

Hampton Healthy Families & Families Forward Initiative (FFI) ©

Deliverable Services – FY 2016

Description: The *Families Forward Initiative* © (FFI) is a multi-faceted parent education learning initiative. The framework is based on research from Healthy Families America, The Family & Community Engagement Network, Centers for Disease Control (CDC), Child Welfare Gateway and local initiatives within the City of Hampton, VA including: Department of Human Services, Hampton Healthy Families (HHF), The B.A.S.E. Program, The HERE Initiative and The Safe & Clean Neighborhoods Initiative. FFI recognizes that a coordinated service delivery model is best practice for a healthy community. FFI serves as a supporting partner for parent education and its direct relationship to the social, emotional and academic development of children in the City of Hampton. FFI utilizes a holistic approach to parent education which maximizes a technology and multi-media driven platform in partnership with the traditional education model. Thus, making parent education tools readily available and accessible to all parents regardless of (SES) socio-economic status, time-scheduling constraints and transportation restrictions. The additional benefit imbedded in the FFI, is the ability to access parenting tools and resources on a continual basis through an online retrieval system.* Furthermore, through technology and multi-media delivery methods, stigmas associated with seeking parenting assistance are virtually eliminated.

In 2009, the CDC reported that programs that are structured like the *Families Forward Initiative* ©, which emphasize parenting strategies, utilizing relationship-building through effective communication and processing skills, have been found to be more successful than those that do not. Moreover, social and emotional skills can improve interpersonal dynamics among families by reducing negativity and increasing the sense of familial inclusion by younger children within the family structure. According to the Child Welfare Gateway, programs which consider the multiple influences that impact families such as; community, school, extended family, work, finances, and more, have been shown to have greater success when employing a progressive and technologically based, inclusive approach, to best meet the needs of families, than those programs that do not utilize such an approach. These studies indicate that interactive technology can be a highly effective way to provide parent education to families. Likewise, The Community Preventive Services Task Force determined that improving access to parent education is an effective way to modify adolescents' risk behaviors. Partnerships which foster technologically based services and SES friendly modules have a higher propensity to promote healthy families and communities at large. When parents are engaged in community resources they are able to respond more effectively to the physical and emotional health-related needs of their children. The Families Forward Initiative is the cornerstone to a comprehensive and progressive approach to effective parent education, as it supports healthy communities.

Outcomes: The Families Forward Initiative incorporates the following outcomes and goals:

- Increase the capacity of parents to play a positive, primary role in the care, nurturing, and development of their children
- Develop and increase avenues to reach parents through multi-media outlets in the community (and the schools)
- Effectively provide training and professional development for parent educators and direct service providers
- Increase the efficiency and coordination of parenting education resources to the community
- Raise awareness of the importance of effective parenting and, promote parenting education as a community norm
- Enhance both parent and partner skills, as well as interactions within the family system
- Improve family functioning by teaching problem-solving skills, building trusting relationships, and improve family support systems through parent education

*Online retrieval systems include: WAVY 10 website, YouTube Round Robin channel, City of Hampton website, alvealyons.com

Families Forward Initiative Evaluative Components



1. Professional Evaluation

This evaluation of services is conducted by the Director of Human Services for the City of Hampton using the key competencies listed below. Each component will be scored from 1.0 - 5.0 scale. **SCORE:** _____

