

Region 11 Help Me Grow IEIC Meeting Notes

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

Date: Sept. 24, 2025

Time: 12:30 – 2:30 pm

Committee Past Chair: Meg Thell

Chair: Bridget Burnham

Vice Chair: Monica Torgerson

Members Present: A. Mimm, A. Berge, A. Wilkinson, (B. Ronning - sub Deb Gerady), B. Burnham, C. Tebben, C. Schweich, C. Fashaw, C. Granner, D. Hartman, H. Corbett, J. Cox-Lindsey, J. Slipka, J. Myhre, J. Zahrte, L. Schmidt, M. Lund, M. Forsberg, M. Genz, M. Torgerson, (MK Stevens-sub Ruth Heiland), S. Flegel, S. Sekhon, S. Schmit, S. Bernard

Members Absent: D. Spaeth, E. Hamel, J. Swett, M. Kioga, S. Ryan-Wood, S. Swanson,

Staff: K. McKay, A. Paulson, I. Aason

Guests: C. Tamminga-Flores, M. Kvikstad, M. Chresand, S. Holmes, M. Castro Sanjuan

Topics

- **Introductions** of those in attendance = Bridget Burnham. “What are you here to share from your constituency group and what do you hope to bring from the IEIC to your colleagues?”

Housekeeping –

- ✓ Approval of Sept. 24, 2025 agenda
 - Motion to approve = J. SLipka
 - Second the motion = S. Flegel
 - Approved
- ✓ Approval of April 30, 2025 meeting minutes
 - Motion to approve = S. Sekhon
 - Second the motion = C. Schweich
 - Approved
- ✓ Reminder that all meeting materials and notes are housed on the Region 11 IEIC BrightWorks webpages.

● **Presentation: Miriam Castro Sanjuan**

Bridget introduced Miriam = Miriam Castro Sanjuan is an Occupational Therapist with over a decade of experience in early childhood intervention, bilingual service delivery, and caregiver coaching. She serves in the Minneapolis Public Schools Early Intervention Program and is a LEND Fellow alum at the University of Minnesota as well as an Equity Scholar alum at the Early Childhood Intervention Personnel Center. Miriam is dedicated to advancing equitable

access to Early Intervention services for all families, with a strong focus on culturally responsive practices. As part of the Help Me Grow connector team, she is passionate about raising awareness of the value of Early Intervention among Latine families and the providers who serve them.

Title: Improving Early Intervention Referral Rates in Minneapolis Author: Miriam Castro Sanjuan

Purpose:

To reduce the average age of referral to Early Intervention (EI) services in Minneapolis by increasing healthcare provider awareness of EI services and referral process.

Key Findings (Data Analysis):

- Children in some areas in Minneapolis are referred later than in other areas: 44% of referrals in area D/G occur at 26 months or older, compared to 18–37% in other zones.
- The referral range varies per MPLS district zones 16.7-21.1 months.
- This delay reduces the likelihood that children receive intervention during critical developmental periods. The earlier we refer, the better.

Interventions:

- Data Sharing – Created clear tables showing disparities in referral ages across Minneapolis.
- Outreach Tool – Designed a one-page handout for clinics with:
 - Importance of early referral. Local data on delayed referrals. QR codes linking to MN Act Early, Help Me Grow, and EI services.
 - QR code linking to pediatrician survey to continue to gather data on understanding of EI services and referral
- Medical Education – Presented to University of Minnesota pediatric residents and collaborated on reinstating an EI observation rotation.
- Clinic Outreach – Distributed handouts at three key clinics in Zone D/G.

Resources Used:

District referral data, national IDEA data, and partnerships with healthcare/community organizations.

Criteria for Success:

Short-term: creation and distribution of handouts. Long-term: increased awareness among providers, leading to earlier referrals.

