Wisconsin Association for Perinatal Care

2010 ANNUAL REPORT

Wisconsin Association for Perinatal Care | McConnell Hall | 1010 Mound Street | Madison, WI 53715
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Dear Colleagues:

On behalf of the Board of Directors, thank you for your commitment to improving perinatal outcomes in Wisconsin. 2010 was a challenging year of refocusing on our core mission—improving perinatal outcomes through building and coordinating systems of care, education and information exchange, advocacy, and engagement of WAPC’s talented membership.

First, let me recap the successes of 2010. These include the very successful annual conference in Wisconsin Dells, the popular and well-attended regional forum series on caring for the late preterm infant, online and print publications, growing membership, strengthened financial standing, and most importantly, your continued commitment to making WAPC strong. This report features those successes in detail.

Let me restate an important fact: WAPC members are our most valuable asset. You are the people who continually feed the organization with strategies to improve perinatal health outcomes. You are the people who give generously of your expertise and time to craft multidisciplinary educational programs that are not found anywhere else in the state. You are the people who are the heart and soul of WAPC.

With your support, WAPC is poised for success in 2011. WAPC is in transition from a strong public-private partnership with state public health leadership to a more financially and programmatically independent organization. This means a dramatic loss of revenue, nearly 75%, from the federal maternal and child health block grant that has funded some of WAPC’s key perinatal health programs for over two decades. It also means an array of new opportunities to refocus on our core mission and competencies, new partnerships, revitalization of previous partnerships, and creative programming that meets the needs of WAPC members.

I ask for your continued involvement and support in 2011. With a new freedom to focus on programs that we believe can improve outcomes, please help to make Wisconsin a place where every baby is born wanted and as healthy as possible. Help us refocus on an old tag line that claimed that WAPC members were committed to the goal of every baby born into a family prepared to offer nurturance, love, and support.

With continued gratitude for your contributions,

Paul J. Neary, MD
President
VISION AND MISSION

The Wisconsin Association for Perinatal Care is the premier multidisciplinary association providing leadership, advocacy, and education to improve perinatal health outcomes of women, infants, and their families.

Our mission is to improve perinatal outcomes by:

• Leading collaborative efforts that promote, develop, and coordinate systems of perinatal care
• Advocating for perinatal health
• Providing and supporting education and information exchange that focuses on the continuum of perinatal care
• Valuing and engaging the talented and diverse perinatal health care community

EDUCATION

At the core of WAPC’s vision statement, is the role of education to improve perinatal health outcomes of women, infants, and their families. Two major educational accomplishments in 2010 included the annual statewide perinatal conference and the regional forum series.

WAPC Annual Conference Highlights

WAPC’s premier educational event is its annual conference. In 2010, WAPC hosted its 40th Annual Statewide Perinatal Conference on April 18-20, at the Kalahari Resort in Wisconsin Dells, WI. Here are some of the highlights of the conference.

The conference included three plenary speakers—Gerald Joseph, Jr., Ellen Hodnett, and Robert (Bobby) Peterson.

Gerald Joseph, Jr., MD

Dr. Gerald Joseph, the opening plenary session speaker, served as President of the American Congress of Obstetricians and Gynecologists (ACOG) in 2010 and is Assistant Clinical Professor of Obstetrics and Gynecology at Tulane University and Louisiana State University Schools of Medicine. His presentation, Screening for Depression in Pregnancy, focused on the importance of screening and the role of depression in women’s health. As president of ACOG, Dr. Joseph chose perinatal depression as his signature issue.
2010 Regional Forums Series—Caring for the Late Preterm Infant

2010 Regional Forum Series, “Caring for the Late Preterm Infant”, was a huge success! WAPC and the regions hosted forums in each of WAPC’s seven perinatal regions from September through October. Thanks to the leadership of Paul Neary and the contributions of WAPC experts across the state, the curriculum responded to the needs of clinicians who care for the families affected by late preterm birth. Nearly 230 people participated in the forums, an increase of 25% from 2009. The majority of attendees reported they would change their practice based on the knowledge gained from the forums. The curriculum featured a case study that included a videotaped interview with a mother who described her experience caring for her late preterm infant. Because of the continued demand, the forum curriculum was offered at the 2011 Annual Conference as a Sunday workshop.

A special thank you goes to the forum speakers Janine Bamberger, Lynn Dahlen, Charlene Galston, Debra Gleisberg, Elizabeth Goetz, Teresa Johnson, Haresh Modi, Paul Neary, Mary Rolloff, Suzanne Toce, Penny Wachowiak, and Sarah Walder.
Regional Forums Series—
Caring for the Late Preterm Infant (continued)

Faculty members (From L to R) Paul Neary, MD; Janine Bamberger, MS, RD, CD; and Teresa Johnson, PhD, RN, following the Southeast Regional Forum at Alverno College in Milwaukee on September 16, 2010.

