

**INTERAGENCY COORDINATING COUNCIL
COMMITTEE MEETING MINUTES**

COMMITTEE: Public Awareness
DATE: November 29, 2001
RECORDER: Pat Hastings

MEMBERS PRESENT: Elaine Schneider and Martha Sanchez, Co-Chairs;
Stephanie Pringle-Fox, Zelna Banks, Nenita Herrera-Sioco, Kathleen Colvin, Cynthia Jaynes

MEMBERS ABSENT: Hedy Hansen, Shirley Stihler, Ellen Broms, Christina Johnson

DDS LIAISON: Pat Hastings

GUESTS: Yvonne Aguarino

I. Special Video Presentation by Mary Lu Hickman – Outreach to Physicians

The PA Committee joined the Health Services Committee and others for the video presentation. Dr. Hickman showed New Jersey's *First Signs*, a 20 minute educational video targeting parents and physicians and early identification of the warning signs of autism and other developmental disabilities in early childhood. Committees were encouraged to discuss their response to the video in Committee meetings.

PAC 's response to the video:

- Video is too long.
- Focus is on autism rather than all developmental delays.
- Our physician's brochure is a better outreach tool.

ACTION: Pat Hastings will request a copy of the *First Signs* kit, including screening tools and developmental chart for committee review at the next meeting.

ACTION: Pat Hastings will bring the Prop 10 Parent Kit to the next meeting for committee review

II. Introductions

Introductions were made. New members Cynthia Jaynes (ADP) and Kathleen Colvin (R & R) were welcomed. Members discussed the absence of Pat Winget (Early Start Resources) as an integral participant in public awareness activities. Pat Hastings

reported that Pat Winget would be attending those PAC meetings that addressed products within the WestEd contract. There was unanimous consensus for Pat Winget's attendance at each PAC meeting.

ACTION: Elaine Schneider will contact Virginia Reynolds, WestEd, to request Pat Winget's involvement in all committee meetings.

III. Agenda Review

The agenda was reviewed and presentations on Foster Care Outreach and Health and Wellness Outreach will not occur at this meeting. Additional agenda items included the development of a protocol for issuance of the ICC Certificates of Appreciation, reaction to *First Step* video and brainstorming child care strategies. The agenda was then approved.

IV. Approval of July Minutes

The meeting minutes of July 26, 2001 were approved as written. The Early Start Resources Report that was presented at the May 17, 2001 was distributed to all members present.

V. Follow-up on Prior Activities

Members reviewed July 26, 2001, action items as follows:

- Elaine will contact Pat Aguilar regarding foster care outreach options.
- A presenter on foster care outreach was unavailable for the November meeting.
- A presentation on foster care outreach will be arranged for the Ontario Meeting in January
- Stephanie Pringle Fox and Pat Winget talked on the phone regarding "Tools for Child Find".
- DDS web site is linked to federal ICC web site.
- PSA (Spanish) was available for viewing after the meeting.

Members reviewed the task grid. See attached update.

ACTIONS:

- **Elaine Schneider requested that a copy of the ICC's recommended Public Awareness Strategic Plan be available at future meetings as a reference.**
- **The task grid will be updated by DDS with targeted dates for completion for each activity as outlined in the Strategic Plan.**

VI. Review "Tools for Early Start Child Find and Outreach"

Stephanie Pringle-Fox introduced the document, its purpose, audience and background. The document needs more information on outreach to physicians and other health care professionals. Zelna Banks agreed to share with Stephanie and Elaine health outreach materials that she has.

ACTION: Members will email Stephanie at sjfox@hotmail.com with suggestions regarding the document by December 15, 2001.

VII. Protocol for Issuance of ICC Certificates of Appreciation

Members developed the following recommendations:

- Certificates should be issued to anyone who meets the criteria and served on the ICC within the past seven years.
- Recipients must have attended at least 6 meetings and been a member for at least one year.
- Certificates will be awarded each March (Early Start Month) at the ICC meeting.
- Recipients will be invited to attend, and if unable to, the certificate will be mailed with a cover letter from the ICC Chair.
- ICC Chair and PA Co-Chair will make the presentations.
- Certificates will be framed.

VII. Child Care

Members brainstormed the following strategies:

- Produce a developmental chart for child care providers in collaboration with R & Rs and Prop 10.
- Support development of a master plan to serve all children 0-14 and 0-22 with special needs in collaboration with major stakeholders including R& R Network.
- Encourage attendance on February 5– 7, 2001, at the CDPAC Conference with child care strand at the Radisson Hotel in Sacramento.

VIII. State Reports

DDS Report - Pat Hastings reported:

PSA was being released within the next couple of weeks to over 50 television stations and family resource centers. Zelna Banks requested a copy for each SELPA. At this time, DDS is unable to provide additional copies. A suggestion was made that the PSA be available for loan to regional centers, SELPAs and local education agencies through their local family resource center or the Early Start Library (ESR). Zelna Banks requested a copy of the listing of 50 television stations.

The annual report is awaiting approval by the Governor's office before dissemination. The Central Directory is in final draft and ESR is developing cover options. The Connections Newsletter is undergoing a conceptual revision from reporting on early intervention news to more of a technical assistance approach. Fact Sheets are in the process of revision and reprinting.

Baby Line toll free information line (see attached report) had

- 258 calls in July, 2001;
- 179 calls in August, 2001;
- 250 calls in September, 2001;
- 262 calls in October, 2001; and
- 123 Spanish speaking calls from July – October 2001

ADP Report - Cynthia Jaynes reported;

There is recent research regarding the effects of alcohol use in woman through NAAC at www.jointogether.org/sa/news.

ADP programs have experienced a million dollar reduction in their budget but there is statewide agreement that residential programs will be exempt from cuts.

IX. Early Start Resources Report

Pat Hastings distributed ESR's dissemination report. See attached.

X. Other

Nenita agreed to collect calendar formats as examples for a potential ICC calendar. Formats may be forwarded to her by January 15, 2001.

X. Proposed Agenda for January 2002

- Report on mentoring strategies for new FICC parents (Nita)
- Review Prop 10 Parent Kit & *First Step* Kit
- Foster Care Outreach Presentation (share issues and possible solutions)
- Review calendar formats
- Review Input on "Tools for Child Find and Public Awareness"

XI. Adjourn

**STATE INTERAGENCY
COORDINATING COUNCIL**

PUBLIC AWARENESS COMMITTEE

Draft - AGENDA
for January 24, 2002

- I. Introductions
- II. Agenda Review
- III. Approval of Minutes
- IV. Presentation on Local Foster Care Outreach (to be invited)
- V. Report on Mentoring Strategies for new FICC Parents
- VI. Review Input on "Tools for Child Find and Public Awareness"
- VII. Review Prop 10 Parent Kit & *First Step* Kit
- VIII. Review calendar formats
- IX. Proposed Agenda for March
- X. Adjourn