



April 28, 2008

**DRAFT** Commission Meeting Minutes

**Commission Members Present in Ukiah (MCOE River Room):**

David Colfax	Jim Levine	Lucresha Rentería
Mary Elliott	Jeremy Mann	Tammy Scott
Alison Glassey	Diane Pauli	

**Commission Members Present in Fort Bragg:** Paul Tichinin

**Staff Present in Ukiah:**

Anne Molgaard	Pam Ivey	Sabra Lugthart
Nicole Bransford-Smith	Kirsten Jack	Maya Stuart
Nina deCordova	Lydia Lopez	Natalie Swiencki

**Public Present in Ukiah:**

Linda Nagel	Cricket Mitchell	Karin Wandrei
Tom Montesonti	Sue Haun	Santiago Simental
Sharon Kiichli	Zoy Kazan	Jill Carey
Ben Anderson	Heather Woldemar	

**ITEM 1 Welcome and Introductions by Commission Chair, Jeremy Mann**

**ITEM 2 Public Comment on Non-Agendized Items.** The Commission was asked whether or not public comment is permitted during the Commission meetings. Commission Chair Jeremy Mann and Commissioner Tichinin responded that public comments are welcome.

The Commission and FIRST 5 staff welcomed Jim Levine to the FIRST 5 Mendocino Commission. The Mendocino County Board of Supervisors appointed Commissioner Levine to the FIRST 5 Mendocino Commission on April 15, 2008 filling the position vacated by retired Commissioner Betty Smith. Commissioner Levine has spent his career in youth development and is a resident of the South Coast.

**ITEM 3 Consent Calendar**

- A. Approve Agenda
- B. Approve Draft Minutes of 3/24/08 Commission meeting

Motion was made to approve the Consent Calendar: Motion/Pauli, Second/Elliott (Mann, yes; Colfax, yes; Glassey, yes; Pauli, yes; Tichinin, yes; Elliott, yes; Rentería, yes; Scott, yes; Levine, yes). Passed.

**Commission Chair Jeremy Mann directed the Commission to move on to the Executive Director’s Report (Agenda Item 5).**

## Knowledgeable, Nurturing Parents

### ITEM 4 Raise & Shine

First, Executive Director Anne Molgaard briefly summarized Raise & Shine's history and accomplishments. Anne presented a bar graph showing a significant increase in children served over the last two years, with children now served in a variety of ways rather than only through the Mental Health Department and its contractors.

Program evaluator Dr. Barbara "Cricket" Mitchell then praised the Commission for putting Mendocino County at the forefront of early mental health in the state, adopting not one but two of the highest-science evidence-based practices available worldwide. She then showed a list of state organizations and county FIRST 5's that had requested presentations and/or technical assistance from FIRST 5 Mendocino. Dr. Mitchell also described a new effort by the California Institute of Mental Health and other agencies to help 5 - 7 California counties implement Triple P based in part on lessons learned in Mendocino County.

Dr. Mitchell then surveyed data from Triple P's controlled population trial in South Carolina, which produced dramatic decreases in child maltreatment across nine counties in just two years. Dr. Mitchell then showed Mendocino County child maltreatment data for 2006, projecting potential decreases by 2009 based on the "effect sizes" in the South Carolina trial. In response to a question by Commissioner Levine, Program Officer Nina deCordova emphasized that Mendocino County might expect these results only if we saturated the county with levels of marketing and service delivery similar to those in South Carolina.

Finally, Dr. Mitchell provided clarifications on three issues that have caused some confusion among Raise & Shine partners. However, she also encouraged the Commission not to lose the perspective of "seeing the forest for the trees."

\* PUBLIC HEALTH APPROACH: Dr. Mitchell explained why it is necessary to market and provide services without regard to the socio-economic status of families. Not only does this "public health" approach produce the most dramatic impact on child maltreatment, as demonstrated in South Carolina. Data also shows that coercive and ineffective parenting strategies occur evenly across the socio-economic spectrum. One study in particular shows that focusing efforts only on the poorest families would miss 84% of children with behavior problems.

