First 5 Ventura County

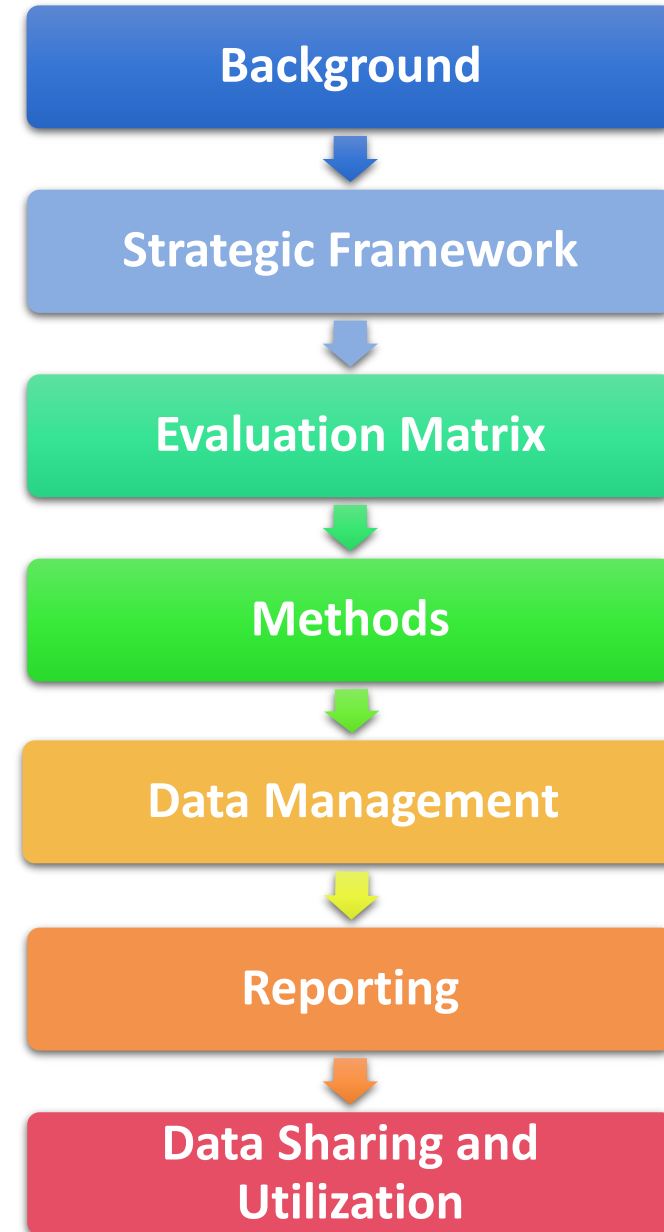## Strategic Framework and Evaluation Plan

