

**First 5 Solano Children and Families Commission  
Commission Meeting**

August 12, 2014, 5:30 PM – 7:30 PM  
601 Texas Street, Suite 210, Fairfield, CA

**Minutes**

Chair Speck called the meeting to order at 5:30pm.

Commissioners present: Jay Speck (Chair), Aaron Crutison (Vice Chair), Dan Ayala, Dana Dean, Elise Crane, Erin Hannigan, Liz Niedziela, Marisela Barbosa, and Patrick Duterte

First 5 Staff present: Megan Richards (Interim Executive Director), Ciara Gonsalves (Policy and Fund Development), Cherelyn Ellington-Hunt (Early Childhood Development), Christine Shipman (Health and Well-Being), and Christiana Lewis (Office Assistant III)

Members of the public present: Lori Allio (Hatchuel, Tabernik, and Associates), Debbi Davis (Children's Nurturing Project & Help Me Grow Solano), Annette Balter, Susan Brutschy, June Regis, Cheryl Lyn deWerff, Beth Coffman, Christina Arrostuto, Alan Kerzin, and 8 others

**I. Closed Session**

Commissioners retreated to Closed Session

**II. Reconvene to Public Session**

Reconvened to Public Session at 5:51pm. Chair Speck reported no action was taken during closed session.

**III. Public Comment**

A. Alan Kerzin from the Children's Network announced an open house taking place on Wednesday, September 24<sup>th</sup> from 4-6pm. The open house is an opportunity to meet Children's Network board members and staff, as well as gain insight into the Children's Network initiatives. Mr. Kerzin presented a copy of the *So Fit City Day* flyer detailing a 5k and 10k run on September 27, 2014. Mr. Kerzin also presented the newest Children's Network brochure, which was funded by a grant from Kaiser Permanente, and provides detailed information about the program. Kerzin ended with well-wishes to Christina Arrostuto.

B. Chair Speck introduced the newest Commission Member, Patrick Duterte, H&SS Director, and announced the departure of Commissioner Stephan Betz, as of August 5, 2014. Chair Speck presented Mr. Betz with a plaque of appreciation from the Commission. All Commissioners expressed their gratitude and appreciation for Mr. Betz's contributions and wished him well on new endeavors.

Mr. Betz stated he believes Solano is a leader among other First 5 Commissions and named specific examples of pioneered programs, such as leveraging for Early and Periodic Screening, Diagnosis and Treatment (EPSDT), and First 5 Futures. Mr. Betz thanked everyone for the opportunity to be part of the First 5 Solano Team.

#### **IV. Consent Calendar**

- A. Approve the Commission Meeting Agenda for August 12, 2014
- B. Approve Minutes of the June 3, 2014 Commission Meeting

***Motion: Approve the August 12, 2014 Commission Meeting Agenda and the June 3, 2014 Commission Meeting Minutes***

**Moved by Commissioner Ayala; Seconded by Commissioner Hannigan  
Approved 9-0-0**

**Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Duterte,  
Dean, Barbosa**

**Nay: None**

**Abstain: None**

#### **V. Honor Christina Arrostituto**

Chair Speck asked each Commissioner to participate in reading Resolution #2014-04 aloud.

***Motion: Adopt and present Resolution #2014-04 honoring Christina Arrostituto for her 11 years of distinguished service to the First 5 Commission and Solano County's children aged 0-5, their families and communities***

**Moved by Commissioner Ayala; Seconded by Commissioner Hannigan  
Approved 9-0-0**

**Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Duterte,  
Dean, Barbosa**

**Nay: None**

**Abstain: None**

Chair Speck presented Ms. Arrostituto with a plaque of appreciation from the Commission. All Commissioners individually thanked Ms. Arrostituto for her passion, commitment, and tremendous contribution to First 5 Solano.

Chair Speck asked if there were any public comments. Susan Brutschy, Cheryl Lyn deWerff, Michele Harris, Cherelyn Ellington Hunt, Stephan Betz, and Debbi Davis, responded and thanked Ms. Arrostituto and wished her well on her new endeavors. Ms. Arrostituto thanked everyone and gave credit to the Commission and community partners for making her time as the Executive Director possible. Ms. Arrostituto presented the Commission with a framed collection of children's drawings from a school in Costa Rica.

#### **VI. Community Partner Presentation**

Ms. Richards introduced Annette Balter, Health Education Specialist, from Solano County Health & Social Services. Ms. Balter provided a detailed presentation on e-cigarettes and their policy implications.

E-Cigarettes, also known as e-hookahs, vapor pens, etc., are battery operated devices that deliver nicotine and other chemicals by vaporization, are disposable or re-useable, and can be disguised in many everyday items and creative designs that appeal to young people, especially children and the 18-24 age group.

