

# Iowa Community Empowerment Newsletter

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February 2003  
Volume 4, Issue 1



## Smart Start

*Iowa's Early  
Childhood Vision:*

**Every child,  
beginning at birth,  
will be healthy and  
successful.**

## Redesignation of Empowerment Areas

### Activities with the National Technical Assistance Grant from North Carolina

Work through our Technical Assistance grant continues at full speed ahead. On December 4, the Core Stakeholders group met to review the input gathered on the planning framework for an Early Care, Health and Education System at regional stakeholder sessions held across the state in October. The Core group refined the goals under each result area and did preliminary work on strategies. Now, each member of the Core group will share the goal statements with their groups and organizations to gain support and buy-in to work together on the goals. The Core group will reconvene on February 27.

A large delegation from Iowa attended the National Smart Start Conference in Greensboro, North Carolina January 25 through 29. Through our technical assistance grant resources, an ambitious pre-conference schedule tailored just for Iowa was held on Sunday and Monday.

Mark your calendars for Thursday, April 3, 2003. Technical Assistance sessions conducted by Smart Start staff will again be offered to Community Empowerment Areas. The sessions will be held in the Des Moines area. Details will be released soon.

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At its January 10<sup>th</sup> board meeting, the Iowa Empowerment Board approved the recommendation to approve the redesignation for thirty-four empowerment areas. The state team conducted regional visits during between October and December.

A summary of the visits: each area met with state team for a two-hour session. In preparation for each meeting the state technical assistance team reviewed the Redesignation Self Examination that was completed by each board, each area's annual report, and any other materials submitted by an empowerment area.

Overall a great dialogue occurred during each meeting. They found that there are actually better results happening most often that what was reflected in the written material. If there were technical assistance needs, it usually fell into these categories: outcomes training, advocacy training, and board/leadership development.

## **Community Story Building Families Empowerment Area; Hamilton, Humboldt, and Wright Counties**

*(This information was submitted to us from Ann Stewart, Contact person for the area)*



Three years ago the only day care center and preschool in Stratford closed its doors. Because they recognized the importance of early childhood learning, Stratford Community School District has supported an Early Childhood program since the closing of the center.

The program is funded with district funds, empowerment, Head Start, community funds and parent fees. Superintendent, Sarah Binder, seeks out four-year-olds for the program in an effort to reach each child that will begin their school experience at Stratford. The program runs five days a week, provides two meals and transportation.

This year a grant was awarded for wraparound childcare for the early childhood students. The curriculum and expectations for the Stratford Early Childhood program are aligned with the K-6 program. This year Sarah has been noticing several short term and long term effects of their Early Childhood program. Students entering kindergarten who were enrolled in the program are better prepared for kindergarten than students who were not enrolled in the program.

Students who did not attend Stratford's Early Childhood program received other supports such as preschool, in-home childcare or family childcare. These students did not perform as well on district assessments: DIBELS or Dynamic Indicators of Basic Early Literacy Skills, locally developed curriculum based measures, Basic Reading Inventory, and Print Awareness Assessments. Students who did not attend the program did not have the readiness skills at the same level as the other children.

Students who did not attend the Stratford program needed more intensive levels of support during the kindergarten school year in order to meet the same benchmarks during the school year and at the end of the school year as the Early Childhood students did.

Long term, the speech and language teacher noted that she serves the Early Childhood students with a short intensive speech and language interventions and therefore serves fewer students at the intermediate and primary elementary level. She believes, as Sarah does, that the short intensive levels of support which include whole group, small group, and individual sessions, provides more support in the long run than "traditional" speech and language interventions at later years.

Stratford's investment in Early Childhood has reduced the need for special Education interventions and improved the readiness of children to learn.

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## **The 2002 Iowa Community Empowerment Annual Report**

The 2002 Iowa Community Empowerment Annual Report is complete and being released. A hard copy was presented to the Iowa Empowerment Board on January 10<sup>th</sup>. Copies will also be shared with Empowerment board chairs and contact persons. The electronic version is now available on the state empowerment website at [www.empowerment.state.ia.us](http://www.empowerment.state.ia.us).

Thanks to each empowerment area that shared a two-page showcase. The report also features some empowerment areas in the Achieving Results section with examples of where change is being seen in certain areas of focus.

