



## Minutes: Advisory Committee Meeting

330 North D Street, Fifth Floor, San Bernardino, California 92415

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**Meeting Date, Time and Location**      March 14, 2013  
Ron Griffin, Vice Chair, called the meeting to order at 12:10 p.m.  
First 5 San Bernardino – large conference room  
330 North D Street, Fifth Floor  
San Bernardino, California 92415

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**Pledge of Allegiance**      The Pledge of Allegiance was led by Ron Griffin

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**Presentation**      Kristy Loufek – “Child Abuse Prevention Shaken Baby Syndrome”

Ms. Loufek presented two videos; one currently used at Loma Linda University Hospital and the other video from Pennsylvania, developed by Dr. Mark Dias with a NIH (National Institute of Health) grant.

Karen Scott affirmed with Ms. Loufek that the first video is used at Loma Linda. and the folks who view it sign a contract or an agreement after viewing the video to indicate they understand the concept of shaken baby syndrome. Karen asked about the numbers of shaken baby deaths between 2009 and 2010 since there was an increase. In 2009 there were three deaths. In 2010, 8 deaths. Karen asked if Loma Linda was keeping track of the parents who had seen this video and signed the agreements. Ms. Loufek stated their goal was to keep track but they haven't just yet.

Ron Griffin suggested possibly court mandated viewing for birth and foster parents or for those on probation as community service, or have it running continuously on screens in the office lobby.

James Moses suggested that people could watch the video in hospital waiting rooms because once the baby is born, the last thing you want to do is watch a video about babies. James also suggested showing the video at high schools and movie theaters. James stated that parents need to be on board about having a baby and how do we get them at the beginning to have the right kind of thinking about 'having a baby'; planned vs. an un-planned pregnancy. Ed Pare suggested that junior high is the grade to start and in group homes. James also mentioned local sports venues which is especially good to reach single young men who attend the local baseball/basketball games, for example. Maybe partner with those venues, Citizens Business Bank Arena in Ontario and area colleges to show the video on their jumbotrons (video screens). Diana Alexander suggested taking advantage of connections through County Vision. Ms. Alexander suggested “branding” to catch people's eye so they notice the campaign. Evelyn Trevino said repeated exposure would work. Dani Hodge said that to make this resonant ask a father who is incarcerated for shaking the baby; maybe suggest domestic violence trainings. Also coming up with a phrase to remind parents not to shake the baby would be helpful.

Stacy Iverson stated that their office trainings were called “How to Cope” instead of shaken baby syndrome because folks were more apt to attend a “How to Cope”

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video. It's about getting this in front of pre-natal candidates, high school students and others. It's good to give parents permission to leave the crying baby in the crib as suggested in this video. This message needs to be wide-spread as much as possible. And just like another message in the video, "nobody ever died from crying".

Edison Medina stated that First 5 would be an excellent neutral source for people to view this video, for example, for distribution among local hospitals and resource centers and throughout the local high schools. Maybe even focus on the negative effects of this for more of a shock value.

Ron Griffin asked if we can get more electronic babies for high school use so the students can see how babies are not "dolls" and need constant care and attention. Kristy Loufek mentioned to use these babies at the juvenile hall level. Edison mentioned some schools already utilize the electronic baby program and suggested incorporating into the curriculum that students receive an automatic "F" if they do not complete the course.

Karen mentioned that one of the features in "Daddy's Tool Bag" is a chapter on Shaken Baby. It's just a matter of 'how do we measure who is seeing this video' and how many families and/or dads have we reached?

Hernaldo Sequeira suggested showing this video at the Annual State Foster Parent Conference, October 17-18 in Ontario.

Karen suggested reaching out to domestic violence shelters and caregivers. This is a whole program in itself: teaching caregivers how to relax, not get too stressed, give them tips to avoid reaching that level of frustration, what to do, what to plan, etc.

Cindy Faulkner asked if there is a cut-off age for a shaken baby? For example, if the child is five years old versus a three-year-old would the damage not be as severe?

