



Maternity Action Team In-Person Meeting Thursday, June 12, 2014, 8:30am-2:45pm

Remote Participation Instructions

Follow the instructions below 15 minutes prior to the scheduled start time.

Please note that the primary means of listening to this event is streaming audio through your computer speakers. If you have any difficulty listening via your computer speakers, please contact a member of the project staff for further instructions.

1. Direct your web browser to the following URL: ngf.commpartners.com .
2. Under “Enter a meeting,” type in the meeting number: **987981**
3. Click “Enter.”
4. In the “Display Name” field, type in your first and last name and click on “Enter Meeting.”

Objectives

1. Finalize the playbook and prepare for its dissemination
2. Collaboratively agree upon tactics for the Partnership and Communication strategies
3. Foster meaningful relationships among Maternity Action Team members

Agenda

8:30am	Breakfast (compliments of National Quality Forum)
9:00am	<p>Opening Remarks</p> <p><i>Elliott Main and Maureen Corry, Action Team Co-Chairs</i></p> <ul style="list-style-type: none">• Welcome and introductions; review of the participants’ different roles and opportunities for engagement during today’s meeting• Review of MAT goal and strategies• Review of the day’s objectives and agenda
9:15am	<p>Finalize the “Playbook” for the Homestretch of Reducing EEDs</p> <p><i>Elliott Main, Action Team Co-Chair</i></p> <ul style="list-style-type: none">• Reiterate scope/charge/audience• Overview of playbook contents by section• Discuss final tweaks and additional elements/materials needed/appropriate name• Discuss dissemination strategy for playbook
10:45am	Morning Break

- 11:00am **Small Group Breakout: Tactics for Partnership and Communication Strategies**
Maureen Corry, Action Team Co-Chair
- Action team members will break into small groups to brainstorm tactics for the MAT to execute over the next four months related to the two strategies:
 - Partnership strategy: Reinforce national, state, and local perinatal collaborative partnerships that include patients, providers, and payers
 - Communication strategy: Ensure consistent consumer and provider messaging about normal, healthy childbirth and the benefits and harms of EED
- 11:45am **Lunch (compliments of National Quality Forum)**
- 12:15pm **Report Out: Execution of Partnership and Communication Strategies**
Maureen Corry, Action Team Co-Chair
- Report out on partnership and communication strategies agreed upon in small group discussions
 - Large group agrees upon tactics and next steps for execution
- 1:15pm **Large Group Discussion: Lessons Learned from EED Efforts**
Elliott Main, Action Team Co-Chair
- Application of MAT strategies to other maternal health issues
- 2:00pm **Afternoon Break**
- 2:15pm **Next steps**
Elliott Main and Maureen Corry
- Recording of next steps (to be distributed in meeting summary)
 - Closing comments
- 2:45pm **Adjourn**