

South Milwaukee Community Health Improvement Plan & Process (CHIPP)

Positive Parenting Focus Group: 12/03/12

Lakeview School Conference Room, 711 Marion Av., South Milwaukee; 11:30 am – 1:00 pm

Agenda Item	Talking Points	Who
Welcome		Jackie
Brief History of CHIPP & Purpose of Focus Group	Historical brief on the CHIPP and Positive Parenting Focus Group was given.	Ove
Introductions		
Nationwide Recognized Process Outlined	<p>Mobilizing for Action Through Planning & Partnerships (MAPP) Process briefly explained for new members and to review for former members to outline how not only this meeting will be structured but how the entire Community Health Improvement Plan will develop. Some key points were:</p> <ol style="list-style-type: none"> 1. A community-wide strategic planning tool for improving public health 2. A method to help communities prioritize public health issues, identify resources for addressing them, and take action 3. Community Driven Process (not just local public health department) <p>Local Public Health <i>System</i> is identified and defined</p>	Jen Freiheit, BVAM, LLC
Focus Group Structure Identified	<p>Focus Group Structure (5) with School/Community Advisory Committee as overarching committee</p> <ol style="list-style-type: none"> 1. Positive Parenting 2. Job Readiness 3. Informed Life Choices 4. Active Living and Healthy Eating 5. Emotional Well-Being 	
Community Health Improvement Plan (CHIP) description	<p>Approval of the Focus Group Mission</p> <ol style="list-style-type: none"> 1. CHIP Vision: <i>Healthy People in a Healthy South Milwaukee Community</i> 2. Positive Parenting Focus Group Mission: <i>Provide parents with the resources and skills to be able to meet the basic needs and responsibilities of their children.</i> 3. Premise: <i>A child's healthy early development depends on the health and well being of his/her parents.</i> 	

<p>Review and Alteration of Focus Group Goals</p>	<p><i>Foster parenting abilities in current and future parents under these six protective factors*: Nurturing and Attachment; Knowledge of Parenting and Child Development; Parental Resilience; Social Connections; Concrete Support for Parents; Social and Emotional Competence of Children</i></p> <p>(*as defined by the U.S. Department of Health & Human Services, Administration for Children & Families, 2012 Resource Guide Preventing Child Maltreatment and Promoting Well-Being: A Network for Action, Keeping Your Family Strong Tip Sheet pp. 33-34 http://www.childwelfare.gov/pubs/guide2012/guide.pdf#page=9 found at the Child Welfare Information Gateway Protective Factors Framework website http://www.childwelfare.gov/preventing/promoting/protectfactors/)</p>	
<p>Review and Additions to Strategy Alternatives</p>	<p>At the previous meeting (the Positive Parenting Focus Group's 2nd Meeting), an idea generated much discussion surrounding the hosting of an Annual Night Out that focused solely on positive parenting. The member present at the 3rd meeting quickly eliminated this strategy as one that would not exhibit sustained behavior change in the community and thus went back to reviewing all of the strategies on the list in relation to:</p> <p>Identified strategy alternatives based upon the following two themes:</p> <ol style="list-style-type: none"> 1. Create city activities and events that support parents of children of all ages. 2. Provide opportunities for positive adult role modeling in city sponsored events and activities. <p>Broad-spectrum and strategic thinking brainstorming ideas based upon:</p> <ol style="list-style-type: none"> 1. Money and time of no hindrance 2. Absolutely no idea is rejected at this stage 3. Determining patterns of action, decision, and policies that guide the public health system toward a vision or goal 4. Thinking about what you as an individual can contribute 5. Thinking about the agency you work for/represent and what the agency can contribute 	<p>Group</p>
<p>Choose 3 Strategies & Determine Initial Implementation Details (Action</p>	<p>Strategy I: <i>Child Development Days (early childhood screening days) Survey & Subsequent Workshops (6?)</i></p>	<p>Group</p>

Items)

Protective Factors Addressed: Social Connections, Social and Emotional Competence of Children, Parental Resilience

Wellness Dimensions Addressed: Social Well-Being; Emotional Well-Being

Broad Strategy Category: Health Education

Target Audience: Current parents of 2-4 year olds

- *What specific actions need to take place? (i.e. connecting the “silos”)*
 - i. See Timeline below
- *What is a reasonable timeline?*
 - i. January 2013-March 2013 = Develop Survey in SurveyMonkey or Google Forms if data can be pulled like SurveyMonkey
 - ii. During March 2013 Child Development Days, survey parents as to parenting topic areas (rank pre-determined suggestions) they are interested in learning more about and the days/times they would be likely to attend. Ask “What resources do you need?”
 - iii. April 2013-May 2013 = Analyze Results
 - iv. June 2013-November 2013 = Host 2 Workshops
 - v. 2014 = Host 4 Additional Workshops
 - vi. Survey again in March 2014 and subsequent years as necessary
 - vii. Continue to host annual workshops based upon parents’ needs
- *Which organization and individuals should be involved?*
 - i. South Milwaukee Health Department (run table during event and lead planning of workshops)
 - ii. School District (approve table during event and assist in workshop planning) Brit to ask Lori and Anna for permission/thoughts
 - iii. Nursing or Health Education Students OR National Honor Society Students (for developing survey and analyzing results)
 - iv. Childcare Providers (available to work during workshops)
 - v. PTO (to support and aid in advertising from survey through workshops)
- *What resources are required and where will they come from?*
 - i. Survey Development (suggest SurveyMonkey and laptops at Development Days Table as well as paper surveys) with handouts for

