

*Southern Nevada Early Childhood Advisory Council*

**Minutes from August 23, 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

Council members continued brainstorming and discussing screen time ideas and activities. 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. First Screen Free Zone will be held at the Step Up for Kids event. Ideas were as followed:

- What the Screen Free Zone should look like at Step Up:
  - Reading sessions
    - The group decided to do Story Time
    - Mikaela from Children's Cabinet will provide the books
    - Danielle from Children's Cabinet offered to provide tote bags that they have the children color their own and they include a book.
    - Area will be assigned at Step Up for Kids event with blanket and pillows where children will be able to sit to listen to the stories.
  - Activities
    - Coloring books
    - Blank paper and markers
    - Crossword puzzles
    - Paper dolls
      - We will need 1-2 craft tables which NICRP will set aside
  - Games
  - Messaging
    - Poster/sign by the zone free area that highlights the "why" of going screen free.
      - We will need easel to hold poster
    - Idea suggested to give parents list of screen free activities to do at home
  - Photography
    - Should parents be able to take photos within the screen free zone?
      - Have designated place where parents can take pics aside from the zone
      - Have sign that distinguishes each area
        - You are now entering...
        - Red carpet idea to give parents the opportunity to take pictures before entering scree free zone
        - Amanda will look into getting cones to make the space
- **STEP UP SCREEN FREE ZONE - FOLLOWING STILL NEEDED! Members interested in providing any of the items below please notify Mirzah at [Mirzah.trejo@unlv.edu](mailto:Mirzah.trejo@unlv.edu) by 9/18/17 to coordinate.**
  - Coloring books
  - Blank paper and markers
  - Crossword puzzles
  - Games
  - Poster/sign by the zone free area that highlights the "why" of going screen free.
    - We will need easel to hold poster
  - List of screen free activities to give to parents to do at home
- How do we promote Screen Free Time Throughout the Year:
  - 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 1<sup>st</sup> – 7<sup>th</sup>:
    - 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.
  - Posters/flyers
    - Flyers need to be made and will be passed on to SNECAC members to have them promote.

### **3. Discuss taking on Strong Start swag/info to distribute at tabling events**

The Nevada Institute for Children's Research and Policy and the Children's Advocacy Alliance will no longer be able to partake in tabling events for the Strong Start Nevada Campaign. To make the campaign more collaborative among community partners, SNECAC members were asked to consider volunteering to include Strong Start materials and swag when they table for their own agencies. Information on the Strong Start campaign can be found at <http://strongstartnevada.org/en/about-us/>.

Danielle with the Children's Cabinet and Tammie from Acelero have offered to include Strong Start information and swag at their tables. Lisa from Division of Child and Family Services will confirm with her department to see if they too will be able to include at their table.

### **4. Kid Mayor at Step Up for Kids 2017**

This year to help get kids more involved in the political process and its importance, Strong Start for Children will be hosting a Kid Mayor election during the Step up for Kids event! Applications for Kid Mayor currently have a due date of Friday, August 25<sup>th</sup>, 2017. Due to the low number of applications received the deadline was extended.

Kids starting either 4th or 5th grade in the fall of 2017 and living in the Clark County are eligible to apply. Kid Mayor will give children the chance to learn about basic political and campaigning skills in a fun and engaging way while allowing them to interact with their community. **For Information please visit our website:** <http://strongstartnevada.org/en/kid-mayor/>.

Members were asked to please promote at their agencies/organizations and with friends and families.

### **5. Step Up for Kids 2017 Planning**

The planning for the 2017 Step Up for Kids event is moving along. As a reminder the Southern Nevada 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, Carson City, and Elko and are as followed:

**Reno Step Up for Kids** – October 1<sup>st</sup> from 10:00 am to 2:00 pm

Ferrari Farms  
4701 Mill St.  
Reno, NV 89502

*First 200 guest will receive entry to an attraction and a free pumpkin. Vendors will have information on their organization and provide fun games. Step Up for Kids Reno will also be holding its first annual Kid Mayor Election!*

**Carson City Step Up for Kids** - September 26th from 1:00 pm to 4:00 pm.

Children's Museum of Northern Nevada  
813 N Carson St.  
Carson City, Nevada 89701

*Free entry to the Children's Museum and a Free Book for all guests. Vendors from around the Reno/Carson area will provide information on their organization and participate in Story Time*

**Elko Step Up for Kids** – Event details are pending

Vendor/tabling opportunities for ALL events are still 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. Please visit <https://www.surveymonkey.com/r/StepUpforKids2017> to submit your application. An email confirmation will be sent once received.

**LAS VEGAS:** 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.
- Event information has been sent to various community calendars, requesting it be posted.
- Broadacres Outdoor Swapmeet has agreed to promote our event on their social media platforms the day before the event.
- Univision has confirmed their assistance in promoting our event.
- Thomas and Mack agreed to run a 1 week promo on their digital billboard on the corner of Swensen and Tropicana.
- Amanda has received confirmation to appear on Fox 5 MORE Show to promote event.

