**NCAPF Board Meeting Minutes 1-18-19**

Present: Lisa Knoche, Judy Martin, Emily Kluver

Zoom: Todd Bartee, Shelly McQuillan, Paul Nelson, Mary Beth Hanus

Staff: Betty Medinger, Kathy Stokes, Wendi Schulz, Brenda Weyers (MarComm discussion only)

Guests: Lisa Jurrens

**Minutes:** Motion was made and seconded to approve the minutes from the October meeting. Motion was unanimously approved.

**Budget:** Board members reviewed the spreadsheet for current year budget, contracts and invoices as presented by Emily.

Grantee invoicing is as good or better than usual. The Lincoln County grantee, Families 1st, has become a new 501c3 and will move from West Central District Health Department to a new a fiscal home. This is likely to be Central Plains.

Update on statue change. Emily’s proposed bill was not selected. The Governor’s office generally agrees with the NCAPF Board’s understanding of its ability to support technical assistance. Emily’s goal is to brief the CFS Director so the board can have confidence to proceed as before notwithstanding the different interpretation of the current DHHS legal team. In the future, DHHS legal will document their position while CFS will decide. This needs to be covered in the unlikely event that a concern may be raised in an audit. At some future point, the statues do need to be addressed as they are unclear and/or dated in several places. Betty said we have drafted suggestions for clarification and updates and can work with a senator at a better time.

**State Contexts:**

Paul attended the December Bring Up Nebraska event and the Omaha collaboration has another meeting next week. He said the collaboration process seems to be quite good. Paul also mentioned the JAMA article he shared with the board recently. Research for this article found micro networks of mothers (social connections) to be more significant than other factors in early childhood cognitive development.

Emily said CFS is excited about the work in Omaha and the new grant dollars (2.7 million) to expand primary prevention and collaboration work through Nebraska Children. The fiscal agent is Project Harmony. Mary Balluff is the coordinator. She just returned from a DC meeting where this was featured as one of four very different national efforts working to strengthen families through collaboration. The next step in Omaha will be to decide on a location and/or target population.

Family First. Betty said the workgroup on EBPs is currently on hold after completing a scan of what’s available. DHHS is sharing information for their grantees to consider. PCIT is listed as one EBP to study first. IV-E funds would then help support in addition to Medicaid. Lisa mentioned considering about how board might help support other needs. Emily said HV programs on the list might be supported through additional funds and there is interest in adaptations of the Healthy Families model for child welfare; this would eligibility up to age 2. She has discussed this with Judy Martin.

**Program update**

Kathy provided updates on activities in three program areas this past quarter:

Community Cafés. Parents and staff members from two grantee communities participated in an Orientation on November 6th. Another group of parents and staff from two grantee communities participated in a skills building session on November 7th. Both sessions were led by our consultant with the National Alliance of Children’s Trust and Prevention Funds.

PCIT. Support for PCIT was focused on assisting new grantee therapists and community partners with start-up needs, especially regarding referrals. Several grantees received a combination of on-site or remote instructions on submitting PCIT data during this quarter.

PIWI. A one-day training for facilitators and administrators from four grantees was conducted on October 10th. Staff and consultants conducted a series of on-site, phone and email correspondence with York to assist with needs for additional training and support to begin PIWI sessions.

**MarComm**

Brenda shared two handouts: One handout covered options for the radio and digital buy.

The second handout included more information on the digital buy. Audiences can be targeted and will be more inclusive than those who would normally find social media through NC. Facebook and Instagram are one company. Most messages are centered around an image, a photo, graphic and/or video. Will link to Bring Up Nebraska. Emily is interested in concept of influencers—reaching those who will repost to reach larger audiences. In the past, Nebraska Children has provided share graphics and asked the prevention councils to use them and we will continue this. Paid spots reach more people. Bring Up Nebraska marketing operates through NC but paid spots will not look like they are coming from NC. (A few paid spots for an online paper version was piloted in the past and it didn’t work well.)

The board can begin with the 17 prevention councils/coalitions and reach more audiences through their hundreds of partners and others they reach. We will have a tracking method and learn from it. We will have multiple messages for multiple audiences.

MarComm allocation: Radio ads, $25,000, and digital ads, $5,000. Board members liked idea of going digital. The timeframe will be April 1 through June 28th. Paul motioned to approve the allocation with tracking and Mary Beth seconded. Motion was unanimously approved.

Follow up: Send ads to DHHS through PIO Lee Rettig. Emily may also include another DHHS contact for youth. Send Learfield contract to Emily.

**Allocations**

Lisa reviewed the four NCAPF priority areas. The board’s charge is to decide about how to move forward with soliciting proposals for the coming year. The board identified what needs to be funded at the May meeting (for July 1st start) to avoid gaps. By this time next year, will be more direction on new investments.

Paul asked about supporting something outside of direct services and mentioned social capital. Lisa and board members generally discussed the benefit in considering funding something new. The board will need to think about new investments a year in advance, e.g., develop concepts and work on them.

Emily said we might think about funding on a two-year cycle. It might help get to a better point for strategic planning as the agenda is consumed by the yearly cycle now. Judy says a two-year cycle worked well for her with the tobacco program in the past. Todd says it is a great idea. The board would like Emily to ask DHHS about this for the future.

Director Wallen visited to introduce himself and meet board members. He mentioned interest is partnership for April Child Abuse Prevention Month.

**PCIT-PIWI**

The board reviewed the current list of grantees. Three newer grantees (2 years) are York, Saline-Jefferson, Adams. Madison is completing its third year. Longer-tenured grantees (5+ years) are Dakota, Platte-Colfax, Dodge, Lincoln.

Paul suggested providing notice to the longest funded grantees about their need to sustain these strategies without NCAPF support. Lisa said reducing or ending funding to the longest funded grantees would free up funds for new investments.

A motion was made and seconded to approve a RFA for PIWI and PCIT as listed. The motion was unanimously approved.

**COS-P**

A motion was made and seconded to approve a RFA for COS-P. The motion was unanimously approved.

**Community Cafés – Technical Assistance**

Motion for NACTF to submit application for $8,500. Motion was unanimously approved.

Emily said can the contract can be amended at a higher amount later if there is need and the board agrees.

**Nebraska Children**

A motion was made and seconded for NC to submit a scope of work and budget for $74,000. The motion was approved.

**Next meeting** – May 10th, 11:00 a.m. – 4:00 p.m.