**Content**

1. **Intro: Abusive Head Trauma. Facts & Stats.**

**Crying. Infant & Babies.**

**Soothing**

**Testimonial**

**Handout Plan**

**How to start conversations**

1. **TED Talk**

**Q: What would you want in a tool kit?**

* Display- poster & props
* Support & Resources
* Teddy Bear
* Swaddle blanket
* App for phone
* Contact lists for help
* The Crying Baby Plan (magnets)
* Something nice for parents
* Pandora for kids
* Easy ordering of tool kit
* Teenage curriculum
* Grands/Foster curriculum
* Social media feed (twitter/IG)
* Incentives/coupons
* Daddy plan
* Ted talk
* Adult coloring books/journal

**Q: How do we measure our success?**

* More people here next year
* More supporters
* More money/donors
* Decreased incidents of shaken baby
* Every baby born in Idaho gets the plan somehow, somewhere
* In all child care facilities
* Follow up surveys
* Add to birth certificate (vital signs)
  + IRIS
  + Prats (grams)
* One family reached is one less
* Milestone- ASQ and ASQ SE
* More verbal awareness from more stakeholders to families

**Q: What partners do we need to add?**

* Computer majors in college- apps
* Faith based
* OB/Peds
* Nampa Family Justice
* CPS
* Police
* Family Advocates
* Baby Steps Program
* Grandparents as parents
* Service Providers
  + WIC
  + Head Start/Early Head Start
  + Parents as Teachers
  + Elementary schools
  + Alternative schools
  + Peer to peer parents
* Funders non-profits community
* Foster families
* Infant Toddler Program
* NAEYC
* Idaho Stars
* Hospitals
* Childcare providers
* Shotline
* Home health
* Planned parenthood
* RH
* Librarys
* Homevisiting
* RC3
* Community Council

**Q: What do you need in the area of training for you or your staff?**

* How to make it a longer convo (open ended questions)
* Lesson for beginners (what is it, how to present it)
* Guest speaker for parent groups
* Family trainings (whole family)
* Facilitation training to better offer resources
* NAEYC Conference (all EC Conferences)
* Having tool kit available to train the trainer (webinar, TED talk, handouts, 5’s)
* Toddler developments- stages & techniques as opposed to infants
* Home visitors - nurse - mm - paths