

Region 11 Help Me Grow IEIC Meeting Notes

Region 11 Help Me Grow IEIC meetings are open to the public.

Date: April 30, 2025

Time: 12:30 – 3:000 pm

Committee Past Chair: Meg Thell

Chair: Bridget Burnham

Vice Chair: Monica Torgerson

Members Present:

A. Mimm, B. Ronning, B. Burnham, C. Schweich, D. Hartman, D. Spaeth,, J. Slipka, J. Swett, J. Myhre, L. Schmidt, M. Forsberg, M. Torgerson, MK Stevens, S. Sekhon, S. Schmit, S. Bernard

Members Absent:

A. Berge, A. Wilkinson, C. Fashaw, C. Granner, C. Hillyer, E. Hamel, H. Corbett, J. Cox-Lindsey, J. Zahrte, M. Genz, M. Kioga, M. Lund, S. Flegel, S. Swanson,

Staff:

K. McKay, S. Ryan-Wood, A. Paulson, S. Navoichick, A. Livingston, Z. Vang Lee

Topics

- **Introductions** of those in attendance = Bridget Burnham. **Icebreaker:** *Meet someone new and answer the question, “How do you explain what Help Me Grow and your professional connection to the HMG system.”*
- After introductions, Bridget shared the agenda for the day and turned the meeting over to Anna to give an update on the current status of the work plan.

2024- 2025 Work Plan and Budget Status Report

- Articles have all been completed for this year and sent to the childcare centers who request them for their parent newsletters. During the World Cafe' portion of the day, participants visited the "Content Creation" table to provide ideas for future articles, Social Media posts and podcasts.– [Current list of Articles on HMG Website.](#)
- [Mom Enough](#) podcasts have also been completed for 2024-25. Anna has been asked to be a guest on the Mom Enough FB Live event on May 8th to discuss the benefits of monitoring child development and the opportunities to celebrate milestones.
- 2024-25 Current status of resource requests and distribution will be sent out via email at the beginning of next fiscal year (July 2025). There is a table in the World Cafe' called Print & Deliver where participants discuss current materials and the possibility of decreasing printing. Limited budget and new tariffs will have a large impact on the printing budget.
- The Training Videos for both Medical Professionals/Clinic Staff and for Childcare Professionals continue to be distributed. Anna reminded us all to share the links listed in this [introductory letter](#) to all who might benefit. Anna will continue to watch YouTube for increased traffic.
- Electronic Options to Clinics and Hospitals – Anna is adding the newly developed bumper ad reels to the Help Me Connect reels so that the information is shared with parents in the clinic waiting rooms. The [Current list of Bumper Ads.](#) have been made into "playlists" of the bumper ads so that all of the Regional IEICs can use them at their events.
- Parent Connectors have been busy as always. In the World Cafe/ participants reviewed the following items to discuss celebrations and concerns about this in reach.
 - [Help Me Grow Connector Annual Report.](#)
 - [HMG Connector Bios.](#)
 - [List of HMG Connector Events](#)
- **Marketing Reports:** Participants had the option to visit the Trends in Technology table during the World Cafe'. There they reviewed the documents below and were asked what percent of the budget they would recommend for technology and some ideas on how to optimize the options for the consumers.
 - [Search and Traffic to HMG Website Jan - March](#) to review the report by the Risdall team on why there is a 40% decrease in clicks to the HMG Website. Anna reviewed the summary of the report including that the pop of A.I. in a google search makes it so parents do not continue looking for answers by clicking to websites.

Risdall recommends updating the content in the website to optimize the list order of HMG on the search page. (See full report for details)

- [Benefits to Statewide vs Regional Ads](#) - Anna explained that some of the other regional IEICs are considering moving to a centralized campaign structure (i.e. Region 11 would be responsible for statewide marketing instead of each region hiring Risdall individually.) Risdall recommends this as well to eliminate duplication, increase media efficiency, and unlock better performance—without sacrificing regional insight. It’s a smarter, faster, and more cost-effective way to drive results statewide.
- [Clicks to Referral: January - March 2025](#)
- **Early Childhood Longitudinal Data System (ECLDS) report:** Anna shared the ECLDS analysis on a child’s first contact with EC systems before Kindergarten to see if children were receiving ECSE services prior to Kindergarten. The chart shows children who only participated in ECSE (no future SPED), the children who were in ECSE and had special education services provided in Kindergarten-3rd grade, kindergarteners who weren’t in ECSE and the grade when special education services were first received. The data on this report is secured and Anna cannot distribute the numbers in the notes. But it was clear that after 2020 (Covid) the numbers of children who had a connection to ECSE services were much lower than in previous years. Information can be found at [Early Childhood Longitudinal Data System](#) but not the secure data shared at the meeting.
- **2024-25 Budget Report** - Kathy McKay reported that we are on-track with the budget and a full report will be provided closer to the end of the fiscal year.

