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# Using Data to Drive Improvements in Participant Engagement and Retention

Presented by:

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making a meaningful difference

# Session Overview

- Recognizing the issue
- Studying the issue
  - Survey methodology
  - Key findings and recommendations
- Responding to the issue



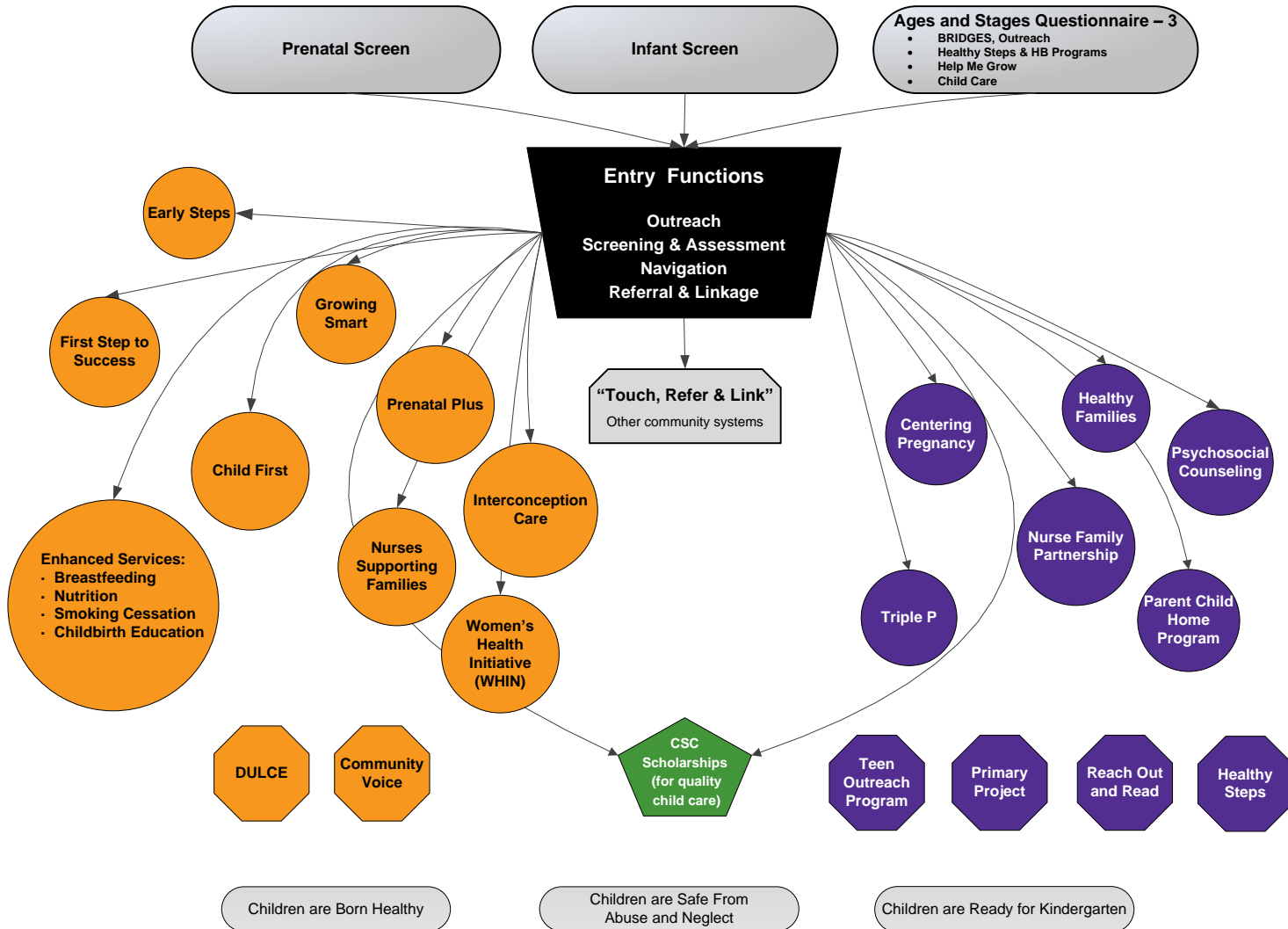
# Children's Services Council: Who We Are



Children's Services Council, a special district created by Palm Beach County voters in 1986, provides leadership, funding, evaluation, program and system development on behalf of the county's children so they grow up healthy, safe, and strong.



