WAPC PRESENTS
THE 2010 REGIONAL FORUM SERIES:
Caring for the Late Preterm Infant:
What We Need to Know

WAPC is proud to present the 2010 Regional Forum Series being offered now through October. The purpose of each two-hour forum is to recognize the unique needs of late preterm infants and identify strategies to promote optimal health. In Wisconsin, the rate of infants born between 34 to 36 completed weeks of gestation rose 21% from 1990 to 2006. Presented by a multi-disciplinary faculty, the forums will look beyond immediate care to prevention and early intervention strategies.

Some of the forums have passed, but there is still time to register for other locations!

- September 16, 2010 -- Alverno College, Milwaukee
- September 21, 2010—Appleton Medical Center, Appleton
- September 29, 2010—Duluth Clinic, Hayward
- October 5, 2010—Northcentral Technical College, Wausau
- October 13, 2010—Western Technical College, La Crosse
- October 21, 2010—St. Vincent Hospital, Green Bay
- October 28, 2010—UW-Madison Arboretum Visitor Center, Madison


We look forward to seeing you at this year’s forums!

A Note of Gratitude to the Regional Forum Volunteers
Thank you to all the volunteers who have helped make the 2010 Regional Forum Series possible. The following individuals volunteered to be speakers, help plan the curriculum, and/or make arrangements in their regions:

Sara Babcock    Charlene Galston    Pamela Kling    Mary Rolloff    Michelle Venn
Janine Bamberger    Debra Gleisberg    Haresh Modi    Jeanne Rosendale    Vicki Vogler
Sara Bronson    Elizabeth Goetz    Paul Neary    Carolyn Rumph    Penny Wachowiak
Jane Butler    Teresa Johnson    Jill Paradowski    Elizabeth Siltari    Sarah Walder
Lynn Dahlen    Cindi Jungwirth    Nancy Pontius    Chris Stark
Jessica DeFilippo    Linda Kent    Ruth Rodda    Suzanne Toce
We often encounter patients and parents who cling to long-held beliefs and myths despite growing evidence against those beliefs. (“Teething causes fever.”) We observe that when patients continue to believe misinformation, their decisions may become misguided. (“It is not necessary to go to the doctor when the child has fever at the time of teething.”)

As health care providers, we sometimes do the same thing as patients and parents—cling to our beliefs and myths.

During my residency, I recall that we felt relieved when the expected preterm newborn would be born at 35 weeks estimated gestational age. We thought and hoped that birth at this more advanced gestational age would not present as many difficult problems and would not be as time-consuming as that of the care of a more premature newborn.

I also recall, however, noting that events did not always match the expectation. Late preterm newborns often required extensive care and frequently remained in the hospital much longer than had been expected.

Unfortunately, the myth that late preterm newborns are “just fine” persisted and spread to the community at large. No doubt this contributed to the trend toward elective births at gestational ages earlier than 39 weeks. Subsequently, as the suboptimal outcomes of such elective births increased, a challenge to the long-held belief became necessary.

Now we are faced with increasing evidence of the adverse outcomes of late preterm births. The process of honest self-appraisal, painful and uncomfortable though it may be, becomes imperative when confronted with evidence that contradicts cherished beliefs and myths.

For this reason, our valued WAPC colleagues prepared the curriculum for this year’s Regional Forum Series. We encourage you to attend these educational sessions and to invite a friend or two to attend as well.

We all benefit from regularly challenging our own beliefs.

Paul Neary, MD
Fort HealthCare Internal Medicine & Pediatrics, Fort Atkinson
The WAPC Nominating Committee is seeking candidates for president-elect, consumer or other member-at-large, and regional representatives to the Board. Nominations for all positions are due at the WAPC office by October 1, 2010. A nomination form can be found in the “members only” section of the WAPC Web site at www.perinatalweb.org. (Click on “About WAPC”, “Members Only”, “Nominations for WAPC Board of Directors” or “Nominations for WAPC Regional Representatives.”) or contact Barbara Wienholtz at the WAPC office.

