

Kid Connection Network Status Report for March 12, 2007

Marketing/Public Relations

Kid Connection, along with other Early Childhood Council partners, participated at the CFH “Teddy Bear” literacy event on Saturday, Feb. 17 at the First Church of God. Almost a dozen ECC members volunteered at the event, offering assistance with KidCare health insurance enrollment and hosting several “Right on TrackTM” play pavilion activities, including the ever popular hat-making booth.

Kid Connection/ECC has hosted 5 KidCare enrollment events to-date. In addition to the literacy event, enrollment assistance has been provided at 3 monthly development screenings and the recent CFH family picnic on March 10. We expect to host at least 3 more events through June, when the grant-funded promotion period ends. ECC earns \$500 from the Hillsborough County grant (administered by St. Joseph’s) to distribute at least 50 KidCare applications at each 3-hour event. Stipends are also available for parents/caregivers whose children are already enrolled in KidCare to assist as “parent ambassadors” in the events; three ECC families have participated to-date. Please direct any other interested families to Julie at 837-7714. The next event is at the developmental screening scheduled on Friday, April 20, from 8:30A – 12N at the Riverhills Church of God.

We continue to explore (albeit slowly) corporate sponsorship opportunities for Kid Connection and ECC with Genie Short from Partnerships in Prevention, Inc. Potential corporate sponsors are companies such as Publix, Target, Walmart, etc. Upcoming community events include the Eggstravaganza (April), Wellness Fair (May), Back to School Bash (July), and KidFest (Oct).

Operations & Quality Assurance

See attached EE matrix outcomes report for 10/1/06 thru 1/31/07, which was submitted to the Children’s Board on 3/1.

2-1-1 Call & Referral Reports. Attached is a summary of number of 2-1-1 calls, referrals, and web site hits through February 2007. Additional reports from 2-1-1 are posted on the Kid Connection web site, www.kidconnect.info. Those reports provide breakdown of calls by age of the child, as well number of early childhood and prenatal referrals by specific agency/program. Please note in this attachment the list of “top needs” for calls concerning prenatal and young children during the month of February.

Importantly, we have modified the referral criteria for 2-1-1 counselors to use in referring callers to Kid Connection and other early childhood programs (attached). The primary change is that Kid Connection will be provided as a “safety net” referral for all early childhood calls that result in 2 or more referrals. Counselors are also being encouraged to refer to “major” programs whenever possible.

Kid Connection Client Reports. See the attached monthly client activity report. Per a suggestion from the last meeting, we will share today a couple of short case narratives that describe the Kid Connection referral process and results.

IT Support / Database Management. We submitted a funding request to the Children’s Board in late February for IT technical assistance (see attached narrative). The request for \$10,000 is to supplement our limited FY 2007 IT budget (\$2,500) and would allow Achieve Management, Inc., to complete

programming for the Kid Connection screening tool in the Paradox system, develop appropriate database reports, and provide ongoing IT support. Per a request from the Children's Board, we will also submit a revised operational budget for the remainder of FY 2007 that incorporates these expenses.

Training

Kid Connection training for community agencies. We trained approximately 30 staff members from agencies that serve young children at the 1/29 and 1/31 trainings held at the Children's Board and APD, respectively. Over 200 agency staff members have attended a Kid Connection training/presentation in FY 2007, including social workers, case managers, and other support workers from Neighborhood Service Centers (Hillsborough County Health & Social Services), HKI, and Partners of Hillsborough.

On Thursday, May 3, Kid Connection and ECC will host the 2nd Annual Early Childhood Community Resource Fair. The event will be held this year at the Children's Board from 9A-12N. See the attached invitation to participate, which will be sent this week to 25-30 selected programs/agencies that serve young children and families. Also in development is a promotional flyer that will be available for community-wide dissemination. Participants must register to attend. Attendance is free, but presenters are asked to pay a \$25 registration fee to cover production costs for resource booklet to be handed out at the event.

Governance

As mentioned in January, Northside will continue to be the primary employer for Kid Connection staff until ECC's new infrastructure/funding is in place. We continue to work with the Children's Board to finalize plans for the transition.

Next Meeting: Monday, May 14, 2007, at 3P at the Children's Board.