

OAKLAND FUND FOR CHILDREN AND YOUTH FY2020-2021 STRATEGY REPORT

Family Resource Centers

The six Family Resource Centers (FRCs) funded by OFCY serve as welcoming centers in the community that meet the holistic needs of families where they live and support the development and learning of young children to ensure that they are happy, healthy, and better prepared for success in kindergarten and elementary school. These families benefit not only from FRCs' early childhood programming and public benefits enrollment support, but also from ESL classes and systems navigation supports to give them the knowledge, tools and confidence to self-advocate and strengthen their foundation for resiliency. To summarize strategy achievements, this report draws on attendance records, program reports, interviews with two programs (BANANAS' Healthy Havenscourt Early Care & Kinder Readiness Hub, a focus group with parents.

FUNDED PROGRAMS

- BANANAS, Inc - Healthy Havenscourt Early Care & Kinder Readiness Hub
- East Bay Agency for Children - Central Family Resource Center
- East Bay Agency for Children - Hawthorne Family Resource Center
- Lincoln - New Highland Academy and Rise Community School (NH/R)
- Lotus Bloom - Multicultural Family Resource Centers
- Lotus Bloom - School Readiness Playgroups

Strategy Results



573 Children

participated in programming

1,036 Adults

participated in programming



27,187 Hours

of service provided



6 Programs

supported families with young children



95% Parents/Caregivers

were referred to other programs and resources that help their family



92% Parents/Caregivers

agreed that the program helped them to respond effectively when their child is upset



\$1,113,661

granted to programs

Strategy Results

OFCY uses a Results Based Accountability (RBA) framework to assess its role in contributing toward city-wide goals. The RBA model is a comprehensive approach for assessing the quantity of services provided by programs, the quality of those services, and the effect of those services on the lives of children, youth, and families. It does this by addressing three guiding questions: **(1) How much did we do? (2) How well did we do it? (3) Is anyone better off?**

How much did we do?	
Number of Programs Funded	6
Number of Children Served	573
Number of Adults Served	1,036
Total Hours of Service Provided	27,187
Average Hours per Child Participant	20
Average Hours per Adult Participant	15
How well did we do it?	
Enrollment: Average progress toward projected number of children served ¹	70%
Average progress toward projected number of adults served	117%
Total Hours of Service: Avg. progress toward projected total hours of service	200%
Average Hours of Service: Avg. progress toward projected avg. hours of service	247%
Supportive Environment: Parents and caregivers who say that program staff make them feel comfortable and supported	97%
Diversity and Inclusion: Parents and caregivers who say that program staff work well with families of different backgrounds	94%
Is Anyone Better Off?	
Connection to resources: Parents and caregivers who agree that staff refer them to other programs and resources that help their family	95%
Skills to manage behavior: Parents and caregivers who agree that the program helps them to respond effectively when their child is upset	92%
Knowledge of development: Parents and caregivers who agree that the program helps them to identify their child's needs	90%

The remainder of this report includes the following sections aligned with this RBA framework:

- 1) Overview of Programs and Participants
- 2) How much did the programs provide?
- 3) How well did programs do it?
- 4) Is anyone better off as a result of the strategy's work?

¹ At the start of the year, programs estimate their annual enrollment and the total number of hours of service they will provide for each quarter. Progress is calculated as the actual enrollment divided by the projected enrollment.

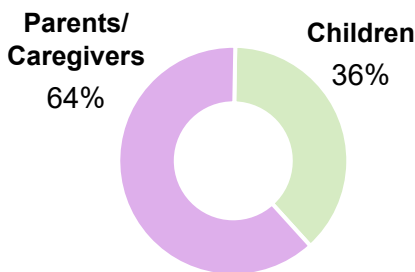
Programs and Participants

During FY2020-2021, **573 children and 1,036 adults** were served by FRCs located in under-resourced neighborhoods. FRCs are designed to serve Oakland’s families with the highest needs, including low-income families and immigrant and newcomer populations that speak a range of languages, including Spanish, Hmong, Mam, and Arabic.