The following positions are available in 2011:

**President-Elect & Consumer or Other Member-At-Large**

Each year the WAPC Nominating Committee seeks nominations for president-elect and consumer or other member-at-large positions to the WAPC Board of Directors. The Nominating Committee reviews each nomination and submits its recommendations to the WAPC Board of Directors at its fall meeting. After approval by the Board, the nominees are placed on a mailed ballot and are voted on by the WAPC membership in January.

The president-elect must be familiar with the organization and activities of WAPC. The preference is that the nominee has served on the WAPC Board of Directors. A work group was recently formed to develop the document “Key Considerations for WAPC Presidential Candidates” to help identify potential WAPC leaders. Please visit the WAPC Web site to view this document at: http://www.perinatalweb.org/images/stories/PDFs/WAPC_Board_of_Directors/keyconsiderationspresidentialcandidates.pdf. Please use the document in making your nominations.

The presidential position is a three-year term beginning immediately following the 2011 annual conference serving as president-elect for one year and then transitioning into the president and immediate past president positions in the following two years ending in April 2014 at the conclusion of that year’s WAPC annual conference.

The **consumer or other member-at-large** position is for an individual who is not and has not been a health professional and is over eighteen (18) years of age.

**Regional Representatives**

There are three representatives (physician, nurse, and allied health representative) from each of the seven WAPC regions to the WAPC Board. The terms of office are staggered among the three representatives. Below is a list of regional positions available in 2011. The nominees are placed on a mailed ballot and are voted on by the respective WAPC regional membership in January.

**Regional Positions Available in 2011:**
- Fox Valley Region – Allied Health Representative
- Northcentral Region – Allied Health Representative
- Northeast Region – Physician Representative
- Northwest Region – Physician, Nurse, and Allied Health Representatives
- Southcentral Region – Physician Representative
- Southeast Region – Nurse Representative
- Western Region – Allied Health Representative

The Board of Directors meets twice a year -- once during the annual conference and once in late fall. The term of office for regional representatives and consumer or other member-at-large are three years beginning immediately following the 2011 annual conference and ending in April 2014 at the conclusion of the annual conference.

All members are welcome to nominate anyone who is interested in any of the available positions, and to self-nominate. Individuals under consideration do not need to be members, but must become a member to be nominated.

Thank you for taking the time to consider service to WAPC. We are confident you will find it a very rewarding opportunity! If you have any questions, please contact the WAPC staff at 608-417-6060.

**Deadline for Nominations**

All nomination forms must be submitted to the WAPC office by **October 1, 2010**.

Betty Minton, RNC, BSN, WAPC Past-President, Nominating Committee Chair
Here is a sneak preview of the 2011 annual conference.

Plenary Session Speakers

The opening speaker on Monday, April 11, 2011 will be Washington Hill, MD, FACOG. He will speak on the timely topic of early detection and prevention of preterm labor and birth. Dr. Hill is the Medical Director of Labor and Delivery and Director of Maternal-Fetal Medicine at Sarasota Memorial Hospital in Sarasota, Florida.

Focusing on her innovative research on developmental interventions for premature infants, Rosemary White-Traut, PhD, RN, FAAN, will present the Thomas A. Leonard, MD, Memorial lecture on Tuesday, April 12, 2011. Dr. White-Traut is Professor and Department Head in the Department of Women, Children and Family Health Science at the University of Illinois-Chicago College of Nursing.

Building on the excitement about vitamin D from the 2010 annual conference, John E. Whitcomb, MD, will provide the final plenary session on Tuesday, April 12, 2011. He will focus on research about vitamin D in pregnancy and infancy. Dr. Whitcomb is the Medical Director of Patient Access, Aurora Health Care and Medical Director of the Aurora Sinai Wellness Institute in Milwaukee.

Call for Poster Abstracts

You are cordially invited to submit an abstract for the 2011 WAPC Annual Conference Poster Session. More information is available on the WAPC Web site, www.perinatalweb.org.

