

2021 CWDA Annual
Conference



First 5 San Joaquin

Healing and Housing through the
San Joaquin County WORKs programs

Introductions



Lani Schiff-Ross

- Executive Director
- First 5 San Joaquin



Dawn Narayan

- Contracts Analyst
- First 5 San Joaquin



Dawn McLeish

- Deputy Director
- Human Services Agency

The WORKs Programs Overview



The WORKs Programs Budgets

FamilyWORKs

\$3.1 Million

CalWORKs
Home Visiting



HousingWORKs

\$1.8 Million

CalWORKs
Housing Support



JourneyWORKs

\$650,000

CalWORKs Mental
Health & Substance
Abuse



Direct Service Partners

FamilyWORKS



Child Abuse Prevention Council
CHILD ADVOCATES/PARENT COACHES



Family Resource & Referral Center
Serving San Joaquin County



HousingWORKS



JourneyWORKS



Child Abuse Prevention Council
CHILD ADVOCATES/PARENT COACHES

Other Key Partners





Home Visitation
Services



Job Search/Job
Readiness

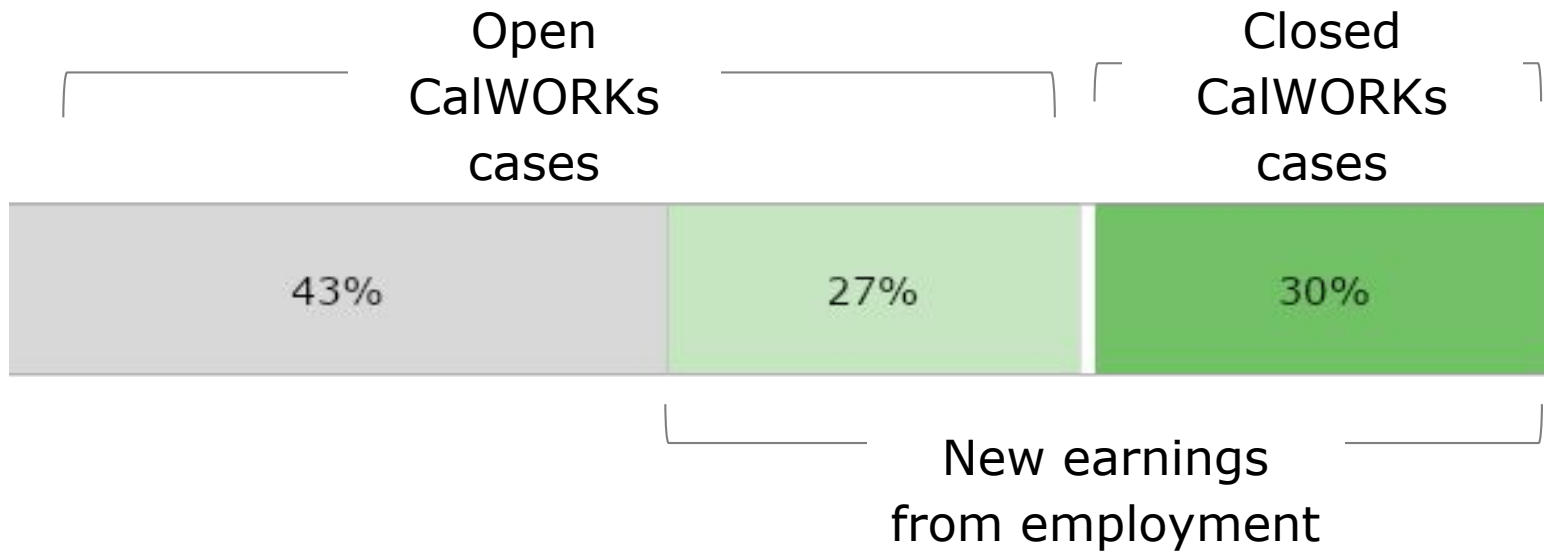


Connections to
Community
Resources



Parent Education
Workshops

Work Participation Rate Impact



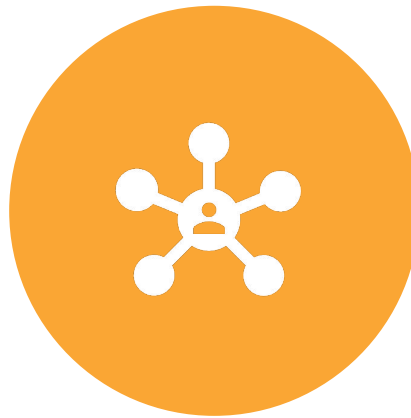
Work Participation Rate Impact



HousingWORKs



Housing Support
Services



Connections to
Service Providers



Landlord Incentive
Program

HousingWORKs Success Story

“ In general, the majority of the families that we have found housing for, they're doing very well. They're sustaining. Things are working, people are on the same path. Their kids are in school.