If you have problems accessing the electronic version from the website, you may contact Shanell Wagler at (515 281-4321 or by email at [shanell.wagler@idom.state.ia.us](mailto:shanell.wagler@idom.state.ia.us).

# Sudden Infant Death Syndrome

## Upcoming Events

### Iowa Empowerment Board

April 4, 2003  
July 11, 2003  
October 3, 2003

### State Advisory Council

Meeting Schedule  
March 11, 2003  
June 10, 2003  
August 26, 2003

### Contact/Coordinator

Meeting Schedule  
February 26, 2003  
May 28, 2003  
September 10, 2003

### Mark Your Calendars!!

#### Day on the Hill/ Exhibit Fair

February 4 and 5, 2003

## *An example of working "Outside the Box"*

An 11 county empowerment collaborative meeting was held December 17, 2002. Adams, Adair, Union, Madison, Marion, Warren, Clarke, Decatur, Lucas, Ringgold and Wayne were invited to attend.

Eight of the eleven empowerment areas were present. The purpose of the meeting was to talk about seeking collaborative grants, sharing administrative ideas/costs, program management ideas, board membership issues, as well as many other ideas/issues.

It was consensus by the group to have another collaborative meeting Tuesday, February 18th, 2003 from 1:00-3:00 at Osceola, located at the Southwestern Community College building. Anyone is invited to attend as these meetings are open to the public. For more information call Deb Schrader at 641-202-1522.

Sudden Infant Death Syndrome (SIDS) is the leading cause of death for children ages one month to one year of age. Despite a decrease in child deaths overall, Iowa SIDS deaths diminished by only one death from 2000 to 2001. Iowa's SIDS death rate still exceeds that of most other states. Improved compliance by child-care givers (parents, grandparents, child-care providers) regarding proper safe sleep-practices and smoke-free environments would greatly reduce the number of SIDS deaths.

Research has shown that placing a baby down for sleep on its back, on a firm mattress in a crib of its own, without soft bedding, including blankets, stuffed animals or bumper pads **reduces** the risks for SIDS. Clearly, most of the infants dying in 2001 from SIDS were exposed to risks in their sleep environment. More than 43% were exposed to unsafe bedding, and 51% were found in a prone position. Another 10.8% were found on their side. Literature indicates that prone position carries 9 times the risk of back position, while side carries 2 times the risk of back sleeping.

In recent years, there has been a significant increase in bed-sharing which puts infants at risk, not just from possible overlaying by a parent or sibling, but from heavy, porous bed covers and pillows on an adult sleep surface and from overheating when exposed to adult body heat. Breast-feeding is very beneficial for infants. However, many breast-feeding experts promote bed sharing to ease access for the infant. The hazards of the adult bed should preclude such advice as the statistics suggest. In 2001, 40.5% of babies succumbing to SIDS were sharing a sleep surface with an adult or older sibling.

Prenatal smoking and secondhand smoke exposure greatly increase the risks for SIDS. Pregnant women should not smoke and should stay away from smoke-filled environments. After a baby is born, parents should never expose their child to tobacco smoke at home, at a grandparent's home or in childcare.

When Iowa's SIDS deaths increased in number by 50% (from 32 to 48) between 1998 and 1999, the Iowa Department of Public Health (IDPH), the Iowa Child Death Review Team and the Iowa SIDS Alliance joined forces to take aggressive measures to halt the increase. The Iowa Department of Public Health and the Iowa SIDS Alliance offer many educational seminars across the state each year. Recently, new SIDS brochures that describe the risks of bed-sharing and a new SIDS educational video were developed and sent to all pediatric and family practice clinics throughout Iowa, hospitals with OB departments and county public health agencies.

The Iowa Department of Human Services, IDPH and the Iowa SIDS Alliance developed a SIDS education video specifically for childcare providers. These videos were sent to all libraries throughout Iowa so that viewing by childcare providers would be easier to accomplish. Also, all Child Care Resource and Referral agencies in Iowa were given a supply of the videos to share with care providers. Revised SIDS brochures are now available for Childcare providers as well.

In December 2002, new administrative rules regarding registered in-home care for children took effect. Now smoking and the use of tobacco products in areas used by children cared for in the home are prohibited, and children under one year of age must be placed on their backs for sleep unless otherwise authorized in writing by a physician.. Both measures should help protect children.