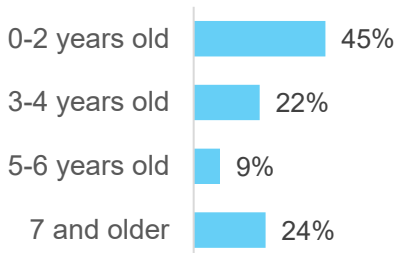
Programs typically recruit families through word of mouth and referral relationships with local partners. For example, the Healthy Havenscourt Early Care & Kinder Readiness Hub recruits through its diverse partners in the Havenscourt neighborhood of East Oakland, including SparkPoint Oakland (financial stability and workforce development), Bay Area PLAN (resident leadership), Lion Creek Crossing (affordable housing), OUSD, and Lockwood Childcare Development Center. During the pandemic, word of mouth about FRC’s ability to meet increased community needs through their partnerships (e.g., diapers, food, rental and utility assistance) brought new families to FRCs.

Early childhood support provided through FRCs serve both children and parents, affording young children with opportunities for learning and positive social interaction, and providing parents and caregivers with knowledge, resources, and skills to support the healthy development of their children and the overall wellbeing of their families. As shown in the graphs below, close to two-thirds of participants in FRC programs were parents or caregivers, and over half of the children served were under 3 years old.

Participant Types



Age of Child Participants



The Family Resource Center strategy served a diverse target population, including low-income families and newcomer parents and caregivers.

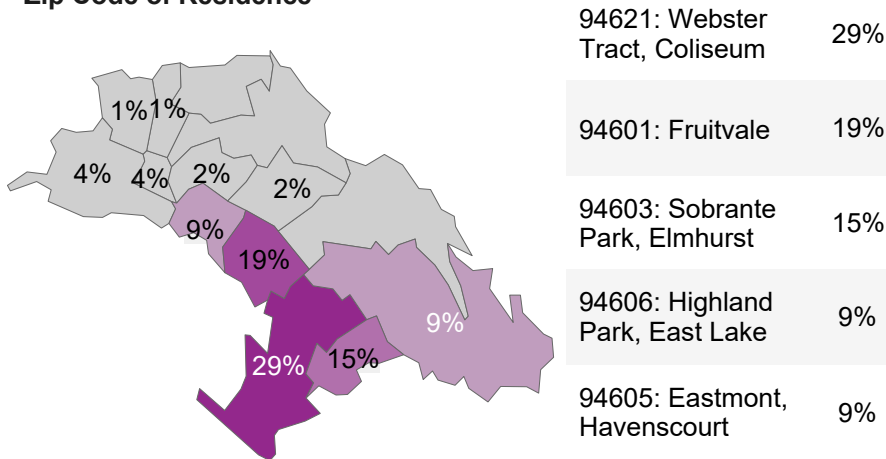
Programs typically recruit families through word of mouth and referral relationships with local partners.

“ Even before the pandemic, most of our new families that would come, they would say that we were referred by another family or my friend, or so-and-so told me about this program. A lot of it was just the work that we're doing and having that track record in the community.

- Lotus Bloom’s Multicultural Family Resource Centers and School Readiness Playgroups

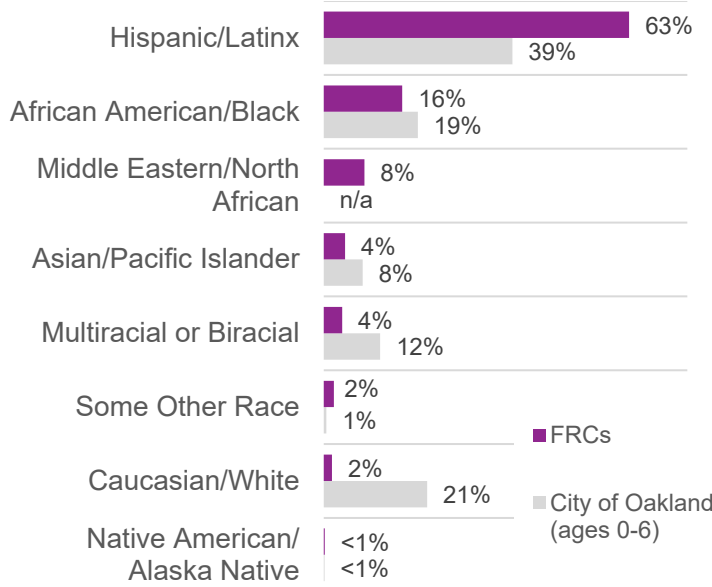
As illustrated below, most families lived in zip codes located along the 880 corridor and in West Oakland, including neighborhoods with a high percentage of unemployment, unaffordable housing, and unsheltered homelessness.

