

Southern Nevada Early Childhood Advisory Council

Minutes from June 28, 2017

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1. Welcome & Introductions

Meeting began with welcome greeting. Members gave brief introductions of themselves and their agency/organization, including the community groups/coalitions they are involved in.

2. SNECAC Initiative: Screen Free Promotion

The council discussed and reviewed the new SNECAC Initiative and ways to move forward. Based on the decision made in May's meeting the council will move forward with coming up with ideas on activities and ways we can promote screen free time. The idea is to come up with a plan to be able to promote and host screen free time at upcoming community events, including at Step Up for Kids Event 2017 on September 25, 2017, and to promote and encourage families to unplug from digital entertainment and spend that time playing, daydreaming, creating, exploring and connecting with family and friends during Screen Free Week on May 1st – 7th.

During the meeting, members were asked if they had any ideas on how to promote Screen Free Time. Ideas were as followed:

- What the Screen Free Zone should look like at events:
 - Reading sessions
 - Mikaela from Children’s Cabinet will speak to Danielle as they have access to substitute teachers that they may be able to get a few to attend the Step Up for Kids event to help oversee and keep the families entertained within the screen free zone.
 - Activities
 - Coloring books
 - Crossword puzzles
 - Paper dolls
 - Games
 - Messaging
 - Poster/sign by the zone free area that highlights the “why” of going screen free.
 - Photography
 - Should parents be able to take photos within the screen free zone?
 - Instead have photographer there?
 - Would we then need release forms?
- How do we promote Screen Free Time:
 - For community events:
 - Piggy back on other community events
 - Reaching out and working with our partnered organizations to include screen free zones.
 - For Screen Free Week – May 1st – 7th:
 - Come up with social media messaging detailing the “whys” of going dark to be able to promote on all of our agency’s social media platforms 1 week before.
 - Use information from the official Screen Free page on Facebook
 - Mikaela from the Children’s Cabinet said that she is able to send emails/flyers to all her case workers to be able to encourage and provide information and activities to the families they serve so they are able to participate.
 - Reaching out to Head Start and Early Head Start to include in their newsletter and promote at their centers.
 - Posters/flyers
 - Margarita DeSantos from SNHD, Mirna Mejia from Las Vegas Urban League, and Julie Kasper from CCSD each offered to have flyers uploaded to their TV display screens at each of their locations to be able to promote to the families that come in.
 - Margarita also mentioned that if we are able to print out poster she is able to display them in their Immunizations and Family Planning departments
 - Mikeala from Children’s Cabinet also mentioned she would be able to display poster in their offices as they are having more and more families coming in for their services.
 - Pledge
 - Should we have the option of having families sign a pledge?
 - Utilizing Kid Mayor
 - Have him/her do a PSA of why the Mayor wants you to go screen free.

3. Step Up for Kids 2017 Planning

The planning for the 2017 Step Up for Kids is moving along. As a reminder the event will be held on Children’s Day in Nevada on Monday, September 25, 2017 at Spring Preserve from 3pm to 7pm. Northern Nevada events have been confirmed for Reno and Carson City. Official dates and location are still pending.

Vendor/tabling opportunities for will be available. We are requesting that all interested vendors fill out a brief involvement survey to let us know how each organization can support Step Up for Kids. Vendors will be asked to prepare an activity the children can do while visiting each table. Vendor invite emails will be sent out soon and will include information on how and when to register. We have a limited number of tables for this event, so please make sure to submit the survey to reserve your table as soon as possible.

During the meeting, members were updated on the event's planning progress:

Media:

- Kevin Janison has responded to our invite, as in previous years he has included our event on his calendar but is unable to officially confirm. He will confirm closer to the event due to staffing availability and unexpected forecast.
- UWSN have confirmed that they will post our event on their calendar.
- Email has been sent to the corporate office of La Bonita Supermarket, in hopes of getting our event approved to be promoted at all their locations.
- A conference call has been scheduled to speak to the PR person for Broadacres Outdoor Swapmeet to discuss partnering to be able to promote at their establishment.
- An email has been sent to a production assistant at Univision. He has submitted our flyer and request to his Director of Promotions and Director of News to get approval to promote, at the very least we will be able to get our event promoted on their community calendar.

Entertainment:

- VIDA music program will provide music and dance again this year.
- Susan Taylor from All 4 Kids offered to do their 3 dances and mentioned that they would probably be able to hand out CD's.
- Marissa Meehan-Goff from Children's Cabinet offered to provide contact information for Boy Scout Troop to volunteer their time for the event.
- Characters:
 - McGruff the Crime Dog has been confirmed
 - Deputy Drip is pending confirmation
 - Las Vegas 51s Cosmo will confirm if they have the staffing to attend 1 week before the event
 - Mojave Max has yet to respond to invite
 - Star War characters - Amanda Brown from SNHD reached out to her contact, has not gotten a response. She will follow up with them and provide them with Mirzah's contact information.
- Amanda Brown also provided information for photo booth Immunize Nevada used for their Baby Bash event. Mirzah will contact for information.
- Petting Zoo 2 U has been confirmed.
- Invite Las Vegas new hockey team Vegas Golden Knights. Mikaela from Children's Cabinet has offered to take on this task.
- Nicolet Palmer from ITCN will provide the information for the Paper Airplane Guinness World Records Guy.
- Assigned Screen Free Zone to promote SNECAC's new initiative.
 - Mikaela Cunningham from the Children's Cabinet will speak with Danielle Holmes and will confirm via email, but she has volunteered to take on the Screen Free Zone as the Children's Cabinet's tabling activity for the Step Up for Kids event.
- Kid Mayor voting booth
 - The Children's Advocacy Alliance will follow up with the City to try and get Mayor Goodman to attend. Will also send invite to the other Mayors.