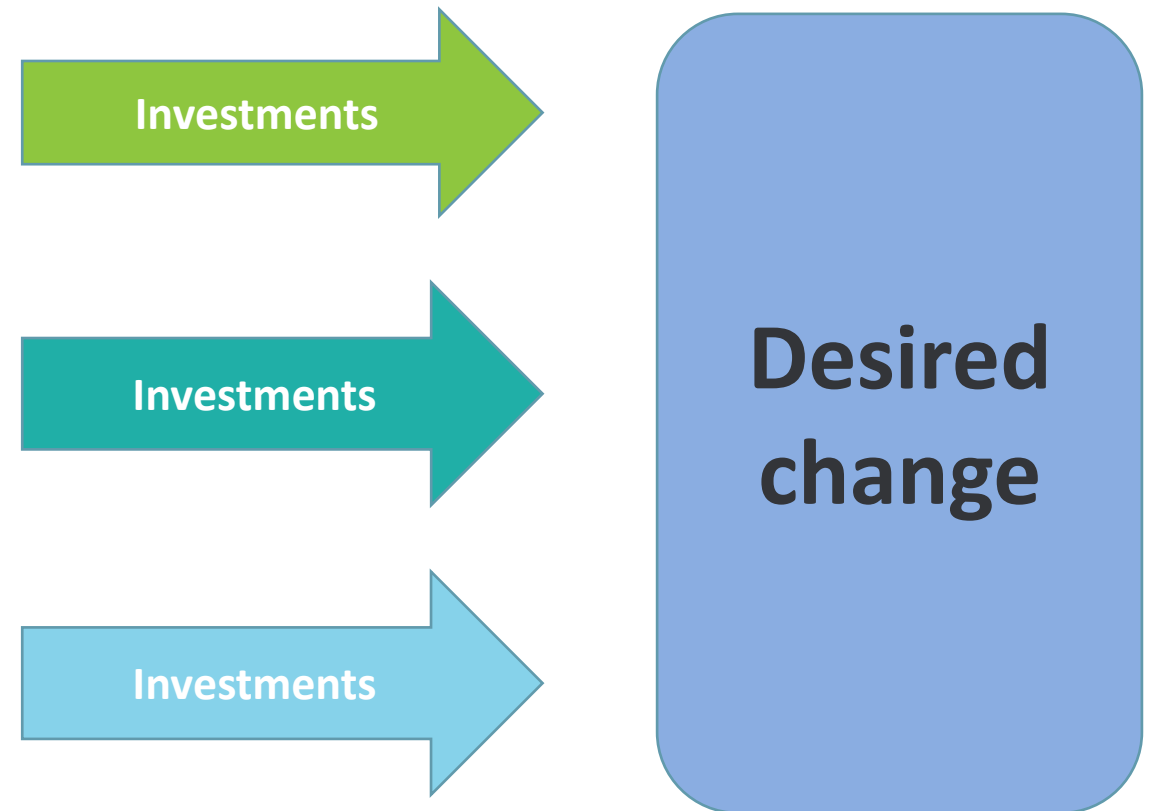Fiscal Year 2021–22

September 23, 2021

Prepared by

Contents

Realigning the Evaluation: Why did we do this work?

- **Strategic and programmatic transitions**

  - Previously contracted services moving in-house

  - Data collection responsibilities shifted

  - Efforts sunsetting; other new efforts coming online

  - Shift to capacity building and systems change

  - New database

- **Need to realign, streamline and centralize the evaluation system**

The Strategic Framework explains:

- What is our vision of change?

- What are the "buckets" or pathways of our work to promote that change?

- Why do we do what we do?

Strategic Framework

Strategic Priorities	Investments / Strategies	Desired Outcomes
Comprehensive Child Health and Development	• Developmental screenings, and early identification • Community resources and referrals	• Children with developmental or health concerns are connected to services • Children are meeting developmental milestones • Children have health insurance, and are up to date with well child & dental visits
Strong and Resilient Families	• Maternal mental health screening • Social Determinants of Health screenings • Community resources and referrals • Parents and Children Together (PACT) • Parent education • Parent leadership	• Mothers at-risk for depression are connected to appropriate services • Parents are connected to essential community services (PF) • Parents have the knowledge, confidence and ability to promote their child's healthy child development (PF) • Parents have positive parent-child relationships with their children • Parents have opportunities for social connections and support (PF) • Parents advocate for positive changes in their families, communities and schools
Quality Early Learning	• Quality enhancement of PACT sites • Take 5 and Read! early literacy campaign	• Children have access to high-quality early care and education • Parents promote their child's early learning and literacy

Program and Systems Integration	• Help Me Grow
	• 2-1-1
	• Community Investment Loans
	• Cross-cutting:
	  – Capacity building and training
	  – Communication and messaging
	  – Convening and collaboration
	  – Innovation and learning
	  – Financial sustainability
	  – Advocacy and policy development
		• Early childhood systems are strengthened with increased partner capacity
		• Early childhood systems are integrated with increased cross systems understanding, resources, sharing, referral and collaboration
		• Early childhood resources services and supports are sustained with legislation and policy

- **Applying the Results Based Accountability approach to measurement:**
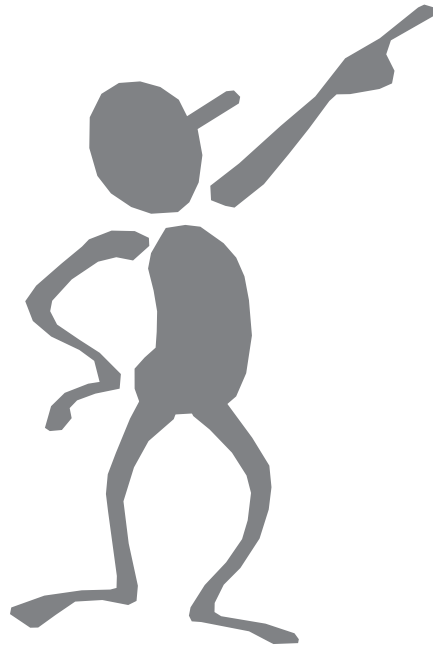
Strategic Priority	Indicators of the change you want to see across the entire community, such as *percentage of children meeting developmental milestones.*
Is anybody better off?	Indicators of direct outcomes or benefits of the services, per your Strategic Priorities, such as *percentage of children who are connected to early intervention support.*
How well did we do it?	Indicators of quality, such as *percentage of children referred to early intervention, or clients satisfied with a service.*
How much did we do?	Indicators of quantity, such as *number of children screened, or number of services offered.*

