



## Minutes: Advisory Committee Meeting

735 E. Carnegie Drive, Suite 150, San Bernardino, California 92408

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**Meeting Date, Time and Location** July 16, 2014  
 Vice Chair Ron Griffin called the meeting to order at 12:00 p.m.  
 First 5 San Bernardino

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**Attendees**

**Advisory Committee**  
 James Moses, Ken Johnston, Amy Cousineau, Ed Pare, Ron Griffin, Becky Thams (on behalf of Beth Higbee), Erin Brinker, Diana Alexander, Michelle Parker, Jean Peacock, Stacy Iverson, Leslie Bramson, Colleen Hancock, Nancy Ruth White

**First 5 San Bernardino**  
 Cindy Faulkner, Mary Jaquish, Scott McGrath, Debora Dickerson-Sims, Staci Scranton, Ann Calkins

**Harder+Co**  
 Joelle Greene

**Guests**  
 Honorable Judge Christopher Marshall

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**Consent** A motion was made by James Moses and seconded by Diana Alexander to approve the minutes. Hearing no objections or abstentions, motion carried by unanimous vote.

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Item No.	CONSENT ITEM
1	Approve Minutes of March 20, 2014 Meeting

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Item No.	DISCUSSION ITEMS
2	Review of Adopted Strategic Plan (Presenter: Dr. Joelle Greene, Harder+Co)  The Strategic Plan was adopted by the Commission on June 4, 2014 and copies were distributed to the Advisory Committee.
3	Asset Mapping Update (Presenter: Dr. Joelle Greene, Harder+Co)  Dr. Greene stated that Asset Mapping began as a project to inform the Strategic Planning process. Asset Mapping enabled staff to understand exactly what issues and concerns local communities were experiencing. The purpose of the report was also to identify opportunities for regionally targeted and system-wide efforts.

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Communities in the report include Ontario/Montclair, Needles, Joshua Tree, Muscoy, Big Bear, Crestline, Victorville, and Colton.

Dr. Greene reiterated that the Asset Mapping sessions were focused on families with children ages zero to five. These interactive sessions included table-sized maps where parents and service providers could exactly pin-point areas of assets and existing needs in the community. Many questions were asked of the parents in order to better understand their family, community and regional needs. At the end of each session, the parents identified areas on the maps of preschool, childcare, where they bought groceries, where they lived, where they took their children to play, what challenges are faced in the area, etc.

Dr. Greene stated that the final report has extensive qualitative data behind it. These findings were contextualized within the County level indicators and wherever possible, staff used indicators chosen from the Community Vital Signs report. This action signals a willingness and openness by First 5 that welcomes collaboration with the County, i.e., let's measure things the same way, let's talk about things the same way.

Scott McGrath added that the Asset Mapping sessions were the voice of the community and not service providers.

Nancy Ruth White asked how the participants were selected and how many showed up. Dr. Greene explained that each session hoped to yield about 100 participants and they were made aware of the session through area service providers. Dr. Greene stated she was touched by the gratitude expressed by the parents who participated, especially in the outlying communities. A task force for each community was established with key service providers who assisted Dr. Greene's staff in finding locations for the meeting, which local caterer to use, etc. Advertising for the meetings were done through local newspapers and service providers. The large turnout in Muscoy (50 adults, 80 children) was probably due in part to the partnership of the health collaborative. The collaborative secured ten turkeys to raffle off, right before Thanksgiving, and the meeting was called a "Community Celebration".

The participants at each session showed a great deal of pride and sense of community and there was a huge commitment to the well-being of children. The participants also spoke of the various parks and open spaces that were available to them. On the flip side, these same spaces were deemed unsafe after dusk due to a variety of factors, i.e., poor lighting, drug dealing, etc. Parents did have strong social networks, however, not as much in the mountain and desert communities due to weather.

Recommendations to the Commission are: Consider regional efforts to improve access to healthcare; licensed childcare/preschool; build capacity of license-exempt childcare providers; partner with healthy cities to ensure that families are aware of and can access farmer's markets and that parks and open spaces are accessible and safe.

Dr. Greene stated the final published report should be available next month.

Ms. Scott reported that San Bernardino is the next community for asset mapping. Erin Brinker mentioned that Think Together is about to embark on a study with Loma Linda University in Colton where they will be studying the health impact on academic performance. The asset maps would be helpful in understanding how the kids live in Colton and Bloomington. Ms. Brinker asked if this information is going to be shared. Ms. Scott stated these reports were shared with all city leadership. Ms.

