

Region 11 Help Me Grow IEIC Meeting Notes

On Site at 2 Pinetree Dr. Arden Hills, MN.

Region 11 Help Me Grow IEIC meetings are open to the public.

Date: October 9, 2024

Time: 12:30 – 2:30 pm

Committee Past Chair: Jayne Cox-Lindsey/ Cherene Newman

Chair: Meg Thell

Vice Chair:

Members Present: A. Mimm, A. Wilkinson, B. Burnham, C. Schweich, C. Fashaw, C. Granner, C. Hillyer, D. Nagel, D. Hartman, D. Gerardy, D. Spaeth, J. Cox-Lindsey, J. Swett, J. Zahrt, L. Schmidt, M. Forsberg, M. Kioga, M. Thell, M. Torgerson, MK Stevens/R. Heiland, M. Torgerson, S. Flegel, S. Sekhon, S. Schmit, S. Swanson

Members Absent: A. Berge, E. Hamel, E. Norwick, H. Corbett, M. Lund, C. Tamminga-Flores,

Staff: K. McKay, S. Ryan-Wood, A. Paulson

State of MN Staff: M. Kvikstad

Topics
<ul style="list-style-type: none">● Introductions and Constituency Group Updates = Meg Thell
<ul style="list-style-type: none">● Housekeeping items lead by Meg Thell<ul style="list-style-type: none">○ Approval of Oct. 9, 2024- agenda Motion: <i>Judy Swett</i> Second: <i>Bridget Burnham</i> Vote: <i>Approved</i>● Approval of May 8, 2024 Meeting Notes

Motion: *Judy Swett*

Second: *Jayne Cox-Lindsey*

Vote: *Approved*

- Nomination of 2024-25 IEIC Co-Chair:

Names of Nominees: *Bridget Burnham*

Motion to approve new Co-Chair: *Judy Swett*

Second: *Mary Kay Stevens*

New Co-Chair *Bridget Burnham*

- Nomination of new IEIC members:

Names of Nominees:

- Cynthia Hillyer – Mpls IEIC
- Sarah Swanson – School Readiness
- Shannon Flegel – North Hennepin IEIC
- Amy Wilkinson – South Hennepin IEIC
- Darby Hartman – Washington Cty IEIC
- Carla Schweich – Homeless Representative
- Sarah Schmidt- Human Services
- Deb Spaeth – Childcare Representative

Motion to approve new members: *Judy Swett*

Second: *Dana Nagel*

Members approved

- **Legislative Update (J. Swett)**

No new information to report at this time of the year.

2024- 2025 Work Plan and Budget Status Report

- [October: Semi-Annual Update for constituency groups.](#) Anna sent the update document out on 10/4/24. Reminder for all of us to send the report forward to the constituency group members that we each represent.
- Articles – [Current list of Articles on HMG Website.](#)
“Baby Milestones: When Do Babies Sit Up, Roll Over and Crawl.” The new article is called “Baby Milestones: When Do Babies Babble, Say a First Word, Use a Short Sentence.” And information about cCMV have been send to childcare centers as additions to their newsletters.
- [Mom Enough](#) podcasts scheduled for 2024-25
 - “Serve & Return – Making Peace with Technology”
 - Traumatic Brain Injury – potential long-term effects of a big fall.
 - Understanding the “Zone of Proximal Development” in selecting books, activities, and toys.
- 2024-25 Current status of resource requests and distribution.
FY 2023-24 = 224,895
 - May - Sept Region 11 = 45,090
 - May - Sept Regions 1-10 = 11,557
- The Training Videos for both Medical Professionals/Clinic Staff and for Childcare Professionals are being distributed. Please feel free to share the links listed in this [introductory letter](#) to all who might benefit.

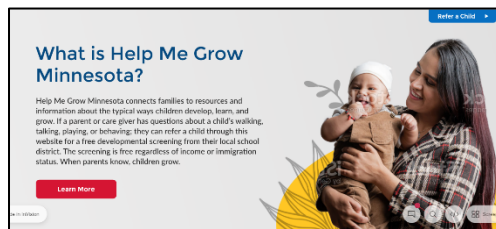
Meg Thell recommended sharing this info at the ChildCare Licensing resource fair, and can also ensure the Strong Beginnings providers receive this information.

Anna Paulson and Deb Spaeth will connect about the ThinkSmall event for distributing the childcare provider connection.

Shannon Flegel indicated that Anoka Hennepin schools would like to distribute these childcare postcards through their early intervention program. Anna suggested making this postcard available on the order form for all participants to get access to these postcards to be used as outreach materials for other interactions with childcare.

- Electronic Options to Clinics and Hospitals – Little Moments Count - no progress on this goal. Dr. Sekhan is working to better connect me to the Health Partners leadership.
- Anna said that three more have been prepared on the topics of language and cognitive developmental milestones to the [Current list of Bumper Ads](#).
- Parent Connector update:
 - Anna shared the [Help Me Grow Connector Annual Report](#) on 10/4/2024. Written in partnership with UMN- Learn the Signs: Act Early.
 - Summer has been busy with more than 50 events connecting to over 5000 families. Anna shared a [list of events/activities](#).
- **Marketing Reports:**

Website update was put on HOLD by MDE until the move to DCYF.



