

■ Using Data and Indicators to Evaluate the Success of State ECCS Systems Building Activities:  
How Two State ECCS Grantees Evaluate their Implementation Plan

Wednesday, April 26, 2006  
1:00-2:30pm Eastern

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Moderator

■ Joseph Zogby, MSW,  
Health Resource Services Administration  
Maternal and Child Health Bureau

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**Kids Matter:**  
IMPROVING OUTCOMES FOR CHILDREN  
IN WASHINGTON STATE



*A framework for building an early childhood system*

ECCS Evaluation Discussion  
April 26, 2006  
MCH Webcast



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**Kids Matter Framework**

- A Context for Washington State
  - Tenets
  - Pillars
  - Hallmarks

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**Kids Matter Framework:  
A Tool to...**

- Bring together people and organizations with common goals
- Reduce fragmentation of systems and services
- Provide policy guidance to decision-makers
- Contribute to strong programs, services, schools, and communities

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**Kids Matter was developed under the following tenets:**

- Joint system building efforts built upon established plans
- Cross-system state agency participation
- Participatory community input from a broad constituency



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## System Building Partners

Lorrie Grevstad, Department of Health, Washington State, [lorrie.grevstad@doh.wa.gov](mailto:lorrie.grevstad@doh.wa.gov)

Sangree Froelicher, Head Start State Collaboration Office; The Build Initiative, [froelsm@dshs.wa.gov](mailto:froelsm@dshs.wa.gov)

Garrison Kurtz, Foundation for Early Learning; The Build Initiative, [garrison@earlylearning.org](mailto:garrison@earlylearning.org)

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## System Building Partners

- ECCS/Kids Matter Evaluator
  - Organizational Research Services  
[www.organizationalresearch.com](http://www.organizationalresearch.com)  
206.728.0474
- Evaluation Team
  - Jane Reisman, Ph.D., Project Director
  - Kasey Langley, MPA, Project Manager
  - Hallie Goertz, MPA, Associate
  - Kylee Krida, BA, Program Assistant

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## Kids Matter: Pillars of the Plan

### KIDS MATTER: PILLARS OF THE PLAN



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## Kids Matter: Hallmarks

- Approaches early childhood systems as a collaborative effort
- Serves as an over-arching bridge for a comprehensive and integrated framework
- Defines common goals and outcomes
- Outlines specific strategies and partners
- Focuses on accountability and evaluation of progress

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## Kids Matter



- Kids Matter is a framework of prioritized *outcomes*

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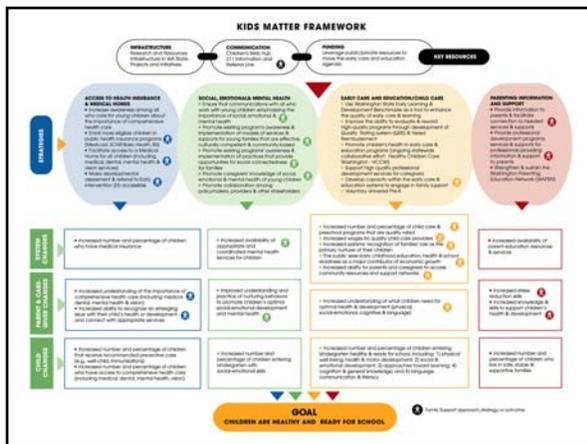
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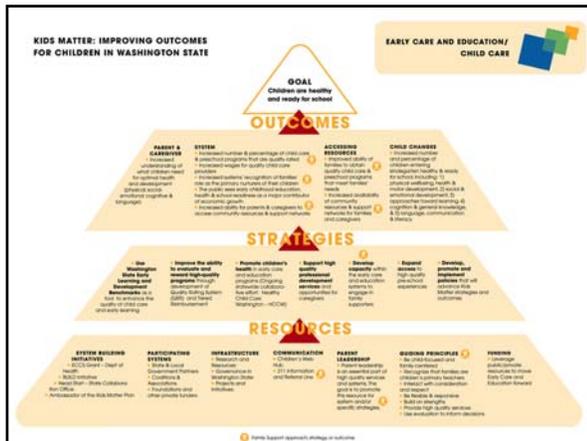
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## Approach to Evaluation

- Aim High, Frame High
- Stakeholder Driven
- Systems-Focus

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## Evaluating Systemic Change

**Influence.** Changes in group, community, organizations, institutions and systems that support and/or sustain changes in people's lives.

