



PHC Quarterly Partner Meeting –May 18th, 2017

Meeting Purpose		To begin crafting a collective way to talk about why we should prioritize kids in our county and state.			
Date:	5/18/2016	Time:	11:00am-2:30pm	Location:	Halle Heart Museum, Tempe, AZ
Attendees:		<p>BH: Carrie Monica, Nora Lozano, Sonia Ruiz, Ruben Hernandez FS: Aimee Sitzler, Christian Romo, Dianna Pagone, Emily Singleton, Kara Blomquist, Med: Berisha Black, Denise Voiles, Dominica Valencia, Jeannette Russell, Pia Brown, Donora Crittenden, Judie Walker, EC edu: Antoinette Martinez, Claudia Olalde, Cristina McKenney, Debbie Halverson, Donna Shott, Dulce Ruelas, kavita Bernstein, Linda Harris, Lydia Duarte, Meryl Warda, Ofelia Gonzalez, Pam Rohrer, Renae Tenney, Other: Michele Schmidt, Janet Moreno, Jeff Zetino, Alejandra Kisebach, Sonia Charry, Laura Bellucci, Zoraida Ettridge, Margan Anderson, Shenise Bryant, Lilliana Cardenas, Alexis A., Rosalia Gastelum, Kayla Hyun, Lazarica Ashley, Cindy Quinten, Patricia Tarango, Rachel Scheinkopf, Vanessa Bustillos, Kelsey Engelbracht, William Byers, Elvia Madrid, Kelley Lubeck</p>			
Topic		Discussion Lead(s)	Expected Outcome(s)		Timeframe
PHC Updates		Jeff and Lily	Increased understanding of what the PHC is working on so that you can join our efforts		11:30-11:50
Notes	<ul style="list-style-type: none"> • Jeff talked about the ALT's community based efforts and how they formed • ALTs were provided with coaches for community to develop action plans • Faith based organizations need to be part of the PHC conversation • A behavioral health partner asked the group for ideas on how undocumented children can get free behavioral health services, it was suggested that Vitalist might be able to assist those children • Lily spoke about the CHIP's 5-year plan • CHIP is a large scale health assessment to identify priority areas, how we can work together to make a bigger impact with our resources • CHIP looks to address underlying causes of health issues, such as transportation, culture, health disparities • CHIP's priority health issues are 1. Access to care 2. Access to healthy foods 3. Early childhood development • Workgroups to address the priority areas start on July 18th 				
Topic		Discussion Lead(s)	Expected Outcome(s)		Timeframe
Collective Messaging		Jeff	Increase knowledge of what 'Collective Messaging' is and the PHC's role as a neutral convener		12:20-12:30

Notes	<ul style="list-style-type: none"> • Think about why collective messaging is important • What message does early childhood wellness have, do we need a collective message? • First Things First and separate entities have them, but we need a collective message • We should have a broad, core message and subsets of messages for each pathway (not for each org) 		
Topic	Discussion Lead(s)	Expected Outcome(s)	Timeframe
Our Values; Our core Message	Jeff	Brainstorm discussion around what is at the heart of our work. Why do we fight for kids?	12:30-1:10
Notes	<ul style="list-style-type: none"> • The core message should be at the county level, children 0-8, but also impact at the state level • Children are the future, this leads to happier, healthier communities, it is about health equity • Future and opportunities to be successful • Being a voice for kids, speaking up and taking action, making it a norm • Empathy within our communities to relate and identify • Being a support system for kids because of the domino effect • Early return on investment • Investing in the future and a call to action • We are training the trainer • Every child matters, they didn't choose, give them a voice, children are everyone's future • Kids should be able to meet their highest potential • It starts early, everything is rooted in early development • Support children now and support future generations, we are investing in the future 		
Topic	Discussion Lead(s)	Expected Outcome(s)	Timeframe
Breakout Exercise: What is possible?	Jeff	Increased understanding of what is possible if we work together. 3 questions: A. Why is your field important to the development of kids? Why should we care? B. What are some implicit/explicit arguments against investing resources in your field? C. What are some arguments in favor?	1:10-1:55
Notes	<ul style="list-style-type: none"> • See Table 1 below 		
Topic	Discussion Lead(s)	Expected Outcome(s)	Timeframe
How and Who?	Jeff	List of possible targets and strategies on how to maximize our efforts	1:55-2:25