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.
- Characters:
  - McGruff the Crime Dog has been confirmed
  - Deputy Drip has been confirmed
  - 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
- Petting Zoo 2 U has been confirmed.
- Invite and donation request has been sent to Vegas Golden Knights. Pending response.
- Screen Free Zone as SNECAC's new initiative.
  - Mikaela Cunningham from the Children's Cabinet confirmed that they will take on Screen Free Zone as their tabling activity for the Step Up for Kids event.
- Kid Mayor voting booth

Donations:

- Three Square has confirmed water and fruit donation.
- Meadow Gold has confirmed ice cream donation.
- Las Vegas 51s will be donating merchandise to raffle off.
- Photographer has been contacted, he is not available to work the event but has offered to locate someone who can. Pending contact.
- Walgreens will be providing free vaccines.

## **6. Strong Start for Nevada's Children Update**

There is no current updates to provide. Main points regarding Strong Start were Kid Mayor and Strong Start swag distribution at community events previously discussed.

## **7. State ECAC Update**

The last meeting was on August 1st, 2017. Amanda provided a brief summary of the meeting:

- The council received funding from W. K. Kellogg Foundation to be able to conduct strategic planning for the council. The ECAC hired an outside facilitator to assist in the planning and tie together all the information and initiatives, bridging the gaps between Birth – 3rd initiatives, Strong Start initiatives, and the work from all local councils. Another strategic session will be held sometime in February 2018.



- Amanda did ask the council to provide more direction at the state level to be able to move early childhood education forward.
- Update was provided for B-3 project:
  - B-3 applications for schools doing pilot sites
    - Cross training are being done at the schools from Preschool to 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> grade.
    - People were asked to apply to be able to select 2-3 sites to look at doing a curriculum continuum to see how it works at these specific sites.
- Other updates provided at the meeting were legislative and local council updates. Most of the time local councils are not present to provide updates.
  - Most council don't have funding
    - Need for funding was expressed

The next ECAC meeting is scheduled for October 3rd, 2017. For more information and meeting location visit their website at: <http://nvecac.com/meeting-information/>

## **8. Nevada's Early Childhood Obesity Prevention Plan Update**

There is no current updates to provide.

## **9. Mini Case Study Review**

There was no mini case study submitted prior to the meeting, therefore there was no review conducted during the meeting. Members were asked to volunteer to submit a case study for October's meeting.

Mikaela from the Children's Cabinet has volunteered.

## **10. SNECAC Guests – Prevent Child Abuse America**

The Nevada Institute for Children Research and Policy runs Prevent Child Abuse Nevada. They are currently going through their chartering visits, which are done every 3 years to provide technical assistant to improve the chapter.

Amanda brought a couple of guests to the meeting, Anita Odom from Prevent Child Abuse America National Office and Sheila Boxley who runs Prevent Child Abuse California in Sacramento who came as a peer reviewer.

Members were introduce and asked to present themselves once again to give Anita and Sheila a better idea of the agencies that come together to try and make our community better.

Both, Anita and Sheila, were given the opportunity to ask the council a few questions to learn more about SNECAC, each individual agency/organization's interest and experience, and what about SNECAC keeps them coming back.

The most common response from the members was the collaboration they felt from being part of SNECAC. The fact that SNECAC makes them feel that it's work that is being done together as a collective group all striving and working towards the same goal. Also, providing them with more knowledge about the services each of agency/organization offers, permitting them to be more informed in providing resources to the community.

## **11. SNECAC Group Process Evaluation**

To get a more formal process evaluation to be able to get member feedback, members were asked to fill out an evaluation form that included questions, such as:

- How do you think the group is doing?
- Are there areas that you think are weak?
- Are there things we should be focusing on?

An electronic version of the evaluation has been created. The evaluation link has been included with the minutes to give the members that were not in attendance the opportunity to provide their feedback. The idea is to have all feedback received before our October meeting to be able to provide a report and discuss the findings and ways to improve at that meeting.

## **12. Volunteer for dessert**

No volunteer were selected at the meeting. If you are interested, please email Mirzah at: mirzah.trejo@unlv.edu

## **13. Open for Other Comments/Ideas...**

- Jessica Halling from NDE OELD discussed QRIS Program. QRIS will start rolling out Brigance screening for all children in Nevada. It will now be part of a prior criteria for QRIS. Screening program will be done annually and will begin in May and entered into the system in June. There are trainings available for the next year and will be given by Curriculum Associates who created the Brigance. For more information visit the Nevada Registry site <http://www.nevadaregistry.org/>.
- UNCE will have their Healthy Kids Festival on Saturday, September 30<sup>th</sup>, 2017 from 10-2pm at Walnut Recreation Center on 3075 N Walnut Rd., Las Vegas, NV 89115. Flyer is attached.
- Nicolet Palmer from ITCN asked if anyone knew about “infant in the work place” or “parent in the work place” which allows mothers to bring their children up to age 6 months to their work place when they return from maternity leave. This is a policy that a few other states have adopted. The idea is that if a company truly values and wants to invest in an employee that is very productive and committed to their work, this is a nonmonetary incentive they can provide and will make an employee want to come back and continue working for them. Nicolet will email Mirzah more information and it will be added as an item in the agenda. We will discuss at our next meeting to determine if, as a group, we would like to initiate as a policy.

**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**

**October 25**

**Thanks to Lisa Kurtzberg for bring dessert to the meeting!!**

**Any volunteers for October?**

If anyone is interested, please email Mirzah at: mirzah.trejo@unlv.edu