- visibility of an issue
- changes in community norms
- changes in partnerships
- changes in public awareness
- changes in public will
- changes in policies
- changes in services (practice or systems)

**Leverage.** Changes in public investments, private investments and/or philanthropy that supports and/or sustains changes in people's lives.

- Pooled funding/integration of funds
- Additional funding for a priority issue

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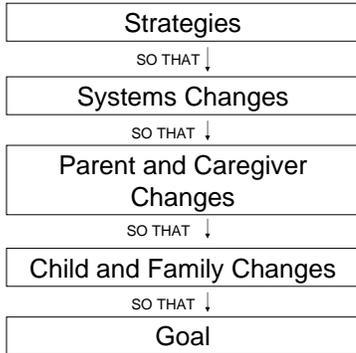
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## Using the Kids Matter Framework



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## Accountability and Evaluation of Progress

### Three Levels:

**1. Using the Kids Matter Framework**

**2. Systems Change**

**3. Child and Family Changes**

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## Three Evaluation Questions

- 1. How is the framework being used and implemented?**
- 2. How are systems in Washington State changing in ways that support the Kids Matter outcomes and goals?**
3. How are things changing for children and families in Washington State?

Note: #3—Beyond the scope of Kids Matter measurement

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## Evaluation Question 1

### How is the framework being used and implemented?

- Purposes:
  - To learn the extent to which Kids Matter is successful in strengthening systems-building and other change efforts
  - To provide insight into guiding the development of ongoing systems building efforts in Washington State

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## Evaluation Question 1, continued

### How is the framework being used and implemented?

- Examples of Key Implementers ('Early Adopters'):
  - DOH MCH/CAH
  - Born Learning Campaign in Washington State
  - Head Start-State Collaboration Office
  - Northwest Early Learning Group

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## Evaluation Question 1, continued

### How is the framework being used and implemented?

- Methods:
  - Interviews
  - Document reviews
  - Survey

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## Evaluation Question 2

**How are systems in Washington State changing in ways that support the Kids matter outcomes and goals?**

- Purposes:
  - To track systems changes
  - To establish a baseline for measuring systems change
- Focus on collaborations, changed policies, changed funding, changes in public norms and will, and other resources that support Kids Matter outcomes and goals

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## Evaluation Question 2, continued

**How are systems in Washington State changing in ways that support the Kids matter outcomes and goals?**

- Methods:
  - Evaluation planning for key implementing partners (e.g., Head Start-State Collaboration; Born Learning)

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## Born Learning / Kids Matter Crosswalk

- | <u>Born Learning Outcome</u>  | <u>Kids Matter Outcome</u>  |
|---|---|
| <ul style="list-style-type: none"><li>▪ Increased knowledge of the importance of nurturing for infants, toddlers and preschool age children in every day moments among parents, caregivers, child care providers and families</li></ul> | <ul style="list-style-type: none"><li>▪ Improved understanding and practice of nurturing behaviors to promote children's optimal social-emotional development and mental health</li></ul> |

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## Measuring Achievement

- Year One – Awareness and Utilization
- Year Two – System Change

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## Survey Purpose

- Document baseline data about *awareness and utilization* of Kids Matter among early childhood stakeholders.
- Inform the implementation of the framework by guiding discussions, planning and actions.