FFI Professional Evaluation Competencies

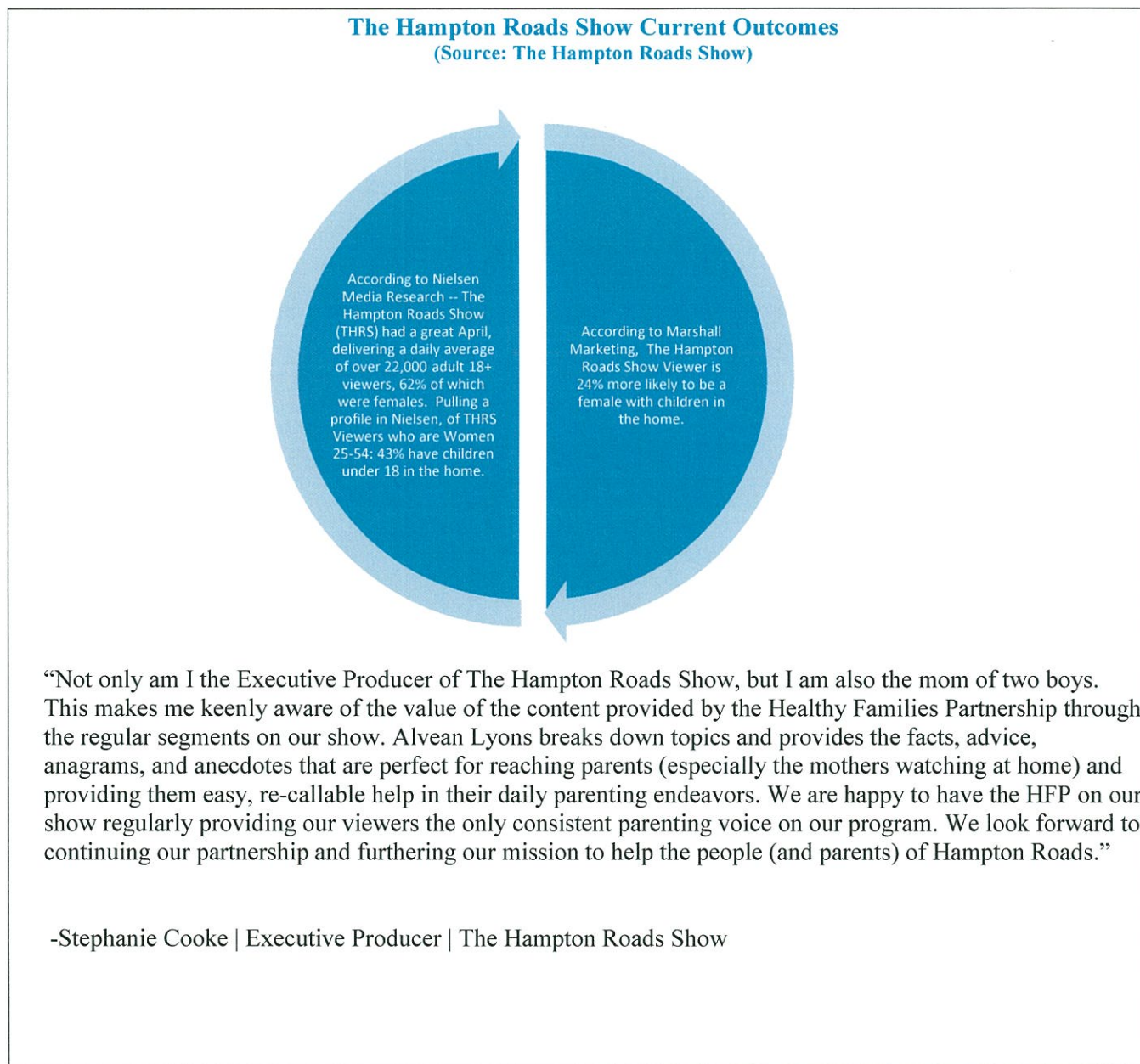
Communication Skills	Demonstrates the highest levels of written and verbal communication for all services rendered.
Goals & Objectives	Demonstrates a clear understanding of initiative/project goals, with the department. Effectively implements goals into services rendered.
Human Relations	Demonstrates the ability to connect with all families serviced by Hampton Human Services.
Knowledge Competency	Demonstrates a comprehensive understanding of the research supporting the value of early intervention & parent involvement for healthy child development.
Professional Partnerships	Demonstrates professionalism in all conduct & interactions. Works effectively with Healthy Families, Human Services and other City departments
Professional Standards	Demonstrates a commitment to excellence in the services provided to the families served by Hampton Human Services.
Public Relations	Demonstrates a clear understanding of the value of all Hampton Human Services partnerships. Manages these relationships effectively to meet initiative/project goals.
Training	Demonstrates mastery/high level of proficiency in all professional development trainings provided to parent educators and direct service providers. Demonstrate mastery/high level of proficiency in all community trainings/workshops.

2. Audience Feedback

By using data provided by Hampton Healthy Family's needs assessments, a Parent Topic of the Month is chosen to coincide with community events and thematic. These parenting topics primarily concentrate on the emotional, social, academic, health, and development of children. A. L. Inc. provides practical and functional information which the

audience (parents and/or practitioners) can implement immediately. Each topic is shared with these various audiences in the community:

- a. *Hampton Roads Show* – Monday mornings monthly. ** Format includes topic research and development, segment scripting, questions and responses preparation in advance of the live television show airing. All materials are approved by YEF.



