

KY Strengthening Families Leadership Team Meeting-May 15, 2014

The Leadership Team meeting began at 10:08 A.M. on May 15, 2014 in room C109 at the Kentucky Transportation building in Frankfort.

Present: Dr. Ruth Ann Shepherd, Laura Beard, Brigitte Blom Ramsey, Kristy Boggs, Bill Buchanan, Marilyn Coffey, Amy Cooper-Puckett, Daniel Courtney, Tal Curry, Heather Dieffenbach, Brooke Gill, Paula Goff, Joel Griffith, Kristal Hankinson, Cindy Heine, Diana Koonce, Tena Robbins, Joe Roberts, & Paula Woodworth

Guests: Sandy Canon, Laura McDonald, Alan Stein, Patricia Tennen

Leadership Team Discussion: After introductions, the group reviewed progress so far. Terry Tolan, Dr. Minish, and Dr. Shepherd presented on KY SF at the NC Smart Start Conference and the session was well received. The new logic model from CSSP was distributed to the leadership team for review. The 2014 Resource Guides from ACF have been ordered.

The evolving roles of the different committees and workgroups was discussed. The "Steering Committee" is primarily agency leads who are an enabling group – the decision makers who determine policy and practice in their agency. There is two-way communication with the Leadership Team, who are the core of KY Strengthening Families and determine the direction of the initiative. The other group at that same level is the Parent/Family Advisory Council, who also have two-way Communication with the Leadership Team. The workgroups that were set up in the strategic planning meeting have been actively working and will report out today. After the report out, group can discuss if adjustments need to be made to the workgroup structure since there are areas of overlap.

Messaging & Awareness Workgroup: The Messaging and Awareness group has been working with The SteinGroup to test messages with families in focus groups. The goal of this effort was to take the descriptions of each protective factor that the Leadership Team did, and explore what language resonates with families, so that we could have a family-friendly description that everyone could use. The M & A group developed more colorful flyers to use for the focus groups. So far, there have been 11 focus groups with 173 participants. The Stein Group presented their most up to date items regarding the marketing of Strengthening Families. Several insights have come from the focus groups. One of findings was that parents do not like/understand the term "Protective Factors." They tested single word phrases for each of the protective factors, but there was no consensus from the families on any single word that conveyed the concept of the protective factor. Parents liked the more colorful flyer, but differed on the level of detail they wanted. Parents in the rural communities were looking for substantial information in the form of a booklet or pamphlet where the urban community was looking for the information in a "short and sweet" form. It was discussed where this media would be displayed and it was said that physician's offices may be the most credible to parents, because parents want to hear from professionals. Laura Beard pointed out that it is important to make sure families realize that Strengthening Families is an ***initiative not a program***. Marilyn Coffey recommended we focus the messaging on positives, not child abuse, to avoid parents thinking we are accusing them of being potential child abusers. The Stein Group is suggesting we test "Strive to Thrive" or "Tools for a Striving Family" in the next round of focus groups. They presented a handout using one of the many logos developed and the Leadership team provided feedback. There was no consensus and it was suggested it might be premature to come up with the logo until we have the messaging developed. Additional details/ comments from the Marketing presentation is attached.

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Family Informed System Workgroup: Laura Beard informed the group that the Family Informed System Workgroup has had two meetings. Their workgroup discussed barriers to developing the Parent Advisory Committee, such as why parents may need to be awarded a stipends to participate due to the fact that anyone other than parents are attending meetings during their working hours and are getting paid. She raised the question about where the stipend (money) might come from if it were decided to be a good idea. The Family Informed System Workgroup is working to create their infrastructure. They would like to be the central hub for connecting with families. They will be providing a listing of their members, including new participants as they come on board. The tasks for this workgroup included:

- Create an infrastructure for family informing systems including an a Parent Advisory Board and peer support system in Kentucky
- Provide structure for other workgroups with the example of tapping into a child care focus group with director that sits on workgroup
- Develop narratives for families why want input from families when presenting to like focus groups
- Identify other key workgroup members like a medical provider
- Provide a group to update and utilize the Access Guide to EC Services

Technical & Training Support Group: Kristy Boggs and Brooke Gill reported for this group. It was reported that documentation for Strengthening Families trainings can be built in to the child care TRIS system. However, many existing trainings cover SF topics, just not under the SF name. As far as developing official KSF training, the workgroup is somewhat at a stopping point until the Messaging & Awareness workgroup can solidify the messaging language. The workgroup is building the infrastructure so that when the messaging is decided, they will be able to plug it in and move forward. Based on the previous discussion, hopefully the Messaging & Awareness work group would be concrete by September and then the training initiative could be launched. The tasks for this workgroup included:

- Created data collection system for Kentucky Strengthening Families Train the Trainer six modules for ECE Trainers through ECE-TRIS
- Determine if TRIS and ECE-TRIS should be data system for all Kentucky Strengthening Families Train the Trainer six modules
- Created complementary slides on KY SF protective factors for other training
- Develop a list of all state conferences that could embed KY SF
- Create a list of all pre-service training cross tire education and higher education programs to contact with the goal of sharing or embedding KY SF Overview or PF content with those programs
- Develop a new Nurturing and Attachment Module for KY SF TOT
- Revise and update Concrete Support in Times of Need from KY SF TOT

Systems Integration Workgroup: RTT Update & Strengthening Families Program Self – Assessment Survey

Joe Roberts presented a handout to the group. He spoke of an assessment survey where questions would be answered either yes, no or N/A for each individual workplace. To develop a generic, cross-agency assessment, the survey will be sent to the leadership team to identify which of the indicators are applicable to their agency/organization, which will enable us to compile a list of indicators that are applicable across agencies. The goal is to be able to submit the results of this survey in the July meeting. A Race to the Top convention was held in Washington, DC. There the participants heard a lecture entitled "Ready, Willing and Unable to Serve. In this lecture it was stated that 75% of 17 to 24 year olds could not pass the testing to be inducted into military service.

Discussion on assessment and imbedding followed:

- "I'm already doing this" is a common statement or a natural response from partners.

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- How do we keep their focus on the maintaining strength based through all work which is often a paradigm shift in program or agency work.
- What is the first step for agency or programs to start? Possibly program self-assessment
- We need to be clear about our ask for professionals: for example, how do we make family strong?
- One idea: Overview of Kentucky SF is a two hour module that should be required of all partners. Then, ask partners over the next six months to look at how they will embed. At the six-month mark, offer technical assistance with the embedding process

Evaluation Workgroup: Brief report by Tal Curry

- Determine funding options for evaluator to assist with initial consultation for planning and developing a KY SF Initiative Evaluation Plan
- Plan to collaborate with other workgroups and tasks like Survey (described above), Training Workgroup- What do we capture from partners around training like TOT module vs. a few slides about KY SF incorporates into PowerPoint? What identifies embedding training in Kentucky strengthening families?

TO DO LIST: Follow up for the next Leadership Team meeting on July 10:

1. Messaging & Awareness group (language, logos, etc.)
2. Survey- common assessment items
3. Define what is wanted in the launch of Strengthening Families on September 8-9 at the Kids are Worth It Conference
4. Partner groups vs. Stakeholder groups

The meeting adjourned at 12:00 P.M.

See expanded notes, attached

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Strengthening Families Expanded Notes from Messaging Discussion - 5/15/2014

- Aha moments from the group:
 - Families said don't use "protective factors"!
 - Demonstrates importance of talking to people before putting information out there
- Move from one word to a phrase since one word doesn't seem to capture the concept. No agreement on what the one word should be.
 - One word serves as a checklist for a parent (am I strong? Am I knowledgeable?)
 - Am I a bad parent if I'm not strong, connected, etc.????
 - However, one word would be easier to remember
- People in focus groups were really wanting to know where to go for more information about KSF;
- Like the focus of "this is me and what I can do for my family;" like the Keeping My Family Strong- implies strengths already
- Important to make sure all offices who are involved have some sort of designation, sticker, window sign
- Concept of "resources available"- need to tell them where to go to get the information
- Put "reduce child abuse" at the end so people don't get caught up in that; "enhance child development" not easily understandable; promote something as opposed to reduce the risk of it
- We are linking this to increase child readiness for school
- Feels like "thrive" and "strong" might conflict
- Pictures need to be less "upper middle class"
- Like the concept of "tools for a thriving family;" might want to test Strive to Thrive to see if families will understand/resonate with the concept
- Seeking information to help my kids succeed- missing the element of safety and other non-educational elements; make it a more broad focus; appropriate expectations; if you know what to expect it is easier to parent
- "So what if I'm not" comment needs to be front and center of the content
- like the colors and the two arrows; the picture in the middle is a little intimidating- might want to try one adult with a smaller person so it could be smaller
 - make the "male" person look like the others so it isn't necessarily a male
- Like the simple version; the others are too busy
- Ask the question: "this is our wish for you, but what is your wish" or "what do you wish KY would do for you?"
- Pictures: piercings, tattoos, a grandma, etc
- Test the language in the flyer and then see how we will use it in different ways
- Embed the single word within the text explanations and highlight it in the green
- Need to flush out language under each PF phrase before testing and through focus group process?
- Look to groups from TAP program in Louisville for teen moms, Family Care Center, & Shelbyville group mentioned