



## Early Ages Healthy Stages Coalition January Meeting Minutes

Date: January 12, 2018

Time: 9:30 am- 11:30 am

Location: Cuyahoga County Libraries- Warrensville Heights Branch

<b>I. Welcome and EAHS Updates</b>	
<b>Discussion Points</b>	<ul style="list-style-type: none"> <li>• Nemours funding to support Ohio Healthy programs training, technical assistance and evaluation with Family Child Care providers is underway! CCBH will be training 30 new FCCH providers and supporting the renewal process for our current FCCH OHP sites. Theresa will be doing training and technical assistance through the end of May.               <ul style="list-style-type: none"> <li>○ There is a renewal incentive package!</li> </ul> </li> <li>• OHP training is good for 6 years. If you re-take the training within that time, you will not get full Ohio Approved credit.</li> <li>• Nestle has provided \$25,000 to EAHS to support our Strategic Plan. The money will be used for community garden scholarships for on-site ECE gardens. We will also use a portion of the money to support renewal incentives for current, center-based OHP sites in Cuyahoga County.</li> <li>• Tufts evaluation of the coalition modelling assessment and quality improvement will begin in February/March. At the end of February we will work to form an advisory committee for the group that will serve as the focal point for the evaluation project. Alison and Jodi will travel Boston in March to get trained on the methods.</li> <li>• Mt Sinai Year 1 report for outcomes and priorities is due in March. We have achieved great success this year and are excited to report that we have met or exceeded our year 1 goals</li> <li>• Health Champions has been approved by the Case Western Internal Review Board! Health Champions will be a new and innovative program that will support our providers who go above and beyond: training, skills, and a stipend. Amber will provide worksheet on what health champions is to share with the group.</li> <li>• There will be a complete renovation at CCBH starting in February.</li> </ul>
<b>Conclusion/ Actions</b>	<ul style="list-style-type: none"> <li>• If you are or know a home provider interested in becoming an Ohio Healthy Program, contact Theresa Henderson at <a href="mailto:thenderson@ccbh.net">thenderson@ccbh.net</a>.</li> <li>• We are scheduling focus groups now! We are looking to meet with families at least 4 programs to conduct on site focus groups. Focus groups with ECE providers will take place during the EAHS meeting on February 9, and at the Warrensville Heights Library on February 17th at 10 am. To register, contact Camille at <a href="mailto:cverbosky@ccbh.net">cverbosky@ccbh.net</a></li> <li>• Someone asked about low cost, healthy catering. Dave's is a great local resource for healthy, affordable food.</li> </ul>

**5550 Venture Drive; Parma, OH 44130**  
**Phone: (216) 201-2001 Fax: (216) 676-1325**  
**[ccearlyages@gmail.com](mailto:ccearlyages@gmail.com)**

<b>II. Coalition Member Updates</b>	
<b>Discussion Points</b>	<ul style="list-style-type: none"> <li>• Jodi Mitchell: will be leaving her position at Nestle, but will follow-through with projects and remain an important part of EAHS</li> <li>• Cassandra Thompson, FCCH provider has completed her 2nd OHP renewal and reported that her kids and families have benefited a lot. Cassandra is also working on a community gardening project in Cleveland Heights with her children and as an instructor at a local school. EAHS is proud to support Cassandra on this amazing work!</li> <li>• Jennifer Johnson attended her first meeting and is the Executive Director for the out new Child Advocacy center that will provide wrap around social services from a child-first approach. Jennifer found out about the coalition through working with Dr. Love. <ul style="list-style-type: none"> <li>◦ Evidence-based model to receive services in 1 place; last major city in US to have such a program</li> </ul> </li> <li>• Marilynn Moore and Cheryl Jensick from CEOGC are having a minority health fair in April. They will bring dates to February meeting. EAHS will plan to be there as well as interested partners.</li> <li>• Melissa Altman noted that Fundamentals at Menorah Park are into their 4th year as OHP (one of our longest running programs!) They have been providing intergenerational curriculum with residents with all kinds of health and wellness themes!</li> <li>• Ava Lucky announced that the Cleveland Black Child Development Institute received its official charter! Cleveland BDCI will support at risk child and family with the goal to reduce preschool suspensions and childhood obesity among black children in Greater Cleveland. EAHS is looking forward to supporting Cleveland BDCI and their mission to reduce health disparities among children and families!</li> </ul>
<b>Conclusion/ Actions</b>	<ul style="list-style-type: none"> <li>• If you have any updates to share with the group, please let us know.</li> <li>• If you have a program or initiative that you would like to be featured in the provider/organization spotlight, contact Camille at <a href="mailto:cverbofsky@ccbh.net">cverbofsky@ccbh.net</a></li> </ul>

