



ATMCH Fall Membership Meeting Summary
Colorado Convention Center, Room 402 | Denver,
CO November 7, 2010 | 12-3:30 pm

Participants:

Elizabeth Baker
Christina Benjamin
Marti Coulter
Ellen Daley
Peter Dawson
Gene DeClerq
Emily Feinberg
Leslie Golden
Rosa Golin

Jose Gorrin
Holly Grason
Elizabeth Greenwell
Laura Kavanagh
Kathy Kennedy
Russell Kirby
Milt Kotelchuck
Sheryl Mathis
Karen McDonnell

Beverly Mulvihill
Cheri Pies
Beth Radcliff
Jane Rees
Alice Richman
Kris Risley
Donna Strobino
Doug Taren
Tara Trudnak
Martha Wingate

Staff:

Kate Howe

1. Welcome and Introductions

Russ called the meeting to order, and members introduced themselves.

2. New Officers and Recognitions

- New officers were announced following the results of the online election (held before the meeting). New officers are: Martha Wingate (Treasurer) and Kris Risley (Member-at-Large).
- Russ passed out certificates to honor the outgoing officers.
- Russ mentioned that the President-elect position is still open for the 2010-2012. A number of individuals had been nominated, but were unable to run for office. He encouraged members to consider running for President-Elect or to send in nominations to himself or Doug Taren. Once a candidate or candidates have been identified, there will be an electronic election for the office.

3. Treasurer's Report

- We currently have a balance of \$48,173.
- Our funds come from two sources: HRSA (\$32,262) and membership (\$15,911).
- Of note this year was a significant increase in the HRSA budget (FY10-11). This was support for ATMCH's strategic planning efforts. (HRSA funding is anticipated to return to prior levels in the next fiscal year.)

4. Membership Committee

- ATMCH has a current total of 118 members (summer 2010): 66 faculty; 50 students; 2 honorary.
- Recent years have seen an increase in student members, but drop in faculty members.
- Ways to increase membership and reach other to other potential members is part of the Strategic Planning initiative.

5. Nomination Committee

- This year's Lacey Award winner was Carolyn Tucker Halpern (UNC). Marti reported that she and the Nomination Committee were very pleased at the number and quality of nominations. This year's winner strongly reflects the spirit of the award.

- Carolyn will be honored at a dinner in Denver on Tuesday, November 9.

6. Strategic Planning

- Russ and Doug presented an update on ATMCH's current Strategic Planning efforts.
- This July, a retreat was held in Chicago, IL to identify goals and priorities, and develop an action plan (see meeting materials at: <http://www.atmch.org/stratplan.cfm>).
- The meeting focused on the changing membership and the changing role of MCH, and how ATMCH should adapt to address these changes, and better engage MCH professionals in ATMCH. The two guiding questions were:
 1. What does ATMCH do that no one else is uniquely positioned to do?
 2. What needs to happen to transform ATMCH?
- There were four strategic focus areas that arose from the meeting: **1) Resources; 2) Membership; 3) Products & Services; and 4) Advocacy** (i.e. educating legislators about MCH, providing expertise on MCH issues)
- There was discussion about the mission & vision of ATMCH and whether it needed to be revised to better reflect the current environment of MCH academia.
- This introduction set the stage for the group to discuss specific action steps ATMCH could take to further the strategic plan and the organizations. In particular, one immediate focus could be for ATMCH to take a leadership role in developing and promoting the Life Course perspective.

7. Life Course

- Cheri Pies gave a presentation on the Life Course perspective and methods she has used to integrate the life course into the MCH curriculum.
- Cheri provided background on the Life Course and current research/reports, and how this information can be presented in curricula. She further provided examples of teaching techniques, such as group discussions and the Life Course "game."
- Her PowerPoint presentation is available on the ATMCH web site [here](#).
- Discussion: There is a need for guidance in how to teach the Life Course in MCH training programs and schools. The group discussed some steps for ATMCH to consider in regards to Life Course, such as developing curricula for core course; activities for MCH policy, practice, theory, and research courses; a repository of readings, activities, classroom materials, etc.

8. Strategic Workgroups/Action Steps

- Russ and Doug led a group discussion on the next steps for ATMCH. It was decided that there should be four workgroups to focus on the strategic areas (see above: "Strategic Planning"), as well as one to focus on revisiting the mission and vision.
- The group decided to focus efforts on two of the four workgroups: Membership and Products & Services (focusing on the Life Course). The work of these two would then inform actions for the other areas. The following members volunteered to serve on the sub-committees:
 - i. Membership sub-committee: Alice, Holly, Cheri, Doug, Kris, Ellen
 - Will examine ways to increase membership; reach out to other potential members & market ATMCH to MCH educators outside the SPH; increase student member involvement in ATMCH; etc.
 - ii. Life Course (Products & Services) sub-committee: Martha, Beverly, Karen, Doug, Cheri
 - Develop product of ATMCH resources for teaching the Life Course perspective; collect materials from members; discuss ways to disseminate this information; ATMCH "Town Hall"; etc.

- It was also discussed that there should be an in person meeting in the spring during the AMCHP conference to follow up on these activities (either for the entire organization or the sub-committees & exec committee, with accompanying webinar).

9. Other business

- Jose presented on the United States Breastfeeding Committee's (USBC) "Vision for the Future" document, which aims to increase awareness of the importance of breastfeeding and the support needed from all sectors of society to achieve UCBS' national breastfeeding goals. The document draws attention to the gaps in U.S. policy and outlines nine objectives that must be met to fully address the barriers faced by mothers.
 - o Jose stated that USBC was requesting ATMCH's support of their vision.
 - o Doug and Kathy Kennedy agreed to review document on behalf of ATMCH, and provide Jose with an answer. If there were any areas of concern or that would need approval by membership, it would be brought to the attention of membership before any action. *(Note: The review did not find any areas of concern and recommended ATMCH fully support the USBC's 9-step approach. This was relayed to Jose post meeting.)*
 - o *(Note: ATMCH has been a member of USBC since 2005, and just renewed membership for 2010. Jose and Ana Parilla represent ATMCH on committee.)*
- Doug also mentioned that ATMCH members could push for MCH questions on the Certified in Public Health exam. There is a Call for Item writers for the 2012 exam. *(NB: Doug sent an email to membership with information on how to volunteer post meeting.)*

10. ASPH/MCH Council

- Reminder: last year the ASPH MCH council decided not to "officially" merge with ATMCH so that it still remains a stand-alone council of ASPH. However, in past years there has not been a separate meeting.
- The MCH Council can send a representative to the Advisory Board of Council Chairs meeting during the ASPH annual meetings and bring concerns to the ASPH Board/Deans if there is ever a need. *(Note: Russ attended the 2010 Council Chairs meeting on behalf of the MCH Council, held Sunday, November 7 at 4:30 p.m.)*

11. The meeting was adjourned at 3:30 pm.