

## **Kid Connection Network Status Report and August 14 Meeting Minutes**

### **Marketing**

*Marketing Materials.* Kid Connection promotional materials - rack cards and posters (English and Spanish – are available for distribution. If you haven't already received yours, please contact Janet Hess to arrange for pick-up or delivery. As a reminder, we have asked that partners disseminate these materials through agency brochures, on-site, and at special events.

Also available on our Web site, [www.kidconnect.info](http://www.kidconnect.info), is content/text that you can download and use for articles in your agency's newsletter, Web link to [www.211atyourfingertips.org](http://www.211atyourfingertips.org), etc. You can edit the text to fit your own formatting needs. **Please do NOT link to [www.kidconnect.info](http://www.kidconnect.info), as our Web site is not currently designed for the general public** (i.e., it primarily provides program updates/information for partners). We plan to transform the Kid Connection site to a consumer-focused venue next year, but it's not there yet.

We want to monitor distribution of materials so that we have figures for reprints and future material production. Please forward to Janet a copy of any article about Kid Connection that you publish, and let us know about any special marketing opportunities that arise. See the attached material distribution summary, which includes a list of partner promotional venues at agencies that completed a marketing assets inventory. Programs that were given an initial supply of materials are indicated. **If your agency/program has not completed an inventory, please download the form from the Kid Connection Web site and return it to me.**

We're hoping to enhance the marketing campaign shortly. We just submitted a \$100,000 grant proposal to Humana Inc.'s Tampa Bay Benefits 2006 program; results will be announced in October. In addition, the Children's Board is considering allocating additional social marketing dollars to Kid Connection for FY 2007.

Immediate next steps are to explore ways to posters to elementary school sites, child care centers, and pediatrician offices. We'll investigate how best to reach families of elementary school students, e.g. flyers, PTA newsletters, etc. In addition, we'll provide 15,000 rack cards shortly to Healthy Start for insertion in newborn packets starting January 2007. Materials will be delivered to the Healthy Start storage unit at FDLRS.

### **Operations & Quality Assurance**

*2-1-1 Call & Referral Reports.* See the attached summary for number of calls, referrals, and web site hits. Note the huge spike in 2-1-1 Web site hits last month. Full reports from 2-1-1 – which include a breakdown of calls by age of the child, as well number of early childhood and prenatal referrals by specific agency/program – are posted on the Kid Connection web site.

There was discussion at the 8/14 meeting concerning the need for a Spanish version of the 2-1-1 Resource Guide. In a conversation with Janet, Donna Todd expressed some concern about 1) securing and paying for accurate translation, and 2) creating an (incorrect) expectation among Spanish-speaking residents that there will be bilingual staff available at all programs listed in the guide. That being said, Debra Harris confirmed at the meeting that 2-1-1 is planning to print a Spanish version. Meeting attendees agreed that lack of translators at many agencies is an ongoing problem, but should not delay the availability of a Spanish guide.

*Kid Connection Client Reports.* See attached recap of client activity from 1/1 to 8/14/06. We have started making follow-up phone calls to assess satisfaction with services, but have experienced considerable difficulty reaching families. Only about half of the families to be contacted have been reached to-date.

*Screening & Satisfaction.* An earlier discussion at the July meeting concerned developing a protocol for Kid Connection staff to use in addressing problems that clients experience with referred programs. We clearly don't want to become provider "police," but do want to surface issues concerning access and services. Two recommendations:

- If a client reports a problem with access or services at a referred program, Kid Connection staff should first refer clients back to the program to submit their complaint.
- Kid Connection should query partners about their respective client grievance process so that we can help direct clients to the appropriate contact. We are currently developing a short questionnaire to send out to agencies.

*Targeted Case Management.* Kid Connection staff plans to start utilizing ASO funds for targeted case management. Abby and Janet are attending the 3-day TCM training at the Children's Board next week, and Sonia will attend the training in September.

