

Nov. 14 - 15, 2017



Deepening Partnerships and Community Capacity Using a Health Equity Lens

2017 Maternal and Child Health Summit

Purpose

This summit will bring together statewide partners working to improve the health, wellness, and safety of all Wisconsin's families and communities. Topics will support and align with maternal and child health and children and youth with special health care needs in Wisconsin.

Conference objective

Increased competency to engage and support successful trusting partnerships and strengthen community capacity using a health equity lens.

Funding

This summit is funded by the Wisconsin Department of Health Services through an MCH Title V Services Block Grant, through the Maternal Child Health Bureau of the Health Resources and Services Administration, Department of Health and Human Services.



**Facilitation and organization of the 2017 Maternal and Child Health Summit
by Children's Health Alliance of Wisconsin**

Schedule at a glance

Day 1: Tuesday, Nov. 14		Day 2: Wednesday, Nov. 15	
Time	Day 1 Sessions	Time	Day 2 Sessions
1:00-1:30 p.m.	Registration and networking (Wilderness Ballrooms)	7:30-8:00 a.m.	Breakfast (Wilderness Ballrooms)
			REDCap Café
1:30-1:45 p.m.	Welcome and opening remarks: Secretary Linda Seemeyer (Wilderness Ballrooms)	8:00-8:15 a.m.	Welcome (Wilderness Ballrooms)
1:45-2:45 p.m.	Maternal Child Health Program Performance Measure Update (Wilderness Ballrooms)	8:15-9:15 a.m.	Keynote: Gwen Webber-McLeod, MS (Wilderness Ballrooms)
2:45-3:00 p.m.	Break	9:15-9:30 a.m.	Break
3:00-5:00 p.m.	Block 1: Workshops and learning communities	9:30-11:30 a.m.	Block 2: Workshops and learning communities
5:00-6:00 p.m.	Networking reception and resource sharing (Wilderness Ballrooms)	11:30 a.m.-12:30 p.m.	Lunch (Sandstone 27)
		12:30-2:00 p.m.	Block 3: Workshops and learning communities
	REDCap Café	2:00-2:15 p.m.	Break
		2:15-3:00 p.m.	Closing: Geof Swain, MD, MPH (Wilderness Ballrooms)

REDCap Café

This is an opportunity for participants to have their REDCap data entry and data reporting questions answered by epidemiologists assigned to each MCH/CYSHCN performance measure. Each epidemiologist will have computer access whereby the participant and epidemiologist can work together on the participant's live data. The epidemiologists also will be available to answer surveillance, evaluation, and survey questions participants may have.

Workshops and learning communities:

Please refer to the back of your name tag for the workshop or learning community you selected during registration. The summit agenda allows for one workshop or one learning community per block. Learning communities are intended for agencies working on an MCH objective this year.

Welcome and Opening Remarks

Wilderness Ballrooms

Secretary Linda Seemeyer

Wisconsin Department of Health Services

Linda Seemeyer was appointed by Governor Scott Walker as Secretary of the Department of Health Services (DHS) in August 2016. Secretary Seemeyer has a long history of service in state and county government. Prior to being appointed as the Department of Health Services Secretary, Ms. Seemeyer was the Director of the Walworth County Department of Health and Human Services from 2007 to 2015. Secretary Seemeyer also previously served as the director of the Milwaukee County Department of Administrative Services and Deputy Secretary of the Wisconsin Department of Administration under Governor Tommy Thompson.



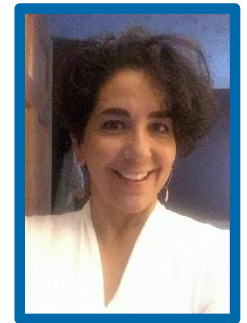
Maternal Child Health Program Performance Measure Update

Wilderness Ballrooms

Camille Rodriguez, MHA

Wisconsin Department of Health Services

Currently, Camille Rodriguez works to protect and promote the health and safety of the people of Wisconsin by serving as the director of the Bureau of Community Health Promotion. Within the Division of Public Health at the Wisconsin Department of Health Services, the Bureau of Community Health Promotion is home to more than \$160 million in federal grants and more than 60 programs, including, but not limited to, the Title V/Maternal and Child Health Block Grant; tobacco prevention and control; chronic disease and cancer control; and the Women, Infants, and Children (WIC) supplemental nutrition program. Ms. Rodriguez's career history includes over a decade of service as a child protection investigator/forensic interviewer of children in Illinois, and provision of leadership to 1915c Home and Community-Based waivers for adults and children in Wisconsin.



Gary Kirk, MD, MPH

Wisconsin Department of Health Services

Dr. Gary Kirk obtained his Bachelor of Science degree from the Massachusetts Institute of Technology, his medical degree from the McGill Faculty of Medicine, and his Masters of Public Health degree from the Medical College of Wisconsin. He completed his pediatric internship and residency at the University of Michigan and Baylor College of Medicine, respectively, and practiced pediatrics—primarily in children's hospitals—for 15 years prior to entering public health. Immediately prior to coming to Wisconsin, Dr. Kirk served as the medical officer of health and chief executive officer of the Windsor-Essex County Health Unit in Windsor, Ontario (Canada). Dr. Kirk's other public health experiences include his former roles at the Michigan Department of Community Health as director of the Division of Immunization and director of the Bureau of Family, Maternal and Child Health. Dr. Kirk has also served as the chief medical officer of a Michigan-based federally qualified health center.