Zip Code of Residence



As shown in the graph below, over 80% of child participants identified as Hispanic/Latinx or Middle Eastern/North African.² Because 18% of children identified as Middle Eastern/North African, which is not a census-designated group, it is difficult to make a direct comparison to the demographics of the city.

Race/Ethnicity of OFCY Participants and Oakland Children



² City of Oakland data from American Community Survey (ACS) 2018 5-year Estimate.

Most families come from West Oakland and East Oakland along the 880 corridor.

“ Our families are resilient...Going into shelter-in-place, not being able to work, dealing with housing insecurities...Most of our families have already gone through [that] and they know how to hustle and make things work or who to ask for support...Also, we've noticed that when there's a resource that's available, the families will share it with the other families in the program as well.

-Lotus Bloom's Multicultural Family Resource Centers and School Readiness Playgroups

79% of children identified as Hispanic/Latinx or African American/Black.

How Much Did Programs Do?

In FY20-22, **programs provided 27,187 hours of service.** Due to COVID-19 and shelter-in-place, most FRC programs remained virtual with limited in-person services and programs by appointment or in small groups. For example, BANANAS Inc.’s Healthy Havenscourt Early Care & Kinder Readiness Hub held virtual playgroups over Zoom, enrolled families for childcare subsidies, provided financial coaching, and helped with resource navigation over the phone, with supplies and other distributions by appointment only. Lotus Bloom adapted their drop-in playgroups to small stable pods of families, supplemented by virtual circle times on YouTube and Facebook. In addition, many FRCs expanded their food and diaper distribution and began to provide rental and utility assistance and direct cash payments.

Programs tailored their services to meet the needs and desires of families. As shown below, while most participants received light touch services and spent less than 10 hours in programming, 7% of children and adults spent more than 80 hours in programming. Families who received primarily referrals spent less time in FRC programming than those enrolled in playgroups. Average participation also varied significantly by program. For example, participants from East Bay Agency for Children’s Central Family Resource Center received an average of 76 hours of service. In comparison, BANANAS Inc.’s Healthy Havenscourt Early Care & Kinder Readiness Hub served more participants (532 versus 138), but those participants spent an average of 12 hours in programming.

Hours of Participation

	Children	Parents/Caregivers
Less than 10 hrs	62%	79%
10 up to 20 hrs	9%	7%
20 up to 40 hrs	10%	4%
40 up to 80 hrs	12%	4%
80 up to 120 hrs	6%	3%
120+ hours	1%	4%

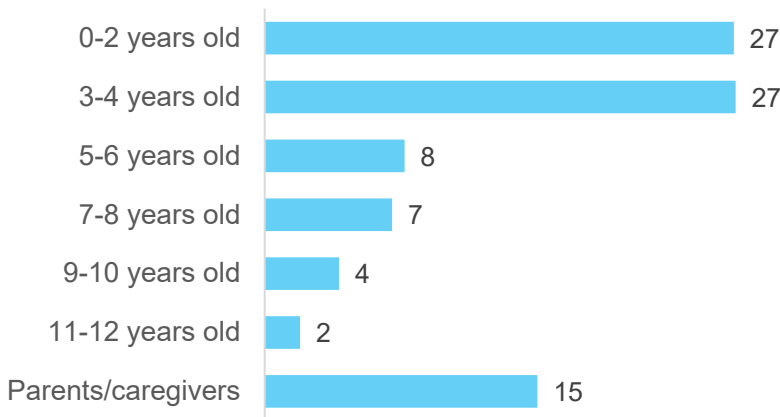
Programs tailored their services to meet the needs and desires of families. Most participants received light touch services, such as resource referrals, while 7% of children and adults spent more than 80 hours in programming.

“COVID spotlighted all the insecurities and disparities that our communities have been going through for a decade. We’ve started to support basic needs like diapers and food and especially cash assistance...And then we have the family navigation that also taps into different resources. A family might call looking for an immigration lawyer or rental assistance, or they might suspect their child is on the spectrum. So we refer them to other partners so that they get an all-encompassed treatment along the process. We help fill out the forms if they need that, and we’ll do the followup.