Educating parents, grandparents, childcare providers and others who come in contact with infants is the key to reducing risks for Iowa's babies and saving lives from Sudden Infant Death Syndrome. **Educational materials have improved during the past few years, and they are available free of charge. Contact Donna Tiffin at 515/281-3320 or [Dtiffin@health.state.ia.us](mailto:Dtiffin@health.state.ia.us) to obtain brochures or a video.**

## Community Story

(This article was submitted by Elaine Armstrong.)



### Nominations Sought for Iowa Empowerment Board

The state Empowerment Board will have vacancies this Spring. The vacancies for citizen members are appointed by Governor Vilsack based on recommendations from community empowerment boards.

If you know of potential candidates, please send a letter of nomination to the Appointments Coordinator in the Governor's Office.

Please contact the Empowerment Office if you need you need more information.

Corner Counties Empowerment Area in extreme southwestern Iowa (Page and Fremont Counties) hosted its third annual Child Fair Oct. 12, 2002, at the Shenandoah Safety Center. Registration showed 611 people came through the doors in just over three hours. Children who visited 10 or more of the 30 booths received either a bicycle helmet or flag as an incentive.

A special effort was made to inform Hispanic families about the event. Gilda Bettis, Prevention Specialist with Loess Hills Area Education Agency, spearheaded that effort. A former AFS student from Mexico, she returned to marry a penpal's brother and work with Hispanic children in various educational settings. She translated a flyer about the child fair and distributed copies. This included posting them in places the families would frequent and going door to door to the families she knew, giving them extra flyers for their friends. Her efforts paid off when around 50 Spanish-speaking people attended.

Another aspect of the recruiting was at the Hispanic Center in Shenandoah where Ruth Freed is director. It is open Tuesday and Friday mornings and offers referral services and classes. Freed was a first-time exhibitor at the event, having an informational display.

Main attractions for the Hispanic families, they felt, were free child safety car seats and laminated, photo identification cards. The car seat inspection was organized through Iowa SAFE Kids. Certified technicians removed unsafe seats and replaced them, also provided seats for families who arrived without seats for their children. A number of sponsors provided funding to purchase the seats.

Everything at the child fair was free. One of the conditions for exhibitors was that they not sell anything, but provide a fun activity, learning experience or educational information. In Gilda's AEA booth, for instance, she had smeared Vaseline on sunglasses to simulate the effect of drinking and driving. Older children were asked to draw lines through a maze without the glasses, then put them on to finish it.

Decategorized Child Welfare Funds paid the expenses the last two years. After that source of funding dried up and child fairs were not in the Empowerment budget, a persistent committee began in the spring to write grant applications and ask civic organizations for donations. A total of \$3,000 was collected and only one fair was held for both Fremont and Page Counties, in contrast to one each in previous years. Evaluation of attendance figures, though, showed poor participation from Fremont County and the need to return to separate events.

Among the activities children got to do were holding and petting "Country Critters", playing instruments brought by a Kindermusik instructor, making a bookmark in the Sidney Library booth, matching surgical instruments and identifying body parts at the Shenandoah Medical Center Nursing booth, building sculptures of packing peanuts at the Area Education Association booth, decorating crowns at the Growing Strong Families booth, coloring homemade play dough at the Head Start booth, participating in an eye screening sponsored by area Lions Clubs, having laminated ID cards made by State Farm Insurance agents, checking how well they wash their hands at the Southwest Iowa Home Health booth, feeling animal pelts at the Page County Conservation booth, guessing body parts by feeling at the Shenandoah Medical Center Occupational Therapy booth, seeing effects of tobacco at the Page County Health booth, exploring a Shenandoah ambulance, coloring at the Shenandoah Medical Center dietary booth and learning about a number of resources in the area.

Following the close of the child fair, a pediatric CPR course was offered by Page County Emergency Medical Services. Local newspapers carried photos and stories about the event both before and after it was held. A child fair is a wonderful way to raise awareness about Empowerment and benefit families.