# Healthy Beginnings: Individual Child & Family Services



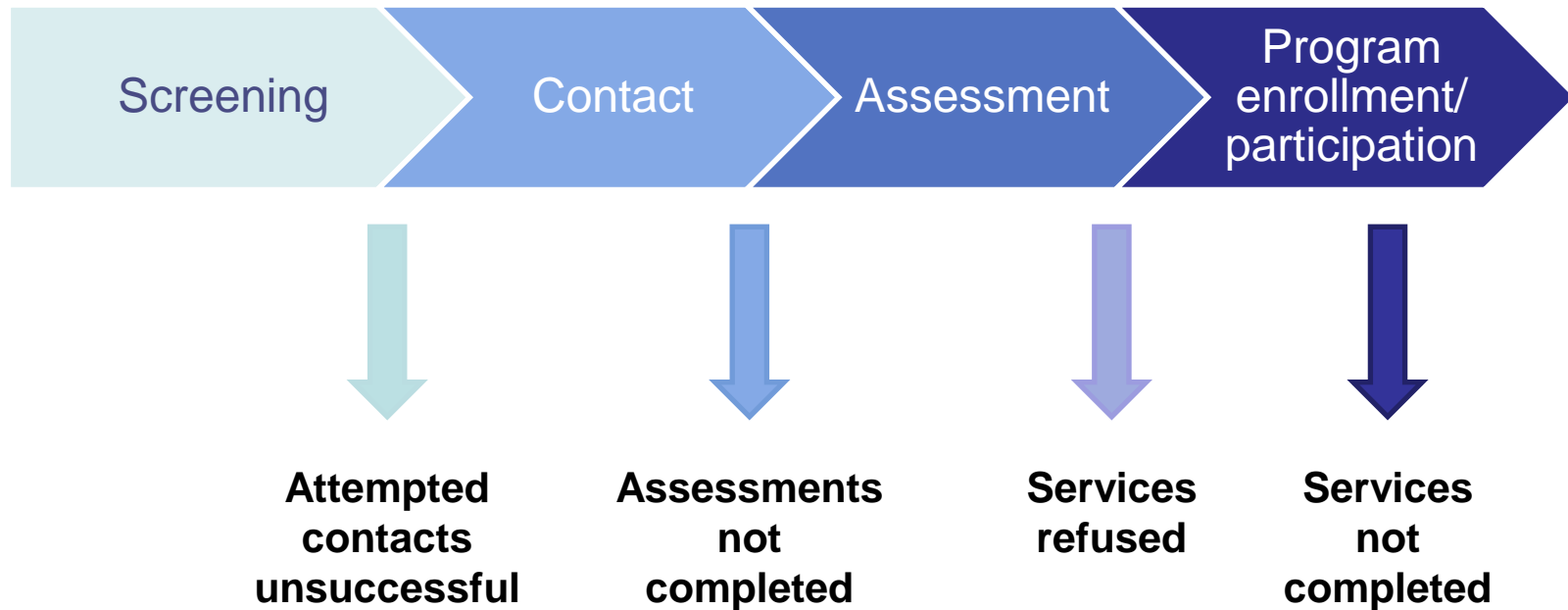
# Attrition: A Widespread Challenge

- “...home visiting models with the strongest evidence of effectiveness tend both to be **intensive**...and to have **high attrition** rates
  - (e.g., **40-50%** of targeted participants never enroll or drop out before program completion...)”

Doggett, L. (2013). New Research Strengthens Home Visiting Field: The Pew Home Visiting Campaign. *Zero to Three Journal*. Retrieved from [zerotothree.org/bookstore](http://zerotothree.org/bookstore).



# Attrition from the HB System

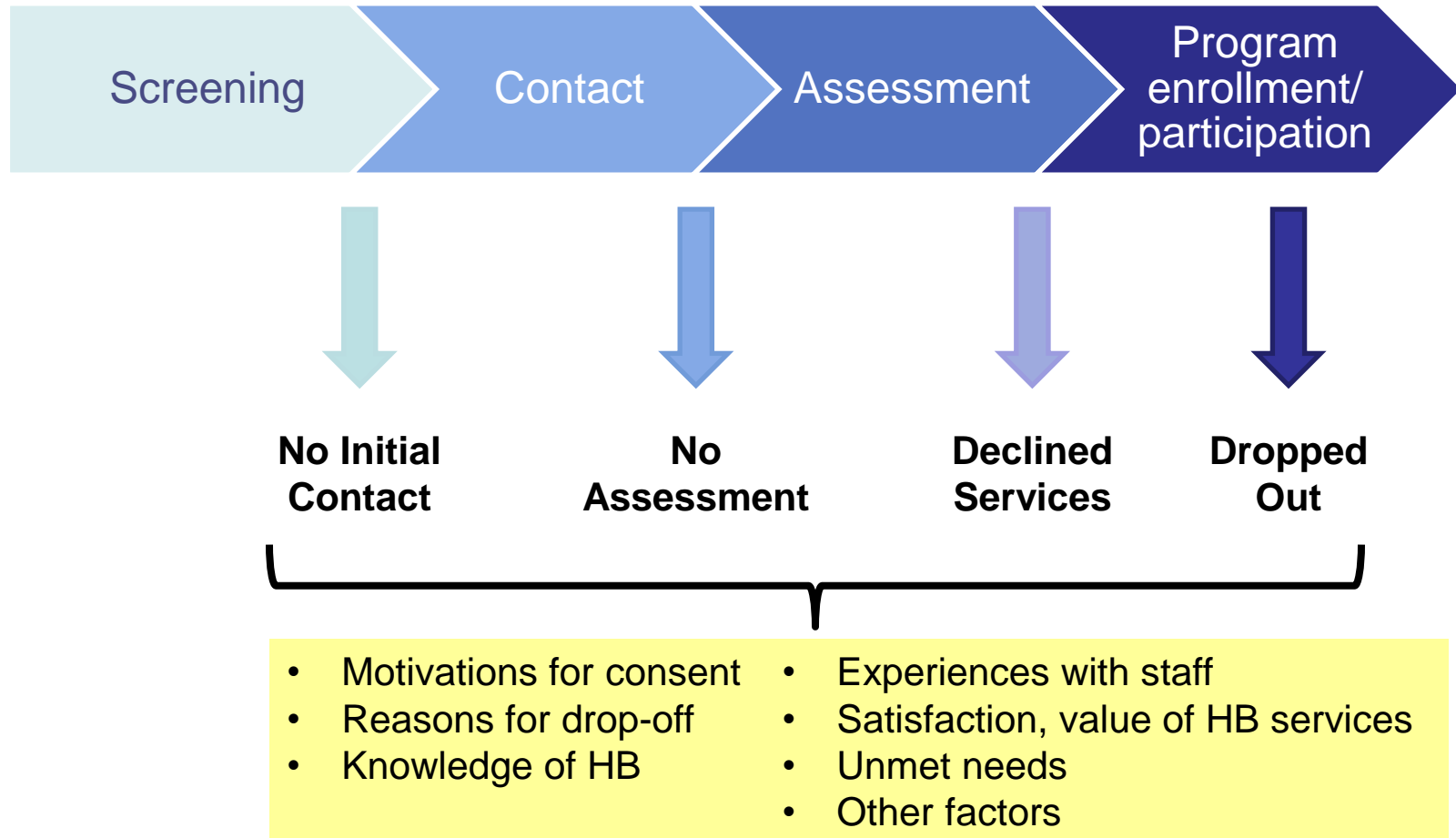


# Client Engagement and Attrition Study

- Identify specific **factors** that hinder client engagement in the HB system
- Propose **recommendations** for improving clients' access to and engagement in services