Survey Results Summary

(from healthcare providers who received the handout)

- Awareness: Most respondents acknowledged EI services as valuable but admitted uncertainty about referral guidelines.
- Referral Practices: A portion of providers reported waiting until delays were “more obvious,” aligning with the “wait and see” approach identified in the capstone.
- Barriers Identified:
 - Limited knowledge of referral processes.
 - Time constraints during appointments.
 - Perceived parental resistance.
- Positive Outcomes: Several expressed interest in:
 - Further training or follow-up education sessions.
 - Continue collaboration and conversation regarding EI
 - Understanding what happens after a referral is placed.

Conclusion:

The project demonstrates how combining data, outreach, and cross-sector collaboration can address disparities in referral practices. Sustained engagement with healthcare providers will be key to long-term improvements in early access to EI services.

Jayne Cox-Lindsey reported that they seem to be getting more secondary referrals (meaning the doctor encourages parent to refer and they follow through).

Shawn Holmes also reported that they are seeing the same referral process ... doctors don't have the time, etc.; and are encouraging families to make the referral. Shawn also shared that the bookmark “What Happens After a Referral” would be a good card to share with parents so they are more comfortable and more understanding of what will happen next.

Recommendations from Miriam:

1. Continue to gather data in your area.
2. Continue to connect with pediatricians to increase their knowledge of EI and the referral process.

2025- 2026 Work Plan and Budget Status Report

- o Equity Audit - Cat to report. Equity audit developed one year ago to check where we are in our Region in building equity into our Work Plan. What we can work on, what we can do better, etc. Include school district folks, an IEIC member from each Region, etc.. Make sure we are including and welcoming families the best we can. We are the first group at the state level to do an equity audit. It's built on a 5-point scale with neutral as a response. Cat will send the Region 11 Equity Audit in the coming days. Anna will complete the process with the IEIC members.
- o Help Me Grow Connectors
 - ✓ Summer Events/Activities - Gift from Telemundo - including radio spotlights.
 - ✓ Annual Report - video project!
 - ✓ New Connectors - Miriam and Kao Yee
- o ECLDs - Number of students who had some connection to EC services dropped during and after COVID. Anna is part of the coaching network for ECLDS and is happy to dive into the data with anyone interested.
- o Translated Materials - Added captions to Spanish vignettes. Need to refresh the HMG website.
- o 2025-26 Resources Forecast - Kathy McKay to report - Currently we have a supply of all printed resources. We are low on some of the 3 books, and have ordered or will be ordering those as needed. Our concern is for the board book as the demand for both the English and Spanish has been greater than expected; and the cost to print a board book is high. We will keep you updated throughout the year. For the past 2 years we have not printed the banner due to lack of funds. We have had requests for the banner over this time period. So we are considering redesigning it to have the four major languages (somewhat similar to the "Do you have Questions" poster) and a slightly different style of banner (X banner). We are also continuing to disburse the "Get Free Resources" postcards at events.
- o Outreach on Parenting Topics/Articles:
 - ✓ Adaptive Development - Kelly B. and Anna developed and posted a new article on HMG website.
 - ✓ When Emotions Get Big - next article being developed with IEIC member Jordan Mehyre
- o Higher Education and Professional/Paraprofessional preparation programs. Anna has connected with UMN and St. Kate shared training video materials and proposed an in class HMG presentation. Shawn H. is connected to the Office of Higher Education group and is linking Anna to the preparation programs.
- o Training Videos for Medical and Childcare Professionals:

Medical HMG resources & HMG Video postcards will be sent again and distributed at on-site events. Childcare postcards will also be distributed at on-site events. When

the postcards are mailed, there is a notable increase in visits to the training videos and in resource orders.

- o Help Me Grow/ Help Me Connect: Create Parent Video - Shawn Holmes and Anna working on this.
- o Bumper Add addition: “When do babies respond to a playful game like peek-a-boo?” Should be completed by end of Oct.

