



Avondale/ECS Partnership Report October 2006-September 2008



"Starting prenatally, we want healthy, happy babies. We want to become resourceful and instill goals and values in our children's lives that will carry them into adulthood."
— Avondale/ECS Mom's Support Group Mission Statement



Avondale/ECS Partnership Report

Executive Summary

The first years of the Avondale/ECS Partnership have been both challenging and rewarding. ECS staff members have spent countless hours building relationships with families in Avondale, and have been sobered by the daunting problems they face. Financial pressures, lack of education, inadequate access to transportation and medical care, exposure to drug dealing and violence, and many other issues can become obstacles to effective parenting. Some people have come to us desperate for help, with no idea about how to provide even the basics for their child.

The needs of this community are indeed profound, but the Avondale/ECS Partnership is uniquely suited to meet those needs because of its partnership model. By working together, this collaboration is connecting with the families who need our help most, addressing their myriad concerns and maintaining long-term relationships with them. When we launched the Partnership two years ago, services for Avondale families with children ages birth to three were disjointed, hard to find and sometimes non-existent. Now, thanks to ECS's leadership and the Partnership, we are seeing good progress in meeting the needs of this vulnerable population.

Families are benefiting not only from the ECS home visitation model, but also from a number of services that are unique to the Partnership such as our Caring Network Pantry and mom's support group. Most important, steadily increasing enrollment and record levels of participation in group meetings show that ECS has built trust in the community.

Much remains to be done in Avondale as we continue to refine our processes and find new ways of recruiting and retaining ECS families. But in just two years, many Avondale moms have come to know and utilize ECS as a way to help them develop their parenting skills and raise happy, healthy children.

Significant Outcomes

- Children have a medical home;
- Children are thriving in a stimulating environment for learning and development;
- Parents are acquiring new skills in nurturing and effective parenting;
- Children are developing normally;
- Mothers are working on self-sufficiency through education and employment;
- Mothers are staying enrolled in Every Child Succeeds for over 12 months;
- And prenatal enrollment continues to increase.



The Avondale/ECS partnership is important to the Avondale Community. It represents a lifeline to the future.

Unique Aspects of the Avondale/ECS

- Focus on a specific geographic area;
- Support and involvement of other community organizations;
- Presence in community through our office at Carmel Presbyterian Church;
- Variety of referral sources;
- Service enhancements (going beyond home visitation to meet needs);
- United Way funding to hire community members as liaisons to ECS clients;
- And referral, assessment and retention handled by dedicated Avondale staff (rather than ECS central staff).

Lessons Learned

Identifying and enrolling Avondale families is more difficult than we ever imagined.

- Creative methods are required to recruit, enroll and retain families in Avondale.
- Greater coordination and accountability are needed within the Partnership from the time of referral to the time of enrollment in order to reduce waiting time.
- First-time mothers are difficult to find in Avondale, requiring staff to "pound the pavement" (traditional publicity efforts are not successful).
- Many families are so overwhelmed by survival issues related to poverty, homelessness and poor access to health care that they are not able to focus on good parenting until their basic needs are met.
- Mothers develop a bond with their home visitors, which strengthens their commitment to the program. However, if the home visitor leaves ECS, retaining the mother can be a challenge. We must find ways to motivate moms to stay with ECS when their home visitor changes.
- Mothers need to know that ECS supports them every step of the way — from the newborn stage to potty training to everything in between.
- First-time moms need material support and parenting education, but they also thrive when they receive encouragement and support from our staff and from one another.

"The Avondale Every Child Succeeds program provides essential services for the families of Avondale. The ECS staff has been very resourceful in developing partnerships for this program, involving local banks, churches and service clubs, so that the entire community supports the vision that all Avondale children will be well-prepared for kindergarten. Most importantly, the families who participate in the program are also learning how they can be part of initiatives to build a safe and more supportive community."

— Sonya Turner, Community Impact Associate, United Way of Greater Cincinnati



Program Overview

The Avondale/Every Child Succeeds Partnership is an initiative designed to reach every first-time mom in this high-risk community and to demonstrate that community health can be positively affected using a high quality, intensive home visitation strategy. The initiative provides first-time mothers in Avondale with the education, resources and support needed to raise their children in an environment that is conducive to a healthy lifestyle.

