Once again, CityMatCH is offering exciting, innovative and creative approaches to solving problems that confront public health leaders on a daily basis. Expedition 2004 is about gaining knowledge, finding out how to translate that knowledge into action and influencing change within our communities. You can’t afford to miss this year’s outstanding leadership training sessions, cutting edge content, inspirational speakers and unprecedented learning opportunities. Join us as we come together in beautiful downtown Portland for Expedition 2004: Exploring the Boundaries of Urban MCH.

Who Should Attend?
CityMatCH invites participants who are interested and involved at all levels of urban maternal and child health (MCH). Specifically, the CityMatCH conference targets public health leaders, including CityMatCH representatives in urban health departments who are responsible for policy, programs and outcomes for women, children and families within their jurisdictions. In addition, local health officers and other key decision-makers and stakeholders in urban MCH are encouraged to attend. The deadline for early registration is July 16, 2004.

Dates
Pre-conference activities will take place on Saturday, September 11, 2004. The conference runs from Sunday, September 12 until noon on Tuesday, September 14, 2004. Post conference activities end at noon on Wednesday, September 15, 2004.

Registration & Fees
The early registration fee is $375 though July 16, 2004. The rate increases to $425 after July 16. Participants wishing to attend the Pre-Conference Leadership workshops on Saturday will be charged an additional $25 to cover the cost of materials and food. Conference participants may meet the early registration deadline by completing the enclosed registration form and returning it to the CityMatCH Central Office or completing the form on-line at www.citymatch.org, no later than Friday, July 16. Please read the instructions on the registration form carefully to insure that we can accommodate your requests. All requests will be taken on a first-come, first-serve basis when space or resources are limited.

Hotel Reservations
All conference attendees are responsible for making their own hotel reservations directly with the Hilton Portland & Executive Tower. Their toll free number is 1(800) HILTONS. CityMatCH has secured a $91.00 per night rate (plus 12.5% tax) for single or double occupancy rooms. A $96 rate (plus 12.5% tax) is available for single and double occupancy in the Executive Tower. A portion of each individual’s room rate will be used to offset the costs of the meeting. These rates are available from Friday, September 10th through Tuesday, September 14, 2004 as well as three days pre and post conference upon request. Check-in time is 4:00 pm and checkout time is 12:00 Noon. The room block for the conference will be guaranteed until Friday, August 19, 2004. After this time, reservations will be accepted on a space and rate availability basis. A first night’s deposit will be required to secure a reservation, refundable up to 48 hours in advance of the conference date. An early check-out fee will be charged for early departure. Cancellations must be made directly with the hotel to avoid charges.

Travel Arrangements
All conference participants are responsible for making their own travel arrangements. Travel and Transport, the preferred travel management company for CityMatCH, will be able to assist you with your air reservations. Contact them at (800) 228-4395. Please be sure to mention the “CityMatCH 2004 Conference in Portland” by name when making your reservations. Travel and Transport has negotiated special discounts with United Airlines, Delta Airlines, and Northwest Airlines. Discounts on car rentals will also be available this year. Information regarding ground transportation to and from the Portland International Airport will be provided with your final confirmation information.

Continuing Education Credits
The University of Nebraska Medical Center, Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians (AMA category 1 credits). The University of Nebraska, College of Nursing, Continuing Nursing Education is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation, Iowa Provider #78. Provider approved by the California Board of Registered Nursing, Provider #13699. The number of contact hours will be based upon individual attendance. The fee for continuing education credits is $50; see sign-up and pre-payment information on the registration form.
## Pre-Conference Activities
### Friday, September 10
- **2:00 pm – 5:00 pm** CityMatCH Board Meeting (closed meeting)
- **6:00 pm – 9:00 pm** Urban Women’s Health Subcommittee Dinner (closed meeting)