*Integrated Database Management Systems.* Maria Pinzon and Janet met with Glenn Brown from the Children's Board on 8/11. We discussed the overlap in I&R/case facilitation between HSC and Kid Connection, as well as the need for improved coordination between multiple programs that provide I&R infrastructure for the community. Glenn agreed that the Children's Board should pursue a larger discussion about integrating multiple database systems that the Children's Board, United Way, and BOCC help to fund (i.e., CFH, Unity/Homeless Coalition, Community Atlas, FSRC ANTS system). Next step is to convene a meeting with key program representatives to talk about these issues.

## **Governance**

*MOA.* We currently have Memoranda of Agreement (MOA) signed by 14 agencies: Achieve Management, Inc., FDLRS, Northside, MHC, Healthy Start Coalition, Infants & Young Children of West Central Florida, USF Division of Child Development (Early Steps), Success 4 Kids and Families, Agency for Persons with Disabilities (APD), BOCC Children's Services, BOCC Health & Human Services, CARD, USF Pediatrics, Crisis Center/2-1-1, and Early Learning Coalition.

**If your agency hasn't already submitted an MOA, please complete the agreement as soon as possible.** The MOA serves as a measurable indicator of the agencies and programs that are committed to providing an integrated, responsive system of information, referral, and access to early childhood services. All key documents, including the MOA and marketing asset questionnaire are posted on <http://www.kidconnect.info>.

*Children's Board Contract.* FY 2007 budget and proposed EE matrix were submitted to the Children's Board. Our zero-growth budget is approximately \$22K over currently allocated funds from the Children's Board (capped at \$150K), so we're actively exploring additional funding streams.

*ECC Restructuring.* Kid Connection staff is very involved in the ECC strategic planning and reorganization process. The timeframe for the proposed transition from Northside to ECC as the Kid Connection employer has been extended until the end of January 2007. The ECC planning group is meeting twice each month, and is working on a number of policy guidelines and business concepts as well as potential strategic partnerships and funding sources.

## **Training**

*Kid Connection training for community agencies.* We have scheduled the first “Tier 2” Kid Connection training - open to all community agencies – on Monday, August 21, from 2-4P at the Ruskin Neighborhood Service Center. RSVP to Sonia at 837-7707 or [socasio@kidconnect.info](mailto:socasio@kidconnect.info).

Starting in October, 2-1-1 Tampa Bay will conduct quarterly community workshops on how to use 2-1-1 to locate services. Kid Connection training will be scheduled adjacent to each of those sessions. Stay tuned for date and time (in the afternoon) for the first training. Specific groups that we are targeting for upcoming training are HKI (we have an initial session schedule on 9/6 for supervisors), BOCC Health and Social Services (social workers, Neighborhood service centers), County Health Department, Hillsborough County Library, SDHC psychologists and guidance counselors.

As a reminder, staff members who should attend the Kid Connection training are those who assist families of young children (birth to age 8) and/or expectant mothers in Hillsborough County with information, referral, and access to community services and resources. This includes case managers, support coordinators, family advocates, social workers, information and resource specialists, and/or other support staff.

As a follow up to the first wave of “Tier 1” training for approximately 350 agency staff, we will be developing a short online survey to determine how useful the training has been, e.g., how frequently do they use the 2-1-1 database and/or community resource maps?