# Methods: Survey Development





# Methods: Study Sample

Group	Population 2012/2013	Population 2014	Final sample
<b>Drop-off point</b>			
Group 1 – No Initial Contact	4,043 (53%)	1,927 (60%)	277 (52%)
Group 2 – No Assessment	2,080 (27%)	655 (20%)	131 (25%)
Group 3 – Declined Services	545 (7%)	287 (9%)	43 (8%)
Group 4 – Dropped Out	955 (13%)	345 (11%)	83 (16%)
<b>Case type</b>			
Mother	5,561 (73%)	2,321 (72%)	379 (71%)
Child	2,062 (27%)	893 (28%)	155 (29%)
<b>Race/ethnicity</b>			
Hispanic/Latino	1,694 (22%)	692 (22%)	126 (24%)
Black	3,401 (45%)	1,593 (50%)	272 (51%)
White	1,972 (26%)	763 (24%)	115 (22%)
Other	556 (7%)	166 (5%)	21 (4%)
<b>Total</b>			
Total	7,623	3,214	534



# Methods: Data Collection

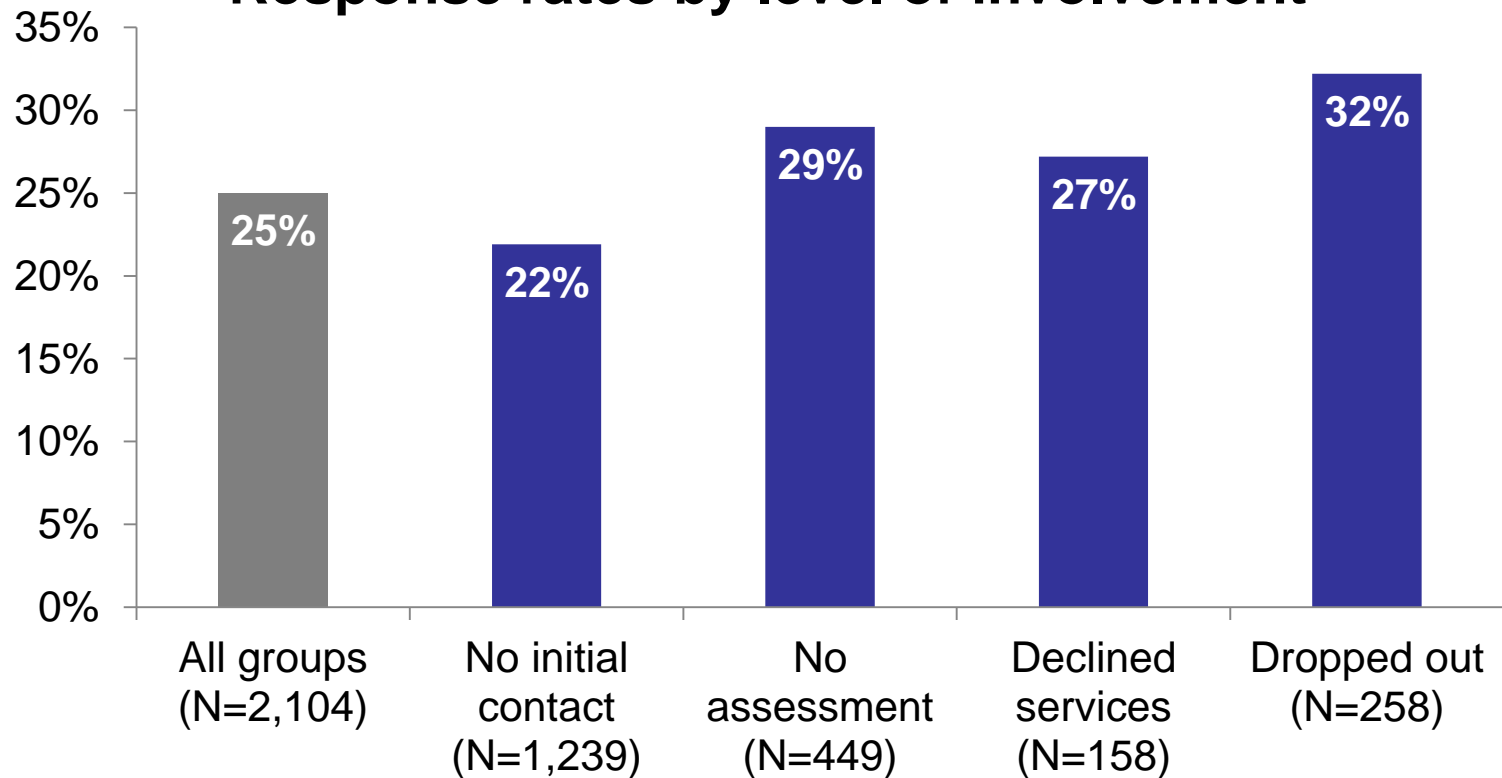
- Reaching sample goals with difficult-to-reach population:
  - Received **weekly discharge lists** from the CSC
  - Made **up to 5 attempts** per mother over multiple days, at different times of day
  - Attempts made **within 2 weeks** of discharge
  - Offered \$10 Walmart gift card **incentive**
- Telephone surveys with **534 mothers** discharged from the HB System between January and July 2014



