

The logo for Project MATCH features the word "Project" in orange, "MATCH" in green, and a stylized tree icon integrated into the letter "T".

Project MATCH
Making Appropriate & Timely Connections for Children

A Collaboration among DCBS, MSU, UK, U of L & WKU
Children's Bureau Discretionary Grantees Meeting
May 17-19, 2010
Washington, D.C.





Project MATCH goals

- Increase the pool of resource parents to more accurately reflect each region's out of home care population
- Increase effectiveness in locating and using appropriate kinship care
- Fully integrate concurrent planning into permanency planning
- Increase inter- and intra-agency communication among public, private and community stakeholders

Evaluation Uses a Quasi-Experimental, Mixed Methods Design



Interventions

1. Targeted Recruitment through DR Specialists
2. Child Specific Recruitment and the implementation of the Family Finding Model
3. Utilization of Respite Between Completion of Pre-service Training, Approval and Placement
4. Collaboratively Review Permanency Data with the Courts
5. Mix & MATCH Meetings



Targeted Recruitment & Market Segmentation

- 8 Diligent Recruitment Specialists
- Experienced Resource Parents
- Armed with recruitment plans based on market segmentation data
- Nielson has compiled information from numerous data sources
- 66 different consumer profiles
- With assistance from AUK narrowed to 5 target clusters



Town Without Kids

| PRIZM Segments | Social Group | Base Households %Comp | Successful Foster & Adoptive Households %Comp | Successful Foster & Adoptive Households Index |
|----------------------|--------------|-----------------------|---|---|
| 03 Movers & Shakers | S1 | 0.57 | 0.81 | 143 |
| 11 God's Country | T1 | 0.74 | 0.73 | 99 |
| 19 Home Sweet Home | S2 | 1.10 | 1.03 | 94 |
| 23 Greenbelt Sports | T2 | 1.08 | 1.10 | 102 |
| 30 Suburban Sprawl | S3 | 1.30 | 1.54 | 118 |
| 37 Mayberry-ville | T2 | 3.44 | 4.62 | 134 |
| 39 Domestic Duos | S3 | 1.15 | 1.39 | 121 |
| 43 Heartlanders | T3 | 3.71 | 4.11 | 111 |
| 45 Blue Highways | T3 | 4.77 | 4.62 | 97 |
| 46 Old Glories | S4 | 0.87 | 0.95 | 109 |
| 49 American Classics | S4 | 0.94 | 2.49 | 265 |
| | TOTAL | 19.67 | 23.39 | 119 |



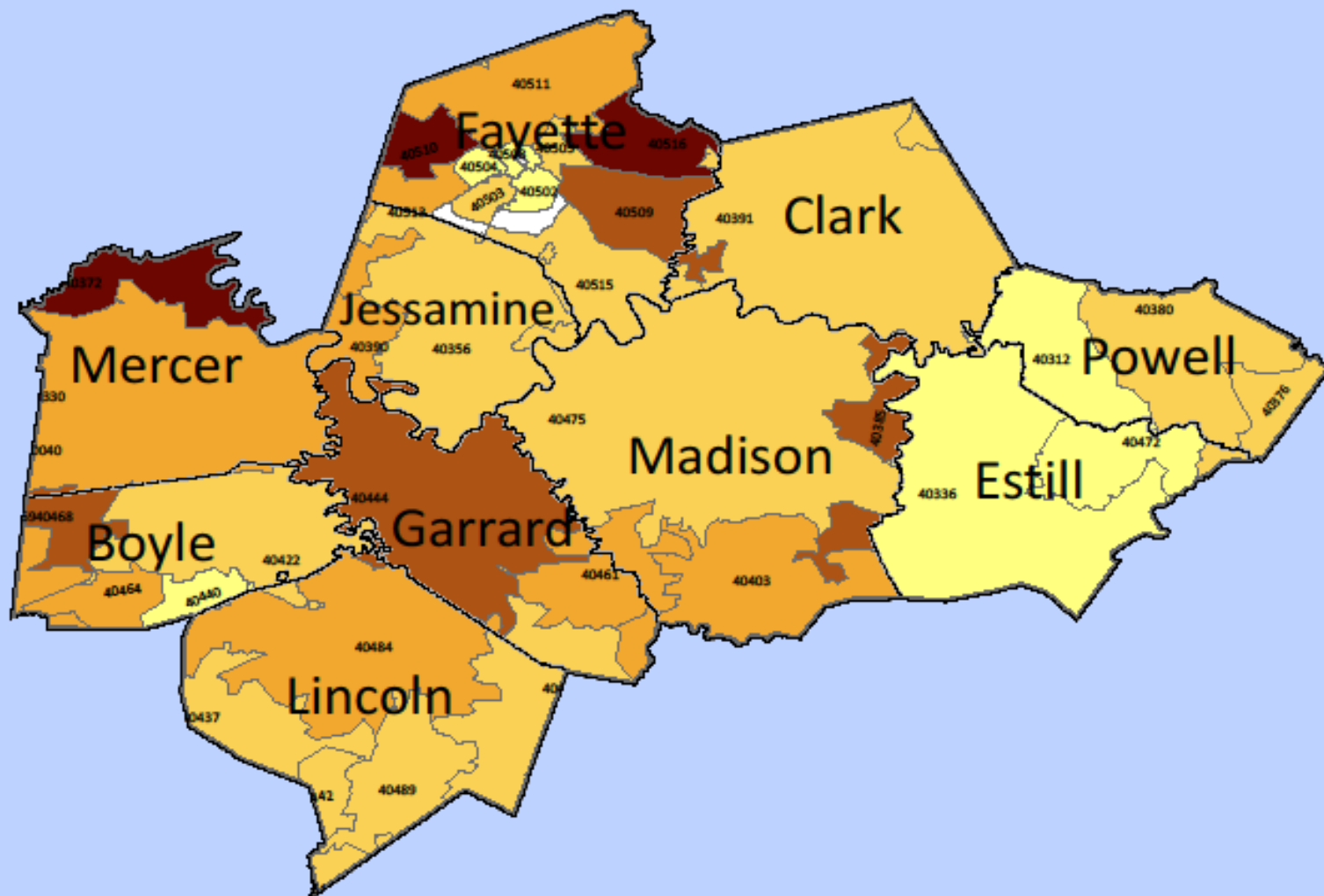
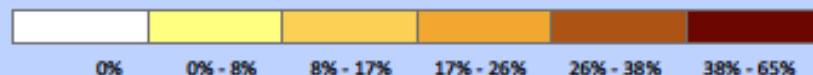
2) **Town Without Kids** is a group of mostly married couples, age range 45 to 54 years, with older children. They have a college education earning an income under \$50,000 in the business or finance fields. They own their homes valued at \$150 to \$199k, and index highest for being white. This is an active bunch, enjoying sports activities such as tennis, skiing, hunting, watercraft, and stay fit using home rowing equipment. Foreign travel may include trips to Australia or Jamaica. Dining out is enjoyed at family restaurants such as Romano's Macaroni Grill and Lone Star Steakhouse.



