



**Partnering with PURPOSE**  
APRIL 13-16 | OAKLAND, CA

Dear Managers and Supervisors of Staff Attending the 2024 AMCHP Annual Conference:

On behalf of the Association of Maternal and Child Health Programs (AMCHP) Annual Conference Committee, we are excited to have members of your organization join us for the [2024 AMCHP Annual Conference](#). The AMCHP Annual Conference serves as a moment for professional growth, networking, and knowledge gain. This year the conference will take place in Oakland, California from April 13<sup>th</sup>-16<sup>th</sup>, with the option to attend virtually.

We would like to emphasize the significance of your organization encouraging and supporting your staff's participation in this event. We expect most attendees to join us in-person. That said, we are looking forward to a significant number of virtual attendees. Last year, we had over 300 virtual attendees! We have intentionally planned this year's conference so that virtual attendees receive the same benefits as if they were participating in person. However, to ensure that virtual attendees fully capitalize on the full spectrum of the conference, we would like to strongly suggest that virtual attendees are given the chance to fully engage without the distractions of regular work tasks and meetings. We clearly heard this in our follow-up to last year's AMCHP conference.

Here are a few key benefits of allowing virtual attendees to participate in the conference:

1. **Professional Development:** AMCHP's Annual Conference offers an opportunity for attendees to learn from subject matter experts, gain new perspectives, and acquire valuable skills that can directly contribute to their professional development and growth within your organization.
2. **Networking Opportunities:** One of the most valuable aspects of the AMCHP Annual Conference is the many opportunities to network and learn from peers. Whether attendees are in-person or virtual, actively participating in conference sessions and networking events allows for the opportunity to expand professional networks and foster valuable connections that can benefit both the attendee and the organization they represent.
3. **Staying Updated with Latest MCAH Trends:** The landscape of Maternal, Child, and Adolescent Health (MCAH) is constantly evolving, and staying up to date with the latest trends, data, and best practices is crucial in this line of work. The insights gained from conference sessions can help attendees contribute to innovative research and facilitate program implementation according to their respective roles.
4. **Engagement:** Supporting virtual attendees' participation in the conference demonstrates your commitment to their professional growth. It creates a sense of investment in their professional development which can have a positive impact on morale, work engagement, and overall job satisfaction.



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Given the importance of the virtual conference experience as a learning and development opportunity for attendees, we respectfully request that you consider allowing your staff who are attending virtually to fully engage and participate in the sessions. We suggest that you do so by redirecting attendees' non-essential meetings and tasks during the duration of the conference and perhaps allowing your staff to set an out-of-office message during the time they attend the conference.

Thank you for your partnership in this important work.

Sincerely,

A handwritten signature in black ink that reads "Lisa Asare". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Lisa Asare  
President

A handwritten signature in black ink that reads "Terrance E. Moore". The signature is in a cursive style, with the first letters of each name being capitalized and prominent.

Terrance E. Moore  
Chief Executive Officer