The initiative is a partnership of churches and community organizations and is chaired by Rev. Clarence Wallace, Senior Pastor of Carmel Presbyterian Church in Avondale. Members work together to address some of the unique challenges facing Avondale families, from lack of medical care, to poverty to safety issues.

Every Child Succeeds maintains a local office at Carmel Presbyterian Church in Avondale to make the program accessible and visible to the surrounding community. Any mother and child in Avondale who meets the Every Child Succeeds eligibility requirements can participate, thanks to the generosity of donors who helped fund this initiative. In contrast, the Every Child Succeeds waiting list for the rest of Hamilton County typically approaches 200 families.

Mission

The mission of the Avondale/ECS Partnership is to provide Every Child Succeeds home visitation services to every eligible first-time mother in the Avondale Community.

Goals/Objectives of Home Visitation

- Encourage parents to be more nurturing and meet their children's emotional needs;
- Encourage parents to use more effective parenting strategies without physical punishment;
- Strengthen the parent-child relationship;
- Encourage health promotion;
- Link families with primary care services;
- Promote an optimal environment for learning and emotional growth;
- And promote child's development of language, social and interpersonal skills.

Eligibility Requirements

- Live in an Avondale zip code: 45217; 45219, 45220, 45229;
- Be a first-time mother and either be pregnant or have a baby under three months of age at the time of enrollment;
- And meet at least one of the following criteria: single mother, low income, received late or no prenatal care, less than 18 years of age.



Provider Agencies (staff members at these agencies provide home visits)

- Beech Acres Parenting Center
- Cincinnati/Hamilton County Community Action Agency
- Cincinnati Health Department

The following program and outcomes data covers a time period from October 2006 through September 2008. This is the baseline data for the Avondale Project which means that the data reported should be considered carefully as the N (total number of families, mothers or children included in the various analyses) is small.

Program Statistics

October 2006- September 2008	Avondale	Hamilton County
Families Served¹		
ECS At Risk and Part C	120	2183
HMG At Risk and Part C	4	847
Home Visits	1126	28523
ECS Risk Factors		
Unmarried	96%	93%
Low Income	95%	94%
Inadequate Prenatal Care	41%	33%
Other Social Challenges ²	85%	82%
Younger than 18	39%	30%
Race		
Caucasian	3%	36%
African American	94%	56%
Other or Unknown	3%	8%
Status at Enrollment		
Prenatal	69%	62%
Postnatal	31%	38%

¹ Families served are those that received a minimum of one home visit and/or assessment visit during time period.

² Other social challenges include social isolation, mental illness, substance abuse and/or related concerns.



Program Outcomes

October 2006- September 2008	Avondale	Hamilton County
Children and Mothers are Safe and Healthy		
Children with a medical home	100%	98%
Children are Thriving in a Stimulating Environment for Learning and Development		
Parents are responsive to their child's learning and emotional needs	100%	95%
Parents facilitate and support active learning in their children	81%	89%
Homes are structured to stimulate learning	94%	98%
Homes contain sufficient learning materials, such as books	100%	95%
Parents are actively involved in their child's learning	88%	96%
Children experience organized variety in daily activities	100%	97%
Parents Are Acquiring New Skills in Nurturing and Effective Parenting		
Have more realistic expectations about child development	93%	84%
Are more empathetic and relate better to their children	53%	68%
Use effective parenting strategies without physical punishment	80%	72%
Are now more nurturing and meet the emotional needs of their children	60%	73%
Understand the appropriate parent/child role expectations	53%	77%
Children Are Developing Normally		
Gross Motor Skills	100%	97%
Fine Motor Skills	88%	97%
Language Development	94%	96%
Social/Emotional Development	100%	98%



Program Outcomes Cont.

