

LAUNCH Young Child Wellness Council

November 9, 2011

MEETING NOTES

YCWC Attendees: Rob Abrams (ECC), Nancy Anderson (MESD), Erin Fairchild (Listen To Kids), Barbara Ferre (pediatrician), Mary Geelan (CCFC), Beth Gebstadt (Oregon LAUNCH), Julie Goodrich (Health Dept), Monique Hall (BPI), Danita Huynh (IRCO), Kristina Smalling (IRCO parent), Tina Oliver (Preventive Medicine Resident), Jean Rystrom (Kaiser Permanente), Bruce Spilde (Mental Health), Sarah Wetherson (ABCD III), Tanya Wolfersperger (Hacienda CDC), Sandra Fonseca (Hacienda parent/staff), Molly Roman (OCF)

Working Group (staff & contractors): Naomi Bledsoe (MESD), Roberto Rivera and Curtis Waterbury (211info), Maureen DeLongis (Morrison), Beth Green, Callie Lambarth, Anne Stone, Eliz Roser, Bill Baney (PSU),

Positive Behaviors Interventions & Supports (PBIS)

Tim Andrews, a PBIS Specialist at Multnomah Education Service District gave an overview of PBIS. He distributed an information sheet about it, which suggests that you can get more information by going to www.vanderbilt.edu/csefel

He described how preschoolers are expelled at 3 times the rate of other age groups. PBIS focuses on prevention and keeping challenging behaviors from occurring. It provides children with lifelong skills. The key social and emotion skills that children need as they enter school are:

- Confidence
- Capacity to develop good relationships with peers and adults
- Concentration and persistence on challenging tasks
- Ability to effectively communicate emotions
- Ability to listen to instructions and be attentive
- Ability to solve social problems

The content of the presentation cannot really be captured in the minutes. To learn more about PBIS, the CSEFEL website (above) is a good start. Tim Andrews can be reached at tandrews@mesd.k12.or.us

Nancy Anderson explained that PBIS has been in place in several places in Multnomah County. There is multi-partner advisory group that has worked on expanding and sustaining PBIS. The LAUNCH grant application included providing mental health and PBIS consultation to one home visiting team and two child care centers. An RFP was issued for the child care sites, and LAAUNCH will be working with three centers. Portland State University is going to use some of the LAUNCH carryover funds to develop skills for trainers teaching PBIS.

PBIS is in place in most local school districts.

Coaching is how you get the change in the classroom. Trainings alone do not yield those results.

LAUNCH promotion and social marketing

Naomi Bledsoe gave a presentation about social marketing. She described how LAUNCH has the goal to raise awareness about young child wellness. She also explained how we are trying to increase the number of people who call 211 and get connected to early childhood resources, including the Parent HelpLine.

Naomi shared the results of our focus groups about 211, and described how other 211s around the country conduct outreach.

Jean Rystrom said that she sent information on 211info to all of the Kaiser pediatric care providers.

Naomi said that we will invite anyone who is interested to come to a meeting to develop our LAUNCH communications plan and our plans to promote 211info and the Parent HelpLine.

Next YCWC Meeting

The YCWC meets the second Wednesday of each month, 9:30-11:30

Next meeting: **January 11, 9:30-11:00 at IKEA**, in the meeting room adjacent to the restaurant.