



IEIC Region 8 Meeting Minutes  
Pizza Ranch Slayton, MN  
12/3/2024  
12:00 – 2:00 pm

Members Present: Kelly Konechne, Elvia Brinks, Channing VanOverbeke, Michelle Niehus, Kristin Deacon, Jackie Heibert, Payton Braun, Sabrina Vosberg, Shelley Krueger, Lisa Dean, Emily Hoffman, Jennifer Zollner, Jessica Marlow, Lindy Prescott, Ramy Vandendriesse, Erin Behnke, Sara Zins, Rachel Klein, Hollie Pater

Agenda Approval: **M- Pater/S- Braun /P- All in Favor.**

Minutes Approval from 04/23/2024: **M- Pater/S- Zins /P- All in Favor**

Member Introductions and Sharing: Welcome to the new members! We appreciate everyone taking the time to attend and spreading the word about HMG. A couple new faces this time.

State Updates:

October (MOM) 2024- Visitor Margo Chresand with DCYF who is the screening head joined us. Mike Dolbow was there to talk about the changes on the website map. Updates include City, County search now including a drop down option. They also have an option for keyboard and text readers. We also spoke about one email for each region versus how it is now. There are many pros and cons. It makes it tricky because we are interagency so there are many different fiscal hosts. We also talked about Marijuana usage in the home and how providers feel affected due to the changes in the law. Police are not able to do anything. How can we develop policies for home visits? Many regions have policies in place. We'll discuss it as a group at a future MOM meeting.

-As a side discussion at our meeting, Hollie Pater said she is looking into a training called "Staying Safe During Home Visits" that they would like to have an online training for. She is currently looking at costs and how to get that covered. She asked if other agencies would like to join. If/when something gets set up, Konechne will share out the information to the membership.

November (MOM) 2024- Cat was part of the Minnesota Children's Mental Health Conference with opening speaker Dr. Eva Marie Shivers from the Indigo Cultural Center. A few key take aways. "Pause on Buzzwords"- What is the definition? Be exact and ask to define it together for clarity. We need space and time to pause. Examine what the narrative is and generate answers

together. She spoke about how labels give us a limited view of who we are. We are shaped by our past and we must work together to reimagine our future. What shapes you? Who am I? Why am I here? Where do I come from? Where am I going? She spoke about the importance of body movement and being connected to our bodies. Movement is so important to Early Childhood and talked about examples of that- Sitting for a speaker versus playing, doodling, drawing, standing, etc. We need to practice to move forward, not just once a month trainings. Cat often talks about “Sit in discomfort”. Ask the hard questions and pause long enough to have the conversations. Cat will try to get a recording. It was a really good thought provoking speech.

Equity Training for State IEIC’s – DeBoer was absent. Keeping on as a placeholder for future discussions.

#### Guest Speakers:

1. Lisa Dean with Sanford spoke about services Sanford provides. She comes to us with many years of experience serving in the healthcare field. She helps educate patients on available resources and works with 2 pediatricians (as well as adult health care). This could include HMG materials, community resources, etc. There is a Community Health Worker available at Sanford as well. The group spoke about services available in the surrounding areas including OT, Speech, PT for pediatrics. Worthington does provide peds OT, PT, Speech.

The group also discussed the importance/difference of medical therapy and early intervention therapy. There was a wide range of needs from different communities/counties including some providers that don’t refer out to EI to some providers who only refer out to EI and don’t recommend outside therapy unless absolutely needed. There were a variety of factors on that based on conversations. We’ll continue that discussion in later meetings.

2. Jackie Heibert with DVHHS spoke to us about the PSOP Program. (Parent Support Outreach Program). It is a program available for families with kids ages 0-10 who qualify based on needs. It is meant as a temporary program and has shown great potential for addressing temporary needs. The program can help families financially with things such as beds, moving costs, rent/utilities, respite/daycare, diapers, transportation, etc. You can make a referral by calling or emailing Social Services in your county and the referral can come from anyone. The representative will then meet with the individual or family and see where there is a need.

#### Old Business:

1. Members: We are always looking for anyone who would like to join our group. We are continuing our search to increase membership in all counties, school districts, and required agencies. Top areas needed are Community members, service providers, Lower Sioux. If anyone has direct contacts, please make a warm introduction with Konechne as the facilitator and she’ll reach out.

2. Bags for Food Shelves- Thank you for everyone’s help in making this a successful project! We received great feedback from the food shelves and Konechne shared a Thank you received from the Murray County Food Shelf.

3. International Festival- This is held in July. As a group we'll discuss if we want to continue having a booth because help is hard to get.

