COUNTDOWN TO THE 37TH WAPC ANNUAL STATEWIDE PERINATAL CONFERENCE

THE 37TH WAPC Annual Statewide Perinatal Conference is less than two months away. It is hard to believe that a three-day event takes nearly 12 months to plan. Under the leadership of president-elect Charlene Galston, the planning group has done an outstanding job putting together both a challenging program and enjoyable social events. Here are some of the main attractions:

Rapid-Fire Series

ONE NEW FEATURE this year is simultaneous “rapid fire” presentations on Tuesday morning. Conference participants will select either the obstetrical or the neonatal series and will attend all four of the mini-sessions in the series. Each of the mini-sessions will be about 20 minutes in length. Participants who sign up for the obstetrical series will learn about the HPV vaccine, screening for fetal chromosome abnormalities, indications for cesarean birth, and the use of progesterone to reduce preterm births. Participants who sign up for the neonatal series will learn about indications for the use of nitric oxide, managing deliveries with meconium-stained amniotic fluid, management of neonatal opiate withdrawal, and informed consent for parents who are teenagers.

Plenary Speakers

Laura Riley, MD, Medical Director of Labor and Delivery at Massachusetts General Hospital in Boston is the opening plenary speaker. She is an expert in infectious diseases and will talk about how infectious diseases complicate pregnancy.

Jacquelyn Campbell, PhD, RN, FAAN, an internationally known expert on domestic violence, is the Thomas A. Leonard Memorial Lecture speaker. She will demonstrate the connections between interpersonal violence and health disparities and the implications for practice.

The closing plenary session about the ex-utero intra-partum treatment (EXIT) procedure will be jointly presented by Aimen Shaaban, MD, and Katharina Stewart, MD, of UW-Madison. The session will feature case vignettes about the indications, risks, and complications of the procedure.

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Greetings WAPC members!

TIS THE SEASON for sniffles in my household and from the meetings and conversations I have had with others... it is obvious that I am not alone! I needed to replenish my over-the-counter (OTC) supplies last week and was overwhelmed by the number of choices available. There are literally hundreds of “cough & cold” OTC preparations available in the U.S.!

MY OTC adventure made me realize that if I am confused by all the choices, lay people might be completely baffled. Next time you are in a pharmacy or grocery store, check out the OTC aisle(s): Perhaps this is why many consumers do not read the active ingredients listed on the label. This was the first time I had purchased pseudoephedrine since it was designated as a controlled substance in Wisconsin. Recall that pseudoephedrine can be converted to methamphetamine (meth, crystal meth). Wisconsin Act 14 placed pseudoephedrine in Schedule V of the Wisconsin Controlled Substance Act. Wisconsin Act 262 clarified record-keeping and law enforcement access to the required purchase log books. These Acts limit sales of single ingredient pseudoephedrine and all combination products containing pseudoephedrine, except liquid and gel cap products, to pharmacies only. Pseudoephedrine is now kept “behind the counter.” A consumer may buy a “limited” supply of 250-30 mg tablets, or 7.5 grams per month, but must show photo identification and sign a log book to do so.

IN RESPONSE to these changes, Pzifer introduced a product called Sudafed-PE®. It contains 10 mg of phenylephrine per tablet as the active ingredient instead of pseudoephedrine. Phenylephrine cannot be converted to methamphetamine so it is widely available wherever OTC products are sold (grocery stores, mini-marts, etc.).

THIS IS concerning to me on several levels. We know that many women take OTC medication while pregnant. In fact, there may even be increased usage due to all the ailments that arise during gestation! Rates of use for acetaminophen, pseudoephedrine, chlorpheniramine, diphenhydramine, doxylamine, and guaifenesin in the first, second, or third trimesters of pregnancy are actually higher than during the 3 months before pregnancy (1).