Town Without Kids are also...

| More Likely to... | Less Likely to... |
|---|---|
| Use US Cellular for Cell Phone Service (A) | Foreign Travel on Air France, 3yr (A) |
| Join CD/Tape Club Through Direct Mail Offer (A) | Buy Toy/Game by Mail/Phone, 1yr (A) |
| Use CellularOne for Cell Phone Service (A) | Belong to School/College Board (A) |
| Own Rowing Machine (A) | Expect to Separate/Divorce, 1yr (A) |
| Stay Hyatt on Vacation, 1yr (A) | Join CD/Tape Club Through Magazine/Newspaper Ad (A) |
| HH Comp: Married Couple, Children 18+ | Number of kids in HH - 3 |
| HH Comp: Married Couple Only | Presence of children 2-5 years |
| HH Comp: Married Couple, Other Adults | HH Comp: Married Couple, Children <18 |
| Home Value \$150K-\$199K | Presence of children <2 years |
| Age 45-54 | Number of kids in HH - 4 |

Prospective Successful Foster & Adoptive Households - Town Without Kids



Southern Bluegrass





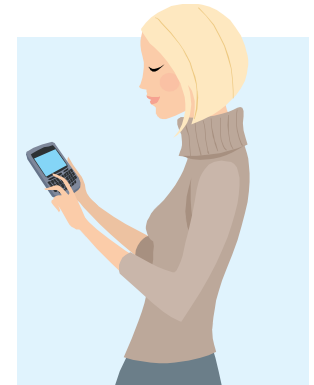
Sample Regional Recruitment Plan

Southern Bluegrass Urban with Kids

- Contact Center for English as a Second Language
- Soccer related activities : Winchester Classic and other various soccer tournaments
- Attend annual diversity conference and distribute brochures in conference materials
- Contact 107.9 “The BEAT” and 1580 AM “La Pantera” about airing PSAs

Targeted Recruitment Activities

- 46 recruitment activities conducted
 - 28% targeted toward medically fragile
 - 21% to sibling groups
 - 28% to teens
- ~ 2,891 have attended presentations
- 692 units of material distributed
- 82 families requested more information
- 10 families independently contacted the Project MATCH customer service phone line