October 2006- September 2008	Avondale	Hamilton County
Self Sufficiency of Mother		
Obtained High school Diploma/ GED	40%	46%
In School currently	49%	35%
Working currently	26%	34%
Birth Outcomes		
Child born weighing at least 2500 grams (5 ½ pounds)	83%	87%
Child born at or after 37 weeks gestation	75%	84%
Customer Satisfaction Scores		
Quality of Service provided by ECS	96.4%	96.4%

Note:

The above outcomes are based on those Avondale ECS At Risk families for whom the evaluation tools were administered and results reported during October 2006-September 2008. Because these tools are administered at different ages or different participation times, and because some families leave and other join over the course of a year, the numerical bases for the above percentages vary from one measure to another.

"The Avondale community has come together to move the program along. I have personally witnessed this growth in the last year."

— **Terresa Adams, Community Relations Officer, Cincinnati Children's**



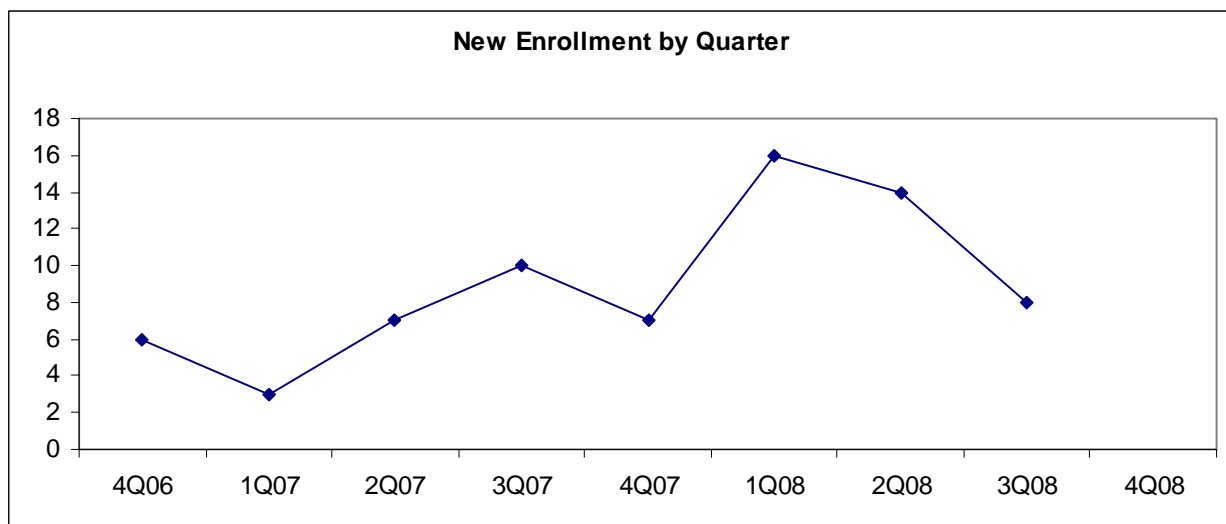
Process Improvement

The Avondale/ECS Partnership continues to find new ways of increasing client referrals and enrollment, as well as retaining families to the program long term.

Referrals and Enrollment

We have taken many steps to reduce the amount of time between when a mom is referred to the program and when she is enrolled, and to enroll as many referred families as possible. This has involved:

- Building our referral base from 10 community organizations in October 2006 to 26 by September 2008. New referral sources have generated more than 30 new referrals to our program.
- Maintaining strong lines of communication with referral agencies and community members so that ECS staff can easily confirm or correct client contact information.
- Verifying the mom's contact information and program eligibility before matching her with a lead provider agency (this is accomplished by an initial welcome call by ECS staff).



Decline in 3Q08 due to staffing issues at one of the provider agencies. We anticipate enrollment in 4Q08 to increase.

Through these and other initiatives, the Avondale/ECS Partnership has:

- Enrolled 69% of referrals during year two, an improvement from 36% during our first year.
- Decreased the number of unsuccessful enrollments to 36%, an improvement from 53% during our first year.



- Enrolled 69% of moms prenatally.

Program Retention

We continue to learn how to improve retention and have made strides through the following initiatives.

