**Partnership:** Down East Partnership for Children

**Activity Name**: FY22-CCRR Consumer Education: Family Services

**EC Profile ID:** PLA40

**PSC:** 3104

Logic Model

| *Order of completion* | *2nd* | *3rd* | *6th* | *7th* | *5th* | *4th* | *1st* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Need Statement | | Target Population | Program Components | Evidence-Based/Informed Practice | Outputs | Outcomes | County Level Indicators/ Strategic Framework Targets |
| Caregivers/Parents who have children ages Birth-5.  Caregivers/Parents need information regarding high quality childcare.  Caregivers/Parents need access to affordable high-quality childcare.  Caregivers/Parents need information regarding parenting and child development. | | Caregivers/parents residing in Edgecombe or Nash Counties who have children ages Birth-Five.  DEPC’s Scholarship Program Recipients and NCPK caregivers  Families who seek funding for childcare through the Department of Social Services Day Care unit.  Families with children with Special Needs. | **Consumer Education and Referral Services**  Consumer Education and Referral Services for families looking for high quality childcare, as well as for parents who have questions related to parenting and/or child development issues.  Specific, individualized referrals are made based on the assessment of the family’s needs.  The programs also inform families about the availability of childcare subsidies and other community resources.  Follow-up with families | Evidence Informed in Smart Start Resource Guide | Track the number of infant-toddler care referrals made.  **180** parents/ guardians receive referrals to childcare  Track the number of parents/ guardians receiving consultations about childcare  **273** parents/guardians will receive consumer education (referrals and consultations) about childcare  *(WLS Database will be used to measure this output*.) | 85% of parents/  caregivers responding to a Consumer Education and Referral Services survey will indicate selecting 3 star or higher child. care.  (SS: Increased Parent use of services)  *Parent Referral Survey*  Track the percentage of parents/  caregivers responding to a Consumer Education and Referral Services survey will indicate selecting 4 star or higher child. care.  85% of parents/caregivers responding to a Consumer Education and Referral Services survey will report using quality indicators in their search for childcare.  (SS: Increased parent knowledge)  *Parent Referral Survey* | **Required County Level Indicators:**  PLA40- Average Star Rating for Children in 1-5 Star Care, andPercent of Children in 4- and 5-star care  PLA50- Average star rating for subsidized children in 1-5 start and percent of subsidized children in 4- and 5-star care  H10- Percent of children who receive early intervention or special education services.  (Ages 0-2 and ages 3-5)  H20-Percent of children enrolled in Medicaid who receive a well-child exam.  **DEPC’s 2022 Strategic Framework**  90% of subsidy eligible children are in 4- and 5-star care.  75% of children enrolled in Medicaid will receive a well child exam.  As a result of participating in DEPC programs. 85% of parents report that they received knowledge and/or information to help support child’s growth or development. |

Worksheet 1

| Program  Components | Documented Research |
| --- | --- |
| Consumer Education and Referral Services  Consumer Education and Referral Outreach and Awareness | Guidelines established by the:  *North Carolina Child Care Resource & Referral Council: Consumer Education and Referral Services: A Manual for NC (Nash County) Child Care Resource and Referral Staff; June 2008*    Quality Assurance Best Practices Criteria  <http://usa.childcareaware.org/wp-content/uploads/2015/10/best_practices_ccrrs_2nd_edition.pdf>    Fuqua & Schieck (1989) (According to The Smart Start Resource Guide of Evidenced-Based and Evidenced-Informed Programs and Practices)   * <http://ecrp.uiuc.edu/v4n1/ceglowski.html#indicators> * <http://www.developingchild.net> * <http://www.nichd.nih.gov> * North Carolina Child Care Resource & Referral Council including:   + Child Care Resources Inc., [www.childcareresourcesinc.org](http://www.childcareresourcesinc.org)   + Child Care Services Association, [www.childcareservices.org](http://www.childcareservices.org)   + Southwestern Child Development Commission, [www.swcdcinc.org](http://www.swcdcinc.org)   Center for the Study of Social Policy: Strengthening Families Framework  <http://www.cssp.org/young-children-their-families/strengtheningfamilies>  <http://www.cssp.org/young-children-their-families/strengtheningfamilies> |

**Additional Program Information and Guidelines**

1. For each unique Program Component listed in the above Logic Model provide a narrative description.

Each Program Component narrative should:

* Provide a full detailed description of the specific activity component
* Describe responsibilities of each staff contributing to that program component (Please differentiate between Smart Start and non-Smart Start funded staff)
* Indicate the number of sessions/series to be delivered including frequency and duration
* Indicate detailed strategies being utilized for outreach and marketing to reach the target audience with each component.
* Indicate location(s) of service delivery.
* Incorporate program guidelines as outlined by NCPC (North Carolina Partnership for Children).
* Indicate curriculums, best practices used to guide program delivery.
* Ensure agreement with information provided in the Logic Model.

Down East Partnership for Children ensures that the programs and activities provided by DEPC fall in at least one of the 4 foundational building blocks, DEPC also utilizes practices within the Strengthening Families framework, adopted by the Center for the Study of Social Policy by helping to build on one or more of the identified 5 “Protective Factors”. Extensive research and evidenced has shown that when Protective Factors are present and robust in a family the risk of child abuse and neglect diminishes. The five Protective Factors are: Parental Resilience, Social Connections, Concrete Support in Times of Need, Knowledge of Parenting and Child Development and Social and Emotional Competence of Children. All DEPC’s Family Services programs help families to strengthen at least one or more of the Protective Factors. Specifically, the Consumer Education and Referral Program helps to strengthen families Knowledge of Parenting and Child Development, as well as Concrete Support in Times of Need.

As the Lead Agency for the NC Child Care Resource and Referral Council for Region 14, Down East Partnership for Children’s (DEPC) Child Care Resource and Referral-Family Services Program will provide the core service, *Consumer Education and Referral* as part of the Family First Model of Services to help achieve the above outcomes set by the *NC Child Care Resource and Referral Council (NC-CCR&R).* Consumer Education and Referral Serviceswill offer consumer education counseling services for families with typically developing children and children with special needs, families of all incomes, types, and family structure and with varying language needs and cultural backgrounds. The primary purpose of this core service is to help families find affordable, high-quality childcare in Edgecombe and Nash Counties that best meets their needs and preferences. Helping families understand the importance of the building block “High Quality Early Care and Education” gives the caregivers knowledge and valuable information about what high quality early care settings should look like for their children. This knowledge and information can also give a caregiver confidence in having conversations with their child’s early care providers and later their education providers.

Consumer Education and Referral services will be available, at no cost to families, at a minimum of 35 hours per week, Monday through Thursday from 9:00am-5:00pm and 9-12 on Fridays to allow time for planning and additional targeted outreach for families who either walk in (subject to COVID restrictions) or call the agency. This will ensure that all families contacting the agency looking for quality childcare or other community services will be helped in a timely, family friendly manner. The information provided regarding choosing high quality childcare will also include COVID-19 specific information such as health and safety guidelines and current openings/closures due to the pandemic. The Family First Specialist documents the family’s specific needs, referrals and services provided in DEPC’s Family First database and/or Work Life Systems (WLS), as well as any follow-up notes. Families requesting childcare referrals will also be entered into the childcare referral database, WLS. The childcare referral database is utilized for assisting parents/caregivers with their specific childcare referrals need (such as location, transportation, and shifts) and is updated monthly to maintain current, childcare options within the two counties. The Family Services Specialist will mail an individualized follow-up packet of information including indicators of quality childcare, evaluating childcare and financial information. In addition, WLS generates an automatic follow up survey that is emailed directly to the parent/caregiver. The Family Services Specialist and Coordinator II will ensure that additional follow up is provided to encourage families to complete the surveys if needed.

Providing consumer education and referral services is challenging work due to the diverse group of families utilizing the services. This work has also become more challenging recently due to our remote work environment and other impacts related to COVID. Excellent customer service skills are necessary for the specialist to be able to provide the best quality services for families. The DEPC Family Services Program has a comprehensive training plan for new Family Services Specialists who will be providing Consumer Education and Referral Services. The training plan is divided into several key sections including:

* Consumer Education and Referral Services- overview
* Policies (Confidentiality, disclaimer, fee, complaints, health, safety, abuse, and neglect)
* Overview of NC DCDEE (Division of Child Development and Early Education) (Division of Child Care and Early Education) Licensing requirements
* Overview of Star Rating License
* Types of Care (home, centers, after school etc...)
* Quality Indicators
* Paying for Child Care
* Phone Training (including shadowing)
* Overview of Child Care Referral Database
* Reporting responsibilities (monthly and quarterly reports)
* “Voices”-DVD series, “Answering the Call”- NACCRRA publication
* Online Child Care Aware trainings
* Principles of Family Support overview
* Strengthening Families-Protective Factors Framework-on line training modules