# Analysis of Contact Attempts

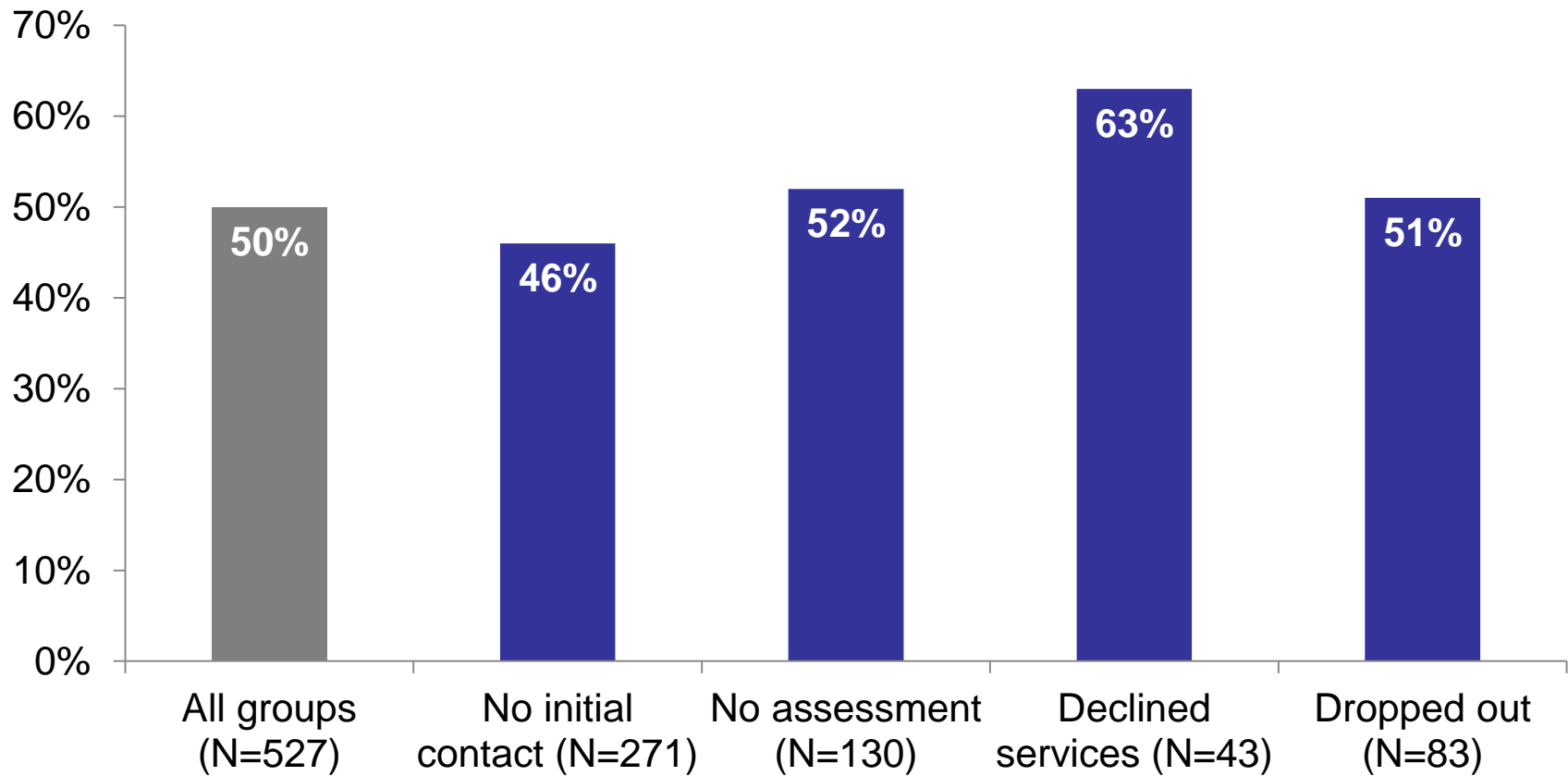
**5,741** calls made to **2,104** individuals to complete **527** surveys

## Response rates by level of involvement



# Analysis of Contact Attempts

## Survey completions achieved on first call attempt



# Key Themes



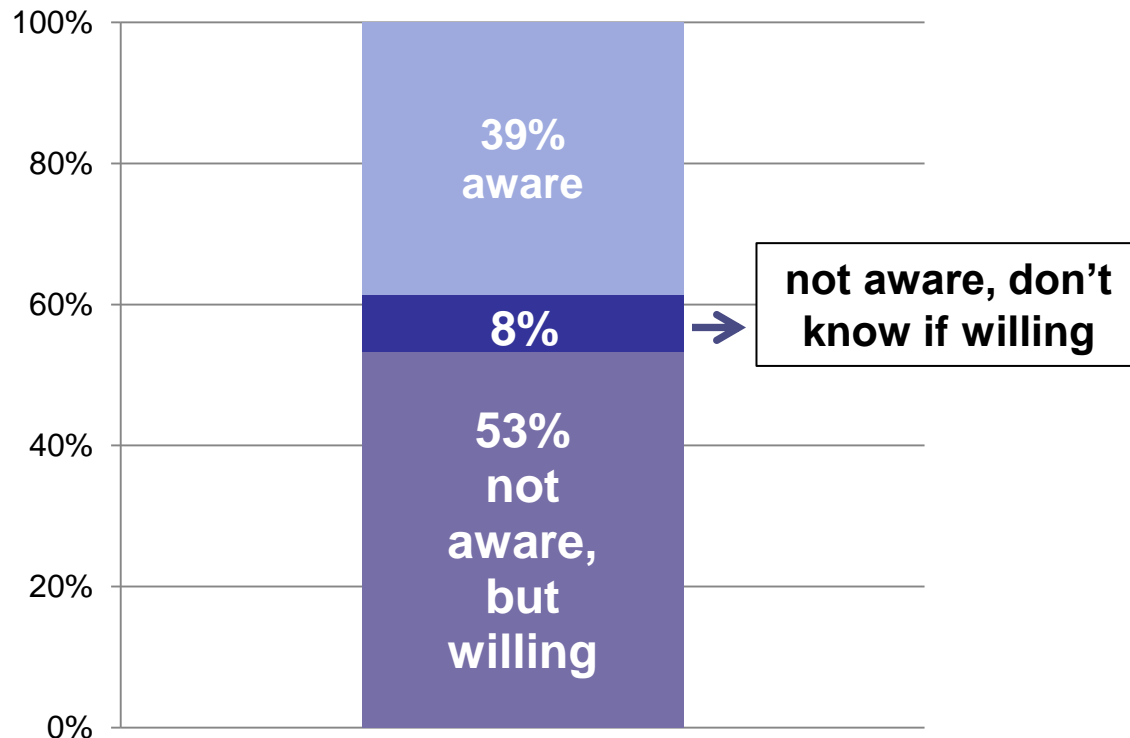
1. Mothers do not always understand the process
2. Time is a major barrier
3. Barriers and experiences differ by race

Photo credit: catd mitchell, <https://www.flickr.com/photos/catdonmit/2311757464/>



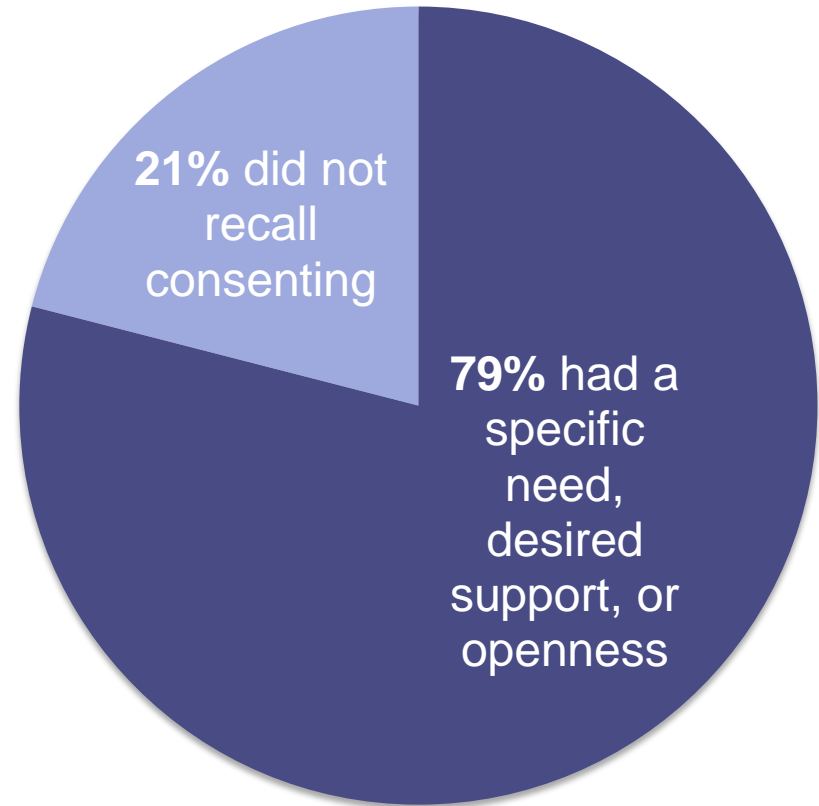
# Process: Not Always Understood

The majority of these were willing to speak with someone from HB about services for them or their children



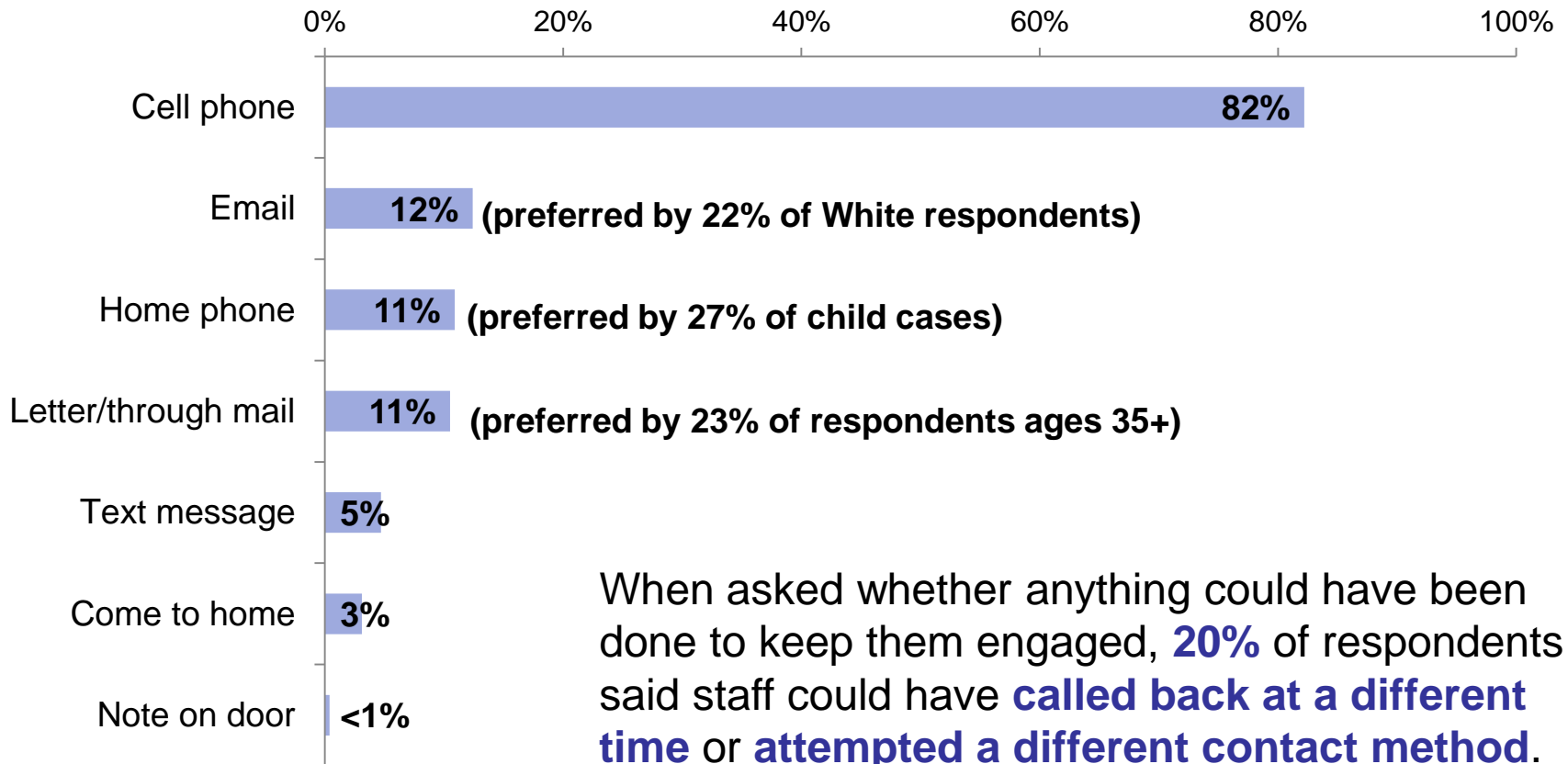
# Process: Not Always Understood

Of all respondents who dropped off...



# Process: Not Always Understood

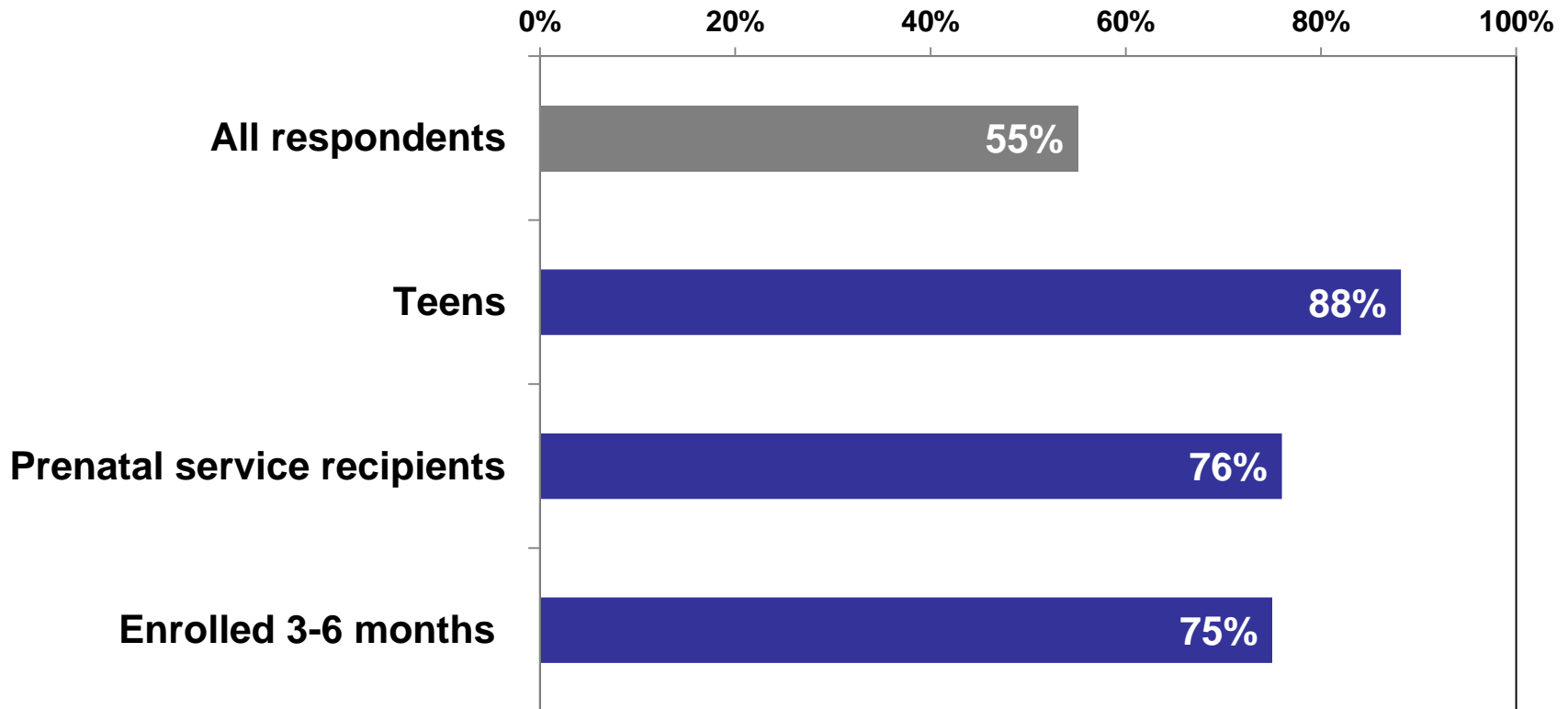
## No Initial Contact respondents' preferred methods of contact





