

ECS TODAY

With news you can use from Every Child Succeeds!

JANUARY 2010

Program Notes

Thanks to Family Services for agreeing to pilot our hot-off-the-presses Home Visit Planning Guides. We will keep you informed as to the development and dissemination timeline of this worthwhile resource.

As interest grows in ECS, so too does the need to bring our service to life by taking supporters out on home visits. Thank you to all who have coordinated these home visits. The feedback is always positive.

Thanks to the great job our home visitors are doing with Bringing Literacy Home, we have secured the needed funding for the project.

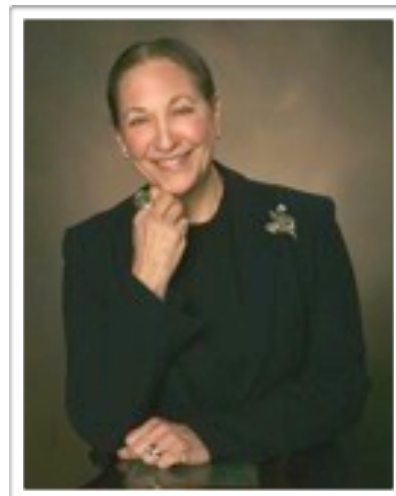
The Cincinnati Children's day care center donated several boxes of items to the Avondale Caring Network Pantry during the holiday season. The pantry then invited Avondale families to select items from the selection of gently used books, toys and games. Items flew off the table in one day! Special thanks to Julie Massie, QI consultant at ECS, and to Cincinnati Children's employees

Amrita Chima and Kathy Haders for coordinating such a generous donation.



From the President

It's a new year with many positive developments for ECS on the local, state and national fronts. It's no surprise to us that new policies at Ohio Help Me Grow align closely with our program. Proposed federal health reform legislation includes an expansion of home visitation. In addition, ECS is involved with the Pew Charitable Trust's effort in Ohio. Also, we start the new year with a two percent increase from United Way. In this economic climate, that is fantastic news! Happy New Year to all!



Local Companies Give ECS a Boost

ECS saw a significant increase in corporate support in 2009. "We have been trying to encourage local companies to get more involved with ECS for two years, and our efforts are really starting to pay off," says Brenda Clark, volunteer program coordinator for ECS. "Building stronger relationships with companies can strengthen the organization financially and increase awareness of ECS throughout the community."

Volunteers from seven companies assembled Parent Aid Bags in 2009: Buffalo Wild Wings, Ethicon Endo Surgery, Fifth/Third Bank, Procter & Gamble, Q102, Synovate and Xtek. When local companies volunteer to do assembly, lead provider agencies don't have to, allowing them to focus on home visitation, Brenda says.

Five companies held baby blanket or baby item drives in 2009: Cincinnati Children's Hospital Medical Center, GE Aviation, Ethicon Endo Surgery, Ohio National Financial and Procter & Gamble. Others donated coupons or cash. In all, in-kind and monetary donations to ECS totaled about \$17,500 in 2009.

This Just In: Maternal Beliefs and Attitudes Improve Among ECS Moms

By Robert Ammerman, PhD, ECS Scientific Director

Maternal empathy, warmth and acceptance are essential for a child's optimal development. These attributes seem to come naturally for some ECS moms, but for many others, they must be learned and reinforced over time. Our 2006-2008 data indicates that ECS home visitors are doing an outstanding job of helping moms grow in this important area.

ECS measures maternal attitudes and beliefs about children using the Adult-Adolescent Parenting Inventory (AAPI-II). The AAPI-II consists of statements that reflect beliefs about children and parenting, and mothers indicate the degree to which they agree with each one. Our analysis included scores for 2,241 mothers at two months post-enrollment and looked at five scales—Inappropriate Expectations, Empathy, Corporal Punishment, Role Reversal and Power

Independence. The following data shows the percentages of mothers in the high-risk range (sten score ≤ 3):