### Saturday, September 11 - Leadership
- **8:00 am – 9:15 am** Leadership Encounter Kick Off Breakfast
- **8:00 am – 11:30 am** DaTA Institute Meeting – Orientation (closed session)
- **9:30 am – 11:30 am** Leadership Encounter Workshops
- **12:00 pm – 1:15 pm** Leadership Luncheon Forum Urban Women’s Health: A Panel of “MCH Champions”
- **1:30 pm – 3:30 pm** Leadership Encounter Workshops (repeated)
- **4:00 pm - 5:00 pm** CityMatCH Members Meeting
- **6:00 pm** Friends of CityMatCH Networking Dinner

### Sunday, September 12 - Knowledge
- **7:30 am - 8:00 am** Navigation Team Leaders Meeting
- **8:00 am – 8:30 am** Welcome Breakfast & Opening Ceremony
- **8:30 am–10:00 am** Opening Plenary: Building Knowledge – What Do I Need to Know? Cutting Edge Science for Urban MCH
- **10:15 am – 11:30 am** Cutting Edge Breakout Sessions
- **11:30 am –1:00 pm** Interactive Lunch & Learn Session
- **1:15 pm– 2:45 pm** Skills Building Workshops
- **1:15 pm – 5:00 pm** DaTA Institute Training (closed session)
- **2:45 pm – 3:30 pm** Navigation Team Challenge #2: Promising Practice Poster Review
- **3:30 pm – 5:00 pm** Skills Building Workshops (repeated)
- **5:30 pm – 7:00 pm** Promising Practices Poster Reception

## Monday, September 13 - Action
- **7:30 am – 8:30 am** Exercising for Life!
- **8:30 am – 9:00 am** Navigation Team Breakfast – Challenge #3 Expedition!
- **9:00 am - 9:50 am** Plenary Session: Action— What do we need to do? Strategic Action for Making a Real Difference
- **9:50 am – 10:15 am** Introduction of Action Breakouts
- **10:30 am – 12:00 pm** Local Host Welcome & Reverse Site Visits Luncheon
- **1:15 pm** Navigation Team Leader Huddle
- **1:45 pm – 3:15 pm** Action Skills/Promising Practice Sessions
- **3:30 pm – 5:00 pm** Action Skills/Promising Practice Sessions (repeated)
- **5:00 – 6:00 pm** Portland Walking Tour

## Tuesday, September 14 - Influence
- **7:30 am – 8:00 am** Navigation Team Breakfast Huddle
- **8:00 am – 8:45 am** Federal Focus: Straight Talk
- **8:45 am – 10:15 am** Concurrent Sessions
- **10:30 am – 11:30 am** Closing Plenary: How do we Influence Others? Political Will & Persuasive Partnerships for Change
- **11:30 am – 12:00 pm** Heading Home Story

## Post-Conference Activities
**Perinatal Periods of Risk “How to Do” Workshop**
- **Tuesday, 2:00 pm - 5:30 pm** Part I
- **Wednesday, 8:00 am – 12:00 pm** Part II
**PRE-CONFERENCE ACTIVITIES**

**FRIDAY, SEPTEMBER 10**

2:00 pm – 5:00 pm  
CityMatCH Board Meeting (closed session)

6:00 pm – 9:00 pm  
Urban Women’s Health Subcommittee Dinner (closed session)

**SATURDAY, SEPTEMBER 11 – LEADERSHIP**

8:00 am – 9:15 am  
Leadership Encounter General Session and Kickoff Breakfast  
Hugh H. Tilson, MD, MPH, DrPH, FACPAM

Dr. Tilson brings a wealth of experience to this Leadership Encounter. Dr. Tilson will highlight the implications of *The Future of Public’s Health in the 21st Century* report and focus on the impact we can have on the nation by building the leadership capacity of public health practitioners.

