



**April 5, 2004 Meeting
Draft Minutes**

Commission Members Present in Ukiah:

Jeremy Mann Alison Glassey David Colfax Carol Mordhorst

Commission Members Present in Ft. Bragg:

Betty Smith Paul Tichinin

Staff Present:

Anne Molgaard, Executive Director
Laura Franklin, Administrative Assistant

Others Present in Ukiah:

Cathy Ferron Phyllis Webb Linda Bouskill Nagel Stan Janiak
Susan McConnell Rod Liesinger Anne Rosenthol Terri Davis
Ruben Guerrero Tammy Barajas Ruth Esquivel

I. Welcome and Introductions by Board Chairman, Jeremy Mann

II. Public Comment on Non-Agendized Items

None.

III. Consent Calendar

Motion made to accept the Consent Calendar (Mordhorst, Glassey): Colfax, yes; Glassey, yes; Mann, yes; Mordhorst, yes; Smith, yes. Passed.

IV. Business Items

A. Commissioner Appointment Status

Tammy Scott, private family child care provider, was appointed by Board of Supervisors on March 2, 2004. Chairperson Mann and Director Molgaard met with Commissioner Scott to review her Commissioner Orientation packet.

There is still one Commissioner vacancy. The board is especially interested in representation from the Latino and non-Ukiah communities.

B. Director's Report

Items specifically discussed from the Director's Report were as follows:

Help is on the Way

The First 5 Association of Counties just expanded their AmeriCorps members and VISTA volunteers throughout the state. The Commission was able to place a fourth VISTA who will work in our own office on health-related issues. Jung Fitzpatrick was

recruited on-line by Sanj Balajee. She will attend her Pre-Service Orientation April 23-26 and arrangements have been made for her to attend the State Conference in April as well. Members were asked to keep staff apprised of any low-cost housing within walking distance of downtown Ukiah for Jung.

Policy Council on Children and Youth

Child Abuse Prevention Month is April. PCCY committee has developed a poster, resource card, and PSA's.

Turn Off TV ~ Turn on Life 2004

Contractor Tiffany Gibson is coordinating the effort with preschool teachers and child care providers who will assist (and at the same time earn CARES Advocacy hours) as well as the media. Additional outreach focus this year is to encourage parents to create a *Crafts Box* and a *Make-Believe Box*—practical ideas so that there's always something handy to do.

Kit for New Parents

We are working with Public Health to streamline our kit process. As soon as the local resource list is finished we will ship the additional items to the State Contractor who will stuff them for us. Jung Fitzpatrick will help organize this effort.

Paid Radio Spots with First 5 Lake County

Director Molgaard provided each Commissioner with a CD of the radio spots in English and Spanish that have played throughout the year (July 03-June 04).

C. Fiscal Report

Motion made to approve monthly fiscal report for February, 2004 (Mordhorst, Colfax): Colfax, yes; Glassey, yes; Mann, yes; Mordhorst, yes; Smith, yes. Passed.

Commissioner Mordhorst would like to see the projected Prop 10 revenues. The State Commission staff is now preparing its revised fiscal projections. This will be available next month during discussion of the 2004-05 budget.

IV.D. Community Health Status Report

Phyllis Webb and Linda Bouskill Nagel from the Department of Public Health presented a PowerPoint presentation on its Community Health Status Report (CHSR) that is published bi-annually. Specific discussion about pre-natal care and children's health insurance.

IV.E. Nutrition and Fitness Discussion

The Commission, prior to recent media blitz announcing "obesity kills more people than tobacco" decided to look more closely at childhood nutrition and fitness.

Current efforts include:

- Local Nutrition and Activity Collaboration (Ukiah Unified Garden Coordinator organized an event last year and this committee resulted, leadership by Public Health who received a California Nutrition grant which is ending).
- DSS has various outreach efforts to maximize Food Stamp use. DSS is piloting *express lane eligibility* with Laytonville School District. EBT (an ATM-like card for

TANF cash benefits and food stamps) goes into effect in June. This should streamline system for recipients, DSS, and grocery stores.