Anna reported from the Risdall team report:

The report includes the number of clicks that lead to a referral.

- June:
 - Parent Form: 721
 - Professional Form: 1171
 - Family Form: 111
- July:
 - Parent Form: 748
 - Professional Form: 1296
 - Family Form: 95
- August
 - Parent Form: 860
 - Professional Form: 1464
 - Family Form: 96
- Data from Translated Forms
 - Spanish: 22
 - Hmong: 4
 - Somali: 1

Anna explained that google's addition of A.I. has skirted some of our website hits. When parents google questions about child development, A.I. will pop up and respond to that question. Parents are not directed to our website as they were before. Risdall is working to see if we can change our parameters to upend AI.

- **2024-25 Budget Report - Kathy McKay**

We are a quarter of the way through our fiscal year and are on budget in all areas except our printing costs. Due to a shortage of many Help Me Grow resources by the end of May 2024; we have been printing many of these resources starting in July. Our printing budget for this fiscal year is set at approximately \$184,000.00. To date we have encumbered approximately \$150,000.00 to restock the books, developmental wheels, tote bags, and various other brochures and bookmarks. Last week we received notice from our UMN partner Jennifer Hall-Lande that she has approximately \$5000.00 grant dollars remaining that she can offer to support our printing of the books. Since we just requested another printing of the “Amazing Me” book, these dollars will help toward that expense.

The printing cost for some of our resources has increased over last year’s cost. Therefore, we will be revising the “Resource Request” form for Regions 1-10 who pay for the Help Me Grow items that they need using the Federal Part C dollars that they receive.

2024 – 2025 Workplan/Budget – New Direction – Meg Thell

- New parent connectors – Ethiopian Communities, Father representative. Currently we cannot add community connectors unless we have resources translated for each community (and a larger budget)>
- Postcard and email outreach re: Medical and Childcare Community Trainings. Anna will email out the postcard with the QR codes to the videos. IEIC members can pass them forward.
- New outreach venues: Military families, Families Rising, Aviva, Raising the Barr, disability communities (new Outreach Connections group) Anna is reaching out to new communities. Please let her know your ideas and connections.
- Subgrant – training for Develop platform. Two parent connectors are applying for training funds to develop Help Me Grow materials in Hmong and Spanish.
- Take steps toward boosting FB and Instagram posts into more regions of the state. Dr. Sylvia suggested we do a pilot roll out with one region.

IEIC member updates:

- Carla suggested having someone attend the Affordable Housing Committee for Carver-Scott. Anna will do a presentation for “Heading Home” in two different counties.

If there are outreach events HMG should attend, contact Anna Paulson.

- Deb G. asked how other outreach conducted by IEIC members that aren't parent connectors is tracked. For example, if Deb talks to a family through her work at Parent Aware, does that count towards "reach"? Bridget suggested looking at where the hits are coming from (clicks to referrals). HMG, FAP and HMC do outreach on behalf of one another. There is no system. But we should build on it.
- Darby H- Washington Co. IEIC - mentioned ordering materials in relation to professional development around the [READ Act](#).
- Meg t. will connect Anna to "Parenting for the Future" which serves families who have parents with cognitive disabilities or differences.
- Cyndy H. said that MSP is increasing their vision screening by assuring that the latest in technologies is being used. They are supported by the Sanneh Foundation. They have increased their BVI students by over 500%.
- Judy Swett reminded us that it is Bully Prevention month and that Oct. 16th is Unity Day. She also mentioned that PKU (under the Amino Acid category on the 'automatic refer' list, is now written into MN law.
- Sarah S. shared that MDH transitioned on Oct. 1 from PCA supports to [Community First Service and Supports](#) making it possible for families to be paid in the caregiving of their family members who qualify for SSI support.
- Shannon F. will be hosting a HMG table at their next district event.
- Lori S. announced that the Early Learning Scholarship application is now online.
- Michele K. mentioned that FAP is now in all of the Region 11 counties (Ramsey and Anoka were recently added).

Motion to Adjourn: *Marilynn Forsberg*

Second: *J. Cox-Lindsey*

Vote: Meeting adjourned at 2:11

Resources and Links:

October 9, 2024 Agenda =

- [May 8, 2024 Notes](#)
- [BrightWorks IEIC Web Pages](#)
- [Help Me Grow MN Articles](#)
- [Help Me Grow MN introduction and links for both training videos.](#)
- [Mom Enough Website](#)
- [Bumper Ad list](#)
- [Help Me Grow Connector Annual Report](#)
- [Help Me Grow Connector Events/Activities](#)
- [Clicks to Referral report](#)
- [Region 11 IEIC Workplan Budget 2024-25](#)
- [October Semi-Annual Report](#)