

**EARLY CHILDHOOD MENTAL HEALTH WORKGROUP  
JULY 23, 2012  
10 AM – 12 PM  
526/6012 OR TOLL FREE 866/630-9353**

**Minutes**

Present: Mariann Atwell, Daryl Rothman, Sanaria Sulaiman, Judy Saurage, Shelley Mayse, Cindy Reese, Patsy Carter

Patsy introduced Mariann Atwell as the newest member of the workgroup coming representing MO Healthnet. Dr. Atwell provided the group with her professional background.

**I. Report on CSEFEL and public awareness campaigns**

Sanaria reported on her conversation with Rob from CSEFEL. They did not have a specific campaign but noted information on TACSEI website could be used to inform a campaign. Group discussed if and how one could assess impact of a public awareness campaign. Sanaria will follow up with Rob for additional information as needed.

**II. Review of draft recommendation to CBEC on public awareness campaign**

The draft recommendation was discussed. Noted that once approved much more work would need to be done to put the specific details regarding target population and messages. Additionally will need to get a cost estimate. Group did spend some time discussing some details so that if CBEC raised questions, Patsy and Daryl could respond. Group noted that additional target populations would be policy makers and business leaders with a message related to economic return/impact. For families the target message would be around healthy children. Other target populations might include managed care companies. Suggestion was made that perhaps the Governor's Office had recommendations related to public campaigns. Other options included MO School Board Association, DOC and Learfield. Mariann will check out what DOC has available. It was also noted DESE's Now for Later

campaign could be example. Discussed option of the MOPD website housing messages as this website frequently used by the targeted. Other resources for material included CSEFEL and Zero to Three websites. Would like to target this for May 2013 as it contains Children's Mental Health week.

**III. Discussion of existing curricula to use or build off of for health providers**

Discussed possible Bright Futures in Practice: Mental Health as one option to be used for pediatricians. Members were to bring additional suggestions and materials to next meeting.

**IV. Wrap Up and Next Steps**

Next Meeting is scheduled for August 27, from 10-3 pm. Patsy noted she was not available. Alternative dates were explored. Group tentatively agreed to August 20.

Patsy will also extend an invitation to the Director of the Children's Division to have a representative join the group.