-HousingWORKs staff





Home Visitation
Services



Connections to
Service Providers

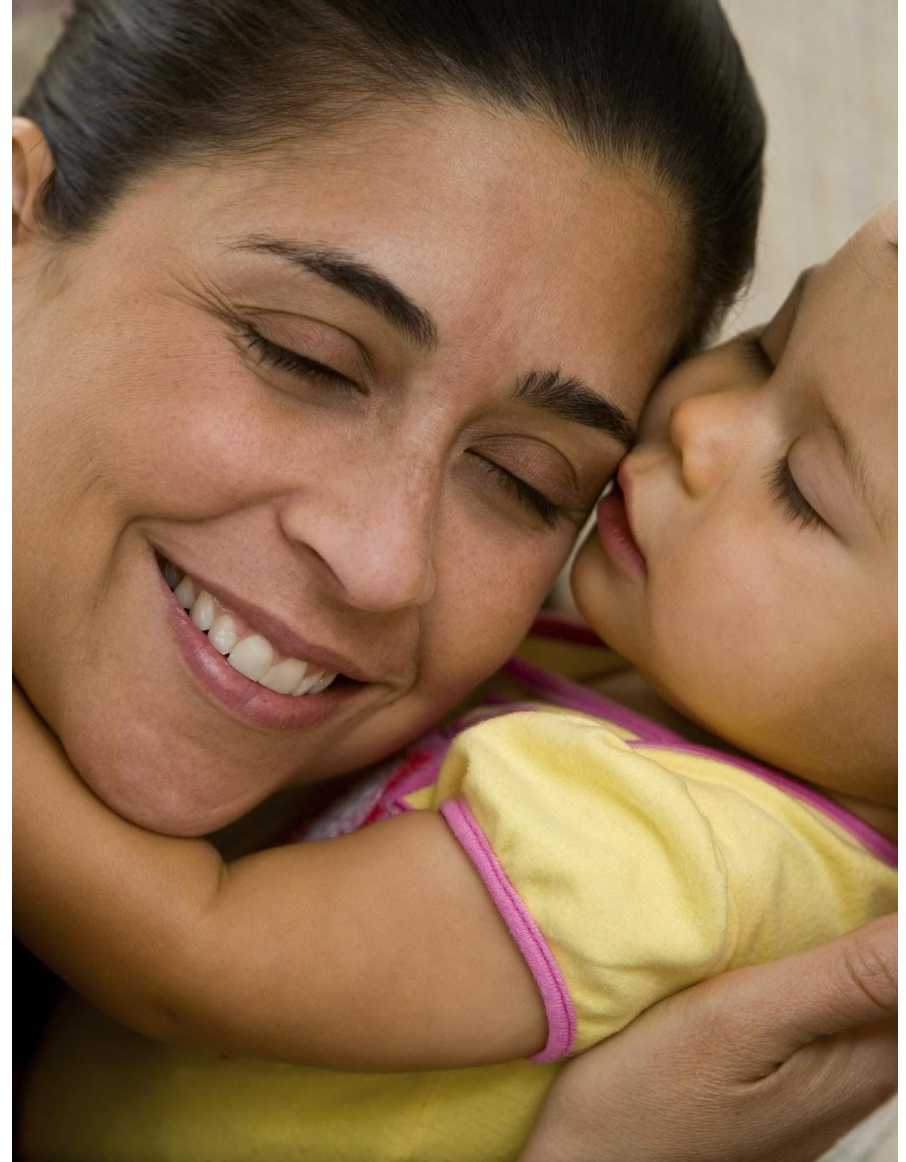


Care Coordination

JourneyWORKs Success Story

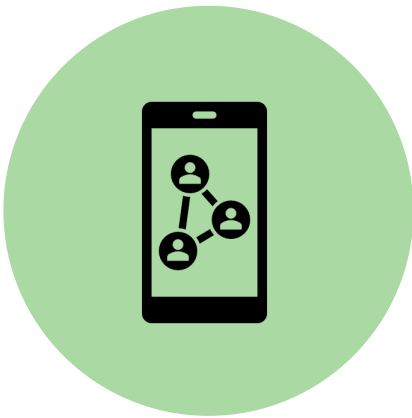
“It's gone well. I didn't expect to get as much support as I've gotten. I can really count on [my parent educator] to meet with me every week. **I can count on her to call me on time every week and can count on her for the support.** That's the number one thing that's keeping me in the program.”

