Home Visitation Leadership Advisory Coalition (HVLAC)

July 16, 2014
10:00 am – Noon
OSDH, Eighth Floor
Room 806

*This meeting available via VideoConference*
MUST SIGN UP YOURSELF AHEAD OF TIME
AT COUNTY HEALTH DEPARTMENT
and then notify sheriet@health.ok.gov of the county that you reserved!
(see email for complete VideoConference registration instructions)

Agenda

Please bring or electronically forward in advance related materials, brochures, calendars specific to your program for sharing!

WELCOME

- Introductions and Sharing of Program Information
- Announcements – upcoming conferences, other community resources, and related discoveries that may enhance home visitation efforts across the state

Special Guest Presentation

- **How to Make Collective Impact Work**
  Margaret Brumberg, Project Coordinator
  Center for Public Partnerships and Research, University of Kansas

**ParentPRO OVERVIEW**

Tiffany Holmes, BBA, OSDH/FSPS

HOME VISITATION CHALLENGES

- Referrals, Duplication of Services, etc

BUSINESS

- Old
- New
  - Future Agenda Items
  - Brainstorm possible Speakers

UPCOMING 2014 MEETING DATES

- Wed, September 17 (OSDH – Room 806 – Video Conference available)
- Wed, November 19 (OSDH – Room 806 – Video Conference available)

*Please note:

Meetings are from 10:00 a.m. until Noon at the Oklahoma State Health Department
1000 NE 10th St, Oklahoma City, OK 73117
(405) 271-7611

Adjourn
In Attendance:
Margaret Brumberg & Loretta Severin, Center for Public Partnerships and Research, University of Kansas
Thelma Ramirez, LCDA
Gina Richardson, SoonerStart
Melisa Szeto, OHCA
Sherie Trice, OSDH
Vicki Land, Smart Start Oklahoma
Kay Floyd, OKACAA Head Start
Mike Waugh, Parent Promise
Markia Hines, OCCHD
Jennifer Micie, OCCHD
Sheri Brack, OCCHD
Brittney Ellis, CHCI
Tiffany Holmes, OSDH

IPOWER Attendance:
Cleveland County: Kelley Nedbalek
Garfield County: Renee Hover
Kay County: Jeremy Jones
Kiowa County: Dori Lientz
Seminole County: Amy Kemp
McCurtain County: Barbara Battiest, Dana McKinney
Muskogee County: Linda Hines
Okmulgee-Okfuskee: Cindy Lane
Pontotoc: Megan Smith, Regina Golden
Tulsa: Donna Holiday, Amanda Burgan
Woods: Brenda Rose
Garvin: Vicki Long

Announcements:

- **September Home Visitation Meeting Cancelled**
  Everyone is encouraged to attend the OICA Kids Count Conference which will take place
  Look for OSDH/FSPS to sponsor a special keynote during this event.
  
- **Next Home Visitation Meeting:** Wed, November 19th at OSDH in room 806, 10:00am – Noon

- See other important conference and meeting dates listed on next page.

Presentations:
During this meeting we enjoyed two presentations. Both PowerPoint handouts follow these minutes.

- **How to Make Collective Impact Work**
  Margaret Brumberg, Project Coordinator
  Center for Public Partnerships and Research, University of Kansas

- **parentPRO OVERVIEW**
  Tiffany Holmes, BBA, OSDH/FSPS
OFFICIAL CAP ACTION KICKOFF MEETING
- Friday, August 22\textsuperscript{nd}, 10:00am @ OCCHD Wellness Campus

Goals of Meeting:
- Networking – Bring A New Friend to the Table
- Beginning Anew – Ongoing Work & Collaboration
- Redefining the ASK & Carving out the Purpose of our Mission (taking it to the next level)

- Meeting #2: Friday, October 17\textsuperscript{th}, 10:00am @ OCCHD Wellness Campus
- Meeting #3: Friday, December 5\textsuperscript{th}, 10:00am @ OCCHD Wellness Campus

2015 CAP DAY AT THE CAPITOL & MINI CONFERENCE: Tues, April 14, 2015

A walk back in time – View the CAP Day 2014 Slideshow
http://www.ok.gov/health2/documents/CAP%20DAY%202014%20SLIDESHOW%20FINAL.pdf

ITF / ESSENTIALS MEETINGS

- Friday, September 5\textsuperscript{th}, 10:00am @ OSDH, Room 806
- Friday, October 3\textsuperscript{rd}, 10:00am @ OSDH, Room 806
- Friday, November 7\textsuperscript{th}, 10:00am @ OSDH, Room 806
- Friday, December 5\textsuperscript{th}, 10:00am @ OSDH, Room 806

CDC Launches Essentials - http://www.cdc.gov/parents/essentials/overview.html

RELATED EARLY CHILDHOOD EVENTS

THE 17\textsuperscript{TH} ANNUAL TURNING POINT CONFERENCE & 6\textsuperscript{TH} ANNUAL POLICY DAY
- September 2 – 3, 2014 @ the Reed Conference Center in Midwest City, OK

THE 22\textsuperscript{ND} OKLAHOMA CHILD ABUSE & NEGLECT CONFERENCE
- September 4 – 5, 2014 @ Embassy Suites Hotel and Convention Center in Norman, OK
www.oumedicine.com/okcanconference


THE OKLAHOMA KIDS COUNT CONFERENCE
- September 16 – 17, 2014 @ Springlake Metro Tech in Oklahoma City, OK
http://oica.org/oklahoma-kids-count-conference/
What comes to your mind?

Sometimes collaboration may feel like an impossible task.
Ever Feel Like This?

“Tell me, sir, lots of folks have trouble getting along with their crew, don’t they? Why do you get along so well with yours?”

