

**Idaho Children’s Trust Fund**

**Board Meeting and Annual Planning Meeting**

July 21 and 22, 2014

Nazareth Retreat Center

4450 N Five Mile Rd.

Boise, Idaho

The annual planning meeting of the Idaho Children’s Trust Fund (ICTF) Board was held on Monday, July 21st. Sarah Leeds, Board Chair, presided.

**Call to Order:** At 9:00 a.m., Board Sarah Leeds called the meeting to order.

***Board Members Present:***

Celia Aumendi, Shannon Dunstan, Janet Goodliffe, James Herrmann, Sarah Leeds, Amanda Pena

***Board Members Excused:***

Kay Christiansen, Mary Marshall, Jeanette Pinkham, Brenda Stanley

***ICTF Staff Present:***

Roger Sherman, Angela Wickham

Sarah welcomed current board members, with a special welcome to new Board Member Celia Asumendi, representing Region III:

*Celia Asumendi is currently the Vallivue School District Truancy Officer, a position that she has held since 2007, when the program began. She identifies students who are struggling with attendance issues and develops prevention/intervention strategies to assist them in achieving academic and personal success. Prior to that, Celia worked as the Prevention Specialist for Caldwell School District for 11 years and helped develop treatment and intervention programs for school children struggling with substance abuse and behavioral issues. In addition to her current job as the Truancy Officer, she works as a facilitator of parenting education groups, tobacco cessation courses, juvenile anger management groups and has been a domestic violence treatment provider in her community. She graduated from the College of Idaho with a Bachelor's Degree in Psychology. Celia lives in Caldwell with her 2 children.*

Sarah mentioned that the other new two (2) Board members: Brenda Stanley (Region 6) and Jeannette Pinkham (Region 2 – Nez Perce) were formally appointed to the ICTF Board but not in time to attend this meeting.

***Strategic Planning Meeting***

Executive Director Roger Sherman provided an overview of the *True Colors Exercise*. True Colors™ is a model for understanding yourself and others based on your personality temperament. The colors of Orange, Green, Blue and Gold are used to differentiate the four central personality styles of True Colors™.

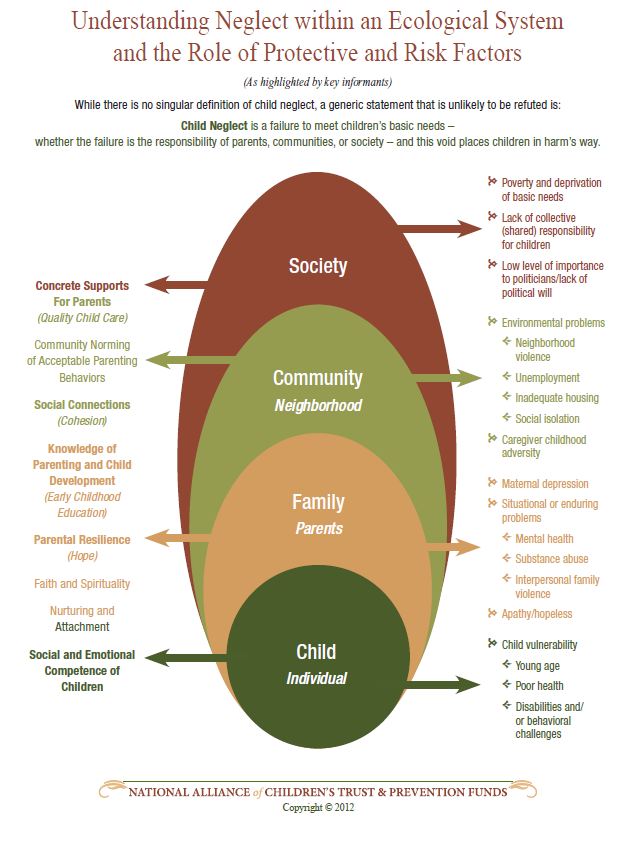
Every person has a combination of these colors that make up their personality spectrum, usually with one of the styles being the most dominant. Identifying one’s personality and the personalities of others using True Colors™ provides insights into different motivations, actions and communication approaches. Board members and staff conducted the exercise and shared the results with all.