-JourneyWORKs participant

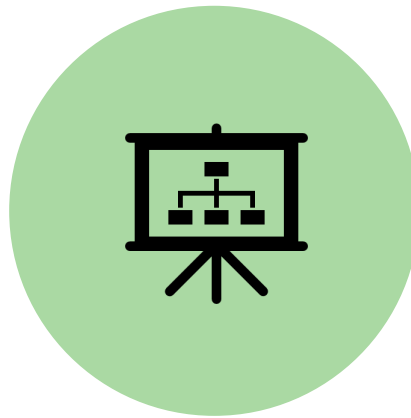


*Names have been changed for confidentiality

Additional Outreach and Recruitment Efforts



Social Media Posts



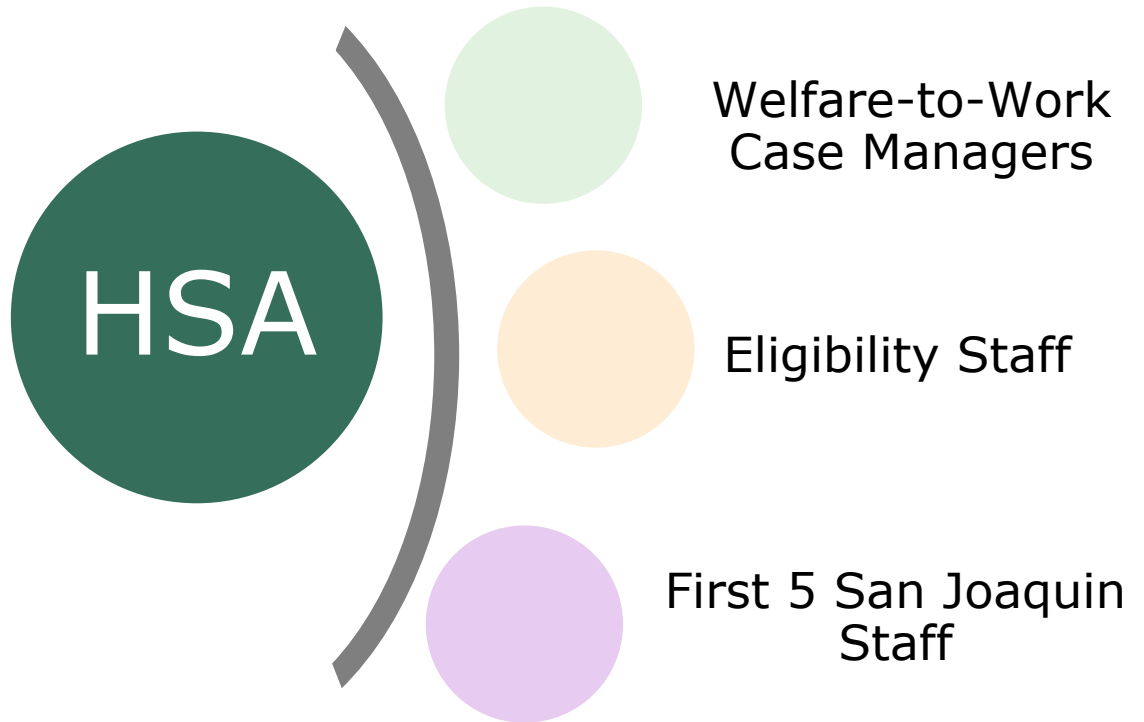
Outreach
Presentations



Marketing Materials

Human Services Agency Collaboration

- First 5 San Joaquin is a department of the Human Services Agency
- Direct connections to Welfare-to-Work Case Management staff
- Direct connections to Eligibility staff



Cold Call Outreach

- Flyers mailed to all potentially eligible CalWORKs participants
- Lists established and distributed to each FamilyWORKs agency
- Scripts developed for cold calls
- Reports tracked monthly