Venus Mixson stated it would be a good idea to incentivize people to watch the video, for example, 'watch the video to the end, call this number and receive a free t-shirt' or whatever the incentive is. This is one way to obtain feedback as to how many people have viewed the video.

Kristy Loufek mentioned that at the hospital parents could sign an agreement after they view the video while they are in the recovery room. They could also be given a pamphlet or magnet that lists 2-1-1 or of some other agency to remind them not to shake their baby. A list of ten things to do if you're stressed could be distributed to the parents.

Karen suggested taking these ideas back to Children's Policy Council.

### Evelyn Trevino – "Healthy Cities, Community Vital Signs"

Life expectancy decrease: "The youth of today may, on average, live less healthy and possibly even shorter lives than their parents". Source – New England Journal of Medicine, Volume 352:1138-1145 March 17, 2005, Number 11.

There is an epidemic of poor nutrition and physical inactivity. San Bernardino County has the worst retail food environment in California – six times more unhealthy food retail outlets as healthy. San Bernardino County is the fourth most obese in the United States. We have literally engineered daily activity out of our lives.

Healthy Communities is a countywide effort since 2006, creating healthy environments and promoting healthful lifestyles. They are in partnership with many

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especially municipalities. All cities are involved in the county except for Barstow, Grand Terrace, Needles, Twentynine Palms and Yucca Valley.

First 5 Healthy Cities Investments are Family Education, Systems and Environmental Change which encompasses activity based community education, first sports – Mommy and Me, mobile recreation for preschools, workshops, farmers market incentives, healthier city environment to include vending machines, breastfeeding supportive environments, healthy dining options and joint use policies with schools.

In the city of San Bernardino, Cypress Park (across from San Gorgonio High School) is staffed by the Disabled Veterans of America and entered into a formal MOU to take proper care of the park and beautiful garden.

Time and data will prove if San Bernardino County is creating a culture of health.

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**Attendees**

**Advisory Committee**

Hernaldo Sequeira (on behalf of DeAnna Avey-Motikeit), Ron Griffin, Dr. Pat Krizek, Dr. Dani Hodge (on behalf of Dr. Sybil Carrere), Ed Pare, Edison Medina, Jose Davila, Stacy Iverson, James Moses, Michelle Parker, Venus Mixson, Veronica Rodriguez, Nancy Ruth White.

**First 5 San Bernardino**

Cindy Faulkner, Ann Calkins, Mary Jaquish, Scott McGrath, Debora Dickerson, Mary Alvarez, Bobbi Albano, Chris Espinoza, Pattie McGinty-Hagedorn.

**Harder+Co** Joelle Greene

**Guests** Diana Alexander, Kevin Royse (Children's Fund, Development Officer)

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**Consent**

A motion was made by Jose Davila and seconded by Ed Pare to approve the following consent item. Without further comment or objection, motion carried.

<b>Item No.</b>	<b>CONSENT ITEMS</b>
1	Approve minutes of November 8, 2012 Advisory Committee Meeting.

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	<b>DISCUSSION ITEMS</b>
2	<p>Asset Mapping (Presenter: Joelle Greene, Harder+Co)</p> <p>Harder+Co proposed to First 5 an asset mapping activity with the end result being to obtain good regionally specific data. Ms. Greene explained that asset mapping is a community discussion about needs and assets related to social environment, service environment, economic and built environment. Asset mapping can clarify where new resources can do the most good by building on community strengths. The approach can be tailored to each community by way of their history, culture, language, spirit, progress, sophistication, readiness. Participants are able to engage in interactive exercises discussions.</p> <p>Asset mapping gives you a sense of what the existing infrastructure is and that, with a little extra attention or resources (in the world of a funder), might actually get us to impact the results more quickly. Asset mapping helps bring to light what's missing and it's done in a way that leaves the community feeling more positive. This is an actual engagement technique that builds on the strength of the community and is very interactive.</p>

