



# FIRST THINGS FIRST

*The right system for bright futures*

## Arizona Early Childhood Development & Health Board Cochise Regional Partnership Council

### Meeting Minutes April 15, 2010

#### Call to Order/Pledge of Allegiance/Introductions

The Regular Meeting of the First Things First Cochise Regional Partnership Council was held on Thursday, April 15, 2010 at 1:00 PM at the Cochise College Benson Center, 1025 S. Hwy 90, Benson, Arizona 85602.

#### Council Members Present:

Ana Bae, Del Cabarga (telephonically), Vaira Harik (telephonically), Dave Howe, Renae Humburg, Melodi Polach, Jane Strain and Evelyn Whitmer

#### Council Members Absent:

Mary Sue Houser, Ginger Ryan and Nancy-Jean Welker

#### Others Present:

Melissa Avant, Cristal Martin, Pamela Patt, Leann Duncan, Joanne Basta, Rebecca Drummond and Janette Guerra

Chair Strain welcomed everyone and called the meeting to order at approximately 1:16 PM. Chair Strain led the group in the Pledge of Allegiance.

#### Approval of Minutes of the March 18, 2010 Meeting

A motion was made by Chair Strain to approve the minutes of the March 18, 2010 Meeting. Seeing no objections, the minutes will be posted as published.

#### Discussion and Presentation on Needs and Assets Report

Joanne Basta, PhD, Donelson Consulting Inc, provided an update of their progress to the Regional Council. Donelson Consulting has been gathering data, creating templates for tables for the Needs and Assets Report, starting analysis, developing the outline, and submitting requests for information from State agencies. Joanne Basta provided hand-outs to the Regional Council that detailed the Needs and Assets Report within the State's structure requirements and a list of the potential state-wide data requests. The Regional Council was also informed that designated colonias in Cochise County would be listed in the Needs and Assets Report. Ms. Basta discussed complications that may arise. Due to State funding and lack of staff, there is a possibility that all the data requested may not come in time to be

used in the report. Ms. Basta encouraged the Regional Council to think of surveys or information that they believe should be included in the report. Upcoming tasks are:

1. Prepare a more detailed outline of the report.
2. Aggregate the data.
3. Put together a draft report which is due at the end of June.
4. Present the final report to the Regional Council at the Cochise Regional Partnership Council meeting in July.

#### **Discussion and Presentation on Coordination Strategy**

Rebecca Drummond, MA, Program Director for Family Wellness, University of Arizona, College of Public Health, provided the Regional Council with an update for Strategy Eight Coordination and supplied a handout of key findings and resource updates divided into two sections; early childhood coordination and collaboration. Ms. Drummond defined collaboration, the reasons for collaboration, discussed strategies used in collaboration, factors influencing successful collaboration and collaborative leadership. Ms. Drummond provided a recommendation sheet for the Regional Council to indicate the direction (develop an authentic Cochise County Early Childhood Partnership Network or conduct county-wide coordination/collaboration related activities) they would like Ms. Drummond to focus on. The Regional Council discussed their belief that a missing component is the public and family input in systems change. The Regional Council also recognized the daunting task and the bureaucracy families experience to receive services for which they are eligible.

#### **Coordinator's Report**

Melissa Avant, Regional Coordinator, provided a handout and discussed the tasks and timeline for the coming year with the Regional Council.

Ms. Avant provided a handout and discussed the Cochise Regional Partnership Council funding plan. Since the Regional Council voted to move all carry forward funding to Health and Nutrition, Pre-K Expansion/Capacity and Partial Scholarships, the funding plan is showing a negative balance. When the Regional Council moves into strategic direction in August through November, they will need to look at the strategies and see if any other funding is coming back to the Regional Council and then ensure there is not a negative amount when the Regional Council begins planning for fiscal year 2012.

Ms. Avant provided a handout and discussed the Cochise Regional Partnership Council fiscal year 2010 communications funds. Chair Strain opened a discussion to discuss delays in the communications strategies in Cochise County by revisiting the Regional Council's decision in the March 18, 2010 meeting. The Regional Council is in agreement that \$1987 will be put toward Playbooks and \$200 will go toward posters with the understanding that council members will share the responsibility of distribution. Marla Chamberlain, Regional Manager, First Things First, informed the Regional Council that the Playbooks will arrive the first week in May and there are also palm cards and postcards that can be sent out immediately. Pens and pencils have been approved and First Things First is currently looking at state approved vendors for bids. The State Board will convene on April 27, 2010 and review and approve a state-wide communications plan that will include the language for billboards and radio. After Board approval, billboards and radio will be ready for placement in June or July. The Regional Council discussed their desire to share facts and research based information, not political messages in billboards and radio spots. Member Whitmer had gathered information and fact based research that could be used in media spots. The Regional Council expressed the need for local control along with the need to keep all messages in line with the State message and have State approval.

Member Harik moved that the research Member Whitmer has collected be submitted and a request be made to incorporate at the State communications level and be presented at the State Board meeting on April 27, 2010. Member Humburg seconded the motion. Motion passed.

Member Polach moved the Cochise Regional Partnership Council wait to begin a media campaign until May 19, 2010. Member Bae seconded the motion. Motion passed. This will be included in the document sent to the State.

Ms. Avant discussed the regional partnership council membership selection process. Chair Strain, Member Humburg and Ellen Clark will be on the nominating committee. Marla Chamberlain, Regional Manager, will assist the nominating committee. First Things First staff will not have a vote. Ms. Avant encouraged the Regional Council members whose terms are ending to reapply.

Ms. Avant discussed RFGA review teams. Oral Health and Home Visitation closed on April 14, 2010. Ms. Avant reminded the Regional Council to nominate individuals without a conflict to review the RFGAs.

### **Announcements**

Next regular meeting: May 20, 2010 located at Cochise College Sierra Vista Campus at 1:00 PM.

On April 2, 2010, Representative Fleming and Representative Vogt toured First Things First programs with Melissa Avant, Regional Coordinator, Chair Strain, Member Bae, Member Howe, Member Harik, and Member Humburg. Chair Strain requested that similar engagements be scheduled with local policy makers as well.

Member Harik shared that First Things First has asked Vital Records if the county will be able to distribute a First Things First survey to new parents picking up birth certificates.

Member Whitmer shared that the University of Arizona Cooperative Extension has partnered with the University of Arizona, College of Public Health to put together a two day advocacy training seminar.

On April 12, 2010, Regional Coordinator Melissa Avant presented to the Benson City Council. Member Bae stressed the importance of putting a personal touch on any presentation given to the public.

On April 7, 2010, Chair Strain and Member Howe had a television shoot for the Commander's Access channel on Fort Huachuca. The segment will air within the week as well as be available on YouTube and FaceBook.

On April 22, 2010, Chair Strain will visit the Easter Seals Blake Foundation to talk about advocacy.

Member Harik has been accepted to the University of Arizona Doctoral Program in Public Health.

On April 16, 2010 at 8:30 AM there will be a Chair/Vice-Chair conference call.

### **Call to the Public**

There was no response to Call to the Public

**Adjournment**

There being no further discussions, Chair Strain adjourned the meeting at 4:02 P.M.

Dated this 24 day of June, 2010.

Submitted By: Cristal Martin  
Administrative Assistant

Approved By: Jane Strain  
Chair, Jane Strain