

Parent Engagement and Support

2019-2020 OFCY Strategy Report

The programs funded under OFCY's Parent Engagement and Support strategy are designed to strengthen the capacity of parents and caregivers to support the healthy development of their children through services offered in community-based settings. Parents and caregivers with young children (birth to age 8) received linguistically and culturally relevant family supports and participated in family engagement activities that promoted attachment and positive parent-child interactions.

This report draws on interviews with three programs, attendance records, and program reports to summarize strategy achievements and progress to date.



STRATEGY ACHIEVEMENTS



FUNDED PROGRAMS

- Alameda County Health Care Services Agency – Oakland WIC Father Cafes
- City of Oakland Parks Recreation & Youth Development – Community Adventure Pre-K Playgroups
- Family Paths, Inc. – Abriendo Puertas/ Opening Doors Parent Education
- LifeLong Medical Care – Project Pride
- Oakland Promise – Brilliant Baby
- Our Family Coalition – Building Strong Children in LGBTQ Families
- Prescott-Joseph Center for Community Enhancement, Inc. – Fr. Charles D. Burns, SVD Pre-Pre-School Program
- Refugee & Immigrant Transitions – Parent & Tot Initiative (PTI)
- SAFE PASSAGES – Safe Passages Baby Learning Communities Collaborative

Total Funding: \$1,585,488



Strategy Results

For the 2019-2022 funding cycle, OFCY is piloting 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: How much did we do? How well did we do it? Is anyone better off?*

Program Achievements – How much did we do?

Number of children served	684
Number of parents/caregivers served	1,103
Total hours of service provided	39,617

Program Performance and Quality - How well did we do it?

Enrollment: Average progress toward projected number of children served ²	89%
Average progress toward projected number of adults served	85%
Average Hours of Service: Average progress toward projected average hours of service	92%
Total Hours of Service: Average progress toward projected total hours of service	73%
Diversity and Inclusion: Percent of parents and caregivers who say that program staff work well with families of different backgrounds	*
Supportive environment: Percent of parents and caregivers who say that program staff make them feel comfortable and supported	*

Participant Outcomes – Is Anyone Better Off?

Knowledge of development: Percent of parents and caregivers who say the program helps them to identify their child's needs	*
Skills to manage behavior: Percent of parents and caregivers who say the program helps them to respond effectively when their child is upset	*
Connection to resources: Percent of parents/caregivers that report that staff refer them to other organizations	*

* Survey results not available in FY19-20 due to shelter-in-place order.

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

- 4) Achievements: How much did the programs provide?
- 5) Performance and Program Quality: How well did programs do it?
- 6) Outcomes: Is anyone better off as a result of the strategy's work?

² 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.

Achievements: 684 children and 1,103 adults served

Programs served families across Oakland, particularly focusing on those from under-resourced neighborhoods.

The Parent Engagement and Support strategy served a diverse target population, including low-income families and newcomer parents and caregivers.



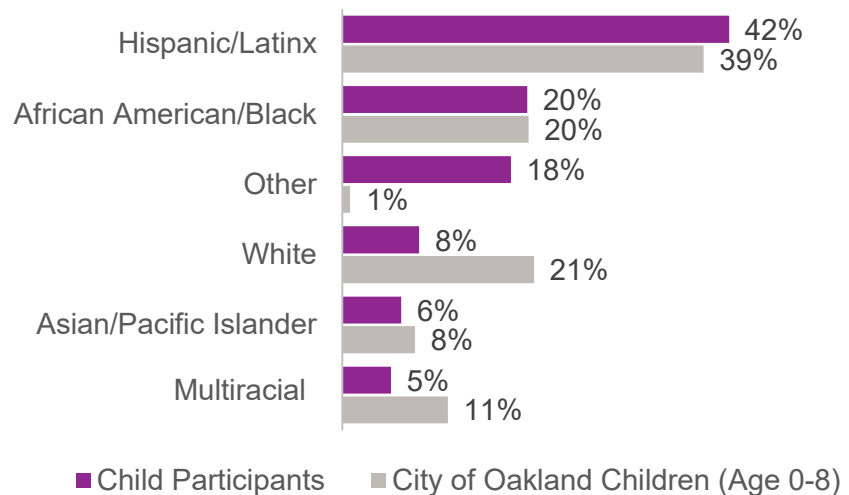
“We did a class in four languages [and had interpreters] – English, Spanish, Vietnamese, and Cantonese. It was just amazing to see how all this came together. (Parents) were laughing together and trying to understand each other.