# Partnering with Parents: Walking the Journey Together



Spring 2003 dates and locations include:

## **Council Bluffs**

Feb 13<sup>th</sup> "Parenting with Special Challenges"

March 27<sup>th</sup> "Understanding Child and Parent Development"

## **Waverly**

February 27 "The Journey of Parenting Education"

March 14 "Cultural Perspectives on Parenting"

March 27 "Parenting with Special Challenges"

April 11 "Exploring Child-rearing Strategies and Assessing Parenting Education Resources"

April 24 "Parent Learning in Small Groups"

May 9 "Understanding Child and Parent Development"

May 22 "Feeding Young Children and Physical Activities for Families"

June 6 "Guiding, Nurturing, and Motivating Children"

June 19 "Measuring Program Outcomes"

June 26 "Financial Stability and Family Well-Being" and "Building Support for Yourself and Professional Development"

*Partnering with Parents: Walking the Journey Together* helps parenting educators apply research and theory to their work with families in very practical ways.

<http://www.extension.iastate.edu/pwp>

During fall 2002, 37 parenting educators participated in *Partnering with Parents*. Evaluation data (i.e., entry, mid, and exit self-assessment survey; pre- and post-activities; program exit questionnaire) reveal that learners strengthened their knowledge, understanding, and skills related to parenting education. There was a significant difference between learners' rating of their competencies related to parenting education at the beginning of *Partnering with Parents*, as compared to their competencies after they completed *Partnering with Parents*.

Past participants shared:

*I learned more about parenting education in Partnering with Parents than I have learned in my 20 years as a parent educator.*

*The activities were fun and I have been able to use them in my work with families.*

*Anyone who works with parents would benefit from Partnering with Parents.*

*I raised my thinking about parenting education.*

*Information on parenting education is endless. It is good to listen to others on their opinions, information they have to share, and their experiences with curricula. This will make a difference on my future plans for parent education. I loved the enthusiasm!*

*There is a lot of great information provided and it gives learners a lot of opportunities to learn from the experiences of other parent educators. I found the information very interesting and it was presented in a very effective manner. Instructors were excellent! Class activities were productive.*

*Partnering with Parents* is a series of training modules (face to face and online learning) designed for professionals and volunteers who work with families. It promotes a strengths-based approach using principles of family centered practices to facilitate learning and support with parents. Individuals can register for the entire series (10 days of training) or for modules individually. Individuals who have completed Family Development Certification Training can earn a Parenting Education Certificate from ISU Extension by completing 7 of the 11 modules offered (<http://www.extension.iastate.edu/pwp/ISUCoursecredits.html>) at a reduced fee of \$50 per module.

ISU course credit and continuing education units for nurses and social workers are available upon request.

To register for the series, or for individual modules, go to

<http://www.extension.iastate.edu/pwp/registration.html>

*Partnering with Parents* is coordinated and facilitated by ISU Extension field staff with support from campus specialists and faculty. Local resource people are invited to serve as co-facilitators, and families are invited to share their experiences and perspectives. *Partnering with Parents* nurtures a learning community among family professionals and volunteers that promotes trust, respect, and collaboration.

To learn more, visit the *Partnering with Parents* Web site

<http://www.extension.iastate.edu/pwp>

or contact Kimberly Greder, ISU Extension Family Life State Specialist and Assistant Professor, Human Development and Family Studies ([kgreder@iastate.edu](mailto:kgreder@iastate.edu); 515-294-5906).

## NAEYC's Week of the Young Child

April 6-12, 2003

### "Children's Opportunities--Our Responsibilities

The Week of the Young Child is an annual celebration of early childhood and a tribute to all those people in our community who help teach and support young children. It is designed to help each of us make the most the unique opportunities inherent in the early years. This is a time to recognize that *children's opportunities are our responsibilities*, and to recommit ourselves to ensuring that each and every child experiences the type of early environment--at home, at child care, at school, and in the community--that will promote their early learning.

There are many different ways to celebrate Week of the Young Child and to build awareness that the early years are Children's Opportunities and Our Responsibilities.

If you want more information on how you can get involved, go to the NAEYC website: [www.naeyc.org](http://www.naeyc.org) and click on Week of the Young Child.

I'd like to put together an article in our April issue newsletter on ways communities are already involved. If your community does an activity or has many activities to celebrate Week of the Young Child, please share your information with Shanell Wagler by March 15<sup>th</sup>.

