

Families Task Force

BOL Meeting Minutes - Final



Task Force Co-Chairs: Nancy
Barr & Kathy Halas

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Nancy Barr & Kathy Halas

Thursday, June 6, 2024

10:00 AM

Committee Room

CALL TO ORDER

***Please note:** Meetings of the Board of Legislators and its committees are held at the Michaelian Office Building, 148 Martine Avenue, White Plains, New York, 10601, and remotely via the WebEx video conferencing system. Legislators may participate in person or via Webex. Members of the public may attend meetings in person at any of its locations, or view it online on the Westchester County Legislature's website: this website also provides links to materials for all matters to be discussed at a given meeting.*

MINUTES APPROVAL

I. ITEMS FOR DISCUSSION

Presentation on United Way of Westchester and Putnam's Growing Together Initiative

Faith Ann Butcher, Chief Impact Officer, United Way of Westchester and Putnam

Presentation on Westchester Library System's Social Media Campaign

Dana Hysell, Outreach Services Specialist, Westchester Library System

Ms. Butcher discussed United Way's new initiative born out of the 0-6 Committee, in efforts to connect more families with children age 0-6 with necessary county wide resources and information. In order to carry this out successfully United Way will be in constant collaboration with organizations county-wide who will be feeding information digitally to United Way for them to upload and breakdown into images and text that are text message friendly. They are working with different assistive platforms that will allow the transfer of information to be smooth and for the materials to be translated. The goal is to deliver the information to parents in a digestible way that is also more robust at the on start of the program and then slow down a bit as to not have information overload. Organizations are welcomed to join and share information and can do so by reaching out United Way. There is also a QR code that can be scanned. For that information please reach out to slpc@westchestercountyny.gov.

Legislator Imamura applauded the initiative and asked about the hiring of the staff member to help roll out. Ms. Butcher confirmed there is someone who has been hired and is dedicated to getting the project off the ground. The timeline for a soft launch is somewhere around August/September.

Co Chair Halas applauded United Way for the list of health partners they have and asked what their role will be? Ms. Butcher clarified that their role is generally to promote and contribute content.

There were suggestions that include question repositories and advertising in walkable/transit friendly communities where the information can be disseminated.

The second half of the meeting included a presentation from Dana Hysell that is an initiative also born out of the 0-6 committee. It is called Disconnect to Reconnect which focuses on replacing phones and electronics with quality time spent between parents and their children. It is about adults being a leading example for children as it relates to active play. The coalition for this campaign are comprised of Westchester Libraries System, Westchester Children's Museum and Childcare Council of Westchester and have also been assisted by other organizations around the county. This campaign has utilized the suggested screen time by the American Academy of Pediatrics. Ms. Hysell emphasized that screens are necessary but that there are affects of too much screen time and there are ways we can overcome the over utilization of screens. In promotion of this campaign the coalition members have created a video displaying active play such as story time and arts and crafts. The next step of the campaign is creating a list of the ways other organizations can get involved.

They asked that the county co-host a press conference, to announce the launch of this awareness campaign. The goal is to create kits, fidget toys and other active play mechanisms where businesses and restaurants can get involved and get on board to encourage active play.

Legislator Woodson-Samuels mentioned legislation that the governor is working on to ban cell phones in public schools and suggested a letter or resolution from the board in support of the legislation.

The meeting concluded with people around the table sharing advice and suggestions that can add to the initiatives discussed today. Co-Chair Halas encouraged people to bring this back to their organizations even if they only service adults because its important to frame this as important not just for kids but also for adults.

II. OTHER BUSINESS

III. RECEIVE & FILE

ADJOURNMENT