

## ROUNDTABLE WITH TIFFANY

Thirty two persons participated in the *tiny-k* Foundation Round Table meeting Monday, September 28th at the Sirloin Stockade in Junction City.

In all twenty two (22) Networks were represented with twenty three participants from Networks, one at-large *tiny-k* Foundation member, the CCECDS Coordinator, KDHE Part C Coordinator and Health Planning Consultant, KITS staff person, and two *tiny-k* Foundation staff members.

Ed Henry, President of the *tiny-k* Foundation Board, welcomed the participants. Ed, Karl Hockenbarger and Sue Scott gave a detailed explanation for The Ross & Marianna Beach Foundation grant incentive program, which offers a minimum of \$900 incentive/matching funds per each of the 37 Networks. The incentives are provided for public awareness and fund raising activities. To assist with these tasks, Ed will send the Coordinators a sample letter which solicits donations for *tiny-k* Networks.

Sharon Hixson presented information about the Fund Development Retreat October 19 & 20 at Rolling Hills Wildlife Adventure and encouraged additional registrations.

A question was raised about whether the *tiny-k* Foundation is meeting its purpose. A couple of Network representatives reported benefit from the 2009 March of Dimes grant. Following a variety of comments, no clear consensus was reached.

Another question was raised concerning the use of the words/label "*tiny-k*" in public awareness of local *tiny-k* Networks. Following a variety of comments, no clear consensus was reached. This issue came up again after the lunch break. See a summary of the discussion under the Public Awareness section of the following notes.

### **Topic: Child Find**

Better when working through collaboration with partnering agencies in the local community.

Many networks doing monthly screenings some doing quarterly, supplemented by individual screenings/evaluations as appropriate.

Networks vary on approach in who does screening and how (ex. If go direct to eval. If referral through screenings of PAT, USD, HS etc.) Networks are very different in procedures as well.

M-CHAT Autism screenings not universally conducted statewide. Some areas seeing good referrals from medical on this—others not.

Duplication of services concerns—if other agencies are screening then duplicating screening seems inappropriate.

Child find can be part of overall PR piece but may not have a large impact on voting public.

Child find is more than screening....

## Topic: Public Awareness

Interrelated with Child Find: funding, education, service.

Unified name—"tiny k" or infant toddler services, or ????. Issue of branding at the statewide level. At the State level KDHE calls it Kansas Part C Infant Toddler Services. Dena B. will share what they have done with their branding locally as their local interagency coordinating council changed their name to *tiny-k* Early Intervention (Douglas County).

Scott Kedrowski--

Beneficial to all of us if we just say this is what we are going to call ourselves...I use *tiny-k* all the time and they don't even know that in Wyandotte County. They are known as Infant-Toddler Services there so it is just that identification piece that we don't even know what we call ourselves so I don't expect anyone else to know what it is...if we can get on the same horse and say "this is who we are"...how do we ever expect to get one sound message out ?



Talk to marketing person...they are going to talk about branding—always identifying with one image, one name, and one thing to brand whatever it is. And I think we are all over the place.

Amy Owens--



Nobody wants to give up their name.

Dena Bracciano--



We did!... ICC meant nothing to most people. This is so much more recognizable for us...for us it was a good move... our goal was to find a set of words that everybody could use to describe *tiny-k*. We're not there yet but we are on our way...but that is our goal. When somebody asks, every person gives the same identical answer. ...in process of doing strategic planning.

Sherry Domann--



We put Atchison City Infant Toddler Program on our letterhead and a subtitle, “a *tiny-k* Agency”.

Tiffany Smith-Birk—



Most states have ONE name for their infant toddler services. That is because they are administered by their State governments. [In Kansas] KDHE subcontracts with local tiny-k Networks and that is different from those States. A statewide campaign for (tiny-k) awareness is difficult because tiny-k Networks use many different names locally.

Sally Henry—

Nebraska puts out little ads for their state explaining early intervention...to me it has always been a need I think and if we all have different names it is just hard to do a one spot thing like ... if the name was on one channel over and over and over I think people would finally get to know us...every year I’m retrying to get our name out there. It is a constant struggle for me to get people to recognize our name....one name would make it easy for us to collaborate with publicity – doing a state wide campaign for awareness.

Kathy Johnson—

I appreciate and I don’t disagree with anything you’ve said but in our local community changing the name could mean alienating some of our large spenders and some of our fiscal and lead agents who raise money and contribute significantly to our program that we would probably have a hard time existing if we didn’t have their support.

Tiffany: I also get very frustrated with all the names. So at the state level I just try to say them all...what I was hoping for with this discussion was more around –the state is going to have some funding, ARRA funds, HOW DO WE USE SOME OF THIS FUNDING FOR PUBLIC AWARENESS? Brochures—I would like to redo those brochures with real people pictures on there instead of the cartoon characters. On the back leave a space where you can put your information for your program. What other ideas besides brochures?

Less confusion if we can all work with a common name and language. Who we are and what we do.

Changing a name is an issue locally and with KDHE—but most feel adding “a tiny k network” as a subtitle is acceptable [on letterhead and other public awareness pieces].

Acknowledged need for ways to use the web sites to help families get support or ways to contact various networks—uniform forms etc.

### **Topic: ARRA/public awareness**

State has some additional funding thru ARRA and is interested in ideas for what they can do to help with Public Awareness. What items/activities would be helpful?

Hoping to fund some public awareness ideas from the state level:

New pamphlets? A staff person?

Letters to physicians, encouragement from KDHE, also foster care agencies/ SRS etc..

Public service announcements to contact the local network both video and written to be used on TV, newspaper, and cable. A master with our local logo but also generic. Remember the “Make a Difference” toll free line is already in place. 1-800-332-6262.

Partner with other PR campaigns such as MOD, Success by Six.

Use to fund a state level position for support in “Recommended Key Principles” for networks. Also work with medical community in understanding the KS EBP based approach as opposed to the medical model.

Medicaid billing and the KS EBP model and concerns related to how we work and how we can receive funding. These processes are in conflict.

### **Topic: Other ARRA**

Need to report the number of people you were able to employ with ARRA \$\$\$--form will be out from KDHE soon.

Quarterly reports will be separate ARRA form. Part C grant, another form. Monies reported separately.

Emails to Diane Alexander and Tiffany Smith Birk work best if they are addressed to both concerning funding.

Would like opportunities for some ARRA funds to be available to local networks for professional development--where the network could determine individual network needs and activity as opposed to all monies being used by the state at their targeted trainings. Both options are needed.

Help with purchasing screening equipment would be helpful.

Help buy networks ADOS/ADI

Mediation training available to networks for both informal and formal use.

More initiative w/postcards: Family’s Together

More help with TA coaching follow up after the initial 1<sup>st</sup> year. Local mentor/experienced coach on site. Help with funding—sustainability. A statewide “Learning Community” on-line with discussion opportunities.

[www.ksits.org](http://www.ksits.org) KDHE Part C site

Other parent resources made available/brokering resources.

Infant Mental Health endorsement. Tiffany needs 2 names of people from each Network to be paid for by KDHE for the endorsement process.

Sabra makes Tiffany Happy☺ [The KDHE ITS workload is more manageable with the addition of Sabra Shirrell.]

Kansas Early Learning Collaborative is looking at Year Two. If all goes well we will look at level funding next year. This year it must be spent---do it!!! Need to also work legislatively to keep this money flowing.

[www.kslearning.org](http://www.kslearning.org) KELC web site

*Thanks go to Kathy K-O for recording the afternoon Round Table discussion on digital "newsprint" for the LCD projection.*

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