

OCTF 5 Year Prevention Plan Update Northwest Ohio Region

Description of the Needs Identified for the Region

Child maltreatment is a significant and ongoing concern in the United States. In 2014, 3.2 million children in the U.S. were the subject of at least one report of child maltreatment. Between July 1, 2015 and June 30, 2016, there were 175,897 reports made to child protection services in Ohio. Risk and protective factors for child abuse exist at the child level, the parent/family level, the community level and the society level. Programs and services that build on protective factors and/or that help mitigate risk have demonstrated efficacy to prevent child abuse and neglect.

The Northwest Ohio Regional Prevention Council conducted a needs assessment between August and September 2016. The purpose of the needs assessment was to identify significant trends, issues, and developments in the area of child well-being and to identifying current strategies and gaps in service throughout the region. The counties assessed included: Defiance, Erie, Fulton, Hancock, Henry, Huron, Lucas, Ottawa, Paulding, Putnam, Sandusky, Seneca, Van Wert, Williams, Wood, and Wyandot. In the analysis of service needs, the research also examined barriers to service provision and utilization, including the adequacy of funding.

Synthesis of data from across primary and secondary sources suggested four primary and secondary prevention-related needs across the Northwest Ohio region. The first was the need for improved access to healthcare, particularly child specialists. The second common need was quality, affordable preschool and childcare. The third need was for improved transportation and/or programs that helped reduce transportation-related barriers to accessing preventive services for the most isolated families in need. The final shared need was for improved access to, and availability of mental health and substance abuse services and/or services that address underlying factors that contribute to the risk of poor mental health and substance abuse.

Data examining current unmet regional and county-level needs was drawn from the findings of the Northwest Ohio Regional Prevention Council's comprehensive needs assessment. The cumulative findings were based on the analysis of primary and secondary data. Data sources included government databases and reports, as well as qualitative and quantitative data collected from key expert informants, service providers, and parents from the region.

In accordance with the Ohio Children's Trust Fund's needs assessment priority guidance document, the analysis of secondary data examined each county's performance on primary indicators of child maltreatment inclusive of: (1) demographic characteristics, including poverty and lack of health insurance; (2) prevalence of child maltreatment; (3) risk factors for maltreatment, including domestic violence, poor mental health, substance use, and young and single parents; and (4) protective factors, including access to health care, child care, prenatal

care, quality and affordable housing, transportation, and Kindergarten Readiness Assessment (KRA) scores. Primary data assessed service needs, service availability, service utilization, barriers to service utilization, and the adequacy of funding for prevention services in the region.

Within the region, each county had its own unique strengths and areas of need. When examining overall county rank across the region, Lucas County ranked as having the most difficulties and Putnam County ranked as having the fewest difficulties based on a cumulative performance average on all indicators assessed in the secondary analysis. The chart detailing the overall ranking of counties is provided below.

Cumulative ranking, sorted from “fewer difficulties” to “more difficulties”

County	Domestic Violence	Child Maltreatment	Teen Pregnancy	Birth to single moms	Licensed Childcare Facilities	Binge Drinking	Prescription misuse	Quality Housing	Housing Expense	Women Receiving Prenatal Care	Health Care provider	Poverty	Rank
Putnam	1	2	4	1	10	3		2	1	1	13	1	1
Hancock	8	4	7	5	5	5	8	5	5	4	4	8	2
Wood	7	9	3	2	12	4	4	1	9	6	2	10	3
Ottawa	5	8	5	8	8	10	8	3	11	9	11	3	4
Fulton	10	15	2	3	4	10	4	6	14	8	9	5	5
Henry	12	14	1	4	6	5	2	11	16	2	15	4	6
Wyandot	4	6	7	6	15	9	14	10	2	3	14	2	7
Defiance	10	1	7	12	13	16	1	8	6	7	6	6	8
Huron	14	10	10	11	3	2	8	7	10	11	7	9	9
Sandusky	8	5	14	15	1	1	7	13	8	14	8	13	10
Paulding	2	3	16	10	16	8	11	4	7	15	16	7	11
Seneca	3	13	15	13	9	10	2	16	3	5	12	15	12
Williams	13	12	6	9	11	14	4	9	12	10	5	14	13
Van Wert	6	7	11	6	14	7	14	14	4	16	10	12	14
Erie	15	11	12	14	7	10	11	11	13	12	3	11	15
Lucas	16	16	12	16	2	14	11	15	15	13	1	16	16

Computed as the average for all cells populated for that county, then ranked and sorted from lowest number (fewer difficulties) to highest number.