Participants enjoy dinner prior to the Southcentral Regional Forum at the UW-Madison Arboretum Visitor Center on October 28, 2010.

Faculty members (From L to R) Charlene Galston, RNC, BSN, ME-PD, IBCLC, Mary Rolloff, RN, MSN, and Paul Neary, MD, at the WAPC 2010 Northeast Regional Forum in Green Bay on October 21, 2010.

PUBLICATIONS AND COMMUNICATIONS HIGHLIGHTS
Planning for a Healthy Future: Algorithm for Providers Caring for Women of Childbearing Age

Intended to put into action the life course approach to women’s health, this algorithm promotes the health of all women in their childbearing years and the health of their potential children. Health care providers can use the algorithm to integrate preconception and interconception care into overall care and identify risk areas of which a woman may not be aware. This tool was developed by the WAPC Preconception and Prenatal Care Committee and is available for free download online. Click here to download the PDF.

Laboratory Testing During Pregnancy: Fourth Edition

This report offers evidence-based recommendations about laboratory tests that should be considered during the course of prenatal care. It was developed by the WAPC Prenatal Testing Committee, which began its work in 1995 and published the first edition of its recommendations in 1997. Subsequent revisions were published in 2000, 2006, and 2010. The online version is interactive with links in the table of contents and throughout the book. The printed version is available for purchase. Click here to purchase.
**Newborn Withdrawal Project Educational Toolkit**

Originally published as the *Methadone Toolkit*, this renamed compendium of educational materials is intended for both parents and health care providers. It promotes tools for those working with newborns experiencing neonatal abstinence syndrome (NAS) and pregnant women undergoing methadone maintenance treatment (MMT) or other treatments for opiate addiction. The toolkit was developed by the WAPC Infant and Family Committee and is available for free download online.

Click on each publication to download the PDF:

- Facts for Providers
- Your Pregnancy and Prescribed Treatments for Opioid Dependence
- Guide for Parents
- Important Resources

**Interconception Health for Women**

This patient information sheet is intended for women who have recently given birth. It provides information on healthy birth spacing and important things to think about when planning for a healthy family. The WAPC Preconception and Prenatal Care Committee developed this tool for NICU or other perinatal staff to distribute to parents to support improved birth outcomes for the next pregnancy. Click here to download the PDF in English or in Spanish.

**AWARDS**

The annual statewide perinatal conference gives WAPC the opportunity to recognize the accomplishments of individuals and groups. The awards presented at the annual banquet on April 19, 2010, included:

**2010 Callon Leonard Award Recipient: Mary Jo Baisch, RN, PhD**

This highly prestigious award, given annually, recognizes a leader who has made significant contributions to improve perinatal outcomes. Dr. Baisch is an Assistant Professor at the University of Wisconsin-Milwaukee College of Nursing and is an expert in community-based participatory action research. She has presented internationally about the importance of developing, promoting, and maintaining therapeutic relationships with individuals, families, and communities to support health improvement. She also uses her experience and expertise to manage the Riverwest Health Initiative in Milwaukee.
**President’s Award**

Betty Minton, RNC, BSN, selected Southeast Region member, Jill Paradowski, RN, MS to receive the 2010 President’s Award. This award was instituted ten years ago to recognize an individual or group who exemplifies the values of WAPC—collaboration, advocacy, and education.

**Recognition Awards**

WAPC recognized the accomplishments of two program committees and a regional work group at the 2010 WAPC annual conference.

The first recognition award went to the WAPC Preconception and Prenatal Care Committee, a committee that has been in existence for over 20 years. Over the last two decades, the committee created a host of materials that has become the “Becoming a Parent” tool kit. In 2009, the committee added another valuable clinical tool to the growing “Becoming a Parent” toolkit—an algorithm. Through the development of *Planning for a Healthy Future: Algorithm for Providers Caring for Women of Childbearing Age*, the Committee addressed the concerns of busy clinicians who asked for a way to incorporate preconception counseling and risk assessment into their practices. The algorithm gives clinicians the opportunity to incorporate preconception care and gives women and their partners what they need to begin the journey of becoming a parent. Charlene Galston, chair of the committee, accepted the award on behalf of the committee.