8:00 am – 11:30 am  
DaTA Institute Meeting – Orientation (closed session)

9:30 am – 11:30 am  
Leadership Encounter Workshops

**Eliminating Disparities: How Can Leadership Development Make a Difference?**  
Barbara Major

During this session, participants will be challenged to take a deep look into themselves and their organizations in order to address racial and ethnic disparities. Using the concept of self-reflection and building on workforce development for social change, participants will address core functions, essential services and social justice constructs. During this session participants will have the opportunity to: (1) develop and articulate vision; (2) articulate and model professional values, beliefs and ethics; and, (3) create trans-organizational systems utilizing a common values-based approach with ethical standards.

**Collaboration: The New Political Mandate**  
Laura Peck, MPH

In a time of increasing mandates and decreasing resources, MCH leaders make change by discerning the political landscape, identifying allies, and forging effective working partnerships with others. This session will explore and practice collaborative leadership methods. Participants will receive training to identify and communicate political processes and variables operating at federal, state and local levels. They will identify key stakeholders and resources necessary for mediating, negotiating and collective bargaining.

**Decision-Making: Leadership in Times of Crisis and Change**  
Hugh H. Tilson, MD, MPH, DrPH, FACPAM

Local health agencies continue to experience significant changes in leadership, resources and organization. This session, will address the steps involved in the change process; specifically, the tools and strategies that MCH leaders can use to better manage and lead in challenging times. Skills such as risk communication, conflict and negotiation, crisis intervention and public relations will be addressed.

**Persuasion: Harnessing the Science**  

Persuasion skills may be more necessary than ever, but how can MCH leaders acquire them if the most talented practitioners can’t pass them along? During this workshop, participants will have the opportunity to learn from behavioral science how persuasion works. Additionally, participants will have the opportunity to utilize principles of media advocacy to communicate their mission, values, objectives, and priorities to target audiences, including executive and legislative bodies, community organizations and stakeholders to facilitate public policy change.
MCH practitioners are in a unique position to champion women’s health, yet pregnancy-related MCH services tend to be separate from other programs serving adult and adolescent women in local health department clinics. Is this traditional organization of services necessarily an obstacle to gender sensitivity, women’s empowerment, or a life-course approach to women’s health and needs? Do different strategies exist for integration, collaboration, and/or communication between MCH and other services to maximize the benefits for urban women in health department settings? CityMatCH is committed to act as a change agent, and our members are well positioned for leadership and advocacy in urban women’s health. This panel will help us to consider leading health issues for urban women, strategies for change, and leadership opportunities for improving all aspects of urban women’s health.

6:00 pm  Friends of CityMatCH Networking Dinner
Take advantage of this opportunity to network with CityMatCH friends and colleagues. Join us for a no-host dinner as we experience one of Portland’s premier local attractions. More information will be available on-site.

CONFERENCCE ACTIVITIES
SUNDAY, SEPTEMBER 12 - KNOWLEDGE

7:30 am - 8:00 am  Navigation Team Leaders Meeting
8:00 am – 8:30 am  Welcome Breakfast & Opening Ceremony
8:30 am – 10:00 am  Opening Plenary: Building Knowledge – What Do I Need to Know?
CuttingEdge Science for Urban MCH
Paula Braveman, MD, MPH
Michael Lu, MD, MPH
What are the social determinants that significantly impact communities and health? How do we combat poverty, racism and other challenges and inspire communities to come together to build relationships and solve problems? This opening plenary will look at the science behind these haunting questions and equip participants with knowledge that can bring about positive change in the lives of women, children and families in the communities where we serve.

Exploring the Boundaries of Urban MCH

1:30 pm – 3:30 pm  Leadership Encounter Workshops (repeated)

10:15 am – 11:30 am  Cutting Edge Breakout Sessions
In addition to the following Cutting Edge Breakout Sessions, we have invited lead scientists from such organizations as the Centers for Disease Control and Prevention and the Maternal and Child Health Bureau/HRSA to address current issues and present new findings in Maternal and Child Health. These sessions will be available for sign-up on-site.

