

News Letter

THE GOVERNOR'S PLANNING COUNCIL ON DEVELOPMENTAL DISABILITIES & THE DEVELOPMENTAL DISABILITIES PLANNING OFFICE OF THE STATE PLANNING AGENCY

Vol. 2, No. 1

State of Minnesota

Winter, 1977

DD office moves to Metro Square

The Developmental Disabilities planning office has a new location in Room 562 Metro Square Building. The move to Metro Square at 7th and Robert Streets in downtown St. Paul resulted from the State Planning Agency's need for increased space. Most SPA offices continue to be housed in the Capitol Square Building. The telephone number for the DD office has not changed (612/296-4018). Correspondence should be addressed to:

562 Metro Square Building
7th and Robert Streets
St. Paul, MN 55101.

DD considered in OHS reorganization

The 1977 Legislature will be asked to combine 10 departments and agencies into two new State Human Services departments, according to William Quirin, Director of the Office of Human Services. A Department of Economic Security would include: Employment Services, Governor's Manpower Office, Division of Vocational Rehabilitation (now in Education), and Income Maintenance (now in DPW). A Department of Health and Social Services would include:

Departments of Health, Corrections, the Residential and Community Services Bureaus of DPW, and the federally funded Council on Aging, Planning Council on Developmental Disabilities and Health Planning and Development programs.

Phoenix breaks ground



Mayor Latimer on site.

Groundbreaking ceremonies for the Phoenix Residence, a residential facility for developmentally disabled adults with

multiple handicaps took place on November 23 on St. Paul's West Side. St. Paul's mayor, George Latimer, was the featured speaker.

The Governor's Planning Council on Developmental Disabilities has partially financed the Phoenix project through a grant supporting the planning aspects of the project. A manual for future developers will be one outcome of the project.

The Phoenix Residence will be a barrier free residence for 48 adults, primarily serving those who have multiple physical handicaps associated with cerebral palsy. Many of the individuals Phoenix intends to serve are currently living in state institutions or in skilled care geriatric nursing facilities where appropriate education, training and social activities are often not available to persons with multiple handicaps. Initially

Phoenix to p. 12

INSIDE: Public information theme

Public information is the theme of this edition of the *DD News Letter*. It contains articles on a recent Minnesota DD public information workshop and summary recommendations from a recently published public information Feasibility Study. Also included are articles on several public information projects.

DD plan

approved

Minnesota's FY77 Developmental Disabilities State Plan has been approved by the Department of HEW. Interested persons may review the plan at the DD office, 562 Metro Square Bldg. A few copies are available for distribution.

The DD Council's work program and priorities form the basis for the two volume plan. During the current fiscal year Minnesota's DD Council and DD planning staff will focus on specific objectives in the areas of comprehensive planning, public information, advocacy, plan review and legislation, organization and management of regional planning, state organization and management, increased services and special studies.

MHRA homes available soon

Rental applications are now being taken by the Minneapolis Housing and Redevelopment Authority (612/348-2525) for MHRA's homes that have been specially designed to accommodate handicapped persons.

All of the houses, which will be rented through the MHRA's subsidized scattered site housing program, are located within the six mile radius of the Metropolitan Transit Com-

DD Council issues RFPs

The state DD Council has identified six areas in which it will solicit grant proposals for FY77. The Council has the responsibility for setting priorities for the expenditure of DD formula grant funds received by the state. Minnesota will disperse approximately \$200,000 in FY77 to foster planning directed at service coordination and development for persons having a developmental disability. In addition, the state DD office will disperse approximately \$50,000 under Title II of the DD Act for the development of statewide citizen advocacy. The proposed timelines and categories for the Request for Proposals (RFPs) that will be issued by the DD Council follow:

CASE MANAGEMENT, October 1976: to establish the feasibility and demonstrate the operation of a case planning/management system.

PUBLIC INFORMATION, January 1977: to develop exemplary projects targeted at specific audiences or groups.

COMMUNITY RESIDENTIAL SERVICES, March 1977: to develop guidelines, standards or exemplary programming models for persons having severe physical disabilities or severe behavior problems.

CITIZEN ADVOCACY, November 1977: to develop model components for a statewide citizen advocacy plan.