<b>III. EAHS Member Spotlight: Cuyahoga County Public Library, Sue Kirschner</b>	
<b>Discussion Points</b>	<ul style="list-style-type: none"> <li>• All Cuyahoga County library branches have reinvested and rehabbed.</li> <li>• There are free meeting rooms, toys to rent for free (can reserve up to a year in advance) <ul style="list-style-type: none"> <li>◦ Visit <a href="http://Cuyahogalibrary.org/borrow/toys">Cuyahogalibrary.org/borrow/toys</a> to see the complete list of toys that are available</li> </ul> </li> <li>• Sue is working to complete and add Milestones kits to the options for toy lending (plush toys, blocks, and training cards): themes include toilet training, new baby, starting school. These kits can be used for parent education and come with handouts. <ul style="list-style-type: none"> <li>◦ Caring kits are another option that helps children understand difficult issues that can happen during the lifetime like loss and mourning, blended families</li> </ul> </li> <li>• Kindergarten club: 6 branches are offering kindergarten club programs that seek to improve readiness and get kids registered for kindergarten. Currently these programs are being marketed through word of mouth and there may be opportunities for partnership.</li> <li>• Programs called Feel Good help parents learn parenting skills and connect with social networks: A mom was involved in a group and ended up starting a PTA group at her kid's school.</li> </ul>

	<ul style="list-style-type: none"> <li>The libraries also offer Baby Club to support new moms: 5 week series, Feb 6-Mar 6 at Maple Heights Branch (6:30pm); Feb 23-Mar 23 at Fairview Park (10:30am)</li> </ul>
<b>Conclusion/Actions</b>	<ul style="list-style-type: none"> <li>If you have parents, children and families that might benefit from these programs, contact your local branch manager or Sure Kirschner at <a href="mailto:skirschner@cuyahogalibrary.org">skirschner@cuyahogalibrary.org</a></li> </ul>

<b>IV. Social Media 101 and You're The Mom Opportunity</b>	
<b>Discussion Points</b>	<ul style="list-style-type: none"> <li>Some tips that we use for teens that are great for adults too: <ul style="list-style-type: none"> <li>When people are mean, always be Light, Bright and Polite back! Don't respond to a negative comment with more negativity. Instead use this as a time to show how great your customer service at responding to complaints.</li> <li>The internet is not a place to vent! Keep information about kids, parents or other organizations private. It is OK to advocate for issues but doing so in a positive way is always best.</li> <li>If you are upset about something, call someone you trust instead of posting online!</li> <li>Remember that everything that you post is public! Is this something you are proud of?</li> </ul> </li> <li>Tips for professionals: <ul style="list-style-type: none"> <li>Know your audience. Make sure that you are sharing information that is meaningful to your community.</li> <li>Make sure that you have written approval to share photos of kids.</li> <li>Be accurate, but correct mistakes if they happen. Be honest about being human. People will respect you for it!</li> <li>Have something to say. If you are "spamming" people's social media accounts with things that you don't find interesting, they won't find it interesting either.</li> <li>Give a timely response.</li> <li>Give generously. Give 5 resources/information/inspirations for every one ask from your clients.</li> <li>Start a conversation. Use open-ended questions that so people can engage in your work.</li> </ul> </li> <li>Best social media tool: Buffer.com- Free website/app that allows you to schedule your social media over multiple accounts.</li> <li>You're The Mom: The campaign was developed and tested with moms from our priority audience of lower-income families who frequent quick serve restaurants regularly with their children. We went through a rigorous feedback protocol including both quantitative and qualitative testing, and utilized a three-pronged approach to evaluate the campaign's impact <ul style="list-style-type: none"> <li>Social media toolkit meets Mom's where they are, and encourages them to make simple choices that made a big difference in a child's health!</li> <li>Tufts toolkit, dropbox for online messages. We have permission to use all of their materials for free! Please remember to tag @Yourthemom!</li> </ul> </li> </ul>
<b>Conclusion/Action s</b>	<ul style="list-style-type: none"> <li>You're the Mom Toolkit is available to all EAHS partners to use for free here: <a href="https://www.dropbox.com/sh/8omdy6mwp9toddh/AABQ9PbjReycKS5NvxGwOxf7a?dl=0">https://www.dropbox.com/sh/8omdy6mwp9toddh/AABQ9PbjReycKS5NvxGwOxf7a?dl=0</a></li> </ul>