4. Equity Audit- Tabled until further instructions from Cat Tamminga. This will be used to help our group for next fiscal year and moving forward.

#### 5. Action Items In Progress-

- a. Digital Marketing- This is in the works. Last meeting the consensus was to do 15 or 30 second ads for 2 months (January and March) based on reach and cost. Konechne is working with The Daily Globe to get this put together. She showed the English ad and also has a Spanish ad or will do a voice over on the Spanish ad.
- b. Community Transit Ads- Konechne has reached out to a few vendors for Vinyl decals. B&K Designs is working on the decals to place on 24+ buses in the 9 county region. The decal will have the logo, website, phone number, and QR code. There was also a discussion on marketing on the inside of the buses on the televisions. Konechne had reached out to UCAP and the lady there mentioned she was always hoping to put together some interactive ads for people to pass the time on the bus. We will see if we can put those together for them in exchange for our HMG logo on them. A committee will be formed. Konechne will send out further information for anyone interested in being on that committee.
- c. Radio Ads- These continue to run 1-2x a day on KLOH and KISD. The contract is for 1 year through August 2025.
- d. Think Small- This is a new program our IEIC region8 partnered with. The text code is "HMG" which is text to a number along with a birthday of your child age 0-5. Based on the age, a text is sent out 3x a week. Every age 0-5 is sent a different text. We as a group have the ability to send out additional texts if we want. Ideas include sending out reminders for Preschool Screening, Follow Along Program, etc. We can work together to come up with additional ideas once we get word out about the code. Brochures come in 3 languages and will be sent out to members.
- e. ECFE InReach- A goal we included in our work plan is to reach out to ECFE's in the area and present about the HMG program and milestones. This works well with the Child Find goals Pater works on as well. Unfortunately the email I sent out with the referral tracking request to ECSE teachers did not get a good response for the ECFE contact information for each district. We'll continue asking to get updated information on that.

#### New Business:

1. Current Budget- Our budget for the 24/25 FY is \$31,829.26. We have spent \$8,922.09 to date not including the materials that were just distributed so we have plenty of room in our budget yet for the projects discussed.

#### 2. Material Orders:

- a. Materials were distributed to those in attendance. Others were able to make arrangements for pickup/drop off. Thank you for all those who continue to utilize the materials and get word out about HMG.

- b. Discussion was made about future orders and capping by county or agency because we are running into issues with orders going over budget. This time we were able to use up a lot of what we had on hand. Konechne had sent out a survey to ask what materials were most helpful and who used what so we don't overlap, but there were only 10 responses so it was not very accurate. We'll continue to have discussions on how best to approach this topic.

3. Referral Tracking was discussed. We had a 100% return rate which was so great to hear. This spreadsheet collects the number of referrals, how many are in progress, how many are eligible, where the referral came from, and how the referral heard about HMG. Overall comparing numbers to last year we are down about 15% in overall referrals, but pretty close to overall eligible (down 5%). We'll continue to track progress from quarters and years since starting these statistics in 2023.

4. Changes to Operating Procedures: Discussion about adding reimbursement and mileage to members who are not compensated as part of their work hours for attending meetings.

- a. Discussion about adding reimbursement and mileage to members who are not compensated as part of their work hours for attending meetings. \$100/meeting, mileage, and daycare stipend as needed. This is consistent with what we offer parents for a stipend and reimbursement.
- b. Discussion for adding additional months as meeting date options into the procedures due to how the calendar falls.

**M- Braun/S- Zins /P- All in Favor.** Changes will be updated and sent to SWWC for posting.

5. Cultural Equity Goal- Discussion was made about ways we can be more intentional with providing information to the underserved populations. We've done projects for the latino community, but should we be considering Karen and Somali as well? What ways can we provide more information? Can we get Head Start involved, can we make contact with faith communities (how), community liaison, provide bags to specialty grocery stores, include diverse photos in the marketing, etc. We did reach out to Avera's Karen Liaison and leave materials with them. We also are advertising in Spanish for the upcoming digital advertising. One action item is to think of a well connected person in the community and reach out to them about HMG and then introduce them to Kelly for joining our membership. It is important to bring new ideas and perspectives on how our IEC and HMG works/does things. This will continue to be a topic of conversation for future meetings.

Next Meeting is February 25, 2025 at Slayton Pizza Ranch from 12-2pm. This will be a hybrid meeting with in person and virtual as an option.

**Adjourn: M- Braun /S- Pater /P- All in Favor.**

Meeting was adjourned at 1:48 pm.

Respectfully submitted by Kelly Konechne, Facilitator