

# CENTRAL INDIANA FIRST STEPS

Public Awareness Meeting

9/15/14 Date

Name	Agency	Changes to current contact info
1. Michelle Coxson	CDHHE	
2. Stacy Johns	LPCC	
3. Kiani Newell	CDHHE	
4. Michelle Febes	Parents	
5. Faith Sebanc	Sycamore	
6. Lauren Mock	SPOE	
7. Sarah Lambert	SPOE	
8. Nichole Kelley	Whites Residential + Family Services	
9. Rhonda Cantrell	MCPHD	
10. JASON BERRY	GC	
11. Katarina <del>James</del>	LPCC	
12.		
13.		
14.		
15.		

**Public Awareness Child Find Committee Meeting Agenda  
September 15, 2014**

**Outcome Statement:** Support the awareness and visibility of the First Steps system throughout the cluster to assist in the increased identification and referral of infants and toddlers.

**Performance Standards:**

1. 1.4% of children served with an IFSP will be under the age of 1 year.
2. The population served will be comparable to the demographics of the cluster.
3. Appropriate and timely referrals are to be made to the SPOE from a variety of community partners.
4. 3% of the cluster's infants and toddlers population will be served\*.

**Performance Measures:** Profile reports and First Steps data system reports will be utilized in the measurement of this performance standard. Cluster will meet performance metrics if cluster child counts remain within .5% of the current count, up to the target.

- 1) Introductions (if needed)**
- 2) Approval of minutes**
- 3) Action Item Updates**
- 4) Data – Website**
- 5) Review of PA materials**
- 6) Family Outreach Ad hoc Update**
- 7) THINK Meeting Update**
- 8) Announcement/Close**

**CENTRAL INDIANA FIRST STEPS  
LOCAL PLANNING & COORDINATING COUNCIL  
Public Awareness & Child Find Committee Meeting Minutes  
September 15, 2014**

**Present:** Rhonda Cantrell(BABE), Jason Berty(CTC), Patti Sebanc(Sycamore Services), Nichole Kelley(Whites Residential and Family Services), Michelle Coleman(CDHHE), Kjari Newell(CDHHE), Michelle Fetes(Parent), Lauren Mark(SPOE), Sarah Lambert(SPOE), Stacy Holmes (LPCC) and Katarina Groves (LPCC).

<b>Agenda Items</b>	<b>Discussion</b>	<b>Action Items</b>
<b>Welcome &amp; Introductions</b>	<ul style="list-style-type: none"> <li>• The meeting was opened with introductions.</li> </ul>	
<b>Approval of Minutes</b>	<ul style="list-style-type: none"> <li>• Stacy directed everyone to review the last meeting's minutes. Patti made a motion to approve. Nikki made a second motion. The motion carried and the minutes were approved.</li> </ul>	
<b>Action Items Update</b>	<ul style="list-style-type: none"> <li>• Stacy pointed out to the group that she had pulled together all marketing materials from past to present including all PSA videos that will be viewed at the meeting.</li> </ul>	
<b>Data-Website</b>	<ul style="list-style-type: none"> <li>• Stacy directed the group to review the website data provided.</li> <li>• She pointed out that there have been 674 visits in the last month.</li> <li>• There is a bounce rate of 56%.</li> <li>• Visitors are spending about 2 minutes on average on the site at one time and typically view a couple of pages.</li> <li>• The U.S. has the most visits with Brazil, Argentina, Greece and Italy following.</li> <li>• Stacy pointed out that the top keywords used to search for the site are very specific and must indicate that people know what they are looking for. There were 272 direct visits to the site last month.</li> <li>• Stacy pointed out the top five pages that are visited on the site including the Home page, referral form, available services page, eligibility and contact a coordinator page.</li> <li>• 348 exited the site at the home page, or 51.6%. This may indicate that people are finding what they need off the bat.</li> <li>• Patti suggested that the committee could do a scavenger hunt activity in order to look for things on the site and see how easy it is to find things.</li> <li>• Stacy said that she would make sure that she has the most recent SPOE contact list to post on the website.</li> </ul>	