- Lotus Bloom’s Multicultural Family Resource Center and School Readiness Playgroups

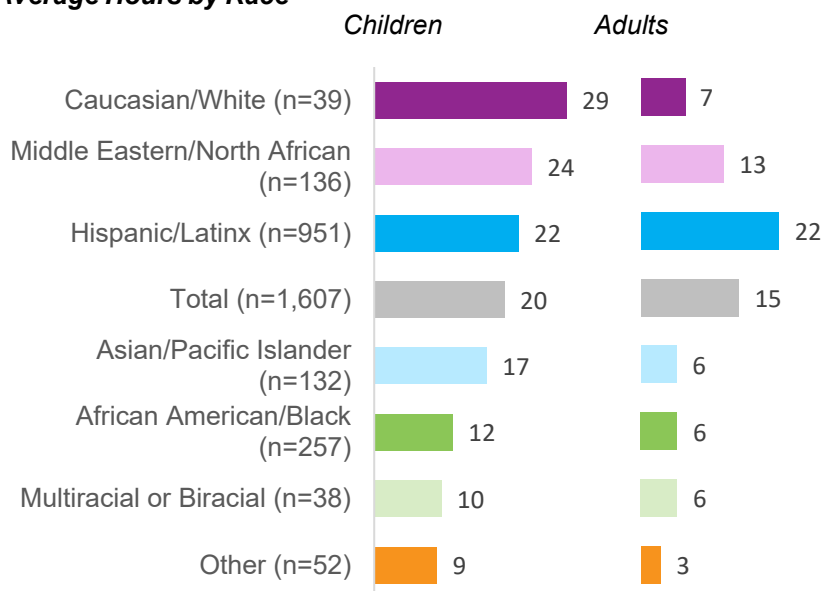
In line with FRCs' early childhood focus, children under 5 years old spent the most time in programming, followed by children ages 3-5. While the grant was focused on early childhood support, older siblings also benefitted from FRCs' programming and comprehensive support.

Average Hours of Participation by Age



As shown in the graph below, the level of attendance varied by race/ethnicity. Specifically, White, Middle Eastern/North African families and Hispanic/Latinx children had the highest average hours of service overall. Among adults, Hispanic/Latinx participants spent the most time in programs.

Average Hours by Race³



³ Average hours by race does not include racial or ethnic groups that had less than five participants.

In line with FRCs' early childhood focus, children under 5 years old spent the most time in programming.

The level of attendance varied by race/ethnicity.

Program Performance and Quality

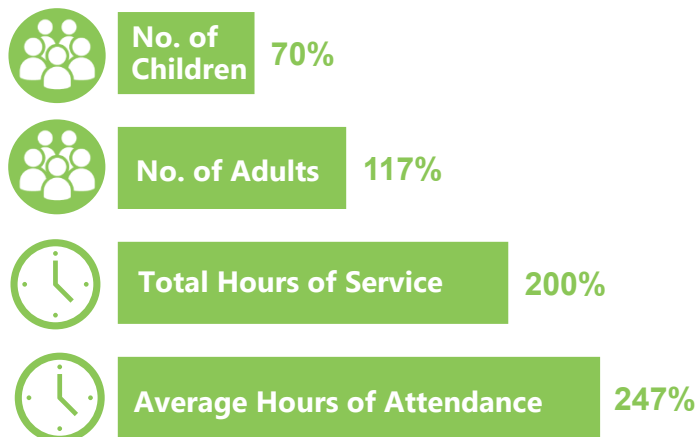
OFCY tracks a series of indicators to assess how well grantees in each strategy have implemented their programming.

The first three indicators include progress toward projected program enrollment, total hours of service, and average hours of service per participant.⁴ Although programs did not serve as many children as they projected, the families who participated spent more time in programming than programs anticipated. In fact, programs provided twice as many hours of service as they had projected.

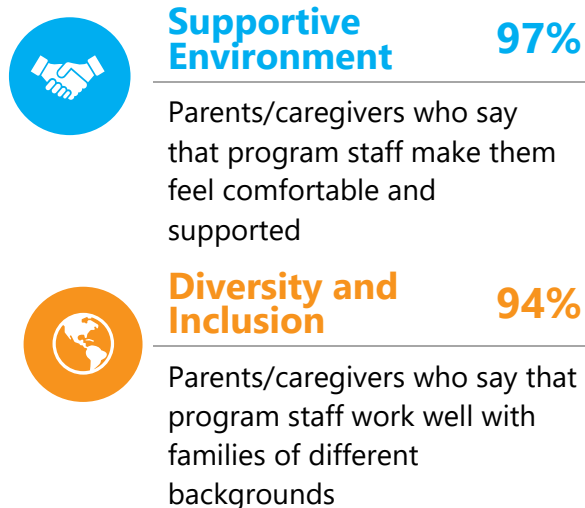
In addition to these performance measures, the Family Resource Center strategy has indicators based on parent surveys that assess key dimensions of program quality, including the creation of a *supportive environment*, respect for *diversity and inclusion*, and *connection to resources*. As demonstrated on the right, the 216 parents and caregivers that completed a survey gave high ratings in these areas, with 97% of parents and caregivers reporting that program staff made them feel comfortable and supported.

