



# EVERY CHILD SUCCEEDS

ANNUAL REPORT 2001

*A regional program of family support designed to ensure a healthy start for children.*

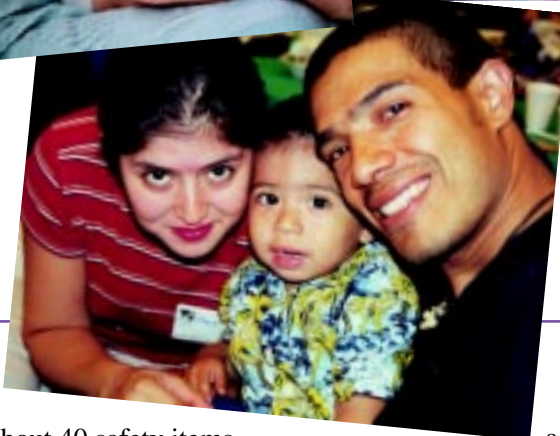
## Keeping Our Promise

**E**very Child Succeeds (ECS) is keeping its promise of providing more services to more first-time at-risk mothers and their children. With public and private partners, the ECS prevention and early intervention program reaches across the community serving seven counties in southwest Ohio and Northern Kentucky. "We are already seeing many positive outcomes from our home visitation program as we continue to help build a firm foundation during the first three years of life," says President Judith B. Van Ginkel, Ph.D.

Scientific evidence clearly indicates that prenatal to age three is by far the most important and fastest growth period in a person's life. Children's Hospital Medical Center is on the vanguard of this research and is working with ECS to translate their findings into improved patient care, thereby dramatically improving life for our children.

Frank Putnam, M.D., ECS scientific director says, "We have an extensive evaluation process and everything we do is connected to an outcome."

"Last year, ECS launched 'Home Safe Home' to reduce the risk of injury-related hospitalization and death among ECS children," says Margaret Clark, program director. Children's Hospital Trauma Department staff trained home visitors to conduct home safety assessments and educate parents regarding injury prevention. Home visitors delivered



★  
★  
*These three families are among 1,495 in the Every Child Succeeds program – and the number of families increases daily.*

about 40 safety items, such as socket plugs and cabinet latches to ECS families.

Special projects like these are being funded through private donations. "We are continually searching for additional private dollars to augment our public funds," says Van Ginkel. "We know that money spent in the earliest and most important years of a child's life returns tremendous savings in future costs related to school remediation and drop out rates, juvenile delinquency, substance abuse treatment, and prison costs."

A RAND Corporation analysis of the David Olds Nurse Family Partnership, an ECS component, proved that by the time the child was

age 3, the program generated social service dollar savings equal to its cost as a result of positive changes in maternal behavior. By the time the child was age 15, the program had saved four times its cost.

"ECS is using Continuous Quality Improvement strategies to study the ECS program features which are most responsible for positive outcomes," says Van Ginkel.

"We are very excited by the progress ECS is making in both helping parents and children and meeting the expectations of our founding partners, United Way, Children's Hospital and the Community Action Agency," she adds.

## Message From the President



**N**ow we are two! As we celebrate our second birthday, I am reminded of words we have all heard so many times before: “You’re growing up so fast!”

As you look at the growth chart on page four, you can see how we are increasing in size as we reach out to at-risk first-time mothers.

During the past year, 92 home visitors from 21 community lead and sub-contract agencies provided ECS services to nearly 1,500 families. With families receiving one to two

visits per month, family support workers made 1,800 visits each month.

We are also seeing an increased enrollment of 50 mothers per month. Nearly 57 percent are enrolling prenatally – maximizing the program benefits to the mother and child. Not only are new mothers joining the program at a steady pace, they are also staying in the program. The six-month retention rate is 73 percent.

Additional positive outcomes we are seeing include:

- After six months in the program, 77 percent of ECS mothers are in school or working.

- Eighty-eight percent of our mothers who smoked prior to pregnancy are no longer smoking after the baby is born.