Evaluation Plan: What we most need to measure?

Example: **PACT program**

RBA Level	Indicator	Data Source	Frequency
How much	Number of families participating in PACT	Apricot	Quarterly
How well	Percentage of families completing the PACT series	Apricot	Quarterly
	Family report on usefulness of program	Method TBD	
Better off	Percentage of parents who have the knowledge, confidence and ability to promote their child's healthy child development (PF) **(SP)**	Parenting Ladder	Annual
	Percentage of parents who engage in effective parenting practices	Parenting Ladder	Annual
	Percentage of parents with positive parent-child relationships with their child(ren) **(SP)**	Parenting Ladder	Annual
	Percentage of parents who have opportunities for social connections and support (PF) **(SP)**	Parenting Ladder	Annual
	Parent report of benefit	Focus Group with parents	Annual

Strategic Plan indicator
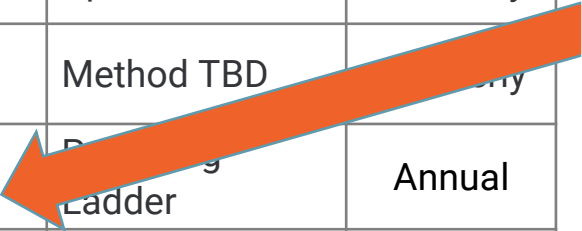
Methods

Help Me Grow

- Call Line data
- ASQ-3
- ASQ-SE

Neighborhoods for Learning (NfL):

- NfL Intake Form
- PHQ-9
- ASQ-3
- ASQ-SE
- Social Needs Screen
- Referral Log
- Parenting Skills Ladder
- Satisfaction Survey

Quality Early Learning

- PACT Quality Improvement Matrix

Program and Systems Integration

- Various trackers (legislative tracker, outreach tracker)

Methods

Tool Tracker

- Created a matrix that lists each method of measurement and the key management protocols, such as when it is administered, and where data are entered

Data Flow Charts

- Created for Help Me Grow and Neighborhoods for Learning (example below)
- Describes the steps of data collection

NfL

1. PACT teacher conducts intake and pre survey *Data entry: NfL Enrollment Form; Parenting Ladder)*	**2.** Conduct screenings: •PHQ-9 (mental health) •social determinants of health *Data entry: Social Needs, PhQ-9*	**3.** Provide referrals *Data entry: Referral Log in Apricot*	**4.** Track completion of referrals *Data Source: Referral Log in Apricot*	**5.** Track service dosage •PACT •Parent education •Care coordination *Data source: Apricot*	**6.** Conduct post surveys *(Data Source: Parenting Ladder; satisfaction survey)*

Data Management System: From "plan" to "practice"

Process for overseeing data collection and completeness

- Tool tracker has an "assigned" column, so staff know what they are responsible for.   F5VC will meet quarterly to review the completeness of data collection.

Data Storage

- Goal is to move to electronic data collection; any paper data gathered will be entered into Apricot.

Proposed Reporting Strategy

COMPREHENSIVE EVALUATION REPORT

ANNUAL ONLINE SUMMARY REPORT

POWERPOINT

STRATEGIC INITIATIVE SNAPSHOT

Proposed Reporting Strategy

COMPREHENSIVE EVALUATION REPORT

- Internally-facing

- Structured around <u>Initiatives</u>

- 30-40 page technical report

FIRST 5 VENTURA COUNTY
Comprehensive Evaluation Report FY 2020-21

PREPARED BY:

FIRST 5
VENTURA COUNTY

Proposed Reporting Strategy

POWERPOINT

- Externally-facing

- Structured around <u>Initiatives</u>

- 10-15 slides

- Posted on F5VC website

FIRST 5
VENTURA COUNTY

Comprehensive Evaluation Report

FY 2020-21

PREPARED BY: FIRST5 VENTURA COUNTY

Proposed Reporting Strategy

ANNUAL ONLINE SUMMARY REPORT

- Externally-facing

- Structured around Initiatives

- Posted on F5VC website; link to Comp report

Proposed Reporting Strategy

STRATEGIC INITIATIVE SNAPSHOT

- Externally-facing

- Structured around Strategic Priorities

- 2 pages of highlights

STRATEGIC PLAN SNAPSHOT

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Strategic Priorities	Investment highlights
Comprehensive Child Health and Development	• Developmental screenings, and early identification... • Community resources and referrals...
Strong and Resilient Families	• Maternal mental health screening... • Social Determinants of Health screenings... • Community resources and referrals... • Parents and Children Together (PACT)... • Parent education... • Parent leadership...
Quality Early Learning	• Quality enhancement of PACT sites... • Take 5 and Read! early literacy campaign... •
Program and Systems Integration	• Help Me Grow findings... • 2-1-1 f • Community Investment Loans • Cross-cutting: • Capacity building and training • Communication and messaging • Convening and collaboration • Innovation and learning • Financial sustainability • Advocacy and policy development

Data Sharing & Utilization: Reaching key audiences

Audience	Purpose
Staff	Program monitoring
F5VC leadership	High level accountability
Commission	High level accountability: did we meet our targets and why, discuss outcome measures
	Strategic planning cycle every few years
Commission eval committee	Review / vet/ interpret data before it goes public
Partners	Share-out with partners before year end data are shared publicly in order to ensure accuracy of information and to aid in interpretation of findings; **TBD** which partners can tapped (service team vs. leadership team)
Families	Solicit the voice of families regarding their interpretation of findings, what they'd like to see improved
The public	Share key data factoids that build knowledge around key messages

Coming Full Circle: Measuring the results that matter most

Strategic Priorities	Investments / Strategies	Desired Outcomes
Comprehensive Child Health and Development	• Developmental screenings, and early identification • Community resources and referrals	• Children with developmental or health concerns are connected to services • Children are meeting developmental milestones • Children have health insurance, and are up to date with well child & dental visits
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	   – Innovation and learning
	   – Financial sustainability
	   – Advocacy and policy development
		• Early childhood systems are strengthened with increased partner capacity
		 • Early childhood systems are integrated with increased cross systems understanding, resources, sharing, referral and collaboration
		 • Early childhood resources services and supports are sustained with legislation and policy

Next Steps

- **Train staff on eval plan: tools, procedures, responsible staff**

- **Build out new database, including "bulletins" to see key data whenever needed, and other key performance measures per quarter to support data reviews**

- **Staff will be developing a subcommittee for the Commission to help review evaluation strategies, findings and implications**

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Appendix: Evaluation Plan Tables

Evaluation Plan

Strategic Priority	Investments/ Strategies	RBA Level	Indicators	Data Source	Monthly/ Quarterly/ Annually
Comprehensive Child Health and Development	Screening and Referral	How much	Number of unique interactions by the Call Line/ Centralized Access Point over the past 12 months (sum of 3 items below) (Data source: Referral form), by referral source (e.g., community partners, ACES Aware, Network of Care)	Q19 on HMG Fidelity Assessment: Call Line records	Q
			• Number of information only interactions (no referral)	Q19i: Inquiry form	Q
			• Number of interactions where referral was provided (and family agreed to/ did follow-up)	Q19ii: Enrollment form	Q
			• Number of interactions where referral was provided (and family declined / did not follow-up)	Q19iii: Enrollment form	Q
			Number of children receiving ASQ-3 developmental screenings, by result: • Normal, monitoring and flagged	ASQ-3 in ASQ Online	Q
			Number of children receiving ASQ-SE developmental screenings, by result: • Normal, flagged	ASQ-SE in ASQ Online	Q
		How well	Percentage of children with developmental concerns referred for early intervention services	Enrollment Form	Q
		Better off	Percentage of children with developmental concerns connected to early intervention services (SP)	Enrollment Form	A
			Percentage of children meeting developmental milestones (SP)	ASQ-3/ SE in ASQ Online	A
	Health-related Community Resources and Referrals	How much	Number of children with health needs, by type (Medical, dental, etc.)	TBD	Q
		How well	Number of children provided referrals to obtain health insurance	TBD	Q
			Number of children provided referrals to a medical provider	TBD	Q
			Number of children provided referrals to a dental provider	TBD	Q
		Better off	Percentage of children with health insurance (SP)	NfL Intake Form	A
			Percentage of children who had a well child check in the last 12 months (SP)	NfL Intake Form	A
			Percentage of children who had a dental check up in the last 6 months (SP)	NfL Intake Form	A