To create a **supportive environment** for parents and caregivers, programs offer language support and make themselves available to families at any time by text or phone. Staff also adapt their approach to the needs of individual families in terms of when to meet and what they want to cover. Finally, some FRCs hire former participants so that staff members and families can relate to each other. This practice also fosters respect for **diversity and a sense of inclusion**, as staff reflect the community. FRCs also ensure that they have multilingual staff and offer diverse content and materials.

Program Performance: Average Progress Toward Projected Enrollment and Attendance



Program Quality: Parent/Caregiver Survey Responses (n=216)



⁴ At the start of the fiscal year, programs estimate the units of service and enrollment they expect to meet.

Is Anyone Better Off?

To assess if families served by FRCs are better off because of their involvement, OFCY uses parent/caregiver surveys to assess knowledge of child development, skills to manage child behavior, and connections to other resources. As shown on the right, at least 90% of parents and caregivers agreed that the FRCs supported them in these areas.

In addition to these primary indicators, participant survey data and program interviews tell a more comprehensive story about the ways that programs' support increased family involvement, confidence in managing children's behavior, parental leadership, and access to resources, including mental health and trauma-informed care support services.

Knowledge and skills to support child development

FRCs use a strengths-based approach to build on the assets parents bring to their programs and further develop their knowledge, skills, and confidence to empower them to be advocates for their children. FRCs' early childhood programs provide children up to age five with socialization opportunities and equip parents to feel like they are their child's best teacher. For example, playgroups might focus on teaching parents how play can support learning, the importance of schedules and routines, and how to incorporate practicing counting and using colors into everyday activities.

“ I just learned that kids learn by playing. And in the play group, everything is playing – it looks like it's playing, but I just learned that they are learning. Like, socializing with others, using their hands or being able to move, being able to express what they feel. That's the biggest part.

-Parent, BANANAS Inc's Healthy Havenscourt Early Care & Kinder Readiness Hub

Participant Outcomes: Parent/Caregiver Survey Responses (n=216)



Connection to Resources **95%**

Parents and caregivers who agree that staff refer them to other programs and resources that help their family



Skills to Manage Behavior **92%**

Parents and caregivers who agree that the program helped them to respond effectively when their child is upset



Knowledge of Development **90%**

Parents and caregivers who agree that the program helped them to identify their child's needs

96%
of parents and caregivers agreed:
Because of this program, I have a better understanding of how my child is growing and developing.

Confidence in managing children's behavior

FRCs provide coaching and resources to help parents and caregivers expand their toolkits for responding to children's behavior through playgroups, workshops, and one-on-one support. Parents and caregivers reflected on how FRC playgroups have helped them learn patience and how to respond to toddler tantrums.



“ [The program staff] is more than a teacher for us. She's like a friend. When you have these situations with the kids where you don't know what to do, she has the tools or resources that we can benefit them. My little one wants everything, and then he cries and he has a big tantrum. So I ask her, "How can I deal with this?" And then, she gives me tips and ideas that I can apply to work on that. Having her as a resource provider, I've been learning about how to deal with those ups and downs with my little one.

-Parent, BANANAS Inc's Healthy Havenscourt Early Care & Kinder Readiness Hub

Increased Access to Resources

To support parents and caregivers, FRC program staff provide resources and tools for navigating parenting challenges and offer referrals to internal and external partners. Resources can range from developmental check lists like Alameda County's Help Me Grow to trainings and workshops and support groups for new parents, fathers, and BIPOC parents. Internal referrals include connecting families to other FRC programs and services like childcare referrals, childcare subsidies, and financial coaching. Referrals to external partners meet many family needs, from mental health consultations and food banks to immigration lawyers and rental assistance. As part of the Oakland Family Resource Center Network and Oakland Starting Smart and Strong, many programs collaborate with each other and cross-refer to other FRCs when they cannot meet family needs within their partner networks.



93%

of parents/caregivers agreed that their program taught them how to help their child be ready for school.

95%

of parents/caregivers agreed that they have sing, read or tell stories to their child more often because of their program.

