

*Pre-conference:*  
**June 2, 2010**

*Conference:*  
**June 3-4, 2010**

**Comfort Inn & Suites Hotel  
and Conference Center  
Mount Pleasant, MI**



*Presented by:*  
**Michigan Healthy Mothers  
Healthy Babies Coalition**

*Sponsored by:*  
**March of Dimes**

 **2010 Michigan**



**HEALTHY  
MOTHERS**

  
**HEALTHY  
BABIES**

**CONFERENCE**

**Growing Strong  
Families,  
Building Healthier  
Communities**

  
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2010 Michigan



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## Objectives

*By the end of this program, participants will be able to demonstrate:*

- ★ How healthy community environments reinforce family support systems through preconception, perinatal, postpartum and interconception periods.
- ★ Successful strategies for community action to improve outcomes by reducing racial disparity, low birth weight/preterm birth, unsafe sleep, illiteracy, abuse/neglect and environmental risks.
- ★ How community-based breastfeeding initiatives increase breastfeeding success and related health benefits.
- ★ Community collaborative approaches that reduce infant morbidity and mortality by improving maternal health.



## Who Should Attend?

- ★ Community health workers
- ★ Dietitians
- ★ Early childhood health and education professionals
- ★ Health agency administrators
- ★ Health care professionals, including nurses and physicians
- ★ Health educators
- ★ Health planners
- ★ Lactation specialists
- ★ Social workers
- ★ Everyone interested in the health and well-being of women and children across Michigan!

## Registration Rates for Two-Day Conference

**Early Coalition member registration** (by May 10): \$140

**Early non-member registration** (by May 10): \$150

**Full registration for everyone:** \$180

*See registration page for single day rates.*

## Hotel Information

**Comfort Inn & Suites Hotel and Conference Center**

989-772-4000 OR 800-4CHOICE

www.mtpcomfortinn.com

2424 South Mission

Mt. Pleasant, MI 48858

**Guest room rate:** \$65 plus applicable taxes (single or double)

**Cut-off date for conference rate:** May 4, 2010

**For reservations:** Call the Comfort Inn; mention Healthy Mothers Healthy Babies Conference to obtain the conference rate.

## For More Conference Information

*Including continuing education credits, sponsorships and exhibits, contact:*

**Diane Drago, Conference Coordinator**

c/o Diversified Management Services

517-663-5147

DMSdiane@concentric.net

[www.hmhbmi.org](http://www.hmhbmi.org)



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# From Dream to Reality: How to Write a Winning Grant Proposal

**A Pre-Conference Workshop  
With Patty Brennan, Director  
Center for the Childbearing Year, LLC**

In this interactive workshop, participants will develop a thorough understanding of the steps involved in writing a successful grant proposal. Emphasis is placed on securing funding for maternal/infant health initiatives. Topics include: identification of funders who are a mission match, development of each component of the proposal, budget strategies, program evaluation, and the dynamics of the grantor/grantee relationship. Learn what the funders are looking for and avoid common mistakes!

## PROGRAM

<b>10:00 a.m.-12:15 p.m.</b>	<b>Overview of Grant Writing Process</b>
<b>12:15-1:00 p.m.</b>	<b>Lunch</b>
<b>1:00-3:00 p.m.</b>	<b>Group Work</b>
<b>3:00-3:15 p.m.</b>	<b>Break</b>
<b>3:15-4:15 p.m.</b>	<b>March of Dimes Panel of Experts Q&amp;A</b>

# Thursday, June 3

7:30 a.m.

**Registration desk opens  
Continental breakfast with exhibitors**

8:30 a.m.

**Welcome and Opening Remarks**

8:45 a.m.

**Keynote address #1: National  
Children's Health Study**

*Christine Joseph, PhD, Senior Staff Epidemiologist; Director, Henry Ford Health System Health Disparities Research Collaborative; Director, Michigan Alliance for the National Children's Study Community Engagement Core, Detroit, MI*

Dr. Joseph will discuss the design and objectives of the National Children's Study and how these objectives are aligned with the State of Michigan's objectives for improving the health of Michigan infants. As Director of the Community Engagement Core for MANCS, she will also discuss the importance of awareness and support from Michigan organizations and communities in making this unique study a success.

9:45 a.m.

**Break; visit with exhibitors, posters  
and Silent Auction**

10:15 a.m.

