

**INTERAGENCY COORDINATING COUNCIL
COMMITTEE MEETING NOTES**

COMMITTEE: Public Awareness

RECORDER: Anastacia Byrne-Reed **DATE:** November 20, 2008

COMMITTEE MEMBERS

PRESENT Tony Anderson, Kathleen Colvin, Toni Doman, Stephanie Pringle-Fox, Shane Nurnberg, Dr. Elaine Fogel-Schneider,

ABSENT: Rebecca Carroll, Cal Enriquez, Shirley Stihler

GUESTS: Julie Bray, Kevin Brown, Rick Ingraham, Bethaney Kavrik, Dr. Raymond Peterson and Patric Widmann

LIAISONS: Erin Paulsen, DDS; Pamela Quiroz, CDE

MEETING NOTES

I. INTRODUCTIONS AND WELCOME TO NEW MEMBERS

II. SHARING IMMERRING ISSUES/TRENDS

Tony Anderson of ARC of California shared news about the Partners in Policy Making Program. There were 40+ graduates in October 2008. This graduate pool represents a contingent from central California. Next terms session will be held in Los Angeles County, due to its huge population. There are 7 regional centers in LA County alone. The session after LA County will cover the rest of Southern California (San Diego, Imperial, Riverside, etc.). Future sessions beyond these remaining Southern California counties will focus on California as a whole. Another exciting item from Partners in Policymaking was the fact that a graduate from a prior year has been elected to office within his school board. Apparently, this candidate got more votes than the incumbent!

Toni Doman reported that the Hearts to Hands Family Resource Center, serving Inyo and Mono Counties, is gearing up for their annual Holiday Party for their families. This party is very appreciated by the families they serve and great fun for the center's staff to put on.

Patric Widmann expanded on Tony Anderson's comments about the recent graduates of Partners in Policymaking. These graduates are the same pool which will, hopefully, collaborating on presentations at the Early Start Institutes in 2009.

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Pamela Quiroz of the California Department of Education reported that she is replacing Janet Canning as the department Liaison to PAC. Her supervisor, Jim Belotti will now be taking Pamela's place on the QSDS committee.

Shane Nurnburg of Rowell Family Empowerment Center in Redding reported that the Pacer Center and IBM donated a brand new young explorer computer to the Center. The computer came equipped with a lot of very cool programs for the kids to use!

Dr. Schneider shared exciting information on a new on-line cohort-hybrid method of training for speech and language pathology professionals which has been piloted by Nova Northwestern University with the support and approval of ASHA. This program allows working professionals to obtain their Masters degrees on-line and requires only one face to face session with their instructors during the semester. Academic prerequisites mandate a bachelor's degree in speech and language pathology upon entry into the program. Tuition for this program is provided by Nova and is offered at no fiscal cost to participating students, however, in order to qualify for the tuition cut, students must commit to staying with their respective school districts for 5 years. Dr. Schneider said that although this program has been piloted in Hesperia, other cohorts have been conducted in Oregon, Nevada (Las Vegas) and other states with great success. Nova has been very receptive to working out logistical issues for students outside of the piloted areas and have been able accept these students into the program. This program has been a huge success for all involved and hopefully will close the shortage of qualified speech and language professionals in California. It was suggested to Dr. Schneider by PAC members that she should present this exciting news at the Public Input portion of the ICC on Friday, 11/21/08.

III. AGENDA REVIEW

The agenda was reviewed and approved with the addition of two discussion items under "Other". The two new topics are 1) strategic planning meetings and 2) planning a celebration to recognize the accomplishments of the ICC.

IV. REVIEW AND APPROVAL OF PRIOR MEETING NOTES

PAC May 2008 minutes were reviewed and approved.

V. RECOMMENDATION REPORT BACK AND DISCUSSION

PAC members asked for clarification on the differences between the two handouts distributed at the opening of the meeting, Attachment s A and B. It was explained that Attachment A represents the changes on the recommendations that came out of the discussions at the June 2008 Interim Meeting, and Attachment B represents the recommendations prior to the June 2008 Interim Meeting. PAC members were urged to review the recommendations with the following considerations 1) Feasibility, 2) Usefulness and 3) Cost effectiveness. Also, the first four recommendations are PAC's specific priorities for review.