The Northwest Ohio Regional Prevention Council selected to focus on three of the four priority needs for the region as noted below. These three needs were selected by the council in an effort to prioritize the funding towards strategies that align with the Trust Fund’s funding requirements. As the OCTF can only fund primary and secondary child abuse and child neglect prevention, funding could not be used to support improved access to healthcare, particularly child specialists.

- Increased availability of high quality and affordable preschool and childcare.
- Improved transportation and/or programs that reduce transportation-related barriers for families at highest risk for social isolation.
- Improved access to and availability of mental health and substance abuse services.

Increased Availability of High Quality and Affordable Preschool and Childcare

The availability of childcare was assessed by the number of licensed childcare facilities available per 100,000 residents as indicated in the following table. Sandusky County ranked highest on the number of facilities (121.7 per 100,000) while Paulding County ranked the lowest (21.1 per 100,000). University of Toledo researchers noted that most counties were well below the average for Ohio (70.4 per 100,000).

Licensed Childcare Facilities (2016) County	Number of Licensed Facilities per 100,000 population	Rank among counties (1=highest per 100,00, 16=lowest per 100,000 rate)	Number of Licensed Facilities	Population of children, 0-14 (2015)
Ohio	70.4		8,140	
Defiance	18.5	13	11	7,392
Erie	44.8	7	34	12,903
Fulton	51.7	4	22	8,392
Hancock	47.8	5	36	14,113
Henry	46.6	6	13	5,448
Huron	64.8	3	38	11,836
Lucas	81.9	2	356	84,315
Ottawa	43.8	8	18	6,499
Paulding	21.1	16	4	3,732
Putnam	40.9	10	14	7,274
Sandusky	121.7	1	73	11,552
Seneca	41.3	9	23	10,195
Van Wert	24.6	14	7	5,465
Williams	37.6	11	14	7,051
Wood	35.5	12	46	21,980
Wyandot	22.4	15	5	4,291

Source: Ohio Department of Job and Family Services

High quality childcare plays an important role in building protective factors for children and their parents/caregivers. For children at risk of abuse or neglect, or who are not adequately receiving nurturing care at home, being exposed to high quality childcare programs is extremely important. The attentiveness of other nurturing caregivers in these children's lives help them further develop their resiliency and social and emotional competence. Furthermore, early childhood providers are able to interact with families on a daily basis to help identify and intervene when a family is struggling, to connect them to concrete supports, and to help support their relationships with their children. Children experience lasting benefits from being enrolled in quality childcare, from being more prepared for school, having improved social and emotional competence, and having greater opportunities for success later in life.

Access to quality childcare was also a recurring theme during the key informant interviews. One individual representing a large county stated, “Quality, affordable day care for zero to three, zero to four... I think we need universal day care. Early intervention programs are available in the county, but their score [capacity] of eligible children has shrunk over the last several years.”

Kindergarten Readiness Assessment (KRA) Scores: Social and Emotional Competence

The Kindergarten Readiness Assessment (KRA) is a tool used by teachers to measure a child’s readiness for engaging with coursework aligned with the kindergarten standards. The KRA assesses six areas: language and literacy, mathematics, physical well-being and motor development, science, social studies, and social foundations. When comparing overall KRA scores for the Northwest Ohio region, Defiance County had the lowest average KRA score (262.3), whereas Wyandot County had the highest average KRA score (268.8)

The social foundation score is a subset of KRA scores, and encompasses social and emotional skills, such as engaging in and maintaining positive peer relationships, which has been identified as a protective factor that lowers the risk of maltreatment. The statewide average social foundations score for 2014-2015 was 268. In the Northwest Ohio region, six counties scored below the state average. Defiance has the lowest social foundation score (260.9), while Wyandot County had the highest score (273.6). A full ranking of overall KRA scores and social foundation scores are provided in the following table.

County	Avg. Overall KRA Score	Social Foundation Score
Defiance	262.3	260.9
Erie	266.7	268.8
Fulton	265.5	265.1
Hancock	268.2	270.8
Henry	266.6	267
Huron	266.6	271.1
Lucas	266	266.6
Ottawa	269.8	270.6
Paulding	265.9	266
Putnam	270	270.7
Sandusky	267.5	269.6
Seneca	268.6	272.2
Van Wert	268.6	273.5
Williams	266.3	263.4
Wood	266.4	269
Wyandot	268.8	273.6

Improved transportation and/or Programs that Reduce Transportation-related Barriers

The ability to access public transportation is a key indicator for building protective factors in individuals and families. Public transportation provides individuals with access to social and recreational activities, as well as improves their access to education and employment, which in

turn leads to better long-term opportunities. Individuals without access to transportation can be more susceptible to social isolation, which is associated with poorer health.

