

## Healthy Births Learning Collaborative

### SPA 6

April 25, 2007

10:00 a.m. – 12:00 noon

### Meeting Location

A.C. Bilbrew Public Library

150 E. El Segundo Blvd.

Los Angeles, CA 90061

### Meeting Notes

#### Meeting Objectives:

- 1) Appropriate Cross Section of Members Update
- 2) Action Plan Update
- 3) Review Poster Statements
- 4) Report on the American Cancer Society Campaign

**Co-Chairs:** Kevin Donovan, Dia Bell, and Angel Hopson

#### 1. Welcome

- Introductions and Icebreaker  
LABBN staff facilitated the icebreaker.

#### 2. Discussion

- **Appropriate Cross Section of Members Update**

At the March meeting group members agreed on working on a recruitment and retention strategy. Members volunteered to call previous SPA 6 HBLC members and encourage them to re-join the group. Collaborative members reported to Ms. Radillo the outcome of the phone calls via email and phone call. Several previous members no longer work at those agencies and others reported not having been able to attend our meeting because of scheduling conflicts.

- **Review Letter of Commitment**

Ms. Vick presented two sample letters of commitment, and volunteered to combine some of that information, including the SPA 6 HBLC mission statement, and present a draft letter at the next meeting.

- **Report on the American Cancer Society Campaign**

At the last meeting group members talked about *The American Cancer Society Campaign* that was implemented at hair salons in order to increase awareness about breast cancer. Members suggested that we get information from this campaign about what worked and what didn't as a way to model our "what to do during pregnancy campaign."

Ms. Vick reported she contacted Ms. Jessica Marshall from the ACS and the following are some highlights of what went well and what didn't with the breast cancer campaign:

- **Problems**
  - It's difficult to recruit and retain hair stylists because of their busy schedules
  - It's difficult to get stylists to come out to be trained on the program
  - Some stylists want to be compensated
    - Possible solution: find a way to promote the stylist/salon (e.g., newsletter placed in local beauty supply stores, webpage/email blast)
  - Need enough staff/volunteers to follow-up with stylists
  - Need enough funding for materials and incentive items
  - Coming up with a recording system to keep track of which clients were spoken to
- **What Worked**
  - Conducting trainings on Monday, the day stylists typically have off
  - Keeping the training short and more on the informal side (provide brunch or lunch)
  - Recruiting salon owners into the program so that the entire salon gets involved
  - Promoting the program at hair/beauty shows
  - Giving incentives/certificates to stylists who participate
  - Having something for clients to look over while in the chair or under the hair dryer (e.g., brochures, resource manual, etc.)
    - Tip: have some materials laminated so that they last longer
  - Have an "questions box" so that clients can anonymously ask questions or for help (staff will be responsible for picking up box)
  - Getting incentive items donated from the beauty industry

- **Action Plan Update**

▶ Members suggested having an action plan workgroup in order to develop the concept and timeline for the 2007 action plan. Kevin Donovan, Nicole Vick, and Dia Bell volunteered for this project. The workgroup will give us an update at the next meeting.

▶ A suggestion was made to contact public health students to work on this project.

▶ It was discussed that budget for this project might be an issue. Members suggested to look into small grants and talked about the March of Dimes small grants available to community organizations. Mr. Donovan will contact Nathalia Allevalo to get more information on this subject.

- **Safe Sleep Brochure**

Ms. Angel Hopson presented the Safe Sleep Draft Brochure that LA County developed to increase awareness on putting babies on their backs to sleep. Ms. Hopson encouraged members to review the draft brochure and email her within ten days any suggestions they might have. Ms. Hopson's email address is:

[Ahopson@ph.lacountu.gov](mailto:Ahopson@ph.lacountu.gov)

Ms. Hopson also announced she is stepping down from her role as a Co-chair for the SPA 6 HBLC group.

### **3. Business**

- **Program Showcase**

Mr. Armando Iraldo, and Margarita Cabrera introduced the LA Department of Mental Health, Full Service Partnership (FSP) Program for Children and Adolescents to the SPA 6 HBLC group.

The Full Service Partnership program provides comprehensive, intensive community-based mental health services for children and their families in their homes and communities.

The FSP program is for children ages 0-15 years old and the FSP Program is designed for Transition Age Youth ages 16-25 years old.

To be considered for either program a referral must be submitted to the Department of Mental Health Impact unit.

For additional information about this programs please contact Armando Iraldo at 310 668-6939 or Margarita Cabrera at 310 668-6996.

### **4. Next Steps**

Next meeting will be:

**May 23, 2007 from 10:00 a.m. - 12:00 noon**

A. C. Bilbrew Public Library  
150 E. El Segundo Blvd.  
Los Angeles, CA 90061  
(310) 538-3350.

### **5. Announcements**

### **6. Adjournment**