Sponsorship Opportunities

WAPC actively seeks support for the annual conference from hospitals, businesses, and other groups through unrestricted educational grants. These generous contributions allow WAPC to keep the registration fee affordable while maintaining high-quality educational sessions. We will be soliciting sponsorships for the 2011 conference in the next month and asking for your help. Please advocate with your employer, colleagues, and others to consider providing an unrestricted educational grant. Sponsors receive varying levels of recognition according to the amount of their grant. Additional information on sponsorship is available on the WAPC Web site, www.perinatalweb.org.

Thank you to all of the sponsors that generously supported the 2010 conference:

$2,500: Columbia St. Mary’s Health System, Milwaukee

$1,000: St. Vincent Hospital, Green Bay; University of Wisconsin School of Medicine and Public Health, Department of Pediatrics, Madison; Wheaton Franciscan Healthcare, Glendale

$500: Abri Health Plan, West Allis; Fort Health Care, Fort Atkinson; Fox Valley Neonatology, S.C., Neenah; Meriter Health Services, Madison; Newborn Care Physicians of SE Wisconsin, Milwaukee; Wisconsin Section, American Congress of Obstetricians and Gynecologists

$250: Aspirus Wausau Hospital, Wausau; Children’s Hospital of Wisconsin, Milwaukee; Dean Health System, Madison; Franciscan Skemp/Mayo Health System, La Crosse; Gundersen Lutheran Medical Foundation, La Crosse; St. Clare Hospital, Baraboo; St. Mary’s Hospital, Janesville; St. Mary’s Hospital, Madison
REQUEST FOR NOMINATIONS

2011 CALLON-LEONARD AWARD
Do you know someone who deserves to be recognized? If so, please consider nominating the individual for the Callon-Leonard Award, the highest individual honor granted by WAPC. Nomination forms can be found in the “members only” section of the WAPC Web site at www.perinatalweb.org (Click on “About WAPC”, “Members Only”, “Callon-Leonard Award”). Nominations are due October 1, 2010. The 2011 award will be presented on April 11 during the WAPC Annual Statewide Perinatal Conference in Stevens Point.

SAFE SLEEP BASSINET CARDS
PROMOTIONAL SUCCESS
You may have seen a “New Materials Release” email last month from WAPC announcing a new printed version of the Safe Sleep Bassinet Card. This promotional effort was a huge success! Within eight minutes of sending the email, WAPC received an order for 500 cards, and other orders followed. The card features English on one side and Spanish on the other. Visit the Web site at www.perinatalweb.org to order the Safe Sleep Bassinet Cards. They are available for $8 for a package of 100.

MEMBERSHIP UPDATE
Below is a listing of individuals who became first-time members or who renewed their membership since the 2010 Membership Roster was printed in the March 2010 edition of PeriScope. A large number of people joined WAPC with their 2010 annual conference registration.

Fox Valley Region
Tammy Boelk
Ashley Liegel
Lindsey Zuehlke

Northcentral Region
Amy Falkenberg, MD
Melanie Kreitlow, RN

Northwest Region
Janet Letter, RN, BSN
Debra Renn, RN, BSN
Melissa Thayse, CSW

Northwest Region
Lisa Hotchkiss, RN

Southcentral Region
Char James, RN, BSN
Colette Smith, RN
Delinda B. Smith, RNC, BSN
Doreen A. Sonnenberg, RN
Tina Wagner, RN

Southeast Region
Andrea Altmann, RN
Karen Casey, RN, MSN
Utpala G. Das, MD
Beth M. Eddy
Jacqueline L. Feuerer
Linda Gingras, RNC
Ellen Horne, RN
Lisa A. Jentsch, RN, BSN, MBA, NEA-BC
Cresta Jones, MD
Cheryl Knutson, RN
Dorothy Koepsell, RN
Lynn M. Kryfke, RN, MSN
Blanca Estella Levas, RN
Bonnie Marcus, RNC
W. Curtis Marshall, BS, MS
Patricia Ann O’Connell, RN
Sarah Schuknecht, RN
Mary R. Smaglick
Mary L. Wall, RN
Rebecca Walters, SN, BSN
Erin Wiener