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## Survey Methodology

- **SAMPLE:** 499 early childhood stakeholders at local, regional and statewide levels representing 298 groups and organizations
- **ADMINISTRATION:** Online by ORS
- **TOOL:** 14 open and closed-ended questions
- **RESPONSE RATE:** 54.7%, 273 respondents

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## Background and Affiliation of Respondents

- Focus their work at all levels – statewide and local/regional
- Note affiliation with a wide variety of agencies
- Involved with a wide array of early childhood groups and processes

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## Summary of Results

- There is widespread awareness of the Kids Matter framework.
  - 68.8% of respondents had heard of Kids Matter before survey administration
  - 78.9% learned of Kids Matter through meetings, presentations or discussions, or from a colleague (58 separate groups and meeting were listed)

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## Summary of Results

- Characteristics of the plan identified as having the greatest importance are:
  - Functions as an integrated and overarching framework with a comprehensive systems focus (57.1%)
  - Approaches systems building as a collaborative effort (13.8%)

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**Summary of Results**

- New or different relationships, partnerships or collaborations are being developed through Kids Matter that advance early childhood outcomes.

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**Summary of Results**

*"I have re-focused my grant-writing strategy to include alignment with Kids Matter goals and outcomes. I worked with the Collaborative to ensure that the priority legislative items would be in alignment with the goals of KM."*

– Respondent Affiliated with a Nonprofit Organization

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**Summary of Results**

- Respondents expressed optimism that a plan of this nature can be instrumental in advancing outcomes for children.
  - 73.2% 'agree' or 'strongly agree' that Kids Matter is HELPFUL (i.e., believe the framework will help organizations work together to achieve positive outcomes)
  - 67.6% 'agree' or 'strongly agree' that Kids Matter is USEFUL (i.e., can imagine how they and/or their organization can use the framework in their efforts to achieve positive outcomes)

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**Summary of Results**

- Areas of potential contribution include:
  - *Increased awareness* about the importance of early childhood systems leading to increased support
  - *Comprehensive framework* and research-based strategies that can be implemented locally and statewide
  - *Encourages collaboration and coordination* resulting in decreased fragmentation
  - Provides *common outcomes and goals* for increased accountability

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**Summary of Results**

- Fewer respondents are implementing the plan.
  - 28.6% are currently using the plan
  - Tend to have a statewide focus to their work

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**Summary of Results**

- Current applications of Kids Matter include:
  - Use in grant proposals
  - Connections to planning processes
  - Development of new partnerships

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## Summary of Results

- Stakeholders at all levels desire to further their understanding of the framework by learning more about:
  - Kids Matter (e.g., what it is, objectives, ways to connect to the plan)
  - Information and training to support implementation

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## Key Challenges

- Evaluating ECCS Grant v. State Strategic Plan
- Program v. Systems Level Evaluation
- Dynamic nature of work e.g., chaos theory
- Lack of 'system of systems' data
- Resources – people and funding
- Be prepared for 'messiness'

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## Lessons Learned

- Clarify language
- Prioritize (can't do it all)
- Need commitment from all partners – not just grant lead

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**Kids Matter Framework**

- For copies of the Kids Matter framework and executive summary please visit:

<http://earlylearning.org/kidsmatter.html>  
or  
<http://www.organizationalresearch.com>

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**Evaluation of the Indiana  
ECCS Initiative**

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**State Context**

- Previous Early Childhood System Initiatives
  - Step Ahead
  - Building Bright Beginnings
- SPRANS Grant
- Project CARE/Healthy Child Care Indiana
- Child Care Health Consultant Project
- ECCS Initiative built on already existing initiatives



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## Strategic Work Plan

- The stakeholders established :
  - Service Standards
  - Outcomes
  - Priority Objectives
  - Strategies



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## Service Standards

- Outcome Focused
- Culturally Competent and Responsive
- Family Centered
- Proactive and Responsive
- Universally Accessible
- Evidence Based



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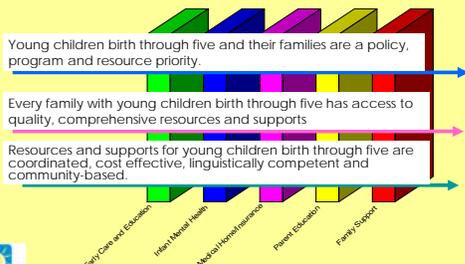
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Vision: In Indiana, children are safe, healthy and reach their full potential.