**Next Meeting: Monday, September 11, at 3P at the Children’s Board.**

## Kid Connection Client Activity Report YTD

<b>Date of Admission</b>	<b>Sex</b>	<b>Age</b>	<b>Race</b>	<b>Primary Language</b>	<b>City</b>	<b>Zip Code</b>	<b>Status</b>	<b>Level of Care Code</b>
1/25/2006	Male	9	Hispanic	Spanish	Tampa	33604	Completed Services	LEV3
1/31/2006	Male	4	Hispanic	Spanish	Tampa	33614	Active	LEV2
3/3/2006	Male	4	Hispanic	Spanish	Tampa	33613	Active	LEV2
3/29/2006	Female	6	Hispanic	Spanish	Tampa	36612	Active	LEV1
4/6/2006	Male	4	Hispanic	Spanish	Tampa	33607	Active	LEV2
4/11/2006	Male	4	Hispanic	Spanish	Tampa	33619	Completed Services	LEV2
4/14/2006	Male	6	Black (Non-Hispanic)	English	Tampa	33615	Completed Services	LEV2
5/9/2006	Male	4	Hispanic	Spanish	Lutz	33549	Active	LEV1
5/18/2006	Female	9	Hispanic	English	Wimauma	33598	Completed Services	IR
5/22/2006	Male	1	Hispanic	Spanish	Lutz	33549	Active	LEV1
5/25/2006	Male	10	Hispanic	Spanish	Tampa	33624	Completed Services	LEV1
5/30/2006	Female	3	Black (Non-Hispanic)	English	Tampa	33613	Completed Services	IR
6/5/2006	Female	NA	Hispanic	Spanish	NA	NA	Completed Services	LEV1
6/6/2006	Female	3	Hispanic	English	Tampa	33604	Completed Services	LEV1
6/20/2006	Male	7	Hispanic Bi-Racial	Spanish	Brandon	33511	Completed Services	LEV1
6/26/2006	Female	5	(Black/Hispanic)	English	Tampa	33605	Completed Services	IR
6/26/2006	Male	NA	White (Non-Hispanic)	English	Tampa	33610	Completed Services	IR
6/27/2006	Female	2	Hispanic	English	Tampa	33615	Active	LEV3
6/27/2006	Male	6	Hispanic	English	Tampa	33615	Active	LEV3
6/27/2006	Male	5	Hispanic	Spanish	Tampa	33616	Completed Services	IR
6/27/2006	Male	6	Black (Non-Hispanic)	English	Tampa	33615	Completed Services	LEV2
6/27/2006	Female	4	Hispanic Bi-Racial	Spanish	Tampa	33613	Completed Services	LEV2
6/27/2006	Male	3	(Hispanic/White)	English	Tampa	33635	Completed Services	IR
6/27/2006	Male	11	Hispanic	English	Tampa	33647	Completed Services	IR
6/29/2006	Female	15	Hispanic	English	Tampa	33612	Completed Services	IR
7/5/2006	Male	7	White (Non-Hispanic)	English	Tampa	33605	Completed Services	LEV1
7/6/2006	Male	7	Hispanic	English	Tampa	33612	Active	LEV2
7/6/2006	Female	3	White (Non-Hispanic)	English	Dover	33527	Active	LEV1
7/6/2006	Female	4	White (Non-Hispanic)	English	Brandon	33511	Active	LEV2
7/6/2006	Female	3	Hispanic	English	Tampa	33612	Completed Services	LEV2
7/7/2006	Male	7	White (Non-Hispanic)	English	Plant City	33563	Active	LEV1
7/10/2006	Female	12	Hispanic	Spanish	Tampa	33607	Completed Services	IR
7/12/2006	Female	NA	Hispanic	Spanish	Tampa	33613	Active	LEV2
7/12/2006	Female	3	Hispanic	Spanish	Tampa	33614	Active	LEV2

7/13/2006	Male	5	Black (Non-Hispanic)	English	Tampa	33610	Active	IR
7/13/2006	Male	1	Black (Non-Hispanic)	English	NA	NA	Active	IR
7/14/2006	Female	9	Bi-Racial (Black/White) Bi-Racial	English	Tampa	33611	Completed Services	LEV1
7/19/2006	Male	6	(Black/Hispanic)	English	Riverview	33569	Completed Services	LEV1
7/24/2006	Female	40	Black (Non-Hispanic)	English	Plant City	33563	Completed Services	IR
7/24/2006	Male	12	Bi-Racial (Black/White) Bi-Racial	English	Tampa	33616	Completed Services	IR
7/24/2006	Female	1	(Black/Hispanic)	English	Plant City	33563	Completed Services	IR
7/26/2006	Male	4	Hispanic	Spanish	Tampa	33634	Active	LEV1
8/1/2006	Female	5	Hispanic	English	Tampa	33613	Active	LEV2
8/1/2006	Male	2	White (Non-Hispanic)	English	Odessa	33556	Completed Services	IR
8/1/2006	Female	7	White (Non-Hispanic)	English	Brandon	33511	Completed Services	IR
8/2/2006	Male	5	Hispanic	Spanish	Tampa	33624	Active	LEV1
8/3/2006	Female	5	Hispanic	English	Tampa	36614	Active	LEV1
8/3/2006	Female	2	White (Non-Hispanic)	English	Dover	33527	Completed Services	IR
8/3/2006	Male	1	Black (Non-Hispanic)	English	Tampa	33613	Completed Services	IR
8/4/2006	Female	3	Hispanic	Spanish	Plant City	33567	Completed Services	IR
8/7/2006	Male	12	Bi-Racial (Black/White)	English	Tampa	33616	Completed Services	IR
8/8/2006	Male	1	White (Non-Hispanic)	English	Thononassa	33592	Active	LEV2
8/8/2006	Female	4	White (Non-Hispanic)	English	Lithia	33547	Completed Services	IR
8/9/2006	Female	6	Black (Non-Hispanic)	English	Tampa	33612	Completed Services	IR
8/9/2006	Female	6	Black (Non-Hispanic)	English	Tampa	33612	Completed Services	IR
8/9/2006	Female	7	Black (Non-Hispanic)	English	Tampa	33610	Completed Services	IR
8/10/2006	Female	6	Hispanic	Spanish	Tampa	33615	Active	LEV1
8/14/2006	Male	2	White (Non-Hispanic) Bi-Racial	English	Tampa	33610	Completed Services	IR
8/16/2006	Male	3	(Hispanic/White)	English	Tampa	33635	Completed Services	IR
1/1-8/14/06	8 Provider Contacts - 8x I&R calls from providers on behalf of their client(s)							

