

Advisory Committee To The  
Riverside County Children & Families Commission  
Wednesday, May 21, 2003  
Palm Desert City Council Office  
73-510 Fred Waring Drive  
Palm Desert, California

**I. Call to Order**

Chair Jean Benson called the meeting to order at 1:40 p.m.

Advisory Members present: Jean Benson, Carla Lidner, Helen Sisson, Sheila Hillis.

Staff Present: Carolyn Wylie, Executive Director; Stella Smith, Deputy Director; Sharon Baskett, Administrator School Readiness; Johnathan McDannell, Administrator Evaluations; Jean Macomber, Administrative Services Manager; Michelle Victor, Commission Secretary.

**II. Chair and Committee Member Comments**

No Comments

**III. Approval of Minutes from January 15, 2003**

*Vote held until next meeting due to lack of quorum.*

**IV. Presentations:**

**A. Registry Demonstration – Letty Cherry**

Letty Cherry, Public Health Program Coordinator presented an update of the VaxTrack Immunization Registry with a Year-to-Date Progress Report (part of the official meeting package). VaxTrack Immunization Registry (previously known as IEITS – Inland Empire Immunization Tracking System) is a confidential, computerized immunization registry serving Riverside and San Bernardino Counties.

The registry consolidates a child's immunizations from all doctors into one record, so that the child has a reliable immunization history when a family moves or switches health care providers. VaxTrack helps to ensure children are immunized on time by sending personalized reminder postcards to the parent when the child has immunizations that are due or overdue. Lost immunization records can be replaced quickly and easily simply by printing another record from the database. The database generates official California Immunization Records (yellow cards) directly to the provider's office. In Riverside County VaxTrack also provides free historical data entry assistance for existing patient records. Access to VaxTrack for enrolled providers is either through software or via the Internet.

**B. Fresh Start – Amie Johnson, American Cancer Society**

Amie Johnson, Cancer Control Specialist, presented *Make Yours a Fresh Start Family*. MYFSF is a smoking cessation counseling program primarily targeted to healthcare providers that care for pregnant women, mothers and caregivers of young children who smoke.

**The program's goals are to:**

- Increase the number of providers who routinely counsel smokers to quit
- Increase cessation attempts by pregnant women, mothers, and caregivers of young children who smoke
- Reduce the proportion of children who are regularly exposed to tobacco smoke at home

Those who attend the free *Make Yours a Fresh Start Family* training learn how to counsel smokers to quit, using the S.T.A.G.E. intervention.

Survey all new patients/parents to identify smokers

Tailor the health risk message and urge the smoker to quit

Assess the smoker's readiness to quit

Give a self-help guide and help plan appropriate steps to quit

Evaluate progress at subsequent visits

*Make Yours a Fresh Start Family* is sponsored in part by the California Children and Families Commission.

**C. Loma Linda Perinatal – Carol Melcher, Program Director, LLUMC**

Carol Melcher, Program Director at Loma Linda University Medical Clinic, presented an overview of the Perinatal Services Network (PSN). PSN is a community collaborative involving 18 hospitals in Riverside and San Bernardino Counties. The goal of the collaborative is to improve infant health, family bonding, and the quality of life for future children by enhancing support for families with newborns.

**Perinatal Services Network provides:**

- Professional training and advanced workshops.
- Support and resources for hospital policy and practice development.
- Data collection systems coordination to track program outcomes.
- Opportunities for perinatal care providers to network and share successes and challenges.
- Resources to assist providers in creating an environment that supports breastfeeding and family bonding in the hospital setting.
- Funding for staff, equipment and training.

**Current program status:**

- Training: 230 professionals have been training (65% of perinatal staff at four hospitals)
- Number of births impacted in Riverside: 4,350 births
- Cost / birth: \$137.93

**V. Reports**

**A. School Readiness – Sharon Baskett**

Sharon Baskett, Administrator for School Readiness presented on the history, progress and future of the local School Readiness Initiative. Ms. Baskett provided the historical context, and detailed the current status of the funded projects as well as elaborating on future plans for the initiative.

Currently funded School Readiness projects include partnerships with:

- Perris Elementary School District
- Coachella Valley USD
- San Jacinto USD.
- Palm Springs USD
- Jurupa USD

The focus for the next three (3) years will be to establish effective organizational foundations and processes to help affect system change and to ensure that Riverside County's School Readiness Centers are built on a strong foundation that enables them to sustain and endure.

**B. Staff Report – Stella Smith**

A short discussion was held regarding the role of the Advisory Committee to the Commission. The Advisory By-Laws were briefly reviewed and it was decided at the next meeting a more detailed discussion would be held when a quorum was present regarding the future role of the Advisory Committee.

Ms. Smith also introduced new staff: Jean Macomber and Roslyn Tillman who were previously TAP have been hired to be part of the permanent staff team.

Johnathan McDannell, Evaluations Administrator presented a brief update of the status of the Strategic Plan Review. Mr. McDannell briefly highlighted First 5 Riverside's Strategic Plan, Geographical Description Area and Growth, which included 23,232 births for the year 2001. The report also included the Status of Reporting and Data Collection for all projects funded during this time period. The Summary of Innovative and Promising Practices highlighted six programs across

all the various funding categories to give an indication of the local amount

expensed, as well as any First 5 California funds appropriated to those programs. The final report will incorporate all of the above information, and will be professionally printed and reformatted for public relations dissemination purposes.

### **C. Subcommittee/Workgroup Reports**

#### **1. Home Visitation**

No Report

#### **2. Playgrounds**

No Report

#### **3. 2-1-1**

Jean Macomber presented the report based on information provided by Mary Salvador, Executive Director of the Volunteer Center.

The highlights of the report are as follows:

- California Public Utilities Commission (CPUC) issued ruling by which county Information and Referral agencies (I&R's) can apply to become the 2-1-1.
- Volunteer Center of Riverside County is in the process of preparing their application. They are currently working on disaster planning, M.O.U.'s and are actively seeking funding.
- The Riverside County 2-1-1 Steering Committee has met bi-monthly since November of 2002 to guide the 2-1-1 process in Riverside County. Their last meeting was May 14<sup>th</sup>.
- InfoLine of Los Angeles has already submitted their 2-1-1 application to the CPUC.
- Four of the six I&R Specialists (those who answer the phones on the 800 line) are now certified by the national I&R organization AIRS.
- For more national 2-1-1 information, go to [www.211.org](http://www.211.org).

#### **4. Homeless**

No Report

**VI. Public Comment**

There were no public comments

**VII. Future Agenda Items**

1. Role of the Advisory Committee to the Commission.

**VIII. Adjournment to next Advisory Committee Meeting – July 16, 2003 at 1:30 p.m.**

First 5 Riverside  
Riverside County Children and Families Commission  
2002 Iowa Avenue, Suite 100, Conference Room A  
Riverside, California 92507

The meeting adjourned at 3:25 p.m.