In the Northwest Ohio region, Lucas County is the only county that has fixed-route public transportation services available (Ohio Department of Transportation, 2016). Erie, Hancock, Huron, Ottawa, Sandusky, Seneca and Wood counties have existing demand response services available. There are 8 counties in the Northwest Ohio region without any transit, which include Defiance, Henry, Fulton, Paulding, Putnam, Van Wert, Williams and Wyandot.

Survey results from 94 providers in the Northwest Ohio Region indicated that 58.5% of providers felt that transportation services were available but inadequate to meet community needs, with an additional 18% of these providers indicating these services were unavailable but needed in the region. Only 16% of providers felt that current levels of transportation throughout the region were available and adequate to meet the needs of the region's families. This issue of a lack of transportation was also prevalent during the key informant interviews, where most noted it as a barrier, but those in smaller communities placed much more emphasis on its importance. This sentiment was shared amongst the parent feedback as well.

Improved Access to and Availability of Mental Health and Substance Abuse Services

The research literature has consistently identified poor mental health and substance abuse as risk factors for child abuse and neglect (CDC, 2016). The need for improved access to and availability of mental health and substance use treatment was apparent across all counties in the Northwest Ohio region. Based on secondary data, the region accounted for 11% of all individuals served by the Ohio Department of Mental Health and Addiction Services within the state during 2016 (Ohio Department of Mental Health and Addiction Services, 2016). Of the individuals served in the Northwest Ohio region, 36,805 individuals received a mental health diagnosis, with 12.9% (N = 4,754) being drug and/or alcohol related at last diagnosis and 17.7% (N = 6,541) receiving a dual diagnosis at last diagnosis.

Further analysis of mental health status in the Northwest Ohio region was evaluated by examining three indicators, (1) maternal depression, during or after pregnancy, within the past 5 years, (2) 14 or more mentally distressed days, and (3) unmet mental health care needs.

Maternal depression has been linked to the risk for child maltreatment in the research and literature (Shay and Knutson, 2008). As depressed mothers are more susceptible to being unable to manage difficult infant behavior, they tend to struggle more with parenting and have less feelings of nurturing and attachment with their infants. Depressed mothers are also more likely to feel social isolation and have poorer communication within their families. The lack of these parental protective factors can negatively affect young children who may experience more behavioral difficulties, diminished social and emotional competence, and poorer health outcomes.

In the United States, approximately 13% of pregnant women and new mothers have been diagnosed with depression (Ohio Department of Health, 2014). Regional data assessing

maternal depression was drawn from county health assessments that were conducted at multiple points in time and therefore could not be compared at any single year. Data for the indicator was not available for Henry, Paulding, Putnam and Seneca counties.

Among the counties who reported data, Erie had the highest percentage (18%) of women reporting maternal depression and exceeded the national average, while Ottawa had the lowest percentage (1%). Van Wert and Wood counties were found to exceed the average of 10%, with 12% and 11% of women reporting maternal depression respectively. Among the remaining counties, rates ranged between 2% (Huron) and 10% (Lucas).

Poor adult/parental/caregiver mental health status has been consistently associated with the risk for child abuse and neglect in the research literature (CDC, 2016). The regional needs assessment examined two additional mental health indicators: 14 or more mentally distressed days in the past month, and unmet health care needs. Data for these indicators was drawn from the Ohio Medicaid Assessment Survey (OMAS) database. It is of note that data was not reported for each county. A number of individual counties did not have adequate data for valid and reliable reporting and therefore were clustered with other counties according to the Alcohol, Drug, and Mental Health Board service area.

Across the State of Ohio, 5% of adults reported 14 or more mentally distressed days and 4% reported unmet mental health care needs. In the Northwest Ohio region, Lucas County residents were found to have reported the highest percentage of 14 or more mentally distressed days (6%) and unmet mental health care needs (5%), while a combined total of reports from Defiance, Fulton, Henry and Williams counties indicated that 2% of adults surveyed had 14 or more mentally distressed days per month. The latter represents the lowest percentage in the region.

Similarly, the assessment of unmet mental health needs for Defiance, Fulton, Henry and Williams counties has the combined average of 1%.

The current array of child abuse and child neglect prevention programs and activities already in implementation throughout the region is unable to meet these needs in Northwest Ohio. When reviewing available primary prevention messaging aimed at bringing awareness to mental health, substance abuse, and/or social isolation issues and how these affect parenting, there are no current campaigns addressing these issues.

When reviewing service gaps in relation to quality and availability of childcare providers, the Northwest Ohio region is lacking resources for both indicators. The number of licensed child care centers for a majority of counties in the region is well below the state average.