Social Determinants of Health
Paula Braveman, MD, MPH
There are significant social disparities in health across socioeconomic levels, ethnic groups and by gender. There is growing concern that changes in the political and economic environment will create additional barriers to quality health care. What can we do to overcome these barriers and improve access and provide quality health care?

Breaking the Cycle: Eliminating Inequities in Health across the Life Span
Michael Lu, MD, MPH
If local public health departments desire to eliminate racial and ethnic disparities in health, isn’t it important to understand the overlapping factors at play? For many persons of color, racism is one of the most critical factors. What is the impact of racism across the life span? For that matter, what is the cumulative impact of generations of racial discrimination on health status and well being? What is the long-term impact of living in segregated and economically depressed neighborhoods on one’s health? This breakout session will look at the science behind inequities in health across the life span and consider questions and suggestions that can enable participants to move forward in eliminating inequities in health.

11:30 am –1:00 pm  Interactive Lunch & Learn Session
Navigation Team Challenge #1
Cutting Edge Knowledge
Navigation Team Leaders will facilitate team discussion on what can be done to combat the significant social disparities in health. What can we do to overcome these barriers to improve access and provide quality health care?

1:15 pm – 2:45 pm  Skills Building Workshops
Effective Public Health Communication: Community as an Asset
Tricia Tillman
This “Hands On” Workshop will give participants an opportunity to learn about effective public health communication. The workshop will emphasize communication with communities of color and disenfranchised populations. It will present a relationship-based communication model developed to promote credible two-way communication between communities and health departments in the setting of bioterrorism and other public health emergencies.

Learning to Frame Powerful Questions: The Art of Appreciative Inquiry
Laura Peck, MPH
“Appreciative Inquiry” is an exploration through unconditional positive questions. During this session, participants will learn the art and practice of asking such questions resulting in a process that strengthens an organization’s ability to realize its full potential. By crafting and posing these questions in a process that can involve hundreds of people, “Appreciative Inquiry” is capable of engaging whole systems on an amazing scale.
**Speakers:**

Barbara A. Israel, DrPH  
Professor of Health, Behavior & Health Education  
University of Michigan School of Public Health  

Kay Johnson, MPH, MEd  
Johnson Consulting Group  
Hinesburg, Vermont  

Michael Lu, MD, MPH  
Director of Community Research, LABBC  

Alan Melnick, MD, MPH  
Health Officer, Clackamas County  
Director of the Joint Residency in Family Medicine/  
Public Health & General Preventive Medicine  
Oregon Health & Science University  

Barbara Major  
Executive Director, St. Thomas Health Services, Inc.  
Core Trainer, The People’s Institute for Survival & Beyond  
New Orleans, Louisiana  

Alan Melnick, MD, MPH  
Health Officer, Clackamas County  
Director of the Joint Residency in Family Medicine/  
Public Health & General Preventive Medicine  
Oregon Health & Science University  

Peter J. Morris, MD, MPH  
Medical Director,  
Wake County Human Services  
Raleigh, North Carolina  

Laura Peck, MPH  
Organizational Strategist, Claros Consulting  
Albany, California  

Magda Peck, ScD  
Director, UNMC/UNOoLama  
Graduate Program in Public Health  

R. Elliott Churchill, MS, MA  
CityMatCH  
Professor and Associate Chair for Community Health  
Chief, Section on Child Health Policy, Department of Pediatrics  
University of Nebraska Medical Center  

Marilyn Martin Rossman, PhD  
Associate Professor, Work, Community & Family Education  
University of Minnesota  

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**Sunday, September 12 - Knowledge (cont.)**

**Economic Analysis**  
Invited Speaker: Martha A. Wojtowycz, PhD  
You are planning on expanding smoking cessation services to all pregnant women in your county. How much will it cost you? You need to cut your agency’s budget by 25% next year. What programs should you keep, and what programs should you cut? Economic analysis provides a way of summarizing program and policy outcomes in financial terms, helping decision-makers identify which kinds of programs to retain or initiate. Participants will learn: (1) alternative perspectives or points of view from which evaluation can be conducted; (2) what is really meant by cost; (3) the basics of different ways of conducting economic evaluations; and (4) the advantages and limitations of doing each kind of study.

