

2011 Networking Conference



Birth, Breastfeeding and Beyond 2011: Sustaining Community-Based Practices



HealthConnect One's 2011 Networking
Conference on Sustaining Community-Based
Practices in Maternal, Child and Family Health

March 21-23, 2011

Hilton Arlington
950 North Stafford Street
Arlington, Virginia 22203

Register at www.healthconnectone.org



Conference Goal

To convene a diverse network of stakeholders and practitioners to engage in learning, discussion, and action planning around methods to sustain community-based maternal and child health practices in underserved communities.

Who Should Attend?

Stakeholders interested in cutting-edge community-based maternal and child health programs, including community health workers, community-based doulas, breastfeeding peer counselors, MCH program practitioners and administrators, researchers, educators, registered nurses, policy makers, government officials, students, social innovators, and community leaders.

Conference Objectives

- Promote educational opportunities and open, reflective discussion about complex issues in community-based maternal and child health programs.
- Engage in networking opportunities with community-based MCH practitioners and administrators, researchers, and government leaders to share ideas, information, and experiences.
- Describe cutting-edge community-based maternal and child health programs, methods, and policies from across the country (including community-based doula, breastfeeding peer counselor, and community health worker programs).
- Identify and apply the latest research and outcomes of community-based maternal and child health promotion programs across the country .
- Discuss advocacy methods that conference participants can use to engage their communities in grassroots efforts to improve maternal and child health.
- Identify the impact of stress and social inequality on family health and the role of community health workers in mediating the effects of health disparities.
- Build upon existing competencies and offer new skills that direct service providers and administrators can apply in their jobs.
- Articulate federal funding stream trends for community health worker programs.
- Build skills in the use of technology to communicate with clients, funders, and policy-makers.
- Describe breastfeeding as an evidence-based obesity-prevention strategy.



Agenda

Monday, March 21, 2011

5:00 – 9:00 p.m. Conference Registration

5:30 – 7:30 p.m. Opening Plenary Session:
Welcome—Karen Hench, MS, RN, Division of Healthy Start and Perinatal Services, DHHS/HRSA/MCHB (invited) and Rachel Abramson, RN, MS, IBCLC, HealthConnect One
Health Reform Implementation and the Impact on Community Health - Mayra E. Alvarez, MHA, Director of Public Health Policy, Office of Health Reform, U.S. Department of Health and Human Services
Spoken Word Performance – The D.C. Creative Writing Workshop

7:30 – 8:30pm Opening Reception
Join us for hors d'oeuvres, enjoy visual art displays, and network with other maternal and child health advocates.

8:30 – 9:30 p.m. Open Mic
Consider performing a poem, song or dance. Amateurs welcome. Sign-up on-site.

Tuesday, March 22, 2011

7:30 – 8:30 a.m. Registration and Continental Breakfast

8:30 – 10:00 a.m. Plenary Session: *Breastfeeding Call to Action*— Surgeon General Regina Benjamin (invited), introduced by Isadora Hare, MSW, DHHS/HRSA/MCHB/Division of Healthy Start and Perinatal Services (invited)

10:00 – 10:15 a.m. Break: *Snacks, Exhibits, Poster Session, Visual Art*

10:15 – 11:30 a.m. Breakout Session 1-A: *Leveraging Hospital Breastfeeding Data to Improve Maternity Care Practices and Breastfeeding Rates* - Karen Farley, RD, IBCLC, California WIC Association and Robbie Gonzalez Dow, MPH, RD, CLE, California Breastfeeding Coalition

Breakout Session 1-B: *Open Arms Outreach Doula Program: Doulas working in an Early Learning Initiative*— Open Arms Perinatal Services, Seattle, Washington

Breakout Session 1-C: *Sensory Stress Reduction Practices: Strategies for Creative Prenatal Visits and Self-Care for Fatigued Community Doulas* - Jill Wodnick, MA, CD (DONA), Hudson Perinatal Consortium

11:30 – 12 noon Break: *Exhibits, Poster Session, Visual Art*

12:00 – 1:30 p.m. Plenary Session and Luncheon: *Integrating Community Health Workers in Health Reform: New Opportunities for Sustainability*
• Michael Fraser, PhD, CAE, Association of Maternal and Child Health Programs
• Judy Thierry, DO, MPH, Indian Health Service (invited)
• US Senator Jeff Bingaman, New Mexico (invited)
• Phyllis Glink, MPP, Irving Harris Foundation
• Laura McAlpine, LCSW, HealthConnect One (Moderator)

