



# EVERY CHILD SUCCEEDS

## 12-MONTH REPORT

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

### 2000 Milestones

Tiffany is one of more than 1,000 first-time mothers who have received direct services through 70 home visitors from 25 community agencies during the past year. These family support workers are making more than 1600 visits per month – each visit lasting about one hour – to families in Brown, Butler, Clermont, Hamilton, Boone, Campbell and Kenton Counties.

In addition, Every Child Succeeds reached these milestones during the past year:

- Maintained a 73 percent retention rate of mothers and children in the program over a six-month period
- Implemented an extensive evaluation system to document the effectiveness of the program, which allows for continuous improvement
- Received more than \$2.3 million worth of in-kind donations of goods and services
- Volunteers solicited items and filled more than 8,000 parent-aid bags with educational and useful items for ECS parents and babies (bags are distributed monthly)

John Luken, ECS program committee chair says, “This is the most dynamic, exciting program that I have been a part of, either as a funder or as a participant. I am amazed at how much has sprung up in such a short period of time.”

Scientific director, Frank W. Putnam, M.D., agrees. He points to the large number of families the program has been able to enroll and



*Tiffany Darks and her son, Derrian, spend quality time together after a home visit from her family support worker.*

retain. In the past six months, ECS has grown dramatically at a rate of about 50 new families each month.

“We are ahead of where I would have predicted a year ago. We have

been able to attract and hold the people we think will benefit most. The good retention rate among mothers with a number of needs is very gratifying,” Putnam says.

### Every Child Succeeds... An Investment in our Community

Every Child Succeeds (ECS) is a regional program of family support designed to ensure an optimal start for children. The program is a collaboration among three founding partners: Children’s Hospital Medical Center, Cincinnati-Hamilton County Community Action Agency/Head Start and United Way & Community Chest.

New mothers are recruited from many sources, including word of mouth, prenatal clinics, community agencies, and birth hospitals. The program provides these families with parenting education, child development assessments, linkage to community services, and more. ECS works with children from birth to three years, a critical time for brain growth, language development and emotional development. Every Child Succeeds’ prevention and early intervention program promises to make a

See “Investment,” page 2.



## Message From the President



When Every Child Succeeds began its mission over a year ago to “provide an optimal start for children,” we did not realize how many lives we would touch.

We are enrolling more mothers in our target high-risk populations and have learned that they become more engaged in ECS when they enroll prenatally. Strategies are being implemented to reach more mothers early in their pregnancies. We have also discovered that at least one-third of our mothers are

clinically depressed. In response, we are developing a plan to educate our home visitors to help address issues related to depression.

During the past year, the message about ECS reached more people in our community. Every Child Succeeds was one of the featured organizations in the annual United Way Campaign. Time Warner Cable created three public service announcements for ECS, which are being aired on 26 cable television stations. ECS produced a video to explain how advances in brain imagery demonstrate why early intervention and prevention programs for parent and child are essential. Also, Butler County joined the program in October 2000.

We are happy to report that the financial contributions for this program shifted from a 50/50 split of public versus private donations last year to 60 percent public funding this year.

Our goals for next year include doubling the total number of mothers enrolled in ECS and increasing the number of home visits per family by adding as many as 30 new home visitors. We are implementing strategies to maintain high retention rates for both our home visitors and enrolled parents. A program is also being developed to ensure a smooth transition for children after they graduate from ECS at age three.

We’ve come a long way in a short period of time and we couldn’t have done it without the many staff, volunteers, home visitors, partners, and financial contributors. Our heartfelt thanks to you and to the many people and organizations in our community who are working together for the health and welfare of these families.

Sincerely,

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

*“... we did not realize how many lives we would touch.”*

## Investment

*Continued from page 1.*

positive impact on the social and economic health of the region. These are the primary outcomes expected:

- Reduced child abuse and neglect
- Increased positive pregnancy outcomes
- Reduced infant mortality
- Enhanced family functioning
- Increased self-sufficiency

In an effort to help keep these promises, ECS has developed a sophisticated and comprehensive data-gathering process that monitors the program’s activities, tracks services provided and identifies the impact of the program. Robert T. Ammerman, Ph.D., director of evaluation and outcomes, explains, “This system allows us to do more than simply track progress. We are also using these data to prepare individual reports to the service agencies so that they can review the outcomes of the activities they offer. When we look carefully at information and give it back to the providers and to the community at large, we give the agencies the information they need to continually improve and provide the best services possible.”

“The research is very exciting,” says Luken. “The information will allow us to look at what works and what doesn’t as we progress. We’ll be able to adjust for variables and change our model in mid-stream. This level of professionalism, intense monitoring and academic scrutiny is making ECS a national model.”