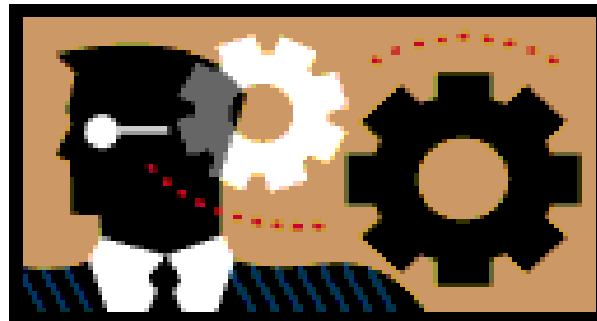


Customer Service & Diligent Recruitment

- All Project MATCH recruitment supplies have a centralized intake phone number
 - Secret shopper measurement of fidelity
- Interested parents receive friendly, uniform, and timely responses to their questions
- Information about ALL foster care agencies in the area is provided
- Follow up at 30 days, 60 days, and 6 months
 - 85 follow up calls conducted through March
 - Post-approval survey to evaluate perceptions
- Customer Service training integrated into Mix & MATCH meetings

Respite Protocol

- Waiting families are provided opportunities to care for kids in care
 - Engagement awaiting approval/placement
 - Expansion of acceptance criteria
- Collaboratively developed protocol within public agency
 - Working to engage a few private agencies to implement
 - Protocol implementation to begin soon
- Respite providers and families will complete survey assessing experience



Reviewing Permanency

Data with the Courts

- Collaborating with Administrative Office of the Courts
- Presenting data at 2 Model Court Steering Committees this summer for feedback
- Utilizing “Go To” meeting technology to present to all the judges in a region and engage regional CW staff
- Presentation to include relevant permanency data points





Mix & MATCH Meetings

- Quarterly meeting in 8 locations throughout the 4 intervention regions
- Equal mixture of public and private staff and parents, and court personnel
- Focus on creating a productive environment led by a neutral facilitator with a structured agenda
- Designed to
 - Develop shared vision and promote collaboration
 - Teach promising practices
 - Engage in localized data-driven outcome improvement



- Quarterly Topics

- Targeted Recruitment
- Retention
- Customer Service
- Kinship Care & Family Connections
- Placement Stability
- Concurrent Planning

- Periodic Measurement

- Knowledge of promising practices in topic areas
- Collaboration factors
- Ratings of perceptions regarding regional practice
- Perceptual ratings of individual skill, time available and agency support of practice in practice areas

* Based on Western Workforce Project Learning Circle Model

Southern Bluegrass Action Plan

| Issue/Need | Current Status | Desired Outcome | Assumptions | Actions | Start Date | End Date | Team members | Resources |
|--|--|--|---|---|------------------|------------------|---|--|
| <p>The number of teens in care exceeds the number of resource homes that will accept teens</p> | <p>There are currently 552 kids in care in SB region ages 12-21 with only 288 homes accepting kids ages 12-19+</p> | <p>Increase the number of foster homes that will accept teenagers for placements</p> | <p>* A large number of perspective families have limited acceptance criteria. * Misperceptions about teens in care * As foster parents gain experience they are better equipped to take teens</p> | <p>1.) Speaking with teens about their needs. 2.) Create opportunities for new parents to meet teens. 3.) Encourage new parents to provide respite for teens 4.) Review cases for characteristics of successful homes for teens 5.) Foster parent to think about factors that have improved her ability to work with teens. 6.) To talk to Sarah Williams about incorporating teens in PSMAPP meeting 9,10 and bring it up at the commissioner's meeting 7.) Will take opportunities to share about foster care in their daily lives and try to keep track of it. 8.) To talk to resource parents about taking youth about the same ages- especially older teens. 9.) To emphasize teens as a need.</p> | <p>1/20/2010</p> | <p>7/27/2010</p> | <p>1.) Lisa 2.) Holly 3.) Karla & Susan 4.) Amy, Erin, Jennifer & Holly 5.) Lisa 6.) Phyllis 7.) Rick, Enola 8.) Suretta 9.) Charissa 10.) Beth 11.) Millie</p> | <p>Data reports, resource parents currently parenting teens, teens in care, social worker knowledge of resource homes who have parented teens,</p> |



Lessons Learned

- “**Hand-holding**” is required to engage public & private agency staff actively, even when the goals are ones everyone can agree upon.
- Customer service follow up is more **time intensive** than anticipated.
- Engaging private agencies in sharing data & best practices is complicated by the proprietary nature of practice in a **competitive market**.
- **Hiring and retaining resource parents** as recruiters is a major challenge given limited time and resources. Clarity of desired characteristics of candidates & expectations is critical.
- **Identifying champions** is valuable in moving the initiative forward & promoting healthy competition.



Future Directions

- Share evaluation data and challenges with Advisory Board to refine intervention protocols
- Develop court-related intervention with relevant partners
- Engage private providers to implement the respite protocol, and then leverage success to expand to other agencies
- Refine the customer service database and process to streamline and enable generation of reports of interim results, and distribution of this information to public and private partners
- Conduct process evaluation interviews with regional public/private administrators and staff