



**Ohio Children's Trust Fund
Board Meeting Minutes
November 13, 2014**

Board Members Present:

Representative Kirk Schuring
Julie Barnes
Dr. Tammy Collins (Director Tracy Plouck)
Jon Fishpaw
Representative Tracy Maxwell Heard
Jennifer Justice (Director Cynthia C. Dungey)
Christina Klefeker
Dr. Kathi Makoroff
Dr. Lolita McDavid
Ronald Rees

Board Members Absent:

Senator Kevin Bacon
Director Rick Hodges
Judy Leb
Senator Charleta B. Tavares

Staff Present:

Kristen Rost, Executive Director
Carolyn Brewer, Program Administrator
David Monder, Program Manager
Nicole Sillaman, Program Manager

Guests:

Lea Blair, ODH
Bob Welsh, Senior Staff Attorney for ODJFS
Haley Southworth, Ohio Chapter, American Academy of Pediatrics

Chairman Schuring called the Ohio Children's Trust Fund (OCTF) Board Meeting to order at 1:00pm on November 13, 2014.

Program Highlight – Wayne County

Executive Director Kristen Rost provided a brief introduction to Wayne County's video, "Connecting the Dots: Wayne County FCFC Parents as Teachers Project".

The Trust Fund is currently funding 15 counties within Ohio to provide the Parents as Teachers (PAT) program. One of the counties providing the PAT program is Wayne County. The Trust Fund chose to highlight this county as they are utilizing an innovative approach to recruit families by partnering with their medical community. The Trust Fund will be using this video not only to share with the board but also as a technical assistance tool to assist those counties who are having issues with recruitment.

After viewing the video, the board held a brief discussion regarding the PAT program.

Old Business

Chairman Schuring asked for any additions or revisions to the August 21, 2014 board meeting minutes. Dr. Lolita McDavid motioned that the August 21, 2014 board meeting minutes be approved. Ronald Rees seconded the motion. The board voted unanimously to approve the motion.

New Business

OCTF Budget Update

Jon Fishpaw provided a brief overview of the SFY 2014 (ending June 30, 2014) and SFY 2015 budgets.

Mr. Fishpaw noted that an opportunity exists for a few board members to work together to discuss how the Trust Fund can raise revenue and increase donations. Given all the attention to safe sleep and infant mortality, individuals and corporations are more aware of issues that are currently being funded by the Trust Fund. Mr. Fishpaw suggested forming a small workgroup to further develop a strategy to raise revenue and increase donations through our community organizations.

Jon Fishpaw motioned to convene a workgroup to further examine and develop a future strategy as it relates to corporate and individual giving plans for the OCTF. Julie Barnes seconded the motion. The board voted unanimously to approve the motion.

Overview of Statewide Safe Sleep Campaign

Chairman Schuring introduced Haley Southworth from the Ohio Chapter of the American Academy of Pediatrics (Ohio AAP). Ms. Southworth provided a brief overview of the statewide Safe Sleep Campaign.

The Ohio AAP provides a three-pronged approach, (1) Unintentional Injury Prevention Anticipatory Guidance by Pediatricians, (2) Promoting Safe Sleep Recommendations, and (3) Hospitalist Safe Sleep Learning Collaborative, that the OCTF is funding in SFY 2015.

Ms. Southworth explained that the Ohio AAP is working with pediatricians to address infant mortality through a program that provides anticipatory guidance to caregivers. There are a large number of touch points in a child's life, such as during well child visits, where pediatricians can review potential sources for injuries, discuss car seat safety, fall prevention and other areas that present a high degree of safety issues for young children.

The Ohio AAP is promoting the safe sleep campaign by getting the message of safe sleep out into the communities. In order to advance the promotion, they developed a website that houses

information on safe sleep and links to additional safe sleep resources within other organizations. They also promote their information and materials through community events and local media.

Ms. Southworth also explained that the Ohio AAP launched a Hospitalist Learning Collaborative. The Education and Sleep Environment (EASE) Hospitalist Learning Collaborative is being operated within 6 participating children's hospitals in Ohio. The project started in April 2014 and trained hospitalists on an audit tool, looking at children under 12 months of age and assessing the sleep environment in which they are sleeping.

Board members held a brief discussion in which they provided multiple comments/suggestions to Ms. Southworth including:

- Include a partnership with the African American Health community within the churches.
- Develop a Pinterest Page for safe sleep.
- Target grandparents by providing education and resources specifically to them.
- Recruit the 2 remaining children's hospitals for the next wave of the Hospitalist Collaborative.

SFY 2014 Annual Report

Director Rost reported that counties were required to submit a complete annual report by August 15, 2014. A complete report included submission of an Annual Program Report, a signed Annual Fiscal Report, a participation spreadsheet and Protective Factors Survey data (if applicable).

Director Rost explained that Scioto County failed to submit a complete annual report to the Trust Fund by August 15, 2014 due to multiple issues.

Board members held a brief discussion after which Dr. McDavid motioned to assess a prorated penalty for Scioto County. Chris Klefeker seconded the motion. The board voted unanimously to approve the motion.

Workbased Parenting Education Proposal (Your Parenting Matters)

Director Rost provided a brief overview of the Workbased Parenting Education Proposal that was received from Your Parenting Matters (YPM), requesting \$50,000 in funding from the OCTF. YPM is seeking funding to develop and provide the OCTF with a model workplace-based parenting education program that will be designed to provide support and education to parents while simultaneously supporting employee productivity, talent retention and stress-reduction needs of the corporate partner.

