**Children’s Cabinet Advisory Board (CCAB)**

**Regular Meeting**

**Tuesday, March 13, 2012**

**10:00 a.m. - 12:00 p.m.**

**Governor’s Press Room**

**Baton Rouge, Louisiana**

**Approved Minutes**

***Welcome and Introduction of Members:***

Members present as acknowledged by the sign in sheet: Anthony Recasner, Amanda Brunson, Christie Smith, Frankie George Robertson, Janice Allen, Janie Martin, Jennifer Karle, John Wyble, Judy Harrison, Lynda Gavioli, Dr. Michael Coogan, Myra Magee, and Dr. Stewart Gordon, Judge George Murray.

***Interested Parties Present:***

Bill Blanchard (DHH-OBH), Brenda Sharp (OCDD), Lenell Young (LA Partnership), Steve Kaufman (Advocacy Centers), Knesha Rose (March of Dimes), Paulette Bailey-Wilson, (CDF), Ashley Politz (AAP), Rebecca May-Ricks (MHAS), Julio Galan (Family and Youth).

##### *Approval of Prior Meeting Minutes:*

Approval of the minutes were deferred.

##### *Presentation:*

*March of Dimes – Frankie Robertson, State Director of March of Dimes and Knesha Rose, Director of Program Services.*

The mission of the March of Dimes is “to improve the health of babies by preventing birth defects, premature birth and infant mortality.” The presentation was about the March of Dimes Healthy Babies Initiative that is being launched statewide to address the preterm birth rate in Louisiana which stood at 14.7 % in 2009. The Association of State and Territorial Health Organizations (ASTHO) has set a challenge of an 8% reduction by 2014. Multiple goals have been set to achieve this overall goal including: reduce non-medically indicated inductions and cesarean sections prior to 39 weeks, reduce rates of smoking among pregnant women, reduce the incidence of higher order multiples due to assistive reproductive technologies, and ensure access to 17P for eligible women with previous preterm births. An 8% reduction in pre-term births by 2014 would be a pre-term birth rate of 13.5% would mean 750 fewer preterm births with a potential cost savings of $38 million. The March of Dimes is beginning a public awareness campaign called “Healthy Babies are Worth the Wait.” The goal of the campaign is to increase the knowledge and awareness of pregnant women and the public at large of the importance of 39 weeks for babies and brain development. This campaign will complement the 39 week initiative that the March of Dimes produced targeting medical providers.

***Action Items from Children’s Cabinet Meeting:***

Ms. Gavioli reviewed with the CCAB members the February 14th meeting of the Children’s Cabinet, referring to the one page summary of the strategic plan being developed. She reviewed the mission statement which was a recommendation coming from the CCAB. There were no recommended changes or additions. Ms. Gavioli went on to remind members that the Children’s Cabinet asked the CCAB to develop a marketing plan for the Louisiana Kids’ Dashboard, which is a component of the strategic plan. The Kids’ Dashboard includes 17 child well-being indicators identified by the departments as being important data elements to track for policy and planning. These indicators were elements that the departments felt that they could directly affect through their initiatives.

Discussion followed by the CCAB members. The concern expressed was that the Kids’ Dashboard be a meaningful tool that could actually track forward progress in the overall status of children. Particular reference was made to the Kids Count data and the Adverse Childhood Experience (ACE) data elements. Lynda Gavioli suggested that a study group be formed to make recommendations to CCAB about messaging around the Dashboard.  This would be the foundation for a marketing plan.  In particular, the study group would examine these indicators relative to the Kids Count data and to ACE indicators.  Further discussion centered on the importance of tracking Louisiana’s progress on these indicators as they are tied to national comparisons with other states.  It was the consensus that it was important to drill down on these indicators to assure that they can make the case for how we are moving forward in improving the lives of children.  Dr. Recasner from Agenda for Children, volunteered Teresa Falgoust, the Kids Count Director. Judy Harrison with Children’s Trust Fund and Jennifer Karle with the Louisiana Association of Child Care Agencies also volunteered. Ms. Gavioli suggested that this group could convene by conference call and report back at the April 10th meeting.

***Announcements:***

The Legislative Task Force will convene by conference call every Friday morning during the session. This task force is chaired by Cindy Bishop and staffed by Liz Kearney.

The Louisiana Children’s Trust Fund Day at the Legislature will take place on April 3rd.

The Louisiana Partnership for Children and Families will host the Louisiana Parent Education Network (LaPEN) Summit on March 29th at the West Baton Rouge Conference Center highlighting Triple P parenting program and professionalism among parent educators.

The Maternal and Child Health Conference will take place on April 13th at the East Jefferson Conference Center with the topic of Preventing Obesity.

The Academic Distinction Fund will be presenting Dr. Charlie Zeanah from Tulane University in a free community event, “Mental Health in Young Children: Why Early Experience Matters” on Tuesday April 3rd.

There will be a Children’s Cabinet Advisory Board meeting on Tuesday, April 10th from 10:00am – 12:00pm.

***Meeting Adjourned***