Preconception Health
Infant Mortality Collaborative
Improvement and Innovation Network
Preconception CoIIN Year Two Meeting

January 17-18, 2019
The American Hotel
Atlanta Downtown

#ShowYourLoveToday
PCHHC VISION
All women and men of reproductive age will achieve optimal health and wellness, fostering a healthy life course for them and any children they may have.

Preconception CoILN Goals
Develop, implement, and disseminate a woman-centered, clinician-engaged, community-involved approach to the well-woman visit to improve the preconception health status of women of reproductive age, particularly low-income women and women of color.

- Share progress and preconception health best practices;
- Engage in learning and dialogue on implicit bias and on women’s health policy;
- Create opportunities for project site collaboration and targeted technical assistance;
- Review human-centered design and PDSA cycles as well as data metrics, collection, and submission processes;
- Connect and engage within and across states and partners to build our CoILN community.

2019 Meeting Goals

- equity, advocacy, human-centered
<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Registration - Breakfast Available – Meet &amp; Greet</td>
<td>Gemini Foyer</td>
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<tr>
<td>8:30am</td>
<td>Preconception CoIIN Opening Remarks &amp; Introductions – Sarah Verbiest, DrPH, MSW, MPH</td>
<td>Gemini</td>
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<tr>
<td>8:55am</td>
<td>HRSA Maternal and Child Health Bureau Welcome – David de la Cruz, PhD, MPH</td>
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<tr>
<td>9:00am</td>
<td>Preconception CoIIN: Highlights from Year One – Sarah Verbiest, DrPH, MSW, MPH</td>
<td>Gemini</td>
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<td>9:15am</td>
<td>Sharing Lessons Learned: Successes and Challenges in Implementing and Testing Models for Integration of Preconception Care into Practice – State/Site Teams</td>
<td>Gemini</td>
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<tr>
<td>10:15am</td>
<td>Preconception Health: Updates from the Centers for Disease Control and Prevention – Nicole Fehrenbach, MPP and Cheryl L. Robbins, PhD, MS</td>
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<td>10:45am</td>
<td>Break - Refreshments Available</td>
<td>Gemini Foyer</td>
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<tr>
<td>11:00am</td>
<td>Preconception Health Care in Practice – Dan Frayne, MD</td>
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<tr>
<td>12:15pm</td>
<td>Lunch Provided: Preconception Health Updates and Best Practices</td>
<td>Gemini</td>
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<tr>
<td>1:30pm</td>
<td>Working Session One: Site Teams Meet Individually or with Consultants for Strategizing and Technical Assistance</td>
<td>Gemini, Mercury, Mariner</td>
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<tr>
<td>2:45pm</td>
<td>Group Photo &amp; Break – Refreshments Available</td>
<td>Gemini Foyer</td>
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<tr>
<td>3:00pm</td>
<td>Consumer and Community Engagement: Tools to Connect with Key Stakeholders – Suzanne Woodward</td>
<td>Gemini</td>
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<tr>
<td>3:30pm</td>
<td>Understanding Implicit Bias &amp; Strategies for Practice – Joia Crear-Perry, MD</td>
<td>Gemini</td>
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<tr>
<td>4:45pm</td>
<td>Reflections on Day One and Closing Remarks – Sarah Verbiest, DrPH</td>
<td>Gemini</td>
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<tr>
<td>6:00pm</td>
<td>Dinner reservations have been made at various restaurants nearby. You can sign up at the registration table to select a location and join a group (completely optional).</td>
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<tr>
<td>8:00am</td>
<td>Breakfast Available – Connect with Fellow State Team Members: Who are the Additional Stakeholders Needed for your Project?</td>
<td>Gemini Foyer</td>
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<tr>
<td>8:30am</td>
<td>Preconception CoIIN Full Group Team Building and Charge for the Day - Sarah Verbiest, DrPH, MSW, MPH</td>
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<tr>
<td>9:00am</td>
<td>Designing and Executing PDSAs – Lou Anne Stout, MBA, CLSSBB, PMP</td>
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<td>9:55am</td>
<td>Informing PDSA Cycles with Human-Centered Design – Rachel Berkowitz, MPH</td>
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<td>10:15am</td>
<td>Break - Refreshments Available</td>
<td>Gemini Foyer</td>
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<tr>
<td>10:30am</td>
<td>Working Session Two: State and Site Teams Meet Individually with Consultants for Strategizing and Technical Assistance</td>
<td>Gemini, Mercury, Mariner</td>
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<td>12:00pm</td>
<td>Lunch Provided – Women’s Health Policy Update – Kay Johnson, MPH, MEd</td>
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<td>1:15pm</td>
<td>Working Session Three: State Teams Meet Together to Strategize for the Year Ahead</td>
<td>Gemini, Mercury, Mariner</td>
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<td>2:30pm</td>
<td>Break - Refreshments Available</td>
<td>Gemini Foyer</td>
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<tr>
<td>2:45pm</td>
<td>Full Group Reflections, Technical Assistance Needs and Next Steps</td>
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<tr>
<td>3:15pm</td>
<td>Closing Remarks</td>
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*Adjourn and safe travels! Looking forward to an impactful year two!*
CoIIN Consultants & Experts

