

# DRIVING CHANGE: EDUCATION AND AWARENESS FOR IMMUNIZATIONS AND MATERNAL MORTALITY IN HIGH-RISK COMMUNITIES

May 7, 2024, 9 AM - 3 PM

DoubleTree by Hilton Madison East

4402 East Washington Avenue, Madison, WI 53704

**WCHQ Members register at no cost, Non-Member registration fee: \$80**

**Register by April 29, 2024, at [www.wchq.org/education-events](http://www.wchq.org/education-events)**

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## Agenda

**9:00 AM Registration, Networking, Exhibitors, and Refreshments**

**9:30 AM Introduction and Welcome**

*Gabrielle Rude, PhD*

*President and CEO, WCHQ*

**9:35 AM Addressing Disparities in Maternal and Child Health Through Data-Driven Interventions**

*Lori Bue, MPH*

*Quality Improvement Specialist, WCHQ*

**9:45 AM Keynote Address**

*Erica Y. Olivier, BA, MS*

*Deputy Commissioner of Community Health, City of Milwaukee Health Department*

**10:25 AM 10 Minute Break with Exhibitors**

**10:35 AM HANDS - Handling All Neonatal Deliveries Safely - A Paradigm for Perinatal Safety**

*Paul D. Burstein, MD, FACOG*

*Medical Director, Perinatal Safety and Quality, Ascension Columbia St. Mary's Milwaukee & Ozaukee; Clinical Professor, Medical College of Wisconsin*

**11:05 AM Maternal and Infant RSV Immunization in Wisconsin**

*Stephanie Borchardt, PhD*

*Epidemiologist, Wisconsin Immunization Program*

*Maddie Kemp, MPH*

*Epidemiologist, Wisconsin Immunization Program*

**11:35 AM Communicating Confidence: Strategies for Improving HPV Vaccine Communication and Coverage**

*Melissa Gilkey, PhD*

*Associate Professor of Health Behavior, University of North Carolina*

**12:05 PM Lunch, Networking, and Exhibitors**

**1:00 PM Compassionate Care of Pregnant People with Substance Use Disorder**

*Sreevalli Atluru, MD*

*Assistant Professor (CHS) Department of Family Medicine and Community Health, UW Madison School of Medicine and Public Health*

**1:30 PM Using Patient Voices as an Equity Tool for Education**

*Lori Bue, MPH*

*Quality Improvement Specialist, WCHQ*

*Ramona Curry*

*Community Health Worker and Community Engagement Coordinator, Lindsay Heights Community and Walnut Way Conservation Corp*

**2:00 PM 15 Minute Break, Refreshments, and Exhibitors**

**2:15 PM Baskets of Hope Food Security Initiative**

*Amanda Prusak*

*Community Coordinator, The River Food Pantry*

*Helen Osborn-Senatus, MSW, Director of Operations, The River Food Pantry*

*Nikeya Agwoeme, MBA, MHA*

*Community Health Manager, SSM Health*

**2:45 PM Final Remarks**