Recommendation #1

Discussion and justification for changing language in this recommendation: This dissemination process is currently underway. Many providers have ordered the *Primary*

Healthcare Providers Roles in Early Intervention product. There was a suggestion to clarify what kind of ES product this is by adding the word “brochure” (see changes in verbage below) PAC members furthered suggested that dissemination plans be revisited for effectiveness. Did this resource reach enough providers/interested parties? It was explained to PAC members that dissemination is both local and statewide. Most effective way to circulate this resource is through parent outreach avenues. Perhaps a strategic dissemination plan could be developed and accompany the brochures when they are mailed out to the community. Purchasing provider lists for physicians and pediatricians which was done in the past, but proved to be very expensive. Not cost effective. Based on this discussion, changes in verbage are underlined:

The ICC recommends that a dissemination plan with strategies for local level distribution be developed by DDS, with input from PAC, for distribution of the Primary Healthcare Providers Roles in EI intervention brochure and the early start materials to address potential referral sources that may be under identifying young children, specifically those between 12-24 months of age.

Recommendation #2

Discussion and justification for adding language to this recommendation: Babyline Call Summary Sheet (**Attachment C**) was reviewed by PAC members. Suggestion that the definition of the “community” (Under the subheading “Outreach”) be better defined as members were unsure what “community” entailed. PAC’s department liaison said this information could easily be broken out on the summary. Other points for consideration for Babyline Summary 1) Should pre-natal calls be included in this Babyline summary, 2) Keep baby line summary a regular report for presentation at every PAC meeting, and 3) WestEd could provide dissemination numbers on products distributed to community to further enhance babyline summary. Lastly, in the interest of staffing and time, it was suggested that not all items need be provided at every PAC meeting but perhaps only on a need to know basis. Based on this discussion, changes in verbage are underlined:

The ICC recommends that DDS provide ongoing reports and or data to PAC, such as WestEd product dissemination, information from monitoring visits, child find efforts, primary referral sources, physician referrals, percentages served, language spoken, baby line calls, and other information to identify promising early entry strategies for program improvements.

Recommendation #3

Discussion and justification on addition to language to this recommendation: PAC members thought it prudent to be as specific as possible about the age range cited on this recommendation. Also, while some state departments may have content protocol issues with posting a DDS Early Start link on their webpages, that did not preclude providers and other partners out in the community from providing links on their websites to the DDS Early Start webpage. This recommendation will retain the verbage of “and websites at partner state departments” to ensure if link can be posted it, it will. Based on this discussion. Changes in verbage are underlined:

The ICC recommends that the State of California home page and websites at partner state departments. And other entities, including but not limited to, Head Start/Early Head Start, regional centers and local education agencies, have a link to the early start home page housed on the DDS website with a clear message that also identifies early start, specifying the age range from birth-3 years.

Recommendation #4

Discussion: PAC should have the right to review all outreach materials, however, due to occasional mandates imposed by OSEP, PAC may not be able to conduct their review in a timely manner. Based on this discussion, addition in Verbage are underlined:

The ICC recommends that PAC be responsible for reviewing all early start outreach products and activities and advising DDS regarding the content and dissemination of future public awareness materials and child find efforts to ensure maximum benefits from all public awareness and child find efforts unless OSEP mandates preclude committee review.

VI. OLD BUSINESS

Discussion was superceded as other topics took precedence. See Section VIII.

VIII. DDS UPDATE

Discussion was superceded as other topics took precedence. See section VIII.

VIII. OTHER

Strategic Planning.

PAC has very strong feelings about its role in the ICC as support committee to the other standing committees. PAC feels that they need their own charge rather than operating as a support tool. The other standing committees often were heavily involved with their own committee specific issues and assignments; therefore, PAC felt it was not as effective as it could have been in providing the required support. Several suggestions were made to identify this new charge 1) Provide recommendations reviewed and discussed this morning to the ICC Executive Committee for review and approval, 2) Review of Indicators in the Annual Performance Report, 3) looking at how the landscape in the Early Start community has changed since the inception of PAC, and 4) Revisit this topic after Rick Ingraham and Kevin Browns' presentation on the state performance and annual performance reports on 11/21/08 as it will provide background on the climate and health of the Early Start community. It will, perhaps, provide PAC with a specific purpose.

It was discussed that the February 2009 meeting would be sufficient for strategic planning purposes. Details as to who will attend these strategic planning sessions are yet to be determined.

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Celebrations

Every day should be a celebration of Early Start accomplishments.