# 2018 WAPC Annual Report

## Table of Contents

- **Page 3** President’s Letter
- **Page 4** Vision & Mission
- **Page 5** Partnerships
- **Page 7** Education & Programs
- **Page 10** New Publications
- **Page 11** Awards Highlights
- **Page 14** WAPC Statement of Income & Expenses
- **Page 15** WAPC Organizational Chart
- **Page 16** WAPC Executive Committee
- **Page 17** Board of Directors
- **Page 18** WAPC Committees & Work Groups
- **Page 18** Program Committees
- **Page 19** Operations Committees
- **Page 19** Staff
DEAR FRIENDS AND COLLEAGUES,

ON BEHALF OF THE BOARD OF DIRECTORS, thank you for your continued involvement in and commitment to the mission of WAPC as we work to improve perinatal outcomes, expand education and information exchange, support advocacy, and engage with members like you.

We experienced a good deal of growth in 2018, from welcoming our new executive director, Eileen Zeiger, to enhancing our support for the Wisconsin Perinatal Quality Collaborative. WAPC enhanced its partnerships with the Wisconsin Department of Health Services and the Centers for Disease Control, and continued its partnership with the Perinatal Foundation for joint programming and staffing. In collaboration with our partners, we continued our work to improve care of women and infants affected by opioids, care of women with hypertension, and human milk feeding after birth for all newborns.

WAPC once again ended the year in a strong financial position, with the majority of income and expenses going to programmatic work. We continue to be so grateful to the volunteers who serve on our committees, support our events, and serve in leadership positions, as well as to the members who regularly make in-kind contributions. In 2018, volunteers contributed the equivalent of nearly $100,000 worth of donated time to WAPC programs! Members’ willingness to contribute to the good of the organization and the population we serve, enables WAPC to be a robust organization.

Your engagement with and commitment to our mission made 2018 a successful year. We are excited to continue to grow with you in 2019.

With continued gratitude,
Elizabeth Goetz, MD, MPH, IBCLC, FAAP
WAPC 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 evidence-based, high-quality 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
PARTNERSHIPS

PERINATAL FOUNDATION:
The Perinatal Foundation and WAPC share a partnership that is akin to a healthy family – supporting one another to grow and succeed. These “sister” organizations share the common goal of improving perinatal health outcomes for all families through innovative programs and projects. In 2018, the Perinatal Foundation provided $113,350 to WAPC for staffing and programs and $20,987 for programming and development and maintenance of the organization/Foundation’s website, for a total contribution of $134,337.

PERINATAL FOUNDATION FUNDING SUPPORTED:

• 2018 WAPC Statewide Annual Perinatal Conference

• Fetal Monitoring “Lunch and Learn” Series: Beyond the Basics: The Art & Science of Tracing Interpretation

• Regional Forum Series: Human Trafficking: Identification, Tools, and Resources

• Web development
  New website and member portal to be created in 2019 for use in 2020

DESIGNATED BOARD POSITIONS:
To create partnerships with other groups and organizations, the WAPC bylaws require WAPC leadership to designate three board positions for representatives from professional or consumer groups that share similar interests to WAPC—healthy babies born to families ready to nurture, love, and support them.

In 2018, the following representatives of the respective professional or consumer groups served on the WAPC Board:

• Kiana L. Beaudin, PA-C, Ho Chunk Nation
• Beth Dibbert, Wisconsin Hospital Association
• Kathy Hartke, MD, WI Section American Congress of Obstetricians & Gynecologists
WAPC PARTNERS TO PROMOTE PERINATAL HEALTH

Centers for Disease Control and Prevention (CDC): With continued funding from the CDC, WAPC provided support to the Wisconsin Perinatal Quality Collaborative. The focus of the CDC grant is to improve care for women and infants affected by opioids. WAPC’s Perinatal Data Committee was instrumental in developing the data infrastructure to support the three clinical initiatives proposed. Sites participating in the first clinical initiative, improving identification of infants at risk for neonatal opioid withdrawal syndrome and standardizing care, will use PeriData.Net® as the platform for entering and accessing data.

Wisconsin Department of Health Services (DHS): WAPC was the recipient of Title V funds through DHS to address a variety of maternal and child health needs. Funds were used to promote human milk feeding, identify issues related to safe sleep, and support the administration of WisPQC.

WISCONSIN PERINATAL QUALITY COLLABORATIVE

WAPC is a founding partner of the Wisconsin Perinatal Quality Collaborative (WisPQC), and WAPC staff members provided needed administrative support to WisPQC and its initiatives. In its first full year of funding from CDC, WisPQC experienced growth in membership and involvement in its clinical initiatives. In addition, WisPQC hosted its first annual summit at the Sheraton Madison Hotel, attracting participants from around the state. WAPC members played important roles in WisPQC’s development through involvement in WisPQC’s Steering Committee and Data, Maternal, and Neonatal Work Groups.

