



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Social Services
Department No.: 044
For Agenda Of: 12/01/09
Placement: Set Hearing
Estimated Tme: 20 Minutes on 12/08/09
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Kathy Gallagher, Director
Director(s) Department of Social Services
Contact Info: Katharina Zulliger, KIDS Network, (805) 346-8222

SUBJECT: **KIDS Network Presentation and Progress Report**

County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

That the Board of Supervisors set a hearing on **12/08/09** to receive and accept the KIDS Network's annual progress report and presentation.

Summary Text:

The KIDS Network is a membership coalition comprised of a 15 member Executive Committee and a General Membership representing community members, volunteers and over 30 agencies providing services to youth and children in Santa Barbara County.

Based on its original mission, the KIDS Network's primary functions are to:

- **Gather and disseminate reliable information relevant to the well-being of children and families in Santa Barbara County to the Board of Supervisors, policy makers and the community.** Information and data are collected and analyzed for the purpose of strategic planning, priority setting and resource allocation. The network's broad-based membership ensures that information and data across a variety of disciplines including health, education, safety and human services are considered and that the information is distributed widely among the community.
- **Prioritize needs to strategically improve well-being.** While reaching consensus about priorities among diverse stakeholders requires time and coordination, the result ensures that a)

the priorities are broad-based and reflective of the community; b) initiatives are community-wide rather than agency-specific, thus increasing their impact; and c) families and children can be reached at multiple access points across disciplines and services.

- **Provide broad-based participation and support to key initiatives.** As a result of the three focus areas chosen by the membership in a strategic planning process, the KIDS Network supports initiatives that a) improve access to health care for families; b) strengthen families to support their children; and c) promote preventative services for children at-risk of entering the foster care or juvenile justice system.
- **Promote key prevention messages to the public via PSA, informational brochures and networking opportunities and hold annual Awesome Kids Awards.** The annual awesome Kids awards are a means to draw attention to children and youth and gather community-wide support for prioritizing their needs. Honoring the strengths of children and youth, the awards acknowledge and promote the value of providing services to young people.

Most Recent KIDS Network Accomplishments

- **Updated the format of the Children’s Scorecard to track well-being of the County’s children in three major domains.** The 2008 edition reflects trends from 2000-2008 toward the following three outcomes: a) Children and youth are safe and supported by families and communities; b) Children and youth are healthy and thrive; and c) Children and youth are “ready to learn” and will succeed in school. To complement rather than replicate the vast data resources now available online, the Scorecard provides local context and explanations for each indicator, as well as information on its relevance. In preparation for the report, a committee of Executive and General Members met extensively to review available data, define goals, and select indicators that were available to measure progress toward these goals. The General Membership provided information on community-wide initiatives. Data trends were presented to the Executive and General Membership for further analysis and recommendations. The Scorecard is available online at www.countyofsb.org/kidsnet. Select print copies are available upon request.
- **Through collaboration with the Lucile Packard Foundation for Children’s Health, the KIDS Network launched a user-friendly data website featuring over 180 indicators for Santa Barbara County children at no additional cost to the County.** The website features data from a range of sources, such as the California Healthy Kids Survey (CHKS), the California Health Information Survey (CHIS), California Department of Public Health Vital Statistics and the Department of Finance and displays the information in adaptable tables, graphs or maps, as well as providing articles and web-resources related to the topic. The Lucile Packard Foundation is now expanding the site to include all counties in the state making it an even more valuable resource for data comparisons across counties and regions.
- **Conducted needs analysis for Child Abuse and Neglect Prevention and prepared recommendations specific to Promoting Safe and Stable Families (PSSF) funding.** The KIDS Network serves as the designated PSSF collaborative for the County of Santa Barbara and membership recommendations were included in the three year plan for child abuse and neglect prevention. The plan, which was recently approved by the Board, covers several federal, state and local child abuse prevention funds, among them Promoting Safe and Stable

Families funds. PSSF funding, which is administered by the County Department of Social Services, requires a community collaborative to be involved in determining how the funds will be utilized. The three-year plan, which as required assesses community needs and recommends corresponding prevention services to be funded, is available on the KIDS Network website at www.countyofsb.org/kidsnet. To ensure further coordination between prevention and intervention services, the KIDS Network membership also participates in the County Self-Assessment process led by Child Welfare Services and Probation.