- others to complete it later (handout can discuss SMHD availability for home visits, ASQ, etc).
- ii. Advertisements on Child Development Days to include notice of survey and subsequent workshops
- iii. Incentives for completing survey and attending workshops (water bottles, iTunes gift cards, books)
- iv. Presenters and locations for workshops
- *What are the barriers to implementation?*
 - i. Parents often do not attend
 - ii. Child Development Days may not allow a table for this
 - iii. PTO may not approve/support
 - iv. Time on behalf of SMHD
 - v. Childcare at workshops and transportation to workshops

Strategy II:

Outreach & Marketing by South Milwaukee Clinicians and Religious Leaders

Protective Factors Addressed: Social Connections, Knowledge of Parenting and Child Development

Wellness Dimensions Addressed: Intellectual Well-Being

Broad Strategy Category: Marketing

Target Audience: Current parents of all ages

- *What specific actions need to take place? (i.e. connecting the “silos”)*
 - i. See Timeline below
- *What is a reasonable timeline?*
 - i. January-March 2013 = develop resource tools (handouts and magnets listing people and places that offer different kinds of support to families)
 - ii. April-May 2013 = identify complete lists of clinicians and religious leaders
 - iii. May 2013 = develop a podcast to educate clinicians and religious leaders as to mission and purpose of tools
 - iv. June-November 2013 = visit 30% of SM offices to distribute resource tools and educate clinicians and religious leaders about mission and

purpose of visit

- v. January-March 2014 = follow up with each visited location to see how resources are being utilized
 - vi. April–September 2014 = visit next 30% of offices
 - vii. October-November 2014 = follow up
 - viii. December 2014 = adjust resources if necessary
 - ix. January-March 2015 = visit remaining 40% of offices
 - x. April-June 2015 = follow up
 - xi. July-December 2015 = explore Children’s Medical Group in New Berlin for mental health professional resource ideas that can be incorporated in South Milwaukee such as 25 minute session at a pediatricians office and bill through medical clinic
- *Which organization and individuals should be involved?*
 - i. South Milwaukee Health Department (lead resource development and make personal office visits)
 - ii. School District (assist in resource development such as STEP aka decision making tool for families; lead review of assist with mental health professional resource options)
 - iii. Nursing or Health Education Students OR National Honor Society Students (for developing resources)
 - iv. PTO (to support and aid in advertising)
 - v. Clergy (meeting in January 2013 for ideas)
 - *What resources are required and where will they come from?*
 - i. Money to create tools/magnets
 - ii. Money for mailings
 - iii. People to make follow up calls and compile results/comments into report
 - *What are the barriers to implementation?*
 - i. Ensure resource approval by all parties including 2-1-1
 - ii. Clinicians or religious leaders not explaining use to parents or not handing out
 - iii. Parents not utilizing resources once received

Strategy III:

Middle School Survey & Subsequent Workshops (6?)

Protective Factors Addressed: Social Connections, Social and Emotional Competence of Children, Parental Resilience

Wellness Dimensions Addressed: Intellectual Well-Being; Physical Well-Being

Broad Strategy Category: Health Education

Target Audience: Current parents of 6-7th graders AND 6-7th graders (aka future parents)

- *What specific actions need to take place? (i.e. connecting the “silos”)*
 - i. See Timeline below
- *What is a reasonable timeline?*
 - i. January 2013-March 2013 = Develop Survey in Google Forms (in coordination with Child Development Days survey)
 - ii. During May 2013 6th grade orientation, survey parents AND students at two separate tables as to parenting topic areas (rank pre-determined suggestions) they are interested in learning more about and the days/times they would be likely to attend. Ask “What resources do you need?”
 - iii. April 2013-May 2013 = Analyze Results
 - iv. September 2013-November 2013 = Host 2 Workshops or smaller groups in school classes with parent opt-out permission
 - v. 2014 = Host 4 Additional Workshops (such as how to deal w/puberty, be an approachable parent, etc)
 - vi. Survey again in May 2014 and subsequent years as necessary
 - vii. Continue to host annual workshops based upon parents’ and students’ needs
- *Which organization and individuals should be involved?*
 - i. South Milwaukee Health Department (run table during 6th grade registration and lead planning of workshops)
 - ii. School District (approve table during event and assist in workshop planning) Principal Jim and counseling to support? Tom Vogel, Dir of

