



AMETHIST@PENN

ACHIEVING MATERNAL EQUITY
AND TRANSFORMING HEALTH
THROUGH IMPLEMENTATION
SCIENCE AND TRAINING

March 2025 News & Updates

Announcements & Upcoming Events



View our full
calendar of events!



Virtual Seminar: *Disseminating Maternal Health Research Findings on Social Media*

Friday, March 7th | 1:00 pm EST

This seminar explores how social media can be leveraged to improve maternal health outcomes and address disparities. Using communication theory, it systematically examines which types of messages perform well on social media, offering insights into crafting engaging, evidence-based content for the Centers of Excellence. Participants will gain tools to disseminate their findings in a social media context to amplify maternal health messages and drive behavior change. Our presenter for this session will be **Emily Pfender**, a **postdoctoral researcher at AMETHIST** who has a background in health communication, specializing in how social media impacts women's health.

3/7 Registration

SDG 3 Virtual Webinar: *Implementation of Evidence-Based Practices for Improving Maternal & Neonatal Health*

Wednesday, March 19th | 12:00 pm EST

SPRINGER NATURE
SDG Programme
supporting the Sustainable Development Goals



This webinar will focus on best strategies for implementing evidence-based practices to improve maternal and neonatal health. **Dr. Rebecca Hamm, MD, MSCE (AMETHIST@Penn)** and **Dr. Jennifer Callaghan-Koru (University of Arkansas for Medical Sciences)** will be the speakers for the

first session: *Implementation priorities for addressing the maternal health crisis in the USA: results from a modified Delphi study among researchers.*

3/19 Registration



Virtual Workshop:
Leveraging Systematic Reviews and Guidelines for Implementation Science Work

Friday, March 28th | 12:00 pm EST

This workshop will teach participants how to pragmatically determine whether reviews and guidelines are robust enough to serve as a basis for implementation science interventions. During this session, we will review basic methodology and critically appraise systematic reviews and guidelines with an implementation science lens. We will break into small groups to review two maternity-focused guidelines [(1) NICE guideline on intrapartum care, and (2) USPSTF guideline on folic acid supplementation in pregnancy], compare methods used for development, and considerations for generalizability and applicability to local contexts. **This workshop will be hosted by The Center for Evidence-based Practice (CEP)**, Penn Medicine's premier resource for rigorous assessment, synthesis, and translation of evidence.

3/28 Registration

Virtual Seminar:
Practical Steps for Using Social Media to Improve Maternal Health Outcomes

Friday, April 4th | 1:00 pm EST



Building on our March seminar, this session provides practical steps for using social media to improve maternal health outcomes and address disparities. Using the communication model as a guiding frame, we will review examples of maternal health posts that succeed in engaging audiences. Attendees will learn practical ways to develop their own evidence-based social media content, which can be useful for centers who want to share their research findings broadly. **Emily Pfender, PhD**, will be leading the seminar and is a postdoctoral researcher at AMETHIST. She has a background in health communication, specializing in how social media impacts women's health.

4/4 Registration

March Office Hours for IMPROVE Trainees

Wednesday, March 12th

Are you a trainee involved with one of the IMPROVE Centers of Excellence? If you are looking for assistance with IDP creation and feedback, career development award guidance, or advice on the design and conduct of a small-scale implementation project, feel free to sign up for office hours with our AMETHIST Training Core Co-Leads or Co-Investigators.

Trainees may include post-docs, undergraduate or medical students, junior faculty, or anyone in a structured training program.

Sign up here for a 20-minute session:

[Monthly Training Core Office Hours — Signup Sheet](#)



PISCE Spring 2025 Writing Retreat

March 24th-28th | Every day from 9a-12 pm EST

The Penn Implementation Science Center will host its Spring 2025 Writing Retreat for **early career implementation science researchers** this March. The multi-day event will be led by Dr. LauraEllen Ashcraft, PhD.

During the retreat, attendees will 1) write goals for each day, 2) have the camera on for additional accountability, 3) take 5-minute breaks at the top of each hour, 4) share progress & wins at the end, and 5) utilize a shared spreadsheet for daily goals and progress tracking.

Click [here](#) for more information including registration details.



Policy Day

POSTPARTUM CARE: VITAL
OPPORTUNITIES TO
PROMOTE MATERNAL
HEALTH

SAVE THE DATE

MAY 13, 2025 FROM 12PM TO 5PM (EST) VIRTUAL EVENT

The AMETHIST Policy Core is happy to announce our upcoming Policy Day on “Postpartum Care: Vital Opportunities to Promote Maternal Health.” The event will take place virtually on **May 13th from 12:00-5:00 pm EST**. The goal of this event is to facilitate open discussions about postpartum care policies and research, encouraging collaboration and outlining actionable strategies to advance postpartum care. During the event, attendees will have the opportunity to engage with and learn from other IMPROVE investigators as well as legislators, maternal health advocates, practitioners, and journalists.

Registration for this event will be delivered next week.

Resource Documents for Maternal Health Implementation Science Research

Our postdoctoral trainees have developed four resource documents to support the work of maternal health researchers within and beyond the AMETHIST network. Learn more at the links below:

- [Measuring Acceptability in a Maternal Health Equity Context](#)
- [Incorporating Equity Frameworks into Maternal Health Implementation Research](#)
- [Qualitative Methods in Maternal Health Implementation Science](#)
- [Measuring Reach in Maternal Health Implementation Research](#)

Share your Maternal Health Implementation Science Opportunities with Us!

Would you like to share current job postings or training events related to maternal health implementation science with us? Please email these opportunities to [**AMETHIST@penncmedicine.upenn.edu**](mailto:AMETHIST@penncmedicine.upenn.edu) to promote in our monthly newsletters!

Check out our library of resources
or request a consult!

IMPROVE Collaboration Portal

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