

Comprehensive Strategy
Facilitating the creation of resource tools for positive youth development

Community Meeting Minutes – Thursday, July 20, 2017
“Annual Data Showcase”

Meeting Objectives: To learn new information on The Lectio Approach; To review updated data to discern current issues and progress related to positive youth development risk factors; To continue Collective Impact Initiative discussion on Academic Failure/Early Literacy and identify specific baseline indicators, goals and objectives; To network with valued colleague.

Meeting Notes:

Call to Order - Barbara Aalfs, Comprehensive Strategy Chair, called the meeting to order at 9:00 a.m. Special thanks was given to Briar Cliff University for hosting this meeting. Self-introductions were made. Kevin Grieme, Facilitator, shared the meeting objectives.

Partner Spotlight – The Lectio Approach/Grade Level Reading Conference information was shared by Kerri Hall, Early Childhood Iowa Director, SHIP, Matt Ohman, Director, SHIP, and Dr. Kim Buryanek, Associate Superintendent, Sioux City Community School District.

Community Data Showcase – Linda Phillips, Siouxland CARES, and Michelle Lewis, Siouxland District Health Department reviewed the data in the 2017 Data Booklet. Linda thanked the Data Committee and with a heavy heart, thanked Herb Kuehne who served on the committee and died this past week of complications from heart surgery.

Collective Impact Discussion – Michelle Lewis shared data on the Siouxland Collective Impact Initiative surrounding Academic Failure in Elementary School. She shared factors that may influence early literacy including differences by poverty level, parent’s education level, parent’s home language, race and Hispanic origin, and health.

Kevin Grieme, Facilitator, then formed groups to discuss indicators, goals, objectives to help children be better prepared to enter school healthy and ready to learn. Those groups were Literacy Support, Early Childcare Environments, Health and Medical Connections, and Media/Outreach. See notes from each group below:

Goal: Create a plan to reduce the broad range of barriers to children being successful in school through enhanced collaboration and mutually reinforcing activities.

Objective:

- Organize, coordinate, and facilitate Lectio subgroups:

Approach: Early Child Care Environments

- The group agreed that coaching would be extremely beneficial to ensure that the highest quality is maintained in both child care and preschool environments.
- Funding focus: locate sustainable funding to compensate full-time coaching positions (would need at least 2 per district).

- Focus group would need more time to set long-term goals for strategic plan: i.e.; goal dates for providers to obtain and maintain a 3 or higher on the Quality Rating Scale (QRS), and DHS licensure.
- SHIP's new mandate: for child care and preschool providers to screen every child in every center for developmental delays using the Ages and Stages Questionnaire. Programs receiving early childhood funding will be used as a pilot and the ultimate end goal is to have every child age 2mos. to 5 years screened. Group was questioning if this could be extended to homeless shelters. There are currently 240 programs listed in Woodbury County, 16 of those programs receive Early Childhood Iowa funds.
- Needs to address: lack of child care for nights, weekends, overnights, holidays, available slots in the environments, lack of quality.
- Awareness campaigns: Start with the leaders/businesses in the community. Explanation of return on investment in child care, positive measurable outcomes for both employer/employees, impact for the children who are future employees, determine community buy-in. Campaigns to educate about high quality child care environments, how to ask questions, and why it's okay to demand it.
- Address the large corporations in the area: Turpak, Tyson, BPI, Seaboard Triumph, Mercy, Unity Point – St. Luke's, CF Industries, Sabre Industries, 185th Refueling Wing, Chesterman Company, Cloverleaf, FEMCO....
- Focus on both Math and Literacy – they go hand in hand and build on one another

Approach: Enhance Health and Medical Connections

- Visit with local providers to implement the Reach Out & Read Program – books are given to children during well baby/child visits. Books are provided to medical provider at no charge. SCHC already provides books at well baby visits, but need to work with other providers to do so.
- Encourage individuals to donate new or old children books to the ER's and various clinics and WIC.
- Seek volunteers to be story readers at different waiting room locations (ER, Urgent Cares, WIC)
- Encourage Home Visitation Programs to continue to discuss with parents the importance of reading to your child.
- OU and Head Start already partner to have OU clients come and read to Head Start locations.
- Set up little lending libraries in clinic locations
- Have worksites/businesses do a book drive competition and then donate books to medical locations
- Encourage medical providers to have children's books in their exam rooms in addition to the waiting room.
- Have providers prescribe an actual written prescription to parents stating how often/long they should read to their child, or give them a magnet that looks like a prescription.
- Meet with SMEF residents to let them be aware of the importance of educating parents about reading during well baby/child visits.
- Add a question to electronic medical records about how often you read to your child, or do you read to your child.
- Implement the Brush Book Bed Campaign – perhaps when you walk into the exam room for a well baby visit a book and toothbrush are waiting for you on the exam table – the nurse then can discuss the importance of reading and hand them a “prescription.”
- Provide brochures for the Imagination Library at well baby visits or with the MCAH informational letter.