**Workshops: Group 100**

**SESSION 101: Panel: Promoting the Well-  
ness of Michigan's Children**

*Jane Nickert, Program Coordinator, Childhood Lead Poisoning Prevention Program, Michigan Department of Community Health, Lansing, MI*

A safe, green home promotes a holistic approach to health and wellness for families. Ms. Nickert will describe how environmental and housing conditions affect the health of childbearing women and young children. The discussion will include the innovative approaches the Department is using to provide information on the CDC GO Green-Get Healthy-Healthy Homes concept.

*Nancy Peeler, Child Health Unit Manager, Michigan Department of Community Health, Lansing, MI*

*Deb Griffin, Local Child Wellness Coordinator, Saginaw Intermediate School District, Saginaw, MI*

Project LAUNCH (Linking Actions for Unmet Needs in Children's Health) is a federal Substance Abuse and Mental Health Services Administration funded grant, promoting the wellness of young children from birth to eight years of age. It addresses the physical, emotional, social, cognitive and behavioral aspects of their development. Ms. Peeler and Ms. Griffin will share information about the model in use, the evidence-based practices being implemented and "learnings" during the first phase of project implementation in Michigan.



**SESSION 102: Survivor Moms and  
Breastfeeding**

*Mickey Sperlich, MA, CPM, University of Michigan Institute for Research on Women and Gender, Ann Arbor, MI*

Women who are survivors of sexual trauma may experience extra layers of challenge related to breastfeeding. The data presented during this workshop will highlight the issues survivor moms face and suggest best practices for breastfeeding support. The discussion will include the intention to breastfeed among women with trauma history, as well as their successes and challenges. Special attention will be brought to exploring which clinical interventions were most helpful for this population.



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**Session 103: Talking to Women about Alcohol: A Tool to Prevent FASD**

**Shelly Bania, BA, CPC-R, FASD Program Coordinator and Prevention Specialist, CARE, Fraser, MI**

**Kim Holka, RN, BSN, MSH, Visiting Instructor, Oakland University School of Nursing, Rochester, MI**

Women are drinking at “at-risk levels,” potentially harming themselves. They are at-risk of having an alcohol exposed pregnancy, resulting in life-long disabilities for their child. Health care professionals can and do play a role in prevention. Participants will learn the role health care professionals can play in effective FASD prevention. Using the American College of Obstetricians and Gynecologists' FASD Prevention Tool Kit, participants will engage in group discussions and role plays, leaving with practical tools to discuss alcohol and women’s health. Each participant will receive a Tool Kit.

**Session 104: The Michigan BioTrust for Health: Community Engagement Methods and Results**

**Carrie Langbo, MS, CGC, BioTrust Community Engagement Coordinator, Michigan Department of Community Health, Lansing, MI**

The Michigan BioTrust for Health allows dried blood spots (DBS) remaining from newborn screening (NBS) to be used for possible health research. By establishing initiatives such as the BioTrust Community Values Advisory Board, Michigan is leading the nation in the emphasis being placed on community engagement and education in developing the BioTrust. The workshop will describe the BioTrust, its standards, methodologies and the strategies used

*(continued, next column)*

to inform and engage the public about it. The ramifications of this are vast for public health. The presenter will discuss the benefits of the BioTrust for maternal and child health.

**11:15 a.m.**

**Break and move to lunch**

**11:30 a.m.**

**Lunch**

**12:15 p.m.**

**Keynote Address #2: Supporting Breastfeeding: A Strategy for Decreasing Maternal and Infant Health Disparities**

**Phyllis W. Sharps, PhD, RN, CNE, FAAN, Professor and Department Chair, Community Public Health Nursing, Johns Hopkins University School of Nursing, Baltimore, MD**

This session will provide a statistical overview of breastfeeding rates among women of color. Dr. Sharps will also discuss the positive associations for maternal and infant health outcomes as well as benefits to the community’s health and welfare when women of color are encouraged to initiate and maintain breastfeeding.

**1:15 p.m.**

**Break; move to workshops**

**1:30 p.m.**

**Workshops: Group 200**

**Session 201: Promoting Strategies for Healthy Pregnancies One Gathering at a Time (House to House)**

**Kara Beer, Coordinator, Jackson County Prenatal Task Force, Jackson, MI**

House to House is a neighborhood-based community peer education program where educational materials and food are provided, along with a \$20 gift card to all that attend each of the three offered gatherings. This workshop will describe the House to House program and share successful strategies for community action to improve outcomes and community collaborative approaches to maternal and infant health that reduce infant morbidity and mortality by improving maternal health.