**Action Item:** Send True Colors™ materials to ICTF Board members. **√** - **Sent 7/24/2014**

The theme of this year’s planning meeting is “Moving from Operational to Inspirational.” Sarah and Roger set the frame work by asking leading questions:

Why does child abuse exist? Perceptions? Generational? Have we become overly sensitized? Are there additional challenges currently? Have we not given enough support to ongoing efforts? Are we not targeting the messages/education correctly? Conceptual barriers of who is a good parent and who is a bad parent? Child sexual abuse is going down, but what about neglect?

Roger provided an overview of the Social Ecological Model. Group discussion ensued on activities/actions at the individual, family, neighborhood/community and at the societal or public policy levels. A visual example of understanding neglect within an ecological system below:



ICTF Board members discussed different strategies to move from the individual/families levels to that of community/societal, while addressing neglect in a more impactful way. ICTF Board members questioned what interventions/resources have the biggest impact?

ICTF Board members commented on the need to focus more resources to neglect and frame the opportunities around specific neglect knowledge. ICTF has supported parenting classes, but need to move beyond, or at minimum move parenting classes to more systems level approaches. **Action Item:** Shannon committed to checking on next review cycle for Professional Standards.

ICTF Board members also discussed having a ‘ready’ strategic communication plan that can be used at a moment’s notice when events call for action. This Communication Plan would include ready to use: Media plan, sample letters to edits, OP pieces, invite partners to share in messaging, including utilizing our funded grantees to do more messaging, etc. **Action Item:** ICTF staff to develop working draft of a strategic communication plan in place that can be easily accessed when events/opportunities occur (media plan, letters to editors, OP pieces, etc.). Have available for review by October ICTF Board meeting. **Work-in-Progress – Roger {*Note:*** Roger posted an Op Ed piece to the Idaho Statesman, the Idaho State Journal, and the Lewiston Tribune (other sources do not take pieces longer than 250 words) on July 29th and conducted a radio piece Northern Rockies News Service on July 31st. *(Copy was sent to ICTF Board members on July 30th).***}**

ICTF Board members also suggested that our funded grantees learn more about communication/ messaging that also ties back to ICTF and the support provided to them. **Action Item:** Provide opportunities for our grantees on communication messaging, social media, etc., and include a requirement in our grants that recipients increase ICTF messaging**. Language will be woven into all upcoming ICTF grant opportunities that address this. Training opportunities on communication/ messaging/media reach will be shared with grantees.**

ICTF Board members also discussed renaming/rebranding the Idaho’s Children’s Trust name as it may imply that sufficient funding support already exists in the form of a “trust’ and thus inhibit fund-raising efforts.

Roger informed ICTF Board members that a Boise Music Band contacted ICTF to offer % of CD sales to ICTF. Roger met with the lead band member (Brody Knight Sawyer). The Sprokets aim to create an

ongoing way to raise funds for children charities by donating a percentage to a children's charity. Discussion ensued (questions on mechanism, compatibility of aligning with other groups, assurances of content, etc.). No ICTF decision was made at this time. Sprokets has their campaign up and running currently – ending August 20, 2014. **Action Item:** Send link to Sprokets fund raising efforts to ICTF Board members: <https://www.indiegogo.com/projects/help-sprockets-donate-to-a-children-s-charity>. √ - **Sent 7/24/2014**

***ACES***

Roger walked through a presentation on ACES that Bart Klika provided at the March 2014 Strengthening Families Institute titled: *From Aces to Action: Strategies to Promote Safe, Stable, Nurturing Relationships & Environments.* The presentation covered scope, maltreatment, costs, risk factors, consequences, types of ACES, Safe, Stable, & Nurturing Relationships & Environments (SSNRs), and Positive Community Norms   
Framework. Slides covered retrospective reports on childhood adversities (prior to age 18) and current disease, health and well-being. Large study (17,337) conducted between 1995-1997. A discussion ensued on how informed people are re: ACES and what does trauma-informed actually mean. **Action Item:** Send ACEs presentation to ICTF Board members **√** - **Sent 7/24/2014. Action Item:** Amanda commented that she might have more up-to-date Idaho #s than what was in the presentation and will send to all Board members. **Amanda sent a copy of a presentation she did for the Governor’s Children at Risk Task Force that reflected Idaho specific data – 7/30/2014.**