REGIONAL WORKSHOPS, January 1977: to provide technical assistance to regional DD personnel.

SERVICE PERSONNEL, March 1977: to assess service personnel needs in terms of numbers, qualifications, credentials and training resources or to develop model in-service training programs.

The case management and citizen advocacy RFPs have been issued. The deadline for case management RFPs was Jan. 10. Citizen advocacy proposals will be accepted through Feb. 11. Approximately two to three months have been allotted for review and selection of proposals to be funded with recipients commencing operations within two months of their award.

Public agencies or non-profit organizations interested in obtaining RFP proposal packets should contact the state DD office in writing.

mission's new "Project Mobility," which will provide ready access to bus transportation.

The Housing Authority began construction of ten such homes in November and

the first home at 3125 Thomas Ave. N. in Minneapolis will be ready for occupancy by February 1st. Sites for the other nine homes have been selected and construction is expected to begin this month.

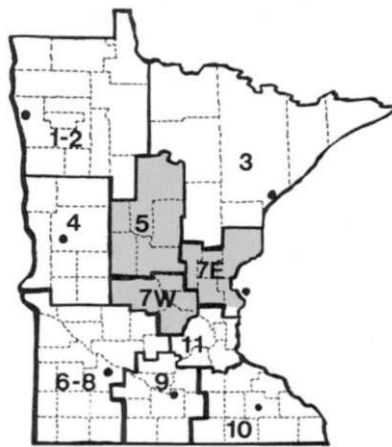
Regional DD Councils move to RDCs

Since Regional Development Commissions have legislative authority in Minnesota for sub-state planning, the state DD Council and the State Planning Agency have supported the move of all regional developmental disabilities planning offices to RDCs. The administrative change from Comprehensive Health Planning Agencies to RDCs has been completed in most regions, but all regional DD councils must be under the RDC umbrella by July 1, 1977. "The State should be a leader in encouraging regional planning that falls under a common, umbrella sub-state system," said Peter Vanderpoel, director of the State Planning Agency. He also suggested that DD planning councils working under the RDC umbrella would gain the administrative support of the RDCs and benefit from their strengths.

The current configuration of Minnesota's regional DD councils falls within the boundaries for the state's 11 development regions. When regional DD councils were formed, beginning in 1972, development regions 1 & 2, 5 & 7, and 6 & 8 were each combined into DD planning regions, making a total of 8 DD regions. At present, DD region 5 & 7 has decided not to submit a joint planning proposal, but has split into the smaller regional divisions of 5, 7E, and 7W, none of which currently has an active DD council.

The role and responsibilities

of regional DD councils in Minnesota was the subject of a policy statement passed by the state Council in 1976. Copies of the regional policy statement are available upon request from the state DD office. The section of that statement dealing with the relationship of DD councils to RDCs listed sev-



Regional DD Councils.

- 1 & 2 E. Grand Forks-CHP, 123 DeMers Ave., 218/773-2471
- 3 Duluth-RDC, 200 Arrowhead Place, 218/722-5545
- 4 Fergus Falls-RDC, Fergus Falls Comm. Coll., 218/739-3356
- 6 & 8 Redwood Falls-RDC, P. O. Box 316, 507/637-8907
- 9 Mankato-RDC, 709 No. Front St., 507/387-5643
- 10 Rochester-RDC, 741 Marquette Bank Bldg., 507/285-2583
- 11 St. Paul-Metro Health Bd., 300 Metro Sq., 612/291-6364

Council focuses on issues

Issue analysis of relevant DD topics will be the focus of state DD Council meetings over the next several months. The Council meets on the first Wednesday of every month, beginning promptly at 8:30 a.m. and ending at 1:00 p.m. Meetings are open to the public and are usually held in the Veterans Service Administration Building near the

eral advantages of having RDCs as DD administrative hosts.

Those advantages relate to the responsibility of RDCs to develop comprehensive regional plans, to review a wide range of federal and state programs, and to receive a wide range of state and federal grants for social planning purposes. DD planning programs within RDCs could ensure that needs of DD individuals are reflected in the RDCs' comprehensive regional plans and priorities for resource development, potentially influence the allocation of RDC monies toward DD programs, and maximize opportunities to inform local elected officials who serve on RDCs of the needs and potentials of DD persons.