The second recognition award went to the WAPC Prenatal Testing Committee. The committee came together to revise the recommendations for laboratory testing during pregnancy. The award recognized the Prenatal Testing Committee for its work in revising and updating the fourth edition of *Laboratory Testing During Pregnancy*. WAPC published the first set of recommendations in 1997, with updates in 2000 and 2006. The 2010 revisions included updates of 23 recommendations and four new recommendations. The committee was co-chaired by Susan Davidson and Deborah Larkey.
The third award went to the Southeast WAPC Region for its work to promote both safe sleep and breastfeeding. Knowing that both breastfeeding and safe sleep contribute to better infant health outcomes, perinatal health leaders in the WAPC Southeast Region resolved conflicts and worked in concert to reduce preventable infant deaths due to unsafe sleep environments. Through its Safe Sleep bassinet card initiative and state and national educational efforts, the Southeast Region continues to capture the attention of all those concerned with infant mortality.

Almost all Wisconsin birth hospitals use the cards during the hospital stay and send them home with families as a constant reminder about ways to keep their babies safe during sleep. The card is available in both English and Spanish. Click here to download the PDF of the Safe Sleep Bassinet Card.

**WAPC STATEMENT OF INCOME AND EXPENSES**

The following information is taken from the financial audit conducted by SVA Certified Public Accountants, S.C. A copy of the complete audit is available upon request. The percentage of functional expenses is 77% to program, 21% to management and general, and 2% to fundraising.

### WAPC Statement of Income and Expenses
#### January 1 – December 31, 2010

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contributions</strong></td>
<td>Accounting Services $8,516</td>
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<tr>
<td>Corporate Contributions $20,175</td>
<td>Bank Service Charge $2,411</td>
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<td>Individual Contributions $4,884</td>
<td>Donated Services* $78,685</td>
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<tr>
<td><strong>Fees</strong></td>
<td>Development/Training $3,933</td>
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<td>Meeting Fees $63,480</td>
<td>Faculty/Consultants/Subcontracts $18,911</td>
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<td>Membership Dues $26,463</td>
<td>Fees $1,257</td>
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<tr>
<td>Publications $15,715</td>
<td>Meetings $42,898</td>
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<tr>
<td>PeriData.Net* $30,000</td>
<td>Miscellaneous $2,530</td>
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<tr>
<td><strong>Grants</strong></td>
<td>Overhead** $36,094</td>
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<tr>
<td>DHS $164,300</td>
<td>PeriData.Net* $18,000</td>
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<tr>
<td>Perinatal Foundation $160,000</td>
<td>Postage $1,701</td>
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<tr>
<td><strong>Other Revenue</strong></td>
<td>Printing $13,989</td>
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<tr>
<td>Interest Income $10,576</td>
<td>Regional Organizations $11,203</td>
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<tr>
<td>Regional Organization $10,207</td>
<td>Salaries &amp; Fringe Benefits $239,108</td>
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<tr>
<td>Other Income $2,303</td>
<td>Travel $2,744</td>
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<tr>
<td>Donated Services* $78,685</td>
<td><strong>Total Expenses</strong> $481,980</td>
</tr>
<tr>
<td><strong>Total Income</strong> $586,788</td>
<td><strong>Change in Unrestricted Net Assets</strong> $104,808</td>
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</tbody>
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*Donated services are based on volunteer service hours of program committee and work group experts that are converted to dollar values, based on an annual salary survey of directors of the WAPC board.*

**Includes administrative expense, depreciation, office supplies, property and general liability insurance, rent, telephone, Web site connection and Web services, and internal printing, postage, and copying.*
**BOARD OF DIRECTORS**