Strategic Marketing Campaigns



Mental Health
Campaign



Substance Abuse
Campaign

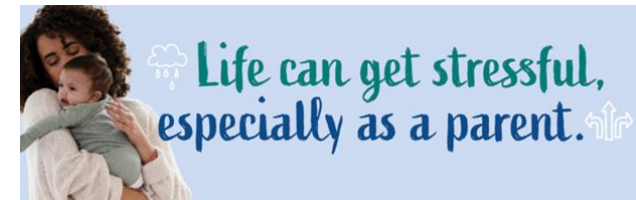


Home Visiting
Campaign

Mental Health Campaign

“WE’RE IN THIS TOGETHER”

- Three flights from 9/1/2020 to 6/12/2021
- Target: Multicultural CalWORKs parent & Caregivers of Children 0 to 5
- Goal: Connect CalWORKs parents to mental wellness resources and support and promote awareness and access to resources
- Media: Paid, Spotify, Pandora, Digital, Out-of-Home



Spanish / Español

We're in This Together

Half of us will deal with some type of challenge to our emotional wellness over the course of our lifetime, but many of us already face serious challenges every day. First 5 San Joaquin is here to connect parents with community support, resources, and tools that will not only benefit you, but your entire family. We want you to know that you don't have to go through tough times alone. We're here for you — we're all in this together.



Tip
If things don't go as planned or when life has very stressful moments, try not to be so hard on yourself. Being kind to yourself is a form of self-care.



What We Learned

- Representations of fathers drove performance
- Messages regarding stress and other simple actionable messaging resonates with parents
- Users are more engaged with ads during December to January time periods



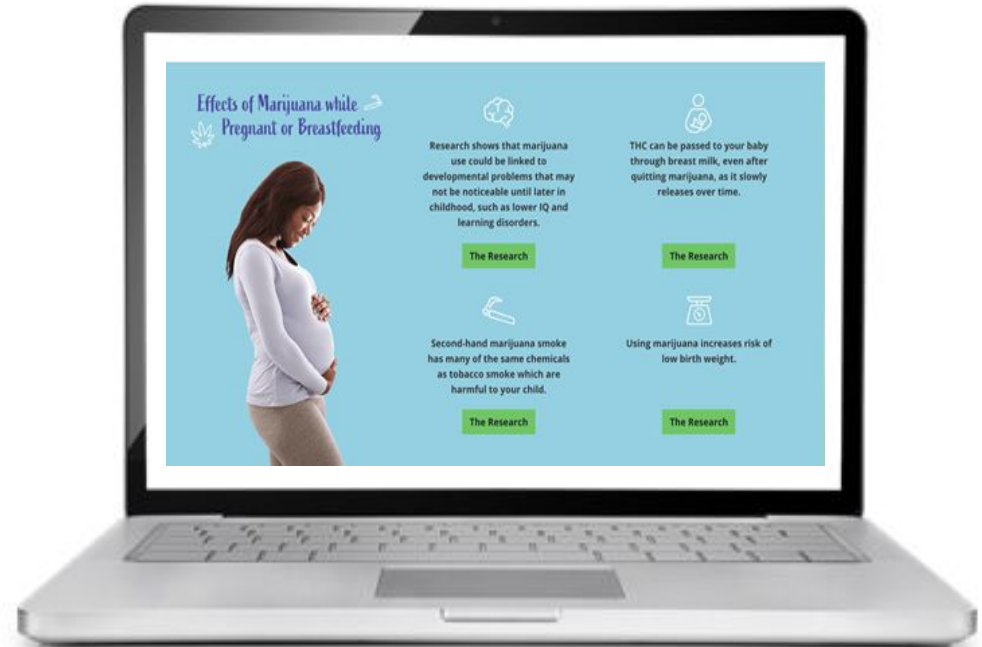
Substance Abuse Campaign

- Target: Multicultural CalWORKs parents & caregivers with children ages 0 to 5
- Goal: Connect CalWORKs parents to information, resources, and support about the risks of using marijuana while pregnant and breastfeeding
- Media Mix: Digital display, Pandora, Spotify, Hulu, geofencing



What We Learned

- Geofencing locations provides a high click-through-rate
- There is a significant interest in learning more about the effects of marijuana use while breastfeeding

