

1. **Call to Order**

Welcome and Introductions by Jennifer Moranda, M.D., Chair, at 3:04pm

Commissioners:

Barbara Lapp
Judie Englesby-Smith
Maxine Wayda
Jennifer Moranda, M.D.
Jane Wilson
Andrew Deckert, M.D.

Staff:

Joy Garcia Executive Director
Kris Nichols Office/Fiscal Manager
Jennifer Snider Coordinator
Linda Wright Coordinator
Debbie Peel Ed/Outreach Coordinator
Mary Sobieralski Office Assistant

Not present:

Linda Hartman

LFA Group (via Skype)

Rachel Sax Hall
Jessica Xiomara Garcia

Audience member(s):

Romi Uribe, Shasta County Public Health

2. **Public Comment Period**

Members of the public are entitled under the Brown Act (Government Code Section 54950 et seq) to address the Commission on any matter within the Commission's subject matter jurisdiction. The Act prohibits the Commission from taking action or discussing the item unless it is already on the agenda.

3. **Consider Approval of Minutes from August 24, 2011 SCFFC Meeting**

Action Item

Moved/Seconded: Smith/Wilson approved the SCFFC Minutes from August 24, 2011.

Ayes: Lapp, Moranda, Wayda, Smith, Wilson, Deckert **Abstain:** None **Nays:** None

Motion: Approved

4. **Receive Executive Summary of Results Evaluation Report**

Children First Parent Partner Program, Child Abuse Prevention Coordinating Council

Jessica Xiomara Garcia from LFA Group presented the Executive Summary via Skype. She then asked the Commission for questions.

Commissioner Wayda questioned the low rate of Triple P services. Joy Garcia met with Rachelle Neal and April Carlton from CAPCC to discuss Triple P issues and the project workplan. According to Neal, the majority of a Parent Partner's time is spent helping families out of crisis mode. However, an aim of the program is to provide parenting support. Likewise, a portion of the program evaluation is centered on Triple P. Garcia stated that First 5 Staff will continue working with CAPCC to determine next steps for the workplan and subsequent evaluation.

LFA noted that only 10% of participants submitted a Parent Survey at the end of program service and the evaluation report is based on data from this limited sample. The Commission may consider establishing a minimum sample size requirement for data processing.

Hall asked Garcia to present the aspect of the report regarding data collection for program participants' goal setting and accomplishment tracking. Garcia reported the number of goals accomplished by program participants is inaccurate due to way the data is linked in the program database. Currently the program database links "goal accomplishment" with "connected referral." If a family does not use the specific referral services provided by their Parent Partner, even if they accomplish the goal, the program database considers it unmet. First 5 Shasta staff will work with the program database provider to correct this problem.

The Commission also reviewed the Discussion Questions (copy attached to minutes) distributed in the packet. Commissioner Lapp questioned whom the program is serving. Garcia stated that all families who are pregnant or have a child zero to three (or zero to five in the Burney area) are eligible. However, there is a waiting list and pregnant moms and/or those with the greatest need are served first.

Garcia thanked LFA Group for their participation via Skype and the call was ended.

*Due to Commissioner schedules agenda items were reorganized.

8. Implementation Planning Update:

a. Selection of Implementation Planning Team

Action Item

Garcia shared the results of the Stakeholder Meeting that took place Tuesday, September 27 at Marie Callenders. The gathering was successful with outstanding attendance, input and discussion. She distributed a list of participants. (Copy attached to minutes)

Garcia thanked the Commissioners that completed the online survey to nominate planning team members. However, the results of the survey did not provide the depth of individuals that was envisioned. Additionally, the ideas generated at the stakeholder meeting far exceeded expectations. These ideas still need to be reviewed by a planning team but perhaps not the same scope of a team as

originally planned. Garcia proposed that the Commission might choose some of the nominees from the survey as well as include additional nominations from the Stakeholder Meeting participants.

Commissioner Deckert proposed that Executive Director Garcia generate and propose a planning team to the Commission at the next meeting. Do to the change in planning team size and purpose, Commissioner Smith recommended that no Advisory Committee members be included and Lapp recommended that not all members be from the Local Child Care Planning Council.

Moved/Seconded: Deckert/Smith moved that the Commission empower the Executive Director to make a proposal regarding the composition of the Implementation Planning Team at the next Commission Meeting.

Ayes: Lapp, Moranda, Wayda, Smith, Wilson, Deckert **Abstain:** None **Nays:** None

Motion: Approved

6. Consider Approval of MOU with Text 4 Baby

Action Item

Moranda introduced the messaging and overall concept of Text 4 Baby. Deckert shared concerns that existing evaluation data does not support text messages successfully resulting in behavior modification for general health concerns. Moranda shared that she did not see how the program could have a negative impact on participants. Garcia added that it could be a strategy used to meet First 5 Shasta's Goal 3 related objectives.

Moved/Seconded: Moranda/Wilson approved the MOU with Text 4 Baby.