Western Region
Tammy Becker
Ellen Brodrick
Jane M. Butler, RN, MA, NNP, PNP
Laura L. Dwyer
Nancy Everson, RN, CBE
Kathy Fredrickson, RN, PHN
Ruth E. Hartmann, RNC
Kathy Johnson, RN
Jean Koltunski
Sue Murvich, MS, RD, IBCLC, RN, BSN
Richard Strauss, MD
Mary Ellen West, CNM

Out-of-State
Carol H. Beyer, MSN
The 2009 WAPC Annual Report can be viewed at www.perinatalweb.org/images/stories/PDFs/WAPCAnnual_Reports/wapc_09_annualrpt_final.pdf. The report recaps the accomplishments of 2009, including educational programs, publications and communications, awards, and committee work. One of the key pieces of financial information is the contribution of volunteer services. These are the services of members who serve on program committees and work groups. In 2009, the monetary value assigned to volunteer services was over $52,000. The total monetary value of members’ contributions demonstrates their commitment to the mission of WAPC. Without a strong volunteer commitment, WAPC would not be able to meet the needs of members as they meet the clinical needs of women, infants, and families. Thank you to all of the WAPC volunteers who give of their time and expertise!

WAPC continues its commitment to improving the quality of perinatal care through performance measurement, public reporting, and collaborative learning. To further this commitment, the WAPC Perinatal Data Committee formed a new work group aptly named the Perinatal Data Quality (PDQ) Work Group. The charges of the PDQ Work Group, chaired by Marianne Weiss, are to:

1. Recommend, review, and/or approve proposed changes to the data field structure of PeriData.Net*
2. Review, recommend, revise, and approve new standard reports or changes to existing standard reports in PeriData.Net*

The Special Study Committee, co-chaired by Sen. Judith Robson and Rep. Cory Mason, held its first meeting on September 8, 2010. The committee is directed to study:

- Causes of infant mortality in Wisconsin
- Evaluation of efforts that have been undertaken to address the problem in both the private and public sectors
- Coordination of public health and Medicaid funding
- Evaluation of infant mortality prevention programs that have been successful in other cities and states
- Evaluation of the public health costs of not addressing the causes of infant mortality in Wisconsin
- Development of a strategic proposal, including any necessary legislation, to address infant mortality in Wisconsin, particularly disparities in infant mortality rates in different geographic areas of the state

WAPC members selected to serve on the committee include Ann E. Conway, Amy Falkenberg, Lisa Jentsch, Tina Mason, Leona VandeVusse, and Cindy Weborg. Watch future newsletters for information about the work of the committee, or visit Wisconsin.gov to subscribe to updates. View the subscription form at www.legis.state.wi.us/lc/committees/study/2010/10subscription.pdf.
3. Review, develop, recommend, and/or approve quality measures to be reported in PeriData.Net®
   This work will involve ongoing review of national quality measure for perinatal care and development of quality measure specifications for use in PeriData.Net®

4. Review system-wide aggregated data as permitted by aggregate reporting agreements

5. Communicate with regional and national perinatal quality measurement interest groups

The work group met on July 20, 2010, and clarified its membership and began its work. Some of the work is conceptual and some is highly detailed data field definitions and structure. WAPC is grateful for all of the perinatal and quality partners who are engaged in this work—urban and rural birth hospitals, Wisconsin Hospital Association, Wisconsin Medical Society, Wisconsin Collaborative for Healthcare Quality, Wisconsin Chapter of the American College of Nurse Midwives, The Alliance, and others.

**NEW MATERIALS FROM WAPC**

**4th Edition of Laboratory Testing in Pregnancy Coming Soon**

The fourth edition will be available in the coming months, thanks to the continued leadership of the co-chairs, Susan Davidson and Deborah Larkey. As soon as the book is available, you will get a “New Materials Release” via email.