Infrastructure: Financing, Training, Communication

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### Priority Objectives Across All Outcomes

- All children in Indiana will have a medical home
- All children will be covered by a source of payment, whether public or private, for medical and developmental services that are identified by the medical home
- The medical home will facilitate developmental, behavioral and mental health screening with appropriate treatment and referrals to community resources.



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### Priority Objectives Across All Outcomes

- A central clearinghouse is established for information regarding resources and supports at the state and local level for families and providers.
- Quality and unduplicated resources and supports are integrated to create a coordinated, accessible early childhood system.



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### Priority Objectives Across All Outcomes

- Parents have information, support and knowledge about child development and are able to assess their child's progress.
- Families have timely access to resources and supports to address their child's health, safety and developmental needs.



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## Stakeholder Engagement

- Core Partners (37 members/28 state agencies, professional and community organizations)
- Component Subcommittees
  - Access to Insurance/Medical Home (19 members)
  - Infant Mental Health (22 members)
  - Early Care and education (26 members)
  - Family Support (20 members)
  - Parenting Education (23 members)



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## Stakeholder Engagement

- Community Dialogues
  - Twelve dialogues conducted in six communities
  - 165 participants
- Focused Planning Meetings
  - Three meetings
  - 53 participants representing 35 different entities



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## Evaluation Plan

- Outcome Focused
- Qualitative and Quantitative Data Collection and Analysis
- Three Levels:
  - The first level will monitor the discrete activities for completion and efficacy
  - The second level will determine whether IN families are better off as a result of the implementation
  - The third level will focus on how well IN implemented the plan



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## Evaluation Plan

**Priority Objective 1.0: All children in Indiana will have a medical home.**

**• Strategy**

Child Care Voucher applications will be revised to include a request for medical home information for each child who receives subsidized care.

**• Measurement:**

- # and % of children under age 5 with medical homes
- Rate of early enrollment in Part C/CSHCS
- # and % of parents able to identify primary care provider for their children
- Rates of preventable morbidity



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## Evaluation Plan

**Priority Objective 2.0: All children will be covered by a source of payment, whether public or private, for medical and developmental services that are identified by the medical home.**

**• Strategy**

Child Care Voucher application will support access to Hoosier Healthwise (Medicaid/SCHIP).

**• Measurement:**

- # and % of children enrolled in Hoosier Healthwise
- # and % of uninsured children under age 5
- # and % of uninsured children under 200% of federal poverty level
- # and % of uninsured children over 200% federal poverty level



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## Evaluation Plan

**Priority Objective 4.0: A central clearinghouse will be established that includes information about resources and supports at the state and local level for families of young children.**

**Strategy:**

The Early Childhood Meeting Place web site will be expanded to include families.

**Measurement:**

- # of hits to Early Childhood Meeting Place
- # of hits to links listed on Early Childhood Meeting Place
- Rate of consumer satisfaction with use of clearinghouse information
- # of resources listed in the clearinghouse



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## Current Status

- Plan Implementation
- Evaluation Request For Proposals
- External Evaluator
- Initial Work Scope
  - Develop Evaluation Protocols
  - Identify Data Collection Tools
  - Create Action Timelines
  - Work with Sunny Start Evaluation Committee



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## Challenges

- Death of Governor
- Change in Administration
- Budget Deficit
- Shifting Priorities



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## Contact Information

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