**Meeting break for lunch**

***Mothers Against Drunk Driving (MADD)***

Roger shared a timeline on the actions and successes that MADD accomplished over their tenure. Why were they so effective? Can we learn lessons from them? How do we put a face on Child Abuse and more importantly Child Neglect? Discussion ensued. “Perhaps they missed the point. Just looking at drunk driving through regulatory means (and not the reasons why people drink and drive).” Amanda – we need to look beyond the face, and help create systems that employ parents and provide for concrete support (food, shelter).

***Larger Discussion on Neglect ensued:*** Chronic Neglect: generational, chronic, withholding of love; History of Trauma is a good indicator of neglect; Maltreatment - more descriptive than neglect; Discussion around difference of definitions of terms; Societal neglect→ parent neglect → kids. **Action Item:** Create an ICTF Timeline (visual) – update for each ICTF Board meeting. Helps to remind us of successes and accomplishments and motivate for ongoing action needs. **Roger to develop to share by October ICTF Board meeting.**

Roger distributed a worksheet for ICTF Board members to complete with ideas for actions in 8 main areas. The following table represents the discussion/input from ICTF Board members:

***Opportunities for Planning Purposes:***

|  |  |  |  |
| --- | --- | --- | --- |
| **Strategic Funding** | * Fund and support statewide work on child sexual abuse prevention * Promote evidence based or informed work with grantees | * Fund child neglect work (connect with neglect training) * Improve use of quantitative evaluation tools | * Continue funding local community work |
| **Communication and Awareness** | * Provide media training for grantees * Develop consistent media messaging to share with partners * Statewide approach to media to create echo chamber | Social Media   * Facebook * Targeted message * Single message * Develop consistent media messaging to share with partners | * Responses to news events (Have responses available when events occur) Learn how to “pivot” off of events to get our prevention message out |
| **Convening** | * Continue SFTI * Increase conference sponsors | * Continue Shaken Baby collaborative work | * SF Roundtable statewide and local * Collaborations to develop initiatives |
| **Coordinating Training/Providing TA** | * Work with YMCA and statewide partners to use 10,000 online training slots e prior to 12/15 | * Training on neglect prevention | * Regular D2L/SOC trainings * Grantee training for annual and MY grantees |
| **Strengthening Families Integration** | * Evidence from grantees about what they are doing to implement Strengthening Families | * Incorporate protective factors framework into partner allies work | * Cross systems collaboration |
| **Impacting Policy/policy Process** | * Do something enhancing child wellbeing (work with partners to determine best direction) | * Children’s cabinet (Long term goal to have Governor adopt a children’s cabinet to focus attention on children’s issues) | * Expand Home visiting as potential exists * Transformative Family justice * BRRFS-ACE’s module |
| **Strategic Initiatives (e.g. SBS Prevention, Sexual Abuse Prevention, etc.** | * Utilize VISTA’s statewide beginning with two additional in northern and eastern Idaho | * Systems work | * PSA’s on prevention |
| **Maintaining Organizational Health (e.g. funding, board development)** | Look at potential for:   * $ from birth/death/divorce certificates * Add youth and parent members to board | * Corporate sponsorships * Unclaimed lottery money | * Data collection/ dissemination focused on “What has ICTF done?” * State funding |

**The meeting was recessed 4:30 pm**

**Tuesday July 22, 2014**

Call to Order: In the absence of a quorum at 8:40 am, Sarah Leeds, Board Chair suggested to proceed with a non-voting agenda item (Janet Goodliffe’s presentation) until a quorum was present for the Business meeting.

Janet Goodliffe provided an overview on Systems of Care and shared slides from a conference that she recently attended. Discussion topics covered included:

* MH Care Management Entity Functions
* Centers of Excellence
* Community Coalitions
* Maryland example
* Wrap-Around services - Milwaukee – another state example

***Business Meeting (quorum met):***

April 23, 2014 ICTF Board Meeting Minutes approved √

**Consent Agenda:**

* Staff Reports approved √

Financial Report approved √

**Personnel Issues:**

At the previous ICTF Board meeting (April 23, 21014), the Board discussed and approved increasing the Executive Director position hours by one hour to full-time at 40 hours per week, per the outcome of the ICTF statutory changes approved by the Idaho Legislature this past season – to go into effect July 1, 2014. Roger will research steps/nuances of moving to executive level to be in better alignment with Executive Director level position.