Capitol or at the St. Paul Schools Administration Center on Colborne Street in St. Paul. Call the DD office prior to the meeting date to verify the location.

The first issue which was discussed at the January 5 Council meeting dealt with early childhood education. This timely topic reflects the

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Dyslexia

By
Mary Jo
Richardson,
director
MACLD

photographs used with this article are part of the Dyslexia Ad Campaign supported by the Ad Club.



One of the major controversies in the Congressional debate over the 1975 DD Act (P. L. 94-103) concerned the definition of developmental disabilities. Should the definition exclude all learning disabilities, include them all, include only "severe specific learning disabilities" (as in the Senate version), or include only dyslexia (as in the House version)? The result was a compromise. The Act's definition of developmental disabilities mentions dyslexia; however, a dyslexic individual is entitled to services only if his condition is attributable to mental retardation, epilepsy, cerebral palsy, autism, or a closely related condition. This article describes dyslexia and presents a case study of a dyslexic child.

Dyslexia comes from Greek roots — *dys* meaning "difficulty" and *lexia* meaning "words or phrases." Although definitions vary, it is generally agreed that dyslexia is a disability in reading with understanding and is of central nervous system origin. It is considered a learning disability.

What causes dyslexia? No one really knows. Guesses range from chemical imbalance to genetic factors. One of the most popular current theories is based on the notion of mixed dominance of the brain's hemispheres. In most people, one of the two hemispheres of the brain becomes the primary center for language development and is referred to as the dominant hemisphere. In people with dyslexia, it is believed that there is a lack of clear dominance of either hemisphere.

Symptoms of dyslexia include patterns of reading or spelling problems. Dyslexic children may repeatedly forget how to spell a simple word from one day to the next. They might have trouble distinguishing "b" from "d" and "was" from "saw." They might be confused about the meaning of pairs of opposite words such as "up" and "down." They might have trouble finding the right word when talking. Intelligence test results can indicate that they have average or above average intelligence, yet they might be failing in school. In addition to their own frustration, these children often cause frustration for their parents and teachers.

Ad Club supports

Dyslexia campaign

The Minnesota Advertising Club selected dyslexia as a public service project in 1975 and worked with the Minnesota Association for Children with Learning Disabilities (MACLD) to develop a public service campaign. MACLD's objective was to bridge the communication gap between parents, children, educators and physicians and find help for children with dyslexia at an early age. A two-pronged communications objective was developed which focused on making parents of dyslexic children aware of the nature of the problem and to give them a sense of hope.

Through support of the Ad Club, photographs were taken of children with dyslexia and a new logo was prepared. The ensuing public service campaign included brochures, posters, television and radio spots, and advertisements in magazines.

Large posters developed for use on the sides of buses carried the theme, "If he can't read, don't write him off. Write us." with referral to MACLD. The magazine ads appeared gratis four times each in the regional editions of *Time*, *Newsweek*, *Sports Illustrated* and *U. S. News*. The ads were directed toward filling an awareness gap with the message "Children with learning disabilities only seem dumb to those who don't know."

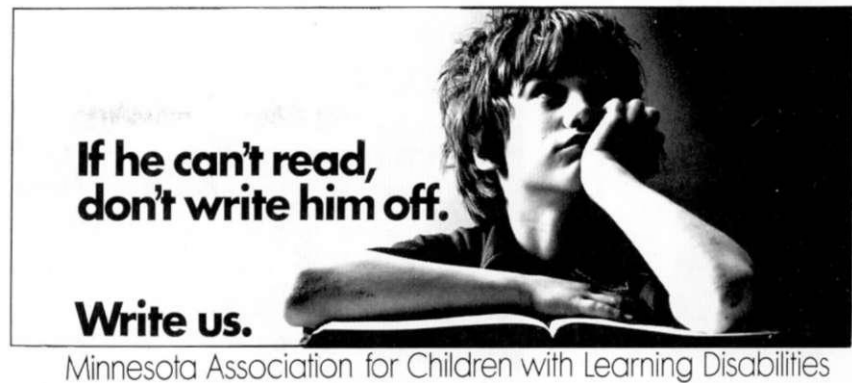
One television spot won several awards of national

