



**August 22, 2005 Commission Meeting  
Minutes**

**Commission Members Present in Ukiah:**

Paul Tichinin	Jeremy Mann	Tammy Scott
David Colfax	Carol Mordhorst	Alison Glassey

**Commission Members Present in Fort Bragg:**

Betty Smith

**Staff Present:**

Stacey Kolsrud, Health Policy Coordinator  
Anne Molgaard, Executive Director  
Lisa K. Westfall, Administrative Manager  
Nina deCordova Wright, Contract Coordinator  
Sabra Lugthart, Community Outreach Coordinator

**Others Present:**

Karin Wandrei Julie Silverstein Sharon Kiichli

**I. Welcome and Introductions by Chair Dr. Jeremy Mann**

**II. Public Comment on Non-Agendized Items**

**III. Consent Calendar**

Motion to approve the Consent Calendar. Motion/Mordhorst, second/Scott. (Colfax, yes; Glassey, yes; Mann, yes; Mordhorst, yes; Scott, yes; Smith, yes; Tichinin, yes) Passed.

**A. Approve Agenda**

**B. Draft Minutes**

**C. Fund Agreement with The Community Foundation of Mendocino County**

**IV. Business Items**

**Reports**

**1. Community Outreach Report**

Commissioner Mann inquired as to what our current distribution efforts are for the Kit For New Parents. He suggests that distributing among pediatric providers is a good area in making sure that every new parent receives a Kit. The Pilot Study for the Kit For New Parents shows that the best method and most effective way of distributing the Kit is through OB/GYN clinics. As a safety net for distribution we outreach to prenatal doctors, WIC, and offer

direct order. Sabra Lugthart will report back on the outreach to providers at the next meeting.

Head Start is currently advertising and outreaching throughout the community for fifty open spaces. FIRST 5 Mendocino offered Head Start outreach ideas, and offered to place in advertisement in the Spanish periodical El Sol.

There was some concern over our media outreach efforts with the coastal papers. When a press release is submitted it is distributed among the following newspapers: Independent Coast Observer, Mendocino Beacon, Ft. Bragg Advocate & Coast Edition, Mendocino County Observer, Ukiah Daily Journal, The Willits News, and The Anderson Valley Advertiser. As of now we are unaware of a coastal Spanish newspaper but will research further.

One article was published in the Ukiah Daily Journal in regards to “The Back To School Countdown.” Copies were distributed in the meeting.

## **2. Fiscal Report**

After discussion, motion made to approve the July 2005 Reports.

Motion/Tichinin, second/Glassey. (Colfax, yes; Glassey, yes; Mann, yes; Mordhorst, yes; Scott, yes; Smith, yes; Tichinin, yes) Passed.

Motion for budget adjustment of Administrative expenses set at 14% (per the approved Strategic Plan) of total budget as opposed to last fiscal year of 11%.

Motion/Glassey, second/Tichinin. (Colfax, yes; Glassey, yes; Mann, yes; Mordhorst, yes; Scott, yes; Smith, yes; Tichinin, yes) Passed.

## **B. Master Plan for Education**

Commissioner Tichinin – Master Plan Report: Why CA Needs a Master Plan.

- To focus on School Readiness
- To stabilize School Financing, Facilities & Coordination
- To build a rigorous curriculum

The Master Plan came up with Educational Alignment and how to provide support for the various bridges of learning. Education Alignment refers to how to produce and provide access, services, and benefits on a statewide basis, e.g., Preschool access for all families, Kindergarten transition plans (individual student learning plans), etc.

The main goals are:

- Make sure the focus on the learner and to improve equity to each student. “Equal opportunities to learn!”
- To clarify roles & availability (funding is always catch-up).
- Advanced Placement availability for those students who would qualify and benefit.

The Master Plan was developed over three years. First 5 took part in the preschool (‘Early Education) portion of the Master Plan. The following are the determined needs:

- Health/services need to be put in place and preschools need to be available for all who desire it.
- All should have a full-day Kindergarten.
- Computers and internet should be in every student’s learning environment.

- All children would learn second language starting in Kindergarten and ideally master it by the time they graduate from high school.
- All teachers will fully have their teacher's credentials by the time they are hired.

Out of 50 states, California is number 37 in net funding for each child. Commissioner Tichinin discussed how we should be putting additional funds and resources into education as a whole. If that were the case, the Government would need to take more of an immediate role. More and more responsibility has been 'forced or pushed' to the County level Superintendent with the State Superintendent acting as more of a 'cheerleader'.

No Master Plan bill has been passed or placed into law yet. The Master plan was finalized in August 2002.

Commissioner Tichinin explained how AB 127 (Universal Preschool/Childcare) was actually initiated because of The Master Plan. Universal Preschool (PFA Initiative) was also brought about based on this Plan.

## **C. Commission Initiatives**

### **1. Access to Health Care – Stacey Kolsrud**

On July 29<sup>th</sup>, Anne and Stacey met with Michele Schott, Program Coordinator of Laytonville Healthy Start, and Dan Kvaka, Executive Director of Long Valley Health Center. Michele estimated that her assistant was completing 3-4 Healthy Family applications per week with the majority of the families being eligible for Medi-Cal.

The meeting resulted in the following:

- All information regarding the families who fill out applications will be sent to FIRST 5 regardless of whether they are eligible for Healthy Families or Medi-Cal.
- Michele is going to hire a new AmeriCorps assistant. (The first assistant left due to a medical disability)
- Michele will work with the school district to find out attendance rates for the 04-05 school year and will continue collecting the data for the coming school years.

Lin Barrett was hired as the fundraising coordinator for the Children's Health Initiative on a personal services contract. She presented her fundraising timeline for the initiative to the Executive Committee and was brought up to speed on program specifics. On August 30, 2005, a special meeting of the Executive Committee will be held to discuss marketing of the initiative countywide.