**GIS Neighborhood Mapping**  
Alan Melnick, MD, MPH  
This workshop will introduce the use of Geographic Information Systems (GIS) in Public Health. The workshop will include information on how to find and obtain local maternal and child health data and how to incorporate these data into an effective GIS. Participants will learn how to use GIS to assess and map MCH needs and resources at the neighborhood level and how they can use the results to work with their partners to improve community health. This entry-level session is designed to enhance participant understanding, use and implementation of GIS technology. Participants will also learn how they can obtain technical resources in their agencies and communities. No previous GIS experience or specific technical skills are required.

**Impact Evaluation: Initiatives, Activities & Coalitions**  
Stephen Horan, PhD  
What does your public health program do? Does program evaluation really work? Evaluation is typically undertaken to improve the quality of a program or project by identifying strengths and weaknesses. Participants will learn how to use tools to evaluate outcomes and impacts for initiatives incorporating multiple programs and activities. Participants will identify when evaluation should be conducted and what questions to ask to address impact. Tools for community participation will be used and applied to address impact.

1:15 pm – 5:00 pm  
**DaTA Institute Training**

**Effective Communication – “Brushfire” (closed)**  
R. Elliott Churchill, MS, MA  
A CityMatCH poster session is a mechanism which allows simultaneous presentation and discussion of a variety of different promising practices. During this session, participants will learn effective methods for presenting posters to a critical audience and will be offered strategic tips for effective communication.

1:15 pm – 2:45 pm  
**Poster Session Training**

**How to Present a Poster for Promising Practice (closed)**  
R. Elliott Churchill, MS, MA  
A CityMatCH poster session is a mechanism which allows simultaneous presentation and discussion of a variety of different promising practices. During this session, participants will learn effective methods for presenting posters to a critical audience and will be offered strategic tips for effective communication.

2:45 pm – 3:30 pm  
**Navigation Team Challenge #2**

**Promising Practice Poster Review**  
During this time, participants will be assigned two to three posters for review. One review form for each assigned poster will be completed by the participants. The goal of this session is to help participants learn to best compose, construct and present a poster display.

3:30 pm – 5:00 pm  
**Skills Building Workshops (repeated)**

5:30 pm – 7:00 pm  
**Promising Practices Poster Reception**  
Join your colleagues to discover the findings that have been displayed in poster presentations. Participants will have the opportunity to network with MCH professionals and learn the strategies they are using to promote MCH in urban areas.
MONDAY, SEPTEMBER 13 - Action

7:30 am – 8:30 am  Exercising for Life!
African American Health Coalition (invited)

8:30 am – 9:00 am  Navigation Team Breakfast
- Challenge #3
Expedition!
For this exercise, participants will reunite with their Navigation Teams to discuss the conference’s learning agenda.

9:00 am - 9:50 am  Plenary Session: Action— What do we need to do?
Strategic Action for Making a Real Difference
Barbara A. Israel, DrPH
Ricardo Guzman
Engaging community members, employing local knowledge in the understanding of health concerns and designing interventions have proven effective in empowering communities. Learn about community-based participatory research and find out how to build effective collaborations between researchers and community representatives within your community to reduce health disparities.

9:50 am – 10:15 am  Introduction of Action Breakouts
Barbara Major
Thomas Aschenbrenner
Mary Lou Henrich, RN, MS

10:30 am – 12:00 pm  Action Breakouts

Practical Steps for Undoing Racism
Barbara Major
Research by the People’s Institute reveals that racism is the single most critical barrier to building effective coalitions for social change. Racism can only be undone when people understand what it is, where it comes from, how it functions, and why it is perpetuated. This session will examine the history, culture, internal dynamics of leadership and networking to help participants understand issues of racism and learn practical steps for overcoming racism and educating others.