In addition, several quality assurance methods are put into place to ensure that staff use best practice when communicating with families to assess their strengths and needs. The Family Services Specialist receives monthly supervision/coaching as well as participates in an annual review with their direct supervisor, the Program Director and Executive Director. The supervision, coaching and annual review helps to ensure that each staff’s professional development plan is monitored, and goals are met and celebrated. In addition, annually the NC- CCR&R (Child Care Resource & Referral) (Child Care Resource & Referral) Council performs an unannounced Referral Assessment Call (RAC) to monitor and ensure that Consumer Education and Referral Services are being delivered as intended and effectively. Another method of quality assurance is gathered through a Parent Referral Survey which is automatically generated in WLS within two weeks of the referral and emailed to all caregivers. These questionnaires give families an opportunity to report whether they found childcare if the information shared with them was helpful and if the overall customer service experience was positive. We follow up with families by email, mail, or phone calls to encourage survey submission.We strive to obtain a 20% return rate from all questionnaires sent, as this is a requirement of the NC-CCR&R Council.

Two groups of families that are targeted by Family First Staff to receive Consumer Education and Referral services are both DEPC’s scholarship and NCPK recipients and the Department of Social Services (DSS) families that qualify for a childcare subsidy. Family First Staff meet and collaborate with the DSS-Child Care Subsidy units to ensure parents and families who receive subsidized childcare from DSS also receive information regarding choosing quality childcare, as well as referrals to childcare if needed. Staff will also work with DSS to ensure that children with special needs are receiving subsidy and if needed, are being referred to DEPC’s Family First System for additional referrals that may meet the family’s needs. Family First Staff also regularly attend DEPC’s Scholarship Orientations and Renewals several times a year to share information with families who qualify for DEPC scholarship services. Family First Staff, along with DEPC’s Scholarship Coordinator and Subsidy Specialist assist with providing information regarding Choosing Quality Childcare and assisting with any needed referrals. When families must seek subsidy money for any kind of services, in this case Quality Child Care, there are often many other families risk factors including single parenting, low education levels, working minimum wage jobs, unstable housing, etc. These types of risk factors can lead to an increase in child abuse and neglect.

Helping families find and apply for affordable, quality childcare and other community resources can help to increase the protective factor “Concrete Support in Times of Need.” When families call the Family First Line, the Family First Specialist can assess the family’s level of need and can not only refer them to services that can help subsidize and/or find High Quality Child Care but also can refer them to appropriate community services and resources that can help to ensure the basic needs of the family, such as food, clothing, and shelter are met. When these basic needs are met, and the family can seek concrete support during times of need the risk of child abuse and neglect decreases. In addition, the Consumer Education and Referral activity aligns with DEPC’s Strategic Framework’s Building Block “Families and Community.” When families have access to useful resources and can make their own decisions regarding services and feel supported by their community, they are empowered to continue to make healthy decisions for themselves as well as their children.

Another Core Service that the CCR&R (Child Care Resource & Referral) Family Services Program will be responsible for, in collaboration with DEPC’s Provider Services, Subsidy Program and Research and Development team is *Public Awareness & Data Collection, Analysis, and Disseminatio*n. The program has developed a comprehensive outreach and awareness plan to be reviewed at least annually to ensure that the community at large is aware of the availability of Child Care Resource and Referral Services and how to access services. A variety of promotional and educational materials such as brochures, postcards, posters, and flyers on choosing quality childcare and the importance of early childhood development are disseminated within the community at regular intervals during the year. In addition to materials being distributed within the community, the program uses several media outlets such as the DEPC website, promotional videos, DEPC’s Facebook page, newspapers ads, telephone ads and the local cable channels to share CCR&R (Child Care Resource & Referral) information. To ensure families are aware of all available services and programs at DEPC, a newsletter/ calendar (Building Blocks) will be sent to families 4 times per year highlighting programs and upcoming events, including Evidence Based Parenting Programs. All outreach materials are reviewed at least annually, and updates/changes are made as needed.

A public awareness effort regarding overall Child Care Resource and Referral services takes place at least annually by mailing or emailing a packet of information including DEPC’s Family First Cards, Choosing Quality Childcare posters and information, as well as general child development information to Human Resource departments at large industries and agencies, as well as to local businesses within the two counties. The contacts at each of these industries and agencies will be invited to DEPC for a tour of our facility through a coordinated outreach plan. Family First Staff are also available to attend staff meetings, employee appreciation days or other events at businesses/industries (in person or virtual due to COVID-19 restrictions) to share Consumer Education and Referral Information as well as provide onsite referrals.