- More than 90 percent of the children are developing normally in language, fine motor skills and social abilities.

- Eighty-five percent are developing normally in gross motor abilities.

- More than 90 percent of ECS babies have a medical home where they receive regular and consistent medical care.

We are constantly reviewing and expanding our goals and challenges as issues present themselves. Two primary goals are to improve the referral-to-enrollment ratio and to effect a smooth transition for families ready to leave the ECS program.

Just like a child who is growing, Every Child Succeeds is continually in need of sustenance. Without the many volunteers, staff, home visitors, and financial contributors, we couldn’t have made it to two. Our many thanks to the people and organizations who are helping us continue our mission, “to ensure an optimal start for our children.”

Sincerely,

A handwritten signature in black ink that reads "Judith B. Van Ginkel". The signature is written in a cursive, flowing style.

Judith B. Van Ginkel, Ph.D., President

## 2001 Milestones

- Screened more than 2,100 of the approximate 4,800 single or at-risk first-time mothers in the counties we serve.

- Identified and used funding sources with 60/40 public vs. private donations.

- Developed a prenatal curriculum and trained staff in its implementation.

- Made substantial improvements to a sophisticated data collection system which evaluates the effectiveness of the ECS program.

- Distributed to ECS families more than 11,000 parent-aid bags filled with educational and useful items obtained through efforts of the ECS volunteer committee.

- Added a 13<sup>th</sup> lead agency.

- Increased the number of home visitors by 30 (from 62 to 92).

- Began serving Butler County in Ohio.

- Implemented an in-home safety inspection and improvement program called “Home Safe Home” in collaboration with Children’s Hospital Medical Center’s Trauma Unit.

- Hosted the first annual Mother’s Day Party with 500 in attendance to celebrate the commitment ECS mothers make.

- Received extensive media coverage about the program from numerous newspapers and television stations.

*“After six months in the program, 77 percent of ECS mothers are in school or working.”*

## Home Visitors Make 'House Calls'

In many ways, the Every Child Succeeds (ECS) program reflects the early days of medicine when health care was delivered by a doctor or nurse in the home. We have returned to where we began with a focus on the importance of relationships and support systems for the development of healthy children and families. ECS is a hands-on program, which is not dependent on high technology and expensive equipment. Instead, a group of committed people with skill and passion – nurses, social workers, volunteers, trainers, doctors, administrators, evaluators, and paraprofessionals – help first-time mothers discover what great parents they are.

The passion comes from within, but the skills come from hundreds of hours of required training and continuing education. “The core curriculum focuses on building trust with families,” says Bridget Patton, ECS training coordinator. “We also provide family support workers with tools to help them assess the child’s development and promote positive interaction between parents and children.”

*Home visitors encourage reading during the first three years, when critical brain development occurs. Families receive books in monthly parent-aid bags as part of the school readiness program.*



Patton knows firsthand about interaction between parents and children. In addition to being a trainer, she is also a home visitor. “I wanted to have a frame of reference so, when I teach, I practice what I preach,” says Patton.

“One of the really neat things about ECS is that it is truly community supported and collaboratively based,” adds Patton. Home visitors from all affiliated agencies receive special training from Patton and others at the Beech Acres Learning Center.

Santa Maria Community Services family assessment worker,

Colleen Cash Rupp, MSW, LSW, says, “My goal is to make the moms feel good about themselves, so they can continue to make better choices.” She continues, “I’ve been surprised at how much I’ve learned about parenting through the ECS program.”

Jessie Cruey, family support worker from Brighton Center became a

parent when she was 17 years old and received help from a home visitation pilot program – now affiliated with ECS. “I’ve been there and can relate and share my experiences,” she adds. “I show my families the positives, which helps make them want to accomplish more.”

“Being a mother is the hardest job in the world,” says Tricia Kroger, LSW, family support worker for Services to Area Youth (STAY). “I went to school for four years to be a social worker, but no one teaches you how to become a mom. That’s what this program does!”