2025-26 Budget Report

- Kathy McKay reported that in August we received the actual Federal allocation for Region 11’s 2025-2026 fiscal year. We were allotted \$3,312.59 less than the previous year. We needed to change our Work Plan to reflect this change. We kept our Goals and Activities the same and then slightly reduced what we would spend on printing, Parent Connector activities, and translation expenses on the plan. In terms of the overall budget, we did learn that we had \$8,000 more in carry-forward dollars than we had anticipated. We will have these dollars to support our goals and activities in areas where needed this year.

Total Federal & State Part C dollars for 2025-2026 are \$518,274.39. We have carry-forward dollars from last year’s allocation that were not encumbered totaling \$38,842.72. Region 11 also receives revenue from the other Regions who purchase the HMG resources we print. This could be an additional \$50,000.00.

Advertising and Website Reports:

- o Facebook/Instagram
- o SnapChat - report and recommendations.

Given that the primary goal of is awareness, we recommend shifting budget back toward Google Display and

YouTube, which provided broader reach and more cost-effective exposure to young parents in Region 11.

While Snapchat showed some engagement—particularly with baby product buyers and younger females—it

was more expensive and delivered fewer impressions overall. Google’s platforms are better suited for

maximizing visibility, and YouTube offers the added benefit of video storytelling. Based on Snapchat’s strong

performance with gamers, we also recommend creating gaming-themed video content for YouTube, which can

be easily repurposed for Facebook and Instagram to extend reach across additional awareness channels.

Snapchat is reaching shoppers and gamers effectively, but we can also reach those audiences with google ads. Consider creating content for gamers.

- o Clicks to Referral Numbers - April- June
 - ✓ April:
 - Parents: 980 (Spanish 5, Hmong 1, Somali 2)
 - Professionals: 1,746
 - Family/Friends: 122 (Spanish 1, Hmong 2, Somali 1)
 - ✓ May:
 - Parents: 938 (Spanish 4)
 - Professionals: 1,516 (Spanish 1, Hmong 1, Somali 0)
 - Family/Friends: 95 (Spanish 5)
 - ✓ June:
 - Parents: 727 (Spanish 5, Hmong 1, Somali 0)
 - Professionals: 1,250(Spanish 1)
 - Family/Friends: 85 (Spanish 2, Hmong 1, Somali 0)
- o Recommendations and plan for optimizing A.I. on website: Update current content, add more bullets to articles, add more FAQs, add more articles.
 - ✓ [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)
- o Statewide vs Regional Social Media Campaigns update - Cat will be working with the other regional IEICs to decide for whom this would be a benefit and in what format.

Reminder of Risdall's report: By moving to a centralized campaign structure, we 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.

 - [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.

Debrief and Recap:

Participants were invited to join a small group in a break out room - to share their insights and ideas after this quarterly IEIC meeting.

Responses after the breakout sessions included:

- Interest in supporting Miriam's study and conducting outreach into the medical communities.
- Wondering about training interpreters/translators in working with parents who are learning about early intervention and in learning the opportunities in school districts and public health.
- Interest in more data and presentations.
- Interest in the high referrals across all counties in Region 11.

Lori Schmidt offered a possible presentation for the next meeting: "Be Smart for Kids".

Meeting adjourned at 2:30 pm.

Future Meeting Dates:

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

- 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.**

Resources and Links:

- [April 30, 2025 = Meeting Notes](#)
- [BrightWorks IEIC Web Pages](#)
- [Miriam Casro-Sanjuan = Study Graphic and Link](#)
- [Help Me Grow Workplan/Budget 2025-26](#)
- [Help Me Grow Connector Calendar](#)
- [HMG Connector Annual Report](#)
- HMG Connector Bios
- [ECLDS](#)
- [HMG Spanish Website Captioned Vignettes](#)
- [June 2025 Printed and Shipped Resources Report](#)
- [Help Me Grow MN introduction and links for both training videos](#)
- [Bumper Ad list](#)
- [Snapchat Trial Report](#)
- [Clicks to Referral April - June](#)
- [Search and Traffic to HMG Website Jan - March](#)
- [Benefits to Statewide vs Regional Ads](#)
- [Clicks to Referral Data January - March 2025](#)