

The Region 11 Interagency Early Intervention Committee (IEIC) Workplan 2024-2025

IEIC Chair/s: Cherene Newman / Meg Thell

Region: 11

FINAL 7/8/2024

Goal #1 What do you want to achieve this year?	Activity/Deliverable What will you do to achieve the goal?	Measureable outcome How will you know the goal is achieved?	Timeline for each activity/task	Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?	Estimated Budget Allocation	Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year & submitted with 2023-24 work plan)
<p>Equity Goal: Build relationships with community organizations serving families from all cultural and marginalized community populations in order to develop appropriate child find and public awareness strategies.</p>						
	<p>1. Contract with UMN-LTSAE staff and cultural HMG Connectors to provide HMG awareness to all communities; with emphasis on low income families, marginalized communities, newly arrived families to MN, Indigenous families, and those in the child protection system.</p>	<p>HMG Connector presence is expanded to include and reach into more communities. Annual collaborative reporting includes varying types and degrees of in-reach activities. [Deliverables from UMN include a yearly report on HMG Connector activities and LTSAE product beyond our allocated amount.]</p>	<p>July 1, 2024 thru June 30, 2025</p>	<p>IEIC staff, HMG Connectors including St. Mary's Clinics and Hmong Early Childhood Coalition, UMN - LTSAE staff</p>	<p>\$41,000.00</p>	<p>In 2023-24, HMG Connectors & IEIC staff meet monthly with the LTSAE team. Outreach activities reached more than 10,000 families.</p>

	2. Use Child Outcome Survey (COS) data to inform pre-referral public awareness campaigns, by building capacity around cultural competence and/or implicit bias and these effects on the IEIC work.	Increase in the number of children being referred through Help Me Grow from communities who are currently underrepresented in COS data.	July 1, 2024 thru June 30, 2025	IEIC Staff, IEIC membership	\$1,150.00	2023-24 goal was to complete an Equity Audit with IEIC. Goal of building capacity is always in progress.
	3. Expand translated materials and resources based on input from constituents and families.	Translate and Caption the Medical Professional and Childcare Professional Training Videos into Spanish will be completed. Additional ads will be posted in Spanish, Somali and Hmong.	July 1, 2024 thru June 30, 2025	Contracted translation & captioning vendors, IEIC staff, Risdall Marketing	\$8,000.00	2023-24 goal met through updating translations on website and including additional translated materials to social medial platforms.
				Goal #1 Budget Total:	\$50,150.00	

Goal #2 What do you want to achieve this year?	Activity/Deliverable What will you do to achieve the goal?	Measurable outcome How will you know the goal is achieved?	Timeline for each activity/task	Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?	Estimated Budget Allocation	Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year & submitted with 2021-2022 work plan)
Provide information in multiple languages and formats, to parents professionals and stakeholders on the stages of child development (keeping in mind the difference in cultural expectations), the impact of early intervention, the resources available and the referral process.						
	1. Contract with marketing firm to assist with relevant and culturally respectful website updates; develop and run ads on Google, social media, You Tube and other venues.	Ad agency will report on the impact and outcomes of each advertisement platform including outreach to lower income and marginalized community families.	July 1, 2024 thru June 30, 2025	Ris dall Marketing, MDE staff, IEIC staff , HMG Connectors	\$60,000.00	2023-24 Data from marketing firm indicated a 79% increase in brand awareness and more than 11,200 clicks to the HMG website as a result of advertising initiatives.
	2. Print & mail/ship HMG resources for outreach to clients within Region 11.	Tracking on number of resources printed and ordered will be provided to IEIC and MDE.	July 1, 2024 thru June 30, 2025	IEIC Staff, Print vendors, Shipping, Packet Assembly	\$198,014.56	From July 1, 2023 thru May 15, 2024 a total of 127,148 HMG resource items were distributed in Region 11.

	<p>3. We will conduct outreach on parenting topics with parenting support organizations ex. County Food Shelves, Agencies and organizations who support families experiencing incarceration, refugee and immigrant health, Native American health and education, Somali family supports, FFN Networks, families without stable night time residence (homeless), child, youth and family mental health. We will contract for outreach with Mom Enough, Hmong Early Childhood Coalition and St. Mary's Clinics.</p>	<p>Obtain parenting and provider topic ideas from IEIC members and community partners (i.e. impact of screen time before age 3). Report activity and impact of focused advertisement, presentations, partnerships, and/or podcast recordings.</p>	<p>July 1, 2024 thru June 30, 2025</p>	<p>IEIC staff and contracts</p>	<p>\$20,000.00</p>	<p>2023-24 outreach activities varied from on-site presentations and vendor tabling to FB Live outreach and on-line presentations. The Region 11 staff and contractors participated in 2 to 10 events/activities per month reaching families across the state.</p>
	<p>4. Contract with Risdall Marketing to prepare a postcard (with QR codes for the Medical and Childcare videos) to use in mailings to clinics/NICU hospitals and licensed childcare providers.</p>	<p>Results of the postcard and training video campaign will enhance awareness of HMG materials, resources, website and school based services with an</p>	<p>July 1, 2024 thru June 30, 2025</p>	<p>Risdall Marketing, IEIC staff</p>	<p>\$3,000.00</p>	<p>2023-24 goal included sending a postcard to Region 11 organizations/agencies re: how to order resources. Nearly 2000 postcards were mailed.</p>

