

**INTERAGENCY COORDINATING COUNCIL  
COMMITTEE MEETING MINUTES**

**COMMITTEE:** Public Awareness Committee

**DATE:** May 19, 2005

**COMMITTEE MEMBERS**

**MEMBERS PRESENT:** Elaine Schneider, Kathleen Colvin, Zelna Banks, Toni Doman, Cynthia Jaynes, Janet Canning

**MEMBERS ABSENT:** Hedy Hansen, Thomas McCool, Shirley Stihler, Stephanie Pringle Fox, Nenita Herrera-Sioco, Cal Enriquez

**DEPT. LIAISON:** Pat Widmann, DDS

**STAFF:** Elissa Provance, WestEd CPEI

**SUMMARY OF IMPORTANT POINTS, ACTIONS CONSIDERED AND  
RECOMMENDATIONS**

1. **Welcome and Introductions**  
The meeting was called to order by Co-Chair Elaine Schneider at 1:30 pm. Committee members provided introductions.
2. **Agenda Review**  
Agenda was reviewed—no changes noted.
3. **Review of Minutes**  
PAC February 2005 minutes were reviewed and approved with no changes noted.
4. **Executive Committee Report**
  1. Elaine acknowledged the work of the DDS PAC Liaison and WestEd Staff for their work in preparing the draft recommendations that were presented at the Executive Committee meeting earlier in the day. Elaine indicated that the Executive Committee requested that PAC recommendations be refined to include comments generated at their meeting.
  2. An interim meeting will be held June 8<sup>th</sup> to discuss collaborative opportunities and to finalize recommendations for presentation at the September ICC meeting. Recommendations will be presented as “ICC Recommendations” as opposed to specific committee recommendations.

Deleted: This section only includes assignments to PAC and any PAC response or decisions.

**5. Review of Proposed Final Recommendations**

Elaine shared feedback provided at the Executive Committee meeting on the PAC draft recommendations. Committee members refined the draft recommendations based on this input.

*Action:* Pat Widmann will prepare and forward revised recommendations to Elaine, Hedy, and Zelna for their review.

Discussion focused on dissemination strategies for the newly-produced *Reasons for Concern* brochure as presented in EE-1 (p. 118). For example, how is "wide variety" defined; how can this plan reach state and local level partners; and how can we focus on individualized communities? Janet Canning discussed effective dissemination plans as being "sustained" dissemination as opposed to a "one shot deal."

**6. Identification of Collaborative Opportunities with ISH, QSDS, and FRSC**

PAC members identified potential collaborative opportunities with ISH focusing on physician outreach and training; data collection; interagency collaboration; and inquiry and intake. Elaine briefly discussed a "Matrix of Recommendations for Increased Outreach and Coordination with Physicians and Other Primary Health Care Providers" and a "Compilation of Recommendations Organized by Major Components" that were developed at a joint meeting between PAC and ISH in February 2003. ISH Chairs were presented with these documents for discussion in their committee.

Two additional opportunities with QSDS were identified focusing on monitoring reports and protocol.

**7. Review of PAC Work Plan**

PAC members reviewed and updated the Work Plan to reflect the work to be completed at the June 8 interim meeting.

**8. Update on the Parent Leadership Award Criteria**

Kathleen Colvin and Elissa Provance presented the Parent Leadership Award Criteria developed by Ad Hoc PAC committee members Kathleen, Zelna, Cheri Schoenborn (ICC Staff Manager), and Elissa (staff to PAC). The document, based on the federal award criteria, focuses on California and Early Start.

PAC members also discussed dissemination strategies for the nomination forms. These include:

- Posting a PDF on the DDS, FRCNA, WestEd, First 5, CDE, and DD Council websites
- Mailing the criteria to regional centers, family resource centers, ICC members, SELPAs, and advocacy groups (the SELPA mailing

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would include a cover letter prepared by DDS suggesting that the nomination criteria be distributed to LEAs)

- Including the criteria with the Public Notice for the September ICC meeting

**9. Update on *Reasons for Concern* brochure:**

Janet Canning informed PAC that all languages of the Reasons for Concern brochure had just been printed and were awaiting packaging at the printer's. Janet reported that the brochure was going to be advertised in the CDE Press catalog with an indication it would be available December 2005.

Pat Widmann gave an update on the targeted pilot dissemination, which is a four-phase process.

1. Between June and December 2005, the brochure will be sent to Central Valley Regional Center, Inland Regional Center, and Far Northern Regional Center catchment areas to replace current referral materials. These areas, which represent 17 counties, were selected based on the stability of their Early Start systems and their cultural and geographic diversity. These regional centers will be instructed to do nothing different except to use the *Reasons for Concern* brochure for their outreach efforts.
2. Statewide dissemination will take place after December 2005.
3. Six to nine months following the pilot, best practice strategies from each area will be identified and implemented selectively. Based on the results of this phase, strategies would be shared statewide.
4. An evaluation of referral data, appropriateness of referral, percentage of children served, and other data points will be analyzed.

**10. Other**

No other business was discussed.

The meeting was adjourned at 4:15 pm.