-Staff, Family Paths, Inc.
Abriendo Puertas/Opening Doors Parent Education

During FY2019-2021, 684 children and 1,103 adults participated in Parent Engagement and Support programs. These programs serve diverse populations of parents and caregivers with young children from birth to age 8 and prioritize families most in need. Programs typically recruit families through word of mouth and work with local partners, such as Head Start, Alameda County Social Services Agency, 211 Alameda County, and Alameda County Behavioral Health Care Services to identify families who may benefit from participation in Parent Engagement and Support programs. In addition, some programs provide tailored services and activities to specific populations, such as low-income fathers enrolled in the Alameda County Women, Infants, and Children Supplemental Nutrition program (WIC), immigrant and refugees, women and children in a residential treatment program, and LGBTQ+ families.

As shown in the graph below, over 61% of child participants identified as Hispanic/Latinx or African American/Black, reflecting OFCY’s target population.³ “Other” includes child participants who identified as “Middle East/North African,” who account for 14% of participants.

Race/Ethnicity of OFCY Child Participants



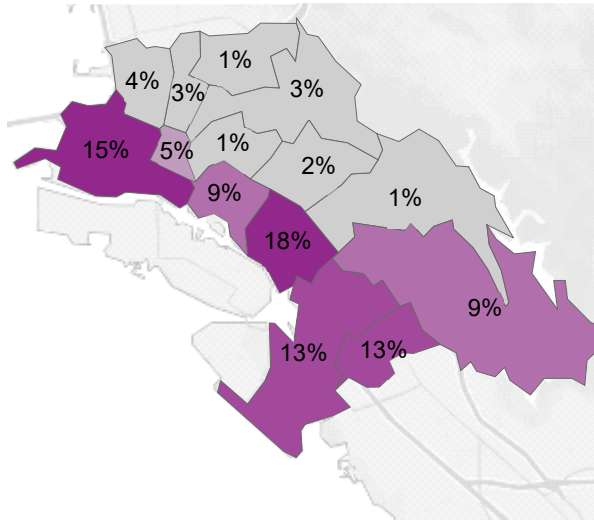
³ City of Oakland youth data from American Community Survey (ACS) 2018 5-year Estimate. For OFCY participants, “other” includes Middle Eastern/North African participants, which is not represented in racial/ethnic categories collected by the ACS.

Many families live in neighborhoods that experience some of the highest levels of community stress in Oakland.



As illustrated below, most families lived in zip codes located along the 880 corridor and in West Oakland that experience the highest levels of community stress in the city, including Fruitvale, Webster Track, Sobrante Park, Highland Park and Eastmont. Among other stressors, these neighborhoods have a particularly high percentage of unemployment, unaffordable housing, and unsheltered homelessness.⁴

Zip Code of Residence



94601: Fruitvale	19%
94621: Webster Track, Coliseum	14%
94605: Eastmont, Havenscourt	9%
94607: West Oakland, Chinatown	16%
94603: Sobrante Park, Elmhurst	14%
94606: Highland Park, East Lake	10%
94612: Downtown	5%

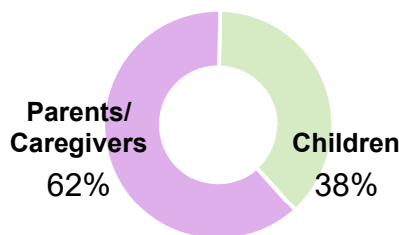
List includes zip codes where at least 5% of participants live.

Over half of child participants were under two years old.

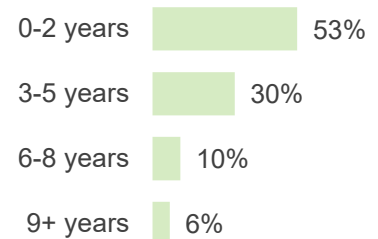


In line with the focus on strengthening the capacity of families to support the healthy development of their young children, this strategy served parents and caregivers, and their children ages 0-8. As shown in the graphs below, parents/caregivers represented over 60% of all participants, and children ages 0 to 2 represented over 50% of child participants served by this strategy.

Participant Types



Age of Child Participants



⁴ Oakland Stressors Index, Updated June 23, 2020. <https://www.oaklandca.gov/resources/oakland-community-stressors-index>

Achievements: 39,617 Hours of Service Provided

To meet the diverse needs of families, programs offer a range of service models that offer opportunities for varied levels of engagement, based on their capacity and need.

Over 60% of parents and caregivers and 45% of children spent less than 10 hours in their program.

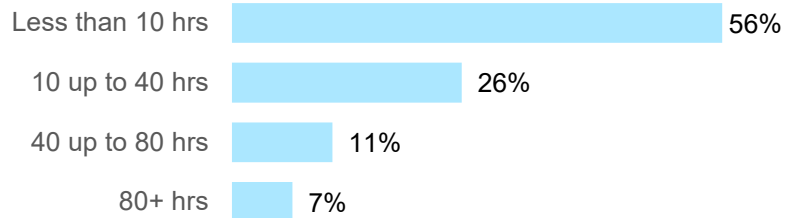


Children in OUSD's Summer Pre-K program and programs that offered ongoing playgroups and parent support groups spent the most time engaged in programming.