WisPQC’s Human Milk Feeding Initiative revised its measures and completed its second full year. For more information go to https://wispqc.org.
EDUCATION & PROGRAMS

2018 ACTION AGENDA

The Action Agenda provided the framework for WAPC’s work in 2018 toward its mission. Examples of major accomplishments related to each part of the mission statement are shown below.

Leading collaborative efforts that promote, develop, and coordinate systems of evidence-based, high-quality perinatal care

- Published algorithms for pre-transport program development, maternal transport, and neonatal transport.
- Published an outreach checklist identifying the necessary components of three phases of outreach.
- Presented webinars and other educational activities focused on quality improvement in the context of clinical care.

Valuing and engaging the talented and diverse community of perinatal health care advocates

- Modeled multidisciplinary approaches to care in our educational and programmatic activities.
- Supported membership with reduced fees for educational activities.

Increasing public awareness of perinatal health

- Used public policy alerts and social media extensively to keep the public and perinatal care community informed of current issues affecting perinatal health.

Providing and supporting professional educational programs that focus on the continuum of perinatal care

- 48th WAPC Statewide Annual Conference on April 22-24, 2018, at the Osthoff Resort in Elkhart Lake, WI.
- 2018 Regional Forum Series on human trafficking, presented in collaboration with the WAPC regions.
2018 REGIONAL FORUM SERIES

The 2018 Regional Forum Series, Human Trafficking: Identification, Tools, and Resources, connected the issues of labor and sex trafficking to the work of perinatal care providers. Human trafficking occurs in all 72 counties in Wisconsin, and we know that many of you have seen it or suspected it in your work. This series brought our executive director, Eileen Zeiger, together with local law enforcement and support professionals in each region to share the realities, red flags, and local resources with members throughout the state.

The 173 participants learned not only what signs to watch for in their patients, but also how situations, when interpreted in the context of human trafficking, reveal the extent of the problem. Participants in the series gained tools they can use to keep their patients and themselves safe, as well as who in their area can provide resources and assistance to people in trafficking situations.

The topic also resonated outside the health care community. WAPC Communications Specialist, Eva Fassbinder Brummel, sent press releases about the Forums to local media outlets in each region, and promoted the series to similar groups. Through these efforts, we were able to bring a truly multidisciplinary group together to learn about this important topic.

LEARNING OPPORTUNITIES CONTINUE TO EXPAND

2018 was a year of educational growth. WAPC addressed cutting-edge topics, adding a new three-part webinar series on perinatal quality improvement. This series emphasized severe maternal morbidity and mortality in Wisconsin, highlighting the “MEWS” (Maternal Early Warning System) and evaluating risk-based care through nursing practice.

WAPC also expanded its educational offerings for those who work with infants addressing their nutritional needs, adding the webinar, “Optimizing Nutritional Outcomes Beyond the NICU.”

WAPC continued to meet the demand for fetal monitoring education and how to improve outcomes for women and infants affected by opioid use by once again offering webinar series on both topics.
WAPC, with support from Wisconsin’s Department of Health Services, continued its promotion of comprehensive care for women with opioid use disorder by hosting its first-ever symposium on this important issue on July 24 at the Monona Terrace Community & Convention Center in Madison. The event featured Marjorie Meyer, MD, who presented two plenary sessions related to improving care through a comprehensive approach. In addition, WAPC President Liz Goetz, MD, MPH, presented a grant to the Family Health Center of Marshfield for its proposal to increase the comprehensiveness of its programming, expanding the role doulas play in supporting pregnant women with opioid use disorder.
NEW PUBLICATIONS IN 2018

• Updated Breastfeeding FAQs
• Planning for Pregnancy fact sheet on Hepatitis C
• Early Pregnancy Information
• Data to Inform Report: Electronic Health Record (EHR) and PeriData.Net(R) Use in Wisconsin Birth Hospitals
• From Just Say No to Just Say Know (and Do)
• Fetal Monitoring Basics Online Course
AWARDS HIGHLIGHTS

WAPC awarded its highest honor, the prestigious **Callon-Leonard Award**, to Phillip Nielsen, MSW.

Mr. Nielsen worked as a social worker in La Crosse and dedicated his career to helping infants and families. For 20 years, he organized the Child Maltreatment Conference and worked with community stakeholders to create Stepping Stones, a multi-disciplinary child advocacy center.

This annual award, first presented in 1976 in recognition of WAPC founders Helen F. Callon, RN, CNM, and Thomas A. Leonard, MD, celebrates the efforts of an individual, like Phillip Nielsen, to improve the health of mothers, infants, and families in Wisconsin. Thank you, Mr. Nielsen, for all that you do!