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	<p>Brinker invited Ms. Scott to attend the meeting in Colton.</p> <p>Nancy Ruth White asked what was the most surprising finding. Dr. Greene stated it was the families who used non-licensed childcare due to money, hours, location, etc. Also surprising was the number of service providers who are not accessible after 5pm to parents who work and are not able to get to these offices until after 5. Erin Brinker asked if this was shared with the providers. Dr. Greene said the providers would hear these comments during some meetings.</p> <p>James Moses mentioned there is a need for more slots to meet the needs of eligible children but there are actually family child care and child care centers that who have spaces at their sites, possibly because of location, marketing or that the quality is not very good. Then there is an issue that, especially related to subsidized child care, which in San Bernardino County there's about 8 to 10,000, parents often want a family member or friend to provide that care because the money could be used within the family unit and sometimes they feel that's best for the child.</p> <p>James suggested that one way to get families to participate in the next asset mapping effort is to get the Board of Supervisors' staff involved and engaged so they can publish it in their newsletters, websites, etc., as part of the marketing and outreach. Ms. Scott stated that at least one Board member, Supervisor Ramos, who is on the First 5 Commission, is well aware of these reports and looks forward to sharing the final report to the Board.</p>
4	<p>Formation of Advisory Subcommittees (Presenter: Karen E. Scott, Executive Director)</p> <p>Ms. Scott explained that good participation and regular attendance is needed from the members and a schedule of regular meetings would help achieve that goal instead of meeting on an as-needed basis and, sometimes, at the last minute, which may contribute to the lack of participation. Members should feel that they are an important component of First 5.</p> <p>Ms. Scott proposed that the Full Advisory Committee meet four times a year in order to keep members informed of First 5 activities. Members were asked to share any items of interest in particular with the zero to 5 population and submit them to Karen, Ron or Margaret Hill's attention for dissemination to the committee members.</p> <p>Ms. Scott asked for the formation of subcommittees to address the following:</p> <ol style="list-style-type: none"><li>I. Bylaws</li><li>II. Strategic Priority Area 1 (Child Health, Early Learning, Family and Community Support)</li><li>III. Strategic Priority Area 2 (Systems and Networks)</li><li>IV. Data and Research</li></ol> <p>These subcommittees would meet on opposite months from the Full Advisory Committee. Members were asked not serve on a particular committee where a conflict of interest might occur.</p> <p>Due to the absence of several members at this meeting, Ms. Scott will send an email to all members requesting their subcommittee preference. A separate email will be sent asking for the best meeting date preferences as well.</p> <p>Full Advisory Committee Meetings will take place in: October 2014; January, April and July of 2015.</p>

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	<p>Subcommittee meetings will take place in September and November 2014; March and June 2015.</p> <p>The work from the subcommittee meetings will help support the next full Advisory Committee meeting agenda.</p> <p>Ms. Scott reiterated that the members' opinions and expertise are always valued. Members should feel comfortable relaying information and input to First 5 staff if areas of duplication have been discovered, or if there is something we missed or should be considered.</p> <p>Commission minutes and Ms. Scott's Executive Director's Report will also be sent to the Committee members in an effort to keep the members up-to-date.</p>
5	<p>Planning Ideas for the Next Five Years (Presenter: Karen E. Scott, Executive Director)</p> <p>Ms. Scott reported that First 5 agencies are in their third year of the last funding cycle. According to the old Strategic Plan, funding was limited to certain percentages per strategic area. We are no longer operating under restricted percentages per area. Staff is evaluating what is truly our priority area for funding. Parenting Education has worked well in the last several years. Staff is prepared to release an RFP for Parent Education utilizing the evidence-based model of Nurturing Parenting, establishing dosage requirements that will be different than the last time. We are looking for Family Support to go along with Parent Education. It's going to change what we were doing with Resource Centers. This is still in the works, so there's not a lot to report out at the moment.</p> <p>We are focusing on what should happen at the Resource Centers. We are hoping that the Nurturing Parenting happen within those Resource Centers. In the long run, what First 5 is trying to accomplish is outcomes; not just people touched and not just "getting things" as in emergency needs – there will be a way to support that to some degree, however, we need to obtain outcomes for anything we are funding.</p> <p>Scott McGrath explained that in the first year of the funding cycle we were struggling to get data from the resource centers, apparently due to resource center's lack of understanding regarding the tools First 5 staff used, etc. The second year was better with almost 100% compliance from the resource centers with lots of submitted data. Currently, the Life Skills Progression (LSP) data is telling us that there is movement and change going on among families. Statistically, it appears the money is being well-spent. From a funder's perspective, the question is: Is it the best use of funds to fund a strategy that yields those kinds of outcomes. Our model that we're using is not yielding outcomes that speak to a \$3.5 million investment and not moving the needle enough. With Nurturing Parenting, it is. It could be that the dosage model calls for 16 weeks of Nurturing Parenting and we're offering 12 weeks. The CBO's are the agencies who can accomplish these results.</p> <p>Ms. Scott then explained about the shift from direct services as we look more to collaborations and systems. We need to constantly adjust for improvement (no "DITWLY" – Did It That Way Last Year). Under Education, we are looking at the federal and state agendas and supporting them within our local agenda, starting with Early Head Start – partnering with Preschool Services. We are looking at supporting QRIS throughout our County, working with our experts in that area. There are some funding opportunities outside of First 5 that will help us leverage additional resources towards that. Race To The Top funds are responsible for mentoring other entities and we are one of the 14 mentees; money we should see in the coming years.</p>