Evaluation Plan

Strategic Priority	Investments/ Strategies	RBA Level	Indicators	Data Source	Monthly/ Quarterly/ Annually
Strong and Resilient Families	NfL Overall	How much	Number of children, parents and families who are engaged in NfL services overall and by service (e.g., PACT) and demographic	NfL Enrollment Intake Form	Q
	Maternal Mental Health Screenings	How much	Number of mothers receiving perinatal/ postnatal depression screenings	PHQ-9	Q
		How well	Percentage of mothers referred for mental health support	Apricot – Referral log	Q
		Better off	Percentage of mothers at risk for depression who are connected to services (SP)	Apricot – Referral log	A
	SDOH Screenings/ Community Resources and Referrals	How much	Number of families receiving Social Determinants of Health screenings	SDOH Screenings	Q
		How much	Number of families with support needs, by type	SDOH Screenings?	Q
		How well	Percentage of families referred to services, by type	Apricot – Referral log	Q
		Better off	Percentage of families connected to essential community services by type (PF) (SP)	Apricot – Referral log	A
	PACT	How much	Number of families participating in PACT	Apricot	Q
		How well	Percent of families completing the PACT series	Apricot	Q
		How well	Family report on usefulness of program	Method TBD	Q
		Better off	Percentage of parents who have the knowledge, confidence and ability to promote their child's healthy child development (PF) (SP)	Parenting Ladder	A
		Better off	Percentage of parents who engage in effective parenting practices	Parenting Ladder	A
		Better off	Percentage of parents with positive parent-child relationships with their child(ren) (SP)	Parenting Ladder	A
		Better off	Percentage of parents who have opportunities for social connections and support (PF) (SP)	Parenting Ladder	A
		Better off	Parent report of benefit	TBD: FG with parents	A
	Parent Education	How much	Number of families participating in parent education, by topic	Apricot	Q
		How well	Percent of families completing parent education classes or series, by topic	Apricot	Q
		Better off	Percentage of parents who have the knowledge, confidence and ability to promote their child's healthy child development (PF) (SP)	SEPTI	A
	Parent Leadership	How much	Number of parents participating in Parent Advisory Committees	Advisory meeting sign-in sheets	A
		How well	How many families participate from NfL, rate of continuation/attrition, number of projects led	Staff narrative	A
		Better off	(TBD)		A

Evaluation Plan

Strategic Priority	Investments/ Strategies	RBA Level	Indicators	Data Source	Monthly/ Quarterly/ Annually
Quality Early Learning	**PACT Quality**	How much	Number of alternative preschool sites (PACT) with a quality improvement assessment	iPinwheel	Q
		How much	Number of PACT sites that implement Performance Standards	**TBD:** Perf. Standard fidelity tool (iPinwheel)	Q
		How well	Number of PACT teachers who receive coaching	iPinwheel: provider enrollment	Q
		How well	Number of PACT teachers who are satisfied with coaching	Internal Survey	Q
		Better off	Percentage of PACT sites with increased quality	iPinwheel: Rubric scores	A
		Better off	Number of children in PACT sites who have access to high quality early care and education (SP)	iPinwheel: child enrollment	A
	Take 5 and Read! Early Literacy Campaign	How much	Number of celebrity readings	TBD	Q
		How much	Number of books distributed	TBD	Q
		How well	Social media engagement (Facebook likes or other analytics)	Tyla	Q

