

Region 11 Help Me Grow IEIC Meeting Notes

Zoom Virtual Meeting

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

Date: Feb. 14, 2024

Time: 12:30 – 2:30 pm

Committee Past Chair: Judy Swett

Chair: Jayne Cox-Lindsey

Vice Chair: Cherene Newman

Members Present: Marilyn Forsberg, Amy Berge, Deb Gerardy, Cherene Newman, Maren Kioga, Sarah Ryan Wood, Song Vang, Judy Swett, Cynthia Fashaw, Kathy Cromie, Meg Thell, Lori Schmidt, Dana Nagel, Jayne Cox-Lindsey, Amy Mimm, Bridget Burnham, Marykay Stevens, Abigail Coffin

Members Absent: Nicole Frethum, Amy Wazlawski, Mara Lund, Sylvia Sekhon, Michele Bedor (sub = Abigail Coffin), Sarah Schmidt (sub - Song Vang), Jen Odegard (shared membership with Amy Mimm), Julie Ritter, Emily Norwick, Corinna Graner, Ashley Lee, Sarah Contreras, Monica Torgerson

Guests: Jennifer Risdall, Michele Kvikstad,

Staff: Kathy McKay, Sarah Ryan-Wood, Anna Paulson

Topics

- **Introductions** of those in attendance =
 - **Housekeeping** items lead by)
 - Approval of Feb. 14, 2024- agenda
Motion: Dana Nagel
Second: Judy Swett
Vote: Passed
 - Approval of Nov. 15, 2023
Motion: Marilyn Forsberg
Second: Cherene Newman
Vote: Passed

- Approval of New Members: No new members

Additional Discussion items:

Missing & Murdered Indigenous Women (MMIW) March (Red Dress Day) MMIW has its title due to the disproportionate racism and de-humanizing towards Native women, but it does not mean that men, boys, and others are not facing similar experiences (aka the rates are just different). Mara Lund - IEIC Native American representative has asked that we take time to educate ourselves on this issue and initiative.

[Missing and Murdered Indigenous Women and Girls | Center for Native American Studies \(nmu.edu\)](https://www.nmu.edu/center-for-native-american-studies/missing-and-murdered-indigenous-women-and-girls)

Region 11 Equity Audit Questions - Judy Swett Judy shared that she and Anna Paulson reviewed the Equity Audit questions that were developed for organizations and districts. The questions are not a fit for the work of the IEIC. Judy and Anna edited and added to the questions to match the work of the IEICs. Judy sent them to Cat and is waiting for feedback and further instructions.

Region 11 Equity Audit Questions = https://drive.google.com/drive/folders/1p9yJGQdcfJZ2IYVyJ9kD22_brYYv1UW1

Presentation: Research of current parent populations – Most effective means for distributing information – Jennifer Risdall

[Public Awareness Insights Report.](#)

Anna Paulson introduced Jennifer Risdall. Jennifer and the Risdall teams have been working with Region 11 (and several other IEIC regions) since 2014. This project is a result of the 2023-24 Work Plan goal 2-2: “Research current parent populations and provide insight on the most effective means for distributing information to this generation.”

Presentation highlights included:

- Audience
 - Focused on parents and caregivers of children birth-five
 - historically marginalized and new refugee families
 - families who are in lower socioeconomic levels
 - families who have substantiated cases of abuse or neglect
 - families impacted by opioid crisis
- Tasks
 - research parent populations
 - research popular methods for communication

- Media Consumption Summary
 - TV usage has increased from 2022 to 2023 (Gen Zers are the least likely to watch live TV)
 - Streaming was the favorite platform for television reaching 35.9% of the overall viewing time.
 - weekly usage increased by .5% to 71.7%
 - Americans are streaming music more, 44.5% of the USA audience streams music everyday with YouTube music ranking #1 for streaming music and podcasts.
 - Social media platforms: still growing
 - Facebook, Youtube, Instagram, Snapchat, GooglePhotos, Tiktok
 - Instagram and WhatsApp are prevalent in Hispanic and Asian use. [Meg Thell mentioned that Hennepin County uses “WhatsApp” to push text messages to the Latina populations.]
 - Newspapers and magazines - more users read digital newspapers than print. Non-English speaking parents with an income level of <30K are more likely to read paper newspapers because of a lack of internet access. This group is also most likely to get information from SmartPhones.
- Region 11 may look at specific radio stations based on information shared to the IEIC by community members for the African American community.
 - also looking at online radio to target Hispanic cultures and testing it for Somali and Hmong
- New goal is to always be thinking about mobile when targeting social media, as people with and without internet access are using their phones to get information.
 - Across every category, US adults that own a smartphone are greater than those with broadband.

