

MISSOURI TRAINING PROGRAM
Goals 3 & 4 Strategic Plan
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Submitted By:

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Goal 3: To develop relationships with community members and leaders and other related agencies (including faith-based organization) to increase resource development and collaborative activities

Objective 3.1. This goal has been completed. Focus groups comprised of child welfare workers and supervisors, community members and leaders, and faith-based and other related organizations have been conducted in 100% of the 31 rural counties to identify barriers to services and needs not addressed in year 1 and 2.

Activities:

In grant year 1 & 2 Children's Division key informant interviews, circuit self assessments and community focus groups have been completed in relation to Objective 1.4. From these interviews and focus groups, information has been gathered as to which circuits have existing community relations, what barriers exist and a summary of the unmet needs in their respective communities.

Objective 3.2. Assist frontline workers and supervisors in each of the 31 counties to identify and develop collaborations with new helping networks (e.g. community leaders, focus group members, others related service agencies, faith-based organizations, etc.) to address barriers to services and unmet needs by the end of year five.

Activity 1:

The process of collaborating with Faith Based Organizations, community stakeholders and Children's Division within the SW Region to identify ways the community can assist CD in meeting the needs of their clients was kicked off with a workshop on June 20th, 2006 entitled "Building Resources by Empowering Communities. Several planning meetings were held through March and early June to plan this kickoff. Rhonda Dlouhy, Field Support Manager for the SW region was our contact for planning how the CD would be involved in the kick off. All Children's Services staff from the 31 counties was invited. Circuit Managers were asked to invite their key community stakeholders. Naomi Haines Griffith presented the morning program called "Strengthening Families-A Challenge in Collaboration". The Community Partnership planned and facilitated an afternoon workshop with the CD administrative staff and their community partners in which a model for community collaboration was presented and brainstorming breakouts were conducted.

There were 109 attendees for the morning session and 63 attendees for the afternoon session. The evaluation information reflects that the CD found this helpful.

Activity 2:

Identify and/or initiate community networking coalitions.

Step 1:

Glenda Short, Kelli Farmer, Rhonda Dlouhy and Timmarie Hamilton met on July 10, 2006 to develop our next steps for goals 3 and 4. It was discussed and confirmed that Webster and Laclede Counties will be utilized as a pilot for development of Goals 3 and 4. These counties are located in Circuits 26 and 30 in Cluster 4.

Step 2:

Timmarie, Kelli and Rhonda will rewrite the strategic plan for Goals 3 and 4 that was developed by the previous MTP PD and former CD Administrator over the Southwest Region. The plan should be initiated beginning September, 2006. This plan will come to Diane Elliott and Glenda Short and then through the channel to Advisory Board and Administrative Tier Board.

Step 3:

David Dixon and Janet Martin, the program evaluators will develop an evaluation plan.

Step 4:

In communities where coalitions do not currently exist, CPO employee assigned to the grant will begin exploring possible community stakeholder, and leaders to invite to collaborative committee meetings.

Activity 3:

Identify who in the CD system will be responsible for initiating new community networks and begin the facilitation of the collaboration.

Step 1:

Martha Mitchell and Rebecca Holt, Circuit Managers from the 30th and 26th Circuits were identified as the CD staff to be responsible for building on existing networks in Webster and Laclede Counties and to initiate new community networks.

Step 2:

Kelli Farmer and Timmarie Hamilton will meet with Martha Mitchell, Rebecca Holt, Rhonda Dlouhy and Linda Conrad (Field Support Manager for Circuits 26 and 30).

During this initial meeting the following will be accomplished:

1. Assessing where each circuit is in their work with respective communities.
2. Who is the CD currently contacting when there is a need?
3. The role of general services agencies already existing within the community.
4. How will CD workers identify, access and become involved with organizations that are providing services or have the potential to provide services.
5. The idea of partnering with the community on resource development.
6. What is the role of Faith Based Organizations in helping to relieve the shortage of services?
7. CPO's teams active in this cluster, or potential groups to network with (stakeholders, movers and shakers).

The meeting will conclude by determining:

1. What community stakeholders, either already involved or not yet involved, need to participate in collaboration building training in each county.
2. Determine a plan and timeline for inviting community members to the training.

Activity 4:

During the community training, the following needs to occur:

1. An individual in each community needs to be identified as the “leader” of the community group.
2. A commitment from participants to meet together regularly to develop and implement a strategic plan. The plan will include a prioritization of the most acute needs of Children’s Division clients in each county.

