



Triple P: A Revolutionary Public Health Approach

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FIRST 5 Mendocino





A Brief Background

- **Our commitment to EBP's - Triple P & PCIT**
- **CiMH**
- **A Public Health Approach**

For Every Family

- Level 1 – Marketing (newsletters, newspaper Q&A, radio ads, videos in waiting rooms, reality TV)
- Level 2/3 – Brief consultations or workshops (doctors, nurses, home visitors, social workers, school district staff, teachers, child care providers, clergy)
- Level 4 – Basic course in parenting (Family Resource Centers, community colleges, foster parent training, MH Dept, Organizational Providers, private therapists)
- Level 5 – Individual therapy for stress, depression, anger, partner conflict (MH Dept, Organizational Providers, private therapists)



Minimally Sufficient Intervention



Rack Cards-English

“José’s whining was driving us crazy!”



“Raise & Shine is amazing. José is like a different child.”

Raise & Shine helps Mendocino County families find positive solutions to common child behavior problems. Whining, tantrums, nightmares, bedtime problems — you name it, we can help. Learn how to:

- * Manage your child’s behavior
- * Feel less stress about parenting
- * Make family time more fun

Raise & Shine specializes in children ages 0 - 5. We take many kinds of medical insurance, including Medi-Cal.

raise & Shine
Healthy children—body, heart and mind.

462-1233 or 1-800-00-SHINE raiseandshine.org

“There’s SO much to learn about parenting!”



“When Ryan started biting kids in preschool, I got the help I needed from Raise & Shine.”

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“Isabelle’s tantrums were ruining our family time together.”



“Thanks to Raise & Shine we’re having fun again.”

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Internal Bus Ad-English



The advertisement features a dark blue background with a green and pink wavy border at the bottom. Three stylized sun shapes in orange, yellow, and pink are arranged horizontally. Each sun contains a circular photograph of a child: a boy with his hand to his face, a girl eating, and a boy crying. The text 'raise & Shine' is in the top left, and the slogan and contact information are at the bottom.

raise & Shine
Healthy children—body, heart and mind.

...because kids don't come with instructions

Se Habla Español • 462-1233 • 1-866-60-SHINE • raiseandshine.org

Website Homepage

raise & Shine
Healthy children—body, heart and mind.

Partner Log-In

Find a Partner Near You

Our Methods

Schedule of Events

About Us

Affordable health insurance for kids

HOME

WELCOME

Raise & Shine is a new program available almost everywhere in Mendocino County.

We help families of children ages 0-5 find positive solutions to common child behavior problems.

We can help with tantrums, disobedience, toilet training, bedtime problems, whining, nightmares, fighting and many other issues.

If you'd like to:

- * manage your child's behavior
- * feel less stress about parenting
- * enjoy family time together

please call us at 462-1233 or call one of our partners directly.

Se Habla Español • Raise & Shine • 462-1233 (or 1-866-60-SHINE)



Initial Participants:

Community Clinic—FQHC
Consolidated Tribal Health Project
County Children's Mental Health
County Children's Social Services
County Office of Ed—SELPA
County Office of Ed—School Readiness
Head Start/CAP Agency
Family Resource Centers
FIRST 5 Mendocino
Foster care agencies, org'l providers
Intensive treatment foster care agency
Private MFT/LCSW's; some with Ks with schools
Private Pediatric Medical Group
Yoga Mendocino

Lessons Learned

- Don't focus on **pathology**;
- Action must have built-in **rewards/profit**
- Select **trainees** so that services are sustainable;
- Use **uncapped funds** so that training is sustainable;
- Wide range of **partners** to insure support for public health approach;
- Constantly repeat, **clarify**, and build consensus around goals and commitments





Difficulties

- People
- Funder priorities
- Head Start
- Evaluation
 - Availability, system preferences





Ongoing Costs

- **Provider training – Title IVE toolkit to be released by Triple P**
- **Resources provided to trainees for clients**





Next Phase

- **Linking with Universal Screening**
- **Primary Health Care**





raise & Shine

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462-1233

1-866-60-SHINE

questions@raiseandshine.org

raiseandshine.org