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So, Why Collaborate?

To solve complex problems.

Dispelling Myths

**Myth:** Collaboration means more meetings. For many, collaboration = hassle.

트루: Meetings are important process tools to facilitate our work. The key to successful collaboration -
- Informal Relationships
- Trust
Dispelling Myths

Myth: We have to commit to exactly what the group wants to do.
✓ Truth: Partners need to commit to a share vision, but progress happens through mutually reinforcing activities.

Dispelling Myths

Myth: There is a formula for collaboration/collective impact that we have to follow
✓ Truth: Research tells us that there are some key elements seen over and over again in successful collaboratives. In practice, each collaborative is most successful when it creates its own simple rules.

Dispelling Myths

In other words, there are fundamental components that will most likely be present for successful collective impact, but each group needs to figure out how best to use them.

For example...
The Game of Basketball

Same five positions
Different strategies for different teams
Impact of synergy

Gardening

Same key elements (some amount of sun, water, soil)
Different hardiness zones

Woodworking

Need: Wood and Tools
Tools: Simple vs. Modern
Wood: Different types and grades
Different finishes, purposes, production methods
So, what are the key components?

FSG - Five Key Elements of Collective Impact

- **Common Agenda**
  - Common understanding of the problem
  - Shared vision for change

- **Shared Measurement**
  - Collecting data and measuring results
  - Focus on performance management
  - Shared accountability

- **Mutually Reinforcing Activities**
  - Differentiated approaches
  - Willingness to adapt individual activities
  - Coordination through joint plan of action

- **Continuous Communication**
  - Consistent and open communication
  - Focus on building trust

- **Backbone Support**
  - Separate organization(s) with staff
  - Resources and skills needed to convene and coordinate participating organizations

What are other key components?

- Informal Relationships
- Communication
- Trust
- The value of engagement
- Climate (social, political)
  - Recognizing the landscape and working within it to move forward
  - Always look for the points of overlap!
Common Agenda
• Common vision that links the work
• The process can be a key strategy in relationship and trust building among partners

Shared Measurement

Continuous Communication
Doesn’t have to be a formal, structured meeting
✓ Trust
✓ Informal Relationships
Mutually Reinforcing Activities

“Often the most powerful change comes from the community level and develops from the alignment of stakeholders working together in a coordinated way.”

-Amanda Adkins, Kansas Children's Cabinet and Trust Fund Chair

Backbone Organization

- Play a critical role
- Serve as the link between autonomous groups working together
- Kansas Early Childhood Comprehensive System (KECCS) 2011 Qualitative Evaluation:
  – “[t]he state would have never been where we are at in early childhood without [KECCS funding]...No one else would have put the time and effort into doing it”

FSG - Six Important Functions of a Backbone Organization

- Guide Vision & Strategy
- Support Aligned Activities
- Establish Shared Measurement Practices
- Build Public Will
- Advance Policy
- Mobilize Funding
What else makes a difference?

Who is at the table?
- Cross-sector
- Multi-level

FSG – Prerequisites for Collective Impact
- SENSE of URGENCY
  - 8 fatalities in 2 months
- INFLUENTIAL CHAMPION
  - KCSSL – PCAR lead, prevention expertise, strong presence in community
- FUNDING
  - Children’s Cabinet – prevention funds able to designate to this project

Kansas example: Community Response Team
Other Simple Rules for Collective Impact

• Embrace the tension
• Leave room for change
• Celebrate what works
• Build trust and relationships
• Be tolerant of the gray
• Look for opportunities for productive friction
• Be patient

Reality

• Collective Impact initiatives are often mandated by a funder
  – What tension(s) does this cause?
• Have to operate from a place of collaboration not competition
• Has to be the right people, the right time, the right place

Reality

“Getting folks to believe you win and lose together at some level takes time.”

– Armen Hratchian, Excellent Schools, Detroit
So, how do you do it?

What does it look like?
What are some of the bright spots of your collaborative work?

Think of the collective impact table
A few closing thoughts...
• This is hard work!
• Leadership is an action
• Remember the importance of mindset
• Create your own simple rules
• We can create a bigger pie
parentPRO Family Support Programs help you:

- Plan for a healthy pregnancy
- Manage your stress
- Enjoy and nurture your child
- Learn how to reduce conflicts
- Ensure your child is prepared to enter school
- Childproof your home
- Improve your parenting skills
- Connect with others that listen and understand

Aired April 21, 2014
(Ring, Ring)

Me: parentPRO Family Support this is Tiffany how may I help you.

Caller: I saw your commercial and was wondering what your program is about

Me: parentPRO is a program that informs you of the resources that you might not be aware of in your own community.

Caller: How can I enroll in your program?

Me: Are you currently pregnant (if female) or someone you know expecting?

Caller: Yes I am 15 weeks with my first baby

Me: What county do you live in?

Caller: Oklahoma County
Referral Statistics

ParentPRO call Log

<table>
<thead>
<tr>
<th>Name</th>
<th>1 OUHSC Referral</th>
<th>1 other Reference</th>
<th>2 Pandora</th>
<th>1 email</th>
<th>6 Sign on Bus Stop</th>
<th>2 Brochure</th>
<th>1 Mother</th>
<th>216 Commercial</th>
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Total of 231 calls
Referral Statistics

The programs are designed to:

- Reduce parents' stress
- Promote child health
- Encourage early childhood education
- Foster social/emotional development

“Funding for this brochure was made possible in part by a grant from the US Department of Health and Human Services.”
“Funding for this project was made possible in part by a grant from the US Department of Health and Human Services.”

Contact Information

- Phone: 1-800-271-7041
- Email: thomas.wilson@ouhsc.edu
- Website: http://parentpro.org/ (Under Construction)