Ms. Balter cited a CDC report on the use of e-cigarettes by middle and high school-aged children, which doubled between 2011 and 2012. Ms. Balter further explained that online sales contribute greatly to the accessibility of e-cigarettes to minors because the only age verification required is for the purchaser to check a box and declare they are at least 18 years of age.

Ms. Balter stated a common myth is that e-cigarettes are harmless water vapor, but actually the vapor is loaded with carcinogens and tiny particles of metal which are embedded deep in the lung tissue. Ms. Balter presented a list of immediate side effects and the possibility of the device exploding. Currently, the long-term side effects are unknown. E-cigarettes are not an FDA approved smoking cessation device, and the claims that they help people quit smoking remains unproven.

The danger and threat to children is that e-cigarettes are marketed to young people with devices designed in cartoon images, liquids flavored like bubblegum or fruit, and advertising that pictures smoking is "cool." Ms. Balter presented examples of the device and liquids which she explained contains 60 milligrams of nicotine or more and is a potential lethal poison to young children. Ms. Balter cited a CA Poison Control Center report which state up to 215 calls per month regarding children ages 0-5 being harmed by e-cigarette liquid as of February 2014.

Currently, entities such as the World Health Organization and the California Department of Education are developing policies and taken positions against e-cigarettes. The State of California does restrict sales to only those over the age of 18. The FDA has released pending regulations and is currently accepting public comments.

Ms. Balter suggested updating smoke-free zones policies and identified Benicia as one of 62 California jurisdictions that has done so. Commissioner Hannigan explained that Solano County has a smoke-free zone among all County owned or leased property which will include e-cigarettes, but each city has its own jurisdiction.

Commissioner Hannigan asked for Ms. Balter's suggestion for action items First 5 Solano could do regarding e-cigarettes. Ms. Balter responded that it would be very beneficial to spread the word to First 5's provider network about the dangers and risks to children, community education, parent awareness, and advocating for policy change.

Commissioner Hannigan asked Ms. Richards if First 5 Solano has a smoking or tobacco policy. Ms. Richards responded that there is a tobacco-free policy, but is not updated to

include e-cigarettes. Ms. Richards stated the policy could be updated and brought to the next Systems and Policy Committee meeting for review and inclusion of e-cigarettes. Commissioners agreed.

Commissioner Barbosa suggested the Commission also educate parents on how to explain e-cigarettes to young children. Commissioner Duterte stated one of the immediate threats is containers and devices that are not childproof. He also suggested the Commission take a position on e-cigarettes, if allowed. Commissioner Crutison suggested the Commission also work to regulate the appearance of e-cigarettes and its accessories.

Chair Speck thanked Ms. Balter for her presentation.

## **VII. Committee Reports**

### **A. Systems and Policy Committee**

Commissioner Crutison explained that the Systems and Policy Committee (SPC) discussed conducting a "Collective Impact" (CI) model in addition to the Commission's traditional strategic planning process. Ms. Richards gave a brief overview of CI, then introduced Dr. Lori Allio from Hatchuel Tabernik & Associates (HTA), Debbie Davis from Help Me Grow Solano (HMG), and Applied Survey Research (ASR), the Commission's evaluator.

Dr. Allio explained that CI is an approach, not a planned process, which works with a set of elements to create systemic change. Dr. Allio explained the basic elements of CI and how this is an evolution of the collaboration that is already taking place in the community. It is proposed that HMG Solano can be used as the framework with the HMG Steering Committee assisting in CI implementation.

Commissioner Dean voiced concern about the potential for failure if the Commission does not grant some authority to the Steering Committee. Commissioner Crutison concurred with Commissioner Dean's concern and stated the same discussion was brought up in the SPC meeting. He clarified that CI is a community-shared agenda, but First 5 would still be in charge of what the priorities are for First 5. Ms. Richards agreed and pointed out that there are similarities with this and what the Commission did early on with childhood mental health collaborative plan county-wide, but decided which piece of the plan the Commission wanted to fund.

Commissioner Crane expressed that she thought this plan would be broader to include children up to age 18. There is a lack of services and programs for kids after the age of 5 as well, so Commissioner Crane speculated CI could be an agenda for children 0-18 of which First 5 would zero in on the 0-5 group, and other experts would take on the 6-18 group. Commissioner Crane suggests there may be more potential to draw more funding with that plan. Commissioner Dean stated she was concern of encroaching on the statutory role and mandates of First 5 with CI. Dr. Allio confirmed that CI can be a "cradle-to-career" model or can be specific to 0-5.

The current proposal is for First 5 to implement the 0-5 portion with other funders possibly coming in at a later date to broaden the scope.