Family Services Staff regularly participate in monthly and quarterly meetings at DEPC (in person or remote), as well as with other community agencies to share pertinent information regarding Child Care Resource and Referral Services. DEPC hosts activities during the *Week of the Young Child* that not only seek to educate the public about the importance of early care and education, but also target policy makers, funders, and planners regarding pressing early childhood education issues and services needed for children and families to thrive. Data that has been collected throughout the year from the childcare referral database regarding childcare supply and demand, the Family First systems most utilized services and unmet needs in the community are shared at the CCR&R Advisory Committee, as well as at both internal DEPC and external community meetings/committees throughout the year. All outreach and public awareness events, number and types of materials distributed by Family Services staff are tracked monthly.

1. Staff

|  |  |  |
| --- | --- | --- |
| Job Title | FTE | Minimum Education & Experience Requirements (Please indicate any requirements if mandated by your EB model) |
|  |  |  |
| Family Services Specialist II |  | Job Description |
| Family Services Coordinator I |  | Job Description |
| Family Services Program Manager |  | Job Description |
| Program Director |  | Job Description |
| Core Services Manager |  | Job Description |
| Family Services Coordinator II |  | Job Description |
|  |  |  |
| NCPK Coordinator |  | Job Description |

1. Does this activity contain grants of any kind or incentives to participants?

Yes  No X

What is given to participants? If you have checked yes, describe in detail, and attach a copy of any associated grant agreement(s).

1. Is any portion of this activity Medicaid reimbursable?

Yes  No X

If you have checked yes, describe in detail.

1. Community Collaborations:

Describe how this activity will fit into the continuum of services available to your selected target population. Please ensure description extends beyond a list of community collaborators.

Among strong collaborations within the agency itself, the Child Care Resource and Referral Family Services Program communicates and meets regularly with individuals from community agencies, such as local Health Departments, local Departments of Social Services, the local workforce development board, schools, other family resource centers, childcare providers, local businesses, as well as homeless and domestic violence shelters. These collaborations ensure that the community is aware of all services available to families and that appropriate referrals can be made on behalf of families.

In addition, the CCR&R Program (Provider Services, Family Services and Subsidy Services) coordinates a quarterly Child Care Resource and Referral Advisory Committee that consists of parents, childcare providers, businesses, and community service agencies. The advisory committee provides a vital link between community and DEPC and is designed to assist the CCR&R in planning and prioritizing program and services.

1. History of Results

Describe the recent successes of your program and more directly for your proposed activity. Describe specific positive results/outcomes/outputs for your activity that directly speak to the likelihood of future success.

DEPC’s CCR&R has a long successful history of providing services to families with young children. Based on the annual WLS data report for FY 21, 337 families received consumer education services. 95% of caregivers who completed a Parent Referral Survey reported that they utilized the information provided by the Family Services Specialist regarding quality indicators when searching for and choosing childcare and that they placed their child in a 3, 4 or 5 star rated license program indicating that parents understand and value the importance of having their child in a high-quality early care and education placement. These numbers speak to the future success of the CCR&R Family Services Program because DEPC is one of the few resources in the community where families can access an array of information, assistance and support from choosing quality childcare information to gain parenting support and help regarding specific child development issues. COVID-19 has had a direct impact on the number of referrals provided to families seeking childcare. As a result, we established a Childcare and Family Outreach Workgroup to address the impact and develop strategies to increase community awareness and engagement. We have also further enhanced our efforts to engage current DEPC program. recipients to ensure families are aware of all available resources.

1. Cash/In-Kind Contributions Plan:

Please detail your plan for meeting the required 5% cash/in-kind contribution for FY22. Contributions may include (but are not limited to): cash donations, non-state grants, office or classroom space, staff support, professional/non-professional volunteer services, discounts, meeting supplies and materials.

1. Contract Activity Description (CAD)

Child Care Resource and Referral (CCRR) Consumer Education-Family Services activity aligns with the Strategic Framework and will provide comprehensive services to families as follows: consumer education and referral services, community outreach, and data collection. Staff will provide consumer education outreach and parent services, including intake and training opportunities for families. Staff will maintain a database providing information about childcare and other community resources for families of young children in Edgecombe and Nash counties. Staff will support and participate in Week of the Young Child events and other outreach activities. DEPC serves as the lead agency for regional childcare resource and referral services through the NC-CCRR Council. Program staff will implement the activity with supervision provided by a Family Services Program Coordinator II and Family Services Program Manager under the supervision of a Program Director. The CCRR Advisory Committee will provide guidance to the program. Meals, snacks, food tastings and childcare may be provided, and activities will occur remotely as needed. Staff will provide program support as needed.