\* EFFECTIVENESS, EVALUATION and BILLING OF GROUPS: Dr. Mitchell then showed data demonstrating that Triple P produces significant improvements in child behavior whether it is delivered to an individual family or to a group of families, with a negligible difference in effectiveness between the two modes of delivery. She also reminded Commissioners that effectiveness can be measured regardless of the mode of delivery, and that groups can be billed to Medi-Cal as easily as individual sessions.

\* COST OF TRIPLE P: Finally, Dr. Mitchell addressed concerns that Triple P training and service delivery are more expensive than training and service delivery of Parent-Child Interaction Therapy (PCIT). The costs appear very similar at this time.

Anne finished the presentation by stating that Raise & Shine had done well with marketing and service delivery, but was falling short in gathering data and raising funds. All four aspects of the program are mutually reinforcing. She also mentioned the need for increased Commission

involvement in Raise & Shine policy issues, so that the project maintains a focus on the "forest" rather than the "trees."

Anne noted that the issue that most urgently needs to be addressed is whether the program will have access to uncapped federal Title IV-E administrative and case management funds before May 14th, the date of an upcoming United Way site visit. Discussion ensued among Commission members. Commissioner Elliott affirmed the value of a "universal approach [that] could lift the whole county...even though it's not always going to help as much maybe a family that's on the very needy end of the scale." Commissioner Elliott emphasized that her department's priority must be seriously mentally ill young children, especially those without adequate insurance.

Commissioner Mann asked about the uncapped federal Title IV-E funds – specifically how it would impact the county if Raise & Shine had access to these funds. Commissioner Elliott said that she preferred to wait for Carmel Angelo to explain that. She thought, however, that the current uncertainty about FIRST 5's ability to make the match might make it more difficult to access these funds. Commissioner Glassey pointed out that a small meeting of fiscal people was needed in order to see whether Raise & Shine could have access to Title IV-E funds. The most important issue to be considered would be whether this might increase per-capita costs to a degree that would be detrimental to the county.

Commissioner Colfax stressed the county's difficult budget situation, and the need to focus on the most serious cases and the neediest families. Commissioner Elliott agreed, saying that funding needs to focus on seriously mentally ill children. Otherwise, the needs of these children will "bleed the system" and no funding will ever be available for programs like Raise & Shine that include prevention.

Commissioner Pauli added that, even if funds need to be temporarily focused on the neediest children, we shouldn't abandon the vision behind Raise & Shine. She then expressed her gratitude that our "backwater, backwoods" county should have become "a bell-weather for the state."

Anne reminded Commissioners that, in 2007, 45% of children entering local kindergartens were not "at or near mastery" in basic behavior skills – compared with only 20% of children in 2004. To address the school readiness issue, Raise & Shine needs to reach beyond the child welfare population. Commissioner Mann agreed. He noted in his medical practice (which mirrors the general population) the largest number of visits are for well-child checks, and the second largest number are for child behavior issues.

Commissioner Glassey offered to call a meeting to address the issue of Title IV-E funding. She added that prevention programs are always difficult to sustain. Commissioner Colfax agreed, saying that long-term, proven-impact programs tend to lose in the confrontation with reality.

**Commission Chair Jeremy Mann announced the next agenda item as the Report on Partnership for Healthy Babies (Agenda Item 8).**

## **Maximize Operational Effectiveness (ITEMS 5 –7)**

### **ITEM 5 Director's Report**

**Staffing.** Executive Director Anne Molgaard announced staffing changes by first introducing Lydia López, FIRST 5 Mendocino's Bilingual Office Assistant, and announcing that FIRST 5 Mendocino is recruiting for certain VISTA slots: Child Abuse

Prevention, School Readiness, and Nutrition. Nicole Bransford-Smith completed her VISTA term and is now recruiting for her Nutrition & Fitness Advocate replacement. Nicole has officially been an employee for the past two weeks and will continue to be until she leaves in August for graduate school. Potential candidates should be directed to our web site.