*Joining the celebration at the first annual ECS Mother's Day party at Children's Hospital Medical Center were Mary Ellen Cody, event chair; a Madcap Puppet; first-time mother, Crystal Ray; and her daughter, Alexis; Judith B. Van Ginkel, ECS president; and Lillian Jones, co-chair of the volunteer committee. (Co-chair SueRae Fleischer not pictured). The party was sponsored by Time Warner Cable.* ☆



## Funding

Every Child Succeeds is supported through a public/private partnership. United Way provides lead funding, currently \$2 million, from the private sector. Seven local foundations, joined recently by a Cincinnati couple, Harry and Linda Fath, made a three-year, challenge grant commitment to United Way to match all new increased giving by members of the Alexis de Tocqueville Society (donors of \$10,000 or more). Additional private support is provided through the Butler County United Way. Public funds (Temporary Assistance to Needy Families, Medicaid and Hamilton County Children's Services Tax Levy) are significantly augmented by corporate and community sponsors. Indirect support is provided by Butler and Clermont County Departments of Human Services. ECS is part of Ohio Help Me Grow and Kentucky HANDS programs.

## Growth Chart



EVERY CHILD  
SUCCEEDS

### July 2001

- 1,495 families enrolled
- \$5.5 million funding (60/40 public vs. private donations)
- \$3 million in-kind donations
- 11,000 parent-aid bags distributed annually
- 92 home visitors from 13 lead agencies
- Serve 7 counties (added Butler County in Ohio)

### July 2000

- 887 families enrolled
- \$3.98 million funding (50/50 public vs. private donations)
- \$2.3 million in-kind donations
- 7,000 parent-aid bags distributed annually
- 62 home visitors from 12 lead agencies
- Serve 6 counties (added Brown County in Ohio)

### July 1999

- 73 families enrolled
- \$390,000 funding (10/90 public vs. private donations)
- \$1 million in-kind donations
- No parent-aid bags distributed (begins October 1999)
- 40 home visitors from 9 lead agencies
- Serve 5 counties in Ohio and Kentucky

## Founding Partners



United Way &  
Community Chest



Children's  
Hospital  
Medical  
Center  
Cincinnati

## United Way Challenge Grant Participants

Thomas J. Emery Memorial  
Harry and Linda Fath  
Fifth Third Foundation  
Greater Cincinnati Foundation  
The Procter & Gamble Fund  
The Charlotte R. Schmidlapp  
Fund  
The Jacob G. Schmidlapp  
Trusts  
The Alexis de Tocqueville  
Society

## Additional Corporate and Community Sponsors

CareSource  
Castellini Company  
Cincinnati Bell Wireless  
Community Resource Center  
Federated Department Stores  
Gerber Products  
Gold Star Chili, Inc.  
Hasbro, Inc.  
Health Foundation  
H.J. Heinz Co. Foundation  
The Kroger Co.  
The LINKS, Inc.  
Mt. Washington Baptist Church  
Northern Kentucky Independent  
District Health Department  
The Procter & Gamble  
Company  
Pure Concept EcoSalon & Spa  
Reece-Campbell, Inc.  
Time Warner Cable

## Lead Provider Agencies

Adams/Brown Counties  
Economic Opportunities  
Beech Acres  
Brighton Center  
Butler County Early Start  
Children, Inc.  
The Children's Home of  
Cincinnati  
Cincinnati-Hamilton County  
Community Action Agency/  
Head Start  
Cincinnati Board of Health  
Clermont County Health  
District  
Mercy Franciscan Hospital -  
Mt. Airy  
St. Elizabeth Medical Center

Santa Maria Community  
Services  
Services To Area Youth (STAY)

## Subcontract Provider Agencies

Children and Parents Together  
Clermont County Head Start/  
Child Focus  
Clermont County MRDD/  
Whilley  
Clermont County YWCA  
Family Service  
Healthy Moms & Babes  
Home Instruction Preschool  
Program for Youth (HIPPPY)  
Services United for Mothers &  
Adolescents (SUMA)

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