Commissioner Duterte responded that this model could tap into funding of larger organizations like Health & Social Services, which may provide an opportunity for funding beyond the \$100,000 per year. A common agenda could spark the attention of the Board of Supervisors and leverage more resources. Commissioner Duterte stated he supported CI.

Commissioner Barbosa stated that if the end result is an increase in resources and programs and services that have measurable results for children then it is worthwhile. Commissioner Barbosa wanted clarification as to who was going to be included in the Collective Impact, such as parents or grandparents. Dr. Allio answered that the entire community would be involved.

Commissioner Hannigan asked for clarification about if other entities will match the \$100,000. Chair Speck responded that the initial investment would be by First 5 to fund the backbone and other organizations may come in with other funding, but that is not required.

Commissioner Barbosa asked for clarification on the minutes from the last SPC meeting which state "\$100,000 for three years." Ms. Richards explained that the agenda is correct, but the minutes were not and should have read: "\$100,000 annually for three years." Chair Speck concurred. Ms. Richards stated the draft minutes would go back to the SPC for correction and approval at their next meeting.

Debbi Davis further explained how CI would fit with the Health Me Grow framework. Ms. Davis provided examples of shared goals like school readiness or measurable health milestones. Susan Brutschy also explained how measurement and the work the Commission has already done around Results Based Accountability fits into CI.

***Motion: Consider a recommendation to implement a combined First 5 strategic planning and county-wide "Collective Impact" development process beginning in August 2014 and recommend funding of up to \$100,000 a year for three years***

Moved by Commissioner Duterte; Seconded by Commissioner Hannigan

Approved 9-0-0

**Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Duterte, Dean, Barbosa**

**Nay: None**

**Abstain: None**

#### B. Program and Community Engagement Committee

Ms. Gonsalves presented the First 5 Solano Social Media Business Operations Plan and advised that, with advancements in technology, social media is a great way to reach the target audience and further the mission, vision, and core values of First 5

Solano. Ms. Gonsalves explained that if the Commission approved recommendation, the next step is to have the plan approved through the County Administrator and implemented by IT.

Commissioner Duterte asked if the plan would need a separate budget. Ms. Richards explained that the Community Engagement budget currently has a line item for social media (which Ms. Ellington clarified was \$5,000), however most of the money needed to maintain this plan would come from staff time.

Commissioner Barbosa shared that she has experience in creating social media for non-profits and that people use social media visually, by sharing, then by reading text. She also suggested the use of Pinterest to reach women of all ages, newsletters, and programs such as Hootsuite.

Commissioner Dean asked for Ms. Gonsalves to return to the Commission within a few months after implementation with a status update on its effectiveness. She also suggested that \$5,000 is a lot of money for a social media campaign and it is necessary to maintain content to keep the interest of the audience. Commissioner Dean inquired regarding the 2005 review date of the communications plan and Ms. Ellington and Ms. Gonsalves clarified that it was implemented in 2005, but was reviewed last year.

***Motion: Consider a recommendation to adopt the "First 5 Solano Social Media Business Operations Plan" as required by Solano County Social Media Policy***

Moved by Commissioner Dean; Seconded by Commissioner Duterte  
Approved 9-0-0

**Yea: Commissioners Speck, Crutison, Crane, Hannigan, Ayala, Niedziela, Duterte, Dean, Barbosa**

**Nay: None**

**Abstain: None**

## **VIII. Executive Director's Report**

Ms. Richards thanked the Commission for the opportunity to be Interim Executive Director. In addition, she provided the following updates:

- Head Start is applying for Early Partnership Grant which will help with increasing the quality of subsidized childcare slots and the Commission contributed with a letter of support.
- Solano County is in talks with Beth Coffman to use First 5 Futures funding to coordinate state preschool slots.
- First 5 is also working in partnership with Head Start to secure a vacated childcare space at 275 Beck Avenue, and will be bringing it to the Commission through committee.
- First 5 received notice from their attorneys that we lost the appeal for AB99 attorney's fees. At the advice of the attorney, none of the First 5's participating will be pursuing any further. Out of \$100,000 that was set aside in the Discretionary Fund for the lawsuit approximately \$57,000 has been spent and

Ms. Richards anticipates one more invoice for July and August at which time she will report the final amount. Any monies that remain would be re-deposited into the long-term financial reserve.

- The Safety Net Summit # 8 is planned for October 2, 2014.

#### **IX. Commissioner Remarks**

Commissioner Dean announced she has been elected.

Commissioner Ayala asked for an updated Commissioner contact sheet. Ms. Richards confirmed his request.

#### **X. Future Agenda Items, Meeting Time/Date/Location**

No comments.

#### **Adjourn**

Commissioner Speck adjourned the meeting at 8:21pm.

Christiana Lewis, Office Assistant III

Approved:

