

FIRST 5
Sacramento Commission
EVALUATION COMMITTEE
2750 Gateway Oaks Drive, Suite 330
Sacramento, CA 95833

AGENDA

Monday **January 25, 2010** **1:00 PM**

Members: Robert Bonar, Terry Jones, Marcie Launey, Scott Moak, Marilyn Ratkay

Staff: Toni Moore, Julie Field

Consultants: Fred Molitor, Summerlynn Anderson, Lisa Branton, Gary Resnick

Clerk: Cheryl Rookwood

1. Approve December 11, 2009 Draft Action Summary (*5 minutes*)

2. [Monthly Commission Staff Status Report](#) (*5 minutes*)

3. [WRMA Monthly Progress Report](#) (*5 minutes*)

4. Approve FY 2008/09 Annual Evaluation Report (*30 minutes*)

5. Committee Member Comments (*5 minutes*)
 - a. Miscellaneous
 - b. Future Agenda Items

6. Public Comments on Non-Agenda Matters (*5 minutes*)

The meeting is voice recorded in its entirety. A CD will be available for checkout from the First 5 Sacramento Commission offices at 2750 Gateway Oaks Dr., Suite 330, Sacramento, the day after the meeting.

The on-line version of the agenda and associated materials are posted for your convenience at <http://www.first5sacramento.net/default.htm>. Some documents may not have been posted on-line because of their size and/or format. As they become available, hard copies of all documents are available from the Clerk of the Commission at the First 5 Sacramento Commission offices.

FIRST 5 SACRAMENTO COMMISSION

For the Agenda of:
January 25, 2010

To: Evaluation Committee Members
From: Julie Field
Evaluation Manager
Subject: Monthly Commission Staff Status Report

Evaluation RFA

The Evaluation Services RFA was released on December 30, 2009. Letters of Intent were due on January 5, 2010. Nine (9) Letters of Intent were submitted and accepted as complete and timely (see attachment A). The deadline for these groups to submit the RFA is January 29th. First 5's internal review process will occur from February 1st through February 5th. There will be two weeks between the internal review and the Evaluation Committee meeting to conduct the external review. The external review team will consist of Evaluation Committee members, Commission staff and hopefully an Advisory Board member. For the Evaluation Committee meeting, I would like to work out the details for the following:

- Who will participate in the external review
- Would those participants like to attend a training session to familiarize themselves with the scoring criteria prior to meeting to review the proposals
- What will be the date(s) for the external review meeting(s)

Funding recommendations will be decided at the conclusion of the review process and a recommendation will be made to take to the full Evaluation Committee at the February 22nd meeting. The Evaluation Committee will then make a funding recommendation that will be presented to the Commission at the April 2010 meeting. Prior to the April Commission meeting, there will be a period of time that allows for any protests based on the selection of the Evaluation Services contractor. Any issues that arise from this process will be presented to the Evaluation Committee at the March 15th meeting.

**Request For Applications
RFA #09-10-01**

Evaluation Services RFA # 09/10-02 Letter of Intent Log

Organization	Contact Person/Title	Address	Phone Number	Fax Number	E Mail Address	Amount Requested for 5 years
California State University, Stanislaus	Dr. Harold Stanislaw, Professor	Department of Psychology and Child Development, 1 University Circle, Turlock CA 95382	209- 667-3213	209-664-7067	HStanislaw@csustan.edu	\$4,310,000
Daughters of Zion Enterpryz	Vivian Goodbeer, Executive Director	6489 47th Street, Sacramento CA 95823	916-422-3875	916-685-0464	Dozentpryz@comcast.net	\$1,475,000
Duerr Evaluation Resources, Inc.	Mark Duerr, Executive Director	55 Hanover Lane, Chico CA 95973	530-893-3734	530-893-0409	mduerr@duerrevaluation.com	\$ 2,700,000 (3 years)
EMT Associates, Inc.	Elizabeth Harris, Vice President	771 Oak Avenue Parkway, Suite 2, Folsom CA 95630	916-983-6680	916-983-6693	eharris@emt.org	not to exceed \$ 4,500,000
Harder+Company Community Research	Paul Harder, President	1450 Drew Avenue, Suite 200, Davis CA 95618	530-757-8420	530-757-8430	parder@harderco.com	\$4,500,000
LPC Consulting Associates, Inc.	Lynne P. Cannady, President	2015 J Street, Suite 205, Sacramento CA 95811	916-448-8026	916-448-1056	lynne@lpc-associates.com	\$4,500,000
Resource Development Associates	Patricia Marrone Bennett, Chief Executive Officer	230 4th Street, Oakland CA 94607	510-488-4345 ext.105	510-444-1434	pbennett@resourcedevelopment.net	\$4,500,000
University of California, Davis	Diana Cassady, Associate Professor	Department of Public Health Sciences, 1 Shields Avenue MS-1C room 140, Davis CA 95616	530-754-5550	530-752-3239	dccassady@ucdavis.edu	\$4,500,000
Walter R. McDonald & Associates, Inc.	Fred Molitor, Director	2720 Gateway Oaks Drive, Suite 250, Sacramento CA 95833	916-239-4020 ext. 246	916-239-4021	fmolitor@wrma.com	not to exceed \$ 4,500,000



Walter R. McDonald & Associates, Inc.

Contract #06/07-ADM-031

First 5 Sacramento Evaluation

Monthly Progress Report for:
December 2009

January 11, 2010

Prepared for:

First 5 Sacramento Commission

Prepared by:

Walter R. McDonald & Associates, Inc.

2720 Gateway Oaks Dr., Suite 250

Sacramento, CA 95833

fmolitor@wrma.com

916-239-4020, ext. 246

First 5 Sacramento Evaluation Contract

SECTION I: INTRODUCTION, PURPOSE AND SCOPE

The Sacramento County First 5 Commission has contracted (Contract #06/07-ADM-031) with the team of Walter R. McDonald & Associates, Inc. and Harder+Company Community Research for evaluation services during the 2007-2010 period. For this deliverables-based contract, our team submits monthly progress reports as a key communication tool for all concerned stakeholders. In the monthly progress report we identify the status of major deliverables in the contract. We also preview deliverables that are expected to be submitted in the subsequent month and identify key questions or challenges that need to be resolved.

For this work period, our primary activities related to Tasks 3, 5, and 6.

SECTION II: WORK PLAN

The work under this contract is organized according to the following tasks.

- Task 1 Strategic Planning Activities
- Task 2 Evaluation Design, Scope and Report
- Task 3 Funding Processes
- Task 4 Contract Negotiations
- Task 5 Evaluation Support, Planning, Collecting and Reporting
- Task 6 Data Collection Management System, Outcomes Collection, Analysis and Reporting
- Task 7 First 5 Sacramento Commission Evaluation Annual Report
- Task 8 State Evaluation and First 5 California Annual Report

SECTION III: PROGRESS

Task 1 Strategic Planning Activities

Scheduled Period of Activity: Phase 2/Year 3 & 4

Deliverables: Monthly Progress Reports

Status: Completed

Task 2 Evaluation Design, Scope and Report

Scheduled Period of Activity: Phase 1/Year 1 & Phase 2/Year 2 & 3

Deliverable 1: Draft Evaluation Design Report

Deliverable 2: Final Evaluation Design Report

Deliverable 3: Evaluation Design Report (Year II)

Deliverable 4: Evaluation Design Report (Year III)

Status: Completed

Task 3 Funding Processes

Scheduled Period of Activity: Phase 2/Year 2

Deliverables: Monthly Project Reports

During December the Project Director reviewed and scored the proposals submitted to First 5 Sacramento for Effective Parenting services.

Task 4 Contract Negotiations

Scheduled Period of Activity: Phase 1/Year 1

Deliverable: Completed

Task 5 Evaluation Support, Planning, Collecting and Reporting

Scheduled Period of Activity: Phase 1/Year 1 & Phase 2/Year 2, 3 & 4

Deliverable: Monthly Progress Reports

Recruitment rates for the fall 2009 Parent Survey were presented to the School Readiness Coordinators at their December 17 meeting. The evaluation team also discussed the outcome of the December 11 Evaluation Committee meeting regarding maintaining the current procedures and instrument for the Child Assessment.

A draft of the annual report was distributed among First 5 Sacramento staff on December 14. Staff were able to provide timely edits and comments, and the report submitted to the Evaluation Committee has incorporated the vast majority of their feedback.

In December the Data Manager drafted contract milestones for the expansion of the Family Support Collaborative and the Nurse Family Partnership.

On December 29 the Data Manager trained Nancy Vielhauer, School Readiness Coordinator of River Delta Unified School District, on consent and intake procedures.

Task 6 Data Collection Management System, Outcomes Collection, Analysis and Reporting

Scheduled Period of Activity: Phase 1/Year 1 & Phase 2/Year 2, 3 & 4

Deliverables: Monthly and Quarterly Progress Reports

On December 16 the Data Manager provided on-site technical assistance and training to Robin Smith at Robla Elementary School District related to client data entry. At this training the Data Manager reviewed what is meant by “counts” and “duration” for each service entered, how to correct data entered incorrectly, and the best way to enter data for services provided on a regular basis to a group of clients.

New milestones and services were input into Persimmony for the expansion contracts under Nurse Family Partnership and the Family Support Collaborative.

Task 7 Annual First 5 Sacramento Evaluation Report

Scheduled Period of Activity: Phase 2/Year 3 & 4

Deliverables 1: Annual First 5 Sacramento Evaluation Report (Year 3)

Status: Completed

Deliverables 2: Annual First 5 Sacramento Evaluation Report (Year 4)

Status: Completed

Task 8 State Annual Report

Scheduled Period of Activity: Phase 2/Year 2, 3 & 4

Deliverables 1: Annual First 5 Sacramento Evaluation Report (Year 2)

Deliverables 2: Annual First 5 Sacramento Evaluation Report (Year 3)

Deliverables 3: Annual First 5 Sacramento Evaluation Report (Year 4)

Status: Completed

SECTION V: WORK TO BE PERFORMED IN THE NEXT REPORTING PERIOD

Task 5 Evaluation Support, Planning, Collecting and Reporting

Key Tasks:

- Begin preparation activities for the two-year follow-up Parent Interview.
- January Evaluation Newsletter.
- Retrieve consent forms.

Task 6 Data Collection Management System, Outcomes Collection, Analysis and Reporting

Key Tasks:

- Provide additional Persimmony training to contractor

SECTION VI: KEY CHALLENGES OR QUESTIONS TO BE RESOLVED

- None to report this month.

Walter R. McDonald & Associates, Inc

To: Evaluation Committee Members
From: Fred Molitor
Date: January 11, 2010
Subject: Proposed Abstracts for Submission to American Public Health Association

WRMA has developed two abstracts for your review and approval for potential presentation at the 2010 Annual Meeting of the American Public Health Association.

The abstracts identify the APHA “section” that we are recommending that each be submitted for competitive review. Note that abstracts cannot exceed 250 words and each is currently just under 250 words.

The abstracts must be submitted electronically during the first week of February. To meet this deadline, we request the Committee’s approval at its January 25 meeting.

For submission to the Maternal and Child Health section

Turning Tobacco Taxes Into Breastfeeding Support Services: Increases in Longer-Term Breastfeeding from First 5 Sacramento's Enhanced-Community Lactation Assistance Project

Proposed Authors (order TBD): Branton, Field, Molitor, Resnick, Rossi, Schendel

Background: The Enhanced-Community Lactation Assistance Project is funded by First 5 Sacramento through a statewide tax on tobacco products. Services at 10 sites include one-on-one breastfeeding support by Peer Counselors or Lactation Consultant Assistants, or by International Board Certified Lactation Consultants for more advanced breastfeeding problems. Mothers also receive support through phone calls (initiated by PC/LAC and IBCLC staff or by mothers calling the breastfeeding helpline), support groups, breast pump loans, and education for breastfeeding mothers returning to work or school.

Methods: First 5 Sacramento families (n=538) were randomly sampled for a longitudinal survey. Trained field interviewers administered the questionnaire (English, Spanish, Hmong, Ukrainian, or Russian), which included the CDC's National Immunization Survey breastfeeding items. Linear mixed model analyses controlled for confounders.

Results: In 2008/09, 5,818 clients received breastfeeding support services. The primary language of over one-third of mothers was Spanish; 40% spoke a language other than English at home. One-quarter of families had an education level less than high school. Six month exclusive breastfeeding rates were unchanged over a year's time, but at 28% far exceeded the national average. Twelve month breastfeeding rates (based on the WIC criteria: breast milk plus other supplemental nutrition, but no formula) increased significantly to 22% by one-year follow-up. Two of the strongest predictors of 12-month breastfeeding rates were the breastfeeding helpline and staff initiated phone contacts.

Conclusions: Breastfeeding support services funded by First 5 Sacramento are related to longer-term breastfeeding behaviors regardless of mother's race/ethnicity, language, or family education levels.