1:30 – 2:00 p.m. Break: *Exhibits, Poster Session, Visual Art*

2:00 – 3:15 p.m. Breakout Session 2-A: *Data Collection Made Easy: Doula Data & the Breastfeeding Data System!*— Sarah Kerch and Beth Pellettieri, MPH HealthConnect One
Aisha Domingue, Brooklyn Young Mothers' Collective
Molly Chappell-McPhail, MSW, CD(DONA), BirthMatters

Breakout Session 2-B: *CHWs to the Rescue*
• Lizette Pacheco, Migrant Health Promotion "Amor de Madre" Program
• Laura Bahena, CHW, CNA, Chicago Community Health Workers Local Network
• Cara Rodriguez-Fucci, CD
• Wandy Hernandez, CD (DONA), CLC, CCE, HealthConnect One (Moderator)

Breakout Session 2-C: *Support for Pregnancy, Birth & Beyond* - Fatima Muhammad, BS, Motherwit Holistic Health, LLC and Darlene Little EdD, Tanner Community Development Corp

3:15 – 3:30 p.m. Break: *Snacks, Exhibits, Poster Session, Visual Art*

3:30 – 5:00 p.m. Plenary Session: *Five Key Trends in the Changing World of Maternity Care in 2011*
Eugene Declercq, PhD, Professor, Boston University School of Public Health

5:00 – 5:15 p.m. Break: *Exhibits, Poster Session, Visual Art*

Agenda

5:15 – 6:30 p.m. Preparing for Advocacy Day: *an Optional (but encouraged) training for those participating in Advocacy Day* – Laura McAlpine, LCSW, and Mac Grambauer, BA, HealthConnect One

Wednesday, March 23, 2011

7:30 – 8:00 a.m. Registration and Continental Breakfast

8:00 – 9:15 a.m. Breakout Session 3-A: *New Media Toward Social Bonding and Health Literacy* – Benita Miller, JD, BFA, and Aisha Domingue, Brooklyn Young Mothers' Collective, and Paul DuongTran, Ph.D., Fordham University Graduate School of Social Service

Breakout Session 3-B: *Challenging Childbirth: How to Support Clients During Difficult Labors* – Katie Daily, BA, CD (DONA), ICCE, Family Health and Birth Center, Inc.

Breakout Session 3-C: *Piloting Community-Based Doula Services within a Healthy Families Project: A Case Study from Indiana* - Sherry Mukasa-Matemachani, CHES, BS, Indiana Perinatal Network, Joanne Martin, DrPH, MPH, MS, RN, FAAN, Indiana University School of Nursing, and Michelle Brown, MOM Project

9:15 – 9:45 a.m. Final Break: *Snacks, Exhibits, Poster Session, Visual Art*

9:45 – 11:15 a.m. Plenary Session: *Moving Towards Action: Sustaining Community-Based Practices* Rachel Abramson, RN, MS, IBCLC, and Jeretha McKinley, BA, CLC, HealthConnect One

11:15 – 11:30 a.m. Reflection and Closing
HealthConnect One Staff and Conference Attendees

11:30 – 12 noon Boxed Lunch *(for Advocacy Day participants)*

12:00 – 5:00 p.m. Advocacy Day on Capitol Hill
Travel with HealthConnect One on the Metro to Capitol Hill. Visit with your elected officials, and debrief afterwards.

As program details become available, they will be posted online at www.healthconnectone.org – Click on "News, Events and Resources" and then "National Conference."



Lodging/Hotel Information

Hilton Arlington
950 North Stafford Street
Arlington, VA 22203

A block of rooms have been reserved for March 19, 2011 - March 23, 2011. The special room rate of \$229/night will be available until February 18th or until the group block is sold-out, whichever comes first. To make a reservation, please call (703) 528-6000 and request a room with the "HealthConnect One" group, or make room reservations online by visiting the HealthConnect One website at www.healthconnectone.org, clicking on "News, Events & Resources" and then "National Conference."

Transportation

By Subway/Metro, take the Orange Line to the Ballston-MU stop. At the top of the escalator, walk straight into the Ballston Metro Center complex (20 feet). The hotel lobby is on the left. If you plan to drive, self parking is available for \$17/day.

Professional Continuing Education Hours

A certificate for Continuing Education Hours will be offered for \$15 per participant, for each of the credentials listed below. If you wish to receive Continuing Education Hours, please indicate this on your Conference Registration Form. When you arrive at the conference, you will also need to sign-in for Continuing Education Hours and complete attendance forms at the conference registration desk. Certificates for Continuing Education Hours will then be mailed to you after the conference.

