

The San Mateo County Prenatal to 5 Partnership September 3, 2009 Meeting Notes

Debby Armstrong welcomed everyone to the meeting. Participants introduced themselves (see list of participants at the end of the minutes.)

Debby Armstrong reviewed the meeting agenda. No changes were requested.

The May Meeting notes were approved.

Karen Pisani provided background information on the Kit for New Parents, an overview of kit contents, and kit distribution partners to-date. First 5 San Mateo County has been invited by the David and Lucile Packard Foundation to submit a proposal enhancing our Kit for New Parents Program. Our goal is to further operationalize the Communications and Systems Change focus area of F5SMC's Strategic Plan through enhanced outreach, usage, and distribution of the Kit for New Parents.

Cynthia Alvarez presented the Kit for New Parents content items and current customized pieces. The following are the notes captured after the brainstorming session:

POSSIBLE DISTRIBUTION PARTNERS

- Mother's Clubs
- Continuation schools
- Lullaby Lane - local baby store, do an event?
- Parks & Rec - Mommy & Me classes
- Latino Commission - SSFO
- Dept. of Child Support Services
- Family Connections
- Community colleges - ECE classes
- Sobrato School - has a nursery school
- Faith based organizations that have nursery schools
- Women's jail
- Libraries
- Touchpoints groups
- Agencies serving pregnant teens

POSSIBLE PROGRAM ENHANCEMENTS

- Warm Line w/ resource person
- DVD to orient providers to contents so that they are more effective presenters. A bulleted list on the outside?
- Partner w/ top 5 employers in the county and have them provide the kit to employees who are going out on family leave (due to birth/adoption)
- Partner w/ Babies R Us
 - Provide Babies R Us w/ coupons for free Kits to pass out to customers

- Partners – know WHO we are distributing to (not just which partners order kits) then tailor outreach to target missed populations
 - Track who gets the kits so we know demographics
 - Who is getting them and who IS NOT (ie, men?)
 - Track language
- Partner w/ local baby/child toy manufacturers to make collateral and put in Kit, ie, Klutz
- Train the Trainers model to increased distribution, ie,
 - Northern county (Sherin @ OSH)
 - Peer educators
 - CPS Parenting classes/workshops
 - WIC
 - Madres of Pescadero
- Augment current parenting classes w/ Kit presentation/distributions

POSSIBLE CUSTOMIZED ITEMS

- Three books packaged as one customized item: one book per developmental stage
- If we are able to get kit distributed prenatally customized pieces around early care issues/items such as:
 - breastfeeding
 - Shaken baby
 - Car seat safety
 - Father involvement
 - Nursing pads
 - Teething ring
- Utilize back of CHI flyer so that it's not blank
- Use more visuals vs. words

Roundtable

Eve Agiewich: The Fatherhood Collaborative of San Mateo County is hosting a conference entitled, "Engaging Fathers: A Broad Spectrum Look at the Why and How", on January 29th, 2010 from 9:00-4:00 pm at the San Mateo County Office of Education.

Penny Blair: The PITC (Program for Infant Toddler Care) Partners for Quality is a collaborative between WestEd, Center for Child & Family Studies and the California Department of Education, Child Development Division, providing onsite training to infant/toddler care teachers, administrators, and family child care providers.

Sherin Ziadeh: A partial list of Our Second Home activities calendar for September includes: Kinship Support Group Wednesday nights from 6:30-8:30 pm, Separation Anxiety Workshop for parents from 9:30-11:00 am on Sept. 10th, and Laughter and Limits Dads Workshop from 7:00-9:00 pm on Sept. 24th.

Next Meeting

The next meeting is scheduled for **Thursday, November 5th**, from 2:30pm to 4:00pm in the Imagination Room of SVCF.

**The San Mateo County Prenatal to 5 Partnership
September 3, 2009 Meeting Attendees**

Name	Organization
Eve Agiewich	Fatherhood Collaborative/Family Health Services
Cynthia Alvarez	First 5 San Mateo County
Debby Armstrong	First 5 San Mateo County
Penny Blair	PITC/WestEd
Patricia Erwin	San Mateo County Health Department/ Pre-3
Mary Hansell	Family Health Services
Faye Jennings	San Mateo County Health Department/Family Health Services
Damaris Mendoza	Youth and Family Enrichment Services
James Miller	San Mateo County Health Department/Family Health
Susan Naify	Sitike
Cheryl Oku	Community Gatepath
Fran Oliden	San Mateo County Health Department - Family Health Services
Karen Pisani	First 5 San Mateo County
Ronell Reyna	Prenatal to Three
Emily Roberts	First 5 San Mateo County
Candace Roney	Lucile Packard Children's Hospital
Chonne Sherman	First 5 San Mateo County
Rachel Talamantez	Youth and Family Enrichment Services
Dottie Vura-Weis	San Mateo County Health Department - Family Health Services
Laura Walker	Child Care Coordinating Council
Jasmin Wettstein	Prenatal to Three/Family Health Services
Sherin Ziadeh	Our Second Home