**Bright Futures Promoting Child Development and Promoting Mental Health Part 1**

January, 26 2011 Media Site Presentation 10:00 AM to 12:00 Noon

**Purpose:** Provide support for the use of Bright Futures 3rd Edition as a MCH program reference document for the public health assurance role in local practice. Information about work to promote child development and mental health in Wisconsin will be highlighted. Part 1 focuses on content for the early years found in Bright Futures: Promoting Child Development, pages 39 – 64, and Promoting Mental Health, pages 77 – 90. The session will describe the roles, messages, and materials to support efforts of public health professionals and partners to provide quality services to young children and their families.

**PRESENTERS:**

- Murray L. Katcher, MD, PhD, Chief Medical Officer for Community Health Promotion, Wisconsin Department of Health Services
- Roseanne Clark, PhD, Associate Professor, Department of Psychiatry, University of Wisconsin School of Medicine and Public Health
- Therese Ahlers MS, MPA, Executive Director, Wisconsin Alliance for Infant Mental Health
- Pence Revington, Child Development and Home Visitation Specialist, Family Living Programs, University of WI Cooperative Extension
- Linda Tuchman-Ginsberg, PhD, Waisman Center, Program Director for Early Childhood Professional Development, University Center for Excellence in Developmental Disabilities, UW-Madison

1. **INTRODUCTIONS - Murray Katcher (10 minutes)**
   - Overview of Bright Futures and Purpose of Webcast

2. **INFANT MENTAL HEALTH- Therese Ahlers (15 minutes)**
   - What is Infant Mental Health and What it is Not?
   - How is Infant Mental Health Developed?
   - Why Care About Infant Mental Health?

3. **PARENT-CHILD RELATIONSHIPS- Roseanne Clark (35 minutes)**
   - Attachment and Regulation
   - Parent – Child Relationship
   - Influence of Parent’s Health on Child’s Development:
     - Maternal depression
     - Mental health and substance abuse
   - Special Play

3. **CHILD DEVELOPMENT AND SCREENING – Pence Revington (15 minutes)**
   - Child development in all domains supports healthy children
   - Developmental screening supports best practice under Bright Futures
   - Benefits of developmental screening
   - Characteristics of an effective screening tool
   - The use of Ages and Stages Questionnaires in Wisconsin
   - Resources that are a “fit” for Bright Futures
   - Screening asks you to “Do Something”

4. **RESOURCES TO SUPPORT PRACTICE – Presenters (25 minutes total)**
   - Reflective Practice (Therese 5 minutes)
   - Wisconsin Alliance for Infant Mental Health (Therese 5 minutes)
   - Infant Mental Health Competency and Endorsement System (Therese 5 minutes)
   - UW Infant, Early Childhood and Family Mental Health Certificate (Linda and Roseanne 10 minutes)

5. **QUESTIONS (15 minutes)**

6. **WRAP UP AND EVALUATION - Murray Katcher (5 minutes)**