Block 1: Workshops and learning communities

Tuesday, Nov. 14 | 3:00-5:00 p.m.

Workshop 1.1: Health and Racial Equity: Fundamentals and Tools/Community Engagement and Partnerships

Wilderness Ballrooms

Rachel Azanleko-Akouete, RN, BSN | Stevie Burrows, MPH | Blanca Cruz, MSE

Rachel Goldberg, MPH | Tia Murray, BS, CLC

Public Health Madison and Dane County

Ensuring our work helps to build a more equitable, healthier Wisconsin requires us to have the right tools and self-awareness to recognize our own biases. This also requires us to nurture authentic partnerships with the affected communities. During the first part of this workshop, attendees will gain greater understanding of core concepts related to racial and health equity. These topics include implicit bias; social and structural determinants of health; individual, institutional, and structural oppression; and how to apply health and racial equity tools to decisions. During the second half of this workshop, attendees will learn more about the value of different types of authentic community engagement and how dominant culture shapes our thinking and actions. Attendees will also see how Public Health Madison and Dane County is working to gather community voice and to strengthen community partnerships around our breastfeeding initiatives.

Workshop 1.2: Improving your Messaging Through Research-Based Data Visualization Techniques

Tundra A + B

Betsy Swenson, MS | Kerry Zaleski, MPH

Wisconsin Department of Health Services

**** This session will be repeated on Wednesday, Nov. 15 ****

Application of research-based data visualization techniques can help inform data-driven decision-making, activate change at multiple levels, and disseminate lessons learned for ongoing program development and quality improvement. This presentation will share key learning points from a workshop conducted by Dr. Stephanie Evergreen in April 2017 on presenting data effectively. We will share guidelines for creating powerful presentations, reports, and one-pagers, as well as resources for choosing the right chart to demonstrate your messages in more compelling ways. We will demonstrate before-and-after examples, discuss multiple ways in which data visualizations can be interpreted, share techniques to improve data-informed decisions, and provide an opportunity for participants to practice new techniques with their own work.

Block 1: Workshops and learning communities

Tuesday, Nov. 14 | 3:00 - 5:00 p.m.

Workshop 1.3: Policy Education at an Organizational Level

Tundra C

Victoria Faust | Lesley Wolf

Population Health

In this session participants will analyze the value of organizational policies and practices to advance health equity. We will explore strategies to operationalize organizational policy to better support equity principles and discuss examples of applying these strategies. Participants will review internal organizational policies and practices using health and equity assessment tools.

Objectives:

- Participants will see the value in organizational policy change to advance health equity.
- Participants will learn new ways to operationalize equity principles.
- Participants will gain skills in using organizational policy assessment.

Learning Community: Breastfeeding

Tundra D + E + F

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Learning Community: Suicide Prevention

Sandstone 3 + 8 + 9

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Keynote: Wednesday, Nov. 15

8:15 - 9:15 a.m.

Building and Sustaining High Trust Strategic Partnerships

Wilderness Ballrooms

Building and Sustaining High Trust Strategic Partnerships is a keynote address focused on inspiring health teams to actively engage the support of strategic partners in their work and initiatives. The keynote address features specific strategies for engaging strategic partners. The keynote also invites conference attendees to examine the concept of trust as a strategic organizational resource for sustaining strategic partnerships over time.

During this highly interactive keynote, participants will:

- Learn specific strategies for engaging strategic partners.
- Based on the work of Stephen M.R. Covey's book *The Speed of Trust*, learn 13 behaviors to integrate into work with strategic partners to build trust over time.
- Engage in large group discussion on integrating these concepts/strategies into day-to-day work with teams and strategic partners.

Gwen Webber-McLeod, MS **President and CEO, Gwen Inc.**

Gwendolyn (Gwen) Webber-McLeod, MS, is the president and CEO of Gwen, Inc. She has more than 30 years of experience in leadership/organization development, facilitation, strategic planning, the development of effective coalitions/collaborations, helping companies design and implement diversity/inclusion strategies, and the strategic development of women and minority leaders. Ms. Webber-McLeod is a frequently sought after lecturer and conference keynote speaker on the topic of leadership. Her clients are CEOs, executive and mid-level managers, and leadership teams in public, private, health care and education businesses and organizations. Gwen, Inc. exists for the sole purpose of helping leaders achieve business goals by focusing on the competencies of confidence, competence, courage, and calm.



Block 2: Workshops and learning communities

Wednesday, Nov. 15 | 9:30 - 11:30 a.m.