PERHAPS NOT so coincidentally, many organizations and group practices have developed “safe lists” of medications to use with their pregnant patients. “Sudafed®” (pseudoephedrine) is on many of those lists. One reason pseudoephedrine is recommended is that data show when a single 60 mg dose of pseudoephedrine is ingested by healthy pregnant subjects in the third trimester, it does not significantly alter maternal blood pressure or blood flow velocities in uterine or fetal circulation (2). In contrast to pseudoephedrine, animal models show that phenylephrine impairs uterine blood flow in sheep (3).

THE AMERICAN College of Obstetricians and Gynecologists (ACOG) and the American College of Allergy, Asthma and Immunology (ACAAI) recommend pseudoephedrine as the oral decongestant of choice during pregnancy. However, pending additional data, they advise against the use of oral decongestants in the first trimester (4). Published concerns suggest that oral decongestants may influence fetal development in a negative way (gastrochisis and hemifacial microsomia). On the other hand, multiple studies have failed to find an association between pseudoephedrine and malformations.

ANOTHER REASON pseudoephedrine is often recommended is that the dose likely needed to alter blood pressure is roughly four times the usual therapeutic dose, which is much higher than any other OTC decongestant (5). Additionally, phenylephrine, at the FDA-approved OTC dose of 10 mg, may not relieve nasal congestion. Phenylephrine is relatively poorly absorbed (38% compared to 90% for pseudoephedrine) (6) and the 10 mg dose has not been shown to be more effective than a placebo in randomized, double-blind, placebo studies (7).

MOST CONCERNING to me is that some pregnant patients may inadvertently purchase Sudafed-PE® thinking that it is pseudoephedrine. If their “safe list” states that 60 mg is the dose and they find the 10 mg dose ineffective, they may inadvertently take doses that would clearly not be recommended.

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MY PURPOSE in writing about this issue is not to resolve the debate over oral decongestant use in pregnancy nor is it to specifically address the use of OTC medications in pregnancy. It is neither to question the pharmaceutical industry’s marketing practices nor to comment on the role that professional organizations or our government plays in the medication process. It is to simply point out an unforeseen concern that the recent change in pseudoephedrine’s schedule status may have caused.

MY REAL purpose is to emphasize how important it is that we clearly communicate to each and every patient what medication to take and how to take it. Now might be a good time to update your “safe list” and to consider using generic names whenever possible. It may also be prudent to recommend to your patients that they chat with their “friendly” pharmacist if they are confused about all the choices! The list of available OTC products will only continue to grow.


(For further reading: Halton RC, Winterstein AG, McKelvey RP, Shuster J, Hendele L. Efficacy and safety of oral phenylephrine: A systematic review and meta-analysis. *Ann Pharmacother.* 2007; Feb 27; [Epub ahead of print])

Tim Boehmer, RPh
*St. Elizabeth Hospital, Appleton*
Great Debate

THIS YEAR’S Great Debate centers on the theme of patient safety—a significant issue in perinatal care over the past year. The three statements we will debate are:

1. A critical component of patient safety is organization-wide standards that promote clear, consistent, and respectful communication among all members of the care team.

2. The creation of an institutional “culture of safety” which supports the open discovery, reporting, and representation of medical errors is possible.

3. The application of various forms of technology improves patient safety by preventing medical and medication errors.

TO LEARN more about becoming a debater for this year’s Great Debate, please contact Learning Coordinator Kristy Casto at (608) 267-5696 or casto@perinatalweb.org.

Poster Session

DON’T MISS this year’s Poster Session! The Poster Session is an excellent way to find out more about innovative programs and research related to perinatal care. The author-attended sessions are held during the morning and afternoon breaks on Monday. Throughout the years, posters focusing on clinical practice issues, quality improvement projects, public health programs, basic research, legal aspects of perinatal care, and much more have provided an added learning opportunity for conference participants.

A new feature of the Poster Session this year is you! Conference participants who attend the poster session will have the opportunity to vote for their favorite poster and help decide the winner of the 2007 WAPC Poster Session.