The ICTF Human Resources Committee met since that time and provided an update on the discussions regarding reclassification of Executive Director. The HR Committee reviewed steps need to change the Executive Director position to exempt and shared the challenges in doing so per Human Resource division at IDHW. **A motion was made to keep ED position as hourly not exempt. Approved √**

The ICTF Human Resources Committee also reviewed 1% bonus and 1% salary raise:

* Discussion ensured. **A motion to adopt 1% increase to all ICTF employees was made – Approved √ Paperwork will need to be submitted to HR to go into effect (Roger will work with HR at DHW to implement)**

Discussion ensued to align any bonus considerations with an up-to-date performance evaluation. Bonuses can go into effect at any time per HR. **A motion was made to provide a one-time payment ($500) to the Executive Director: 2 ayes, 4 nays. It was moved to discuss a 1% one-time bonus *after* a performance evaluation has been conducted for the Executive Director (by next board meeting (October 20th).**

***Discussion on Policy on Child Abuse Prevention for ICTF staff.***

At the previous ICTF Board meeting (April 23, 2014), the ICTF Board recommended that ICTF staff research best practices to include language in personnel hiring documents that supports the intent to adhere/support D2L mission. Sample language will be reviewed by the Human Resource Committee. Motioned and approved *(Post Meeting: Sara Leeds provided Roger and Angela a sample of a Child Protection Policy she wrote when she worked for Family Services Alliance)*

**Action Item:** Kay requested that Angela send the sample Child Protection Policy sample that Sarah provided to Policy Committee (Kay, Jamie, Celia) to review for possible adoption by ICTF. **√** - **Sent 7/24/2014 (along with a draft example of an ICTF policy geared toward D2L requirement).**

***Discussion on VISTA Opportunity:***

Roger briefed the ICTF Board on a potential new VISTA Opportunity.

ICTF currently sponsors a VISTA Member to coordinate its Treasure Valley Child Sexual Abuse Prevention Initiative (TVI). TVIis a large scale education and mobilization program to reduce the sexual abuse of children throughout the Treasure Valley/Boise Metro Area. ICTF’s plan is to train 5 % of the adult population of the Valley (~ 22,500 people) in the next 5 years using the evidenced-informed curriculum created by Darkness to Light (D2L) called Stewards of Children (SOC).

ICTF would like to expand this effort by taking this same model and replicating it in 2-3 pilot project areas (Pocatello/Idaho Falls, and Coeur d’Alene) using AmeriCorps VISTA Members. ICTF will work with agencies in Northern and Eastern Idaho that currently have the capacity to provide child abuse prevention trainings and the ability to support a VISTA volunteer.

Discussion ensued. Kay pointed out that we need to build in a process to ensure fair recruitment of VISTA sites.

**A motion was made authorizing Roger to pursue a Corporation for National & Community Service** **sponsored VISTA project focused on sexual abuse prevention work and follow all National Corps guidelines after assessment of capacity. Approved √** **Note:** A Concept Paper was submitted to Corporation for National & Community Service and approved to move forward to full application submittal (7/29/2014). ICTF staff will complete application process and address methods to recruit sites in a fair and transparent manner.

**The ICTF Board Calendar for remaining fiscal year was distributed**. ICTF Board members were requested to let Roger know if they have any conflicts with dates (note: April 23 – does not work for Shannon). Roger walked through upcoming dates and specifically pointed out ICTF Board meetings and grant Review process.