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	<p>Attention will be given to needs as they relate to First 5's focus such as what keeps children safe and healthy, what is their access to preschool, what things are in place in your community to keep you healthy, what is your access to healthy food and parks, etc.</p> <p>Harder+Co would like to conduct one session each in the High Desert, Colton, Montclair, Big Bear, Crestline and Needles. The first asset mapping meeting is scheduled for this evening in Victorville from 5:30 p.m.to 8:00 p.m. Each session will have a regional taskforce. The chosen venue should have at least a 100 person capacity and child care; be centrally located and/or easily accessible (public and private transportation); and available in the evening (5:30-8:00 PM timeframe).</p> <p>As far as outreach, we are looking for parents of young children, people working in the community and familiar with issues affecting young children. Recruitment-wise, these folks could be reached through E-mail blasts and fliers as well as reaching out to community partners and service providers to assist in this effort.</p> <p>A session's agenda would consist of registration, welcome, mapping activities, small group discussion and a wrap up. Food would also be served.</p> <p>Examples of questions to ask participants:</p> <ul style="list-style-type: none"><li>• Where do you live?</li><li>• In a typical week, where do you get your family's groceries?</li><li>• Where do your children play?</li><li>• Where do you take your child for regular medical care?</li><li>• Where do you work?</li><li>• What things do you wish were in your community?</li><li>• What places are you most proud of in the community?</li></ul> <p>Ms. Greene stated that if any Advisory Committee members are interested in assisting with this effort, they can: serve on a regional task force; provide information on a venue; assist with outreach and recruitment; attend and participate and use the findings in your service planning. There is no limit to how big each task force can be.</p> <p>Evelyn Trevino suggested marrying this effort with the Community Vital signs project. Karen Scott stated that idea has been suggested to Trudy Raymundo of Public Health.</p>
3	<p>Commissioner Updates (Presenter: Karen Scott, Executive Director)</p> <p>Supervisor Ramos was recently sworn in as a First 5 Commissioner and Margaret Hill will be sworn in on April 3. Nancy Ruth White and Dr. Guillermo Valenzuela are no longer serving on the First 5 Commission.</p>
4	<p>Affordable Health Care Access (Presenter: Karen Scott, Executive Director)</p> <p>How will the Affordable Health Care Act effect what we do under the Health pie chart? We may need to re-evaluate this. We'll need to look at data and outcomes and try to guide with the recommendations from our Commission. Members were asked if they heard anything in the community that might affect clinics, etc.</p>
5	<p>Early Education Expansion/Review of Strategic Plan (Presenter: Karen Scott, Executive Director)</p> <p>At last week's Commission meeting, Karen shared with the Commissioners what our allocation of program funding is for fiscal year 2012-13. This allocation included an additional \$10 million due to the reversal of AB99. To date, F5 has not</p>

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	contracted the \$10 million for the development of any RFP's. Problems attributed to first year start-ups included the need for technical assistance, staffing issues, etc. Karen will bring back to the Advisory Committee discussion about linking where we're at now, funding-wise, what we want to do next year and taking the \$10 million leftover from next year and splitting it in the next cycle. With President Obama talking recently about education, and County Vision talking about education, talking about return on investment, cradle to career, etc., early education is probably where we need to focus our attention. At our next Advisory Committee meeting, we will look at all the ways we spend our money - does it have to be in our county? Advisory Committee members know that the strategic plan shows 25% goes to our education budget. We may need to re-evaluate that percentage. How is that going to affect our pie chart regarding affordable health care access? This will be discussed at our next meeting.
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**Public  
Comment**

None

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**Adjournment**

A motion was made to adjourn the meeting by Hernaldo Sequeira and seconded by Ed Pare. Meeting adjourned at 2:15 p.m.

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**Next Meeting**

May 2, 2013  
12:00 p.m.  
First 5 San Bernardino  
330 North "D" Street, Fifth Floor  
San Bernardino, CA 92415

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**Attest**

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Ron Griffin, Vice Chair

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Ann M. Calkins, Advisory Committee Secretary

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