

Early Childhood Mental Health Workgroup

June 18, 2012

10 am – 3 pm

DMH, CPS Conference Room

526-5398/866-630-9345

Participants: Patsy Carter, Angie Wendt, Cindy Reese, Cindy Wilkinson, Sanaria Sulaiman, Shelley Mayse, Judy Saurage, Susie Henderson

MINUTES

Welcome and Introduction of New Members

Patsy announced that Mariann Atwell, Psy.D. has agreed to join the workgroup. Cindy W. introduced Cindy Reese who recently joined DHSS. Cindy Reese will be the primary DHSS representative on the workgroup.

Update on Professional Development Workgroup

Patsy reported she went to the last meeting of the PD Workgroup to present on the ECMH workgroup. PD will be finalizing their work and disbanding. CBEC will be forming another workgroup on early childhood care and education programs.

Review of Charter and CBEC/ECCS Strategic Plan

The workgroup had requested a review of the workgroup charter and CBEC/ECCS Strategic Plan to help guide membership recruitment for this workgroup and to guide the work. Cindy Reese who was previously with the Early Childhood section of CD noted the separation of responsibilities between the EC section and child welfare section of CD. The group felt that representatives from both sections may be beneficial but Patsy will ask Candace Shively, CD Director for assignment of staff. In specifics noted for this workgroup's focus, the Early Childhood section led the implementation of Strengthening Families across the state. Child welfare section has CAPTA (Child Abuse Prevention and Training Act) under their direction for implementation.

The group also discussed the impact of HB1731. Broadly this has led to budget cuts for accreditation facilitation, rate enhancements, Early HeadStart and start up and expansion funds. DHSS is also impacted resulting in a budget cut for

newborn screenings. The funding for MO Preschool Project was shifting from DESE to Office of Administration.

Development of Training Curriculums

The group identified the need to increase awareness around early childhood social and emotional development to support demand for training as the first step. The group spent significant time discussing the mechanisms and purpose driven content of an awareness campaign. Specific target groups identified and mechanism to reach included:

- General Public and Families
 - Billboards
 - Texting
 - Facebook
 - Bus ads
 - Early Childhood or Parent focused websites
 - Libraries
 - Grocery Stores
 - Kid's Play sites
 - Community Centers
 - WIC offices
 - Family Support Division
- Healthcare Providers including hospitals and managed care plans
 - Information cards or sheets
 - Newsletters
 - Listserves
 - Websites
- Faith Community
- Childcare providers
 - Emails
 - Mailers
 - Educare
 - REACH
 - newsletters
- Rural Communities
 - Electric Cooperative magazines

If awareness is increased then demand for and attention to information will be increased. Discussed need for developing curriculums. Suggested that we look for existing curriculums to use or build off of. Patsy shared the Bright Futures Practice Guide and tools as one option. Workgroup members should explore other curriculums to bring to the attention of the workgroup. Possible partners for developing webinars for healthcare providers include MO Chapter of American Academy of Pediatrics, MO Primary Care Association, and Missouri Institute of Mental Health. Patsy will develop a recommendation to the CBEC regarding development and support of a public awareness campaign.

Announcements

Patsy reported that DMH in partnership with DHSS is applying for the state LAUNCH (Linking Action to Unmet Needs in Children's Health) cooperative agreement.

Wrap Up and Next Steps

Based on discussion the following actions will be taken:

1. Workgroup members will identify any curriculums that can be used
2. Sanaria will contact CSEFEL to see what they have done in the area of public awareness campaigns and ability to assess impact
3. Patsy will develop a draft recommendation for review at the next meeting of the ECMH Workgroup

Next meeting is a phone call on July 23rd from 10 am to 12 noon 526-6012/866-630-9353

Notes: