

Responses to Alvean Lyons Inc. Sole Source Families Forward Initiative for City Council

1) What services were provided in the last year, why were they beneficial/how did they advance the families agenda?

The year-end report provided by Alvean Lyons Inc. is attached. The goal of the contractual agreement with Alvean Lyons, Inc. was to assist the Healthy Families Partnership to increase parent education access for all of Hampton's families. The year-end report provided list the parenting topics and monthly appearances on the Round Robin Show. Additionally, it includes the comments provided by the Executive Director of the Hampton Roads Show stating that the topics provided facts, advice, anagrams, and anecdotes that are perfect for reaching parents, especially mothers watching at home. She further states that they provide easy, re-callable help to parents in their daily parenting endeavors. It provides the only consistent parenting voice for the viewers of the show. Ms. Lyons demonstrates a unique talent for communicating and an incredible ability to engage parents. Ms. Lyons, The Healthy Families Partnership and its partners continue to believe that youth experience positive outcomes when their parents are engaged and effective. A meeting has occurred with Alvean Lyons to insure that she fully understands and agrees that the funding being provided is to ensure that she is present in Hampton's neighborhoods and that the services provided are measurable. She is fully onboard!

2) What neighborhood or other civic meetings did she attend?

The year-end report provided by Alvean Lyons Inc. is attached. The on-line chats and community-based, family-focused, workshops and keynotes are included in the report. Some of the neighborhoods that benefitted were those connected to our city's Title 1 Schools and the B.A.S.E. and HERE Initiatives that are designed to empower parents to take an active role in their children's education and over-all well-being. We know that some parents only need information while others need specific parenting classes. The 2017 approach will expand Ms. Lyons presence in Hampton's neighborhoods. Strong partnerships will be built with Y H Thomas, North Phoebus and the Athletic Associations.

3) How do we ensure we get our monies worth since she does services (and did services before we hired her) for others in the community.

Ms. Lyons continues to provide contractual services for others in the community, but this has not had an adverse affect on her service delivery to the Healthy Families Division. Her direct supervision was provided by the Healthy Families Parent Education Program Manager. Monthly meetings occurred between them to discuss the contract services and to agree that they were being delivered in accordance with the contract agreement. She billed accordingly.

4) Has she done any new DVD's, videos, on-lines or other materials we can use in our programs over the last year?

No new DVD's have been done, but there have been monthly or twice monthly recorded parenting segments on Round Robin and the Hampton Roads Show. They are continuously available on YouTube.

5) What are the measurables that make us feel this is a wise use of funds?

Ms. Lyons has achieved increased parent education access on the Round Robin Series. Ms. Lyons has increased her appearances on the Hampton Roads show and is the only consistent provider of parent information on the show. Ms. Lyons has increased partnerships with the Faith- Based Community. Ms. Lyons has increased access to parent education at the schools where the Balanced Approach to Success and Empowerment (BASE) Initiative has been implemented.