Ad Club from p. 4

distinction last Fall in the areas of creativity and advertising excellence. "Best of Show" honors among 1500 entries were given the spot on dyslexia in the Minnesota Advertising Federation's annual creativity competition. In addition, it was among the top 30 of 14,000 entries nationally for publication in "The Creativity '76," an annual volume honoring outstanding U.S. advertising. This same commercial was chosen by Communication Arts magazine as one of less than 20 TV commercials for publication in that magazine's annual of advertising excellence. The award winning TV ad involved attempting to write the letters MACLD on a piece of paper held up to one's forehead, emphasizing the hands not easily doing what the mind tells them.

The TV and radio spots were redone so other states could use them and MACLD was able to sell the package to affiliates in other states. This helped MACLD offset the \$9,000 cost to them for the expendable materials (such as brochures) that were produced for them.

While the Julie Andrews TV special, "The Puzzle Children," was not part of the Ad Club's public service dyslexia campaign, it reinforced the campaign's effectiveness. As a result of that national TV special focusing on learning disabilities, MACLD got over 500 telephone requests for information about services or different aspects of learning disabilities.



Dyslexia from p. 5

Many experts feel that the best treatment for dyslexia is educational — intensive training in the principles of phonics, the study of sounds which are represented by letters and symbols. With ongoing, structured, careful tutoring, many dyslexic children can improve their reading ability.

A CASE STUDY

Mike is an eighth-grade dyslexic student. When Mike was very young, he was in an automobile accident. His skull was fractured, and he was unconscious for a month. As a result of the accident, he became cerebral palsied. He also became dyslexic. Although he showed average intelligence, he had trouble thinking of appropriate words when talking. He frequently and repeatedly misspelled familiar words. He often wrote letters in reversed or upside-down position. For awhile, Mike's educational prognosis looked poor.

Mike entered a special school for elementary-aged learning disabled children in the Twin Cities area. He learned a systematic phonics approach to reading and spelling and participated in visual motor exercises, an adaptive physical education program, and intensive speech therapy. Upon completing the special program, which ended with the sixth grade, Mike had progressed substantially, to a fourth-grade level.

At that point two years ago, Mike entered junior high school, but no special programs were available to him. Unfortunately, his progress ended there. He no longer receives intensive help. His academic skills have dropped to a third-grade level. His self-esteem has fallen. He does not show disruptive behavior, but he is not achieving and not adequately adapting to his junior high school program. He is not able to prepare himself for successful adult living.

Because his dyslexia is accompanied by one of the other four developmental disabilities, Mike is the kind of child that Congress intended to serve through its inclusion of dyslexia in the 1975 DD Act. Mike's case illustrates the progress that can be made when a person with dyslexia is given appropriate services. It also shows what happens when such persons do not receive needed assistance. Including dyslexia in the definition of developmental disabilities is worthwhile, and resources invested in developing quality services for people with dyslexia are well spent, for through appropriate services, they can make substantial progress.

Public Information Workshop ...



Spring Hill Conference Center

The public information committee of the state DD Council sponsored a public information workshop for regional DD planners and council members with an interest in public information. The workshop was jointly conducted and supported by Minnesota's DD Council and the Regional DD Information Center (RDDIC) in Madison, Wisconsin. Spring Hill Conference Center in Wayzata was the setting for the 1½ day November 1-2 workshop.

Information specialists tapped

Despite the growth of innovative techniques to "involve" training workshop participants by diminishing the traditional student/teacher barrier, the success of such workshops still depends on the quality of the trainers or instructors. The Minnesota Regional DD Council Public Information Workshop was fortunate enough to have the services of four top flight public information specialists.

Two of them were found through the use of the Developmental Disabilities Technical Assistance System's "talent bank," which is a listing of highly regarded professionals from all fields who are often available to provide DD councils with valuable technical assistance and advice.

The Regional DD Information Center (RDDIC) in Madison, Wisconsin, helped locate the other two trainers and provided funds for all four to come to Minnesota and conduct the training sessions.

Sessions on how to plan public information programs were conducted by Dr. James Swinehart, a mass communications expert and veteran of many public information campaigns in the field of health and welfare, and Ms. Thelma Ware, Project Director for the Virginia DD Planning Council.