Register Online

REGISTERING FOR the conference is easier than ever. Go to www.perinatalweb.org and click on the animated photo of the conference brochure. Follow the online registration instructions.

CD of Conference Materials

THE FAMILIAR reference book will be electronic this year. Conference participants will be able to access speakers’ notes prior to the conference via the WAPC Web site. However, after the conference, those who select the option on the registration form will receive a CD of the conference materials.

Exhibits

A NEW FEATURE this year is the opportunity to visit the commercial and non-profit exhibitors on Sunday evening and all day Monday. The Sunday evening welcome reception will be located in the exhibit area.

Monday Evening Entertainment

AFTER THE awards banquet, stay for the Atlas Improv show, which features comedy sports-type humor. This interactive show will provide fun and relaxation! Please plan to participate.

Silent Auction

PLANNING FOR the silent auction is underway. Nina Balistreri is our auction facilitator again this year. If you would like to donate items to the auction, contact Nina at balistreri@perinatalweb.org or WAPC staff at wapc@perinatalweb.org. Everyone is working to make the 2007 auction even more successful than 2006!
**MADRE, HAY ESPERANZA™ CAMPAIGN LAUNCHED**

THE PERINATAL Foundation launched the *Madre, Hay Esperanza™* (Mother, There is Hope) media campaign on January 22. The goal of the campaign is to raise awareness about postpartum depression among Latino families in the Madison/Dane County area. Financial support from the Madison Junior Woman’s Club and program development support from a number of local partners, including the Latino Health Council of Dane County, South Madison Health and Family Center-Harambee, Madison and Dane County Department of Public Health, Dane County Department of Human Services, La Movida Radio, local birth hospitals, major health systems, the faith community, and health and human service providers made the campaign possible.

THE FIRST phase of the campaign is a radio *novela* (soap opera) running on Madison’s only Spanish-language radio station, La Movida, through the end of July. Through five radio announcements, the radio *novela* tells the story of a Latino family struggling with postpartum depression. At the end of each announcement is a fifteen-second action message directing listeners to the WAPC/Perinatal Foundation Web site or to Harambee for an information packet to learn more about this illness and options available to help the new mother. In the first month of the campaign, approximately twenty individuals requested an information packet or visited the Web site.

LIEUTENANT GOVERNOR Barbara Lawton helped kick off the effort on January 19 with her participation in a news conference to introduce the campaign to the public. An impressive media response resulted in at least seven feature stories over the following days. On January 23, the campaign was introduced on La Movida Radio during the *El Debate* (The Debate) program.

YOU CAN learn more about the *Madre, Hay Esperanza™* campaign by checking out the following materials:

- Campaign Media Kit
  Online at http://www.perinatalweb.org/index.php?option=content&task=view&id=219
- Informational Packet
  Online at http://www.perinatalweb.org/content/view/79/220/
- Latest Issue of Perinatal Foundation Newsletter
  Online at www.perinatalweb.org.
  Go to the “About the Foundation” tab and then choose “Perinatal Foundation Newsletter Archive.”
Liaison Working Group

THE LIAISON Working Group is made up of the members of the executive committees of the Perinatal Foundation and the Wisconsin Association for Perinatal Care and the executive director. The group meets twice a year to ensure that the missions of both organizations are supported and promoted through joint strategic planning.

AT THE LAST meeting on February 2, 2007, the group reviewed both organizations’ financial position at the end of 2006. Then the Perinatal Foundation reported on the newly launched Latino media awareness campaign about postpartum depression. The campaign, Madre, Hay Esperanza™ (Mother, There is Hope), is a series of five radio novelas, or soap operas, that follows a family from the identification to the treatment of the mother’s postpartum depression. The novelas began airing on the Madison Spanish-language radio station, La Movida, on January 22, 2007. Prior to the launch, the Foundation hosted a news conference to let the public know about the campaign. The news conference was a huge success with all major media outlets participating and seven presenting radio, television, or newspaper articles on the campaign.

