

THE PARENTS HAVE SPOKEN BEHAVIOR CHANGE VS COUNSELING

FORGIVENESS DOES NOT EXCUSE THEIR BEHAVIOR. FORGIVENESS PREVENTS
THEIR BEHAVIOR FROM DESTROYING YOUR HEART. AUTHOR UNKNOWN

PARENTING IS HARD! WE ALL NEED A LITTLE HELP SOMETIMES!

It is not what you do for
your children,
but what you have taught
them to do for themselves,
that will make them
successful human beings.

Ann Landers

SO LET'S TALK..... A LITTLE HISTORY FIRST!



MICHELLE OBAMA SPEAKS ABOUT BOONE COUNTY



If people want an example of how voting can make a difference for a community, Michelle Obama points to Boone County, Missouri “They were struggling to get their children the mental health care they needed” Obama said in Las Vegas Sunday. “The folks came together, came up with a plan to fund the children’s mental health services, got enough signatures they needed to get their issue on the ballot and then they got out and voted.”

PROMOTING A SHARED AGENDA

- HMG National Center's Framework for Collective Impact:
- Continuous messaging of a shared agenda across the Network to promote the optimal health and development of all young children as a National Network
- Common methods to measure the efficacy and impact of our systems and leverage key lessons
- Strategic efforts to apply capacity to generate policy change at the local and national levels

BOONE COUNTIES SHARED AGENDA

- On November 6, 2012, the citizens of Boone County passed County of Boone Proposition I, which created a Children's Services Fund for the purpose of providing services to protect the well-being and safety of children and youth nineteen years of age or less and to strengthen families.
- The Fund was created pursuant to RSMo. §67.1775, RSMo. §210.861, and the ballot language was presented to the voters on November 6, 2012.

BOONE COUNTIES SHARED AGENDA

- The Children's Services Fund became effective and the inaugural board was appointed by the Boone County Commission in April of 2013. The board is known as the Boone County Children's Services Board (BCCSB) and is the administrative authority of the Children's Services Fund, which includes establishing the budget and approving appropriations from the fund.
- The Children's Services Fund generates approximately 6.7 million dollars per year.

BOONE COUNTIES SHARED AGENDA

- So what does that mean for Boone County?
- The good news is the way the tax was written, it cannot go away unless there is a vote!
- Every 2 years the county puts out an open RFP (June) where all those who are receiving funds most reapply. They do put out Target RFP's at times if there seems to be more of a surplus of funding.
- A board governed by 9 members decides who will receive funding. All financial decisions and changes must be approved by the board.

BOONE COUNTY AND HELP ME GROW ALIGN AS A SYSTEM APPROACH

- We all benefit from investments in infant/early childhood programs.
- Healthy development in the early years provides the building blocks for educational achievement, economic productivity, responsible citizenship, lifelong health, strong communities and successful parenting of the next generation.

The Boone County Community Services Department funded 11 early childhood programs that served infants, toddlers, parents, families and early childhood professionals.



BOONE COUNTY AND HELP ME GROW ALIGN AS A SYSTEM APPROACH

- 11 Early Childhood programs were funded totaling: \$2,396,969.86
- 1,170 expecting/new mothers, infants and children received home visiting services
- 1,048 individuals received mental health screenings and/or assessments
- 857 early childhood professionals and community members received training
- 219,979 impressions were received through the positive parenting campaign

THE PARENTS REQUESTED AND FUNDERS LISTENED

- Our county is full of resources, but the parents were looking for something to help them discipline their children and learn more about the WHY of their child's behavior.
- Boone County Children's services board put out an early childhood RFP that would bring parenting support to the area.
- The proposal was submitted and we were chosen
- We began the Boone County Early Childhood coalition

THE BOONE COUNTY EARLY CHILDHOOD COALITION

MISSION:

We are a coalition of educators and practitioners in Boone County who value and recognize the importance of supporting the social emotional wellness of children, with the emphasis of our work being in early childhood. Through our efforts we will support, empower, and educate parents and other caregivers to raise and nurture emotionally healthy children

THE BOONE COUNTY EARLY CHILDHOOD COALITION

VISION

- Parents and caregivers will increase their confidence and competence regarding their children's social emotional health by the BCECC's work with:
- Developing a network of support to foster and build awareness around positive parenting strategies
- Increasing knowledge and awareness of social emotional screenings and referral services
- Maximizing implementation of social emotional screenings
- Equipping community partners with the tools to help families nurture and support the children in Boone County

THE BOONE COUNTY EARLY CHILDHOOD COALITION

Our Programs

Triple P

- A positive parenting program that gives parents the practical skills they need to build strong family relationships, manage misbehavior and prevent problems from happening in the first place.

THE BOONE COUNTY EARLY CHILDHOOD COALITION

Our Programs

SWYC Screening Hub:

- This program uses a first level screener, the Survey of Wellbeing of Young Children (SWYC), through an easily accessible online hub to increase social emotional screening efforts throughout Boone County.
- If there is a “ping” on the scoring, parents move to a second tiered screening, the ASQ-3 and/or the ASQ-SE. Also through the online hub.