World Cafe’ Table Reports:

Content Creation: ideas for articles, social media posts and podcasts.

Perinatal mood disorders and the impact on development. Dad and postpartum. How to spot the signs.	Address parents’ misconceptions around assessment and Special Ed.
Partnering with organizations that offer social or sports play. (libraries, soccer shots, gymnastics, play groups)	How to parent during times of stress (ways to support the child). Homeless times.
Parent Education Groups: Amma, Blooma – focus on prenatal toddler courses	Parenting tips for parents w a “low battery”. Focus on getting rid of noise and focus on what is important.
Connect with Homeschool parents	Everyday items & experiences that can be a learning/developing opportunity.

Miss Rachel: Tap into parent influencers.	Household items can be used to play and learn. No need to have money or to buy special toys.
What are the developmental impacts of equipment: Johnny Jump-up, Walker, Container Baby related topic	Add “when to worry” to the FAQ section of the website. Also link to the Encouraging Healthy Development pages.
Article on Adaptive Development. Area not addressed on website and there is confusion on what Adaptive Development is.	Tools to support co-parenting. How to be on the same page/cooperate across two households.
Things that many dads bring to development.	Bumper Ad on Screen Time
Things that many moms bring to development.	Article on how to use screentime tips (watch with your child on a larger screen and discuss)
How to interact with your child.	

Trends in Technology: Recommendations = increase budget allocation in this area.

Ad commercials to shows that parents watch or that young children watch with their parents.	Radio commercials on podcasts and streaming services. Brief and specific.
More money for Snapchat and website updates. Podcasts are a niche group - no need to put money to podcasts.	Add ads to game apps on phones.
Snapchat!!	More money to update QR codes and landing pages
Can we be added to the push notifications on text messages?	More money to technology updates

Print & Deliver:

Brochures should be bookmarks - less to print and read	Keep the wheels and books. Parents love them.
Add QR code to everything	Put posters in shelters, community centers etc.
Send into to DEED for job seekers and employers	

Story Collective Insights:

*Qualitative data adds context/color to data rather than people just being #s (survey result).

*Trust takes time.

*Establishing relationships and trust of families is most important.

*Trust has a permanent impact.

Connectors' Events:

Impressed with the amount of outreach and the variety of events that the HMG Connectors cover. Idea to reach into the Homeschooling community (Anna has an event with this group on May 30).

Free Space:

Parents who are overwhelmed may not be in a place to respond to a phone call. Providers need to be aware of the underlying reasons why parents may not be responsive.

Summary:

Anna will review the recommendations and organize them into the required workplan format. The draft will be sent to the Region 11 IEIC members for review, edits and additions. A final vote will be requested on June 15. Region 11 workplan and budget must be submitted to the Department of Children Youth and Families on June 23.

Future Meeting Dates:

Anna reviewed the 7-county area district composite calendar to select the meeting dates.

- Sept. 24, 2025
- Dec. 10, 2025
- March 18, 2026 = may be in conflict for: Brooklyn Center, Burnsville, Edina, Hastings, Moundsview, St. Anthony, Stillwater.
- May 13, 2026

***Reminder: prepare to find a substitute if you are going to miss any of the quarterly IEIC meetings.**

World Cafe' adjourned at 2:45p.m.

Resources and Links:

- [March 19, 2025 Notes](#)
- [BrightWorks IEIC Web Pages](#)
- [Help Me Grow MN Articles](#)
- [Help Me Grow MN introduction and links for both training videos](#)
- [Mom Enough Website](#)
- [Bumper Ad list](#)
- [Help Me Grow Connector Annual Report](#)
- [Help Me Grow Connector Bios](#)
- [Help Me Grow Connector Events/Activities](#)
- [Search and Traffic to HMG Website Jan - March](#)
- [Benefits to Statewide vs Regional Ads](#)
- [Clicks to Referral Data January - March 2025](#)
- [Region 11 IEIC Workplan Budget 2024-25](#)
- [ECLDS](#)