[Shanell.wagler@idom.state.ia.us](mailto:Shanell.wagler@idom.state.ia.us)

According to the U.S. Census Bureau, 8 out of 10 uninsured children are in working families. 75% of these families do not have access to an employer-provided health plan that covers children. This year Iowans will spend more of their own money for health coverage, and it is estimated Iowans will spend 35% more than the average U.S. worker who has family coverage. (Des Moines Register, September 6, 2002)

Involving businesses to share information about *hawk-i* also benefits the employer, by providing an additional health care plan that covers children option to give employees.

There are still an estimated 32,500 uninsured children in Iowa. Our greatest challenge is informing working parents that their children could qualify for Medicaid or *hawk-i*, (even a family of four earning as much as \$36,200 a year could qualify). Business Outreach is a great way to involve potential partners to help children get health insurance.

To approach potential business partners for *hawk-i* outreach in your community, it can be beneficial to share the following incentives. When employees have adequate insurance for their children:

- It relieves employees' worries about their children's health
- Decreases employee absenteeism
- Improves workforce productivity, loyalty and retention
- It's easy for businesses to become involved in outreach activities.

Business outreach partners can:

- Display *hawk-i* posters (in English and Spanish) in a cafeteria, break room or customer service area.
- Place *hawk-i* table tents on tables and countertops.
- Place *hawk-i* fliers in human resources department and/or lobby.
- Include a *hawk-i* insert for employees' paychecks.
- Invite a *hawk-i* outreach worker to assist employees with filling out a *hawk-i* application.
- Host an on-site enrollment event.
- Print information in an employee and/or customer newsletter.

We encourage communities across Iowa to take part in business outreach. To assist in such efforts, a **Business Outreach Packet** is available to download at [www.idph.state.ia.us/coveringkids](http://www.idph.state.ia.us/coveringkids) (under the "helpful resources" link). The packet includes a poster, a paycheck insert, a tabletent, and a newsletter.

# Community Story: Lakes Empowerment Area

*(Thanks to Mary Jo Madvig for submitting this article.)*



Lakes Empowerment provided the money to begin a major reconstruction of the Reynolds Playground. The Reynolds School and playground are a partnership between the Spencer Community Schools and UDMO Head Start.

One hundred children ages birth to four are served at this center. To provide an environment that was safe for young children to ride small-wheeled toys, an addition of cement paths was added. To expand a child's dramatic play, a store and house has been constructed along with a gas pump to refuel the tricycles. Incorporated in this environment are flower beds that children learn respect and care, along with small hills to run up and roll down, trees will be planted in the spring to provide shade by the Spencer Parks Department.

Paul Stads vold had been involved from the beginning. His vision has been transformed into many items, such as a boat tied to a dock, and revamp a bridge to provide a safe passage way across the pond. Paul Stads vold has added many personal touch's to enhance the aesthetic surrounding to complete this playground partnership.

Darrell and Dixie Lester's daughter Beth was an employee of Early Head Start and passed away suddenly in July. In her memory they chose to purchase two pieces of equipment for children. It is a memorial to remember the very special memories Beth provided the children and families she served.

Boy Scout Pack 16, Den 6 helped in moving and leveling dirt to plant grass, Spencer Schools have been supportive in maintenance and the outside areas of Reynolds. The Kiwanis Club of Spencer After Five has provided funds to purchase equipment to add to the playground.

Without these partnerships, young children of Spencer would not have such a wonderful outdoor learning environment. Upper Des Moines Opportunity, Inc. Head Start Program wishes to thank everyone involved in supporting this asset for Spencer.

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## "Open your Heart to a Child's World"

Register now for "Open your heart to a child's world", the Child Care Council, Inc.'s annual spring conference, Saturday, April 5 at Des Moines Area Community College in Ankeny. Over eighty workshops, including a dozen featured speakers, five hours training credit, lunch and continental breakfast included in the \$ 40.00 registration fee.

Registrations taken by mail only, call 1-800-362-2127 x 6686 or 964-6686 to request a registration form. Registrations will be limited to 900 participants, so don't wait!

# Empowerment Tool:

# Community Empowerment COMMON RESULTS PLANNING

## Common Results Planning Definitions

## Links to Empowerment Web sites

State: [www.empowerment.state.ia.us](http://www.empowerment.state.ia.us)

Benton County -- NEW!