The upcoming Annual Grant cycle schedule is as follows:

* August 15  - Post *New* Annual Grant Application
* September 18 -   Annual Grant Applications due to ICTF
* October 20  - ICTF Board meeting/Annual Grant Decisions
* November 15  -   New Annual Grantee Start Date

Kay inquired about potential improvements to the process that will assist in Board Review of applications especially changing the rubric to reflect better the *quality* of the proposal rather than a completion checklist. The board also requested that staff look at more ways of reaching out to potential grantees and to include neglect specific language in the application packet as was done before. *For example:*

“Neglect is the most prevalent form of child maltreatment yet it is the least well understood.  Few prevention initiatives are directed towards neglect and so it continues to grow while many other forms of abuse are declining.  The decline in physical abuse and sexual abuse mirrors the increase in prevention programs and as such is a reflection of their effectiveness.  ICTF is looking for promising approaches to neglect prevention that are based in the protective factors framework and informed by evidence.  Approaches may address one or more of the causal factors identified with neglect including the caregiver’s history of trauma, poverty, maternal depression, substance abuse, and devaluing the challenges of child rearing.   A grant approved in this area may include reasonable time for development before services are delivered.”

Angela will review current process and look for ways to improve the review process, build in appropriate evaluation, etc. **A motion was made to move forward with the Annual Grants (posting new application forms by August 15th) with a focus on neglect. Approved √**

**A motion was made to cease ICTF’s Boise Chamber of Commerce membership. Approved √**

**A motion was made that Roger is authorized to purchase up to 500 SOC books. Approved √**

***Crying Plan Campaign***

Roger discussed a proposal to work with CLM Marketing and Advertising (under work order structure with IDHW) - $7520 total. Roger proposes that ICTF contribute $1000 to this effort. Discussion ensued. Amanda discussed the history of how the group got started and the discussion and activities conducted, including process mapping targeting men/fathers; targeting social media; and targeting schools. The Early Childhood Coordinating Council, The Idaho Perinatal Project, Family Advocates, Shaken Baby Prevention of Idaho and the Idaho chapter of the American Academy of Pediatrics are contributing about $3500 to the effort. Other agencies/organizations are participating and providing support. **A motion was made that ICTF will support this collective effort by contributing $1000. Approved √**

**Action on a motion from April to align ICTF’s fiscal processes directly with the IDHW fiscal office was postponed due to a change in the administration of FACS.**

**Action Item (from April meeting): Roger to craft resolution for Executive Committee approval to align ICTF directly to Division of Financial Services, under Support Services/IDHW.**

**Meeting adjourned: 1:00 pm**

**Parking Lot**

Focus on Neglect

Parenting at K-12 Level (health classes)

Use of data

Capitalize on news around child abuse

More media/communication work with grantees

Substance abuse coalitions

SOC trainings as source of revenue

PSA Commercial – ‘you do all of these things as a good parent, why not child abuse prevention” (seat belts, food, safety)

Re-branding ICTF

Messaging – what resonates in Idaho?

**Idaho Children’s Trust Fund (ICTF)**

**Schedules (To-Date)**

**2014 - 2015**

**2014**

June 14 Multi-Year Grantee (Cohort IV) Qrtly Report Due

July 10 Multi-Year Grantee (Cohort IV) Meeting

July 22-22 ICTF Board Meting

August 1 Annual Grantee Mid-Year Reports due

August 15 Post *New* Annual Grant Application on Website

September 18 Annual Grant Applications due to ICTF

October 1 Annual Grant Application packets to ICTF Board for Review

October 7- 8 Strengthening Families National Summit in Chicago

October 18 Multi-Year Grantee (Cohort IV) Year-End Report Due

October 20 ICTF Board meeting/Annual Grant Decisions

October 29-30 Early Years Meeting in Boise

October 31 Annual grant Final Reports due date

November 12--14 CTF Alliance Annual Meeting in Oklahoma City

November 15 New Annual Grantee Start Date

**2015**

January 9 Post SFTI registration materials

January 15 Annual Report due to Legislature and Governor

January 29 ICTF Board Meeting

January (TBA) PCAA ED Meeting

March 1 Current Annual Grantee Contract Period Ends

March 30 Current Annual Grantee End-of Year Reports Due

March 17&18 Strengthening Families Training Institute (w/potential bookends)

April (Month) Child Abuse and Neglect Prevention Awareness Month

April (TBA) CBCAP Annual Meeting

April 23 ICTF Board Meeting

July 20 & 21 ICTF Board Retreat