During the sessions Swinehart outlined the various planning steps that should be taken when developing a public information campaign. Ware complemented Swinehart's more theoretical approach with descriptions of the planning steps the State of Virginia took when it developed its exemplary PI program. From time to time during the sessions, the participants were asked to

planning and "hands on"

apply the PI planning process to

Workshops on various communication topics were held. Dr. Carol Oukrup, Associate Professor of Communication at Kansas State University, was the Director for the Minnesota College of Communication in this "hands on" communication workshop. The workshop focused primarily on the print materials and brochure layout. Sound recordings of participants and supported by video were put some of that information to



"Hands on" communication.

and college research efforts. Oukrup has been a communications teacher for over 15 years, and has extensive direct communication. Oehler, who has been in the field of direct communication, discussed Minnesota's media scene and the move toward clean and simple graphic design.

RDDIC, co-sponsors of the workshop, have compiled both audio and video tapes of the sessions in the process of editing them for distribution to the RDDIC library. Organizations interested in developing public information programs may be able to use the planning strategies, attitude surveys, and other tools contained in the taped sessions. A resource library are available for the Minneapolis service area (which includes Minnesota, Wisconsin, and Illinois). Call 608/263-6863, or write them at RDDIC, 53704.

Communication training

their own regions.

Training skills were conducted by Professor of Journalism and Mass Communication, and Mr. Ben Oehler, PR Director of Art and Design. Participants in the skills track of the workshop received practical advice on writing news releases and newsletters. Practical advice was conveyed to participants through numerous examples. Participants received practical use by writing and obtaining feedback on sample news releases.

Each of the trainers brought their own special knowledge and point of view to the workshop. Swinehart, who was a recent research director for the Children's Television Workshop's "Feeling Good" health series, stressed the need for systematically evaluating all PI efforts. Ware, architect of perhaps the best DD PI program in the country, emphasized that public information programs can develop low-cost data bases by tapping university press, a journalism and public relations program. He stressed the value of simple and direct communication. A former Minnesota newspaperman, he and supported Oukrup's bias sign.

Workshop with the DD Council, has been a series of workshop sessions and is intended for future use as a resource in the development of active public information programs. Materials from RDDIC's training materials are available to anyone in RDDIC's six-state region (Minnesota, Wisconsin, Illinois, Indiana, Michigan, and Ohio). Call RDDIC collect at 608/777-7777, 7 Knutson Drive, Madison, WI 53706.



Oehler and Oukrup lead "tools" training.

The art of planning PI campaigns

Communications specialist James Swinehart prefers to start his "Public Information Planning" training sessions with a discouraging view of the communication process. He knows of hundreds of elaborate public information campaigns that have failed to increase the public's awareness of the obvious dangers of such things as smoking, driving while drunk, high blood pressure, and nuclear arms.

Over the years, Swinehart has helped design "moderately successful" information campaigns for numerous health and welfare organizations. He readily admits that communication is not a "pure science." At best, he says, it is an "art"; at worst, "an expensive waste of time and resources."

Despite an impressive increase over the last 10 years in the number of public information programs in government social service organizations, Swinehart has found widespread public ignorance of those organizations' activities and purposes. This lack of public understanding and support, suggests Swinehart, has affected the development of sound human service programs.

Social service personnel have tended to blame their public communication problems on an "apathetic" or "know-nothing" public. Swinehart, on the other hand, asserts that many social service organizations have not adequately used their resources or modern communications procedures and techniques to gain public understanding and support, much less to communicate effectively with their own constituents.

Swinehart believes the DD Councils were created to counteract this trend. DD Councils are supposed to serve as public forums where service providers, consumers and their representatives, and other citizens communicate; as information clearinghouses on available resources for DD persons; and as advocates for DD persons.

DD Councils have been given an awesome communication responsibility. Swinehart's seminar was designed to help them confront various PI program planning decisions. He repeatedly



Communications Specialist Swinehart confers with Dianne Molvig of RDDIC.

Workshop from p. 7

stressed that DD Council public information practitioners can have some success if they plan their programs systematically and use modern communications techniques and procedures.