Ayes: Lapp, Moranda, Wayda, Smith, Wilson, Deckert **Abstain:** None **Nays:** None

Motion: Approved

5. Consider Approval of MOU with YMCA to Continue the Raising a Reader Program

Action Item

Commissioners reviewed the possible MOU with Shasta Family YMCA. Garcia explained that the MOU would allow the Raising a Reader program to continue with no additional funding. Shasta Family YMCA will remain a Raising a Reader affiliate and would provide technical assistance to participating locations not associated with Shasta Head Start or SCOE ECE. First 5 Shasta would be responsible for the mandated program evaluation component.

Commissioner Smith asked if LFA would do the evaluations. Garcia answered that First 5 staff will complete the evaluation. All the evaluation materials and resources come directly from Raising a Reader. First 5 Shasta will also invite Shasta Head Start and SCOE ECE to participate in a collaborative Raising a Reader evaluation.

Moved/Seconded: Lapp/Wayda moved to continue the Raising a Reader program through the

MOU with the YMCA.

Ayes: Lapp, Moranda, Wayda, Smith, Wilson

Abstain: Deckert

Nays: None

Motion: Approved

7. Consider Approval of Evaluation Plan

Healthy Babies Early Mental Health Program, Shasta County HHSA: Public Health
Action Item

Commissioner Deckert had to leave the meeting early and was not present for this agenda item. Wayda and Wilson recused themselves due to conflicts of interest with their positions at HHSA. Moranda determined that the Commission could not make any decisions on the evaluation plan because a quorum was not present. The item will be held for discussion until next month.

9. Discuss First 5 Staff Current Projects:

a. Jennifer Snider:

- i. Jennifer is currently assisting Public Health with focus groups for parents questioning early childhood immunizations. Brandy Isola at HHSA developed a survey that was distributed via Facebook. Within five days, 45 individuals responded to the survey, 30 fit the target population definition and 21 agreed to participate in one of three focus groups.

b. Debbie Peel:

- i. Read for the Record is October 6. This is our 3rd year of participation and this year's book is *Llama, Llama Red Pajama* by Anna Dewdney. Garcia will read the book at the library that day. Read for the Record brings attention to the importance of early literacy and early childhood education. First 5 Shasta invited early care and education sites and other children's groups to join Jumpstart's campaign to address the early education achievement gap and have fun setting a new world record.
- ii. First 5 Shasta is sponsoring the Zero to 5 Zone at the annual Walk this Way event on October 8th. First 5 is also providing child-sized water bottles for those who "walk the extra mile" from Dana to downtown.

10. Reports

a. Evaluation Committee:

Reviewed Health Babies Evaluation Plan and the Parent Partner Evaluation Report.

b. Advisory Committee:

Members of the Advisory Committee will review three submissions for Education & Outreach grants on September 29th.

c. Director's Report:

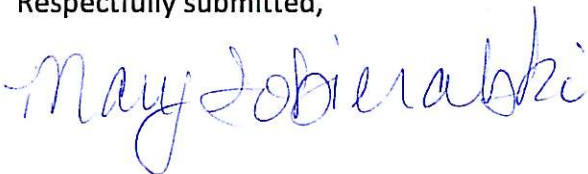
- i. First 5 Shasta, in collaboration with the YMCA, was approved to apply for a grant from

- Catholic Healthcare West aimed at reducing obesity. The proposed project will train preschool teachers in the SPARK program and the “Rethink your Drink” program.
- ii. Eight applications for Transitional Kindergarten Special Opportunity grants have been submitted.
 - iii. Last week the “Healthy Babies: Early Mental Health” program provided an outstanding training for health professionals at McConnell and then Grand Rounds at Mercy Medical Center the next day.
 - iv. Garcia provided an update on First 5 Shasta’s participation in the Shasta Early Literacy Project (SELP).
 - v. Garcia shared a report on the utility usage for the month of July (copy attached to minutes) when the First 5 office was closed on Fridays.
 - vi. First 5 Shasta is developing an event to host bestselling author of *A Child Called It*, Dave Pelzer, to speak during this year’s Week of the Young Child. First 5 staff met with Tom Kaut from Montessori, Susan Wilson from YVPC, and representatives from the Women’s Fund to discuss hosting the event together on Friday, April 27.
 - vii. First 5 Shasta in the news. (copy attached to minutes)
- d. Commissioners’ Reports
- i. Commissioner Wayda:
 - a. The Parent Leadership group supported through CAPCC and funding from HHSa was selected by Parents Anonymous of California for a Technical Assistance Leadership Capacity grant.
 - b. The Strengthening Families Collaborative: First 5 Shasta, HHSa, CAPCC are joining in a community collaborative to prevent Adverse Childhood Experiences. There was a daylong kickoff meeting to coordinate and develop services that are prevention based.

Meeting adjourned at 4:49pm.

Next Commission Meeting: Wednesday, October 26, 2011, 3:00 – 5:00 p.m.

Respectfully submitted,



Mary Sobieralski
First 5 Shasta Office Assistant