Activity 5:

Equipment was purchased in September, 2006 for the purpose of assisting Children’s Division Circuit Managers in the two pilot counties with preparing and delivering community training on such topics as mandated reporting and recognizing child abuse and neglect. Two Power Point projectors were included in this equipment and have been made available to go out on loan for community training. The Circuit Managers will be provided training on use of Power Point software. Two flip charts and flip chart tablets were purchased to be given out on loan to Circuit Managers who wish to use them for community training and team building activities.

Resource materials were purchased from the Child Welfare League of America on such topics as foster and adoptive family recruitment and resource development to serve children affected by substance abusing parents. Pamphlets were developed to provide information to communities in regard to the dangers of methamphetamine use for pregnant women. 7500 of these pamphlets were printed and provided to all of the 31 counties in the project for dissemination in their communities.

Kelli and Timmarie assisted the Lebanon Area Child Advocacy Team in developing an informational flyer about their team. The purpose of the flyer was to recruit more members to the team and to make the community aware of the needs of kids and families. One hundred and fifty of these flyers were printed and provided to the team for dissemination in their community.

Activity 6:

Kelli Farmer and Timmarie Hamilton will continue to provide technical assistance to Circuits 26 and 30 as needed. Kelli and Timmarie will assist in identifying potential participants and existing participants. The individuals will be contacted both by phone and in some cases, in person by Kelli and Timmarie. Timmarie will develop letters of invitation that explain our purpose. Once community meetings are scheduled, Kelli and Timmarie will continue to meet monthly with teams to assist in the process of community needs assessment and prioritizing those needs. Kelli and Timmarie will assist in developing step by step plans toward developing the community resources needed to meet those needs. Timmarie will research, develop and present models for community resource building that best fit the intentions and needs of the pilot communities. Once the pilot is initiated and determined to be producing desired results, Kelli and Timmarie will provide support to the remaining circuits as requested. These circuits will be invited to participate from the beginning in training and community collaborative activities in Circuits 26 and 30 and to take information learned to their own communities in order to facilitate the collaborative process there.

Goal 4. To increase awareness of and access to child welfare services in 31 rural Missouri counties (Southwest Region)

Objective 4.1. By the end of year 5, child welfare workers and supervisors in 31 counties will be trained to develop written marketing materials accessible to various ethnic populations.

Activities:

Identify the CD personnel (may be regional or statewide) who will be responsible for the social marketing effort. Encompasses within this activity is the identification of the CD staff member who has the authority to make decisions regarding marketing materials.

Step 1:

Train CD staff to develop public awareness strategies. Included within the target audience will be underrepresented groups, and minorities.

Step 2:

MTP staff and CPO will work with and train identified personnel on developing marketing materials and formulate marketing strategies, which will include:

1. Evaluate current marketing strategies.
2. Determine target audience, duration, and outcomes desired
3. Identify tools such as flyers, posters and brochures to public service announcements, press releases
4. Development of printed materials
5. Distribution of printed materials

Process Objective 4.2. By the end of year 5, child welfare workers and supervisors in 31 rural counties will be prepared to train members of collaborative members to develop and implement an outreach plan to raise public awareness of services and access to those services.

Activities:

Utilizing the community collaborative team formulated in grant goal 3, train committee members on social marketing.

Step 1:

CPO and MTP staff along with CD staff that was trained in grant objective 4.1 I will train community members to develop public awareness strategies. Included within the target audience will be underrepresented groups, and minorities.

Step 2:

MTP staff and CPO will work with and train identified personnel in developing marketing materials and formulate marketing strategies, which will include:

1. Evaluate current marketing strategies.
2. Determine target audience, duration, and outcomes desired

3. Identify tools such as flyers, posters and brochures to public service announcements, press releases
4. Development of printed materials
5. Distribution of printed materials

Process Objective 4.3: By the end of year 5, child welfare workers and supervisors in 31 counties will be trained to evaluate strategies to improve public awareness and access to services.

Activities:

MTP staff, CPO and CD staff who have been involved Grant goals 3 & 4 will utilize strategies developed by the MTP evaluators to continue to improve on public awareness and access to services.

Step 1:

MTP evaluators will develop evaluation criteria, procedures and tools for assessing the strategies and implemented programs for increasing public awareness and access to services.

Step 2:

MTP evaluators will train CD staff on how to use evaluation tools to:

1. Determine whether the capacity of the communities has changed
2. Assess the effectiveness of the collaborative efforts
3. Determine what needs to be done to make collaboration efforts more effective in reaching community unmet needs
4. Determine how effectively cultural factors were taken into account