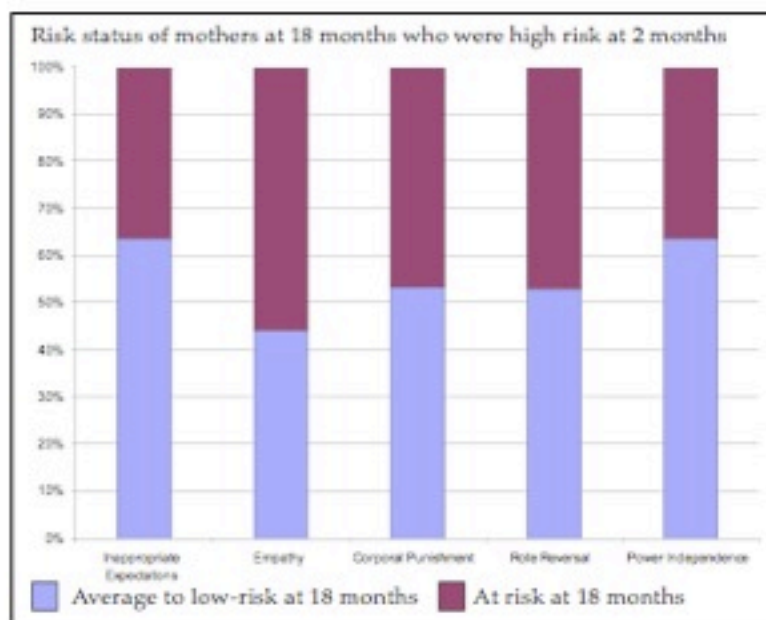
Inappropriate Expectations: 15.5%
Empathy: 37.4%
Corporal Punishment: 21.8%
Role Reversal: 30.3%
Power Independence: 27.5%

Following the initial assessment, the home visitor's task is to help average- to low-risk moms (sten score ≥ 4) remain in that range, and move the high-risk mothers into the average- to low-risk range. To determine how successful their efforts were, we examined the AAPI-II scores of mothers who were in the high-

risk category at two months post-enrollment and identified where they scored at 18 months post-enrollment. The graph shows the percentage of these mothers who were in the average- to low-risk vs. high-risk groups at the later assessment point.

For four out of the five scales, over 50% of mothers who were high risk at two months had moved into the average- to low-risk range after 16 additional months of home visiting. Two of the scales (Inappropriate Expectations and Power Independence) showed an over

60% movement in a positive direction. Empathy showed a more modest change, which is not surprising in that empathy is very difficult to change even with more intensive interventions. Overall, these results document the impact of ECS home visitors in helping moms become more nurturing, positive and accepting toward their children.





Secrets of Our Success: Breastfeeding

By Robin Brock, Supervisor, STAY

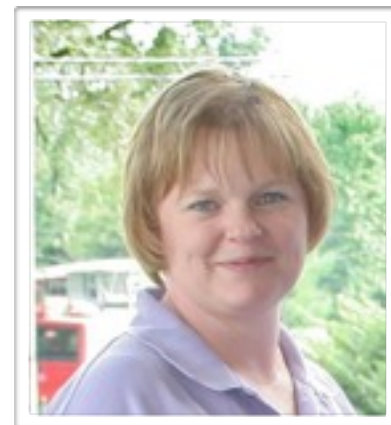
“Secrets of Our Success” is a new ECS Today feature that will focus on a lead provider agency’s efforts to meet Quality Indicators and Success Priorities. Please contact Margaret Clark to be part of a future “Secrets of Our Success” story!

From an ECS perspective, breastfeeding is a high priority, on par with adequate medical care. In fact, it is a Success Priority—we strive to educate moms about breastfeeding before and after the baby’s birth, and encourage them to breastfeed until the baby is at least one month old. That can seem like forever to a young, stressed out, inexperienced ECS mom, however. And so at STAY, we have adopted the realistic view that when it comes to breastfeeding, some is better than none at all.

When mom is ambivalent or negative about breastfeeding, our home visitors encourage her to breastfeed at least once or twice a day and then supplement with formula. We emphasize the “pros” — convenience, cost effectiveness,

mother-child bonding and health benefits for baby. In recent months, STAY has boosted its Quality Indicator score for prenatal breastfeeding education, and more of our moms are breastfeeding through the first month, although not exclusively.

The bottom line, of course, is that moms must *want* to breastfeed. When they do, we celebrate their commitment, provide all the support we can and reinforce the message that they are making the best choice for their babies.



Robin Brock

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Every Child Succeeds

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