



Community Advisory Board January 12th, 2016

Next Meeting: April 12, 2016

4041 N. Central Ave, Phoenix 7th floor Room 717

In Attendance: Diane Cox, Nadia Delgado, Rachel Egboro, Sharon Gongora, Mary Tunney, Matt Jewett, Pat Van Maanen, Mary Warren, Vanessa Segovia, Veronica Vital, Regina Vittore, Denise Voiles, Ana Zimmermann, Laura Jones, Toby Urvater.

Updates from CAB

Pat Van Maanen: The Arizona Nurses Association has a new Public Health Nursing committee. They are looking at the lack of Public Health nurses and the lack of community health nursing education in nursing programs.

Updates from MCDPH NFP and SWHD NFP

MCDPH: United Health Care (UHC) reached out to the NFP National Service Office (NSO) to learn more about NFP and to explore how they may be able to collaborate. On December 3, 2015 MCDPH presented a nurse-client panel for UHC, Optum, Chicanos Por La Causa (CPLC) and NFP National Service Office representatives. The client's personal stories made the meeting very powerful and demonstrated how NFP had impacted their families. Gabriela Recendez, CAB member, was on the panel. In addition, Sheila Shapiro, vice president of myCommunity Connect UHC, went on a home visit with one of our nurses. NFP is hoping to play an important role in their new myCommunity Connect project. This comprehensive center is their first national comprehensive center. UHC has collaborated with CPLC and other community partners to provide comprehensive services to the community. The center is called CPLC Maryvale Community Service Center 6850 W. Indian School Rd, Phoenix, 85033. The center plans to open sometime in February, 2016.

MCDPH: Has a total of 6 nurses who have received endorsement from the Infant/Toddler Mental Health Coalition of AZ. This recognition means that the nurses have reached a level of expertise in infant mental health. We are very proud of our nurses for doing such a great job getting their endorsements.

SWHD: Announced that Carol McNally has resigned as the senior program manager for NFP. She will be missed!

National Service Office (NSO) Updates

Regina Vittore Nurse Consultant, NSO:

New eGuidelines (parent handouts) site for NFP has been developed. Visit to visit facilitators are now available on a convenient online system. This will allow nurses to pull up facilitators while on visits as needed.

New reporting portal upgrade called Business Intelligence will be launched in February. It will allow sites to break down data based on three key performance indicators:

- Clients per nurse home visitor
- Breastfeeding initiation
- Client retention

You will be able to look it up for an entire site, team, region, state, and nurse's caseloads.

NSO has hired a chief information officer for a big project for the next three years. Looking at upgrading the ETO system or building their own data system. This should remove some of the work load of the nurses.

The NEWS LINK is now available digitally and we are going to start sending that out to all CAB members.

Prevention Research Center focuses on looking at model elements. At David Old's lab at the University of Colorado, David and Ellie at PRC have been working on a pilot intervention for clients who are not first time mothers, telehealth for those clients that have a very busy schedule, or live in rural sites, and may help with clients who are disengaging.

How to Spread the Word about NFP

Rachel Eghoro led the group in a discussion identifying ways to spread the word about NFP and early childhood.

Main points of her demonstration:

- Everyone plays an important role in a child's life.
- Moving the Conversation: sharing things that you care about can change perspective
- Raising Awareness starts with you.
- Word of Mouth is 10 times more effective than any other advertisement.
- Spreading the Word: it takes a person at least 7 to 15 times to remember a message.
- When were all on the same page we get the message across.
- Quality early education increases school readiness.
- Spread the Word
- Parents are a child's first teacher. It's crucial that parents have the tools they need to support children with stable, nurturing environments in the early years.

Shared Responsibility: We all have a shared responsibility for making our community stronger.

Group activity to show how to tell someone in an elevator in 30 seconds what you do.

- Speak to the Why more than the what.
- Speak with the person not at them.
- Get your message across.
- How can this person help build the movement?