### Session 202: Breastfeeding Initiatives: The Michigan Experience

**Beth McLellan, RN, IBCLC, Michigan Breastfeeding Network, Stockbridge, MI**

Research shows that one of the most significant barriers to continuing breastfeeding is the mother's return to work or school. Currently, nearly 60 percent of new mothers with children under the age of three are in the workforce and several studies show that the decision to return to work impacts how long mothers breastfeed. Ms. McLellan will offer participants some key strategies for using the materials in the Business Case for Breastfeeding curriculum to implement and improve workplace lactation support. The curriculum is designed for use by groups or individuals involved in improving workplace lactation support for breastfeeding women.

### Session 203: Healthy Homes for Healthy Mothers and Healthy Babies

**Margaret M. Gorman, PhD, RNC, Professor of Nursing and Health, Madonna University, Livonia, MI**

**Susan Dee Hansell, BSN, MBA, Staff Nurse, Karmanos Cancer Institute, Detroit, MI**

**Christine Littman, RN, Graduate of Madonna University, Livonia, MI**

Madonna University Community Health nursing students assessed the City of Highland Park to promote healthy homes for at-risk pregnant women and new mothers and infants participating in the Infant Mortality Program. Health Education Empowerment was used as a framework to teach an interactive educational module. The workshop will describe the study and address the topics covered, including safe sleep, immunizations, fire safety, carbon monoxide and lead poisoning prevention, childproofing, gun safety, pests and molds.

### Session 204: Getting an Early Start in Oral Health

**Susan Demming, RDH, RDA, BS, Education/Fluoridation Coordinator, Michigan Department of Community Health—Oral Health Program, Lansing, MI**

Oral health is often overlooked when discussing maternal infant health. We know that by reducing oral disease in the mother, we can prevent oral disease in the infant/child. This workshop will use visuals and hands-on

*(continued, next column)*

activities to reinforce the importance of the oral cavity as an integral part of the body. Development of teeth, kinds of teeth, Early Childhood Caries, risk assessment, prevention strategies and finding the dental home will be discussed.

**2:30 p.m.**

**Break; move to workshops**

**2:45 p.m.**

**Workshops: Group 300**

### Session 301: A Look at the Pregnancy Experience in Michigan

**Patricia McKane, DVM, Epidemiologist, Title X Family Planning/WIC, Michigan Department of Community Health, Lansing, MI**

**Kobra Eghtedary, PhD, Manager, Data and Administration, Michigan Department of Community Health, Lansing, MI**

Repeat teen pregnancy is associated with poor maternal and infant health outcomes. Prior studies have yielded somewhat mixed results, requiring further research. A study was conducted to explore the association between demographic characteristics and repeat teen pregnancy among Michigan's WIC program participants, from 2003 to 2007. Drs. McKane and Eghtedary will discuss the results of this study and how they can be used to address the issues of family planning, birth spacing and repeat teen pregnancies.

**Ingrid Davis, MPA, Public Health Consultant, Michigan Department of Community Health, Lansing, MI (invited)**

The Maternal Infant Health Program (MIHP) is a population-based program to create accountability and improve pregnancy outcomes for Medicaid women in Michigan. The immediate goal of MIHP is to screen all Medicaid-eligible women for key risk factors, assign risk stratification, deliver targeted interventions and measure specific outcomes. Information on the risk characteristics that have been identified, as well as the scoring results will be shared.



### Session 302: Maintaining Interconception Care Programs

**Karyn Pelon, BS**, Health Educator, Kent County Health Department, Grand Rapids, MI

**Teresa Branson, MHA**, Health Education & Promotion Supervisor, Kent County Health Department, Grand Rapids, MI

The Kent County Infant Health Initiative Interconception Care Program reinforces support systems for high-risk women during interconception periods. The program ensures women receive enhanced case management provided by community health nurses, community health workers and other health professionals that provide home visits, client program incentives, as well as referrals and follow-up to support programs, including dental care and family planning services. The presenters will highlight the program's successes, barriers, program direction and keys to sustainability.