All seven of FIRST 5 Mendocino's AmeriCorps positions are filled; however, the program has changed beyond recognition in terms of reporting requirements, particularly concerning federal and state audits. Due to the inordinate staff time spent managing the AmeriCorps program, FIRST 5 Mendocino has given official notice not to continue past the current term ending in December, 2008.

**FIRST 5 Funding.** Executive Director Anne Molgaard mentioned there have been many attempts to raid FIRST 5 funding now, in this difficult budget year, and it is expected to increasingly worsen by next year.

**Pediatric Dental Initiative.** The Redwood Empire Surgery Center is now open three days a week now and treating children, with 200 kids on the waiting list. Construction sign-offs and settlements have been completed. Medi-Cal reductions are threatening the new budget. The Surgery Center soon hopes to be open four days a week and referrals are welcomed.

**Healthy Children Breastfeeding Update.** Since the Commission allocated \$100,000 of the 2007-10 budget in support of infants being breastfed during their first six months of life, staff convened a group breastfeeding professionals throughout the County. Kristen Gardner facilitated the meetings to identify best practices, local needs, and to prioritize funding recommendations to the Commission. The group's discussions had to be either in the Center for Disease Control's Manual on Smart Breastfeeding Practices, or individuals had to prove why a practice wasn't included but should be.

The group's priorities that met both criteria – that made sense to do locally and have been proven to work – are baby-friendly hospitals (i.e., formula is not at the hospital; social marketing already developed over the past four years); make sure that we have a few experts in the county able to solve the high-level problems (i.e., people with high designations); and peer support (i.e., more people in the community to solve more basic issues) in addition to a few experts are needed. Research also shows that critical during the first two weeks of birth are home visits or some coordination with the pediatrician with their 5-day or 2-week visits, or having someone available to help.

Between now and the May meeting, staff will develop a more specific proposal for Commission discussion.

**Annual Planning Day.** FIRST 5 Mendocino staff and Commissioners will meet on Friday, May 30th from 9:00 a.m. to 4:00 p.m. at the Stanford Inn in Mendocino, CA. On Thursday evening, May 29, Anne Molgaard and Commissioners will meet in a closed session at 7:30 p.m. to address personnel.

## **ITEM 6 Fiscal Reports**

Executive Director Molgaard explained the new accounting codes on FIRST 5 Mendocino's Chart of Accounts that reflect the six Strategic Plan goal areas. This change will allow the Commission to monitor its investments in its goals more simply.

After review and discussion, a motion was made to approve the Fiscal Report for March 2008. Motion/Rentería, Second/Glassey (Mann, yes; Colfax, yes; Glassey, yes; Pauli, yes; Tichinin, yes; Elliott, yes; Rentería, yes; Scott, yes; Levine, abstain). Passed.

**Draft 2008-09 Budget.**

Financial staff Kirsten Jack and Anne Molgaard met with FIRST 5 Mendocino's fiscal consultant, Larry Restel of Coastal Mountain Consulting, and presented the preliminary look at the upcoming budget based on the Commission's decisions for this funding cycle (2007-10) and carry-overs. The basic assumption for this budget is that Prop 10 will not be raided but will simply decrease as people are smoking less.

FIRST 5 Mendocino is planning to spend money in 2008-09 on the CARES Project, School Readiness, and those grants previously approved by the Commission. Budget revisions will be presented to the Commission at the Annual Planning Day.

**ITEM 7 Evaluation Contract 2008-10**

In consideration of the Subcommittee's recommendation (Commissioners Colfax and Glassey, with Executive Director Molgaard) and after review and discussion, a motion was made directing staff to contract with Minicucci Associates to provide Evaluation Services from 2008 until October of 2010, not to exceed \$90,000.

Motion/Elliott, Second/Pauli (Mann, yes; Colfax, yes; Glassey, yes; Pauli, yes; Tichinin, yes; Elliott, yes; Rentería, yes; Scott, yes; Levine, yes). Passed.