All conference participants wishing to receive Continuing Education Hours should contact their state boards to determine if contact hours earned through an Illinois-based provider (a Wisconsin-based approver for RNs) will be honored in their state.

HealthConnect One will provide a Certificate of Attendance free of charge to conference participants who do not require formal Continuing Education Hours. Certificates of Attendance will be available on-site at the conference.

- **BREASTFEEDING PROFESSIONALS (IBCLC)** Oakton Community College will submit the documentation materials to IBCLC for breastfeeding Hours.
- **NURSING (RN)** This activity has been submitted to WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

- **SOCIAL WORK (LSW and LCSW)** Oakton Community College/Alliance for Lifelong Learning/Continuing Education for Health Professionals has been approved as a sponsor of continuing education by the State of Illinois, Department of Financial and Professional Regulation, for this profession.
- **COUNSELING (LPC and LCPC)** Oakton Community College/Alliance for Lifelong Learning/Continuing Education for Health Professionals has been approved as a sponsor of continuing education by the State of Illinois, Department of Financial and Professional Regulation, for this profession.
- **DIETITIANS** Oakton Community College/Alliance for Lifelong Learning/Continuing Education for Health Professionals has been approved as a Continuing Professional Education Accredited Provider by the Commission on Dietetic Registration.

The number of contact hours for each profession will be posted online at www.healthconnectone.org (click "Events") as soon as this information becomes available.

Poster Session

All conference participants are invited to present a poster on the topic of your choice – including stories/photos about your program, research or data. You will have the opportunity to present your poster during all conference breaks. If you indicate your interest in presenting a poster on the conference registration form, Mairita Smiltars, conference co-coordinator, will provide you with additional guidelines.

Visual Art

All conference participants are invited to share visual art on themes related to the conference – e.g., your birth experience, dreams or hopes for your child(ren), your experience as a doula or breastfeeding peer counselor, change, or growth. You are welcome to share belly casts, birth photography, poetry, clay sculpture, quilt squares, paintings, or other visual art that can be easily displayed on a table or easel. If you indicate your interest in sharing visual art on the conference registration form, RoiAnn Phillips, conference co-coordinator, will provide you with additional information and guidelines.

Learning Environment

HealthConnect One is committed to a learning environment that is optimal for all attendees. Quiet infants under six months are welcome. However, if your baby becomes restless or vocal, please care for your baby outside the meeting room. A room for breastfeeding or pumping will be provided.

Registration Information

Conference Fees

Full Conference*	\$299 early bird	\$375 regular
Tuesday Only*	\$225 early bird	\$275 regular
Wednesday Only*	\$99 early bird	\$149 regular
Opening Reception	\$35	
Continuing Education Certificate	\$15	
Advocacy Day	FREE	

*Students are offered a 50% discount for early bird or regular pricing on the Full Conference, Tuesday Only or Wednesday Only options. Proof of a valid student ID must be shown when checking in on-site at the conference.

Full Conference registration includes

- Opening Reception (Monday night)
- All Plenary Sessions (Tuesday/Wednesday)
- Your choice of up to three breakout sessions (Tuesday/Wednesday)
- Access to Poster Presentations and Exhibits
- Continental Breakfast (Tuesday and Wednesday)
- Lunch (Tuesday)
- Lunch on Wednesday (if participating in Advocacy Day)
- All materials

How to Register

You can register one of two ways:

- 1) Register online at www.healthconnectone.org
- 2) Complete and return the attached registration form by fax 312-243-4792 or mail to:

HealthConnect One
Birth, Breastfeeding, and Beyond 2011
1436 West Randolph, Fourth Floor
Chicago, Illinois 60607

Cancellation and Refund Policy

All cancellations and requests for refund must be received in writing and postmarked on or before 2/28/2011 to receive a full refund less a \$50 processing fee. Cancellations received or postmarked after 2/28/2011 are not eligible for refund. However, if the initial registrant is unable to attend, an organization may send someone else in their place if they notify HealthConnect One in writing by 3/15/2011.