**An Expectant Father’s Wish List Poster Sales**

You may have seen the recent “New Materials Release” email promoting the distribution of An Expectant Father’s Wish List poster. WAPC recently received an order from a Veterans Administration hospital for 50 posters. Are there fathers in your setting who could benefit from the poster’s message of support, like veterans? Visit the Web site at www.perinatalweb.org to order posters. They are available for $1.00 each.

**GOVERNANCE COMMITTEES UPDATE**

**WAPC Planning Committee**

The WAPC and Perinatal Foundation leadership invited representatives from the Wisconsin Division of Public Health to participate in a portion of the August 13 meeting. The discussion focused on the State’s Title V (MCH block grant) plans for 2011. State staff offered WAPC the opportunity to participate in the implementation of a pilot project to promote preconception/interconception health. The project is valued at $42,500.

The 2010 contract with the State’s Title V program was valued at $162,500. Because of the significant anticipated decrease in Title V support in 2011, the Planning Committee considered a variety of financial strategies to increase revenues and decrease expenses. After exploring options and considering their impact on members and perinatal colleagues, the Planning Committee made three significant decisions related to fees:

1. The Regional Forum Series registration fee for 2010 will be $30 for members and $40 for non-members.

2. Annual conference registration fees will be $250 for early-bird registration for members. Registration fees for non-members and later registrations will increase proportionately.

3. Membership dues will be $75, effective on January 1, 2011. Multi-year memberships at the current $60 annual fee will be available until December 31, 2010.

>>> continued on page 9
By Carolyn Rumph, RD, CD, Chair, Southcentral Region

It’s time for some new ideas and a new chairperson. As of September 1, 2010, the new chairperson for the Southcentral Region will be Elizabeth (Betsy) Siitari, MD. I will continue to work with her and the WAPC staff to make this a smooth transition. I will also continue as Allied Health Rep for the Southcentral Region, as well as continue with the planning for the Regional Forum to be held on Thursday, October 28 from 4 – 6 p.m. at the UW-Madison Arboretum Visitor Center. I’d like to take this opportunity to thank all of the Southcentral region members for their support over the many years I served as Chairperson.

By Sarah Walder, RNC, MSN, NNP-BC, Chair, Northcentral Region

I can’t believe another summer has flown by and school is starting! This past April, WAPC had another outstanding annual conference. I know many of you attended and were very pleased with the speakers and the information. I think every one of us went home and stocked up on Vitamin D!

At the Northcentral regional meeting at the annual conference, we were pleased to have members from the Northwest Region also attend and share some of their great ideas. We updated local contact information for birth hospitals and public health agencies in the region. If anything has changed since this time, please let WAPC staff know at wapc@perinatalweb.org.

There were excellent discussions about regional activities, ways to recruit and retain members, and how to promote the many great things WAPC does. The vast majority of people voiced wanting more planned regional activities. On October 5th from 5-7 pm at the North Central Technical College campus, we will be co-hosting a regional forum with WAPC entitled “Caring for the Late Preterm Infant: What We Need to Know.” This promises to be an interactive and informative educational offering. Haresh Modi, MD, your current regional physician representative, and myself will present. We are also planning another regional conference in May on the drug addicted mother and neonatal abstinence syndrome utilizing the WAPC methadone toolkit. More details on this activity will be coming in the future. If anyone has ideas for future activities or would like to be involved in some of our current activities, please don’t hesitate to contact me or WAPC staff.

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

Planning is complete for the WAPC Fox Valley Region Annual Conference to be held November 3, 2010, at the Bridgewood Conference Center in Neenah. “Save the Date” cards were mailed recently and program brochures will follow. It is a great opportunity to hear some respected and informative speakers. Mark your calendars now and make plans to attend!

The Fox Valley Region will be co-hosting a regional forum with WAPC entitled “Caring for the Late Preterm Infant: What We Need to Know” on Tuesday September 21, 2010. See the front page of this newsletter for location and registration information.