Donations:

- Three Square has confirmed water and fruit donation.
- Request for ice cream has been sent to Meadow Gold. Confirmation pending.
- Las Vegas 51s will be donating merchandise to raffle off.
- Photographer will be contacted and invited to volunteer his time.

4. Strong Start for Nevada's Children Update

The Strong Start Advisory Council has taken on the Kid Mayor project and is forming a planning committee to discuss and determine project details. The members of SNECAC were invited to attend the upcoming planning committee meeting scheduled for Thursday, July 6th from 10-12pm. If you are

interested in attending please contact Shelby Henderson shelby.henderson@caanv.org for further information.

5. State ECAC Update

The last meeting was on June 6, 2017 none of the SNECAC members in attendance assisted this meeting, therefore, there was no update provided.

- The next ECAC meeting is scheduled for August 23, 2017. For more information and meeting location visit their website at: <http://nvecac.com/meeting-information/>

6. Nevada's Early Childhood Obesity Prevention Plan Update

Shelby Henderson provided brief update.

- The Children's Advocacy Alliance has a new fellow, Lindsay Sanborn, who is currently working on moving the plan into action and incorporating the additional information and/or suggestions that the SNECAC members provided at the last meeting in May.

7. Mini Case Study Review

The members of SNECAC in attendance reviewed the following case study during the meeting and notes regarding the discussion are presented.

Family 1:

House hold size 7: (3 adults: 1 employed) (4 Kids: youngest is 8 months oldest is in middle school)

Mom has not worked in over a year, and is looking to get a job again since the baby is older. She is also needing assistance with child care costs.

Services needed: Employment assistance, Food bank, Diapers, clothing, back to school supplies.

The family is needing assistance purchasing original copies of the oldest 2 birth certificates. They are unable to pay the price.

Family 2:

Family size 8: 4 adults: Mom is employed part-time, Grandma is on disability but that was cut by \$300. Dad is employed but they cannot rely on his income due to being sporadically home. He sometime leaves for days at a time. Grandpa is not working.

There are 4 children: youngest is 5, twin 9 year-olds, and an 8 year-old.

Mom is wanting to go back to school to be a dental assistant. She also wanting to know if there is a way for her to get paid to care for her mother, since she is having to assist her with everything? Since dad's most current disappearance, and Grandma's benefits being cut, they are needing utility assistance, and help with food and clothing. They are receiving minimal food stamps, about \$200 a month. They are all on Medicaid and SNAP. They also own their house.

How can your organization/agency help?

- **Southern Nevada Health District**, Margarita DeSantos
 - Their Healthy Start Program offers assistance if the child is less than 8 months old and follows them through age 2. Family must live within the 16 zip codes they service. Their Nurse Case Management Program helps the families to list goals to reach and the nurses provide referrals to families for job trainings, diaper bank, reproductive plan, and assistance with the cost of child care, etc.
- **Las Vegas Urban League**, Mirna Mejia
 - Advised that the mom contact the specific school she is interested enrolling in to ask what kind of financial assistance they offer to be able to attend.
 - For assistance with utilities, LVUL does have resources that provide assistance with the cost of utilities. Mirna was not sure of the specifics. Information is available on their website: <http://lvul.org/> or can be provided by calling their office at 702-636-3949.
- **Southern Nevada Health District**, Amanda Brown

- For assistance with utilities, Amanda suggested they reach out to Nevada Energy about their assistance program. It seems that it is a difficult process to become eligible as they require that all options be exhausted before qualifying for their own program, yet they do not provide a list of what those options are.
- For the birth certificates, SNHD can provide them ONLY if they were born in Clark County as of 1973 to date. The first birth certificate costs \$33 and any copy after that costs \$20. Families have the option of going into the SNHD office or have the option of ordering the copies online.

Summary Recommendation:

The council did a great job assessing and working the case together and was able to provide resources for the different areas each of the families are in need of.

In order to continue this activity, members were asked to submit additional stories/cases that reflect scenarios of families in need. Please send any stories/cases to Mirzah Trejo at mirzah.trejo@unlv.edu by August 18th to be able to prep a case for August’s meeting.

8. Volunteer for dessert

Lisa Kurtzberg with the Division of Child and Family Services volunteered to bring dessert to the next meeting in August.

9. Open for Other Comments/Ideas...

- Susan Taylor from All 4 Kids announced that their Healthy Kids Festival is scheduled for the week after Step Up for Kids Event. Festival is focused on ages 3-8. All participating vendors and required to have a health/physical/nutritional type of activity at their table for the kids.
- Julie Kasper from CCSD announced the upcoming Back to School Fairs beginning July 22nd at Galleria at Sunset, July 29th at Boulevard Mall, August 5th at Meadows Mall, and August 12th at Downtown Summerlin. All Fairs are from 10am-4pm. Flyer is attached.
- Margarita DeSantos from SNHD announced that on August 12th from 10am-2pm they will have a Saturday Clinic at the Decatur location on 280 S Decatur Blvd, Las Vegas, NV 89107. They will be providing ONLY childhood vaccinations no adult or travel vaccinations will be provided.
- Darshell Hearn from Aetna Better Health of Nevada introduce himself and their new manage care program that will be effective July 1st offering an HMO plan that coincides with Medicaid. For further information please visit their site at: www.aetnabetterhealth.com/nevada.

All events flyers have been posted on the Nevada Events Calendar and links are provided in the email with the minutes. We are trying this new system to help reduce the size of the emails.

2017 Meetings Dates

August 23 and October 25

**Thanks to Margarita DeSantos for bring dessert to this meeting
and to Lisa Kurtzberg for volunteering to bring Dessert in
August!!!**