As shown below, the amount of time children and families engaged in Parent Support and Engagement services varied significantly.

Hours of Participation

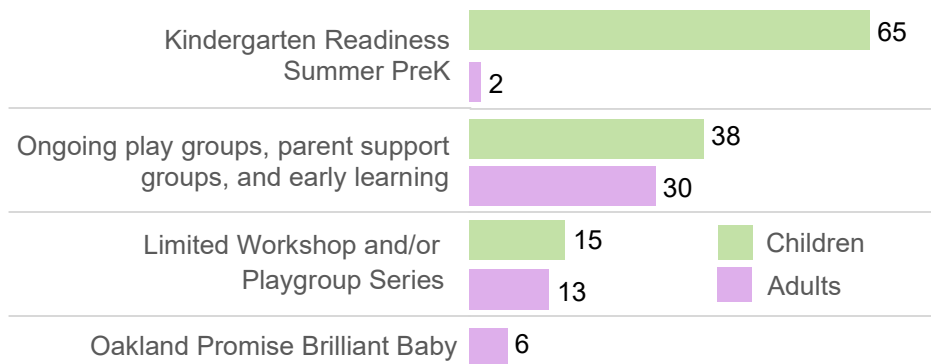


The level of engagement was generally determined by the design of the program. Programs fell into one of the following categories:

- Six programs facilitated ongoing playgroups, early learning activities, and parent support groups that families could attend all year. Two programs also offered supportive services.
- Two programs offered limited workshop and/or playgroup series with six to eight sessions. One of these programs also provided case management to some participating families.
- Oakland Unified School District's Kindergarten Readiness Summer PreK offered a 4-week transitional kindergarten over the summer with a parent engagement component.
- Oakland Promise: Brilliant Baby helped low-income families open a college savings account and provided financial coaching to over three hundred parents and caregivers.

The chart below demonstrates how average hours of service varied across these types of program models.

Average Hours by Type of Program

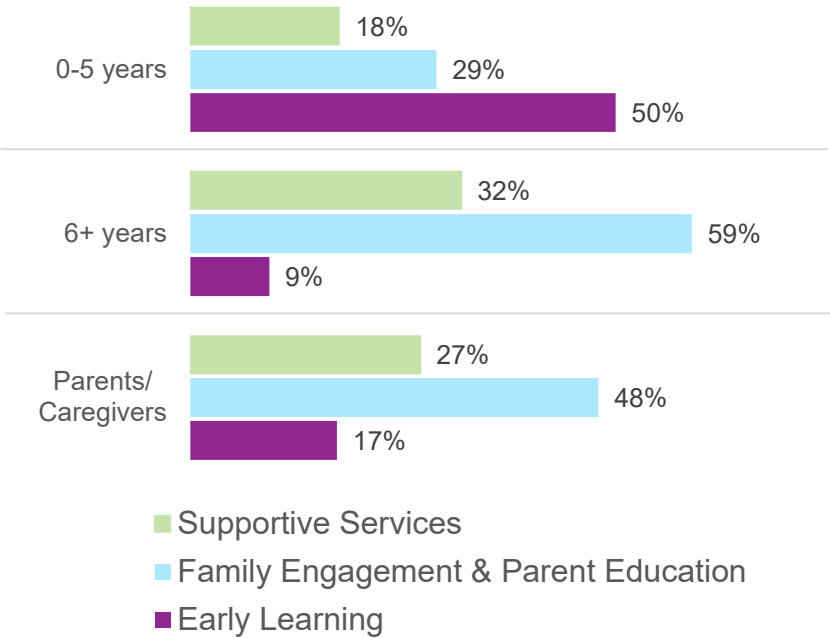


Children five and under spent the most time engaged in early learning, while parents spent the most time in family engagement and parent education.



As shown in the graph below, how participants spent their time in programs varied by age. Children ages five and under spent half their time engaged in early learning activities, while older children (ages six and older) and parents/caregivers spent around half of their time participating in family engagement and parent education activities. Families also spent a significant amount of time receiving supportive services.

Percent Time Spent Participating in Common Activities by Age



Parent Support During the Shelter-in-Place Order

After the shelter-in-place order, many programs began offering virtual sessions and provided technical assistance to families to support engagement. Refugee & Immigrant Transitions’ Parent & Tot Initiative (PTI) began using WhatsApp for its women’s class and small groups, delivered learning materials to the homes of families and created YouTube content for parents and caregivers to engage their children in learning at home. PTI also made phone calls to families to check in and offer navigation support for needed services. Programs that continued to meet in person implemented safety precautions. For example, Project Pride implemented quarantining and COVID-19 testing for incoming residents prior to introducing them to the residential community, reduced the size of group sessions, and shifted doctor appointments and family visits to Zoom calls.