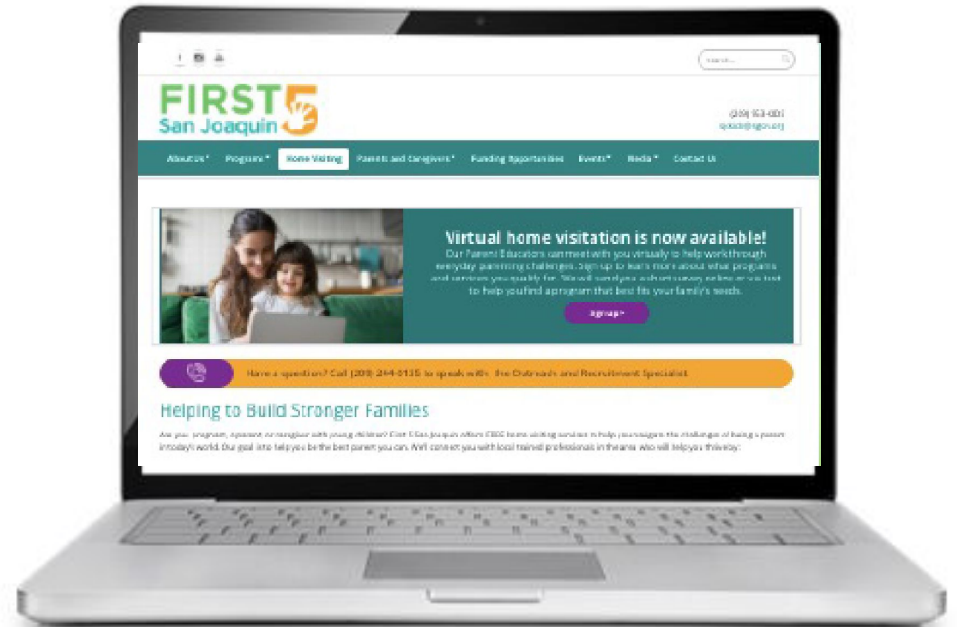


Home Visitation Campaign

- Target: CalWORKs parents and caregivers of children ages 0 to 5
- Goal: Connect parents to sign up for virtual home visiting services through text campaign
- Media Mix: Paid social and SlickText services

What We Learned

- Ads promoting home visitation seemingly performed well by impressions and clicks on ads, parents were unlikely to take the action to call
- Interviews found that parents are more likely to signup for home visiting services if they can provide information online
- Interviews also determined a desire to humanize parent educators



Meet Your Parent Educators

Parent Educator Edgar believes it's important for parents to ask questions— about everything! Our virtual home visiting programs can connect you with trained specialists who are ready to provide your family the support you need. Click here to learn more: <https://bit.ly/39EU9v4>