TRIPLE P

- Backed by more than 30 years of international research, Triple P provides families with a tool kit of proven strategies for strengthening relationships with their children, promoting children's development, and preventing or managing common parenting challenges – tantrums, biting, hitting, bedtime, and more. Parents and caregivers can get as little or as much parenting support as they'd like from trained Triple P practitioners
- What is Triple P video:
- <https://vimeo.com/286250291/bb753c8e36>

TRIPLE P

- **Boone County has:**
- **Triple P Seminars** - A series of three classes that provide an introduction to Triple P positive parenting strategies.
- **Brief Individual Sessions** - Quick tips and coaching from a trained Triple P practitioner in 1-4 brief one-on-one sessions.
- **Soon to come! Triple P Workshops** - One-time classes on specific parenting topics such as preventing tantrums, encouraging your child's self-esteem, dealing with fears, lying, etc.

WHAT TRIPLE P TEACHES

- **The Triple P program is built on five principles of positive parenting:**
- Ensuring a safe, interesting environment
- Creating a positive learning environment
- Using assertive discipline
- Having realistic expectations
- Taking care of yourself as a parent

WHAT TRIPLE P TEACHES

- **Triple P offers parenting information and tips in four main areas:**
- Developing positive relationships
- Encouraging desirable behavior
- Teaching children new behaviors and skills
- Managing misbehavior

TRIPLE P THE POPULATION APPROACH

- In the same way as public-health initiatives such as anti-smoking, healthy eating, depression and immunization awareness programs target entire populations for maximum effect, so can Triple P. Triple P is believed to be the only parenting program designed to be delivered as a public-health initiative.
- Although it's widely accepted that many evidence-based parenting programs positively affect children, families and communities, most parenting programs reach only a very small number of parents. Having a system that can go to scale, encourages self-sufficiency, and can reach vast numbers of parents – as Triple P does – means the impact can be seen across the society-at-large.

DESTIGMATIZING PARENTING SUPPORT

- One of the driving principles of this public-health approach is to destigmatize the idea of parenting support. With parenting help so widely available, a parenting program becomes a natural thing to do. It's no longer something to be avoided or something that is considered the mark of a "bad parent". To support the destigmatisation of parenting programs,
- A public awareness campaign was made to normalize parents asking for support.

PUBLIC AWARENESS CAMPAIGN VIDEOS

- <https://vimeo.com/286068530/9f53e220f7>
- <https://vimeo.com/284191151/d654aa5339>
- <https://vimeo.com/284220542/c73d45dd61>
- <https://vimeo.com/284220372/2743a10841>

PUBLIC AWARENESS CAMPAIGN

- The coalition created a web page and FaceBook page
- Web page: www.bcecc.org
- Facebook: <https://www.facebook.com/boonecountyearlychildhoodcoalition/>
- Both were created as an outlet for parents to read and learn about parenting support.
- Slogan: Every parent needs a little help sometimes
- Once we had parent buy in, the visits with a one on one provider increased

POST ENGAGEMENTS 2, 052 FOR THE MONTH OF APRIL

Videos

April 1-April 30

23, 038 watched a 3 second video
view

Up 57% from last month

- **POST REACH**

APRIL 1-30

19, 041

PEOPLE REACHED

36% INCREASE FROM PRIOR MONTH

PUBLIC AWARENESS CAMPAIGN SUCCESS SOCIAL MEDIA

- Campaign number from October 2018-April 2019
- 613,781 impressions through social media
- Clicks: 6,451
- Click through rate: 1.05%
- Video 3 second reviews: 119,128
- Post engagement: 124,157

PUBLIC AWARENESS CAMPAIGN SUCCESS OVERALL

- **2,334,218** total impressions including social media, google ads and display ads
- We also did radio advertisement as well as TV commercials
- Highlight of TV commercial: we aired JUST BEFORE THE SUPERBOWL this year!

WHY TRIPLE P VS TRADITIONAL COUNSELING?

- Triple P draws on social learning, cognitive behavioral and developmental theory as well as research into risk factors associated with the development of social and behavioral problems in children. It aims to equip parents with the skills and confidence they need to be self-sufficient and to be able to manage family issues without ongoing support.

WHY TRIPLE P VS TRADITIONAL COUNSELING?

- Triple p is delivered in 2-4 sessions. Parents like a quick intervention to help the problem behavior as they are dealing with it.
- Triple p allows the parent to choose the strategies that fit their family
- Triple P is designed to help with big or small problems of raising kids
- Ex> tantrums, bedtime routines, disrespectful or rude behavior, hitting, kicking or biting

WHY TRIPLE P VS TRADITIONAL COUNSELING?

- When we deal with a behavior that is developmentally appropriate but may have gone awry, parents feel like it is “normal” to have these types of issues and are more likely to reach out.
- Parents often find quick success and return for other issues. Quick success is often the key as many parents/families are so busy they struggle to find the time for help, even when needed.
- Parents often do not want to deal with “family issues” they just want to solve the behavior problem at hand. Later they are more willing to take additional help after Triple P.

WHY TRIPLE P VS TRADITIONAL COUNSELING?

- Testimonial from a parent:
- <https://vimeo.com/286081460/5885826f5f>
- Example of a Triple P one-on-one session

TRIPLE P SEMINARS

- This is a "light touch" intervention providing brief one-time assistance to parents who are generally coping well but have one or two concerns with their child's behavior or development.
- Delivered as:
- **Triple P Selected Seminar Series** – An introduction to the strategies of positive parenting and Triple P. Parents attend any number of three 90-minute seminars (Power of Positive Parenting; Raising Confident, Competent Children; and Raising Resilient Children) or any of the three seminars broken down in certain areas.

CONCLUSION

- Why Triple P?
- How it works
- How it is changing lives
- Success we have had as a community

• **QUESTIONS??**