- Opening the Avondale Caring Network Pantry, which helps meet families' critical material needs. The Pantry has become a way of re-engaging with moms who are difficult to reach or have dropped out of the program.
- Relying on text messaging in addition to phone calls to share information and remind moms about appointments (clients are often "out" of cell phone minutes but can still receive text messages).
- Celebrating milestones of continuous participation in our program. For instance, after one year with the program, moms receive a \$25 gift certificate and developmental toy; after two years, a \$25 gift certificate and certificate for a family photo; and after three, a \$50 savings bond and book bag of preschool supplies.

Through these and other efforts, we have retained 55% of our moms over 12 months and 52% over 24 months. These rates are higher than those for ECS families in the rest of Hamilton County.

Family Success Stories

Five Avondale moms who enrolled in ECS before the Avondale Partnership began have since graduated from the program, a testament to their perseverance and determination to be good parents.

Moms continue to show appreciation for the support they are receiving through ECS:

"I feel that ECS is helpful for single moms and dads." — C. Nevins, ECS mom

"Every Child Succeeds is helping me learn how to take care of my baby." — S. Staley, ECS mom



Lafawnda: Raising Her Son To Be Somebody

Lafawnda Sanderson grew up in Avondale, where she is now raising her son, Trayvon. She enrolled Trayvon in Every Child Succeeds in February 2008.

My pediatrician encouraged me to join Every Child Succeeds, but I wasn't too sure about it at first because I felt like Trayvon and I were doing pretty well on our own. Now I can say, though, that being part of ECS has really changed my life for the better.

Rozza, my home visitor, started coming to my apartment when Trayvon was about three months old, and she had a lot to teach me. The first lesson was about putting Trayvon down on the floor for "tummy time" to help him develop the muscles he'd need for crawling. Since then, I've learned a lot of things from Rozza, like how much a baby's brain develops in the first three years, and what I can do to help Trayvon with language development.

A few weeks after Rozza's first visit, Ms. Anita at Every Child Succeeds called and asked if I needed anything from the Pantry. I said yes and went down there, and she gave me two big bags full of diapers and clothing and supplies. I was so happy! It really lifted my spirits. Before I left that afternoon, Ms. Anita told me about the support group for mothers. I've been going ever since. The meetings are fun and the speakers are positive and inspirational.

One day, Ms. Anita called to ask if I'd be interested in working part time for ECS as a Community Liaison. This is the perfect job for me — it's close to home, I can bring Trayvon, and it involves recruiting first-time moms to be part of ECS. I like working in the Pantry, too. Some of our moms are really in need of the Pantry, and I am glad it is there for them.



This is a beautiful program and I'm very happy I'm in it. It's helping me raise Trayvon to be somebody and succeed in life. I saw our pediatrician a few months ago and thanked him for referring us to ECS. He was delighted that things are working out so well.



Community Commitment

Community Outreach

One of the unique features of the Avondale/ECS Partnership is its commitment to serving the community in ways that go beyond the home visitation model. Below are a few examples.

- The **Avondale Caring Network Pantry** opened in early 2008 and is a collaborative effort of the Avondale/ECS Partnership, Avondale churches, Avondale Place Matters and the Avondale Community Council. Located at Carmel Presbyterian Church, the pantry provides families of Avondale children ages 0-3 with necessities, such as diapers, baby clothes and formula, as well as informational materials for fathers. It is open to anyone in Avondale with children three and under and has become a means of recruiting and retaining ECS families. In its first six months of operation, the pantry helped 289 children and families and received donations and in-kind support of over \$6,000.
- Participating in **health fairs** is a means of increasing community awareness about ECS, the Caring Network Pantry, and raising healthy babies. ECS partnered with Corinthian Baptist Church to organize the Mom and Baby 0-3 Health Fair and also participated in the Avondale Community Health Fair.
- United Way Place Matters, a unique funding pilot, allows the Avondale/ECS Partnership to hire qualified ECS moms in Avondale to serve as **liaisons**. They build relationships with other ECS moms to keep them engaged in the program and they also serve as hosts and coordinators of the Avondale Moms On A Mission (AMOM) support group. In addition, a liaison visits local hospitals' OB/GYN clinics and other community locations to increase awareness of programs and initiate referrals.

Community Support

Many community organizations have come alongside ECS to serve at-risk families.