- b. *Round Robin Show* – 30 minutes a month. ** Format is televised interviews between Robin McCormick and A. L. Inc. and other guests approved by Healthy Families.

The Round Robin Show Current Outcomes on YouTube

#	Topic	Show Duration	Total Online Views
FY16 ROUND ROBIN SHOWS			
*	Power Parenting Mini-Clip	1:04	1.2K
1	Debunking Myths About Tweens & Teens	17:47	13
2	Dispelling the Myths about how to Parent	23:36	20
3	How Strong Families Find Ways to Deescalate	15:48	32
4	April is Child Abuse Prevention Month	20:01	16
5	Family Dynamics Change During	18:59	20
6	How Strong Families Show They Care	13:16	45
7	Show Love to Your Partner	18:01	21
8	Coach Your Kids to be Their Best	18:47	16
9	How Parents Can Help Their Children Find	15:44	25
10	Teaching Children to Honor Community Heroes	16:31	93
11	Be Sure to REST After the Holidays	14:42	52
12	Create A Sense of Belonging	14:18	24
13	Teaching Children How to be Thankful	17:28	30
14	How to Build a Halloween Community	15:40	26
15	Age Appropriate Chores	19:56	102
16	Tips on How to Love the Skin Your In	17:34	50
17	Summertime is a Great Time to Connect	18:19	49
	AVERAGE	17:21	106
	CUMULATIVE TOTAL FY16 SHOWS	293:04	1802
	<p>* “Power Parenting Series” This clip was a piloted effort to test viewership when material was condensed to 3mins or less and social media was utilized. It was watched over one thousand times.</p>		
FY15 ROUND ROBIN SHOWS			
1	The ABC’s of Partnering w/Children	19:03	44
2	Teaching Your Children to Save	18:31	55
3	Finding Common Ground w/ your Partner	15:44	69
4	Understanding your Emotions when it Comes to Money	12:45	63
5	Negotiate with your Partner for Better	18:07	123
6	Learn about the Family as a Team	10:49	132
7	Managing Family Stress	19:10	872
8	Traveling Tips for Parents of Special Needs Kids	16:40	475
9	Don’t Put your Relationship on the Back Burner	18:07	74

10	Bullying Series Part 1: Elementary School	20:14	169
11	Bullying Series Part 2: Middle School	17:24	78
12	Bullying Series Part 3: High School	17:39	59
13	Education at Home not Just School	23:03	47
14	Choosing Healthy Relationships	16:38	126
15	How to Talk to Your Kids about Sex	19:18	78
16	Coping with Parent Challenges	17:26	66
17	Helpful Parenting Tips for Divorced Parents	18:55	48
18	How to Combat Stress During the Holidays	17:46	25
19	Parenting Strategies for Tweens & Teens	19:03	174
20	Holiday Tips for Blended/Divorced Families	20:12	25
21	Take Time to Play	19:12	37
22	Healthy Goals New Year: Mind, Body, Spirit	18:36	32
23	Valentine's Day B.U.M.P.	19:18	31
24	Effectively Demonstrate Love to Children	16:38	32
25	Single Parenting	14:23	50
26	Wisdom for Women	15:35	33
AVERAGE FY15		17.54	64
TOTAL views for FY15		456.16	1681
*NEW VIEWING AVERAGE for FY16		17.54	104 (increase of 62%)
*NEW VIEWING TOTAL for FY16		456.16	3222 (increase of 1541 views of previous shows)
*As a byproduct of the growing popularity of the parent education segments, these numbers reflect the increases in views seen this year, of the previous year's parent education content.			

"I think this is some of the most valuable content we have [on the Round Robin Show], because we can tape it once and continue to reach people for years afterward. I wish we could find a way to measure what people learn and how it affects their lives, because I think we're reaching people and helping people who may never step foot in a Healthy Families class or workshop. We're taking the message to where they are.

I think now that Healthy Families has an established Facebook page, we need to use that vehicle to draw more people to these videos. Especially starting with the short clip, which are really tailored specifically for busy parents. For instance, we posted one of the short 1-minute clips on the city's Facebook page "tips on how to love the skin you're in" and it got 23 likes and 1,168 views. If Healthy Families begins posting those on their Facebook page and Alvean posts them and/or other nonprofits or churches, we could greatly expand the reach. As people begin to share these and talk about them, it should help build the audience for the Facebook page and ultimately the audience for the positive family messages that Healthy Family offers.

