

Approved on 11/16/06

**INTERAGENCY COORDINATING COUNCIL  
COMMITTEE MEETING NOTES**

**COMMITTEE:** Public Awareness

**RECORDER:** Kay Ryan

**DATE:** September 14, 2006

**COMMITTEE MEMBERS**

**PRESENT:** Tony Anderson, Zelna Banks, Rebecca Carroll, Toni Doman, Elaine Fogel Schneider, Shirley Stihler.

**ABSENT:** Kathleen Colvin, Cal Enriquez, Stephanie Pringle Fox

**GUESTS:** Diana Downing, and Jacqueline Tinetti. Patty Moore, Rhonda Spence, OSEP, and Wendy Santos, DDS (for a portion of the meeting)

**LIAISONS:** Janet Canning, CDE. Patric Widmann, standing in for Erin Paulsen, DDS

**MEETING NOTES**

**I. INTRODUCTIONS AND WELCOME**

PAC welcomed three people new to the ICC: Tony Anderson, Executive Director of ARC of California, Diana Downing, representing the Department of Mental Health (DMH) and Jacqueline Tinetti, representing the Department of Alcohol and Drug Programs (ADP). There has also been a change in support to PAC as Elissa Provance is being replaced by Kay Ryan, who will now serve as staff rather than as a Community Representative.

**II. AGENDA REVIEW**

The agenda was reviewed and approved with the addition of a joint meeting with the ISH Committee to get an update of the Physician's brochure as the last agenda item.

**III. REVIEW AND APPROVAL OF PRIOR MEETING NOTES**

PAC May 2006 minutes were reviewed and approved with one minor correction to remove the duplicate entry of Toni Doman's name, reflecting that she was singularly present.

**IV. EXECUTIVE COMMITTEE REPORT**

Dr. Schneider provided highlights from the Executive Committee meeting.

- California's OSEP contact, Rhonda Spence is visiting and will return during the first week of October to conduct a "systems check" monitoring visit of Part B and Part C.
- All Standing Committees are behind schedule in achieving their priorities and were asked to choose whether to request more time, additional meetings or a revision of their priority.

Approved on 11/16/06

- Committees were asked to identify any data needed from the Departments so that a letter of request from the ICC can be as complete as possible.
- PAC was asked to make recommendations to finalize the Parent Outreach flyer on page 114.

The last three of the above bullets were added to the PAC agenda.

## **V. DEVELOPMENT OF A STRATEGIC PLAN FOR OUTREACH ACROSS ICC PRIORITY AREAS**

At this meeting we revisited and briefed new members on the list of ideas generated at the March meeting for outreach to health care providers (page 107). After eliminating those that had already been accomplished, and combining those that were similar, consensus was achieved on the following three priorities for PAC:

- 1) Contact First 5 California to see what Early Start materials can be included in the New Parent Kits, and if they would be willing to run the Early Start PSA.
- 2) Develop information kits for outreach to health care providers. These would include the brochure for Physicians (currently under revision), bumper stickers advertising the Baby Line (yet to be developed), journal articles describing the benefits of early intervention, information for the health care providers to pass on to parents about Early Start, posters, and other Early Start materials. These information kits will be organized with the end users in mind.

Dissemination was discussed and although we agreed that "health care providers" will be broadly interpreted to include County Health Departments, ADP-certified Drug and Alcohol Counselors, and others in addition to MDs, and hospital discharge nurses in the target audience, the full dissemination plan and plan to evaluate use of these materials will be developed next year. We felt strongly that some sort of a face-to-face kick-off to launch the kits would enhance their use and help recipients recognize their value. PAC will look to First 5 California and the California Endowment as potential partners.

- 3) PAC will continue to be available to assist other committees with public awareness activities as required.

PAC will request modification of its charge to reflect the above revised and clarified goals, which will be accomplished within the existing timeline. An outcome will be that, "Families will have increased access to support and services as evidenced by increased appropriate and early referrals by targeted health care providers to Regional Centers, Local Education Agencies and Family Resource Centers."

PAC members also talked about the vacant Community Representative positions and our need to partner with First 5 California. In lieu of a statutory change, which would be required to add new ICC members, Elaine will request that Dr. Peterson consider filling one of the Community Rep positions with a staff person from First 5 California to

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facilitate a mutually beneficial integration of public awareness activities regarding young children.

Data needs - With one possible exception, the data needed by PAC is available from DDS and CDE. The exception is the number of children in the Early Start system due to alcohol and/or drug use by their parents, which may not currently exist but would be of interest nonetheless. Other data requested by PAC are: DDS' current dissemination strategies for Early Start materials; the high and low percentages of children 0 to three served by the different Regional Centers and LEAs, a breakout of the children in Early Start by age, ethnicity, disability and referral source.

#### **VI. UPDATE OF DDS RESPONSE TO PAC RECOMMENDATIONS**

DDS will include a list of PAC recommendations in future meeting materials for ease in tracking. This will be a standing agenda item on the PAC agenda in order to check in on the progress in implementing these recommendations.

#### **VII. UPDATE OF POTENTIAL COLLABORATION WITH PARENT LEADERSHIP AD HOC COMMITTEE**

Elaine reported that as a result of a recommendation by the Parent Leadership Ad Hoc group, she requested the establishment of an ad hoc workgroup to develop a mentoring plan for new parents.

#### **VIII. DEBRIEF ABOUT PARENT LEADERSHIP AWARD**

Deferred until November.

#### **IX. UPDATE ON REASONS FOR CONCERN BROCHURE**

Deferred until November.

#### **X. OTHER**

**The Parent Outreach flyer** on page 114 was reviewed and minor edits were recommended, which Kay will convey to Elissa Provance at WestEd on behalf of PAC.

**A joint meeting with ISH** was held to share information about the update of the Physicians' Awareness brochures resulting from recommendations made by this collaborative group in February of 2003. The update will include more about the role of Physicians in the IFSP. Recommendations have been incorporated and the brochure is now being reviewed at DDS. Following content approval, a designer will make final format decisions incorporating our feedback about the difficulty of copying and mailing the old brochure. The revised brochure probably will not be available for San Diego, but we may have a date by then. Elaine shared PAC's goal of developing an information kit and our hopes to find partners to enable broad dissemination of the kits, which will include the Physician's brochure, utilizing face-to-face relationship-building strategies. Alameda County had a positive response to packaging Reasons for Concern with the Physician's brochure.