	<p>Spec Ed for district? Molly Galago, School District Social Worker?</p> <ul style="list-style-type: none"> iii. Nursing or Health Education Students OR National Honor Society Students (for developing survey and analyzing results) iv. PTO (to support and aid in advertising from survey through workshops) v. Sara Klosiewski, Alverno College student <ul style="list-style-type: none"> • <i>What resources are required and where will they come from?</i> <ul style="list-style-type: none"> i. Survey Development (suggest Google Forms and laptops at 6th Grade Orientation Table as well as paper surveys) with handouts for others to complete it later ii. Advertisements on 6th grade orientation to include notice of survey and subsequent workshops iii. Incentives for completing survey and attending workshops (water bottles, iTunes gift cards, books, pizza for workshops) iv. Presenters and locations/times for workshops • <i>What are the barriers to implementation?</i> <ul style="list-style-type: none"> i. Parents often do not attend ii. Middle School not wanting to be involved iii. PTO may not approve/support iv. Time on behalf of SMHD 	
Next Steps	Describe process for presenting to School/Community Advisory Committee and follow-up including PTO meetings	Jackie Ove
Next Meeting	<p>What? Review of Focus Group Activities to Date and Discussion for Additions/Alternatives</p> <p>Who? Parents who were not able to attend the mid-day meetings</p> <p>When? Monday, December 10, 2012; 6:00pm-7:30 pm</p> <p>Where? South Milwaukee City Hall Council Chambers, south end</p>	
Attendees	<p>Jackie Ove (South Milwaukee Health Department Health Officer), Jackie Benka (South Milwaukee Health Department Public Health Nurse), Mariana Liebsch (South Milwaukee Health Department Public Health Nurse), Brit Doty (School District of South Milwaukee Elementary Counselor), Sara Klosiewski (Alverno College Student), Jen Burton (School District of South Milwaukee Elementary Counselor), Jennifer Freiheit (Facilitator, Bay View Advanced Management, LLC)</p>	

STRATEGIES

-focus is on both current and future parents unless otherwise noted

-the dimensions of health associated with each idea follow each in parentheses

-not complete nor approved by School/Community Advisory Committee; in no particular order

-protective factors follow each in brackets

- Accessible Healthcare (both emotional and physical well-being) [Factors: Concrete Support for Parents and Knowledge of Parenting and Child Development]
 - Need for more counselors and accessibility of their services (station them at bars? Other public places?)
 - Place table in Food Pantry Lobby to distribute survey, information, etc.
- Health Education School Programs [Factors: Social Connections, Social and Emotional Competence of Children, Parental Resilience]
 - Program at elementary and middle school level (focus on future parents) needs to be more comprehensive (i.e. beyond the current 2 weeks/year) (physical well-being) = STRATEGY III
 - Health education integrated with math and science (intellectual well-being)
 - teach epidemiology
 - Parent day at schools (social and emotional well-being) = STRATEGY I
 - Parent/Teacher Conferences with table available by LPHA
 - Grandparents day/intergenerational programs (social and emotional well-being)
 - Can be held at housing complex, school, community
 - Daycare Programs (child find? Special needs)
 - STI intervention opportunities (physical well-being)
 - Reproductive plan
 - Future job or college planning (financial well-being)
 - Mentoring programs (social well-being)
 - Peer to peer
 - Intergenerational
- Community Workshops [Factors: Knowledge of Parenting and Child Development and Nurturing and Attachment]
 - Financial planning programs (financial well-being)
 - Internet/technology/social media courses (vocational well-being)
 - Cooking classes (physical well-being)
 - UW-Ext. (current nutrition programs)
 - Public Health orientation at local businesses for new and existing employees (i.e. WalMart) (vocational well-being)
 - Family Life Center – free parenting classes and organizational skills classes
- Marketing [Factors: Social Connections and Knowledge of Parenting and Child Development]

- Internet/technology/social media usage by public health system to increase messages going out (social well-being) – National Honor Society can help establish
- Billboards (shock value? i.e. smoking with focus on future parents) (physical well-being)
- Create lists of people or places to call for support (pamphlets) and include 2-1-1 = STRATEGY II
- Online support group
- Articles/print media = media campaigns
- CHIP tab on website
- Folders go home weekly to elementary students where pamphlets could be included
- School website and newsletters
- QR code development
- Fitness Center/Rec Dept (physical well-being) [Factors: Parental Resilience]
 - Offer child care
 - Walking clubs
- Home and Church visits (social and spiritual well being) [Factors: Social Connections and Nurturing and Attachment]
 - Neighborhood groups
- Parent Cafes (social and spiritual well being) [Factors: Social Connections]
 - Mother-to-Mother (focus on current parents)
 - Father-to-Father?
 - Teen-to-Teen?
- Book Distribution (intellectual well-being) [Factors: Concrete Support for Parents and Knowledge of Parenting and Child Development]
 - Lending library (little read library)
- Parks/Green Space improvement and use (environmental health) [Factors: Social and Emotional Competence of Children, Parental Resilience]