The **President’s Award** is given by the WAPC president to an individual or group that exemplifies the values of WAPC—collaboration, advocacy, and education. President Cresta Jones, MD, FACOG, selected Fredrik Broekhuizen, MD, to receive the award posthumously. During his lifetime, Frits embodied the values of WAPC through his leadership on the Perinatal Foundation Board, collaboration with colleagues throughout the state, and support of WAPC and Perinatal Foundation programming and continuing education opportunities. While Frits is greatly missed, the values he embodied continue to live on through the establishment of a Perinatal Foundation fund in his honor.
RECOGNITION AWARDS

WAPC Immediate-Past President Cresta Jones presented appreciation awards to 17 individuals who supported WAPC’s leadership transition as well as individuals who helped create and support continuing education programming and quality improvement efforts.

The first group recognized was the Human Milk Feeding Learning Collaborative of the Wisconsin Perinatal Quality Collaborative (WisPQC). In 2017, WisPQC launched a quality improvement initiative about human milk feeding that included measures for public health, hospital, and outpatient settings. In 2018, the initiative continued with a set of refined measures designed to improve the time when infants were introduced to the breast, the number of NICU infants fed mother’s or donor milk, and how parents learn about breastfeeding before, during, and after the birth of their infant.

The second group honored was the regional representatives from the three northern regions—Northcentral, Northwest, and Northeast. All of the individuals made a commitment to provide professional education on relevant topics to their constituents in a convenient location.
The next group honored made what will be a long lasting contribution to WAPC by accepting service on the special Search and Screen Committee for the next Executive Director. The group engaged in an incredibly thoughtful process that resulted in the hiring of WAPC’s new Executive Director, Eileen Zeiger. The Search and Screen Committee members advised on the recruitment process and materials, and participated in a well-defined vetting process that included consultation with an HR consultant. The Committee also engaged the staff in the interview process.

The final appreciation award went to an exceptional volunteer: Carolyn Rumph. Ms. Rumph is a retired dietitian from the Southcentral Region who regularly volunteers to help staff do all of the necessary tasks during the weeks leading up to the annual conference. Carolyn’s help along with her pleasant and calm demeanor are immensely appreciated by staff during WAPC’s busiest time of the year.
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 74% to program, 24% to management and general, and 2% to fundraising.

**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.**

**Overhead Expense includes payroll processing, rent, fax/copier lease, Charter Communications, office & meeting supplies, property & general liability insurances, and IT maintenance.**

<table>
<thead>
<tr>
<th>INCOME</th>
<th>EXPENSES</th>
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<tbody>
<tr>
<td><strong>Contributions</strong></td>
<td></td>
</tr>
<tr>
<td>Corporate Contributions</td>
<td>Accounting Services: $10,497</td>
</tr>
<tr>
<td>Individual Contributions</td>
<td>Bank Service Charge: $3,324</td>
</tr>
<tr>
<td><strong>Fees</strong></td>
<td>Donated Services*: $94,332</td>
</tr>
<tr>
<td>Meeting Fees</td>
<td>Development/Training: $3,828</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>Faculty/Consultants/Subcontracts: $115,901</td>
</tr>
<tr>
<td>Publications</td>
<td>Fees: $3,520</td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td>Legal: $1,008</td>
</tr>
<tr>
<td>CDC-WisPQC</td>
<td>Meetings: $81,665</td>
</tr>
<tr>
<td>DHS Title 5</td>
<td>Miscellaneous: $9,955</td>
</tr>
<tr>
<td>DHS-Opioids</td>
<td>Overhead**: $42,628</td>
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<tr>
<td>Perinatal Foundation</td>
<td>Postage: $112</td>
</tr>
<tr>
<td><strong>Other Revenue</strong></td>
<td>Printing: $3,748</td>
</tr>
<tr>
<td>Interest Income</td>
<td>Regional Organizations: $5,478</td>
</tr>
<tr>
<td>Regional Organizations</td>
<td>Salaries &amp; Fringe Benefits: $375,066</td>
</tr>
<tr>
<td>Other Income</td>
<td>Travel: $17,488</td>
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<tr>
<td>Donated Services*</td>
<td></td>
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<tr>
<td><strong>Total Revenue</strong>:</td>
<td><strong>Total Expenses</strong>: $768,545</td>
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<tr>
<td>$769,598</td>
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<td></td>
<td>Change in Unrestricted Net Assets: $1,053</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. **Overhead Expense includes payroll processing, rent, fax/copier lease, Charter Communications, office & meeting supplies, property & general liability insurances, and IT maintenance.
1 By the Memorandum of Understanding with the Perinatal Foundation (dated 12/30/2002), the Executive Committees of both WAPC and the Perinatal Foundation, the Executive Director, and any staff designated by the Executive Director, serve as the Liaison Working Group (LWG). In addition, the Presidents and Treasurers of both organizations comprise the Workforce Advisory Committee.

