Colorado System of Care

Building Family Organization Capacity for Family Designed/Family Driven Evaluation & Social Marketing

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Family Organization: Focusing on the NOW and BEYOND

Evaluation and Social Marketing
- Must support Vision and Mission
- Must be doable
  - Resources
  - Technical Assistance
  - Achievable skill sets
  - Sustainable
- Must be Family Designed/Family Driven

JeffCo Family Support Network

- To create a comprehensive & seamless system of care through community partnerships formed by families, youth, family-serving agencies & systems.

JeffCo Family Support Network

- Provides advocacy, support & wraparound to families raising children with mental health needs
- Advocates for a SOC in Jefferson County
- Provide family voice in the community

Family Organization

Collects, Manages, & Markets the data for

- Public Accountability
- Quality Assurance
- Sustainability

JFSN Uses The Database For:

- Supervision
- Fidelity to Wraparound
- Build System Partners
- Sustainability

Partnerships are Key!

- Evaluation & Social Marketing *support* the Family Org. & its Database:
  - Design
  - Develop
  - Test
  - Implement
  - Market

Phase I: Evaluation

What Can Evaluation Do To Support the Family Organization's Sustainability Efforts?

Evaluation: Key Questions

- Can a family organization sustain an evaluation effort beyond the grant?
- Can a family organization collect, manage, and report on Service Data?
- What tools/training will be necessary?
- Can evaluation provide a data collection system in a time frame that supports the necessary learning curve?

Evaluation Supporting the Family Org.:

- Getting on the same "Evaluation" page
- Tell their stories through data
  - National Outcome Data
  - Local Service Data
- Manage "their local outcomes"
- Develop sustainable evaluation strategy

The Family Org. Database

- Referral
- Enrollment
- Current Contact Information
- Wraparound Services
- Other Services
- Flex Funds
- Supplementary Funds
- Acuity
- Match Tracking

Family Org. Evaluation Strategy

- Collect, Manage, & Report service data
- Utilize national & local service data for sustainability efforts
- Continue evaluation process after the grant
- Accountability

Phase II: Social Marketing

Using the Data to Market the Family Organization

What is Family Org. Goal?

- Sustain =
  - Local Service Data (Database)

    +
  - National Outcome Data

    +
  - Social Marketing

Family Org. Markets To:

- Local SOC Partners
  - Mental Health
  - Child Welfare
  - Juvenile Justice
  - Education
- Grants
  - Foundations & Corporations
  - State & Local Public Sector Grants & RFPs

What Data Do We Need?

- No. of Referrals
- Referral Sources
- No. of Families Served
- Risk Factors
- Diagnosis
- No. of Systems Involved
- Demographics
  - Race/Ethnicity
  - Age
  - Family Income
- Wraparound
- Flex Funds
- Advocacy Services
- Service Gaps

Phase III: Beyond the Grant

Are Children & Families Doing Better?

Wraparound & Family Advocacy

- Does it work?
  - CBCL?
  - Another Instrument?
- Is it Cost-Effective?
  - Out-of-Home Placement?
  - Cost Data?

Ongoing Family Evaluations:
A look back to determine the future

- Reviewing the last six years of data
- Adding additional survey data to the database?
  - FSQ
  - FAD
  - CGSQ
  - Wraparound Fidelity Tools
  - Strengths-based approaches

Quick Review
of the
Family Org.'s Database

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Mental Health Services
www.samhsa.gov