These clips work so well because Alvean knows the content and can provide very specific and memorable tips, and also some personal experience that makes a personal connection with the audience."

-Robin McCormick | Communications Strategist/Host of The Round Robin Show |City of Hampton

- c. *Live Online Parenting Chats* – 30 minutes a month. ** Format includes audience participation via typing in questions to A. L. Inc. who then generates responses to the questions, i.e. online classroom format. This project is a completely new development and format for Healthy Families. Comparatively speaking, these

sessions are averaging 103 participants per month, in less than a year's time, while the number of participants for the City's longest existing online chat, The Mayors Chat, for the same time frame, averages 179 (airings annually). Therefore, with continued consistency of the current Online Parenting Chats the projected future audience participation is expected to expand, thus indicating a strong projection for efficacy in progressive approaches to parenting engagement in technology/media based learning. The table listed below indicates the number of participants since the inception of the FFI initiative.

Online Chat Current Outcomes
(Source: City of Hampton, Marketing Inc. FY16)

	DATE	ONLINE TOPIC	LIVE VIEWS	REPLAYS	TOTAL VIEWS
1	4/23/14	Money Management for your Family	14	41	55
2	5/28/14	Parenting Chat	35	61	96
3	6/18/14	Dealing with Bullying Chat	19	46	65
4	7/29/14	Becoming a Foster Parent	52	97	149
5	9/9/14	Being Partners in your Child's Education	39	64	103
6	10/14/14	Choosing Healthy Relationships	40	58	98
7	12/9/14	Navigating Relationships During the Holidays	65	119	184
8	1/13/15	Healthy Families Chat - Year of Reflections	47	78	125
9	2/10/15	Building Healthy Relationships	36	57	93
10	3/10/15	Single Parenting	26	46	72
11	4/14/15	Child Abuse	26	13	39
12	5/12/15	Supporting your Child through Standardized Tests	40	39	79
13	6/9/15	Childhood Development Transitions	53	57	110
14	7/14/15	Positive Discipline for Kids 5 and Under	48	18	66
15	10/13/15	Getting Kids to do Age Appropriate Chores	49	26	75
16	11/10/15	Healthy Families Chat: Honoring Our Heroes	39	29	68
17	1/12/16	Helping Your Child Find their Spark	35	159	194
18	2/9/16	Love Through the Eyes of a Child	13	88	101
19	3/8/16	Strengthening Families	43	61	104
20	4/12/16	Child Abuse Prevention	44	24	68
21	5/10/16	Debunking Myths About Children	40	87	127
22	6/14/16	It's Summer Time!	n/a	n/a	n/a
CUMULATIVE TOTAL			962	1268	2071
FY16 TOTAL			803		

- d. *Community-Based Workshops* – Through the partnership with local initiatives within the City of Hampton, VA including: Department of Human Services, Healthy Families, The B.A.S.E. Program, The HERE Initiative, and The Safe & Clean Neighborhoods Initiative an essential component of the FFI support for children and families is engaging traditional educational workshops. Workshops are family focused with a community based service delivered platform within specific community locales including (but limited to): Bassette Elementary, Aberdeen Elementary, and Andrews School in partnership with each respective Family Engagement Specialist.

Community/BASE School Workshops

• Healthy Start Graduation- Speaker	North Hampton Comm. Ctr.	August 13, 2015
• “Partner Rules, Rewards & Consequences”	Bassette Elementary	October 22, 2015
• Health Care Kick Off	Hampton Convention Ctr.	November 7, 2015
• HealthFest	Boo Williams	January 30, 2016
• “Prioritizing & Planning Your Future”	Bassette Elementary	February 11, 2016
• Family Empowerment Conference	Aberdeen, Andrews, Bassette, Forrest & Tyler	March 3, 2016
• Black Family Conference	Hampton University	March 19, 2016
• Youth Violence Prevention Summit	Agape Foundations	April 9, 2016
• Inner City Solutions		
• Parent Workshop	Forest Elementary	April 18, 2016
• Hampton Village Summit	Healthy Families	April 30, 2016
• Celebrating Fathers Event	Hampton YMCA	June 12, 2016
• 5 th Grade Graduation Keynote “The Power of Possibility”	Bassette Elementary	June 15, 2016