Commissioners were also given samples of efforts to promote nutrition and fitness by other First 5 Commissions.

Commissioner Mordhorst was interested in what Commissioner Mann, as a pediatrician, had observed in his practice regarding obesity. His practice has definitely noticed increased obesity, but prevention and management methods are not always effective.

Discussion followed about Commission goals in their next funding cycle. The Commission would like Director Molgaard to research best practices to get more information on what works so that the Commission has more direction when the grant process begins again.

IV.F. Grant Status Update & Presentations

The Commission participates in the statewide School Readiness Initiative, July 2001 through June 2006. We receive a 1:1 cash match from the State First 5 in the amount of \$125,000 per year. There are four participating areas—the catchment areas surrounding Hopland, Nokomis in South Ukiah, Brookside in Willits, and Round Valley. The Child Development Division of MCOE administers this project.

School Readiness coordinators from MCOE headed by Susan McConnell, presented a PowerPoint overview of their current program. Successes in their program include: Parenting and Family Support; School Capacity (transition events) and Early Care and Education; Infrastructure, Administration and Education; and Health and Social Services. The group has received support from administration and teachers, ECE providers, and PTO/Parent Groups. They have made connections in the community with cross trainings with various agencies that include Public Health, Nuestra Casa, Rural Communities Child Care, Head Start and Department of Social Services. Promotions for the future include: getting more parents involved in play groups; intensifying outreach to trust line providers (non-licensed) and relative care providers; deepening Spanish outreach; “institutionalize” concept of Kindergarten teachers meeting with all new parents, preschool teachers and providers on annual basis; increase medical exposure; increase cross trainings; and promote community involvement for sustainability.

IV.G Local Evaluation

On April 1, the Commission Subcommittee on Evaluation, (Commissioners Colfax and Glassey), met with our local evaluators, Ferron and Associates, to further discuss what local evaluation needs are, what State and other local resources can provide us, and what the evaluation system should look like for the Commission’s future projects and grants.

Cathy Ferron talked with the Commission about their two day training for local evaluators offered by the State First 5 Evaluation firm, SRI.

Commissioner Glassey commented on other data being collected by Policy Council on Children & Youth and the Community Health Status Report (CHSR). The question is if the Commission wants to be part of the two reports and have their evaluators involved. She noted that if all the agencies involved with the Willits Family Track project participated, it would be possible to get a comprehensive review on an entire population because the project will focus

on all children 0-5 in that area. Kindergarten teachers will be doing assessments on children entering Kindergarten. The Commission would be able to see the impact of services for children 0-5. Willits is large enough that it we would be able to draw data from that area. Commissioner Colfax questioned how useful a longitudinal data collection would be and what would happen to other projects; one would need data for 5 years to see what worked and what did not work.

The question was do we want to go with a long-term impact assessment? Commissioner Colfax wants credible agencies collecting data. Commissioner Mordhorst was very cognizant of dwindling funding and the impact it would have on our budget. Commissioner Colfax commented that the budget commits about 10% to do funded program evaluation—beyond this amount, it would take a real commitment on our budget, and continuity of funding in the community for direct services is important. Need continuity. Committee meeting has been set for Family track and will be looking at various ideas. Commissioner Glassey does not want to spend a great deal of money on evaluation services, but she would like to commit some dollars to an outcomes-based evaluation so we can use the results to target services, but serious planning for this evaluation process would need to start in the next month. The Commission directed Director Molgaard and Ferron to run a few scenarios with a scope of work and budget estimate.

V. Commissioner Reports

Commissioner Mordhorst announced that this week was Public Health Week.

Commissioner Smith reminded Commissioners that April was Child Abuse Prevention Month and that there would be a Sensory Awareness Workshop on the Coast. She also said Caspar Children's Garden's landlord was letting them stay one more year which was a relief. She also noted that Ft. Bragg has (fortunately) lost two of their fast food restaurants.

Meeting was adjourned at 4:15 p.m.