

LAUNCH Young Child Wellness Council

January 11, 2012

MEETING NOTES

YCWC Attendees: Nancy Anderson (MESD), Ellyn Arwood (U of P), Leslee Barnes (BPI), Laurie Danahy (OR Dept. Education), Erin Fairchild (Listen to Kids), Barbara Ferre (pediatrician), Mary Geelan (CCFC), Beth Gebstadt (Oregon LAUNCH), Sonya Hamner Norling (retail), Danita Huynh (IRCO), Jeanne Lemieux (CCRR), Tashia Robinson (BPI parent), Ava Hansen (NAYA), Kristina Smalling (IRCO parent), Bruce Spilde (County MH), Sarah Wetherson (ABCD III), Molly Roman (OCF)

Working Group (staff & contractors): Naomi Bledsoe (MESD), Roberto Rivera (211info), Anne Stone (OPS), Eliz Roser, Bill Baney (PSU), Elizabeth Carroll (County Health), Elana Emlen (LAUNCH coordinator)

Update on LAUNCH events

Bill Baney gave an update on the two LAUNCH sponsored events with Ellen Galinsky and also the Young Child Wellness Summit. In November, LAUNCH hosted a dinner meeting for Ellen Galinsky with pediatricians and some other community stakeholders. About 50 people attended this event, which included focus groups to gather feedback on how Mind In The Making can be used in pediatric practices. It also gathered information that will feed into the development of the social-emotional module for START. LAUNCH also hosted a community presentation for Ellen Galinsky, which drew about 200 attendees.

The Young Child Wellness Summit in December had 218 attendees. The Workforce Development team is using the feedback to develop a work plan. Bill wants to establish a subgroup of the YCWC to look at the plans for workforce development and give advice. This is a low workload!

State meetings

It was mentioned that the Oregon Education Investment Board is hosting meetings around the state to gather information and perspective on their plan to coordinate pre-school through higher education. Elana will send out information. Anne encouraged YCWC members to participate. Also, the Early Learning Council is meeting at MESD on January 26. Nancy said that they have had time on their agenda for public testimony.

Overview of 211info and its role in LAUNCH

Roberto Rivera has been working at 211info for 9 months implementing the LAUNCH goals to increase the number of early childhood services entered in the database and to outreach to the community and service providers to increase the use of 211info and local resources.

People call 211 to speak with a specialist and get connected to services. The average call is 4 minutes, and on average, the specialist gives up to 3 referrals per call. The call center is open M-F 8:00-6:00 because that is when most service organizations are open. Staff speak English, Spanish, and Russian but they also have an interpretation service available with 150 languages.

Through LAUNCH, 211info partners with the Parent HelpLine (PHL) in Eugene. They use the 211info database to make referrals. PHL is staffed by masters level parent educators who provide on the spot parenting advice. These calls average 20 minutes.

An organization must be a non-profit to be in the 211info database, but there *may* be a way to include free parenting classes offered by for-profit entities. There was a question about how services are vetted. Roberto said that they are not gatekeepers.

Anne pointed out that eventually a medical home can use 211 and PHL, but it brings up different issues, such as medical taxonomy and assurance of a satisfactory outcome. She said this can be piloted in one or two practices, incorporating START and ABCD III perspective and leadership. Nancy pointed out that medical practices often serve families from several counties.

Roberto explained that the database is not a search engine like google. Barb Ferre pointed out that dental care should be there. He said that LAUNCH is enabling 211info to make a software improvement to the website to make searching easier. It is modeled after the 211 in Bath, NY. It will show 6 headings for services, and LAUNCH can suggest up to three related to early childhood. It was pointed out that this would have an impact on how everyone around Oregon will view the main search page. Organizations, including 211info, can get input from State partners. Anne suggested that the three categories be based on what the State established previously through Early Learning Matters: Health Matters, Family Matters, and Early Learning Matters. Elana will send out a draft of how this might look on the screen and get feedback.

Anne said that there will be a conference call between Help Me Grow and 211 in Connecticut to see if there are insights related to searching and taxonomy. Danita pointed out that home visitors also will need to use the search feature.

Leslee mentioned that Comcast offers internet for \$9.95 for families that qualify for free lunch, FYI.

Next YCWC Meeting

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

Next meeting: **February 8, 9:30-11:00 at IKEA**, in the meeting room adjacent to the restaurant.