**Review of PA Materials**

- Stacy directed the group to take a look at past and present marketing materials laid out on the tables. She pointed out that there are newspaper articles, developmental checklists, movie theater ads, stickers, magnets, pencils, pens, physician packets, family handbooks etc...
- The committee watched the PSA videos. Stacy noted that it is pretty dated and the checklist in the video has changed. There really isn't funding to do a new one at this point in time. A spike in referrals could not be identified when the PSA was running several years ago.
- Stacy indicated that the checklists, magnets, pencils, post-its and the one pager about the program are the most widely used.
- The physician's packet needs a couple things updated such as the cluster map.
- Stacy shared that the interns have been coming monthly to receive an inservice about the program. They are now shadowing ED Teams as well.
- Stacy informed the group that she continues to do presentations in the community to mom's groups and others. Katarina does some outreach as well.
- LPCC staff are not attending as many smaller events that were attended in the past due to LPCC staffing/budget cuts.
- Patti shared that the Children's Bureau is hosting a family event in October. It is a Halloween theme.
- Jason asked if there is a budget number for marketing specifically. Stacy said that she would have to check and see what can be allocated. She indicated that any available money is directed toward brochures and family handbooks.
- Patti felt that magnets are a good choice since people throw paper away typically. Michelle questioned whether magnets were still popular with many people moving to stainless steel appliances and not being able to stick magnets on them.
- Kjari recommended posting a checklist on Pinterest. A lot of moms are on it.
- In terms of social media the concern has always been about staffing it and making sure it remains relevant and negative comments are addressed.
- Stacy pointed out that data indicate that referral numbers are good in the cluster. She also questioned whether the benefit outweighs the time and effort expended to pursue these other options.

- Stacy will look into feasibility of creating a Facebook page
- The committee will see if they have any volunteer contacts that might be able to handle the social media.
- Rhonda to check to see if the Health Dept's Burmese Translators might be available to translate materials.

	<ul style="list-style-type: none"> <li>Michelle C. recommended using Twitter. Not sure how to build a following. Maybe agencies can retweet information to families from their own accounts. Stacy suggested that maybe a schedule could be made for the committee to help with tweets. Maybe a high school intern who needs volunteer hours could be responsible for sending out tweets. The committee agreed to check into any volunteers they could think of to possibly pursue this.</li> <li>Stacy shared that we still need more materials translated into Spanish. Have the one page and brochure translated for now. The Burmese population continues to grow as well.</li> <li>It was suggested that the Catholic Refuge service might have some Burmese translators available to translate. Rhonda shared that the Health Dept. has translators as well, and she will check to see if that is something we might be able to access.</li> </ul>	
<b>Family Outreach Ad Hoc Update</b>	<ul style="list-style-type: none"> <li>Stacy informed the group that the Ad Hoc committee has planned the next Reading is Fundamental event which will be held on September 20<sup>th</sup>, 2014 from 10-noon at Crossroads. There will be a farm animal theme this year. It is free to First Steps families. There are free books provided by the Crossroads Guild. Volunteers are welcome.</li> </ul>	
<b>THINK Meeting Update</b>	<ul style="list-style-type: none"> <li>Stacy shared that the Tipton Hamilton Intervention Network for Kids is held up in tipton on a quarterly basis. The group meets at the Pizza Shack and there is a speaker from other agencies. A reminder will be sent to the PA Committee members as well.</li> </ul>	
<b>Announcements/Close</b>	<ul style="list-style-type: none"> <li>No other announcements were made and the meeting was adjourned.</li> </ul>	<ul style="list-style-type: none"> <li><b>Next Meeting: November 17, 2014, 9am, ProKids</b></li> </ul>

Respectfully submitted,  
Katarina Groves