Notes	<ul style="list-style-type: none"> • Did not have time to discuss this topic
Meeting Success:	
<ul style="list-style-type: none"> • Learning with other organizations • Brainstorming • Diversity of the group • Several sources of information • Encouraging atmosphere • Small group discussions 	Meeting Areas for Improvement: <ul style="list-style-type: none"> • Speed networking • Regional conversations • More ALT info • Coffee!! • Follow up assignment
Next Steps:	
<ul style="list-style-type: none"> • PHC will send out example messages to partners. Each organization can work with their communications department to edit and vote. 	

Table 1

Pathways	Why is your field important to the development of kids? Why should we care?	What are some implicit/explicit arguments against investing resources in your field?	What are some arguments in favor?
Behavioral Health	<ul style="list-style-type: none"> • Focus on whole child health • Less stigma (esp among Latino families) • Behavior=communication, trauma influences behavior • Need to educate families, need a support system • Whole family approach • It helps kids develop healthy routines early on • Prevents kids from becoming productive adults • It addresses root causes of issues • Our field focuses on preconception to prenatal all the way to mom, kids, family, community's health and mental health • Preventing and intervening on public health issues • Kids are the future generation and the earlier they form their norm in a healthy way, the better 	<ul style="list-style-type: none"> • Blame & Shame. "it's their fault" • Culture of misconception of poverty • Competing resources in a limited pot • Flavor of the day funding • Politics- play a hand in where resources get invested • Fragmented service delivery system • Collective work is challenging • Money invested in BH is not used efficiently, so why invest more (current system is not effective) • Kids fall through the cracks, people should be able to take care of themselves • Why wouldn't we want to invest in our future? • Make govt smaller again • Investing in BH/resources to improve education and whole wellness 	<ul style="list-style-type: none"> • Better ROI earlier in life • Can improve economy and society • Contributes to a stable society • Attending to behavioral challenges upstream, earlier we intervene, greater opportunity (& easier) • Logical, affordable, not prohibited financially • Public health system funded 100% by the govt • People want to invest in the positive—into the bleeding heart topics vs. stigmas • We need more child related champions

	<ul style="list-style-type: none"> Everyone deserves the opportunity to reach their greatest potential 		
Family Support	<ul style="list-style-type: none"> Supporting families prenatally and with young children ultimately leads to better outcomes FS is the foundation to help families help themselves The purpose is to give families the tools to find and get help to work their way out of the system 	<ul style="list-style-type: none"> Arguments against: not the role of the govt to interfere with parenting Too many programs-limited funding Why should I invest in this if it doesn't make a difference You can choose to be poor We shouldn't have to pay for someone else's mistakes I did it; why can't you? If you don't want to help yourself, why should I? 	<ul style="list-style-type: none"> Family support programs help reduce the need for funding in other areas- e.g. help prevent unwanted pregnancies and lead to economic self-sufficiency for families We are all in this together Not enough money for primary prevention because tertiary prevention takes up most of the budget Primary prevention could save millions and keep families safe, healthy and out of the system
Early Childhood Education	<ul style="list-style-type: none"> Gets children ready for school and for life Critical skills develop in early years Building the foundation sets the tone for success 	<ul style="list-style-type: none"> Any gains lost by 3rd grade doesn't make a difference Lack of ROI Abuse of resources Immediate results needed Lack of evidence Political agenda Misconceptions about when learning begins Education field not valued 	<ul style="list-style-type: none"> Helps kids get ahead Keep kids healthy Pay less in intervention cost (pay now or pay later) Building skills for tomorrow's workforce Build strong families Enhance parent's ability to navigate system We need to invest in the future, it impacts our world
Medical	<ul style="list-style-type: none"> All kids will need medical care at some point Medical care is present at all stages of life Health and well-being of future generations, children learn by example 	<ul style="list-style-type: none"> Society assumption healthcare facilities have lots of resources Healthcare is only "medical" Individuals should be self-sufficient Political environment Demographics of state 	<ul style="list-style-type: none"> Health facilities address "whole person" Healthcare is a right, not privilege Touches all people, many opportunities to make and impact Assumption everyone knows how and can get medical care