Conference Planning Committee

- Jacquelyn Carlos, CD, WTS, Moving On Life Center, NJ
- Georg'ann Cattelona, PhD, LCCE, CD (DONA), Bloomington Area Birth Services, IN
- Molly Chappell-McPhail, MS, CD (DONA), BirthMatters/ ReGenesis Community Health Center, SC
- B.J. Ciesielski, BA, New Mexico Community Health Worker Association, NM
- Lesley J. Craig, BA, U.S. Department of Health & Human Services – HIV/AIDS Regional Resource Network Program – Region V, IL
- Katie Fazio, RN, MSN, Oakton Community College, IL
- Debra Gill, TCA Health, IL
- Benita Miller, JD, BFA, The Brooklyn Young Mothers' Collective, NY
- Cristina Moreno, IL
- Marisa Peña-Alfaro, LCCE, CD (DONA), Healthy Family Initiatives, TX
- Hanifah Rios, G-CAPP/Families First, GA
- Michele Shade, DrPH, MPH, University of Illinois at Chicago, IL
- Mairita Smiltars, MA, BA, McAlpine Consulting for Growth, IL *
- Vanessa Stokes, Breastfeeding Peer Counselor, IL
- Shirley Williams, Rock-Walworth Comprehensive Family Services, Inc., WI
- Jill Wodnick, MA, CD (DONA), Hudson Perinatal Consortium, NJ

HC One Staff and Interns

- Rachel Abramson, RN, MS, IBCLC
- Robin Booker
- Helen Dimas, CLC, LSP
- Wandy Hernandez, CD (DONA), CLC, CCE
- Sarah Kerch, BS
- Ramona Lewis
- Rosie McKeithen
- Jeretha McKinley, BA
- Stephen Murray, BS
- Cindy Ogrin, MS, JBA
- Beth Pellettieri, MPH
- RoiAnn Phillips, BA *
- Brenda Reyes, CLC
- Tikvah Wadley, AAS

* Conference Co-coordinators



Conference Registration Form

One form per person. Please tear off and mail or fax with payment.

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone # (work) _____ (cell) _____

Email _____

Special Needs (including dietary restrictions and access issues) _____

Breakout Sessions

Please indicate your session preferences by letter (A, B, C). Please state first and second choice, as space is limited.

		1st Choice	2nd Choice
Tuesday, March 22, 2011			
Breakout 1	10:15 a.m. - 11:30 p.m.	_____	_____
Breakout 2	2:00 p.m. - 3:15 p.m.	_____	_____
Wednesday, March 23, 2011			
Breakout 3	8:00 - 9:15am	_____	_____

Visual Art/Open Mic

Check here for guidelines on sharing your own creative talents at the conference.

Advocacy Day

Check here to register for and attend Advocacy Day on March 23, 2011, immediately following *Birth, Breastfeeding, and Beyond 2011*. Further information about Advocacy Day will be sent to you by HealthConnect One. **Participation in Advocacy Day is FREE.**

Poster Session

Check here if you are interested in presenting a poster at *Birth, Breastfeeding, and Beyond 2011*. Poster guidelines will be sent to you by Mairita Smiltars, co-coordinator of the conference.

Registration Fees (per person) – Please circle your selection(s).

	EARLY BIRD (postmarked/ received on or by 2/15/2011)	REGULAR (postmarked/ received after 2/15/11)	OPENING RECEPTION	CONTINUING EDUCATION HOURS CERTIFICATE	ADVOCACY DAY	AMOUNT ENCLOSED
FULL CONFERENCE	\$299	\$375	INCLUDED	\$15	FREE	
FULL CONFERENCE STUDENT	\$149.50	\$187.50	INCLUDED	\$15	FREE	
TUES ONLY	\$225	\$275	\$35	\$15	FREE	
TUES ONLY STUDENT	\$112.50	\$137.50	\$35	\$15	FREE	
WED ONLY	\$99	\$149	\$35	\$15	FREE	
WED ONLY STUDENT	\$49.50	\$74.50	\$35	\$15	FREE	
SPEAKER	\$149	\$149	INCLUDED	\$15	FREE	

TOTAL _____

HealthConnect One Conference Scholarship Fund

100% of your donation will go towards offering a scholarship to a Community Health Worker who may not otherwise be able to attend this important conference. Your donation is tax-deductible. \$ _____

Method of Payment ___ MC ___ Visa ___ AmEx ___ Check
(Please make checks payable to **HealthConnect One**.)

Credit Card # _____

Expiration Date _____ Validation Code * _____

Billing Address (if different from above) _____

City _____ State _____ Zip _____

Signature _____

* On Visa and MasterCard, it is the last 3 numbers on the right above the signature line on the back of the card. On American Express, it is the 4 numbers on the right side on the front of the card above the card number.



Birth, Breastfeeding and Beyond 2011:
**Sustaining
Community-Based
Practices**

Design by mkb | mkbchicago.com
Photos by Flint Chaney



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