

Region 11 Help Me Grow IEIC Meeting Notes

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

Date: March 19, 2025

Time: 12:30 – 2:30 pm

Committee Past Chair: Meg Thell

Chair: Bridget Burnham

Vice Chair: Monica Torgerson

Members Present: A. Berge, A. Wilkinson, B. Burnham, C. Fashaw, C. Hillyer, D. Nagel, D. Hartman, D. Gerardy, J. Cox-Lindsey, J. Slipka, J. Swett, L. Schmidt, M. Forsberg, M. Kioga, M. Torgerson, MK Stevens, S. Flegel, S. Sekhon, S. Schmit, S. Swanson, H. Corbett (nominee member: Jordan Myhre)

Members Absent: A. Mimm, C. Schweich, C. Granner, D. Spaeth, E. Hamel, J. Zahrte, M. Genz, M. Lund, J. Zahrte, S. Bernard, C. Tamminga-Flores

Staff: K. McKay, S. Ryan-Wood, A. Paulson, Ingrid Aasan, K. Callaway, Fanny Fernandez, Andrea Castillo

State of MN Staff: M. Kvikstad, M. Chresand

Topics
<ul style="list-style-type: none">● Introductions of those in attendance = Bridget Burnham.
<ul style="list-style-type: none">○ Housekeeping items lead by Bridget Burnham<ul style="list-style-type: none">● Approval of – March 19, 2025 agenda Motion: Jennifer SLipka Second: Judy Swett Vote:● Approval of Jan. 8th, Meeting Notes

Motion: Marilyn Forsberg

Second: Dana Nagel

- Introduction of Jordan Myhre. Replacement for Dana Nagel representing Children's Mental Health. We will vote for Jordan to join the IEIC's membership at our April 30th meeting.

Kathy McKay shared the total number of resources distributed Oct, 2014 to Mar, 2025 is **2,785,838!**

- **Parent Story - Andrea Castillo and Fanny Fernandez Help Me Grow Parent Connectors Latine Outreach**

Andrea is dedicated to expanding access to early intervention and family support for culturally diverse and geographically dispersed communities. As a researcher at the Tele-outreach Research Center within the University of Minnesota's Institute on Community Integration and Masonic Institute for the Developing Brain, she fosters equitable community engagement. A Latine parent connector, Andrea bridges cultural and language gaps to ensure timely support for families by providing connection and dissemination information to early childhood educators, community members and families. She is also pursuing a graduate degree in Educational Psychology at the University of Minnesota.

Fanny Fernandez has dedicated over a decade to supporting multicultural communities, providing families, mothers, and individuals with access to resources, mental health education, and event coordination. As the founder of Infinite Prema and Embracing Community Balance, she leads initiatives that promote emotional, spiritual, and cultural well-being. Her expertise spans mental health, holistic healing, prenatal and postpartum education, lactation support, and disability and autism advocacy. Grounded in cultural wisdom and ancestral teachings, Fanny remains committed to fostering inclusive, healing spaces for all. As a mother in a neurodivergent household, she deeply understands the challenges families face and passionately advocates for accessibility, support, and empowerment. Her lived experience fuels her dedication to helping families navigate systems, find community, and embrace their unique journeys with strength and resilience.

Andrea and Fanny presented their personal and professional experiences with Help Me Grow. The events and data from the many community events, radio shows, podcasts, FB Live sessions, and social media posts that they have set up for the Latine community. Their success in reaching into their communities is evident in the data. It was suggested that we video tape the Parent Connector stories to share on the website.

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

Judy Swett reported on the Senate File and House File for each of the following legislative documents:

SF 2027, HF 1736 A bill establishing early childhood literacy pilot programs

SF 1345, HF 803 Changes eligibility for VPK students, no longer eligible because school district considered them to be "at risk"

SF 2100, HF 1839: Repeals DEI provisions in pre-kindergarten through grade 12

SF 1022, HF 514: Allows for seclusion and exclusion for students kindergarten through 3 grades

SF 1667, HF 1020, Establishes a work group to look at extending the special education category Developmental Delay to age 9.

2024- 2025 Work Plan and Budget Status Report

- Articles – [Current list of Articles on HMG Website.](#)

“Protecting the developing brain” - Article posted

- [Mom Enough](#) podcasts scheduled for 2024-25

- Traumatic Brain Injury – potential long-term effects of a big fall. Posted March 1, 2025 Will also be on **FB Live on May 8th**

- 2024-25 Current status of resource requests and distribution.

FY 2024-25 = 148,914 items distributed statewide from July 1, 2024 to March 1, 2025.

- Cat has distributed a survey to the Regional Facilitators and Chairs requesting information on the use of the various resources and materials used by each region. Included in the survey are questions about funding and new ways in which regional leadership hopes to use the funding in the future.
- Region 11 supplied the regions with their order and spending history from the 2023-24 fiscal year.
- The Training Videos for both Medical Professionals/Clinic Staff and for Childcare Professionals are being distributed.

Childcare Postcard with QR code to training videos were sent out 12/9/2024. YouTube traffic to both Medical and Childcare Training Videos have increased. Medical increased +190, Childcare increased +638. (The numbers change daily)

Please feel free to share the links listed in this [introductory letter](#) to all who might benefit.

