



Beginnings Planning Retreat 2011
December 9, 2011 8:30-1:00
SLO Botanical Gardens

Mission: To create a local culture that supports women in abstaining in alcohol, tobacco or other harmful substances during pregnancy.

Retreat Goals:

1. Energize and build cohesion in our collaborative to carry out our Mission
2. Establish priority activities for 2012-2014

SWOT Activity : (see SWOT wordle) Strengths, Weaknesses, Opportunities, Threats

Priority Areas to pursue:

Overall: Focus on in-depth, peer to peer training and education, moving away from advertising and social marketing campaigns.

Goal Area: Self-Evaluation and Market Research

Team: Lisa, Shannon

Objective: Evaluation of our efforts and perinatal substance use prevention in SLO County.

Delivering effective messages to the right people.

Tasks:

- Training and support for partners to utilize the on-line Google database (demo of use for next meeting) www.beginningsofslo.org/dataHealthEd
- Conduct market research to understand how to craft messages, get feedback from stakeholders
- Develop message, advise, delegate delivery to other organizations

Goal Area: Provider Awareness and Training

Team: Marilyn, Michele, Jen, Kathy, Julissa, Amberlee, Jennifer

Objective: All SLO providers give common message - no drugs or alcohol is ok during pregnancy

Tasks:

- Universal Screening and Brief Intervention Policy Development (Beginnings+ project) – includes market research
- Identify a celebrity champion/spokesperson (possibly through United Way connections?)
- Utilize POEG video and POEG representatives to conduct trainings with providers
- Re-package curriculum for diverse training settings

Goal Area: Consumer Awareness

Team: Julissa, Marilyn, Kitty, April

Objectives/Tasks:

- Use people-to-people approaches – POEG speakers bureau, foster parent of exposed children panel, etc. (peer to peer)
- Re-package curriculum for various settings

Planning Retreat 2011 – prioritized activities

- Relationships with Existing Groups
 - Piggyback on Kathleen Huggins' packet; include our flyer
 - Community Schools/Juvenile Services Center
 - First 5 Neighborhood Teams
 - Jails
 - ASH
 - Employers (e.g. Cal Poly, wineries, PG&E, CMC)
- Creatively expand/format a message so that everyone hears the same thing
- Expand to younger demographic – youth and kids
- Informal outreach activities – fun and short

Goal Area: Sustainability

Team: Jen Miller, Michele Gatti, Jan Campbell, Lisa Fraser

Tasks:

- Current grant approach: Chumash Foundation for train-the-trainer funding. Would partner with Chumash clinic as part of the project
- Sustain Coordinator position
- Creative collaborations with other funding streams (Public Health)
- Spin-off programs to other agencies/individuals (i.e. ALPHA takes on HS presentations)
- Use current funds in different ways (less social marketing)
- Change meeting schedule – bimonthly FRIDAYS

Priority Activities (programs we want to continue or spin-off)

FASD Day – simplified

Teen Theatre – CAPSLO committed to continuation

“Your Pregnancy” fetal development brochures – plan for distribution?

Website – yearly maintenance

Facebook – bi-weekly posting

High School Curriculum – maybe spin off to ALPHA?

POEG Video – distribution plan

POEG Program Representatives

Sustaining Coordinator

Consistent Messaging

Regular Meetings

Retreat Participants: Amberly Yarger, April Madden, Clint Weirick, Francine Levin, Jan Campbell, Jason Wells, Jen Miller, Jenifer Stone, Julissa Dyer, Kathy Tuck, Kitty Farhar, Lisa Fraser, Marilyn McDermott, Marsha Robbins, Mary Bianchi, Michele Gordon, Michele Gatti, Phyllis Braiotta, Shannon Klisch, Teresa Pemberton, Tracy LangWood, Natalie Stets, Yecenia Silvas, Wendy Wendt (facilitator)