



**May 25, 2011 MINUTES**

11:30am-1:30pm Public Health Conference Room

*Beginnings' mission is to create a local culture that supports women in their efforts to abstain from alcohol, tobacco or other harmful substances during pregnancy.*

Start	End	Activity	Notes
Attendance: Emily Devine (Intern), Cristy Colliver, Dot Stauble, Jan Campbell, Jen Miller, Julissa Dyer, Marilynn McDermott, Shannon Klisch, Natalie Stets, Lisa Fraser, Kitty Farhar, Tess Stapleton, Sue Melvin			
<b>Welcome &amp; Introductions</b>			
11:30	11:45	Arrivals, informal discussion, review discussion material	Orientation Sheet, review of indicators from 3/30 meeting, FASD Day Volunteer sign-in, Agency Announcements
11:45	11:55	<p><b>Agency Announcements:</b></p> <ul style="list-style-type: none"> <li>• Alpha is still doing car seat drives. Call 541-3367 for more info.</li> <li>• Martha's Place – Still doing therapy and accepting referrals, therapy is still going strong. Dr. Gerber was transferred to another full time county position. Martha's Place will have a south county physician that will help to offer testing.</li> <li>• Lisa connecting with Santa Barbara County and Ventura County Perinatal Substance Abuse Task Forces.</li> <li>• Seminar with Jan Campbell and Toni Torrey at French Hospital June 29, 11:30 – 1:30 CEU's will be available through BBS and BRN. CME's may be available</li> <li>• Public Health – Modoc County is displaying the Mommy and Me are Alcohol Free on roadsigns throughout the county.</li> </ul>	
11:55	12:20	<p><b>Facebook Presentation by Emily Devine (Intern):</b> discussion and Q/A, idea to put Beginnings videos on our page. ALSO identified a need to do more of a training for partner's unfamiliar with how facebook works.</p>	
		<p><b>FASD Day Update:</b> To raise awareness of fetal drug exposure through increasing number of 'fans' on facebook. Campaign: Post your picture, tag Beginnings, get lot's of 'likes', win an iPad. Types of pictures that qualify 1) you with a buzz free coaster found at participating businesses 2) you with your pregnant belly and a statement about being alcohol free 3) you at our Farmer's market booth. Picture with the most 'likes' wins.</p> <p>We need volunteers to staff our Farmer's Market booth Aug-Sep, help set-up flags at the courthouse. Stay tuned for sign-ups.</p>	
		<p><b>Budget Update:</b> Budget is reflecting 666.00 remaining for this FY. Most will be spent on June 29 event. First 5 is committed to Beginnings for 3 years at 35,000\$ per year. We will be losing United Way funds (25,000\$) in December. Discussion on moving funds from projects to people (i.e. commit to Coordinator position and Fiscal Admin and interns, pull funds from advertising and other 'projects'). Lisa (with help of Collaborative) will seek funds for projects. Support for other contracts we have had in the past (CAPSLO, ALPHA) will be eliminated</p>	

		<p>(CAPSLO) or reduced (ALPHA) due to shift in focus on priority population as stated by our funder (they will fund outreach to Adult Women of Childbearing Age vs. high school students). Discussion to seek funding through other grants to support high school (ALPHA). First5 will be administering a social marketing campaign around perinatal substance use. Beginnings will have a presence.</p> <p>Currently we have a small (2500\$) grant through March of Dimes to support the development of a brochure for use in OB offices and at tabling events.</p> <p>Future grant applications to go out: Women's Legacy Fund - support for Community Representative from POEG to attend Beginnings meetings. Chumash Foundation - discussed support for Shared Measurement OR support for high school curriculum, translation of curriculum.</p>
		<p><b>Shared Measurement Update:</b> Shannon &amp; Lisa met with a database consultant to explore options. He recommended using online google tools which are either free (no tech support) or 50\$ per user/yr for google apps (with tech support). Consultant recommended going with the tech support.</p> <p>Review of benefits of developing a Shared Measurement system from last time. Discussion ?? Who is not at the table but needs to be?</p>
12:20	1:10	<p><b>Small &amp; Big group discussions</b> (your choice) 1) Budget discussion: How does this change what we do? How do we adapt and grow in the current fiscal environment? 2) Shared Measurement discussion: Who is not at the table but needs to be? What are the next steps?</p> <p>Discussion Summary ALL groups chose to discuss question 2) Who is NOT at the table but needs to be? Doctors, nurses (beyond 4P's People), CHC Women's Health Centers, Drug &amp; Alcohol Services, POEG, Rehab centers (choices, N County Connections), social workers, midwives, birth &amp; baby recourse network, childcare providers, early head start (Sue Melvin is here!), Dr. Herten (could be a champion to help engage physicians), County Office of Education (John Elfers), Family Resource Centers Rep., Laurie Morgan, County Mental Health, Cal Pole FNL chapter, Cal Poly Safer.org, Parent Connection Helpline (Bill Spencer)</p> <p>Further discussion on how everyone in Beginnings should be recruiting people as they are out in the community and out at meetings. Jan Campbell &amp; Marilynn McDermott volunteered to draft an 'elevator speech" tool that could be used to invite people to Beginnings.</p> <p>What are the next steps (Shared Measurement):</p> <ul style="list-style-type: none"> <li>- Develop an outtake survey, exit interview that could be given to postpartum clients from (i.e. ALPHA, Head Start, Parent Participation) related to information they were given regarding drug/alcohol use during pregnancy - could be a good evaluation tool.</li> <li>-have another roundtable discussion, yearly forum that brings everyone together to talk about data collection.</li> </ul>
1:10	1:40	<p>Confirm next steps</p> <ul style="list-style-type: none"> <li>• FASD Awareness Day Committee: next meeting July 7, 12pm at</li> </ul>

1:10	1:40	Confirm next steps <ul style="list-style-type: none"> <li>• by who? when?</li> </ul>	<ul style="list-style-type: none"> <li>• FASD Awareness Day Committee: next meeting July 7, 12pm at CAPSLO on Marsh St.</li> <li>• Public Health to develop 'elevator speech' for recruiting new members, get info about the road signs in Modoc County</li> <li>• Develop funding strategy for HS curriculum outreach (Lisa, Jen)</li> <li>• Submit grant to support POEG representation to Women's Legacy Fund (Lisa, Shannon)</li> </ul>
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