# Time: A Major Barrier

Of respondents who knowingly dropped off,\* key groups for which a lack of time influenced drop-off

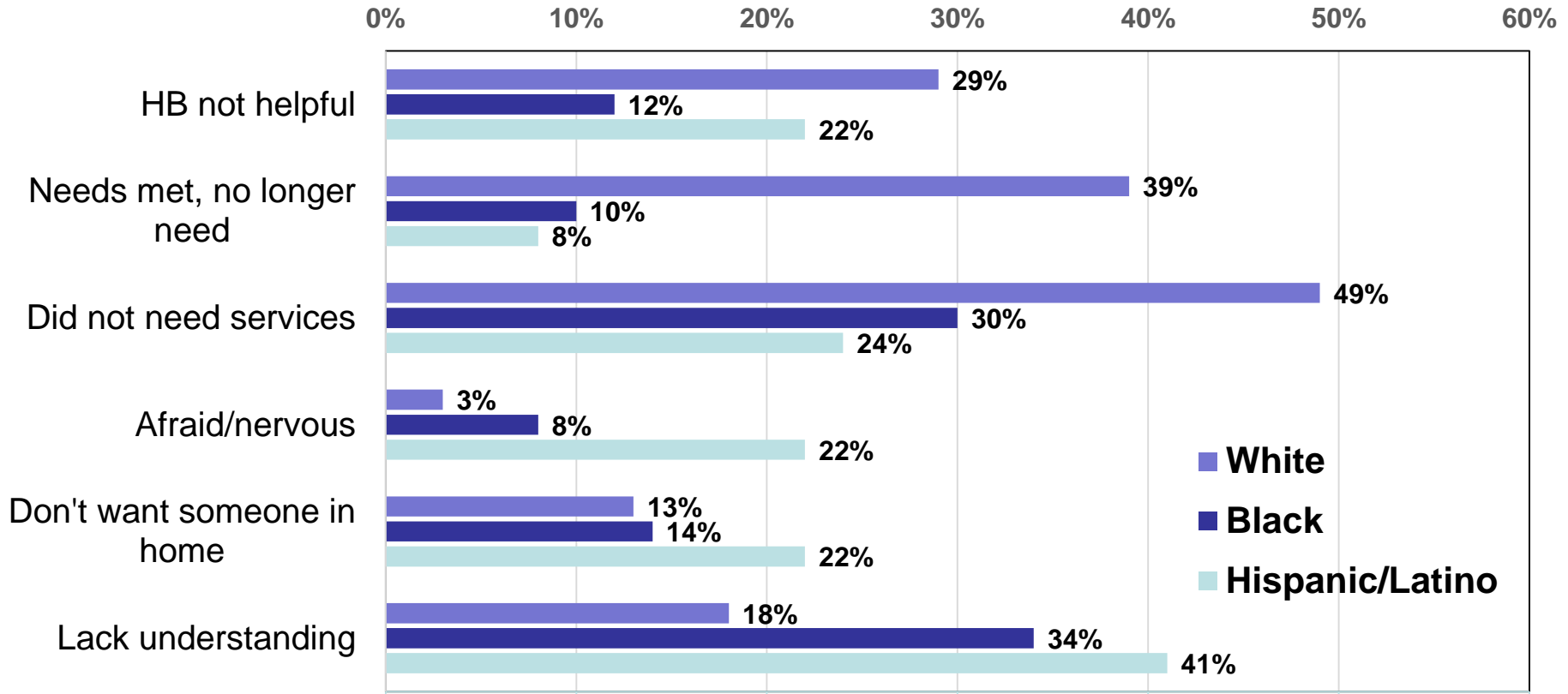


\*Percentages are based on respondents who could answer questions about reasons for dropping off in a meaningful way.