### Session 303: Vitamin D and Health

**Deborah Johnson, MSN, CNM**, Certified Nurse-Midwife, Hackley Community Care Center, Muskegon, MI

Vitamin D deficiency has been identified as a major health problem which contributes to many health problems including rickets in children, breast and colon cancer, osteoporosis, auto-immune disorders and other major illnesses, including influenza. This workshop will discuss the current research related to Vitamin D and its implications for health, treatment recommendations, dosages for supplementation and schedules for retesting.

### Session 304: Strategies to Support Low Income Mother's Breastfeeding

**Phyllis W. Sharps, PhD, RN, CNE, FAAN**, Professor and Chair, Department of Community Public Health Nursing, Johns Hopkins University School of Nursing, Baltimore, MD

This workshop will discuss practical advice and strategies for encouraging low income mothers to initiate and maintain breastfeeding. Advice for providers, peer counselors and lactation consultants will be discussed, as well as practical tips for decreasing some of the barriers.

**3:45 p.m.**

**Break with exhibitors; move to general session:**

**4:00 p.m.**

**Keynote Address #3, Part A: Policy Briefing**

**Kara Hamilton, BSN**, State Director of Program Services, March of Dimes, Michigan Chapter, Southfield MI

Supporting women of reproductive age to improve their health and the health of infants through strong Maternal and Child Health policy is imperative. A synopsis of recent policy changes, potential impact and pending legislation will be presented.

**4:15 p.m.**

**Keynote Address #3, Part B: State of the State: Challenges, Needed Solutions**

**Gregory Holzman, MD**, Michigan Department of Community Health, Lansing, MI

Dr. Holzman will highlight the work of MDCH leadership to implement sound Maternal and Child Health policy, understand the impact on Michigan families and keep the focus on needed supports to reduce infant mortality.

**5:15 p.m.**

**Annual Meeting**

**6:00 p.m.**

**Breastfeeding Network Reception and Dinner**

Join members of Michigan's state breastfeeding coalition as we celebrate our launch as an independent organization and thank HMHB for their support. Everyone is welcome!

**Pre-registration necessary.**

# Friday, June 4

**7:30 a.m.**

**Registration desk opens  
Continental breakfast and visit with  
exhibitors, posters and Silent Auction**

**8:20 a.m.**

**Welcome and Opening Remarks**

**8:30 a.m.**

**Keynote address #4: Understanding  
Batterers, Domestic Violence and  
the Law**

*Herb Tanner, Jr., JD, Violence Against Women  
Project Training Attorney, Prosecuting Attorneys  
Association of Michigan, Lansing, MI*

This interactive session will explore the nature of domestic violence, the batterer and the law. The session will explore the myths surrounding domestic violence and batterers and how those myths can impact the community response to domestic violence, and especially the criminal justice response. A special focus will be on the effect that domestic abuse can have on survivors and children.

**9:30 a.m.**

**Stretch Break**

**9:40 a.m.**

**Keynote #5: Pre-existing PTSD and  
Childbearing: Moving Michigan from  
Findings toward Interventions**

*Julia Seng, PhD, CNM, FAAN, Associate  
Professor, The University of Michigan School  
of Nursing, Ann Arbor, MI*

Findings from the NIH-funded study indicate that 20 percent of pregnant women expecting their first infant have had post-traumatic stress disorder (PTSD) prior to pregnancy and eight percent meet

diagnostic criteria prenatally. This presentation will profile the PTSD-affected women and their mental health and attachment outcomes. It will go on to describe a new intervention and present pilot results from Michigan participants.

**10:40 a.m.**

**Break and visit with exhibitors, posters  
and last chance for Silent Auction**

**Hotel check-out**

**11:30 a.m.**

**Award Presentations**

**11:45 a.m.**

**Final Keynote: Medical Home: Benefits  
for Everyone!**

*Tisa Johnson, MD, Senior Staff Physician, Medical  
Director, Center for Autism and Developmental  
Disabilities, Henry Ford Pediatrics, Detroit, MI*

Dr. Johnson will share her experience with the medical home approach to health care. She will illustrate how practical, small changes in the approach to caring for Children and Youth with Special Health Care Needs (CYSHCN) will result in higher quality health care, as well as greater patient, professional and family satisfaction. Participants will be able to appreciate how the family, patient and provider all benefit from a fully integrated medical home standard of care.

**12:45 p.m.**

**Announcement of Silent Auction winners,  
Evaluation and Closing Remarks**

Certificates to be distributed.