For submission to the Public Health Education and Health Promotion section

**Increasing Social Capital and Personal Efficacy Through Small-Scale Community Events:
Evidence from First 5 Sacramento's Community Building Initiative**

Proposed Authors (order TBD): Aguirre, Branton, Field, Maulhardt, Molitor, Resnick, Rossi

Background: First 5 Sacramento is funded by a statewide tax on tobacco products, and services include providing small grants (<\$5,000) to community groups to develop and implement Community Building Initiative (CBI) events. CBI brings together families for educational events intended to build social capital, make neighborhoods safer for young children, and empower parents to improve their lives.

Methods: Interviews were conducted with random samples of parents in 2008 (n=434) and 2009 (n=437). Questionnaires administered by trained field interviewers included items to determine whether parents had attended a community event in the past 6 months, and items to assess community connectedness, neighborhood cohesion (Social Cohesion and Neighborhood Environment for Children Rating Scales), and personal efficacy (Pearlin-Schooler Mastery Scale). Parents were subsequently coded into three groups based on attendance at community events.

Results: A total of 219 and 360 CBI events occurred in 2008 and 2009. For both survey years, significant, linear relationships were found between CBI attendance and average number of people in neighborhood known by name and average number of people who visit in each other's home. Higher neighborhood cohesion and efficacy scores were also found for parents who attended a CBI event, for both the 2008 and 2009 samples, followed by scores of those attending an event other than CBI; parents not attending any community event had the lowest cohesion and efficacy scores.

Conclusions: CBI events have the potential to increase social cohesion and make one more autonomous and possibly less reliant on publicly-funded services.



EVALUATION NEWSLETTER

December 2009

Happy New Year

Many of you have been working with us for almost three years. It was in early 2007 that we began meeting with you to learn more about your services, and to introduce you to WRMA. With your input and support we were able to implement a completely revised and improved evaluation on July 1, 2007. The success of the evaluation has been in large part due to your willingness to take on additional work, including learning Persimmony and entering clients and service information into the system. We want to thank you for your assistance and we look forward to working with you in the future.

Parent Interview: Round 3

In March 2010 we will begin the third Parent Interview. Our study database includes the names and telephone numbers of hundreds of parents who we have been in contact with since 2008; the first year we sampled for the Parent Interview. We have been trying to stay in touch with these parents for nearly two year now, and hope to interview most of them one last time in 2010.

During the holidays we sent cards to all Parent Interview families, along with a refrigerator magnet with our phone number to hopefully remind parents to contact us if they plan on moving. Since mailing the holiday cards, we have been able to get updated contact information from 18 families. Some parents called us; some cards were returned because the family had already moved, but we tracked them down and were able to get new addresses and phone numbers. In January we will begin calling all parents to remind them that follow-up interviews will start again in March.

New Persimmony Features

By now you should be getting familiar with the new features recently added to Persimmony. Below we summarize the upgrades; many of these were developed in response to your suggestions.

1. *The default is now set to "all clients"* so you no longer need to separately search exited clients to ensure a "new client" you are entering wasn't previously entered.
2. We have also *added a yellow highlight behind the "Client Notes" box when notes are present*, to alert you that notes have been entered for that client.
3. There is also a *new "Special Needs" feature* so that you can change the designation of special needs if the child has been screened for and suspected of special needs (or disconfirmed) since intake. This also helps Program Managers when determining, with Persimmony reports, how many clients were served with special needs.
4. The main client screen now has the option to *sort the main client fields in both descending and ascending order*.
5. An *"Undo Find" feature* now allows you to get out of the client you just searched for when setting up Groups.
6. The *ability to track a staff person working directly with the client*, such as the Nurse or Home Visitor ("HV-RN-CM" field), and the *ability to track the classroom, or specific program* the client is enrolled in ("Prgm-Class" field). Please contact Lisa Branton at lbranton@wrma.com if you would like to add names to these two fields.

THE EVALUATION TEAM:

The evaluators of First 5 Sacramento represent a team from Walter R. McDonald & Associates, Inc. (Sacramento) and Harder+Company Community Research (Davis). The evaluation team is dedicated to assessing the impact of First 5 Sacramento services on families throughout Sacramento, while minimizing the amount of time that contractors have to spend on evaluation activities. Please call us if you have any questions about the evaluation of First 5 Sacramento services: WRMA 916.239.4020; H+Co 530.757.8420.