# Home Visitors Truly are Guardian Angels



A retreat for home visitors focusing on stress relief and personal growth was held in July. Seventy-four home visitors and assessment workers enjoyed an entertaining presentation by guest speaker, Laura Pulfer, columnist for *The Cincinnati Enquirer*. At the luncheon, Michelle C. Johnson from SUMA and Lois Ann Bradford from St. Elizabeth Medical Center received awards for their essays describing “My Best Success Story.” Read Michelle’s essay and see what a difference the home visitors make in the lives of these first-time mothers.

*“My best success story as a home visitor is...the day one of my clients called to tell me that her labor was going to be induced that morning. Well, later that evening after work, I stopped by the hospital to see how she was doing. I found*



Laura Pulfer (center), columnist for *The Cincinnati Enquirer*, shown here with essay award winners Michelle C. Johnson from SUMA (left) and Lois Ann Bradford from St. Elizabeth Medical Center (right).

*out that she was just about to undergo an emergency c-section and they thought that I was a family member coming to be her coach. Before I knew it, I was in scrubs and on my way down to the surgical area. My client was only sixteen years*

*old and living in a foster home. Because the c-section was an emergency, no one was at the hospital with her when it was time for the delivery. She couldn’t stop telling me how happy she was that I had been there for her and she even asked if I would be the baby’s Godmother.*

*This was such a special moment for me. I was able to witness a miraculous event and it was the first and only c-section delivery that I have ever seen. That experience helped my client to develop great trust in me. She now calls me her guardian angel.*

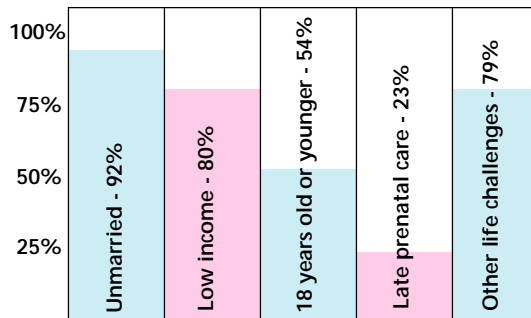
*As a home visitor, there are no words to describe how I felt being able to bring such joy into someone’s life - someone who was alone and afraid. By going over and beyond the call of duty, I was able to experience something so wonderful that it will stick with me the rest of my life. That was truly a blessing and I look forward to many more happy surprises and life-giving experiences.”*

## BOOK OF THE MONTH CLUB

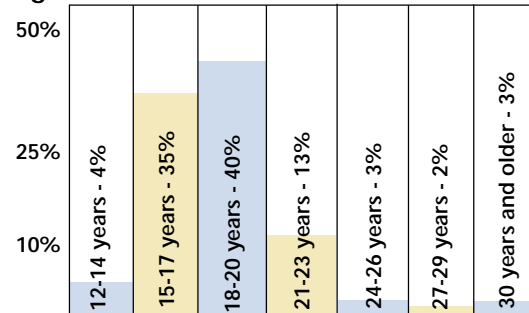
Every Child Succeeds launched a literacy program for ECS families with a kick-off event in August. With funding from the Hamilton County Department of Human Services and the ECS Volunteer Committee, each month all ECS families now receive an age-appropriate book for their child. The Public Library of Cincinnati and Hamilton County is also offering their Library Babies reading program, with group sessions for six to 18-month-olds and their parents, at participating agencies on a monthly basis. This is one important step toward creating more literate homes for ECS families and their babies.

## Client Profile

Distribution of Risk Characteristics



Age Distribution of Mothers



## Funding

The program is supported through a variety of public and private sources, including the three founding partners and Brown County Department of Human Services, Butler County Department of Human Services, Butler County United Way, Clermont County Department of Human Services, Hamilton County Department of Human Services, Northern Kentucky Independent District Health Department, and Ohio Early Start. Cincinnati Bell Wireless, The Procter & Gamble Company, and Time Warner Cable have led more than 14 corporations with significant in-kind contributions.

United Way & Community Chest (UW&CC) provided lead funding for ECS. In the first 18 months, UW&CC committed a total of \$2,250,000. Seven local foundations (listed below) made a three-year, \$2 million challenge grant to match all new and increased giving by members of the Alexis de Tocqueville Society. This increased giving to the United Way Campaign has enabled UW&CC to provide funding for ECS.

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|---------------------------------|----------------------------------|
| ■ Thomas J. Emery Memorial      | ■ The Procter & Gamble Fund      |
| ■ Fifth Third Foundation        | ■ Charlotte R. Schmidlapp Fund   |
| ■ Greater Cincinnati Foundation | <i>Fifth Third Bank, Trustee</i> |
| ■ The Andrew Jergens Foundation | ■ Jacob G. Schmidlapp Trusts     |
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H.J. Heinz Co. Foundation  
Keebler Company  
The Kroger Co.  
The LKC Foundation  
The LINKS, Inc.  
The Procter & Gamble Company  
Reece-Campbell, Inc.  
Time Warner Cable  
United Parcel Service

## 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)

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