**1:00 p.m.**

**Adjourn**

Boxed lunches available

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## 2010 CONFERENCE PLANNING COMMITTEE

**Joan Ehrhardt, MS, CGC**

Co-chair, 2010 HMHB Conference Birth  
Defects Program Coordinator, Michigan  
Department of Community Health

**Kim Kuharevicz, ADN**

Co-chair, 2010 HMHB Conference  
Muskegon Family Care

**Dianna Baker, RN**

Program Coordinator, Kent County  
Maternal Infant Health

**Kara Hamilton Brennan, BSN**

State Director of Program Services  
March of Dimes

**Shelli Doll, MA, CHES**

Project Coordinator, Michigan Public  
Health Institute

**Diane Drago, President**

Diversified Management Services, LLC

**Rosemary Fournier, RN, BSN**

State FIMR Program Coordinator  
Michigan Department of Community Health

**Barbara Jammer, BS, IBCLC**

Lactation Consultant, Michigan  
WIC/BFI Programs

**Christie Peck, BSN**

**Paris Rutledge, LLMSW, ACSW**  
Infant Mortality Project

**Delicia Shimkoski, RN, BSN, IBCLC**

Chair, HMHB Coalition Coordinator  
Childbirth Education/Lactation Consultant  
Hutzel Women's Hospital

**Patricia Tackitt, RN, MS**

Wayne County CDRT Coordinator  
Michigan Public Health Institute

**Betty Yancey, RN, BSN**

**Sharon Wallace, BSN, CNM, MSA**  
Nurse Consultant, Wayne County Health  
Department

**Lori Wiltenburg, LMSW**

Coordinator, Maternal Infant Health  
Program, Hackley Community Care Center



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# CONFERENCE REGISTRATION

## EARLY REGISTRATION DEADLINE: May 10, 2010

Full payment must accompany your registration form. Copies of purchase orders will be accepted in lieu of checks from companies registering their employees. We accept registration onsite on a space available basis with full payment.

Name		Credentials/Title	
Agency/Organization			
Mailing Address			
City	State	Zip Code	
E-mail		Prefer written confirmation	
Dietary Restrictions			

### To Register By Mail:

Mail registration form and fee to:

HMHB Coalition, c/o Diane Drago  
Diversified Management Services  
620 Hall Street. Eaton Rapids, MI 48827

### To Register by Fax:

Fax registration form and copy of  
payment to: 517-663-5245 and then mail.

*Credit cards not accepted. Make check payable to HMHB Coalition*

### To Register by E-mail:

Scan this form and send to:  
DMSdiane@concentric.net

## Session and Meal Attendance

Please check all sessions and meals that you plan to attend so the we have accurate counts and seating arrangements. Please make sure to check the pre-conference session if you plan to attend on June 2nd.

### Wednesday, June 2

- Pre-conference workshop       I require a vegetarian lunch.

### Thursday, June 3

#### MEALS:

- Breakfast  
 Lunch  
     Chicken Terriyaki  
     Grilled Salmon  
     Vegetarian Lasagna  
 Breastfeeding Dinner  
 I require a vegetarian dinner.

### Thursday, June 3

#### WORKSHOPS: Select one in each time slot

- 10:15 a.m. Session**  
 101    102    103    104  
**1:30 p.m. Session**  
 201    202    203    204  
**2:45 p.m. Session**  
 301    302    303    304  
 Annual Meeting

### Friday, June 4

- Breakfast       Boxed lunch  
 Morning general sessions       I require a vegetarian lunch.  
 Award Presentation and Final Keynote

## General Information

Credit Requested: RN  RD  SW

- Lactation consultant       Health educator  
 I have the following physical disability:

## Conference Registration Fees

Please check the appropriate fee(s).  
Make check payable to: **HMHB Coalition**.  
Sorry, no credit cards accepted.

### By May 10

Early registration for full two-day conference:  
    Member      **\$140**  
    Non-member      **\$150**

- Thursday, June 3 conference only: **\$100**  
 Friday, June 4 conference only: **\$80**

### After May 10

- Full registration for two-day conference (including on-site): **\$180**  
 Thursday, June 3 conference only: **\$135**  
 Friday, June 4 conference only: **\$115**

### Not included with above fees

- June 3 Breastfeeding Network Dinner **\$25**

**TOTAL DUE: \$ \_\_\_\_\_**

- Check # \_\_\_\_\_ is enclosed.  
    Check payable to HMHB Coalition  
 Purchase order is enclosed.

**No credit cards accepted.**