# Race: Different Barriers & Experiences

Reasons cited by those who knowingly dropped off,\* by race/ethnicity

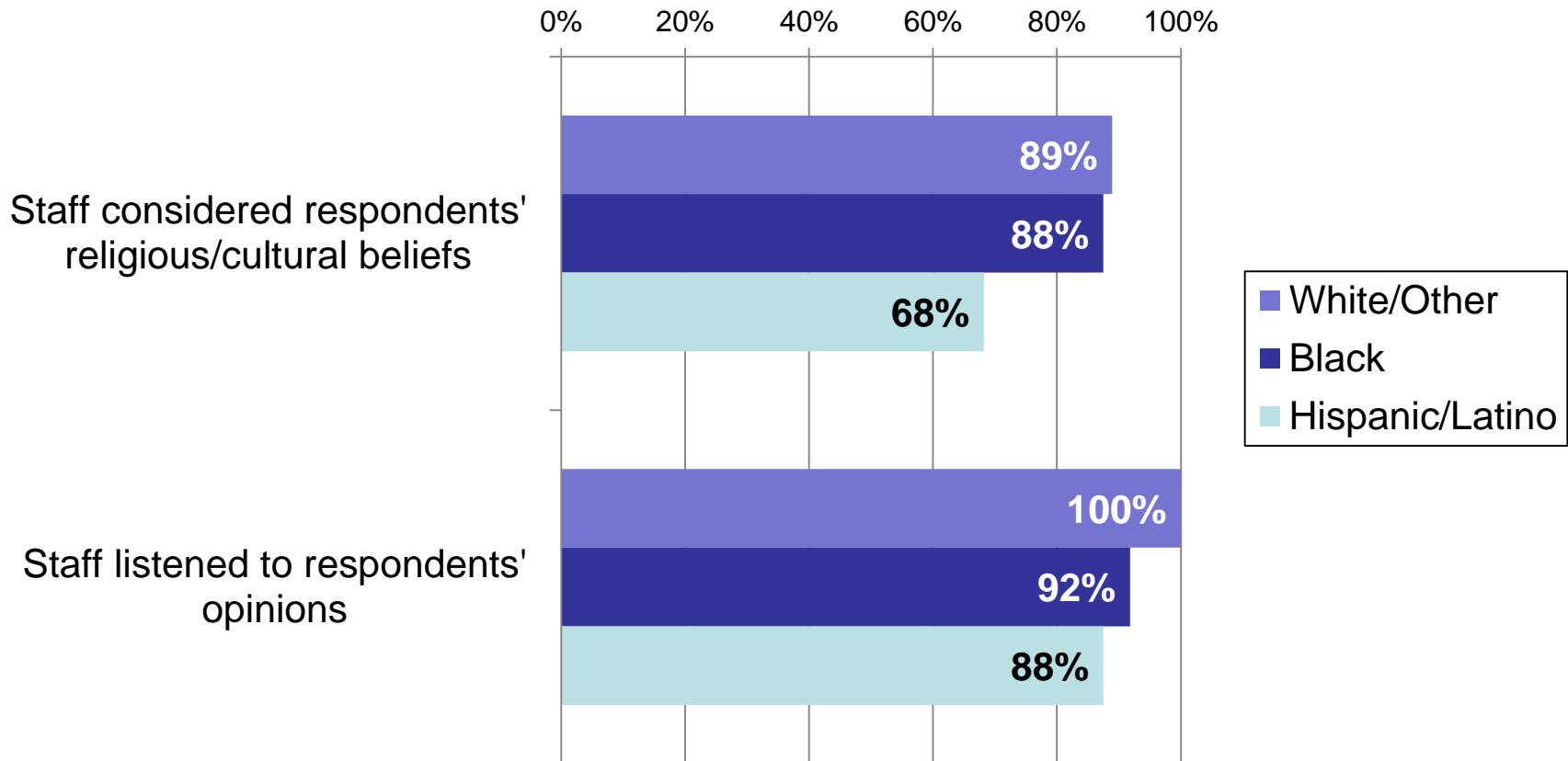


\*Percentages are based on respondents who could answer questions about reasons for dropping off in a meaningful way.



# Race: Different Barriers & Experiences

**Experiences with HB or program staff, by race/ethnicity**



# Key Factors that Hinder Client Enrollment and Retention

- **Individual factors** (e.g., availability of time, perceptions of need, knowledge of services)
- **Provider factors** (e.g., responsiveness, service delivery style, multiple contacts)
- **Program factors** (e.g., HB system process, location of services, multiple contacts)
- **Neighborhood context**

Gouvea, M., & Spielberger, J. (2012). Barriers and Facilitators of Service Use by Low-income Families with Young Children: A Brief Report from the Palm Beach County Family Study. Chicago: Chapin Hall at the University of Chicago.

McCurdy, K., & Daro, D. (2001). Parent Involvement in Family Support Programs: An Integrated Theory. *Family Relations* 50(2), 113-121.



# Recommendations

- **Improve communication** about Healthy Beginnings at entry points
- **Keep trying**, strategically
- **Offer greater flexibility** to families who may be too busy to participate
- Consider how to better meet the unique needs of **young mothers**
- Increase buy-in by **building relationships**
- Connect families with a **single point of contact** as early as possible
- Build **trust** among families, more **cultural competence/humility** among providers
- **Provide alternatives** for families who may not want staff in their homes
- Periodically clarify **personal goals and expectations** with participants



# Next Steps

- Findings and recommendations were shared with program staff
- HB leadership group and staff reflected on findings and recommendations
- Reconvened HB Leadership to prioritize recommendations and develop Action Plan



# Prioritization of Recommendations

- **Improve communication about Healthy Beginnings at entry points**
- Keep trying, strategically
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# Client Engagement Workgroup, Recommendation # 1

Who	Implementation Steps
<b>Post-Natal Strategy</b>	
<b>HomeSafe (entry agency 0-5)/ELC/CSC</b>	Determine provider's preference on Communication; information used to support the development of a resource/toolkit
	Coordinate introduction of entry agencies and develop engagement protocols with Early Learning Coalition for hard to reach families
	Update data into CSC information system to capture live information about child care center referrals, also conducted additional ad- hoc data analysis
	Produce reports to capture data about child care centers and learn about attrition rates to guide technical assistance
	Presentations at child care centers, participation in quarterly provider meetings
	Develop plan for Women of Wisdom bringing religious institutions into the dialogue about early childhood services.
	Resources to communicate with parents (for example around ASQ's, availability of subsidies for child care, intake and eligibility redetermination for child care)
<b>CSC &amp; provider input</b>	Call to action-developmental screening month as part of parenting campaign (strand around child development)
<b>Pre-Natal Strategy</b>	
<b>HMHB entry agency</b>	Develop resource information disseminated by obstetricians
	Update of marketing materials, infographics, use of incentives.
<b>CSC &amp; provider input</b>	Pre-natal campaign to educate community on importance of care and services (I'm pregnant! Where to go).





# Strengths and Opportunities

- Metis study guided action steps
- Stakeholder involvement in prioritizing recommendations and using data to drive decision making
- Prompted further data development agenda
- Slow change process
- Need to identify innovative strategies that are SMART goals
- Limited ability to capture information about success of implementation



# Thank you!

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