Building Relationships with Foundations & Funders
Thomas Aschenbrenner
Mary Lou Henrich, RN, MS
Increasingly evident in local maternal and child health practice is the need to pursue additional funding streams from foundations and funders. These allocations provide not only for the targeting of specific health priorities in communities, but also play a vital role in offsetting limited infrastructure resources. This session will focus on skills building strategies aimed at relationship building with current and potential foundations and funders.

Empowering Communities through Community-Based Participatory Research Practice
Barbara A. Israel, DrPH
Ricardo Guzman
Building community-based action-research partnerships is an explicit strategy to ensure that research applied to community development or change involves, represents and responds to the diversity of participants in the community setting and that community change efforts are informed and therefore proactive rather than reactive.

Meeting the Needs of Immigrant Populations
Get ready to learn new ways to face the challenges that are inherent when serving immigrant populations and incorporate unique methods that deepen connections, create real bonds and lead to enhanced health and wellness outcomes for immigrant populations.

12:00 pm – 1:15 pm  Local Host Welcome & Reverse Site Visits Luncheon

Networking, Peer Exchange & Reverse Site Visits
Take advantage of this opportunity to meet new people and glean new ideas from your peers.

1:15 pm  Navigation Team Leader Huddle
1:45 pm – 3:15 pm  Action Skills/Promising Practice Sessions
3:30 pm – 5:00 pm  Action Skills/Promising Practice Sessions (repeated)

Creating Healthier Communities for Our Children
Marilyn Martin Rossman, PhD
Today, half a million young people drop out of school each year. We are faced with rising rates of depression, homicide and suicide. Traditional supports and resources for parents have vanished leaving a need for quality education and meaningful support for parents in order to create the best possible environment for their children. Parents are the primary educators of their children and evidence shows that the children thrive with parental support. What can be done to bolster parents and help create a healthy environment for growing children?

Mentoring Fathers, Strengthening Families
Invited Speaker: Joseph Jones
What is the father’s role in growing healthy families and how does a man’s physical and emotional well-being affect him and his family? How can men become more active in the lives of their children? How can they help in the fight against infant mortality and low-birth weight? Using an intensive case management framework, peer mentoring and support, the Men’s Services Program in Baltimore, MD, addresses life skills development and the removal of barriers to parental involvement and employment. The intended result? A father who is a positive role model in his community and is emotionally and financially supportive of his children and family.

Addressing the Epidemic of Overweight Children
Rosa Soto
Communities can play a key role in the development and use of neighborhood-level information systems in policy making and community building. They can also use the analysis of child fitness data by legislative districts to map community assets and liabilities. This session will focus on the importance of creating community profiles with individual and community indicators of health and well-being, as well as provide measures of access to healthful foods and exercise opportunities that can be used in neighborhoods.
Monday, September 13 - ACTION (cont)

Spotlighting Adolescent Mental Health
Peter J. Morris, MD, MPH

Mental health and its placement within public health has recently become a hot topic, as this previously neglected area comes to the forefront. Exploring linkages and opportunities between key adolescent health concerns, school-based health interventions, adolescent mental health and developing age-appropriate solutions within public health can positively impact communities. In this session, participants will learn why mental health has emerged as an increasingly important issue and hear strategies for incorporating a mental health focus into maternal and child health.

Connecting Faith & Health
Reverend Kenn Harris

Faith-based organizations are an important ally in public health practice too often overlooked. They are able to reach precise segments of a population and deliver repeated, targeted health messages. Leveraging the critical contributions of faith-based organizations in conjunction with public health can enhance the ability of both to meet shared goals. In this session, participants will hear from presenters who have effectively engaged the faith community in the prevention of disease and promotion of health.

