



Triple P Implementation Working Group

Notes September 21, 2011

9:00 to 11:30 a.m.

Leeds, Grenville and Lanark District Health Unit, Brockville Office

PRESENT: Shannon Brown, Angèle Charron, Peter Coughlin, Robyn Delaney (Chair), Darleen Desgens (Recorder), Marg Fancy, Michelle Murray (Facilitator), Esther Pigion, Tom Turner

GUESTS: Robyn Healy (Triple P Practitioner), Laura Taylor and Brittany Giff (4th year nursing students from St. Lawrence College)

REGRETS: Des McWilliams, Kim Morrow

1. Welcome

Robyn welcomed the members, and our guests. Roundtable introductions were made.

2. Approval of previous meeting notes of July 20, 2011

Previous notes were approved. The following item is to be added to the agenda:

6.0 Data Collection

Members were assured they could email Darleen up to the end of the 1st week of the month if they wanted to put an item on the next agenda.

3. Updates from Michelle

3.1 Facilitator Position

Robyn Healy is moving well into her position. She attended training last week in Primary Care Teen, and will soon be accredited in 0-12 as well. She can now provide levels 3 & 4, 0-12. Michelle noted that Robyn has met with one referral to Triple P and if Esther has a client on a wait list, she is welcome to refer to Robyn.

3.2 Media Campaign

Our Media Campaign is in full swing. There are radio announcements, newspaper ads, the OEYC and DSLG newsletters, the Health Unit's Nexus mailout, and other mailouts going to schools and daycares. She explained the tear-off pads that will be going to medical professionals and schools and circulated the poster and the flyer, which gives a bit of background for Triple P. When our stock of glossy posters is depleted, they will be produced in-house.

In addition to the media campaign in progress, we have an opportunity to have a regular column in The Observer. Our ad would appear bi-weekly, at a cost of approximately \$1,700 for 6 months. Triple P International writes the articles and we have several from which to choose.

The group discussed this advertising plan and would prefer to advertise in the EMC, which is a more widely circulated paper, specifically in the higher risk areas, Cardinal and Spencerville.

Michelle hopes to do a media campaign 1-2 times per year.

Other suggestions from the group for advertising venues were:

- School mailings
- Corporate mailings (eg: Hydro)
- Cable – Public Service Announcement
- Backpack magazine
- EAP programs

Sue Healey would like the group to track where clients hear/read the ads, which will assist her in planning future media campaigns.

3.3 Seminars (snacks and transportation)

There are four school seminars planned for the fall. The dates are still being worked out, but we anticipate they will be held at the end of October/November. The 4 public schools that have committed are: Benson, Linklater, Commonwealth and Wellington. DSLG (in kind) is willing to provide funding for daycare for these. Gillian Jackson will assist in arranging this.

Practitioners are asking about food and transportation. The group discussed these two ongoing challenges.

Snacks: These will be non-perishable items that will be able to be carried over to the next seminar. Robyn emailed Jane Hess during the meeting, who confirmed that the Health Unit would be willing to fund snacks for approximately 30 people at a maximum of \$1.25 per person.

Transportation: Marg noted that funding for the pilot project through the transportation committee is complete. The committee is now undergoing changes and the Triple P Working Group would need to calculate an approximate cost for transportation and take this issue up with the transportation committee.

In lieu of this, Michelle asked the working group if we could use the grant money to fund transportation for the upcoming 4 seminars this fall, until an arrangement can be made with the transportation committee. The group agreed that we could fund transportation, as a pilot project, for these 4 seminars only.

Shannon Brown questioned the process for registration, as it is necessary to know the number of people that will be attending. Michelle stated that the contact person will be the practitioners that

are conducting the seminars.

The group discussed the time of the seminars, which at the moment has been set at 7:00 p.m. Suggestion to have earlier seminar times to accommodate parents with young children.

Summary: Agencies will cover the cost of snacks and transportation from grant money. These costs are covered on a trial basis for the four upcoming seminars. We need to iron out a plan for the future, via the Transportation Committee (Marg, Sue Watts and Pam Gummer).

Peter would like to be part of the sub group to be formed from this present working group to work on the transportation issue.

3.4 Budget

Michelle displayed the Excel spreadsheet on the overhead screen.

We have \$8,600 approx. at the health unit that we can draw from.

This would be a last resort. MCYS grant money has to be spent by Mar 31st. Hopefully we will not have to touch other funding. There is no flexibility available for childcare & snacks.

4. 800 Line – Michelle

It is realized that everyone assesses clients differently. Michelle asked if the working group would be comfortable bringing referrals through the health unit's 800 line for a trial period. She noted that she and Robyn would come up with an approach as to triaging. Shannon feels that if the caller makes it obvious where the client should be referred then the call doesn't have to go through the 800 line. It was decided the 800 line would be utilized anytime a provider has any question about what level would be appropriate or what agency would be the best fit.

5. In Kind Contributions – Michelle

It is necessary to account for our "in kind" contributions. The draft form was reviewed. Michelle needs to have quarterly submissions from the work group. An upcoming survey monkey system would allow practitioners to enter this information regularly. Agencies would have to provide the totals for items outside practitioner time/mileage. The questions in the system would ask for similar data that the OEYC already collects. This will help with any grant proposals/reporting that we submit in the future. We are now almost at the end of the 2nd quarter for which we require totals.

The group discussed the Triple P program and the need to know bottom line costs. Michelle stated that one of the survey questions, based on homework completion, has a rating of 1 to 5, and asks about behavior change. We want to establish if Triple P in Leeds and Grenville is seeing the results that we anticipated.

6. Data Collection: small working group.

As part of the Data Collection sub-group, Jessica Deschamp-Baird suggested Survey Monkey, as a means to collect all necessary data as it is easy for anyone to complete. The group has not been able to meet as a whole. Perhaps they can report at the October meeting.

7. Next Meeting: October 19, 2011, 9:00 to 11:30 in the Brockville

Room, ground floor of the Brockville Health Unit.

Action Items – Sept. 21st meeting:

1. Michelle to check out alternative venues to advertise, i.e. corporate mailouts, cable TV, school mailouts.
2. **All members:** to let Michelle know by the end of September if they can contribute towards snacks for the upcoming 4 seminars.
3. Peter to advise Michelle how many of his staff have signed up for training.
4. Darleen to email the in-kind contribution form to members.
5. Marg to meet with the Transportation Committee to see if they could assist with transportation to seminars.
6. Michelle will try to have the start time of the seminars moved up to 6:00 p.m.
7. Darleen to follow-up with Sue Healey (health unit's media person) to see if the EMC would be a feasible alternative to The Observer.

Action Item Follow-up – July 20th meeting:

1. Michelle will contact agencies and libraries in September regarding placing DVD resources
 - *Michelle has sent two inquiries and is waiting for a response.*
2. Michelle will see that Developmental Services as well as Family & Children's Services have a copy of the two books discussed in Item 3.2
 - *Resources were brought to the September meeting of this Implementation Working Group.*