Please see attached presentation for full details.

80x3's New Website = [80x3 | Resilient from the Start](#)

- IEIC member Meg Thell is also on the development committee of the 80x3 website.
- Focused on children's mental health and trauma informed care
- Specific for childcare centers; not general to early childhood, but focused on center based experience in childcare centers.
 - variety of approaches and they have cohorts (places like YWCA has a cohort)

Congenital CytoMegal Virus: [Congenital Cytomegal Virus \(cCMV\) Resource Webpage.](#)

- Legislation was passed last session to include cCMV monitoring on the blood spot form at newborn screening. See the webpages for information on prevention of cCMV and on support strategies for families of children identified with cCMV.

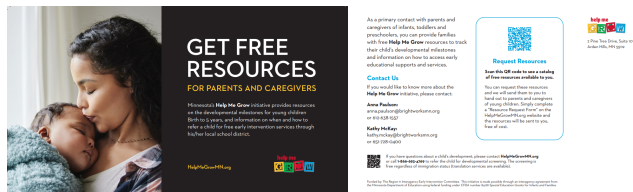
2023- 2024 Work Plan and Budget Status Report:

Anna reviewed the goals of the workplan and offered a brief update.

- Articles – “Help Your Child Learn & Grow with ‘Serve & Return’ Interaction.” [Serve & Return Article](#)
- Mom Enough podcasts scheduled for 2023-24
- Facebook Live in Spanish – Andrea Castillo was interviewed by Marti and Erin Erickson on FB Live. Program was titled = [Let's talk among parents about the importance of supporting children's development in community.](#)

As of 1/9/24: 9,117 people have viewed the post and 6,000 have engaged with it by watching all or part of it.

- [“Free Early Childhood Screening: Ensure Your Child’s Optimal Development”](#) with Dr. Brenna Rudolf aired on 1/8/24
- Susan Beaulieu: an ACE Interface Master Trainer who will share the impacts of unresolved individual, ancestral and collective trauma and share strategies to support healing with children and families. Recorded: 2/1/24
- 2023-24 Current status of resource requests and distribution.
 - Postcards with QR Codes have been sent to the full list of contacts. (nearly 2000 contacts)



- Resources distributed in the first 6 months (July 1 - December 31, 2023) of the fiscal year. = **121,626**
- Training Video for Childcare Staff is starting. [Childcare training Advisory Panel Members](#) have weighed in on goals for the project. Anna and Kiran Sheik are working on the contents.

- Electronic Options to Clinics and Hospitals – Little Moments Count (no progress)
- Bumper Ad. – Anna Paulson showed us the current Serve and Return bumper ads.
 - Clap Along <https://youtu.be/m4G9Ku0ZH74>
 - Should we read that page? <https://youtu.be/PqJBIgGktEo>
 - Aplaudes con su bebe! https://youtu.be/4gXZNrAIO_A
- Parent Connector update:
 - [Bios of 2023-24 Parent Connectors](#)
 - [Activities and Presentations July 2023-Feb. 2024](#)
 - Found a Somali Community Connector to start in July.
 - [HMG Outreach Impact Report Summary.docx](#) = these are in person connections directly IN the community. Anna added that the St. Mary's vaccine clinics are not reported yet, but in the fall the St. Mary's team typically connects directly with 700 - 900 families. (Families that did not seek us out, but that we reached out to find.)
 - Facebook Live events for Spanish, Hmong and Black families
 - MNCoE Conference - April 26, 2024

***Region 11 has set up a [shared folder](#) so other regions have access to our ads, materials, and resources.**

Advertising Reports:

- Facebook/Instagram – translated and added [Social Media Comment Policy](#) to social media sites and website.
 - there are some people that make comments that are not very nice. We needed a policy to reflect if we were going to hide any comments.
- Update Website to fit current trends. MDE is internally reviewing the recommended updates. We are waiting for their feedback.



- [Clicks to Referral – August – November 2023](#)
- [Clicks to Referral - Oct. to Dec. 2023](#)
 - Referrals up from Dec. 2022 to Dec. 2023
 - Parent referrals by month: Sept. 1072, Oct. 1044, Nov. 957, Dec. 710
 - Professional referrals by month: Sept. 1910, Oct. 957, Nov. 1954, Dec. 135
 - Family/Friend referrals by month: Sept. 164, Oct. 140, Nov. 135, Dec. 82

Referrals Through MDE – Report by County [Referral count by county report](#). Kathy McKay shared the updates of referrals by each of the seven Region 11 counties. and the **Update on Eligibility & Referral Tracking** [Updated Eligibility and Referral Tracking Chart](#)

2023-24 Budget Report [Region 11 Budget](#)

- **We are on budget.**
- **Regions 1-10 have submitted more orders than expected; which means we have additional revenue, but fewer resources. With the additional revenue, we will start printing stencils again!!**

Other comments:

- Members expressed that many of them are overwhelmed with referrals and how difficult it is to keep up within the school districts. While we want to keep up with the public awareness campaigns, the schools are struggling to keep up due to lack of staffing and funding.
- Anna was asked to add an update from the ICC and from the legislative agenda to the next IEIC communication.

Motion to Adjourn: Amy Berge

Second: Judy Swett

Vote: passed

Next Meeting Dates:

May 8, 2024 (in person)

Resources and Links:

Agenda = February 14, 2024 [02-14-24 Region 11 Agenda.docx - Google Docs](#)

Notes November 15, 2023 meeting= [11-15-2023 Region 11 Notes.docx - Google Docs](#)

MMIW: [Missing and Murdered Indigenous Women and Girls | Center for Native American Studies \(nmu.edu\)](#)

Region 11 Equity Audit Questions = https://drive.google.com/drive/folders/1p9yJGQdcfJZ2IYVyJ9kD22_brYYv1UW1

80x3 = <http://80x3.org>

cCMV resources webpage = <https://mnlowincidenceprojects.org/cCMV/index.html>

Public Awareness Insights Report (Risdaal) = [HelpMeGrow Audience Insights November 2023 V3.pdf - Google Drive](#)

“How to Serve & Return and Build a Baby’s Brain” Article= [Help Your Baby Learn and Grow with “Serve and Return” Interaction.pdf - Google Drive](#)

Mom Enough Website = <https://www.momenough.com/>

“Let’s talk among parents about the importance of supporting children’s development in community”=
<https://www.facebook.com/MomEnough/videos/873094040829835>

“Free Early Childhood Screening: Ensure Your Child’s Optimal Development” = <https://www.momenough.com/2024/01/early-childhood-screening/>

BrightWorksMN - Region 11 = [BrightWorks - Region 11 IEIC Project - Order Help Me Grow Outreach Materials \(brightworksmn.org\)](#)

Childcare Training Video Advisory = [Childcare Training Video Advisory Group - Google Docs](#)

Serve & Return Bumper Ad Concepts = [HMG 2023 Serve-Return Bumper Concepts R1.pdf - Google Drive](#)

“Clap Along” - English = [HMG Serve Return Bumper English Ad 1.mp4 - Google Drive](#)

“Aplauda con su bebe” - Spanish = [HMG Serve Return Bumper Spanish Ad 1.mp4 - Google Drive](#)

“Let’s Read” - English = [HMG Serve Return Bumper English Ad 2.mp4 - Google Drive](#)

Parent Connectors Bios = [2023-24HelpMeGrow Parent Connectors.pdf - Google Drive](#)

Parent Connector and Region 11 Staff Events and Presentations = [Presentations from July 2023 – July 2024.docx - Google Docs](#)

Outreach Impact Report through Jan. 2024 = [HMG Outreach Impact Report Summary.docx - Google Docs](#)

Social Media Comment Policy = <https://helpmegrowmn.org/HMG/Social/index.html>

LinkTree = <https://linktr.ee/helpmegrowmn>

Help Me Grow Website “Clicks to Referral” report: August to November = [Help Me Grow MN Region 11 Website Goals August 2023 through November 2023.pdf - Google Drive](#)

Help Me Grow Website “Clicks to Referral” report: October - Dec. 2023 = [Help Me Grow MN Region 11 Website Goals October - December 2023 \(1\).pdf - Google Drive](#)

Referrals through MDE by County = [REGION 11 HMG Referrals thru MDE 2018-23.docx - Google Docs](#)

Eligibility & Referral Tracking 2014 to Present = [ECSE Referral, Eligibility, Distribution Data, 2014-Present.xlsx - Google Sheets](#)

Region 11 IEIC Budget = [FY24 Region 11 IEIC Budget 9-12-23.xlsx - Google Sheets](#)