While reviewing the proposal, the Trust Fund Board found that there were some questionable items regarding the ownership rights to the parent education data and sustainability. As a result, the board decided to postpone consideration of the proposal.

The board held a brief discussion on the potential need for a workplace-based parenting education program.

Ronald Rees made a motion to assess whether a need exists for a workplace-based parenting education program and if it is found that such a need does exist, the Trust Fund should explore

creating an RFP for such a program that would include specifications stipulated by the OCTF staff. Dr. Tammy Collins seconded the motion. The board voted unanimously to approve the motion.

April 2015

Director Rost provided an overview of the items the Trust Fund is currently working on for April 2015. These items include the following:

- Working with ODJFS Office of Communications to develop materials for an OCTF Prevention Toolkit. The toolkit will assist the counties with implementing our campaign materials. It includes information on how to use the messaging, where to place logos, provides PSAs, banners and more. The goal is to distribute these materials by December/January to give others time to plan.
- Forming an April Steering Committee. This committee will assist in developing ideas for April, getting information out into the community, etc. If you have any suggestions for additional members or potential corporate sponsors, please contact the Trust Fund.
- Director Rost met with IGS Energy recently. IGS Energy is looking for small ways to get involved within the community.
- Director Rost also met with Wendy's and they are interested in using tray liners within their restaurants that would display campaign messaging during the month of April.
- The Trust Fund has met with the Columbus Crew. They are willing to offer a discounted ticket to state employees for \$15 per ticket, where \$10 would go to the Columbus Crew and the remaining \$5 would come to the Trust Fund. DAS is currently reviewing this offer to see if this is something we could do.

The Trust Fund is also exploring the possibility of holding our kickoff event at the Columbus Crew stadium. The event would be different than it has in the past in that it would have more of a kid centered theme. There will be activities for the kids, players to provide autographs, etc. This idea is not yet finalized.

- In September, the Trust Fund announced to grantees and prevention partners an opportunity to purchase pinwheels at a reduced rate. As a result, 35,000 pinwheels were ordered. The pinwheels are expected to arrive in February.

The Director encouraged Board members to contact her if there are any other suggestions for activities or events.

Director Rost then discussed April funding and shared that the Trust Fund has been receiving several calls from prevention partners requesting that the Trust Fund support them during the month of April with various activities and/or events. She asked Board members to share their thoughts on how they would like the Trust Fund to handle the process for funding April 2015 events. For the past few years, the Trust Fund has provided Public Children Service Agencies (PCSAs) with a \$2,000 allocation. Last year, the OCTF also provided an additional \$1,000 for

PCSA's if they collaborated with Children's Advocacy Centers (CACs) and/or County Child Abuse and Child Neglect Prevention Advisory Boards on April events and activities.

The OCTF Board discussed implementing a different approach to April 2016 that would include directing OCTF April funding opportunities to a broader range of organizations that indicate a capability and a willingness to collaborate on April activities and events.

Board members also directed the Trust Fund staff to continue reviewing OCTF grantee April expenditures and reports to ascertain whether Trust Fund April standards are being met and whether goals are being achieved.

Ronald Rees motioned that for April 2015, the OCTF continue with the same format as we have used in the past, but to include additional parameters to provide guidance on how the funding can be used. Representative Maxwell Heard seconded the motion. Julie Barnes abstained from the vote. The board voted 9-0 to approve the motion.

OCTF Funding Models

Director Rost reviewed prior Board conversations concerning the Trust Fund's current allocation process and she discussed multiple potential funding models for consideration. She also emphasized that these proposals are meant as suggestions designed to spark further discussion and consideration.

Board members held an in-depth discussion concerning the allocation process and potential alternative models.

Ronald Rees motioned to form a workgroup to review the Trust Fund's current allocation process/structure as well as alternative funding models and then develop recommendations for OCTF Board consideration. Dr. McDavid seconded the motion. The board voted unanimously to approve the motion.

Executive Director's Report

Due to time constraints, Director Rost requested that Board members read the Executive Director's Report on their own and contact her with any questions.

Other as Requested by Board Members

Director Rost thanked Representative Heard for her service on the Ohio Children's Trust Fund Board.

Chairman Schuring reminded everyone that the next OCTF Board meeting is tentatively scheduled for February 12, 2015, Riffe Center, 31st Floor.

As there was no further business to come before the Board, Chairman Schuring adjourned the November 13, 2014, OCTF Board meeting at 2:35pm.

Handouts:

OCTF Board Meeting Agenda – November 13, 2014

OCTF PowerPoint Presentation – November 13, 2014
OCTF Board Draft Meeting Minutes – August 21, 2014
SFY 2014 OCTF Financial Status
SFY 2015 OCTF Financial Status
Infant Safe Sleep Flyers: Ohio Chapter, American Academy of Pediatrics
Infant Mortality Prevention Work: Ohio Chapter, American Academy of Pediatrics
It Take a Community to Protect a Child, 2015 Calendars from Greene County Children Services
Workbased Parenting Education Proposal (Your Parenting Matters)
OCTF Funding Model Proposals
Executive Director's Report