Obviously, he said, it is very hard to predict the effects of certain communications, but in essence this is what public information program planners should try to do. Swinehart believes that while communicators cannot be assured of 100% success, they can at least make intelligent guesses about the outcomes and effects of certain communications. Particularly, if DD public information practitioners address public information campaign evaluation rigorously, they undoubtedly will stand a much better chance of succeeding.

Virginia PI Campaign linked to survey data

Generally successful public information (PI) programs have linked social science research findings with public information campaign planning. With the Virginia DD Council leading the way, DD councils are increasingly relying on social science research techniques to define potential PI audiences in terms of socio-economic, educational and occupational factors; and to select appropriate message themes, appeals, and dissemination channels.

The use of social science research techniques in public information programs has been slow in coming to the DD network. Many councils continue to haphazardly spew out carelessly designed messages with little regard for such factors as the life styles, values, or media habits of various audiences. Over the years, the Virginia DD Council has been the most notable exception.

In 1974, the Virginia DD Council conducted a survey of 1,548 Virginia residents, which

produced baseline data on Virginians' attitudes toward developmentally disabled persons. The survey revealed that, for the most part, Virginians have positive attitudes toward persons with epilepsy or cerebral palsy. However, the data indicated that Virginians' attitudes toward mentally retarded persons are considerably less positive.

In general, the study found that people with minimal education or income are more likely to express negative attitudes toward developmentally disabled persons. Surprisingly enough, though, the survey data also showed that a substantial portion of high-income, high-education persons harbor negative attitudes toward mentally retarded persons.

The Virginia survey indicated strong public support for educational training and rehabilitative programs and facilities, regardless of the type of developmental disability. Most Virginians felt

that funds for support of such programs and facilities should come primarily from state and federal funds.

Concluding that the public's negative attitudes toward DD persons were based on fear and uncertainty, Virginia PI personnel chose to emphasize the positive consequences of improved services for DD persons, rather than attack the fears directly. Thus, messages were designed to transmit general information about the needs, limits, and capabilities of developmentally disabled persons. All of the PI materials focused on prevention and identification, education and training, employment and community acceptance. The PI messages also stressed the desirability of helping DD persons help themselves so that they could contribute more to society, as well as benefit from it".

The survey data on the media habits of various target audiences were used to
Virginia to p. 9



Ware describes Virginia's PI program to workshop participants.

Virginia from p. 8

carefully match message content with appropriate dissemination channels. For example, for the low income group, short easy to read brochures on developmental disabilities were distributed through local welfare and community action offices. The brochures were family oriented and had a strong emphasis on children. For the moderate income group, radio and television public service announcements were produced, because the findings of the survey revealed that this group watched a substantial amount of television and listened to the radio. The higher income and education group, which preferred public television

programming, was targeted to receive a two hour program on the educational channel.

Major public attitude studies or surveys can be prohibitively expensive. The Virginia DD Council has developed a sound public attitude data base, which many public opinion survey experts feel can be generalized to other states. In fact, it has been suggested that DD councils use the results of the Virginia survey as a basis for other smaller, less expensive, subgroup surveys.

For further information on Virginia's DD Public Information Program, contact: Thelma Ware at 1108 E. Main St., Traveler's Bldg., Suite 400, Richmond, VA. 03219.

RDDIC publications available

DD Data is a bimonthly publication of RDDIC which is currently being sent to various state offices and agencies, community centers and day activity centers, AAMD members, schools and public libraries, state institutions and anyone who requests it. *DD Data* summarizes books and journal articles and programs of interest to persons working in DD related fields. The focus of the December issue was on

various materials relevant to public information. RDDIC is also publishing a *Current Awareness Program* newsletter that focuses on a particular broad issue with emphasis on the current aspect of the information. The focus of the recent *Current Awareness* was an update of federal legislation relating to DD. Call RDDIC collect (608/263-6863) to request either publication.

DD office publishes

PI Feasibility Study

A Feasibility Study on public information and Developmental Disabilities has just been published by the Developmental Disabilities Planning Office. The purpose of the study was to summarize and interpret existing knowledge to form a basis for planning an effective DD public information program in Minnesota. In addition to the detailed recommendations for planning future public information programs, the report includes a review of the literature regarding public attitudes toward DD persons, a summary of four states' DD public information programs and results of a survey of regional DD staff and council members regarding their public information activities.