	<ul style="list-style-type: none"> <li>You're the Mom will be our key message for the month of February. If you have any questions or want to know more about social media, contact Camille at any time!</li> </ul>
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**V. EAHS Social Marketing Campaign**

<b>Discussion Points</b>	<ul style="list-style-type: none"> <li>We were tasked to implement at least one of our strategic priorities as part of our Mt. Sinai funding. Focusing on a monthly key message campaign for early childhood health and wellness will allow us to implement multiple objectives without any need for funding for materials! Completing parts of objective #2 —choosing a combined message for each month to spread throughout the coalition and members, will include components of national screen free week as well and family engagement!</li> <li>Camille will work on taking all ideas and creating social media files in drop box account, similar to “You’re the Mom.”</li> <li>During the meeting we choose themes for each month: <ul style="list-style-type: none"> <li><b>January: Social emotional health:</b> Be an upstander, managing stress, resiliency, post-partum depression, trauma informed, attachment, diversity and inclusion (MLK Day), how healthy activity improves SE health, outdoor play to reduce stress</li> <li><b>February: You’re The Mom,</b> hearth healthy choices, dental health month</li> <li><b>March: March into Kindergarten, National Nutrition Month,</b> ways that healthy eating can improve kindergarten readiness, Dr. Suess’ birthday and books to improve readiness (#sleep, #gofurtherwithfood, #beyourbestwithbreakfast, #marchintokindergarten)</li> <li><b>April: Gardening:</b> Every kid Healthy Week (#aprilshowers, #howdoesyourgardengrow)</li> <li><b>May: National Screen Free Week</b></li> <li><b>June: Water First for Thirst,</b> water activities, Safety month</li> <li>July: Farmer’s Markets, healthy summer foods, hour of play</li> <li>August: Health care, vaccinations, back to school. Breastfeeding month</li> <li>September: National Obesity Prevention month- healthy back to school, brown bag lunches, easy weeknight meals</li> <li><b>October: National Farm to School Month,</b> healthy harvest</li> <li><b>November: Thank you ECE providers,</b> gratitude, Universal Children’s Day</li> <li>December: Healthy Celebration, embracing diversity, the gift of giving</li> </ul> </li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Camille will send out the You’re the Mom campaign for February. We will complete the toolkits for each month in advance of the Month.</li> <li>March will focus on National Nutrition Month and supporting March into kindergarten.</li> <li>April will focus on gardening!</li> <li>May will focus on National Screen Free Week.</li> <li>If you have any events, flyers, favorite handouts or other ideas related to nutrition month, March into Kindergarten or gardening, send them to Camille ASAP!</li> </ul>

**I. Next Meeting**

<b>Discussion Points</b>	Please save the date for the next meeting of the EAHS Coalition: February 9, 2018 9:30-11:30 am Brooklyn Branch of the Cuyahoga County Library 4480 Ridge Road, Brooklyn
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**Minutes Prepared by: Camille Verbofsky**