Evaluation Plan

Strategic Priority	Investments/ Strategies	RBA Level	Indicators	Data Source	Monthly/ Quarterly/ Annually
Program and Systems Integration	Help Me Grow	How much	Number of providers participating in the Network	HMG Tracker form	Q
		How much	Number of providers trained on key aspects of developmental screening, and how to make referrals to HMG referrals	HMG Tracker form	Q
		How well	Number of families referred to HMG by network partners	Call Log (source of referral)	Q
	2-1-1	How much	Call volume, by type of need for families with children 0-5	TBD	Q
		How much	Number of web hits, by type of need for families with children 0-5	TBD	Q
		How well	Number of referrals provided, by type of needs, by need	TBD	Q
		How well	Number of referrals provided to HMG	TBD	Q
		Better off	Percentage of callers who accessed services	Mandatory call backs	Q
	Community Investment Loan Fund	How much	Total funds made available to increase licensed capacity in the County	Agency database	A
		How much	Number of sites that received funds	Agency database	A
		How well	Description of how sites use the funds	Agency database	A
		Better off	Number of early childcare spaces added for children and for infants/toddlers resulting from funding	Agency database	A
		Better off	Number of children who have access to high quality early care and education (SP)	Agency database	A
	Capacity building and training	How much	Number of organizations who are given scholarships from First 5 for staff professional development	Agency database	A
			Number of community trainings offered, by topic	Agency database	A
			Number of practitioners trained, by topic	Agency database	A
			Number of librarians trained in Parents as Teachers (PAT) and other models	Agency database	A
		How well	Percentage of training participants who report they intend to apply what have learned	TBD: Generic Post training survey	A
		Better off	Early childhood systems are strengthened with increased partner capacity (SP) • Training participant report of how they are applying their learnings on the job and how it has benefited their practice	Ad-hoc "deep dive" follow-up survey of training participants	A
	Convening and Collaboration	How much	Collaboratives led by F5VC: • Number of coalitions and collaboratives led by F5VC, and description of efforts • Number of meetings held	Narrative Attendance records	A
			Collaboratives engaged in by F5VC:	Narrative	A

Evaluation Plan

Strategic Priority	Investments/ Strategies	RBA Level	Indicators	Data Source	Monthly/ Quarterly/ Annually
Program and Systems Integration, *cont.*			• Number of coalitions and collaboratives in which F5VC is a *participant, and description of efforts*		
			Communities of Practice: • **TBD**	**TBD**	A
		How well	Collaboratives led by F5VC: • Meeting attendance • Reported value of the convenings	Attendance records Member survey	A
			Collaboratives engaged in by F5VC: • F5VC's efforts to keep early childhood and other F5VC interests at the forefront of the conversation	Narrative	A
		Better off	Early childhood systems are integrated with increased cross systems understanding, resources, sharing, referral and collaboration (SP) • Systemic policy change and/or advocacy wins (e.g., Unite Us)	Narrative	A
	Communication and messaging	How much	Outreach • Number of kits for new parents distributed • Number of books ordered		Q
			Communications: • Community deliverables distributed (flyers, summaries, brochures) • Facebook reach • Instagram reach • Twitter posts • **TBD:** Storytelling		Q Social media: Monthly
		How well	Outreach: • Number of families attending events organized by F5VC		As needed
		Better off	Outreach: • **TBD:** Increased public awareness	(Public awareness surveys; Future project)	
	Innovation and learning	How much	Existence of measurement frameworks for important areas of work	Agency evaluation plan	A
		How well	Number of structured data reviews ("data parties") occurring each year • Staff • Commission • External partners	Narrative (calendar will show dates)	A
		Better off	Actions taken based on data learnings:	Narrative	A

Evaluation Plan

Strategic Priority	Investments/ Strategies	RBA Level	Indicators	Data Source	Monthly/ Quarterly/ Annually
Program and Systems Integration, *cont.*			• Taking action for course corrections` • Highlighting and celebrating wins (e.g., pilots to policy) • Implementation of best practices		
	Advocacy and policy development	How much	Existence of a Policy Platform	Narrative	A
			Number and type of campaigns taken to pursue specific policy objectives		M
		How well	Efforts taken to pursue specific policy objectives • Press releases • Letters of support • Sign-ons	Legislative tracker (Tyla)	M
		Better off	Early childhood resources services and supports are sustained with legislation and policy (SP) • Policy wins	Legislative tracker	A
	Financial Sustainability	How much	Number of funding opportunities pursued • Grants • Cost-offsets (leveraged) • Matches	TBD	A
		How well	TBD	TBD	A
		Better off	Number of funding opportunities • Granted • Cost-offsets (leveraged • Matches	TBD	A