Focusing on Preconception Health: Improving Morbidity and Mortality
Approximately 150,000 babies are born with birth defects each year. Healthy pregnancies begin long before conception. Poor birth outcomes, including birth defects and prematurity, may be avoided through early prevention and health promotion. During this session, presenters will describe interventions that have led to improvement in pregnancy outcomes for mothers and infants and will detail what needs to be involved in assuring preconception health. This session will highlight the critical need to focus on women’s health prior to conception and encourage discussion of the opportunities and challenges related to implementation of this promising strategy for improving maternal and fetal health.

Integrating Urban Women’s Health in Local Health Departments
Holly Grason, MA

Championing the health of urban women presents distinct challenges within maternal and child health, yet it also offers compelling opportunities for leadership. Women’s health programs are often separated from MCH in local public health departments, though there is some overlap, and women are clearly a significant concern in MCH. During this session, presenters will describe projects and programs that have made a difference and also highlight the ongoing need for particular attention to be focused on Urban Women’s Health within traditional MCH.

5:00 pm – 6:00 pm Portland Walking Tour

Join your colleagues for a stimulating, invigorating tour of downtown Portland. Don’t miss this opportunity for networking, sightseeing and fun!

Welcome to Portland, the City of Roses, a clean, green, smog-free, un-crowded West Coast jewel at the foot of glorious Mount Hood! Portland offers unique shopping (and no sales tax), a delightful array of world-class dining opportunities, inviting art galleries, interesting museums and convenient, affordable transportation.

Take in the Classical, Modern and Native American works of art located in the internationally recognized Portland Art Museum. Stroll downtown and bask in the beauty of Portland’s parks and public squares alive with the sounds of jazz and classical music. Watch the boats go by on the Willamette River, a refreshing walk from the hotel. Enjoy a river cruise, a day at the Oregon Zoo or a fascinating trip to the Oregon Coast Aquarium. Feast your eyes upon the beauty of Mount Hood and the surrounding forested hills. Stay an extra day and take advantage of Mount Hood’s hiking, camping, boating and other outdoor activities! Portland has something for everyone. Come, relax and enjoy!
**Assuring Access for Women and Children**

7:30 am – 8:00 am  Navigation Team Breakfast Huddle
Join your Navigation Team a final time to compare notes on key points, new opportunities and lessons learned at Expedition 2004.

8:00 am – 8:45 am  Federal Focus: Straight Talk
Peter C. van Dyck, MS, MD, MPH
José F. Cordero, MD, MPH
What do you need to know from our federal partners in order to influence others in your community to do what is best for women, children and families? Here is your opportunity to ask questions that really need to be addressed and to find out about recent changes within MCHB and CDC and discuss their potential impact on programs and funding.

8:45 am – 10:15 am  Concurrent Sessions

*Early Childhood Development: Bringing it All Together to Provide for Our Children*
Invited Speaker: Neal Halfon, MD, MPH
What can be done to identify problems early on and improve the structure, organization, financing and delivery of health services to young children? How does one measure the resources used to create change? This session will take an in-depth look at the systems of care that need to be in place to ensure a child’s proper development. Components of this session will include range of resources, how they are used and identifying what works.

*Building Bridges Between Communities and Public Health*
Noël Wiggins, MSPH
Further advances in medical technology may not markedly decrease the persistent health disparities adversely affecting many communities of color in the U.S. Rather, creating equality in health may depend more on assisting communities to develop the capacity to address health disparities. The Community Capacitation Center (CCC) at the Multnomah County Health Department seeks to build community capacity by providing credit-bearing training for Community Health Workers (CHWs), community members who serve as bridges between their communities and the health care system.

In this session, participants will learn new approaches and strategies for building community capacity through “popular education,” an educational method that draws out and builds on what community members already know.

*Promoting Alternative Approaches to MCH*
Complementary and Alternative Medicine (CAM) embraces a wide variety of approaches for addressing the health of the whole person. During this session, participants will have the opportunity to learn more about a sampler of CAM approaches for improving the health of women, children and families in their communities.

