established and led Borgess Women’s Health Center, again expanding services. Between 1992 and 1999, he led a community-wide effort in Kalamazoo County that reduced Black infant mortality from 29.7 to 10.2 deaths per 1000 Black births, thereby helping Kalamazoo, Michigan, become only one of a few counties in the United States to accomplish the Healthy-People 2000 goal of 11 deaths per 1000 live black births. While in Kalamazoo, he also worked part-time at an FQHC site from 1990-2011 where he was Director of the OB/GYN Division.

Haywood L. Brown, MD, is President of the American College of Obstetrics & Gynecology (ACOG). He received his Medical Degree from Wake Forest University School of Medicine and completed his residency training in Obstetrics and Gynecology at the University of Tennessee Center for Health Sciences followed by subspecialty fellowship training in Maternal and Fetal Medicine at Emory University School of Medicine/Grady Memorial Hospital. Dr. Brown is Board Certified in Obstetrics and Gynecology and Maternal Fetal Medicine. He has served as Professor and Chairman of the Department of Obstetrics and Gynecology at Duke University Medical Center, Co-Medical Director for the Indianapolis Healthy Babies Project and has been the Chief Evaluator for Indianapolis Healthy Start for two decades which is dedicated to decreasing infant mortality and the racial disparity for infant mortality. He has also chaired the steering committee for the District of Columbia National Institutes of Health Initiative on Infant Mortality Reduction and the HRSA Perinatal and Patient Safety Collaboratives. Dr. Brown is especially committed to the care of women at high risk for adverse pregnancy outcome, particularly those disadvantaged.

Marc H. Morial, JD, is president and CEO of the National Urban League, the nation’s largest historic civil rights and urban advocacy organization. In a distinguished professional career that has spanned 25 years, Morial has performed all of these roles with excellence and is one of the most accomplished servant-leaders in the nation. As president and CEO of the National Urban League since 2003, he has been the primary catalyst for an era of change - a transformation for the 105-year old civil rights organization. His energetic and skilled leadership has expanded the League’s work around an Empowerment agenda, which is redefining civil rights in the 21st century with a renewed emphasis on closing the economic gaps between whites and Blacks, as well as other communities of color, and rich and poor Americans. During his tenure, the League had record fundraising success. He has secured the BBB non-profit certification, which has established the NUL as a leading national nonprofit, and the coveted 4-star rating from Charity Navigator, which has placed the NUL in the top 10 percent of all U.S. charities for adhering to good governance and other best practices, as well as executing its mission in a fiscally responsible way. Morial has also served as mayor of New Orleans, as a lawyer, a professor on the adjunct faculty of Xavier University, and as a Louisiana state senator.
## Plenary Speaker Bios

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<thead>
<tr>
<th>Speaker Name</th>
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<tr>
<td>Deborah Prothrow-Stith, MD</td>
<td>Dean and Professor of Medicine for the College of Medicine at Charles R. Drew University. She will also hold the rank of adjunct Professor of Medicine at David Geffen School of Medicine, UCLA. Dr. Prothrow-Stith is an internationally recognized public health leader, who since 2008 has advised top-tier healthcare, life sciences, academic and not-for-profit institutions on leadership and executive talent in her role as a principal at the global executive search consulting firm, Spencer Stuart. Prior to joining Spencer Stuart, she served as the Henry Pickering Walcott Professor of Public Health Practice and Associate Dean for Diversity at the Harvard School of Public Health where she created and led the Division of Public Health Practice, and secured over $14 million in grant funding for public health programs. As a physician working in inner-city Boston, Dr. Prothrow-Stith broke new ground with her efforts to define youth violence as a public health problem. She developed and wrote The Violence Prevention Curriculum for Adolescents, a forerunner of violence prevention curricula for schools and communities. She is the author of Deadly Consequences, the first book to present the public health perspective on violence to a mass audience. She has authored and co-authored over 100 publications.</td>
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<td>Hilary O. Shelton</td>
<td>Presently serves as the Director to the NAACP’s Washington Bureau / Senior Vice President for Advocacy and Policy. The Washington Bureau is the federal legislative and national public policy division of the over 500,000-member, 2,200-membership unit, national civil rights organization. In this capacity, Mr. Shelton is responsible for advocating the federal public policy issue agenda of the oldest, largest, and most widely recognized civil rights organization in the United States to the U.S. Government. Mr. Shelton’s government affairs portfolio includes crucial issues such as affirmative action, equal employment protection, access to quality education, stopping gun violence, ending racial profiling, abolition of the death penalty, access to comprehensive healthcare, voting rights protection, federal sentencing reform and a host of civil rights enforcement, expansion and protection issues.</td>
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<td>Donald Warne, MD, MPH</td>
<td>Professor and Chair of the Department of Public Health in the College of Health Professions at North Dakota State University, and the Senior Policy Advisor to the Great Plains Tribal Chairmen’s Health Board. He oversees the only Master of Public Health in the nation with an American Indian Public Health specialization. Dr. Warne is a member of the Oglala Lakota tribe from Pine Ridge, SD and comes from a long line of traditional healers and medicine men. He received his MD from Stanford University School of Medicine and his MPH from Harvard School of Public Health. His experience includes primary care physician with the Gila River Health Care Corporation in Arizona, Staff Clinician with the National Institute of Diabetes, Digestive, and Kidney Disorders/NIH, Indian Legal Program Faculty with the Sandra Day O’Connor College of Law at Arizona State University, and more.</td>
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### Dr. Fleda Mask Jackson

Dr. Fleda Mask Jackson is President and CEO of MAJAICA, LLC, a national research firm and think tank and the leader and creator of Save 100 Babies, a cross sector network based in Atlanta, Georgia devoted to a social determinants approach for eliminating racial disparities in birth outcomes. She is a Senior Fellow at the Center for Health Behavior Change at Morgan State University and a University Affiliate at Columbia University. Jackson is currently a visiting scholar in the Psychology Department at Spelman College. With academic preparation in education, psychology and anthropology, Dr. Jackson’s work is aimed at advancing the well-being of women, children, families, and communities that is informed by community-based, culturally sensitive research. Over the past decade her work has been devoted to the study of the intersection of racial and gendered stress and its impact on the health and reproductive outcomes among African American women. With major grant support from the CDC and the Ford Foundation, she led a research team whose efforts have produced a contextualized measure for assessing the intersection of racial and gendered stress (Jackson, Hogue, Phillips Contextualized Stress) and an intervention model expressly designed to respond to the particular psychosocial risk of race and gender confronted by African American women.
LIVING the LEGACY
NATIONAL CONFERENCE
Hyatt Regency Washington D.C. Building Layout
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Exhibitors & Contributors

- Healthy Start EPIC center
- Healthy Soft, LLC
- Organization of Teratology Information Specialists (OTIS)
- CityMatCH/UNMC
- Family Health Initiatives
- Michigan Public Health Institute
- National Fatherhood Initiatives
- Count the Kicks
- Partners for a Healthy Baby Home Visiting Curriculum
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