[www.bcempowerment.com](http://www.bcempowerment.com)

Buchanan Delaware Fayette :

[www.bdfempowerment.org](http://www.bdfempowerment.org)

Cherokee, Lyon, Plymouth Sioux:

[www.northwestiowa.org](http://www.northwestiowa.org)

Floyd, Chickasaw, Mitchell:

[www.fmccom.org](http://www.fmccom.org)

HAWC (Howard, Allamakee,

Winneshiek):

[www.HAWC-Iowa.com](http://www.HAWC-Iowa.com)

Hardin <http://www.empowerhardin.com/>

Humboldt, Hamilton, Wright

[www.buildingfamilies.net](http://www.buildingfamilies.net)

Jasper:

<http://www.jaspercountypowerment.org/>

Linn:

[www.linnempowerment.homestead.com/homepage.html](http://www.linnempowerment.homestead.com/homepage.html)

Marshall:

[www.youthandviolence.org](http://www.youthandviolence.org)

Pocahontas, Calhoun and Webster:

[www.linking-families.com](http://www.linking-families.com)

Polk:

[www.humanservicesplanningalliance.org](http://www.humanservicesplanningalliance.org)

Scott:

[www.scottcountypowerment.org/](http://www.scottcountypowerment.org/)

Story:

<http://www.storycountyfamily.org>

Washington:

[www.empowerwashington.org](http://www.empowerwashington.org)

Woodbury: [www.siouxlandship.org](http://www.siouxlandship.org)

Send us your web site address and we'll include it in the next newsletter.

### ***Iowa's Vision for Early Childhood:***

*Every child, beginning at birth, will be healthy and successful.*

#### **Mission Statement**

*The Iowa Empowerment Board supports communities by demonstrating and facilitating leadership and collaboration to achieve desired results for children (0-5) and their families.*

#### **Guiding Principles**

- Mutual respect/trust
- Flexibility
- Result-Focused
- Best Practices/Research Based
- Creative/innovative
- Partnerships
- Accountability

#### **Common Language**

##### **1. Demand**

Definition: the estimated level of need for any program, activity, or service.

What is the program, activity or service and who needs it?

Demographic information may be used to document needs and to describe populations with needs.

##### **2. Result**

Definition: the effect desired for Iowans.

“Results” can be stated in different degrees of specificity. “Safe Iowans” is an example of a broadly stated result. “Safe Iowans” describes an effect desired for Iowans but is too broad to measure or to guide decision making. If a department, division, or work unit were asked to make Iowans “safer,” they would need more policy guidance before knowing what to do. Should they make roads safer? Work to keep muggers off the streets? Reduce the incidences of domestic violence? Safer from what?

Policymakers should state the specific results they want to see achieved so those charged with implementing policy can suggest measures, identify strategies, and propose initiatives. In the example above, one possible specific result is "highways free of alcohol-related accidents.”

Empowerment results for Iowans:

Healthy Children

Children Ready to Succeed in School

Safe and Nurturing Families

Safe and Supportive Communities

Secure and Nurturing Childcare Environments

##### **3. Goal/Focus**

Definition: Broad measurable statements of intent to set a future direction.

3- 5-year goals can be set at the statewide, as well as at the local level.

# Empowerment Tool

– cont.:

## Common Results Planning Definitions

### Other Events and Activities

#### 2003 Public Health Conference

*Changing the Future*  
March 25-26, 2003  
Scheman Center, Ames

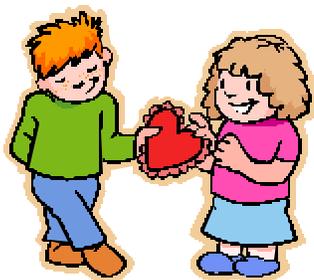
#### 2003 National Smart Start Conference

*Building Brighter Futures*  
January 26-29, 2003  
Greensboro, NC

[www.ncsmartstart.org](http://www.ncsmartstart.org)

#### Hawk-I Outreach ICN Session

February 20<sup>th</sup>; 1-3 p.m.  
(see details in this newsletter)



The focus or goal communicates the direction of (more, less, maintain) the result statement, while linking the desired statewide result and indicator to local strategies and performance measures.