Parent Educators



“

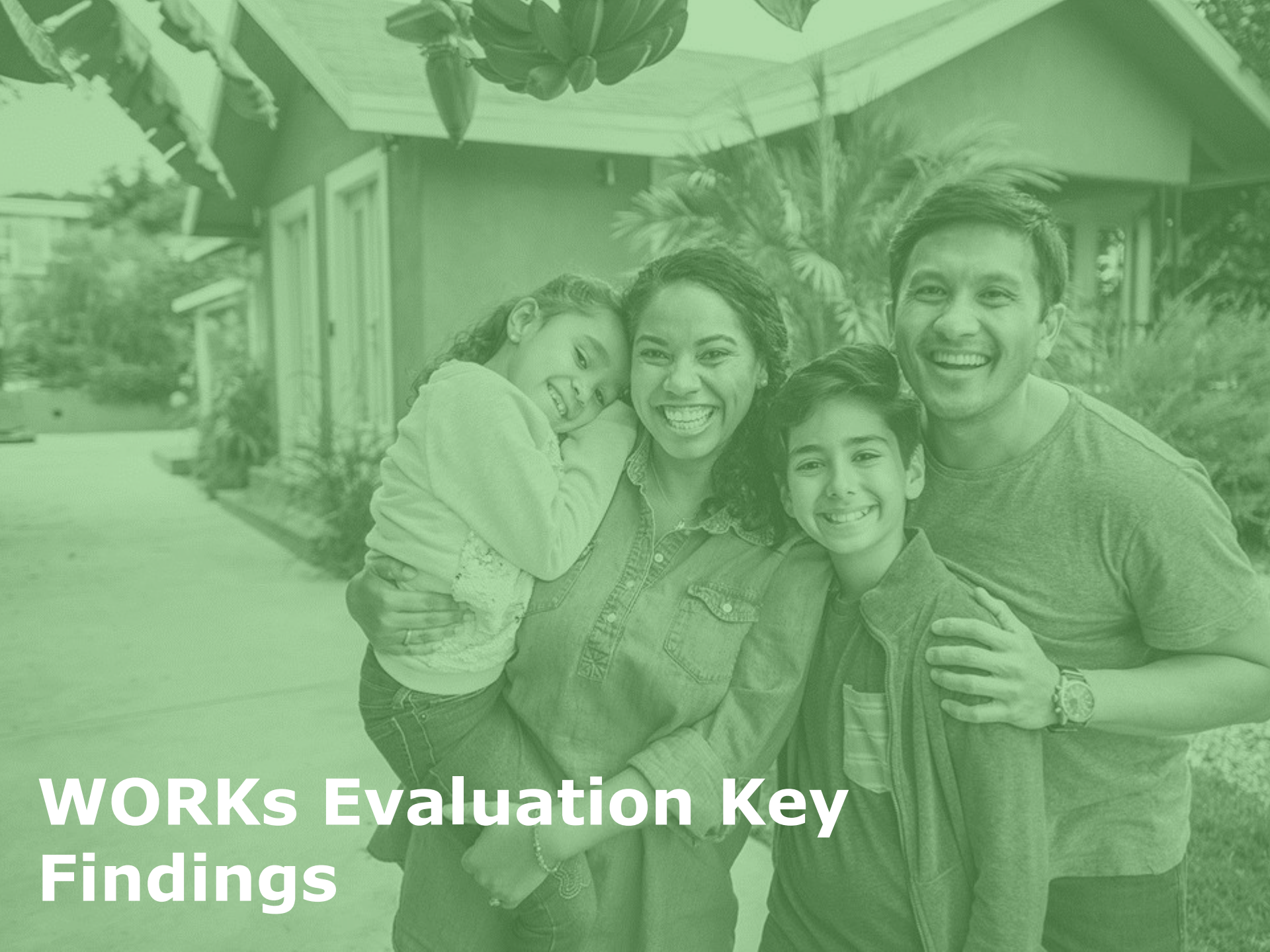
If I hadn't had (a home visitor) come to my home, things would have just gotten worse. I'm in a much better emotional state, and I'm ready for work.

– Erica, Mom of Two,
Stockton, CA



Who are Parent Educators?

Parent Educators are trained individuals ready to assist and guide parents through the ups and downs of parenthood. Parent Educators receive extensive training prior to conducting home visits. Parent Educators specialize in providing personalized plans for each family they serve.



WORKs Evaluation Key Findings

Evaluation Methods



FamilyWORKs,
HousingWORKs, and
JourneyWORKs
program data



Interviews with staff
in all three WORKs
programs and
JourneyWORKs
parents/caregivers



Focus groups with
FamilyWORKs
parents/caregivers

WORKs Program Coordination Findings

WORKs programs coordinated outreach and enrollment efforts:

- Trainings
- Referrals
- Communications

479 eligible CalWORKs families enrolled in or received referrals to at least one WORKs program

12%

were enrolled in or referred to at least two WORKs programs



Participation in Multiple WORKs Programs

- Service coordination
- Support and resources to meet goals

“ It's definitely more helpful [to be in more than one program] because **[families are] supported in more than one way and held more accountable.** They know to be successful in one [program], they've got to follow through on the other.”

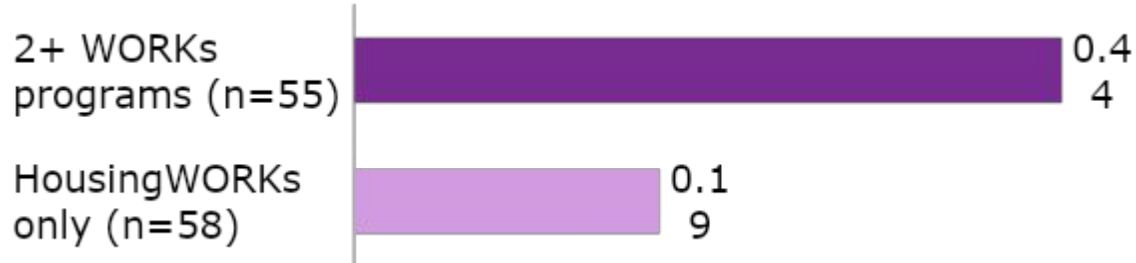
- JourneyWORKs staff

Participation in Multiple WORKs Programs

- Service coordination
- Additional support and resources to meet goals
- Mutually beneficial programs