2 A Work Group created to meet MCH Block Grant requirements.

3 Includes the Cesarean Reduction Work Group

4 Includes the CEO Work Group and Fetal Monitoring Work Group

*In August 2016, Strategic Advisory Committee agreed to suspend the work of thee Public Affairs Committee indefinitely.
WAPC EXECUTIVE COMMITTEE

PRESIDENT
Elizabeth Goetz, MD, MPH, IBCLC, FAAP
UW School of Medicine & Public Health
Madison (2019*)

TREASURER
Janet Letter, MSN, RN-OB, C-EFM
Bellin Hospital
Green Bay (2020*)

PRESIDENT-ELECT
Sarah Walder, RN, MSN, APNP, NNP-BC
Aspirus Wausau Hospital
Wausau (2019*)

IMMEDIATE-PAST PRESIDENT
Cresta Jones, MD, FACOG
University of Minnesota Medical School
Minneapolis, MN (2019*)

SECRETARY
Linda Kent, RN, MSN
Northcentral Technical College
Wausau (2019*)

PERINATAL FOUNDATION REPRESENTATIVE
Chris Van Mullem, MS, RNC-OB, C-EFM
Sussex (2019*)

*Date after name indicates the year in which the director’s term ends.
The Wisconsin Association for Perinatal Care Board of Directors met on April 22, 2018, from 11:30 a.m. to 2:30 p.m. at the Osthoff Resort, Elkhart Lake, WI and on November 16, 2018, from 10 a.m. to 3 p.m. at the Best Western Premier Waterfront Hotel and Convention Center, Oshkosh, WI.
In 2018, WAPC maintained the following standing committees and work groups to support improved perinatal outcomes.

**PROGRAM COMMITTEES**

**INFANT AND FAMILY:**
- CHAIR, Mary Jo Snorek, MSN, NNP-BC, C-NPT, *Madison*
- CO-CHAIR, Anne Weinfurter, RN, *Milwaukee*

**NUTRITION:**
- CHAIR, Judy Zunk, MS, RD, CSP, CD, *Milwaukee*

**PERINATAL DATA:**
- CHAIR, Lisa Lokken, MSN, RNC-OB, C-EFM, CNS-BC, *Milwaukee*

**PERIPARTUM PRACTICE:**
- CHAIR, Julie Kessel, MD, *Madison*

**PRECONCEPTION & PRENATAL CARE:**
- CHAIR, Sarah Gnadt, PharmD, BCPS, *Madison*

**PRENATAL TESTING:**
- CHAIR, Cresta Jones, MD, FACOG, *Minneapolis, MN*

**PROFESSIONAL EDUCATION:**
- CHAIR, Mary Rolloff, PhD, RN, *Green Bay*

**TERTIARY CARE:**
- CHAIR, Chris Van Mullem, MS, RNC, *Sussex*

**WORK GROUPS OF THE TERTIARY CARE COMMITTEE:**
- CONTINUING EDUCATION AND OUTREACH – CHAIR, Janice McIntosh, BSN, RNC-OB, C-EFM, *Madison*

**FETAL MONITORING:**
- CHAIR, Chris Van Mullem, MS, RNC, *Sussex*
OPERATIONS COMMITTEE

BY-LAWS:
- CHAIR, Cresta Jones, MD, FACOG, Minneapolis, MN

CALLON-LEONARD:
- CHAIR, Cresta Jones, MD, FACOG, Minneapolis, MN

EXECUTIVE:
- CHAIR, Elizabeth Goetz, MD, MPH, IBCLC, FAAP, Madison

NOMINATING:
- CHAIR, Cresta Jones, MD, FACOG, Minneapolis, MN

STRATEGIC ADVISORY:
- CHAIR, Elizabeth Goetz, MD, MPH, IBCLC, FAAP, Madison

- The Annual Conference Planning Committee (ad hoc) and the Continuing Education
- Approval Program Provider Unit report to the Strategic Advisory Committee

2018 STAFF
Ann Conway, MS, MPA, RN, Executive Director (outgoing)
Eileen Zeiger, MA, Executive Director (incoming)
Eva Fassbinder Brummel, MPH, Communication Specialist
Jenee Jerome, MA, Program Coordinator
Kyle Mounts, MD, MPH, Deputy Executive Director-Programs
Barbara Wienholtz, Senior Executive Assistant
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