#### 4. Indicator

Definition: A measure that indirectly quantifies the achievement of a result.

Indicators can be statewide indicators or local indicators.

Sometimes the statewide indicator and the local indicator can be the same thing such as the rate of immunization by age 2 as an indicator of Healthy Children at the statewide level and/or the local level.

Other local indicators of Healthy Children could be determined by the local empowerment area such as lead screening (which is not a statewide indicator).

#### 5. Strategy

Definition: General methods or overall approaches used to achieve goals. Strategies do not tell you specifically what to do; they provide direction.

The next section on Performance Measures (program level outcomes) is significant for evaluating local outcomes and will be the focus of future technical assistance on evaluation.

#### 6. Performance Measures

Definition: measures that assess a program, activity, or service.

Performance measures include:

- a. **How much did we put in? (input measures):** The financial and nonfinancial resources invested, used, or spent for programs, activities or services.
- b. **How much did we do? (output measures):** A quantification of the programs, activities, or services produced or provided.
- c. **How well did we do it? (quality, efficiency, and customer satisfaction measures):** Measures of the quality, speed, accuracy, cost, unit cost, or productivity associated with a given program, activity or service.
- d. **What difference did it make for the customer? (outcome measures):**  
The measurable effect on customers, clients, the environment, roads, etc., of a program, activity, or service.

# 3<sup>rd</sup> Annual Lee/Van Buren Empowerment Area Child Care Enhancement Conference

Children First of Lee & Van Buren Counties, formerly known as the Lee/Van Buren Empowerment Area, held their Third Annual Childcare Enhancement Conference on January 18, 2003. Over 100 childcare providers from the two-county area took part in the day's activities.

A sub-committee of the Children First Childcare Enhancement Committee plans the Conference each year. The Conference Committee consists of eight individuals who volunteer to cover certain duties/responsibilities for the day's event. Planning for the annual event begins in late July or early August of each year.



We were fortunate this year to have Dr. Robert Koob, President of the University of Northern Iowa as our Keynote Speaker. As many of you know, Dr. Koob is the past Chairperson of the State Empowerment Board. His message to the providers was clear-impacting early childhood development needs to be a group effort. We can't assume that Empowerment and those in the childcare field can be the only voices emphasizing the importance of early childhood development. Dr. Koob offered many instances where work that is done or is neglected in early childhood can effect the outcome later in life. He personally shared his connection to early childhood and how it can effect secondary learning at the college level. Dr. Koob is a true "champion" for early childhood!



All participants got to hear Mr. Ron Mohl from Lakeshore Learning Materials in California share insight into the importance of block play. One would never imagine that simple blocks could be incorporated into math and science activities, build cooperation skills and enhance motor skill development in fun and exciting ways!

Two local presenters also joined us for the day. Ms. Patty Steiner, from the Des Moines County Extension Office presented a session on nutrition and physical fitness. Mr. Russ Fry, from Cognitive Classrooms instructed providers on the various personality types in children and how to better understand and work with children based on increased insight of these traits.



A special thanks to Shanell Wagler from the State Team who came from Des Moines and joined us for the day!

**Save the Date!**

**hawk-i** Outreach to child care



**FREE ICN Workshop**  
Thursday,  
February 20, 2003  
1-3 p.m.  
Electronic Registration Coming Soon!

-Intended Audience-  
child care consultants

Child Care Consultants are invited to attend this training. If you have any questions or problems reading the locations listed on this page, you may contact Gretchen Hageman at the Department of Public Health. Her phone number is (515) 281-7585.