		increase of referrals.				
	5. Attract diverse membership for the IEIC through intentional activities such as personal calls to potential members who have been identified by community and HMG Connectors or at community events and presentations. (ex. Latine, Hmong, Karen, African American, Native American, Somali, LGBTQI, Disability community members...)	Expand the IEIC membership and support a communication loop between membership and the groups each are representing. Continue semi-annual communication letter and add time on IEIC agendas for feedback from the expanded groups represented.	July 1, 2024 thru June 30, 2025	IEIC Staff and IEIC Membership	\$4,150.00	2023-24 IEIC membership increased to include more parents. Communications were sent through representatives to each constituency groups. A World Café' activity allowed members to add ideas and recommendations to the 2024-25 Work Plan.
				Goal #2 Budget Total:	\$285,164.56	

Goal #3 What do you want to achieve this year?	Activity/Deliverable What will you do to achieve the goal?	Measureable outcome. How will you know the goal is achieved?	Timeline for each activity/task	Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?	Estimated Budget Allocation	Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year & submitted with 2021-2022 work plan)
Increase the number children ages 0-5 who are referred and the quality of the referrals, to increase the percentage of children who qualify for Early Intervention services to match the statistical expectations.						
	1. Focus outreach to Health Care Providers, NICU staff, Mental Health/Rehabilitation Center staff, Child Care Providers, Early Childhood Educators, Child Protection Staff, Homeless Site Staff, and Parents (including Adoptive & Foster parents). Outreach activities include adding captions to training videos in English and Spanish. IEIC Staff to distribute resources through an email campaign and a postcard QR code mailing.	Inform referring communities on the process for connecting families to supports and services; and on the opportunities available in becoming a member of the Region 11 IEIC.	July 1, 2024 thru June 30, 2025	IEIC staff	\$15,000.00	2022-23, Training video for Medical Professionals and Clinic Staff was completed and distributed. 2023-24 Training video for Childcare Staff and EC Professionals was completed and will be distributed.

	2. Add electronic options to clinic and hospital campaigns.	Connections are made with communication departments. Share Medical Professional Training Video and request spotlights on waiting room T.V. monitors.	July 1, 2024 thru June 30, 2025	IEIC staff.	\$5,000.00	2023-24 - goal still in process.
	3. Present about early development and HMG to providers and parent groups, and attend outreach events. Expand awareness of "conditions known to hinder development" and the process for referring to screening.	Inform referring communities on the process for connecting families to supports and services.	July 1, 2024 thru June 30, 2025	IEIC staff, HMG Connectors, Exhibit Fees, Mileage	\$31,472.42	2023-24, the Region 11 team offered 18 presentations and attended 69 events and outreach activities.
	4. Provide training funds to constituents and culturally specific partners who present Help Me Grow - development and resources information to families.	Subgrant training funds to support community partners to provide public awareness to cultural communities and Tribal Nations.	July 1, 2024 thru June 30, 2025	IEIC staff & community partners.	\$2,500.00	2023-24 - no requests for training funds.

				Goal #3 Budget Total:	\$53,972.42	
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Goal #4	Activity/Deliverable. What will you do to achieve the goal?	Measureable outcome How will you know the goal is achieved?	Timeline for each activity/task	Optional: Which entity is responsible for the activity (i.e. state partner, IEIC, local stakeholder, etc.)?	Estimated Budget Allocation	Evaluation: How much did we do? How well did we do it? Is anybody better off? (to be completed throughout the year & submitted with 2021-2022 work plan)
Establish and provide statewide (Regions 1-11) communications.						
	1. Provide statewide marketing oversight for HMG website, Facebook, Instagram to focus on Minnesota statewide demographics.	Contracts in place with marketing firm and HMG Connectors for culturally relevant posts and translations on the website.	July 1, 2024 thru June 30, 2025	Risdall Marketing, IEIC Staff, HMG Connectors.	\$60,000.00	2023-24 Data from marketing firm indicated a 79% increase statewide in brand awareness and more than 11,200 clicks to the HMG website as a result of advertising initiatives.
	2. Provide oversight to develop, print, and ship HMG resources statewide (Regions 1-10).	Track number of print resources ordered, shipped, invoiced, and paid.	July 1, 2024 thru June 30, 2025	IEIC Staff.	\$15,000.00	From July 1, 2023 thru May 15, 2024 a total of 89,495 HMG resource items were requested and distributed to Regions 1-10
				Goal #4 Budget Total:	\$75,000.00	
Fiscal Host costs	Indirect 8%, Office/Storage rent, Copier & Mail machine, Tech Support, Communications			BrightWorks	\$57,300.00	

				Total Allocation Budget:	\$521,586.98	
	Our region hires a coordinator as a part of our IEIC budget	Yes	Estimated Carry-forward Dollars of \$35,000.00 and Estimated Revenue of \$55,000 from Regions 1-10 orders will be used for the following activities that cannot be fully funded by the FY25 Federal Allocation:			
	FFY2020 Evaluation data is being submitted with this work plan	Yes				
	Our region contracts for outreach support	Yes	1) Goal 1, Activity #1 - Contracts with Parent Connectors			
	This is our final workplan	Yes	2) Goal 2, Activity #2 - Printing & Shipping			
IEIC Chair Signature		Date				