Workshop 2.1: Using Child Death Review to Enhance Your Maternal Child Health Objectives

Sandstone 3 + 8 + 9

Amanda Bagin | Karen Nash | Joanna O'Donnell | Amy Parry, MPH | Andrea Schultz Kressin, MPH
Children's Health Alliance of Wisconsin and Brown County Health Department

This workshop will demonstrate how Child Death Review (CDR) can assist counties in meeting their Maternal Child Health (MCH) objectives. CDR data on infant sleep-related deaths and youth suicide will be presented with group collaboration on how data informs prevention. A data-driven local safe sleep initiative example will be provided.

Objectives:

- Participants will understand how the CDR process can assist counties in meeting their MCH objectives.
- Participants will practice utilizing aggregate CDR data on infant sleep-related deaths and youth suicides to determine prevention priorities.
- Participants will hear from a local county on how data informed their safe sleep initiative.

Workshop 2.2: Improving your Messaging Through Research-Based Data Visualization Techniques

Tundra D + E + F

Betsy Swenson, MS | Kerry Zaleski, MPH
Wisconsin Department of Health Services

Application of research-based data visualization techniques can help inform data-driven decision-making, activate change at multiple levels, and disseminate lessons learned for ongoing program development and quality improvement. This presentation will share key learning points from a workshop conducted by Dr. Stephanie Evergreen in April 2017 on presenting data effectively. We will share guidelines for creating powerful presentations, reports, and one-pagers, as well as resources for choosing the right chart to demonstrate your messages in more compelling ways. We will demonstrate before-and-after examples, discuss multiple ways in which data visualizations can be interpreted, share techniques to improve data-informed decisions, and provide an opportunity for participants to practice new techniques with their own work.

Block 2: Workshops and learning communities

Wednesday, Nov. 15 | 9:30 - 11:30 a.m.

Workshop 2.3: Building and Sustaining High Trust Strategic Partnerships – Part 2

Wilderness Ballrooms

Gwen Webber-McLeod, MS

Gwen Inc.

This workshop will build on this morning's keynote, Building and Sustaining High Trust Strategic Partnerships. This will cover application of the strategies discussed during the keynote address.

Learning Community: Smoking

Tundra A + B

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Learning Community: Developmental Screening

Tundra C

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Block 3: Workshops and learning communities

Wednesday, Nov. 15 | 12:30 - 2:00 p.m.

Workshop 3.1: Highlights of Bright Futures 4th Edition: Public Health Application

Wilderness Ballrooms

Dipesh Navsaria, MD, MSLIS, MPH

University of Wisconsin – Madison

This presentation will discuss the overall structure and framework of the Bright Futures Guidelines for health supervision, as well as major themes and concepts in the Fourth Edition. This will then be considered in the context of public health policy and practice, both in terms of direct clinical interaction as well as engagement with primary care medical homes.

Workshop 3.2: Is it Feast or Famine? Sustaining Your Coalition

Sandstone 3 + 8 + 9

Pattie Carroll, MS

University of Wisconsin Extension

A coalition is a union of people and organizations working to influence outcomes on a specific problem. Coalitions are useful for accomplishing a broad range of goals that one organization would be unable to accomplish by themselves. These goals range from information sharing to coordination of services to community education on environmental and policy change. This workshop focuses on the ABCs of building a coalition, working as part of a coalition, and addresses some challenges of working in coalitions.

Learning Community: Transportation

Tundra C

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Learning Community: Safe Sleep

Tundra D + E + F

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Learning Community: Health Equity

Tundra A + B

If your agency selected this focus area for the 2017 contract year, this learning community meeting is a required activity. A representative from your agency must attend.

Pulling It All Together: Health Equity and Your Practice

Wilderness Ballrooms

This session will focus on gaining a deeper understanding of health equity and health equity practices. This session will help tie together some of the health equity related topics addressed at the summit and discuss how attendees might be able to implement or strengthen health equity practices in their work.

Geoffrey R. Swain, MD, MPH

**Department of Family Medicine and Community Health, and
Department of Population Health Sciences, MATCH Program
University of Wisconsin School of Medicine and Public Health**

A board-certified family physician, Dr. Swain has extensive clinical, teaching, health policy, and public health leadership and practice experience. This includes 25 years as academic medical faculty and more than 22 years providing medical direction at the City of Milwaukee Health Department. Dr. Swain has particular expertise in the social and economic determinants of health, focusing on reducing health inequities through upstream, population-level policy and programmatic interventions. Dr. Swain is the founding director of the Wisconsin Center for Health Equity, and has broad experience with local, statewide, regional, and national groups addressing health equity and the social determinants of health. He co-authored two *Wisconsin 2020 State Health Plan "Focus Area Profiles": Health Disparities, and Social, Economic, & Education Factors*. Dr. Swain has helped lead several grant-funded and other projects addressing issues such as socioeconomic and other barriers to involving fathers, criminal justice policy, and housing policy as opportunities to reduce health disparities.



**Thank you for all you do on behalf
of Wisconsin children and families!**

**Watch your email for a survey to evaluate
and reflect on the 2017 MCH summit**



Wisconsin Title V Children
and Youth with Special
Health Care Needs Program



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**

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