



AMETHIST
ACHIEVING MATERNAL EMPOWERMENT
AND TRANSFORMING HEALTH THROUGH
IMPLEMENTATION SCIENCE AND
TRAINING

March 2026 News & Updates

Announcements & Upcoming Events



View our full
calendar of events!



AMETHIST Messaging Series: *Using Audience Segmentation to Combat Misinformation*

Friday, March 27th, 2026 | 1:00-2:00 PM ET

Audience segmentation is essential for creating effective messaging that addresses misinformation. Research shows that people interpret information through existing beliefs, identities, and levels of trust, meaning misinformation responses must be tailored rather than one-size-fits-all. Continuing her three-part messaging series, **Emily Pfender, PhD**, will lead a seminar that introduces audience segmentation as an evidence-based approach to understanding audiences and designing messages that are more relevant, credible, and effective.

[Register Here](#)

A note on this month's training seminar:

The AMETHIST Training Core will not host a virtual seminar this March and will resume in April. In lieu of this, we recommend the following supplemental readings:

- Ashcraft, L. E., & Lane-Fall, M. B. (2025). **The guided understanding of implementation, development & education (GUIDE): a tool for implementation science instruction.** *Frontiers in health services*, 5, 1654516. <https://doi.org/10.3389/frhs.2025.1654516>
 - View our virtual seminar on the GUIDE tool [here](#)

- Kumar, N. R., Butt, Z., Calcei, J. B., Forkpa, M., Mumford, S., Levine, L. D., & Hamm, R. F. (2025). **Assessing the Impact of a Digital Patient Navigation Tool for Iron Deficiency Anemia in Pregnancy: A Hybrid Effectiveness-Implementation Trial.** *American journal of perinatology*, 10.1055/a-2719-4992. Advance online publication. <https://doi.org/10.1055/a-2719-4992>

March Office Hours for IMPROVE Trainees

Wednesday, March 11th

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](#)

Design Core Workshop: *Applying CFIR to Maternal Health Research*

Monday, April 20th | 1:00-2:00 PM ET

As a follow-up to the recent [CFIR workshop](#), this session will demonstrate how to apply the CFIR framework to maternal health research projects. It will also serve as a hands-on working meeting designed to help guide your projects toward success in this area. If you would like your project to be featured during the session, please email Program Coordinator, Dashia Gray-Davis at

Dashia.Davis@Penncare.upenn.edu.

[**Register Here**](#)

Join us for our third virtual Engagement Enhancement Collaborative (EEC) forum!

Wednesday, March 11th | 2-3:30 PM ET

The discussion will be led by **Dr. Lindsay Admon, MD, MSc, FACOG**, and will focus on geographic challenges in maternal health and Medicaid postpartum benefit extensions.



Call for Proposals: AMETHIST@Penn Pilot Grants in Maternal Health Implementation Science

AMETHIST@Penn has announced its **2026 Pilot Grant in Maternal Health Implementation Science call for proposals**. This opportunity is for a grant in the amount of \$20,000 to support a 1- year research project and will offer investigators support and hands-on mentorship through the AMETHIST Hub.

Investigators with interests in maternal health, health disparities, and implementation science are encouraged to apply! Up to three scholars will be accepted on an annual basis through the grant period, and there is no limit on how many applications can be submitted per CoE or CIP. **The deadline to apply is June 1st, 2026.**

Please email AMETHIST@pennmedicine.upenn.edu for more information about this opportunity.



PISCE to host its 10th annual Implementation Science Institute (ISI) this June 2026

June 23rd-June 26th | 12-5:00 PM ET (Daily)

Registration is now open for the 10th annual Implementation Science Institute, and **will close on May 22nd, 2026**. This year's keynote speaker will be **Dr. Byron Powell, PhD** of Brown School at Washington University in Saint Louis, MO.

The AMETHIST@Penn team will sponsor up to 2 members from each IMPROVE Center of Excellence. More information on these sponsorships will be shared with Centers between now and April 2026. Please stay tuned!

About ISI

ISI 2026 Event Flyer



Dr. LauraEllen Ashcraft, PhD, MSW who serves as one of AMETHIST's Co-Directors, is the developer and lead editor for a research topic on implementation science tools.

The deadline for manuscript submissions is August 23rd, 2026.

Read more [here](#).

AMETHIST would like to thank all who joined our recent SMFM 2026 Pregnancy Meeting lunch!



AMETHIST and IMPROVE Centers of Excellence attendees gathered at the SMFM 2026 Pregnancy Meeting in February

AMETHIST hosted an IMPROVE networking lunch at the Society for Maternal-Fetal Medicine (SMFM) Pregnancy Meeting that took place in Las Vegas, NV this past February. We are so grateful for the in-person connection and look forward to more opportunities to gather together in the future! Thank you to everyone who attended!

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@pennteam.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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