



**The Shasta Children and Families First Commission**

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www.First5Shasta.org

**ADVISORY COMMITTEE**

**Adopted Meeting Minutes – July 13, 2010**

**Attending Advisory Committee Members:**

Phyllis Hutchinson

Barbara Lapp

Jane Nelson

Amy Pendergast

Robin Schurig

Dorothy Tello

**Advisory Committee Members Not Present:**

Linda Cole

Deena Marshall

Frank Sauer

Susanna Sibilsky

Tara Swanson

Don Yost

**Staff:**

Muffy Berryhill

Lillian Brown

Debbie Peel

Linda Wright

**Audience:**

Carol Wheeler, Castle Rock Community Preschool

**1. Welcome/Introductions**

Muffy Berryhill called the meeting to order and invited attendees to introduce themselves.

**2. Public Comment**

Carol Wheeler, Castle Rock Community Preschool, thanked First 5 Shasta for its support of programs at Castle Rock Preschool.

**3. Approval of May 13, 2010 Advisory Committee Minutes**

As a quorum was not present, the minutes could not be approved.

**4. SCFFC Meeting**

**a. Report from Report from June 23, 2010 meeting**

Muffy also provided an update from the May 26, 2010 SCFFC meeting.

- The Commission approved a 5-year contract with Shasta County Public Health for *Healthy Shasta*, in the amount of \$50,000. Terri Fields-Hosler, Deputy Director, Shasta County Public Health, presented information to the Commission about the Healthy Shasta movement.
- The Commission renewed the contract with Child Abuse Prevention Coordinating Council (CAPCC), *Parent Partner Program*, for an additional three years, for \$771,064. Parent Partners work with Shasta County's most vulnerable families. CAPCC also will be offering parent education opportunities. Parent Partners will be required to become trained in Triple P (Positive Parenting Program).
- The Commission renewed the contract with Bailey Data Management for an additional two years.
- The Early Oral Health Services contract with Hill Country Community Clinic (HCCC) was renewed for three years for \$75,198. HCCC will provide early oral health screenings and fluoride applications in early care centers in the Intermountain Region. Over the three-year contract period, 350 unduplicated children will be provided with screenings and fluoride treatments. The Commission will consider approval of a similar contract with Shasta County Public Health at the July 21, 2010 SCFFC meeting.
- LFA Group presented the Commission with the Final Results Evaluation Report for Northern Valley Catholic Social Service, *Healthy Pathways for Infants Program*. This was the first report to the Commission from LFA Group.

**b. Appoint Committee Member to attend July 21, 2010 SCFFC Meeting**

Dorothy Tello volunteered to attend July 21, 2010 SCFFC meeting.

**5. Presentation: Castle Rock Preschool, *Nutrition Garden***

Muffy Berryhill related that Castle Rock Preschool received a \$500 Good Neighbor grant for the *Early Sprouts* project. Carol Wheeler, Castle Rock Community Preschool, provided a powerpoint presentation to the committee in reference to that project. (Copy of presentation on file.) Wheeler stated that the project's curriculum includes the following: exploration through the senses of six target vegetables over 24 weeks; cooking activities; and family education and feedback. Wheeler also remarked that the curriculum includes "Family Recipe Kits". Each week, the children take home a "kit," which included ingredients to complete a recipe the children had tried during the previous week. The results of the project were graphed by asking each participating child if he/she liked the current week's food. The children could respond with "I Liked It Alot!" "I Liked It a Little" and "Not Yet" with movement toward "I Liked It Alot!" as the goal.

**6. Education and Outreach (E&O) Partnerships**

**a. Review Draft Request for Applications**

Muffy Berryhill reminded the committee about a previous discussion regarding Education & Outreach Partnerships. Berryhill distributed a draft of the Request for Applications (RFA): Outreach and Education Partnership Grants (copy on file). Berryhill explained that \$55,000 is available for up to three grants, which would be 18 months to 2 years in duration. First 5 Shasta is looking for organizations that have an interest in selected objectives. Berryhill related the selected organizations would create different messaging and community awareness outreach materials and then follow that up with an educational piece for targeted families. In addition to receiving funding, the selected organizations will receive technical assistance with planning and creative development of message/product placement. Berryhill requested feedback from the committee. Barbara Lapp and Amy Pendergast suggested offering clear and concise information on the first page of the RFA. "Educational" organizations and informal community groups with fiscal agents also will be added to those eligible to apply. The committee offered positive feedback regarding the "intended audience" section of the RFA. Berryhill stated LFA Group may be asked to design an evaluation plan/s for the partnerships. The committee also reviewed the ten applicant questions and suggested adding how the staff will benefit from the offered technical assistance. The RFA is scheduled to be released on August 11, 2010.

**b. Appoint Review Team: E&O Partnership Applications**

Muffy Berryhill stated the Review Team, to be made up of 3 to 5 Advisory Members, is scheduled to convene the week of September 27, 2010. The dates of September 27, 28 and 29, 2010 were offered. Amy Pendergast and Robin Schurig volunteered to serve on either September 27<sup>th</sup> or September 28<sup>th</sup>. Jane Nelson is also available on any of the three dates. Berryhill reported that Tara Swanson also has volunteered as needed. Other committee members will be contacted regarding their interest in reviewing. Phyllis Hutchinson would like to “audit” the review team process.

**7. Discuss Plans for 2010-11 Special Opportunity Grants**

**a. Overview of Focus and Guidelines**

Muffy Berryhill distributed the *2010/2011 Special Opportunity Funding Goals 2 Indicators* (copy of handout on file). Berryhill related that grants will be available from \$5,000 to \$40,000; including up to 4 grants, under \$10,000. The total funding amount is \$107,500. Berryhill remarked that the focus will be on hard-to-reach populations. Berryhill further stated that support for staff will be possible, making the grants more program-oriented than project-oriented. Development of the Request for Applications is in the beginning stages.

**b. Appoint Review Team: Special Opportunity Applications**

Appointment of a Review Team was tabled until the next meeting.

**8. View Video: *First Impressions ... Exposure to Violence and A Child's Developing Brain***

Due to time constraints, the video will be viewed at a future meeting.

**9. Director's Report**

Muffy Berryhill stated that North State Parent Magazine's Resource Guide includes a First 5 Shasta School Readiness Media Campaign. The First 5 Shasta playground map also is available in the Guide. Berryhill provided copies of the Guide for review.

Berryhill asked the committee to hold August 10, 2010 as the next meeting. If there is a change, the committee will be informed within the next week or so.

**10. Report from Committee Members**

Amy Pendergast reported that Healthy Shasta is currently seeking nominations for Action Hero. Pendergast asked that the committee go to the Healthy Shasta website in order to nominate an individual, an organization/business. July 30, 2010 is the deadline for nominations.

Amy Pendergast related that EBT (Electronic Benefit Transfer) cards are now being accepted at the Saturday Farmer's Market. Additionally, “Market Money” is being providing to those who use their EBT cards to help make healthy eating choices more accessible. Pendergast also remarked that every Saturday, a local chef demonstrates cooking at the Farmer's Market.

Meeting adjourned at 3:30 p.m.

Respectfully submitted by:

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Lillian Brown, Office Assistant