Enjoy the fall season!
The Foundation’s *Madre, hay esperanza*® initiative continues to enjoy success. It was featured as part of a panel presentation at the Wisconsin Public Health Association conference in May. It was also the feature article in the Feb/Mar 2010 issue of *Nursing for Women’s Health*, thanks to authors Mary Jo Baisch, Lynn Carey, Kyle Mounts, and Ann E. Conway. The initiative was the subject of a poster presented by Don Weber at the May meeting of the American Congress of Obstetricians and Gynecologists (ACOG) in San Francisco. The poster presentation was possible because of an invitation from outgoing ACOG president, Gerald Joseph.

The big news for the Foundation is its presence on YouTube! Viewers will see a video that describes the interrelationship between the Foundation and WAPC, as well as information about how to contribute to the Foundation. Now that the Foundation has its own YouTube “channel,” there are new opportunities to spread the word about the good work of the Foundation and how to support it. To view the YouTube video, go to www.YouTube.com, and search “Perinatal Foundation.”

**Ministry Saint Clare’s Hospital offers the newest and most advanced birth center in the region.**

Our experienced team and our patient-centered approach affords us the status as both a premier provider and a premier employer throughout Wisconsin. We are excited to announce a newly created Nurse Manager opportunity within our state of the art Family Birth Center in **Weston, Wisconsin**.

*To be considered, you must possess:*
- Current Wisconsin RN license, with BLS certification
- Bachelor’s Degree in Nursing or commitment to earn within 3 years
- A minimum of 5 years of nursing, 2 years management
- Compassion and commitment to serving patients

Visit www.ministryhealth.org, or call Laura at 715-393-2581.
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.


Kirby, R.S., et. al. (2010). Late preterm birth and neonatal outcome: Is 37 weeks’ gestation a threshold level or a road marker on the highway of perinatal risk? *Birth, 37*(2), 169-71.

Kirby, R.S., et. al. (2010). Hospital-based clusters and the epidemiology of gastroschisis. *Archives of Pediatrics & Adolescent Medicine, 164*(6), 583.


Flu Recommendations Now Available
The 2010-2011 Seasonal Influenza Recommendations are available at http://www.dhs.wisconsin.gov/immunization/index.htm. The recommendations are based on the ACIP recommendations published in the August 6, 2010, MMWR. For questions, contact Gerald W. Gabor (gerald.gabor@wisconsin.gov) at the Wisconsin Division of Public Health.

Upcoming State Elections
Don’t forget to vote in the general election on November 2! To prepare to make your choices at the polls, visit http://wisconsinvote.org/. The site is a treasure trove of non-partisan information about candidates and issues. Watch your email for more information from WAPC about how to get engaged in public policy issues that matter to the health of women, infants, and families in Wisconsin.

Public Affairs Chair Steps Down
Thank you to Lynn Klemmer for her service to WAPC as chair of the Public Affairs Committee. Lynn recently resigned the chair position. In addition to serving as chair of the Public Affairs Committee for four years, Lynn was a member of the WAPC Board of Directors. Lynn was an enthusiastic participant in planning and implementing many annual conferences. Thank you, Lynn, for your dedication to the women, infants, and families of Wisconsin and your support of the work of WAPC! Welcome, new Public Affairs Committee chair, Sara Finger!

WAPC Member Receives Pacesetter Award
Julian De Lia, MD, received the 2010 Pacesetter Award from New York Hospital Queens in Flushing, NY. The award is presented each year to an individual who has had a major impact on the advancement of patient care, medical education, research, and the well-being of the human community.
Visit Us Online!
Minutes of recent WAPC committee meetings are available for viewing on the “Members Only” section of the WAPC Web site, www.perinatalweb.org.

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 any WAPC member, 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 Eva Fassbinder Brummel, WAPC Learning Coordinator, brummel@perinatalweb.org, (608) 417-6060.