- **Organized a North County Summit for Child Abuse and Neglect Prevention.** In collaboration with the Child Abuse Prevention Council, Child Welfare Services and the County's District Attorney's Office, the KIDS Network sponsored a summit in Santa Maria, which was attended by roughly 100 participants, including Supervisor Joe Centeno, representatives from the District Attorney's office and law enforcement, the faith community and the KIDS Network General and Executive membership. The summit, which took place in April 2009, was designed to draw attention to the issue, educate the public about child abuse and neglect prevention, and generate community support and involvement. A dedicated group of participants has volunteered to work on the implementation of the ideas generated at the summit and is meeting regularly.
- **Continued support for the Children's Health Initiative Santa Barbara (CHISB).** Across agencies and disciplines, health care access was re-affirmed by the membership in the Strategic Plan as a high priority issue for children in Santa Barbara County. The KIDS Network assists the Children's Health Initiative as a successful, local approach with advocacy, analysis and technical assistance around evaluation.
- **Exceptional Youth honored.** The annual Awesome Kids Awards are made possible through financial support generated by the attendance of the General and Executive Memberships, as well as their assistance in spreading the word about the nomination process. Garnering more press attention every year, the awards are an opportunity to promote the message that the support services offered to children and youth help them become successful and productive citizens who give back to their communities by volunteering, mentoring and raising funds. The 2008 awards were featured in the Santa Barbara News Press, the Santa Maria Sun, and on KEYT television.

Background:

The KIDS Network was founded in 1991 by the Board of Supervisors and has maintained membership and community and agency support for the past 18 years. The first Children's Scorecard was published in 1994. Santa Barbara County children's data became available online in 2007.

The Executive Membership of the KIDS Network consists of 15 appointed and elected seats. The composition of the executive committee reflects the current focus areas for network participation, health access, children at-risk and family strengthening. The Executive Committee is charged with representing the General Membership, decision-making, and outcome accountability.

The General Membership is comprised of agencies and community members and is open to anyone who is interested in joining.

The KIDS Network is staffed and supported by the Department of Social Services. In addition to managing the Network publications, activities and operations, the KIDS Network coordinator and her assistant oversee the following programs and services:

- Santa Barbara Child Abuse Prevention Council and Child Abuse Prevention Funding. KIDS Network staff coordinate the mandated Child Abuse Prevention Council. A separate report will be presented to the Board in April 2010 regarding these activities. KIDS Network staff also serve as the state liaison for state, local and federal child abuse prevention funding and manage all contract administration related to this funding.
- New Cuyama Family Resource Center. KIDS Network staff supervise the operations of the Family Resource Center in New Cuyama. Locally, the site is managed and operated by a contractor on payroll, who reports to the KIDS Coordinator. Services provided in New Cuyama include: food pantry, case management, access and linkages to services and benefits including health insurance, dental treatment for children, food stamps, parent education, leadership development and employment support. Information is provided annually to the Board of Supervisors upon contract renewal.

Performance Measure:

KIDS Network

- Annual publication and posting of the 2008 Children's Scorecard, featuring data trends and background on 16 indicators, as well as demographic information
- Maintenance of 180 data indicators provided online funded by the Lucile Packard Foundation for Children's Health
- April 2009 North County Summit for Child Abuse and Neglect Prevention roughly 100 attendees, featuring community education and engagement strategies
- Creation of Three-Year Plan for Child Abuse and Neglect Prevention, including in-depth analysis, data collection and parent-focus groups in English and Spanish
- Facilitation of two presentations to the Board of Supervisors by the Children's Health Initiative Santa Barbara providing data and advocacy
- Recipients of the Honorary Service Award by the PTA 15th District in March 2009

Special Instructions:

Please forward one copy of the minute order to KIDS Network, Attn: Katharina Zulliger, Department of Social Services, 2125 S. Centerpointe Parkway, Santa Maria.

Attachments:

- a) Power Point Presentation
- b) KIDS Network Executive and General Rosters
- c) KIDS Network By-laws and Strategic Plan

Authored by: Katharina Zulliger

cc:

KIDS Network Executive Committee

KIDS Network General Membership