**NA** - Data not available; parent chose not to provide.

### Level of Care Codes

IR: Information and referral only

LEV1: Low level of case management

LEV2: Moderate level of case management

LEV3: High level/Intense case management

**Client activity summary from 1/1 - 8/14/06**

**Client Totals**

**Primary Client**

Child	58	87%
Expectant		
Mother	1	1%

**Secondary Client**

Provider	8	12%
Total	67	

**Primary Clients**

**Level of Care**

IR	26	44%
LEV1	16	27%
LEV2	14	24%
LEV3	3	5%
Total	59	

**Status**

Active	21	36%
Completed	38	64%
	59	

**Race**

Hispanic	31	53%
White	12	20%
Black	9	15%
Bi-Racial	4	7%
Unknown	3	5%
Total	59	

**Primary Language**

Spanish	20	34%
English	39	66%
Total	59	

**Gender**

Male	29	49%
Female	30	51%
	59	

**Satisfaction with Kid Connection**

Avg. 1 rtg

Comments

Kid Connection is amazing, even calls back.  
 Satisfied with Kid Connection.  
 Worker answering phone is a good listener.  
 Kid Connection very helpful.  
 Resources given I had no idea existed.  
 Good listener and resourceful.  
 Great service, very helpful.  
 Excellent program very well needed in community.  
 Gave me resources that I did not know of.  
 Helpful, gave me useful information.  
 Very professional.  
 They work well, Abby very professional.  
 I rate their program 100% just for caring.

**Satisfaction Rating Codes:**

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not satisfied

**2-1-1 Tampa Bay Call and Referral Report YTD**

Number of Calls					Number of Referrals				Number of Translation Line Calls*				Number of Web Site Hits	
All Calls	Birth to Age 8 and Prenatal	% of All Calls	Birth to Age 8 (only)	Prenatal (only)	Referrals to Kid Connection	Birth to Age 8 and Prenatal	Prenatal (only)	Birth to Age 8 (only)	Total	% of All Calls	Spanish	Other	Unique Visits	Page Hits
4,529	73		54	19										
54,344	880		649	231										
4,931	63	1%	49	14	0	101	22	79	119	2%	118	1	4,086	8,846
4,428	55	1%	44	11	0	124	26	98	138	3%	135	3	3,506	9,026
5,653	71	1%	46	25	0	115	32	83	130	2%	130	0	4,576	11,041
5,516	74	1%	53	21	0	138	47	91	99	2%	98	1	3,242	10,095
6,146	85	1%	57	28	1	172	54	118	139	2%	135	4	3,828	11,070
6,273	68	1%	57	11	5	140	32	108	99	2%	97	2	3,888	11,442
6,327	83	1%	62	21	6	133	40	93	137	2%	136	1	6,522	13,591
39,274	499	1%	368	131	12	923	253	670	861		849	12	29,648	75,111