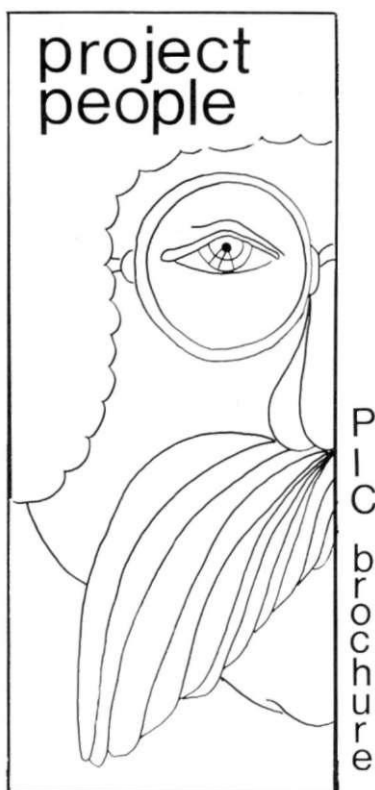
The study recommended that DD public information efforts should focus on the developmental disabilities concept, on the availability of existing services and on DD individuals' perceived needs, problems and suggested solutions to those problems.

A large-scale public information program at the state level was viewed as less economical and potentially less effective than having state DD personnel serve as planning and technical assistance resources to public information programs at the regional level. In addition, the report suggested the state DD office should fund on a contractual basis, exemplary or

"People" focus of Mn. project

The state DD Council has funded only one project which was aimed specifically at public information activities. "Project People," funded in 1974, was the result of a Public Information Coalition (PIC). PIC involved a coalition of consumer groups including the Mn. Assoc. for Retarded Citizens, Mn. Epilepsy League, and United Cerebral Palsy of Minnesota. The emphasis of the PIC effort was on humanizing people with disabilities with such messages as, "People who are retarded are people." That theme formed the basis for letterheads, brochures, billboards, news releases, and public service messages.

One significant aspect of the PIC project was the formation of the coalition itself. Three consumer groups with diverse special interests pooled resources and effectively



worked together toward a common purpose. Two basic elements of good public information programming in the PIC project were the development of a wide variety of

materials for different audiences, and an attempt to assess existing attitudes.

The PIC project developed some PI materials which were described by one reviewer as imaginative, attractive, and attention getting. The survey on attitudes and knowledge of persons about those who have epilepsy, cerebral palsy or mental retardation was an impressionistic survey rather than a systematic awareness study. The anecdotal results, however, could be interesting and informative to those involved in DD public information efforts. "Project People" is one of the projects analyzed in Minnesota's PI Feasibility Study.

Study from p. 9

experimental public information programs or special materials. These might include slide/tape shows and public information resource catalogs.

The study stressed documenting informational and awareness gaps of various potential target groups, designing information and education projects according to the specific informational needs, disseminating the message through media channels appropriate to the target group and pre- and posttesting to evaluate the effectiveness of the public information campaign. The public information projects in the State of Virginia were viewed as best adhering to those important steps.

For a copy of either the complete 75 page Feasibility Study or a 12 page summary, contact the DD office at its new address.

Issues in early childhood education discussed

Members of the DD Council were among those invited to a luncheon to explore early childhood education issues with Dr. Carol Mardell. The November 11 luncheon was part of MACLD's annual conference. Ms. Marylee Fithian, DD director, and Dr. Eunice Davis, Council chairperson, were among the approximately 25 persons present at the Leamington Hotel in Minneapolis to meet with Dr. Mardell.

Dr. Mardell is currently a

professor at Northeastern Illinois University, and her major focus is on DD in early childhood.

According to Mary Jo Richardson, president of MACLD, participants reached consensus on at least two major points. Parent involvement was acknowledged as an important component in good early childhood programs and participants agreed on the desire for a non-categorized approach that does not label children at an early age.

