

**EARLY CHILDHOOD DEVELOPMENT (ECD) WORKING GROUP MINUTES**

WEDNESDAY, JANUARY 8, 2014, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES

IN ATTENDANCE: Jennifer Ronan, Donna Kaye, Nicole Chevalier, Amy Watkins, Wendy Anderson (Coordinator), Brandi Lucas, Margo Russell-Bird, Amy Sager (Recorder), Wendy Bateman, Jill Gardiner (Co-Chair), Stacey Stanford, Cecilia DeRoche, Soyoung Lee, Jackie Whittingham (Co-Chair), Denise Boos

REGRETS: Beverly Bell-Rowbotham, Pam Kent, Trena McKay-Crawford, Theresa Dostaler; Allison Brant, Heather McMaster, Laura Jones, Peggy Neil, Tammy Garrison, Wanda Haaima-Bingham

**MANDATE: N/A**

Item	Discussions/Motions	Recommendations <i>(things to go forward to the Network)</i>	Action <i>(including Person Responsible And Completion Date)</i>
<b>1. Welcome and Introductions</b>	<ul style="list-style-type: none"> <li>Members of the group introduced themselves.</li> <li>Amy Sager was appointed minute-taker for this meeting.</li> </ul>		
<b>2. Review of Agenda</b>	<ul style="list-style-type: none"> <li>Agenda was accepted as presented.</li> </ul>		
<b>3. Accept Minutes</b>	<ul style="list-style-type: none"> <li>Minutes were accepted as presented with no errors or omissions noted.</li> </ul>		
<b>4. Business Arising from Minutes:</b> a) Leadership – Approval of Co-chairs	<ul style="list-style-type: none"> <li>Jill Gardiner (ALCDSB) and Jackie Whittingham (HPECHU) were approved as Co-Chairs of the working group</li> </ul>	<ul style="list-style-type: none"> <li>Introduce Co-Chairs</li> </ul>	



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	<ul style="list-style-type: none"> <li>• Jackie shared plaques that were used in an information campaign by Toronto Public Health. Their campaign used the phrase “Comfort, Play, Teach”. Posters were highly visible across the city.</li> <li>• The group discussed how groups measure the effectiveness of information campaigns. It is important to consider what the goal of a campaign is. Is the goal to increase awareness or is behavior change a goal as well?</li> </ul>		
<b>6. Breakout Session</b>	<ul style="list-style-type: none"> <li>• Wendy presented draft purpose statement.</li> <li>• The group discussed concerns about awareness campaigns not resulting in behaviour change. Is there something we can link to the campaign to support change?</li> <li>• It was decided that the word “campaign” would not be used.</li> <li>• Wendy clarified that messaging would be linked to resources.</li> <li>• Donna commented that it is important to realize that there are many resources already existing, it is important to streamline and make them easily accessible.</li> <li>• Margo commented that the messaging</li> </ul>		

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	<p>needs to include activities that families can imbed in regular daily activities in order to increase the likelihood that they are done.</p> <ul style="list-style-type: none"> <li>• The group divided into 2 smaller groups:               <ul style="list-style-type: none"> <li>○ Group 1 – Program design – what and how?</li> <li>○ Group 2 – Scope – who, where, when?</li> </ul> </li> </ul>		
<p><b>7. Group Discussion</b></p>	<ul style="list-style-type: none"> <li>• Group 1 presented information from their breakout session:           <ul style="list-style-type: none"> <li>○ Need to acknowledge what families are already doing</li> <li>○ Need consistent messaging</li> <li>○ Use technology to support messaging:               <ul style="list-style-type: none"> <li>▪ YouTube</li> <li>▪ Links with videos</li> <li>▪ QR codes on posters – link to resources</li> <li>▪ Messages on TVs in community – e.g. emergency room, doctor’s offices, food court at Quinte Mall.</li> </ul> </li> <li>○ Need to ensure message goes beyond just community agencies to expand target reached.</li> </ul> </li> </ul>		

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	<ul style="list-style-type: none"> <li>• Group 2 presented from their breakout:               <ul style="list-style-type: none"> <li>○ Active Healthy Kids 2010 reported three factors that have a large impact on a child’s wellness:                   <ul style="list-style-type: none"> <li>▪ Eating meals as a family</li> <li>▪ Consistent bedtime routine</li> <li>▪ Reducing screen time</li> </ul> </li> <li>○ Focusing on bedtime routine was proposed as a focus for the project. A bedtime focus could then include components of literacy, bonding and reducing screen time.</li> </ul> </li> </ul>		
<b>8. Next Steps</b>	<ul style="list-style-type: none"> <li>• Wendy will incorporate info from the breakout sessions into the project description and work plan document, in consultation with co-chairs, and bring back to the next meeting for review.</li> <li>• Jen Ronan will forward the link for the Active Healthy Kids Canada Report Card 2010 for information of the group.</li> </ul>		
<b>9. Next Meeting</b>	<ul style="list-style-type: none"> <li>• February 12, 9:30-11:30am, Belleville Public Library, 3<sup>rd</sup> floor meeting room.</li> </ul>		If you are attending or not, contact: <a href="mailto:wanderson@cmhs-hpe.on.ca">wanderson@cmhs-hpe.on.ca</a>
<b>10. Adjournment</b>	<ul style="list-style-type: none"> <li>• 3:15 pm</li> </ul>		