



## PARTNER RETREAT NOTES 12.10.2010

### INTRODUCTION

The Beginnings retreat planning team of (Jan Campbell, Amber Hendry, Lisa Fraser, Marilyn McDermott, Cristy Colliver, Natalie Stets) began meeting in MONTH? To determine how to further develop Beginnings partner working relationships and confirm alignment on the direction of Beginnings work for the coming year. Professional facilitator Delia Horwitz of Business Relationship Consultants and Collaboration Soup was hired to survey, custom design and lead the December 10, 2010, half-day retreat for Beginnings partners.

As a demonstration of commitment to nurture the partners, Dana Ravalin led the group in a wonderful ½ hour of pre-lunch **Vegetable Yoga** stretching yoga, which can be accessed on line at [www.ChampionsforChange.com](http://www.ChampionsforChange.com).

The purposes of the retreat were to:

1. Build relationships.
2. Define what Beginnings focus is for the coming year.

These notes are prepared by Delia Horwitz. They contain the raw data from the conversations held at the retreat, and include:

Edited Vision Statement

Updated Goals for 2011

Clarification of next year's direction

Who Our Audiences Are

Actions to Do

Beginnings Structure

Actions to Do Related to Beginnings Structure

Appendix A: List of attendees

Appendix B: Pre-retreat Survey Data (TO BE INSERTED)



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### EDITED VISION STATEMENT (*edits are in bold italics*)

San Luis Obispo County is a community where every child is born free of the effects of prenatal exposure to alcohol, tobacco ***or other harmful*** substances.

### D-R-A-F-T UPDATED GOALS FOR 2011

- a) Work together to raise community awareness about the benefits of healthy pregnancy and the consequences of prenatal exposure to alcohol, tobacco or other harmful substances.
- b) Develop culturally relevant and group specific educational materials for the prevention of Fetal Alcohol Spectrum Disorder and the effects of other harmful substances.
- c) Build partnerships that create a new norm and culture that supports pregnant women and their families in their decision to abstain from alcohol, tobacco or other harmful substances.
- d) Enhance and expand (continuous improvement) the training and education of all health care providers on the message of 'Zero' use of alcohol, tobacco or other harmful substance use during pregnancy.
- e) Advocate for increased access to effective & appropriate alcohol, tobacco and other harmful substance treatment for women of childbearing age.
- f) Provide and convene a countywide forum for cooperation & coordination of efforts to prevent alcohol, tobacco, or other harmful substance use by women who are pregnant or breastfeeding.



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### CLARIFICATION OF NEXT YEAR'S DIRECTION

The group had three significant philosophical/strategic conversations about the direction for the upcoming year. The following are the questions discussed. The agreed upon answers appear inside the boxes in bold.

- Is our focus just alcohol, or alcohol and other drugs?

***Alcohol, tobacco or other harmful substances.***

- Who is our primary audience, and should we put more attention on the white middle class affluent demographic?

**Continue focus on youth while also addressing other populations.**

**75% age 16-24**

**25% age 24+**

- Should we expand to be about healthy pregnancies?

**Our work contributes to a different cultural/social norm and thinking so that our entire community supports NO substance pregnancies.**

Similar to how driving drunk and smoking in public are no longer acceptable.



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### **WHO OUR AUDIENCES ARE**

We want to meet the needs and inquiries of our various audiences. Audiences in our 'community' that we outreach to include those who interact with pregnant, or potentially pregnant, women, such as:

1. Public nurses
2. Doctors and other health practitioners
3. Teen academic parenting programs
4. Clergy
5. Peers
6. Criminal justice: probation, courts
7. Educators
8. Social services
9. WIC
10. Family advocates
11. Mommy's groups
12. Parents
13. Teachers
14. Cuesta/CalPoly
15. Marriage license bureaus

### **ACTIONS TO DO'S**

1. ***Steering Committee confirm the updated Vision and Goals. Update these on the website and in all communications.***
2. More partners.
3. Widely share successes.
4. Determine how to quantify activities and success: e.g. volunteer hours, impact.
5. Be specific about effects.
6. Identify what's the most effective way to get the message out.
7. Educate about Beginnings as well as substance abuse.
8. Increase Doctors' awareness.
9. Pregnancy prevention education.
10. Link our education with other messages
11. Use media appropriate to the target population.
12. Include facts and information about other harmful substances into the Beginnings presentation to equip Julissa for questions that arise.
13. Consider doing a yearly community event.
14. Have ongoing media presence in Cuesta paper and Mustang Daily.
15. Put public service announcement on TV.



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### **BEGINNINGS STRUCTURE**

1. Meet bi-monthly as a whole group.
2. Work projects and work groups meet in between as needed. Schedule them on the same day as, and right after, committee or workgroup meetings.
3. Steering Committee makes financial decisions. Currently that is Shannon, Lisa, Jan, Jen and Francine.
4. A need to share leadership.

### **ACTIONS TO DO RELATED TO BEGINNINGS STRUCTURE**

1. Clarify what IS the Beginnings structure, and communicate that.
2. List the leadership positions available and identify to the partners what is needed.
3. Lisa give people a list of what information you need when, so they can be responsible for getting it to you on time.
4. Discuss if we had volunteers, how we would utilize and manage them.
5. Develop a plan for how to fund coordinator position once current grants are over.



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### **ATTENDEES**

Shannon Klisch, Beginnings Co-ordinator

Jan Campbell, County Public Health

Lisa Fraser, SLOCAP

Marilynn McDermott, Public Health

Julissa Dyer-Alpha

Kara Edwall-United way

Amber Hendry-Tobacco Control, First 5

Phyllis Braiotta, retired

Gina Pinto, Public Health

Kitty Farhar, Tobacco Control

Dot Stauble, Martha's Place

Teresa Pemberton, Behavioral Health

Tess Stapleton, ALPHA Volunteer

Francine Levin, Community Action Partnership

Tracy Lang-Wood, Community Action Partnership

Vanessa Hargett, Tobacco Control Intern

Natalie Stets, ALPHA

Melinda Sokolowski, Community Action Partnership