**hawk-i** Outreach to child care



**FREE ICN Workshop**  
Thursday,  
February 20, 2003  
1-3 p.m.  
  
-Intended Audience-  
child care consultants

**Find an ICN site closest to you!**

Carnell - High School 2809 North Grant Road, Room A169	Fort Dodge - Public Library 624 Cornal Avenue
Cedar Falls - DHS 5109 Nordic Drive	Fort Madison - High School 2001 Avenue B, Room 506
Cedar Rapids - DHS 411 3rd Street, SE 5th Floor, Room 550	Grinnell - Stewart Library Old Globe Factory 733 Broad Street, Room 1285
Clarinda - Iowa Western Community College I 925 East Washington, Room 306	Mason City - Community College 2 3421 Avenue L
Council Bluffs - DHS 417 East Kanesville Blvd.	Orange City - Hospitals & Clinics 400 Central Avenue NW Philosophic Education Center
Decorah - Community College I 326 West 3rd Street, Room 300 Kuhl Educational Center	Osceola - Public Library 300 South Filmore Street
Decorah - Public Library 202 Winnebago Street	Osborne - High School 501 East Second Vocational Technology, Room 155
*Des Moines - Iowa Dept. of Public Health, Lucas State Office Bldg. ICN Room, 6th Floor	Sioux City - Public Library 529 Pierce Street
Dubuque - Carnegie-State Public Library 360 West 11th Street	Spencer - Community College 3900 North Grand Avenue Spencer Attendance Center
Elkhart - State Training Facility Highway 175 W 3211 Edgington Avenue	Washington - Kirkwood Learning Ctr. 111 Westview Drive

\*Originator Site

**Purpose**

Promote awareness among professionals working with child care providers about health care coverage available to children through the *hawk-i* program.

**Objectives**

**Participants will:**

- 1) Develop an understanding of the challenges faced by families with uninsured children.
- 2) Identify state and local resources to assist child care providers in helping families access health care coverage through the *hawk-i* program.
- 3) Increase knowledge about available public health insurance programs, such as Medicaid, Maternal/Child Health Centers (Title V), and other safety net programs.
- 4) Identify materials to use with non-English speaking families.

**Agenda**

**February 20, 2003, 1-3 p.m.**

1:00-1:20 p.m.	Welcome	Julie Ingersoll
1:20-2:00 p.m.	Using Your <i>hawk-i</i>	Sonni Vierling
2:00-2:45 p.m.	<i>hawk-i</i> Basics	Anita Smith
2:45-2:55 p.m.	Q & A	
2:55-3:00 p.m.	Evaluation and Adjourn	

**Presenters**

Sonni Vierling, *Covering Kids and Families in Iowa* Coordinator, Iowa Department of Public Health

Anita Smith, *hawk-i* Administrator, Iowa Department of Human Services

Julie Ingersoll, State Child Care Administrator, Iowa Department of Human Services

If this workshop is cancelled, due to inclement weather, dial 1-800-383-3826, for recorded information.

**No fee is charged to workshop participants!**

Child Welfare Project is an Iowa Board of Social Work Examiners approved provider #0018. This program is approved for 2 hours of continuing social work education. 24 nursing continuing education units (CEUs) will be awarded by IBON Provider #94, Iowa Department of Human Services, Des Moines. Pre-registration is required for CEUs.

# Getting It Right With Children



**Presented by  
Madelyn  
Swift, Nationally  
Acclaimed Author  
Co-sponsored by  
Sponsored by The  
Des Moines  
Chapter of the  
Iowa Association  
for the Education  
of Young Children**

The Des Moines Chapter of the Iowa Association for the Education of Young Children is proud to sponsor "Getting It Right With Children" a full day training seminar presented by Madelyn Swift, nationally acclaimed author of "Discipline for Life: Getting It Right With Children." Three two-hour sessions will be presented including Discipline for Life: Don't Start What You Can't Finish, Best Gifts: High Self-Esteem and Realistic Self-Regard, and Working With, Not Against Parents: A Communication Seminar. Pre-registration is required, there is a fee.

Please register with: ChildNet/CCR&R of Central Iowa at **515-286-3536 or 1-800-722-7619**

**Audience:** This day-long seminar is geared to meet the needs of family child development home practitioners, early childhood educators and consultants, child care center teachers and administrators, school-age program teachers and administrators, Head Start program teachers and administrators, Early Head Start program staff, elementary school teachers and administrators, and any individual who works with children from birth through age eighteen and their families.

**DES MOINES CHAPTER AEYC MEMBERS PAY \$5; NON-MEMBERS \$10**

**Saturday, March 1, 2003**

**8:30 a.m. - 3:30 p.m.**

**Grace Lutheran Church**

**3010 52nd Street**

**Des Moines**

**Signup online and track your training at**

**[www.childnetiowa.org/education](http://www.childnetiowa.org/education)**