Planning Committee

THE WAPC Planning Committee convened following the Liaison Working Group meeting on February 2, 2007. Some of the agenda items included ways to recognize and acknowledge the contributions of groups and organizations, as well as individuals, at the annual awards banquet; strategies to increase membership; highlights of the upcoming annual conference; topics for the Great Debate; the 2007 MCH block grant; and highlights about selected program committees. A. Conway reported the good news that the 2007 application for provider status for continuing education from the Wisconsin Nurses Association had been approved.

WAPC Board of Directors

THE BOARD met on November 30, 2006, at the Kalahari Resort in Wisconsin Dells and took the following actions:

- Approved the annual operating budget of $511,339 for 2007
- Approved a position against criminalizing health care providers who make medical mistakes
- Approved a letter of condolence to the family of Mecca Cranley, a past-president of WAPC
- Approved offering multi-year memberships in WAPC
- Approved the Nominating Committee’s recommendation of Ann Ebert for the position of president-elect of WAPC
- Approved a policy on the Public Affairs Update E-List

IN ADDITION, the Board heard the following reports:

- Lease between Meriter and WAPC was extended for another three years
- Perinatal Foundation will continue its focus on perinatal mood disorders in the coming year
- Update on the 2007 WAPC Annual Statewide Perinatal Conference
- Program committee and regional activities
- Workplace giving campaigns as an important source of revenue for WAPC’s programs and activities (See related article about Community Health Charities on page 8.)
Perinatal Foundation Seeks Donations for 8th Annual Silent Auction

IT’S NOT too late to get involved in this year’s Perinatal Foundation Silent Auction, to be held on April 23 at the WAPC Annual Conference in Madison! The 2006 event was the most successful ever and raised more than $7,000. Help beat last year’s mark by getting involved today. You can help by:

- Seeking donations from companies and members in your area
- Making or donating items
- Providing contact information about possible donors for others to pursue

IF YOU ARE interested in seeking or making a contribution, visit the Silent Auction page of the Web site, http://www.perinatalweb.org/index.php?option=content&task=view&id=212, for more information and a copy of the donation form.

HOWEVER YOU choose to participate, your time and energy are greatly appreciated as a reflection of the volunteer spirit that is the heart of our organization.
WAPC IS a member of Community Health Charities of Wisconsin, an umbrella organization of 43 community health agencies. Its mission is to raise funds for its members through workplace giving campaigns.

We value this source of funding because it costs WAPC little to raise these dollars and the funds come to us with few strings attached. In the past five years, WAPC has received almost $40,000 from Community Health Charities.

When Community Health Charities of Wisconsin opens a new workplace campaign, WAPC stands to gain. When they grow, we grow.

HOW YOU CAN HELP!

- Does your employer have a workplace giving campaign?
- If yes, find out if Community Health Charities of Wisconsin is participating. If it is not, suggest adding CHCWI to the giving options.
- If no, call CHCWI at 414-918-9100 and let them know that you would welcome help in exploring the opportunity to open a new workplace campaign at your place of employment.

SOME EMPLOYERS already offer their employees the opportunity to give to the local United Way and its agencies. Opening the door to Community Health Charities of Wisconsin and its agencies, in addition to the United Way, will expand employee choices and enable employees to direct a payroll-deducted gift to a health agency they care about, such as WAPC.

WE URGE YOU to make the inquiry and make the call. Help us expand our pool of potential workplace giving donors to include your coworkers.

Continuing Education and Outreach (CEO) Work Group

THE CONTINUING Education and Outreach Work Group met on February 9 to work on a number of continuing education modules. The group completed a review of the “Perinatal Mood Disorders” self-study module and began to review the “Preemies: Hidden in Plain View” self-study module. The neonatal sub-group worked on frequently asked questions (FAQs) for consumers about safe sleep and thermoregulation. The Fetal Monitoring Work Group completed a final review of the fetal monitoring CD-ROM. Pilot testing of the CD-ROM is underway.