Carol discussed the basics of Cal-Kids and the MRMIB buy-in. The question was raised about what happens when a child moves to another county after we pay their premiums for the year. We will keep the Commission up to date on the details of Cal-Kids and the MRMIB buy-in.

The Department of Public Health is now interviewing for the Outreach, Enrollment, Retention and Utilization (OERU) Coordinator. This person will help to strengthen infrastructure in order to maximize the enrollment and retention of children eligible for current health insurance programs in Mendocino County. The plan is to use ARCH's \$25,000 contribution first and then hopefully staff the position with money from FIRST 5. The draft job description will reappear in next month's agenda packet.

A HIFA Advisory Council Meeting is scheduled for August 30<sup>th</sup> in Ukiah at Public Health and will be teleconferenced to the Coast.

Stacey has been attending planning meetings for the Human Race, a nationwide community fundraising events for non-profits with 25% of money raised going to Administrative costs and 75% going to any non-profit of your teams choice. Planning for the event is still in its early stages and we will keep the Commission posted.

## **2. Early Mental Health – Nina deCordova Wright**

Nina updated the Commission on the various meetings with partners and stakeholders that staff has convened or attended during the month of August and the upcoming grant application to The California Endowment. These include, all-day meetings on August 23<sup>rd</sup> facilitated by Dr. Todd Sosna of the California Institute of Mental Health. More than thirty health, mental health, and social services professionals were expected to attend.

The remainder of the discussion focused on the parent education program Triple P. First, Commissioner Smith raised several concerns. She pointed out that video tapes produced in Australia might not be appropriate for American audiences, and that the Triple P “tip sheets” might not be appropriate for multicultural audiences with varying income levels. Commissioner Smith said, further, that it would be helpful to have greater clarity about the content of the Triple P trainings, and to hear an assessment of Triple P from local professionals who work with parents.

Commissioner Mann spoke favorably of Triple P, describing the program as comprehensive, commonsensical, and designed for intervention on a large scale. Commissioner Tichinin pointed out, however, that fidelity to the model is critical. If practitioners begin to use Triple P selectively or carelessly, efficacy is bound to decline. This, of course, is true of any evidence-based treatment practice, including Parent-Child Interaction Therapy (PCIT), another practice recommended by Dr. Sosna.

The rest of the discussion consisted of a telephone call with Triple P’s American distributor, Dr. Ron Prinz of the University of South Carolina. In response to Commissioners’ questions, Dr. Prinz made the following comments:

- Triple P is designed as a universal parenting program, adaptable to a wide variety of cultural contexts. With any particular audience, the most important determinant of Triple P’s success will be the person delivering the program. The reason for this is that there is not a wide variety of culturally appropriate ways to respond to a child, for example, biting someone’s leg in the supermarket. There is a very limited range of effective responses – and an infinite variety of ways to communicate this information to parents from different cultural backgrounds.
- Triple P has been used successfully with non-English-speaking populations in, for example, Singapore, Turkey, Iran, and Germany. It is finding acceptance with non-English-speaking populations because of its flexibility and universality.
- All Triple P written materials will be translated into Spanish and available from the publisher no later than the spring of 2006. One or more focus groups reviewing the translation will be conducted in Ukiah.

- Triple P has been used successfully with Native American populations. First Nations is using Triple P in Canada. The state of Wyoming, which has a significant Native American population, has trained hundreds of practitioners in Triple P. The program has also been used extensively with indigenous populations in Australia and New Zealand.
- In South Carolina, researchers are finding that African-American parents respond very well to the videos. White professionals are the ones who raise questions about cultural relevance. Concerns expressed initially by CDC officials funding the South Carolina research have been allayed by the evidence gathered thus far.
- Triple P can be used successfully with substance abusing parents who are in treatment.
- The study of Triple P being conducted in South Carolina by the Centers for Disease Control is not a clinical trial but a population trial – an attempt to determine the degree to which the parenting methods taught by Triple P can penetrate an entire population. So far, in nine counties, 16% of those polled at random recognize the name of the program (compared to the 3% of false positives that occur in control counties). The ultimate goal is to determine whether rates of child mistreatment decline in these nine counties. That will take at least three to four years, though an interim report will be available after the first half of 2006.
- The philosophies behind Triple P, Incredible Years, and Parent-Child Interaction Therapy (PCIT) are similar, but the methods are distinct. PCIT is an intensive, one-on-one program that involves many contacts and follows a very strict protocol. Triple P, by contrast, provides different levels of intervention, and also attempts to make healthy parenting techniques common knowledge across an entire community. Another difference is that both PCIT and Incredible Years focus on oppositional behavior, whereas the goal of Triple P is to address a broader range of social-emotional disorders.
- Triple P is owned by the University of Queensland and Triple P International, which publishes the materials. An Australian entrepreneur and television anchor owns Triple P International. Dr. Matt Sanders developed the program as part of his work for the university, so receives only royalties for the materials.
- Trainings must be provided by Triple P International or one of its licensees, such as Triple P America, whose staff and consultants will uphold the program's standards. In a "train the trainers" model, by contrast, quality usually deteriorates by the third generation.

The discussion of the Early Mental Health Initiative ended when Commissioners finished their dialogue with Dr. Prinz.

#### **D. Commissioner Reports**

#### **II. Next Meetings**

Next Executive Commission Meeting will be held on Friday, September 9<sup>th</sup> at 9:00 a.m.

Next Commission Meeting is the fourth Monday, September 26, 2005 at 1:00 PM through videoconference at MCOE in Ukiah and the John Diederich Center in Fort Bragg.