Performance and Program Quality

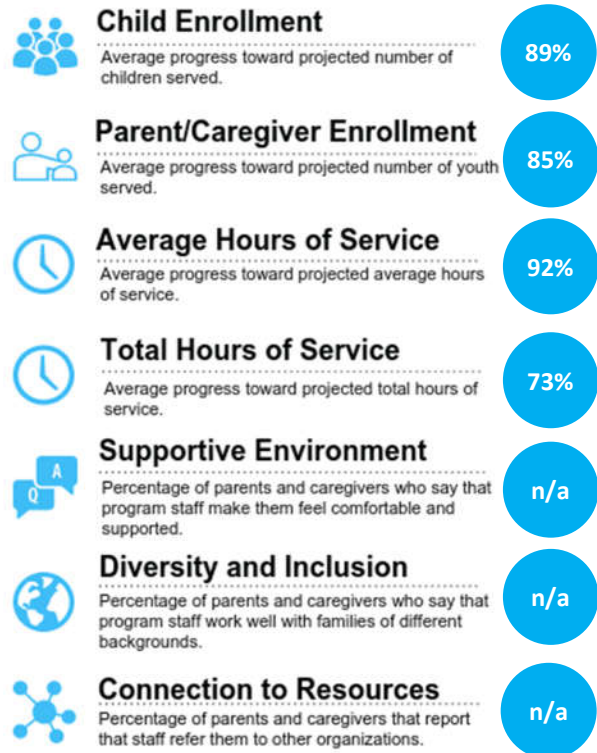
The shelter-in-place order impacted the ability of programs to meet projected enrollment in FY2019-2020.

OFCY tracks a series of indicators to assess how well grantees in each strategy have implemented their programming, as shown to the right.

The first three indicators include progress toward projected program enrollment, total hours of service, and average hours of service per participant.⁵ Program progress on these measures must be considered in the context of the COVID-19 pandemic. Due to the shelter-in-place order, programs shifted to support basic needs and engage youth virtually. Because most stopped providing in-person services in March 2020, this evaluation considers attendance from July 1, 2019 through March 31, 2020. Therefore, programs did not have the full year to meet their annual enrollment targets. For the “Total Hours of Service” and “Average Hours of Service” measures, programs were assessed on their progress toward the hours they anticipated providing through the third quarter.

In addition to these performance measures, the Parent Support and Engagement strategy has indicators that are signs of program quality. Participant perceptions of supportive environment, diversity and inclusion, and connection to resources will be assessed in future years when participant survey data is available.

Performance and Quality Indicators



“ We are uniquely positioned to [support] because of our partnerships and reputation in the community and the connections to the families. A lot of our staff members represent the communities that we serve.

-Staff, Refugee and Immigrant Transitions (RIT), Parent and Tot Initiative

⁵ 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.

Participant Outcomes

Through interviews with three programs, SPR learned about the diverse activities that support the participant outcomes aligned with this strategy. These activities, tailored to meet the diverse needs of Oakland families, include peer-to-peer support groups, parent/child play groups, parenting and child development workshops, financial coaching sessions, referral and service navigation support, and leadership development opportunities. In future years, we will draw on participant survey data to assess participant progress toward those outcomes.

Knowledge & skills to support child development



Family Paths' Abriendo Puertas/Opening Doors Parent Education offers a 10-session parent program based in popular education to increase parents' knowledge and skills in early learning, brain development, and fun educational activities to support healthy child development.

Increased family involvement



With a focus on nurturing parenting and celebrating families, **LifeLong Medical Care's Project Pride** provides dyadic parent/child therapy, parent education, family therapy, and case management to women and their children who are enrolled in LifeLong's residential treatment program.

Increased parent leadership



In addition to promoting healthy child development, **Family Path's Abriendo Puertas/Opening Doors Parent Education** facilitators guide parents in discussing what they can do as a community, and as individual parents, to support their children to be ready for school. APOD also developed a parent ambassador component that offers graduates of the program a stipend to help with subsequent classes and support new parents.

Increased access to resources



Refugees Transitions' Parent & Tot Initiative provides supportive services to parents to reduce linguistic and social isolation and support their child's development in a new country through trauma-informed case management and workshops on a variety of topics such as nutrition, mental health, and early learning.

“We've seen an increased number of refugees and immigrant families who had limited access to (English and citizenship) classes that provide childcare and wraparound services, so we identified this need. It's so nice to be able to provide that service and that families feel comfortable enough to come in, go to the English classes, and then drop off their children for early childhood education programming.

– Staff, Refugee & Immigrant Transitions' Parent and Tot Initiative Collaborative