

Approved: February 24, 2005

**INTERAGENCY COORDINATING COUNCIL
COMMITTEE MEETING MINUTES**

COMMITTEE: Public Awareness Committee

DATE: November 18, 2004

COMMITTEE MEMBERS

MEMBERS PRESENT: Elaine Schneider, Hedy Hansen, Kathleen Colvin, Zelna Banks, Thomas McCool, Stephanie Pringle Fox

MEMBERS ABSENT: Toni Doman, Shirley Stihler, Cynthia Jaynes, Nenita Herrera-Sioco, Janet Canning

DEPT. LIAISONS: Rosa King, DDS, Pat Widmann, DDS

STAFF: Elissa Provance, WestEd CPEI

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

The meeting was called to order by Co-Chair Elaine Schneider at 1:30 pm.

Welcome and Introductions

Kathleen Colvin brought to the Committee's attention an omission about the FRC role in public awareness activities in the Early Start Child Find Fact Sheet. Staff will adjust the language to reflect this role prior to the next reprinting of these materials.

Rosa King was introduced as the new DDS Liaison to the PAC Committee.

Executive Committee Report

Elaine provided an overview of the Executive Committee meeting as follows:

1. Discussion about recruiting parents for ICC involvement, i.e., revisiting the flyer that was developed by PAC as well as the buddy system and the parent stipend. PAC agreed to review the existing protocol for new parent members, including the identification of grandparents, and determine what changes may be needed.
2. The ICC section of the Early Start Annual Report was presented to committee Chairs for review by each committee.
3. Parent Leadership Training (OSEP-funded) in May 2005: Five parents and one professional will attend the training and provide a presentation to ICC in September 2005. PAC discussed that Newcomers Orientation materials be provided to attendees to assist them in the formulation of a work plan. Hedy Hansen will provide the names of those attending.

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Review of Minutes

PAC September 2004 minutes were reviewed and approved with the following changes:

-- Add Zelna Banks, Stephanie Pringle Fox, and Thomas McCool to "Members Absent."

Review of PAC process for identifying recommendations

Staff reviewed the handouts and the process agreed upon by PAC members to guide them in the formulation of recommendations. Handouts included the Process for Developing Recommendations; Child Find Components; Products Currently in Use; Questions and Data; Priorities/Gaps and Needs; and Recommendations.

The Committee also discussed that each proposed recommendation must pass the criteria test set by the Executive Committee:

- Measurable Outcome
- Feasibility
- No Cost to the System
- Consensus of the Executive Committee

Review of Executive Committee Work Plan and PAC Work Plan

PAC members reviewed and updated these work plans as appropriate. In the PAC Work Plan, a section will be added, entitled, "Activities In Process."

Distribute and review additional handouts

DDS Liaison disseminated information about child find models and a letter from OSEP dated October 24, 2003 addressing Connecticut's query about accepting referrals.

Brainstorming of ideas for proposed recommendations based on identified Priorities/Gaps & Needs:

- The soon-to-be-released "Reasons for Concerns" brochure be disseminated to the following agencies and entities, and also be inserted into the Central Directory when mailed:
 - First 5 California Children and Families Commission for inclusion in their New Parent Kit
 - Medical Community
 - Child Care Community
 - Foster Care Agencies
 - Family Resource Centers and Networks
 - Adoption Agencies
 - Indian Health Clinics
 - Vendored Programs
 - WIC

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- A link be placed on partner agency websites that would direct users to the DDS Early Start home page to access publications and ordering information.
- guidelines be developed for local dissemination of outreach materials in multiple languages.
- MOUs state specific places for dissemination of Early Start materials.
- State Early Start partner agencies be asked to participate in dissemination efforts with their own agencies.
- guidelines be developed for local public awareness activities including the use of media in outreach efforts.

The above ideas for proposed recommendations may relate to the following 9 of the 19 identified gaps and needs, however, further analysis is required.

1. Children 12-24 months may be underidentified.
2. Local partner agencies may be underreferring or their referrals may be underreported. (Data may be inconclusive due to coding errors.)
3. Migrant and homeless populations may be underserved as indicated by low percentage of Hispanics served.
4. California underserves kids by .5% or about 5,800 kids statewide when compared with the general population. State data is generally positive but local data is not available.
5. Multilingual materials are critical for outreach to hard-to-reach populations but are utilized by only half of the regional centers.
6. The Early Start Central Directory and Annual Report are not widely distributed to local partner agencies.
7. Most local partner agencies do not order many Early Start products.
8. Difficulties encountered during mailings may interfere with state-level distribution of materials to the correct primary referral source.
9. High activity on the WestEd Center for Prevention and Early Intervention website may indicate an interest in downloadable Early Start materials or link to DDS product website.

The following proposed recommendation was developed:

PAC recommended that based on the Annual Performance Report, a Fact Sheet of Child Find activities be included in mailings of Early Start materials and handouts at Early Start Institutes.

Linkages with Other Committees:

PAC identified that they should link with the Integrated Services and Health Committee regarding dissemination of outreach materials to the medical community.

Next steps for the committee are to:

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- Review the remainder of the gaps and needs
- Brainstorm ideas to address them
- Prioritize the ideas for developing proposed recommendations
- Apply the criteria test to each proposed recommendation
- Vote on which proposed recommendations to present to the ICC Executive Committee

Other

- Staff distributed the ICC's section of the Early Start Annual Report with instructions for review.
- DDS Liaison provided a brief overview of CAPTA and the ongoing work with DSS regarding a new Interagency Agreement. The enhancement of the current procedures will be an attachment to the new Interagency Agreement.

The meeting was adjourned at 4:30 pm.