- The United States Marine Corps. hosted a **Toys for Tots Christmas Celebration** in 2006, where each mom was given a new, developmentally appropriate toy for her child.
- Ethicon Endo-Surgery and U.S. Bank began initiatives in September 2008 at their employment sites to **collect items for the Avondale Caring Network Pantry**.
- ECS families coping with the summer heat received **box fans from AMERIGROUP Community Care** and attended an educational series sponsored by the company to learn about keeping children safe during hot weather.
- In support of fitness, a designated route for strollers allowed ECS moms and babies participate in the **Feet in the Street Walk**, sponsored by the Avondale Running Club and Avondale Community Council.
- ECS home visitors are making a focused effort to enroll dads in various **fatherhood initiatives**, such as those sponsored by Cincinnati/Hamilton County Community Action



Agency and Services United for Mothers and Adolescents (SUMA).

AMOM Support Group

Support and encouragement are crucial for at-risk moms, who sometimes lack resources that many of us take for granted. In November 2006, Avondale/ECS launched a support group for mothers to address this concern, and since then the group has grown from four moms to more than 60!

By spring, the moms had come up with their own mission statement and had named their group "Avondale Moms on a Mission," or AMOM. The group provides a support system for Avondale first-time parents and their children; offers workshops and presentations to help empower and educate mothers; uplifts and inspires mothers to be positive and effective role models; and helps mothers become self-sufficient community members.



A number of individuals have come to AMOM meetings to present helpful information about topics related to lifestyle, health and personal care. They include Chuck Schubert, MD (left), who talked to moms about the importance of staying up to date with immunizations.

Other presenters include:

- Val Andrews, Regional Center for Newborn Intensive Care at CCHMC
- Andrew Beck, MD, Resident at CCHMC
- Madeline Bronaugh, RN, Health Alliance of Greater Cincinnati
- Mollie Bush, Mary Kay Cosmetics
- Cincinnati Fire Department Firefighters
- Gloria Delcastillo, CCHMC Trauma Service
- Cynthia Grant, First Church of God Christian Workers for Fellowship Child Development Center
- Deanna Hawkins, RN, Clinical Director, Specialty Resource Unit, CCHMC
- Bradley Jackson, MD, Pediatrician, Premier Pediatrics Group Inc.
- Carl Jones, Fitness Expert
- Ishaq Nadir, Avondale Community Council Member
- Sue Rench, Health Professions Academy
- Chuck Schubert, MD, Pediatrician at CCHMC



Another resource for AMOM participants is a financial education course called “**Dollars and Sense.**” Made possible by Avondale Place Matters, the United Way and US Bank, the four-month financial education series began in Fall 2008 and educates parents about budgeting, saving, entrepreneurship and institutional lending practices. Each participant receives \$50 to establish a savings account at U.S. Bank's Avondale branch.



"The Avondale/ECS Partnership is developing business partnerships to sustain the Pantry Program and is leveraging Avondale organizations to support moms in Avondale. Anita Brentley and her hard-working staff demonstrate a commitment to their mission that aligns with our Place Matters mission of transforming the community from within."

**— Beth Nagy, Project Manager, The Community Building Institute
(A Division of Xavier University)**



Community Program Outreach/Business Partnerships

The Avondale Community Partnership comprises Avondale organizations that serve families with children from birth to age three. We appreciate their participation in making the Partnership such a success!

AIDS Volunteers of America
Amerigroup Community Care**
Avondale Community Council **
Avondale Redevelopment Corporation
Avondale/Place Matters
Avondale Youth Council
Beech Acres Parenting Center **
Boys and Girls Club **
Bradley Jackson, M.D. **
Busken Bakery
CareSource
Carmel Presbyterian Church **
Carmel Presbyterian Church Deacons
Cincinnati Chapter of CHUMS Inc.
Cincinnati Children's Hospital Medical Center (CCHMC)*
CCHMC, Office of Community Relations
CCHMC, Trauma Service
Cincinnati Fire Department **
Cincinnati/Hamilton County Community Action Agency*
Cincinnati Police Department **
Cincinnati Public Schools
Cincinnati Safe Kids Coalition
Cincinnati Youth Collaborative **
Cincinnati Zoo **
Community Building Institute, Xavier University **
Corinthian Baptist Church
Corinthian Baptist Church Health Ministry
Council of Christian Communion
Drug and Poison Information Center
Girl Scouts of Western Ohio
Ethicon Endo-Surgery
Faith Community Alliance
Families Forward **
First Church of God Christian Workers for Fellowship Child Development Center**
Greater New Hope Health Ministry
Greater Cincinnati Urban League **
Health Professions Academy
Healthy Moms and Babies **
Immunization Project, CCHMC
Injury Free Coalition for Kids



