

Great Start Collaborative  
January 5, 2011  
Meeting Minutes

Those present: Jill Haan, Marcia Campbell, Carolyn Belknap, Sommer Poquette, Mandy Peterson, Theresa Simons, Meagan Krzywosinski, Beth Watts, Mary Martincheck, Cynthia Carpenter, Nicole Lindwall, Devanie Argetsinger, Phyllis Hess, Linda Yaroch, Susan Chowen, Kolleen Homuth, and Kathy Kundrat.

1. Introductions.
2. Strategic Planning occurred in November at NCMC and now we have to write objectives and actions for the goals that were written at the strategic planning session. Everyone sat at the table that represented the goal(s) that they worked on during strategic planning or the goal that correlated to their level of interest/expertise.
  - a. Each group worked on writing objectives for the goals in small groups.
  - b. We came back as a large group to have each group report on that they wrote. Feedback was provided by others as appropriate.
  - c. Each group worked on writing action items and strategies for the goals in small groups.
  - d. We came back as a large group to have each group report on that they wrote. Feedback was provided by others as appropriate.

The Goals with objectives and actions/tactics are as follows:

**Great Start Strategic Plan: Social-Emotional Health**

Goal: To promote social-emotional health for children 0-5 and their families through increased family support, prevention and interventions.

Objective 1: To increase access to behavioral health services and family support for families of children 0-5 in Charlevoix, Emmet and northern Antrim counties by 6/2012.

Strategy #1: Support the goals and objectives of the Early Childhood Mental Health Initiative for Charlevoix and Emmet Counties.

Tactic: Great Start Director will participate with the Investor's Steering Group on on-going development.

Tactic: Great Start Parent Liaison will participate with Family Voices Design Team on on-going development.

Strategy #2: Tie-in existing and emerging behavioral health services and initiatives to each other.

Tactic: Great Start representative(s) will participate in the development of Regional Resource Center, 211 and other existing and emerging funding opportunities.

## **Great Start Strategic Plan: Physical Health**

Goal: To Promote physical health through healthy nutrition and physical activity.

Objective #1: To provide a consistent healthy nutrition and physical activity message to children 0-5 and their families in Charlevoix, Emmet and northern Antrim Counties by December 2013.

Strategy #1: To evaluate and select current campaigns in place to promote healthy nutrition and physical activity for children 0-5 and their families in Charlevoix, Emmet and northern Antrim Counties by December 2013.

Tactic: Explore tool kit options

Tactic: Explore CDC options

Strategy #2: Deliver healthy nutrition and physical activity message to children 0-5 and their families in Charlevoix, Emmet and northern Antrim Counties by December 2013 using Great Start Communication Plan, or other methods such as WIC, Early On, Early/Head Start, primary care physicians, etc.

Tactic: Link to "Getting Kids Outdoors" initiative

Tactic: Identify other available physical activity resources in the 3 counties.

## **Great Start Plan: Early Care and Education Goal**

By 2013, the availability of free preschool for children ages three and four will increase.

Objectives:

1. By July 2011, criteria for receiving a scholarship will be developed.
2. By August 2011, we will identify in each local school district, one or more private early childhood programs that participate or would participate in scholarship funding for three and four year old children.
3. By December 2011, we will identify the agency responsible for facilitating scholarship funding and applications.
4. By 2014, funding will be secured to provide scholarships for preschool for children ages three and four years old.

## **Great Start Plan: Family and Parent Support**

Goal: Increase childcare for the 0-2 age range.

### **Objective**

**Who:** The focus is to offer an additional licensed center for the community in addition to a location Learners can bring their children with a structured program while they continue their personal education. Additionally, we want to offer a location that is hands on, helping those who are studying early childhood education can absorb the many attributes of providing a sound early education.

**What:** Open a childcare center at North Central Michigan College available to Learners

and Community Members.

**How:** Collaborate with NCMC to not only open the center but also use it as a learning area for graduates as they transition into the workforce of early childhood education.

**When:**

1<sup>st</sup> Sommer will meet with JoAnna in January.

2<sup>nd</sup> Between January-February develop the Great Start vision of the childcare center structure. Essentially our “layout”.

3<sup>rd</sup> Meet with Administrative Team (by March 1<sup>st</sup>) at NCMC with Joanna to communicate the Great Start vision of what the childcare center would look and feel like. Yearly Timeline...

2011-Develop Layout with NCMC and play a supporting role in getting the center structured.

2012 Fall-Completed License Requirements and Begin to prep for opening

2013 Fall-Open Center

**Measurement:**

Our goal will be measured by the ability to keep on schedule with licensing and open date.