Public awareness among concerns at 1976 Governor's Conference

Over a thousand people, primarily those with handicaps who were there to speak out for changes on their own behalf, participated in Minnesota's 1976 Governor's Conference on Handicapped Individuals. Among those addressing the group at St. Paul's Civic Center, Nov. 20, were St. Paul's Mayor George Latimer; the governor designate at that time, Rudy Perpich; and Governor Wendell Anderson. This bringing together of consumers with elected officials reflects the conference's intent to assess and generate awareness of the problems and potentials of individuals with handicaps and to make recommendations that, if implemented by the legislative or executive branches of government, would

enable individuals with handicaps to live their lives independently, with dignity, and with the greatest possible degree of participation in community life.

Jack Smith, executive director of the White House Conference, was present to address participants of Minnesota's Governor's Conference. In his remarks, Mr. Smith stressed that instead of new laws, we need enforcement of the laws we now have and that we can "no longer afford fuzzy wording and waffling on regulations." In further stressing that programs must change and new ways of impacting and educating professionals must be found, Mr. Smith emphasized the role of public information. According to Mr.

Smith, "Public information, education and awareness, and access to information are great concerns." In fact, the impact of the conference would depend on the quality of the recommendations insofar as they are able to create a national awareness of the problems and potentials of individuals with handicapping conditions.

Several public information issues and recommendations were among 34 issues and close to 100 recommendations specified in the Statement of Concerns and Recommendations covering a variety of concerns in social areas, economics, education and health. Those concerns and recommendations, in addition to their suggested modifications at the Mn. Governor's Conference, will be carried to the White House Conference by Minnesota's Governor's Conference director, Pam Ott, and Minnesota's other 15 delegates and 15 alternates who represent each of the eleven development regions in the state.

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concerns in implementing legislation that mandates educational services for 4-year-old children with handicaps. The six member panel, moderated by Bill Messinger, included representatives from DPW, special education, the University of Minnesota and personnel from DACs and other special pre-school programs.

Issues to be presented at other Council meetings include: February 2, community based programs; March 2, early case finding and screening; April 6, diagnosis, treatment and counselling;

June 1, residential facilities; and July 6, rehabilitation services. The May meeting will be the Council's annual planning conference at Spring Hill Conference Center to set the Council's priorities for FY 78.

The content of the issue statements will include legal basis and regulations, existent program types, standards, current financial base and areas of conflict or overlap. Following the issue analysis, which is expected to last from 1½ to 2 hours, regular Council business including administrative and committee reports will be on the agenda.

Phoenix from p. 1

Phoenix will provide developmental programming for each of its residents. Encouraging the development of appropriate programs within the community will be an ongoing concern of the Phoenix Residence. Phoenix is committed to the principle and practice of the normalization concept, where each individual is allowed the freedom and dignity to live in an environment least restrictive of one's personal liberties.

The residence will be located near Clinton Street and Colorado Avenue on St. Paul's West Side. Those desiring to make application should contact the Phoenix Residence at 502 N. Prior in St. Paul (612/645-4539).

DD Dateline

2/17, 3/4, 3/17 ARRM workshops and seminars on ICF/MR, Self-help Skills, Rule #34. Contact ARRM 612/225-6551

National & regional

DD grants awarded

Minnesota is the recipient of two special DD grants through the University of Minnesota, Department of Psycho-educational Studies. Former Mn. DD director, Bob Bruininks, is overall project director for the two grants.

A three-year grant relating to deinstitutionalization is one of some 30 projects of national significance awarded by the National DD office. The goals of the project are to collect and report nationwide data on various characteristics of long-term care public facilities for the mentally retarded and characteristics of their residents as well as data on existing service needs and community adjustment of per-

sons released from such facilities. The data collected should result in a policy report with implications for future planning, organization, management, and evaluation of institutional and community services for persons with DD.

Minnesota's regional significance grant, funded by HEW Region V, whose six-state area includes Minnesota, is one of nine special regional projects. Two aspects of the four part grant focus on providing information on deinstitutionalization and characteristics and adjustments of people with DD. Other aspects of the grant include providing technical assistance and training in autism and developing continuing education programs for DD personnel in rural areas.

Two of the other grants of regional significance relate to this quarter's *News Letter* focus on public information. The state DD office will follow the grants to Indiana University relating to training in planning, implementing and evaluating PI campaigns and to the Illinois ARC relating to the development of a series of TV spots and films.

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