Approach: Literacy group

- Another community did a book fair in which they allowed each student to select 13 age appropriate books to keep, with the idea that they had to read all 13 books over the summer. Since the students were able to choose what they were interested in, the majority read the books over the summer and came back better ready to learn in the fall. Could we do such a project in Siouxland?
- Could we have home visitors sign each family up for Imagination Library and potentially do some initial instruction on how to read to your kids? The home visitors could check in with the families on if they are receiving the books and could notify UW if the family moves or is having problems, thus reducing books being sent to an old address. We did note that home visitors already have a lot on their plate....
- Child care centers should definitely sign families up for Imagination Library, and those with SHIP contracts should be contractually required to do so
- Tips for reading to children and making book-rich environments at all places serving children
- Every year the public library has a book sale (May), could we make that event more literacy-rich?
- Child literacy fair?
- Toys for Tots event - each family is able to take a book home when signing their kids up for Toys for Tots?
- Overall, relationships are important in furthering literacy efforts by families - families are less likely to follow instruction on literacy and reading to children from a complete stranger - receiving such instruction from someone they have a relationship (home visitor, case worker, pastor, etc.) is much easier

Approach: Enhance media and outreach

- Develop and widely distribute key messages and marketing plan:
 - Develop messages and distribute to everyone to use with time table. Add to Signature line of emails, bulletin boards, electronic bulletin boards, posters all with same monthly message.
- By (date), 12 monthly white papers will be created to be distributed to businesses, policy makers, pediatricians, physicians, families, early childhood providers, parents, agencies, and support staff.
- Others:
 - Messages about Read, Talk, and Health
 - Read to kids
 - Talk to kids
 - Have you talked to a kid today, doesn't need to be yours!
 - Children who live in Siouxland are OUR children.
 - All Siouxland Children are ours
 - #words college educated v. non speak to child
 - Pediatrician offices-books with sticker with shocking statistic or book mark. Identify resources. Spanish and English.
 - Systematic Intervention
 - Need funding
 - Develop app that moderates action to give incentives like ABC Mouse
 - Provide rewards like school supplies, passes to pools, Launchpad, etc.
 - Bring in people we are trying to impact
 - Utilize UTube, Hulu, Cookies for ads, PSAs

Evaluation - were completed and the results are listed below. **42 RESPONSES**

Rate on the scale of 1-5, with 1 as Excellent and 5 as Unhelpful

1. Topics chosen for discussion

- **1 (Excellent) = 33**
- **2 = 8**
- **3 (Adequate) = 1**
- **4**
- **5 (Unhelpful)**

2. Meeting format

- **1 (Excellent) = 34**
- **2 = 7**
- **3 (Adequate) = 1**
- **4**
- **5 (Unhelpful)**

Rate the meeting objectives according to the level they were met, with 1 being Fully Met and 5 being Not Addressed at All

- **To review updated data to discern current issues and progress related to positive youth development risk factors**
 - **1 (Fully Met) = 35**
 - **2 = 5**
 - **3**
 - **4 = 2**
 - **5 (Not Addressed at All) = 0**
- **To continue Collective Impact Initiative discussion on Academic Failure**
 - **1 (Fully Met) = 32**
 - **2 = 7**
 - **3 = 1**
 - **4 = 2**
 - **5 (Not Addressed at All) = 0**
- **To network with valued colleagues**
 - **1 (Fully Met) = 29**
 - **2 = 8**
 - **3 = 3**
 - **4 = 1**
 - **5 (Not Addressed at All) = 1**

An “ah-ha” for me during this session was:

- The overall info.
- The number of organizations that are involved in this initiative.
- The lack of quality childcare & the importance in educational needs of students.
- The overwhelming needs.
- Applying the Literacy Issues we talked about to direct services & provide & to parenting my daughter
- Need more focus!
- Talking to an infant toddler.
- Why there’s a lack of childcare in Siouxland.

- The high rate of kids that qualify for free/reduced meals and...the actual percentage of kids that use that.
- I was blown away at the low literacy
- Stats of economic classes that have books in the home.
- Finding ways that our organization can assist in providing free books.
- That we all get stuck in our own little bubbles.
- Loved the idea that doctor gives a literacy Rx!

I would suggest that in future session we include these discussion topics and activities:

- Obesity prevention strategies
- Invite librarians, for profit pre-schools.
- Move discussions beyond awareness.
- Any sub-committees created on the topic of literacy.
- Literacy & reaching families – collaboration/consistency with action plan in place & assignments to reach more families.
- Continue on this topic.
- Send out a survey to the identified agencies about trends they are seeing & barriers they are facing.
- Liked the large groups – built on each other.
- The “collective impact” discussion data had a breakdown by race/ethnicity which did not include Native Americans – Why?