Percent of HousingWORKs Families Housed

January 2020 to December 2020



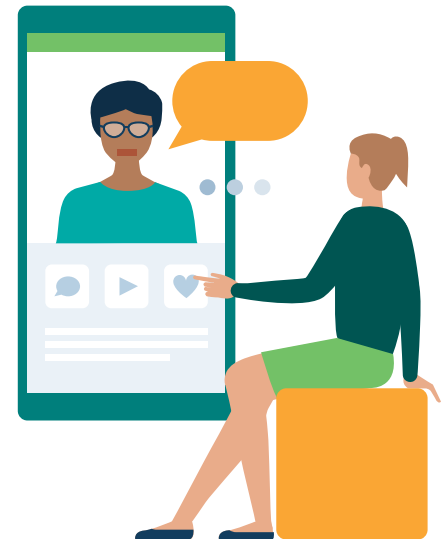
COVID-19 Impacts on Service Delivery

Challenges

- Restrictions on in-person services
- Limitations of outreach options
- Limitations on collaboration
- Increases in family needs

Adaptions

- Increased text communication with participants
- Increased virtual services
- Revised outreach methods
- Revised delivery of services



COVID-19's Impact on Families and Providers

"[The staff is] touched as well. People still have real lives...Some families have had to deal with COVID and have had to deal with illnesses and had to deal with people close to them being sick [or] dying. **We're sometimes just in the same situation as our parents.**"

- *FamilyWORKs parent educator supervisor*

"I wish we could go back to in-person visits. Over the phone, it's hard to keep my daughter in the activities."

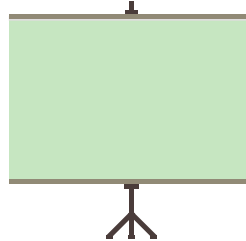
- *FamilyWORKs parent/caregiver*



Recommendations



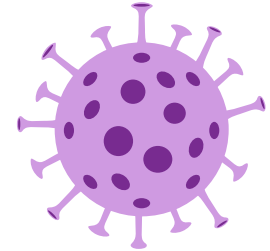
Continue to offer virtual opportunities for programs to connect



Add refresher trainings



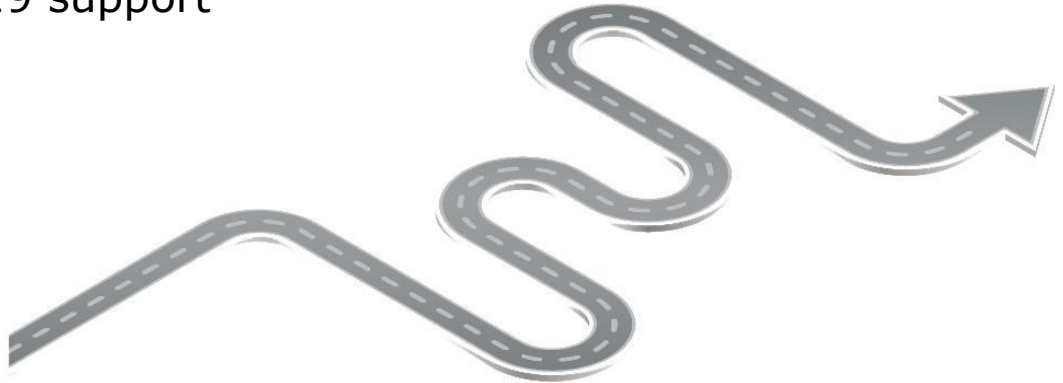
Continue to identify creative outreach strategies



Continue to work with agencies to navigate COVID-19 restrictions

Moving Forward

- Increase opportunities for WORKs programs to collaborate
- Increase partnerships and coordination with community partners such as 2-1-1
- Seek out additional DSS funding opportunities
- Provide additional virtual refresher trainings
- Continue to provide COVID-19 support



Group Discussion

Questions

Contact Us



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