*Assuring Access for Women and Children*
Lack of health care coverage limits access to health care and can impact early diagnosis and treatment of health problems, developmental concerns and linkage with important resources. Hospitals and healthcare organizations often fail to meet the needs of the patients they serve, resulting in poor health outcomes, and in the case of prenatal care, infant mortality. This session will examine obstacles and challenges in assuring access to care for women, children and families, and will highlight new approaches, strategies and promising practices.

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**Post Conference Activities**

**Perinatal Periods of Risk “How to Do” Workshop**

**Tuesday, September 13 2:00 pm - 5:30 pm  Part I**

**Wednesday, September 14 8:00 am – 12:00 pm  Part II**

Perinatal Periods of Risk (PPOR) is a community-based tool increasingly being used in the U.S. to investigate and identify areas for community-level interventions to prevent fetal and infant mortality and promote maternal health. Since 1997, CityMatCH, in partnership with the Centers for Disease Control and Prevention and the March of Dimes, has led national efforts to validate, enhance and adapt the PPOR Approach for greater use.

Join us for this two-part workshop to learn how to assess and increase community and analytic readiness for the PPOR Approach. Shift your focus from having feto-infant mortality data to using the PPOR Approach for greater systems change. Don’t come alone! We welcome learning teams from states and communities who want to incorporate the PPOR approach into their current work to address feto-infant mortality and improve the health of women and their families. More information about PPOR is available at www.citymatch.org/PPOR.
Dear Colleagues:

We invite you to participate in the CityMatCH Annual Urban Maternal and Child Health Conference, **Expedition 2004: Exploring the Boundaries of Urban MCH**.

What a wonderful opportunity to be inspired, challenged and rejuvenated! We will come together to grow, learn, exchange ideas and build relationships.

Empowering communities through knowledge, action and influence is what Expedition 2004 is all about. Participants will have many opportunities to learn new and creative ways to deal with the constantly shifting challenges of MCH. This year, we are thrilled to offer an additional day of training for public health leaders. We are bringing together an exceptional array of exciting and challenging experts to offer in-depth training regarding critical leadership issues. We are also excited to offer stimulating action breakouts, dynamic skills-building sessions and workshops that provide cutting edge information necessary for implementing change within your communities.

Join us as we take the next step toward undoing racism and eliminating social disparities. Find out how to ask questions that result in a process that strengthens your organization’s ability to realize its full potential. Come and learn about community-based participatory research, childhood nutrition, building relationships with foundations and funders and how faith can positively impact health. Join us as we explore alternative approaches to caring for women, children and families.

You are the heroes of public health and this conference is designed for you! Don’t let budget cuts, travel restrictions or the many obstacles you may be facing stop you from attending. Contact the CityMatCH office or visit the website at www.citymatch.org to discover creative ways to reduce costs. Come and join our expedition and be refreshed and renewed.

We look forward to seeing you in September at the Hilton Portland & Executive Tower, located downtown, close to the water, in beautiful, breathtaking Portland!

Warmest Regards,

Deb Hendricks, RN, MPH
Expedition 2004 Co-Chair

Mary Balluff, MS
Expedition 2004 Co-Chair

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**In Memory of Our Beloved Carole…**

Carole Douglas, RN, MPH, Manager of the Community Health Services Division at the Lincoln Lancaster Health Department for more than 20 years, was a treasured CityMatCH Member since 1992. She served as a member of the CityMatCH Board of Directors from 1999 – 2002 and as Chairperson from 2002- 2003. She lost her battle against cancer on March 18, 2004. In honor of the life she lead and her commitment to those she served, a memorial fund has been established to support individuals needing financial assistance to attend the Annual CityMatCH Urban MCH Conference. If you would like to make a contribution to the Carole Douglas Memorial Fund, please make your check payable to:

UNMC Department of Pediatrics
Federal ID #47-0491233

**Please mail check to:**

CityMatCH – Department of Pediatrics
Carole Douglas Memorial Fund
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