Other comments:

- Large discussion group was easier.
- Larger group – was fine for this larger group
- Liked the size of the groups – especially if we had a bit more time.
- Large table groups very beneficial, more time would have been a bit more productive.
- So much to consider for the small groups! Perhaps an advisory committee on the topic would help provide more for us so the time together could be more impactful for action!
- We brought the tables together so we can connect & be a part of the group.
- Like the larger groups – allows for greater range/input. Our group was good about letting everyone speak (would need to be something facilitators could manage if one person tried to dominate discussion).
- I would prefer smaller tables for discussion vs. putting 2 together.
- I did not feel the value of the 4 small groups as discussion was limited to 1 group but interest was in all groups.
- 2 tables – too many people, discussion evolved, some people weren't able to share. Recommend multiple tables work on same issue separately.
- Thanks.
- There were too many people at the table when they were combined.
- Our community is struggling – lack of housing, lack of services, lack of able-body workforce, lack of transportation, lack of childcare, lack of consistent support/buy-in. **I don't mind large group discussion but I am outspoken although it was hard to hear feedback from group members.

Adjournment - The meeting adjourned at 11:00 a.m. with many, many staying longer for ongoing networking.

Attendance: First	Last	Organization
Ann	Brodersen	Ann Notations
Lori	Twohig	Big Brothers Big Sisters of Siouxland
Mary Anne	Harrington	Boys & Girls Clubs of Siouxland
Carole	Utesch	Boys and Girls Home
Marit	Westrich	Boys and Girls Home
Susan	Beidler	Briar Cliff University
Anasara	Henry	Briar Cliff University
Liz	Renbold	Briar Cliff University
Amy	Bloch	Catholic Charities
Alison	Justice	Center for Siouxland
Christie	Beatty	Community Action Agency of Siouxland
Joan	Hansen	Community Action Agency of Siouxland
Tina	McKinney Monell	Community Action Agency of Siouxland
Barbara	Aalfs	Community Volunteer
Jody	Graham	Community Volunteer
Jeff	Hackett	Community Volunteer
Bridgid	Strait	Crittenton Center
Sheila	Jensen	Dakota Valley School District
Erik	Sommervold	Dakota Valley School District
Susie	Edgar	Her Health Women's Center
Linda	Kalin	Iowa Poison Control Center
Tamara	Bennett	Jackson Recovery Centers
Jonathon	LaPaglia	Jackson Recovery Centers
Rachel	Prodanovich	Jackson Recovery Centers
Davidson	Wissing	Jackson Recovery Centers
Alexcia	Klemish	Lutheran Services in Iowa
Brooke	Watson	Lutheran Services in Iowa
Amy	Chabra	Mary J. Treglia Community House
Mary	Fischer	Mater Dei School
Natalie	Olorundami Hughes	Mercy Business Health Services
Barb	Small	Mercy Child Advocacy Center
Mary	Hendriks	Mercy Medical Center

Jerry	Hernandez	Mercy Medical Center
Erica	DeLeon	Norm Waitt Sr. YMCA
Sally	Hartley	Northwest AEA
Judy	Turner	Northwest AEA
Susann	Anderson	Parent Partner-Woodbury, Monona, Plymouth
April	Gardner	Parent Partner-Woodbury, Monona, Plymouth
Linnea	Fletcher	Planned Parenthood of the Heartland
Carrie	Radloff	Planned Parenthood of the Heartland
Fitz	Grant	Sanford Center
Kerri	Hall	SHIP
Matt	Ohman	SHIP
Jenny	Anderson	Sioux City Housing
Michele	Haput	Sioux City Housing
Amy	Tooley	Sioux City Housing
Karen	Mackey	Sioux City Human Rights Commission
Brad	Bollinger	Sioux City Police Department
Kim	Buryanek	Sioux City School District
Jen	Gomez	Sioux City School District
Britney	Book	Siouxland CARES
Mary	Koster	Siouxland CARES
Courtney	Nelson	Siouxland CARES
Linda	Phillips	Siouxland CARES
Chris	McGowan	Siouxland Chamber of Commerce
Jennifer	Cooke	Siouxland Community Foundation
Rebecca	Krohn	Siouxland Community Foundation
Linda	Drey	Siouxland District Health
Kevin	Grieme	Siouxland District Health
Michelle	Lewis	Siouxland District Health
April	Padgett	Siouxland District Health
Sharon	Schroeder	Siouxland District Health
Sheila	Martin	Siouxland Mental Health Center
McKenzie	Roeber	Siouxland Mental Health Center
Anna	Bertrand	Sky Ranch Behavioral Services
Terrie	Binneboese	United Way of Siouxland

Morgan	Harpenau	United Way of Siouxland
John	Donovan	UnitedHealthcare Community Plan of Iowa
Teresa	McElroy	WITCC
Tricia	Sutherland	WITCC
Leesa	McNeil	Woodbury County -Third Judicial District
Adam	Alfredson	Youth for Christ
Jim	Cole	Youth for Christ
Jason	Jackson	Youth for Christ