Nutrition Committee

THE NUTRITION Committee met jointly with the Infant and Family Committee on January 12 to develop a nutritional discharge plan for NICU babies. The goals of using this discharge plan are to: (1) establish a uniform nutritional discharge form for all or a majority of hospitals to use and (2) design a usable format to communicate those nutritional needs to pediatricians and other health care providers in the community.

THE COMMITTEE continues to develop Web-based frequently asked questions (FAQs) about breastfeeding. A popular destination for consumers on the WAPC Web site is the breastfeeding questions and answers section—almost 300 visitors have viewed this section since it was first launched in April 2006.
Perinatal Data Committee

2006 was an amazing year for the committee and for improvement of the quality, quantity, and availability of perinatal data in Wisconsin. PeriData.Net™ “went live” in April, prior to the 2006 annual conference. The following are some of the year’s highlights:

- 72 hospitals are enrolled in PeriData.Net™, and 19 are hospitals with fewer than 200 annual births.
- Over 80% of Wisconsin births are reported to the state’s vital records program through PeriData.Net™.
- WAPC entered into a memorandum of understanding with Aurora Health Care for the services of the PeriData.Net™ database manager.
- WAPC facilitated four successful data mining sessions in November and December, with 50 of the 72 enrolled hospitals participating.
- Eight standard reports are available to enrolled hospitals that are “live.”

The Perinatal Data Committee meets regularly to monitor progress and address problems. The committee met on September 8, October 9, and December 4.

Preconception and Prenatal Care Committee

The Preconception and Prenatal Care Committee met via conference call on January 23, February 14, and February 28 to make revisions to the Preconception Care Position Statement and the provider’s reference to the Becoming a Parent™ Preconception Checklist. In addition to revising existing materials, the committee continued work on the new Prescription for a Healthy Future™ initiative. This initiative seeks to incorporate a focus on preconception health into general women’s health through the use of a “prescription” that can guide consumers on their way to improving their overall health. Prescription for a Healthy Future™ materials will be available at the annual conference in April.

Public Affairs Committee

The Public Affairs Committee met via conference call on January 17 to discuss the new legislature and projects to work on during the upcoming year. The committee decided to publish a legislative directory for WAPC members. The committee is currently working on implementing the Board of Directors’ decision to write a position statement against the criminalization of health care providers for medical errors. The committee is also researching different patient safety collaborations across the state with which WAPC could partner in this effort.

Follow Committee Activities Easily

Misplaced your copy of the meeting minutes, weren’t able to make the last committee meeting, or just wondering what other WAPC program committees are working on? If so, visit the “Members Only” section of the WAPC Web site, www.perinatalweb.org. Here you will find minutes of meetings of WAPC program committees and the Board of Directors.
Western Region

By Jeanne Rosendale, RNC, BSN, Chair, Western Region

THE WAPC Western Region (WWAPC) is planning its annual Fall Perinatal Day, October 18, 2007, at the Cranberry Suites in Tomah, from 8 a.m. to 4 p.m. The theme is safety for moms, babies, and providers. Some topics will be on safe sleep environment, near term infants, neonatal abstinence, and hemorrhagic ischemic encephalopathy.

Fox Valley Region

By Cindi Jungwirth, RNC, MSN, Chair, Fox Valley Region

PLANNING IS already underway for the annual WAPC-Fox Valley Region Conference. This year's conference will be held November 7, 2007, at the Radisson Paper Valley Hotel and Conference Center in Appleton. Mark your calendars now and make plans to attend!