International Association of Administrative Professionals
Faith Community Alliance
Lighthouse Youth Services **
McDonald's
Manifested Glory Ministries
Overflow Ministries
Queen City Chapter of Links Inc.
Rockdale Baptist Church
School-Based Health Network
Southern Baptist Church Health Ministry **
Success by Six **
United Way of Greater Cincinnati*
University Hospital
Uptown Consortium **
Urban League of Greater Cincinnati
U.S. Bank
Wesley Child Development Center **
Young Families
YWCA-HIPPY
Zion Baptist Church

* Designates Founding Partner

** Designates Avondale/ECS Partnership Members

The Avondale/Every Child Succeeds Partnership launches the Avondale Caring Network Pantry May 2008.





Financial Summary

	FY08	FY07
Sources of Funds		
Private Income		
Donations-Avondale Partnership	\$156,422	\$79,821
Donations-General	<u>\$2,525</u>	<u>\$0</u>
Total Income	\$158,947	\$79,821
Uses of Funds		
Direct Program Expenses		
Home Visits	\$85,465	\$47,112
Referrals	<u>\$150</u>	<u></u>
Total Direct Program Expense	\$85,615	\$47,112
Other Program Expense		
Staffing Expense	\$61,439	\$32,709
Workshops/Programs	\$1,637	\$0
Facility Expense	\$4,500	\$0
Office Expense	\$2,226	\$0
Marketing/PR Expense	\$2,589	\$0
Business Expense	<u>\$942</u>	<u>\$0</u>
Total Other Program Expense	<u>\$73,333</u>	<u>\$32,709</u>
Total Expenses	<u>\$158,948</u>	<u>\$79,821</u>
Net Sources/Uses of Funds	<u>(\$0)</u>	<u>(\$0)</u>

Notes:

- (1) *The Avondale program only incurred expenses for 7 months in Fiscal Year 2007. Based on an average annual cost of \$160,000, it will be possible to sustain the program for another 5*
- (2) *years.*



Avondale Donors

Let One More Child Succeed

Donor	Pledge Amount
Macy's/Federated Department Stores	\$250,000
Smale Family Foundation	\$115,000
ECS Balanced Mutual Fund	\$110,000
Thomas J. Emery Memorial	\$70,000
CCHMC-UWGC Campaign	\$58,546
Jack Smith Jr. Foundation	\$55,000
Fifth Third Foundation	\$50,000
George Riley Estate	\$45,000
UWGC/Place Matters	\$40,000
Judy Harmony	\$32,500
Greater Cincinnati Foundation	\$30,000
Carter Family (Lee/Shannon)	\$30,000
James Jones	\$30,000
PNC Advisors	\$22,500
PNC Bank	\$20,000
Andrew Jergens Foundation	\$15,000
LKC Foundation	\$15,000
Midland Company Foundation	\$12,000
Walker Family	\$7,500
Crosset Family	\$7,500
Gibbs MacVeigh	\$7,500
Phyllis Goodman	\$5,000
Reuben Herzfeld Fund	\$5,000
Amerigroup Foundation	\$5,000
Richard Consulting Corp/D. Weiland	\$3,500
UWGC-Anonymous	\$2,500
Mt. Washington Presbyterian Church	\$2,500
McGuire Family	\$1,000
Oliver Family Foundation	\$1,000
Bob Castellini	\$1,000
Gillette-Merrill Lynch	\$1,000
Roger Schorr	\$250
Ronnie Shore	\$200
Mary McCullough-Hudson	\$100
Barbara Fitch	\$100
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