Kay Lynn Breen, MD, St. Vincent Hospital, Green Bay (2011*)
Sarah Coyne, JD, Quarles & Brady, LLP, Madison (2011*)
Susan R. Davidson, MD, Dean Medical Center, Madison (2011*)
Jill Denson, MSW, APSW, Milwaukee Health Services, Inc., Milwaukee (2013*)
Sarah K. Dillman, RN, BSN, Dean Health Plan, Madison (2012*)
Ann Ebert, PharmD, Meriter Hospital, Madison (2013*)
Sara Finger, Wisconsin Alliance for Women’s Health, Madison (2011*)
Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Memorial Hospital, Black River Falls (2011*)
Lisa Hanson, CNM, PhD, FACNM, Marquette University, College of Nursing, Milwaukee (2011*)
Carol Hasenyager, MD, Primary Care Clinic, Menomonee Falls (2012*)
Kris Hayes, CSW, Gunderson Lutheran, La Crosse (2011*)
Cindi Jungwirth, RNC, MSN, C-EFM, Affinity Health System, Oshkosh (2013*)
Glenn R. Krieg, CPA, Morgan Murphy Media, Madison (2011*)
Deborah Larkey, MD, Columbia-St. Mary’s Hospital, Milwaukee (2012*)
Romney Ludgate, BA, MA, Waunakee (2011*)
Amy K. Marquardt, CSW, Aspirus Wausau Hospital, Wausau (2011*)
W. Curtis Marshall, BS, MS, Wisconsin Division of Public Health, Southeast Regional Office, Milwaukee (2013*)
Sue Miller, BSW, Abri Health Plan, West Allis (2011*)
Haresh Modi, MD, Aspirus Wausau Hospital, Wausau (2013*)
Phillip L. Nielsen, MSW, Franciscan Skemp Healthcare, La Crosse (2012*)
Heather Pauls, JD, Johnson & Cohen, S.C., Eau Claire (2012*)
Karen Robinson, PhD, RN, CNM, WI Chapter, American College of Nurse Midwives, Milwaukee (2013*)
Ruth Ann Rodda, RN, MSN, St. Vincent Hospital, Green Bay (2013*)
Jeanne Rosendale, MS, BSN, RNC, C-EFM, Franciscan Skemp Healthcare, La Crosse (2012*)
Carolyn Rumph, RD, CD, Meriter Hospital, Madison (2013*)
Katherine Sagers McGlynn, MSW, APSW, St. Elizabeth Hospital, Appleton (2011*)
Kimberly J. Seeger, MD, St. Elizabeth Hospital, Appleton (2012*)
Elizabeth Siitari, MD, UW Health-West Towne, Madison (2011*)
Mary Jo Snorek, MSN, NNP-BC, C-NPT, Neonatal Resources of Wisconsin, Inc., Madison (2011*)
Melissa Thayne, CSW, St. Vincent Hospital, Green Bay (2012*)
Suzanne S. Toce, MD, Gunderson Lutheran Medical Center, La Crosse (2013*)
Chris L. Van Mullem, RNC, MS, Aurora Sinai Medical Center, Milwaukee (2011*)
Michelle Venn, MSN, RN, Alverno College School of Nursing, Milwaukee (2011*)
Sarah L. Walder, RNC, MSN, NNP-BC, Aspirus Wausau Hospital, Wausau (2012*)
Marianne Weiss, DNSc, RN, Marquette University, College of Nursing, Milwaukee (2011*)
Judy Zunk, MS, RD, CSP, CD, Wee Care WIC, Milwaukee (2011*)

* Date after name indicates the year in which the director’s term ends.

**BOARD OF DIRECTORS – Meetings**

The Wisconsin Association for Perinatal Care Board of Directors met on April 18, 2010, from 11:30 a.m. – 2:30 p.m. at the Kalahari Resort, Wisconsin Dells, and on November 19, 2010, from 10 a.m. – 3 p.m. at the Sheraton Madison Hotel, Madison.
WAPC COMMITTEES AND WORK GROUPS
In 2010, WAPC maintained the following committees and groups that worked toward improving perinatal outcomes.

PROGRAM COMMITTEES
Annual Conference Planning Committee (ad hoc) –
   Chair, Janine Bamberger, MS, RD, CD, President-Elect, Milwaukee

Infant and Family –
   Co-Chairs, Mary Jo Snorek, MSN, NNP-BC, C-NPT, Madison
   Jill Paradowski, RN, MS, Milwaukee

Nutrition –
   Chair, Judy Zunk, MS, RD, CSP, CD, Milwaukee

Perinatal Data –
   Chair, Marianne Weiss, DNSc, RN, Milwaukee

Peripartum –
   Chair, Lisa Hanson, CNM, PhD, FACNM, Milwaukee

Preconception & Prenatal Care –
   Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Falls

Prenatal Testing –
   Co-Chairs, Susan R. Davidson, MD, Madison
   Deborah Larkey, MD, Milwaukee

Public Affairs –
   Chair, Lynn M. Klemmer, RNC-OB, MMC, Oshkosh

Tertiary Care –
   Chair, Chris Van Mullem, RNC, MS, Milwaukee

Work Groups of the Tertiary Care Committee:
Continuing Education and Outreach –
   Co-Chairs, Debra Gleisberg, BSN, RNC-NIC, LCCE, Milwaukee
   Janice McIntosh, BSN, RNC-OB, CEFM, Milwaukee

Fetal Monitoring –
   Chair, Chris Van Mullem, RNC, MS, Milwaukee

OPERATIONS COMMITTEES
By-Laws –
   Chair, Betty Minton, RNC, BSN, Marshfield

Callon-Leonard –
   Chair, Betty Minton, RNC, BSN, Marshfield

Executive –
   Chair, Paul Neary, MD, Fort Atkinson

Nominating –
   Chair, Betty Minton, RNC, BSN, Marshfield

Planning –
   Chair, Paul Neary, MD, Fort Atkinson

STAFF
Ann E. Conway, MS, MPA, RN, Executive Director
Eva Fassbinder Brummel, MPH, Learning Coordinator
Barbara Wienholtz, AD, Administrative Assistant II