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	<p>We will need to keep in mind changes in State preschool such as will more children be better served in systems that already exist, than we will need to re-evaluate our role in Transitional Kindergarten. We will concentrate on teenage mothers as it relates to education and literacy.</p> <p>Related to Health Care Access, Ms. Scott reported that in San Bernardino County 94 percent of the children, birth through age 5 have health insurance. It's close to the number required in Healthy People 2020 which advocates 100 percent enrollment in health coverage. We have unique circumstances in our County such as undocumented children or undocumented parents with children who are citizens. And those children are two to three times more likely not to have healthy insurance due to their parents being afraid to apply. What we are looking for in our new Health Care Access is different than just making sure kids are enrolled – we'd like to see more health navigation. In this new design, we are looking at partnering only with our insurance providers (IEHP, Molina Healthcare, LaSalle) because they have the members data and do health navigation. Community clinics are not able to follow up with clients. Whereas IEHP who holds 80 percent of the Medi-Cal kids are able to access this information. Erin Brinker asked if we are considering the use of Promotores. Ms. Scott stated yes, we would like to use them where possible.</p> <p>Ms. Scott stated that there are a few projects on the horizon for Systems; one of which is with the Department of Public Health – Lactation Support, to improve breastfeeding rates, duration, and all of the benefits that come from breastfeeding. We are looking to support autism with assistance from IEHP and Loma Linda University for a autism diagnosis center which can make diagnoses that will be accepted by IRC, SELPA and others.</p> <p>Home Visitation has not yet materialized. We spent many months trying to replicate First 5 L.A.'s "Welcome Home Baby", whose investment was \$108 million and we have about two million. Home Visitation can be done utilizing Health Access, Promotores and Health Navigation. ARMC currently has a program where nursing students visit mothers after their babies are born.</p> <p>The Healthy Cities/Healthy Communities Initiative has been one of our more successful programs. This type of initiative helps strengthen our collaboration and our appeal to outside funders.</p>
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**Public  
Comment**

None

**Committee  
Member  
Roundtable**

Diana Alexander had a question about conflict of interest when choosing subcommittees. Ms. Scott stated that it will be up to First 5 staff to decide if there is a conflict among members regarding subcommittees relating to RFPs. Leslie Bramson is interested in the Research subcommittee. Michelle Parker asked if more autism experts are needed. Ms. Scott replied not at this time; we are acting solely to help fund a portion of the cost of a neuropsychologist, maybe two or three other positions, the basic materials and the salary and benefit packages of those positions.

Ms. Scott will email members a poll to determine a date for the next meeting.

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**Adjournment** A motion was made by Leslie Bramson and seconded by Erin Brinker to adjourn the meeting. The meeting adjourned at 1:50 p.m.

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**Next Meetings  
at First 5 San  
Bernardino** To be determined via email poll by members.

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**Attest**

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Ann M. Calkins, Advisory Committee Secretary

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