Daniel J. Frayne, MD, President, Mountain Area Health Education Center, Associate Professor, Department of Family Medicine, PCHHC Co-Chair
Ask Dan about women and family care, screening assessment, measurement, IMPLICIT, One Key Question
✉ Dan.Frayne@mahec.net

Kenn Harris, Vice President of Community Engagement at The Community Foundation, Director of the New Haven Federal Healthy Start
Ask Kenn about social determinants of health, fatherhood, healthy start, and community-based implementation of preconception care practices
✉ KHarris@cfgnh.org

Diana Ramos, MD, MPH, Director, Reproductive Health, LA County Public Health, CA PCC Council Member, Vice Chair ACOG District IX, PCHHC Co-Chair
Ask Diana about women and family care, One Key Question, ACOG-guidelines, digital health opportunities to eliminate health disparities
✉ DrDRamos@hotmail.com

Kay Johnson, MPH, MEd, President, Johnson Group Consulting, Inc.
Ask Kay about health policy, finance, Medicaid, and CoIIN-wide programs
✉ kay.johnson@johnsongci.com

Joia Crear-Perry, MD, FACOG, Founder & President of the National Birth Equity Collaborative
Ask Joia about reproductive and health justice, women-centered care, health disparities, provider bias and trust
✉ DrJoia@BirthEquity.org

Milton Kotelchuck, PhD, MPH, MCH at the Center for Child & Adolescent Health Research and Policy, MassGeneral Hospital for Children, and Professor of Pediatrics at Harvard Medical School
Ask Milt about CoIIN-wide programs and work, data collection, evaluation of MCH services, fatherhood and men's health
✉ MKotelchuck@mgh.harvard.edu

Rachel Berkowitz, MPH, Doctor of Public Health (DrPH) candidate, University of California, Berkeley
Ask Rachel about human-centered design sprints and phases, program planning, evaluation and tool integration into clinical flow
✉ rachel_berkowitz@berkeley.edu

Suzanne Woodward, Communications Manager, Digital Strategist, UNC Center for Maternal and Infant Health
Ask Suzanne about messaging and engaging with consumers, promoting clinical services and care, Show Your Love and preconception health consumer materials
✉ SuzanneW@med.unc.edu

Jacqueline Murphy, BSN, RN, Senior Community Health Nurse Supervisor, Florida Department of Health in Duval County, The Magnolia Project
Ask Jaci about best practices for integrated, community-centered, quality preconception care, The Magnolia Project case study
✉ Jacqueline.Murphy@flhealth.gov
Preconception IM CoIIN Resources Available at: BeforeandBeyond.org/PCHIMCoIIN, including monthly newsletters and PCHHC webinars

Find all resources under the “Preconception IM CoIIN” tab. Email SuzanneW@med.unc.edu with any questions.

Monthly PCHHC CoIIN Newsletters

PCHHC issues monthly newsletters with CoIIN-specific announcements, features, and resources. Email SuzanneW@med.unc.edu to subscribe.

To subscribe to the CoIIN-wide monthly newsletters or access the CoIIN portal, email IMCoIIN@abtassoc.com.

Bi-Weekly Preconception Health News

The latest preconception health research, news, and work is compiled and emailed by Cheryl Robbins. Email ggf9@cdc.gov to be added to the listserv.

ShowYourLoveToday.com

Consumer Resource and Social Media Campaign

Facebook & Instagram.com/ShowYourLoveToday
Twitter.com/SYLToday
Listening to Women

A national listening tour conducted by the University of Illinois School of Public Health (UIC-SPH) and CityMatCH identified some important considerations in approaching the well-woman visit:

1. The health care system is not woman-friendly.
2. Women’s competing demands and priorities make accessing health care difficult.
3. Women weigh costs vs. benefits when deciding to access care.
4. Relationships with providers are key.
5. Health and insurance literacy empower women to advocate for themselves and others.
6. Positive mental health is integral to being a “healthy” woman.
7. Healthy food, safe environments, and opportunities for physical activity are vital.
8. Social support facilitates willingness and ability to seek care.
9. Lack of child care and transportation are major impediments to health care access.
10. Fear is a pervasive component of many women’s health care experiences.

Learn more: citymatchlearning.org/well-woman

ABOUT HRSA IM CoIIN PRECONCEPTION PROJECT:
This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UF3MC31239-Providing Support For The Collaborative Improvement and Innovation Network (CoIIN) To Reduce Infant Mortality. The grant amount totals $1,494,993. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.