Spring Family Empowerment Conference

Healthy Families Session

Parent Accountability: How to Strengthen Families Workshop

March 5, 2016

Evaluation Data

Number of Participants	30
Number of Completed Evaluations	21
Content Delivery, Knowledge & Overall Participant Satisfaction Rating	[99%]

Sample of Participants Feedback:

- I really enjoyed both speakers. I loved the fact that Mrs. Lyons spoke directly to us and not at us. Her info was on point and straight to the point.
- Excellent presentation we need to figure out a way to get more parents out to hear about building relations with our children and teachers.
- Wonderful speaker, very knowledgeable!
- The information that was shared was very helpful to me. I would love to hear you again.
- BRING HER BACK PLEASE!!!
- Great information shared with our parents/guardians engaging and knowledgeable. Look forward to having Mrs. Lyons again.

3. City Objectives- This component is determined by the satisfaction of the City Manager’s office.

4. Community Connection – A.L. Inc., coordinated/facilitated strategic planning sessions events for the Virginia Unity Project (VUP) during FY16. The VUP’s mission is to build relationships, strengthen families, and positively change communities through a non-political, faith led, collaborative approach.

- Strategic Planning sessions were held bi-monthly for approximately 20 clergy leaders on the peninsula. (These clergy leaders combined represent 10-15 thousand Hampton & Newport News Families.)

- Community-Wide Forum “The Power of Relationships: Solving Our Community Violence Crisis Together” held at Heritage High; attended by over 1500 community members and local/state officials.
- Community-Wide Forum “The Power of Unity: Solving Our Community Violence Together” held at Hampton High; attended by over 1000 community members and local/state officials

Please note: This community outreach is not billed to the City and is work done above and beyond our contractual agreement; but, is actively done to both support the strengthening of families and address the issues of violence in our communities.

“On behalf of the VA Unity Project, I offer a huge thank you for your presence at our recent forum at Hampton High School on Wednesday, March 2nd. This missive serves as an official letter of support for Ms. Alvean Lyons. As a VA Unity Project representative, local Pastor, lifelong resident of Hampton, parent and advocate of families, I believe that Ms. Lyons is one who champions causes that are truly beneficial to the families of our community. I have had the pleasure of knowing Ms. Lyons for four years. During that time, I have personally witnessed her tireless efforts in working with clergy, community groups and others to ensure the safety and well-being of Hampton residents. Because of her personal commitment to the VA Unity Project, we have been able to have two very successful events to bridge the gap between clergy, police, elected officials and the community. I am certain that without her knowledge and participation, our events would not have been as impactful. Ms. Lyons possesses many positive qualities that I believe are beneficial to any organization. Her level of detail, organizational skills and knowledge of her areas of expertise are exemplary. However, I believe her greatest attributes are found in her abilities to communicate effectively and build nearly instant connection with all people. I have had the experience of watching her work with families in our community, when we spent an entire Saturday out in the local neighborhoods engaging parents, as we prepared for our first VUP forum. The way they responded to her was truly impressive. Then to watch her emerge as a trusted voice in the faith community, because of her ability to build cohesion particularly with a large group of clergy, has been remarkable. In addition, Ms. Lyons is a firm believer in the power of family and the correlation between strong families and strong communities. Woven into most of her conversations and actions is the need to keep families at the forefront of any solution that involves changing our communities. Moreover, based on the aforementioned items and more, I without any reservation, support and endorse the work that Ms. Lyons is doing with the VA Unity Project, the City of Hampton and beyond.”

-Rev., Dr. Kevin Swann| Senior Pastor Ivy Baptist Church| VA Unity Project

5. Participant Tracking

As of March 2015, HHF now provides participants an opportunity to indicate the impact the FFI has had on the decision to register.

6. ****Additional Services Rendered** (Services provided at or above expectations of contract without additional costs to the City to promote HHF to the greater Hampton Roads community)

- Promote and market Healthy Families to Hampton Roads through radio (WHOV & WHRO) appearances, social media outlets and other community organization partnerships.
- Additional 12 Hampton Roads Show segments (in total) during contract duration.
- Parenting Online Chat for an additional 360 minutes (in total) for contract duration.
- Round Robin Show for an additional 120 minutes (in total) for contract duration.
- 2 hours monthly for Strategic Planning session with HHF.