- Anna shared the link to the [Current list of Bumper Ads](#). Anna has asked the Risdall team to make “playlists” of the bumper ads so that all of the Regional IEICs can use them at their events. Still pending

- Parent Connector update:

Anna shared a [list of events/activities](#). There has been a decrease in on-site events. Concern that inviting families may cause concern for immigrant families.

- Subgrant awarded: Zang Vang Lee and Andrea Castillo completed courses in Hmong and Spanish. Both are not listed on the Develop Platform (childcare licensing platform for continuing education). \$2000 has been paid. Title of the course: ***Using Data To Guide and Strengthen Conversations With Families About Children's Development.***

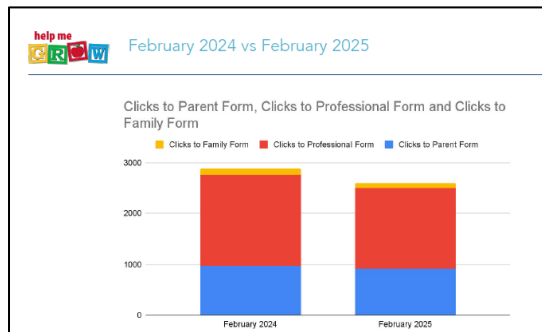
- **Marketing Reports:**

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



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

- **JANUARY**
 Parent Form: 1,014 (7 Spanish)
 Professional Form: 1,734 (5 Spanish)
 Family Form: 127 (8 Spanish, 2 Hmong)
- **FEBRUARY**
 Parent Form: 916 (3 Spanish, 1 Somali)
 Professional Form: 1,581 (1 Spanish)
 Family Form: 91 (1 Hmong)



- Decrease of 6.44% in parent referrals and 11.22% in professional referrals and 26% in family referrals
- Traffic has decreased to site and organic search is down by 25k sessions from February 2024 to February 2025
 - In February 2024 there were 65,081 sessions from organic search
 - In February 2025 there were 39,528 sessions from organic search

Summary for IEIC meeting for paid search:

The first 2 months of 2025 are off to a very great start. Compared to the last two months of 2024, Click-through-rate increased 13% which is an indication that the ad creative and audience targeting is well-aligned. The average CPC (Cost-per-click) decreased 12.3% due to our optimizations.

Our English search ads campaign continues to exceed efficiency benchmarks.

Region 11 is in a 2-month trial period with SnapChat. Help Me Connect had great results in posting ads through the SnapChat social media platform. We are using some of the money that was on hold re: updating the website to do a trial with SnapChat.

2024-25 Budget Report - Kathy McKay reported that we are on-track with the budget.

2025-26 Subcommittee Ideas Lists for work plan development:

The IEIC members were sent to 4 different breakout rooms assigned by Anna in advance.

The activity in the breakout rooms:

Review the list of ideas generated from the Public Awareness/Outreach Subcommittee and the Equity/Family Involvement Subcommittee. Note: we do NOT need to write goals until May- this is just a preliminary activity to get ideas rolling.

In our statute: we are responsible for Public Awareness and Child Find. Making PRE-referral connections.

We asked the group: What stands out to you? What ideas do you have to add? What does this group want to share after our time together? This is to be a free-flowing idea share. No expectation or assignment. Just time to connect and process together.

Post breakout sharing:

Kathy M - Her group and one other group would like to see a short video for parents re: HMG and what happens next.

It was noted that young people do not use FB. They use TickTock and SnapChat. Some Instagram

They liked the idea of reaching out to Higher Ed. for teachers in prep. and would add prep programs for OT, PT, SLP, DHH, BVI.

H. Corbett suggested that Moms are on FB Groups: MN Moms, Evidence Based Feeding, ASD Parent, Sleep Training. Perhaps connect with Instagram influencers

Her groups would like HMG to consider joining these groups. @create_kids_edu

Suggestion was made to add info to posts specifically for grandparents.

Another group suggested developing videos from parent connectors re: their process. More parent stories.

Continue with culturally sensitive messaging.

Post information about allowing parents some time for peace. Rest.

Idea to prioritize our ideas list as the government challenges our funding.

Margo Chresand shared the link on MDE district screening website to screening, assessment, evaluation. Click on the 'screening program resources' tab. The document is about 1/2 down page. [Early Childhood Screening](#).

Anna asked others to continue emailing her with their group thoughts and ideas. She will add them to the larger "Ideas" doc.

Bridget Burnham called for a motion to adjourn:

Motion to Adjourn: Mary Kay Stevens

Second: Shannon Flegel

Vote: Meeting adjourned at 2:30pm

Resources and Links:

[January 8th Notes](#)

[BrightWorks IEIC Web Pages](#)

[Help Me Grow MN Articles](#)

[“Protecting the Developing Brain” article](#)

[Help Me Grow MN introduction and links for both training videos.](#)

[Mom Enough Website](#)

[Bumper Ad list](#)

[Help Me Grow Connector Bios](#)

[Help Me Grow Connector Events/Activities](#)

[Clicks to Referral report](#)

[Region 11 IEIC October Update for Constituency Members](#)

[Region 11 IEIC Workplan Budget 2024-25](#)

[2025-26 Workplan Subcommittees Idea List](#)