WE ALSO hope to see many of our regional members at the State WAPC Conference in Madison, April 22-24, 2007. The Fox Valley Region will have a business meeting during the conference, and we hope to see many of our members there. Please bring along your perinatal colleagues, and encourage them to join WAPC. They are welcome to attend our business meeting as guests to see what WAPC and the Fox Valley Region are all about.

ONCE AGAIN, the Region will be offering one scholarship for free tuition to the 2007 WAPC Annual Conference to every perinatal hospital within our region. Letters will be sent to each hospital’s nurse manager. Check with your manager if you are interested in attending. We hope someone from each hospital will take advantage of the opportunity to attend as our guest.

HOPE TO see everyone in April... in the meantime, stay warm!!

2007 Program Agenda

IN THIS ISSUE of PeriScope, you will find the 2007 Program Agenda. Each year, WAPC publishes the agenda in the first newsletter of the year to let members and others know to which issues it will be paying attention. The agenda is developed with input from program committees and members and approved by the Board of Directors at the fall meeting.
THE PURPOSE of this section is to recognize WAPC members for their published work, to inform other WAPC members that the information is available, and to demonstrate the diversity of talent and interests represented within the WAPC membership. If you publish, or are aware of individuals who should be recognized, please forward the necessary information to the WAPC office.


(Listed alphabetically by name of group)

**CE0 Work Group**
June 1, 2007, 10 a.m. – 2 p.m.
McConnell Hall, Madison

**Fox Valley Perinatal Day**
November 7, 2007
Radisson Paper Valley Hotel, Appleton

**Infant & Family Committee**
June 15, 2007, 9:30 a.m. – 2 p.m.
Comfort Inn, Madison

**Liaison Working Group**
August 7, 2007, 10:30 a.m. – 12:30 p.m.
McConnell Hall, Madison

**Nutrition Committee**
May 4, 2007, 9:30 a.m. – 2 p.m.
McConnell Hall, Madison

**Planning Committee**
June 5, 2007, 2 – 4 p.m.
August 7, 2007, 1 – 4 p.m.
McConnell Hall, Madison

**Preconception & Prenatal Care Committee**
May 7, 2007, 11 a.m. – 3 p.m.
McConnell Hall, Madison

**Public Affairs Committee**
March 27, 2007, 9:30 a.m. – 11:00 a.m.
Conference Call

**WAPC Board of Directors**
April 22, 2007, 11:30 a.m. – 2:30 p.m.
Concourse Hotel, Madison

**Western Region Perinatal Day**
October 18, 2007
Cranberry Suites, Tomah

**Other Meetings/Continuing Education**

**“Pediatric Progress Conference”**
March 21, 2007
The Italian Conference Center of Milwaukee
For more information contact the Conference Coordinator at 414-447-2622 or Debra.Gleisberg@wfhc.org

**Postpartum Support International**
“Supporting Families: Fostering Perinatal Emotional Health and Reducing Vulnerability”
June 20-23, 2007
InterContinental Kansas City at the Plaza, Kansas City, MO
For more information visit their Web site at http://www.postpartum.net/kansascity.html.

The 3rd International Conference on Patient- and Family-Centered Care
“Partnerships for Enhancing Quality and Safety”
July 30-August 1, 2007
Sheraton Seattle, Seattle, WA
For more information visit their Web site at www.familycenteredcare.org.

**PreemieCON 2007 Annual Conference and Expo**
August 23-25, 2007
Omni Shoreham Hotel, Washington, DC
For more information visit their Web site at: http://www.preemiemagazine.com/conference/.

**Get Involved!**
Do you have a passion for a particular area of perinatal care? Do you want to take an active role in working to improve perinatal outcomes in Wisconsin and beyond? Consider joining one of WAPC’s program committees. Membership is open to anyone and you can join at any time. To learn more about each committee, visit http://www.perinatalweb.org/content/view/51/187. If you are interested in joining a committee, contact Kristy Casto, WAPC Learning Coordinator, casto@perinatalweb.org, (608) 267-5696.