**Commission Chair Jeremy Mann directed the Commission to move on to Healthy Kids Mendocino (Agenda Item 9).**

**Healthy Children (ITEMS 8 – 10)**

**ITEM 8 Report on The Partnership for Healthy Babies**

Linda Nagel, Maternal, Child, and Adolescent Health of the Public Health Branch of Mendocino County's Health & Human Services Agency, and Tom Montesonti with Area 1 State Developmental Disabilities Board, reported out on a collaborative called "The Partnership for Healthy Babies," whose vision is that Mendocino County will be a community where every child is born free of alcohol, tobacco and other drugs and lives in a family that promotes healthy growth and development. They reported on the data that the Partnership has accumulated from July 2006 to January 2008 using the 4 P's Plus perinatal screening for substance abuse and domestic violence in pregnancy, and also on the media campaign in collaboration with three local wineries for women to abstain from drinking alcohol during pregnancy. The presenters acknowledged FIRST 5 Mendocino's funding and support and made suggestions to the Commission for its continued involvement in the Partnership for Healthy Babies – in particular, assistance with the communications media campaign, convening a county-wide, facilitated discussion to identify the training and resources needed, and support the policy and/or legislative advocacy.

**ITEM 9 Healthy Kids Mendocino (HKM)**

Director Molgaard reported that due to the legislature not resolving the issue of Children's health insurance as hoped, HKM now has a waitlist for children ages 6-19.

**Fundraising.** HKM and FIRST 5 Mendocino have reinvigorated its fundraising. Also coming up on May 10<sup>th</sup> is The Human Race, organized by NCO; Nicole Bransford-Smith provided details to the Commission for sponsorships and direct donations. The proceeds go into the Community Foundation under Healthy Kids Mendocino.

**HKM Proclamation.** The Mendocino County Board of Supervisors will make an annual proclamation for HKM at their May 6<sup>th</sup> meeting, at 11:00 a.m..

#### **ITEM 10 Grants for Safe Play Areas**

Nicole Bransford-Smith, Program Assistant, Nutrition & Fitness, provided the Commission with further information regarding the eight potential playground sites throughout Mendocino County that have been identified as “High Need sites.”

The eight sites were presented to the Commission through a matrix showing the status of each site, with regards to the following criteria: (1) releasing FIRST 5 Mendocino of liability and maintenance responsibilities; (2) meeting site and equipment requirements; (3) having matching dollars; and (4) cost estimates. The total amount for all eight sites was \$241,500 which far exceeds the \$75,000 that was originally allocated for the project. Due to the high cost of funding all eight sites, staff will conduct further research for each site in preparation for Commission discussion at the May 30<sup>th</sup> Planning meeting.

#### **Children Ready to Learn**

##### **ITEM 11 TV Turnoff Week**

Natalie Swiencki, Community Outreach Coordinator, gave an overview of TV Turn Off events during the week of April 21-27, with this year’s focus on literacy. A total of 420 “Bare Books” were distributed free to child care providers who held parent-teacher meetings on the importance of literacy and screen-free time, with the books going to children to create their own imaginative stories. After all our events and opportunities to child care providers, FIRST 5 Mendocino distributed a total of 1,200 Bare Books.

To further promote TV Turnoff Week, for radio and newspaper coverage was arranged, banners were displayed in Willits, Ukiah and Fort Bragg, and ads were posted on the outside of MTA buses. Also, FIRST 5 Mendocino donated books to health providers who were already participating in the Reach Out and Read Program, which distributes books to all children at their well-child checkup visits.

**Commission Chair Jeremy Mann announced the next agenda item as Raise & Shine (Agenda Item 4).**

##### **ITEM 12 Commissioner Reports**

Commissioners Pauli and Tichinin both reported that they attended the Home Show/Family Fair in Ukiah over the weekend and that the FIRST 5 Mendocino team at the Home Show did a great job!

##### **Revised 2008 Commission Schedule.**

Executive Director Anne Molgaard pointed out changes to the Commission Meeting schedule for the remainder of 2008 due to Commissioners’ changing schedules.

**MEETING WAS ADJOUNED AT 5:00 P.M.**