**Goal**

Enhance and develop ways to effectively support the parenting of children 0-5 years old.

**Objective**

**Who:** Our target is to communicate to the parents and communities of Charlevoix, Emmet and Northern Antrim Counties.

**What:** We will promote events from a variety of sources through Social Media and 211 to efficiently and effectively communicate parenting resources including but not limited to: parent classes, family support, activities, and health and wellness education.

**How:** Social Media (Facebook), 211 call centers, Business Cards with our website and Facebook page information, Network with community members and encouraging them to visit our website. Utilize collaborative support outreach and the Great Start website. Meagan K. will supply a variety of websites where information can be gathered to build our information page on Facebook and our website.

**When:**

Library of information gathered, Facebook Calendar and Great Start Calendar uploaded with local information by February 1, 2011.

Social Media business cards to be complete by March 12, 2011 so they can be handed out at the parenting conference.

Beginning March 1, 2011 Bi-Weekly posts on Facebook with upcoming activities.

Research and contract with 211.

**Measurement:**

We will measure our communication by the number of people we are reaching out too by counting the business cards distributed.

We will receive the weekly Facebook updates.

211 will provide us with data illustrating the interactions.

Ticker on the Great Start website.

All event sign in sheets with have a question added “how did you hear about us?”

3. We have an opportunity to apply for up to \$100,000 for child care scholarships. This is a matching opportunity so any money we raise will be matched by ECIC.
4. Frey Foundation Update: Frey Foundation has agreed to fund the initiative for five years; it will be combination of Frey and federal funds coming into the Health Department as the fiduciary. Group meetings occurred with families to identify gaps, services etc. regarding social/emotional. The two areas that the initiative is looking at are 1. Where do people go for help? And 2. Interventions; what services are available? The initiative is planning on working with the two Federally Qualified Health Centers (1 in East Jordan and 1 in Petoskey) to hire counselors to work with the birth to five populations. They will be able to bill Medicaid etc. for services. Both sites should be offering behavior health services this spring. Through the initiative the Health Dept. will be hiring some part time directors and parent navigators. RFP's will be sent out soon on these positions.
5. At least three priorities need to be identified by the Great Start Collaborative. The timeframe for these priorities are from January through Sept. 2011. The following possible priorities were presented: The Frey Foundation Initiative; Looking at 211's role in early childhood education; Reaching out to providers and directors for networking and having a birth to five child care fair.
6. Jill Haan presented that GSRP will be completing the CNRA report. This is where we show the state the amount of need for the state funded preschool slots for the upcoming year. Things that we look at are averages of current enrollment and free and reduced lunch etc. The Great Start Collaborative (Sommer Poquette) will need to sign an agreement for this.
7. Parenting Awareness Month is in March. People need to send photos for the insert to Sommer Poquette. The News Review photo release needs to be included with any photos. Event information for the insert is to be sent to Susan Chowen.
8. There will be a Parenting Conference in March on the 12<sup>th</sup>. Agencies will be able to have a table at the conference to recruit/inform parents. There is room for 20 vendor tables. More information to come.
9. Parent Coalition: Next meeting will be February 16<sup>th</sup> in conjunction with the collaborative meeting at the Boyne City Char-Em office 9 – 11 a.m.; Starting March 21<sup>st</sup> the Parent Coalition will meet every other month on the 3<sup>rd</sup> Monday from 5:30-7p.m. a light dinner, child care and gas cards will be offered at each meeting. The March meeting will take place at the Old Middle School in Boyne City 321 South Park St. The May 16<sup>th</sup> meeting will take place at the Petoskey High School 1500 Hill St. The meetings will then alternate between the two locations.
10. We have about \$9,000 to spend on our priorities. The group was asked to share ideas on what to spend the monies on and these were the ideas: physician outreach regarding social/emotional, Dr. Rossetee that will be coming to the summer institute and PD opportunities for parents and collaborative members.
11. The Health Department has funds available for adults who are under or uninsured. There is a sliding scale fee based on income/need. Also a birth to 3 fluoride varnish is available at the Health Department through WIC.

12. The next collaborative meeting will be February 16<sup>th</sup>, 9-11:30 a.m. at Boyne City. After that we will be moving to every other month.
13. The year at a glance regarding events/activities:
  - January –
  - February- 2<sup>nd</sup> Project Connect
  - March- 12<sup>th</sup> Parenting Conference; Parenting Awareness Month
  - April- Health Fair; Preschool Recruitment
  - May- Star Power
  - June- Fundraiser
  - July- Parades
  - August- Festival on the Bay
  - Sept.-