With regard to reaching those most vulnerable and isolated families, providers and parents alike described a grim situation to providing services to these families, and improving families' access to services via improved transportation opportunities. Through Ohio's Help Me Grow program, eligible families receive much needed home visits to provide support and resources to these families at the family's home, alleviating isolation issues and transportation barriers. This

service has recently encountered service delivery challenges in the Northwest Ohio region as one provider, who provides home visiting services to 25% of the counties in the region, has recently indicated they could no longer provide services. In some counties, they were the only provider. Thus, there is a service gap in the delivery of home visiting programs in Northwest Ohio.

There is a clear need and a lack of available services in relation to the prevention of child abuse and neglect in the Northwest Ohio region, a strategic implementation plan is necessitated to ensure the best utilization of funding, leveraging current relationships and other state funded programs. The current array of services is lacking a cohesive approach to address child abuse and neglect at both the society and community level, as well as the family and child level. An approach that provides a well-rounded service delivery model will be most effective to not only increasing the general public's knowledge of this issues, but also by providing targeted services that are specifically designed to address the needs in highest priority for the region.

The summative data presented suggest a clear need for services that (1) increase the availability of high quality and affordable childcare, (2) improve transportation for socially isolated families and/or reduce transportation-related barriers to access services, and (3) improve access to mental health and substance abuse services and/or services that reduce the underlying risk factors for poor mental health and substance abuse for both adolescents and adults.

Current Strategies to Prevent Child Abuse and Neglect in the Region

Strategy 1: Awareness campaign targeting families impacted by substance abuse issues

Description of the Needs Identified for the Strategy

Improved Access to and Availability of Mental Health and Substance Abuse Services

Substance abuse prevalence was assessed using three indicators: (1) the percentage of adults who participated in binge drinking over the past month, (2) the percentage of adults who misused prescription medication over the past month, and (3) unintentional drug overdose mortality rates by county between 2009 and 2014. It is important to note that the data for the first two indicators were drawn from county health assessments that were conducted between 2011 and 2015. Therefore, the percentages reported reflect the year that the data was reported for the county and do not reflect the same point in time.

According to data reported in an annual report of the United Health Foundation (2016), roughly 17% of Ohio residents reported binge drinking in the past 30 days. Binge drinking was defined as consuming 5 or more drinks for a man, and 4 or more drinks for a woman, during a single event. Using the same criteria to define binge drinking, Defiance County had the largest percentage of adults who reported binge drinking in the past month (44%), while Sandusky had the smallest (4%). In fact, the majority of counties in the region had average rates that well exceeded the state average. All counties in the region, with the exception of Sandusky (4%), Huron (16%), Putnam (23%), and Wood (30%), were at least double the state average. In ascending order, county percentages were Hancock (34%), Henry (34%), Van Wert (35%), Paulding (37%), Wyandot (38%), Erie (39%), Fulton (39%) Ottawa (39%) Seneca (39%), Lucas (40%) and Williams (40%).

Reliable state-level data for the past 30-day prescription drug misuse could not be located. Therefore, county-level comparisons to state-level performance will not be addressed. When past 30-day prescription drug misuse data across the counties in the Northwest Ohio region was examined through county health assessments, it was found that Van Wert and Wyandot counties ranked last, with 11% of adults reporting having misused prescription drugs in the last 30 days. Defiance County ranked first, having the smallest percentage (3%) of residents that reported past-month prescription drug misuse. Additional county rankings in ascending order were Henry (4%), Seneca (4%), Fulton (6%), Williams (6%), Wood (6%), Sandusky (7%), Hancock (9%), Huron (9%), Ottawa (9%), Erie (10%), Lucas (10%), and Paulding (10%).

Data for drug overdose rates by county were drawn from a report published by the Ohio Department of Health (2014). Statewide, there were 2,531 deaths attributed to unintentional drug overdoses in 2014, with the majority (79.8%) being cause by opioids. The total number of deaths attributed to unintentional overdoses in the Northwest Ohio region was 212, representing 8% of the total deaths statewide during that year. The state of Ohio average age-adjusted rate

between 2009 and 2014 was 16.7 per 100,000. In the Northwest Ohio region, rates were highest in Erie County (18.9), followed by Huron (17.8), and Lucas (16.7). Rates for Henry, Paulding, Putnam, and Wyandot were not calculated because the death count was less than 10. For the remaining counties, rates were as follows: Seneca (12.6), Van Wert (12.3), Fulton (12.2), Defiance (11.9), Sandusky (11.5), Hancock (10.3), Ottawa (9.1), Wood (8.2), and Williams (6.4).

Anecdotally, counties are reporting increasing numbers of drug related deaths that are reaching epidemic levels.

In addition to the results drawn from secondary data, findings from the analysis of primary data also suggested the need for mental health and substance abuse treatment across the Northwest Ohio region. A survey of service providers from across the region found that 69% of respondents (N = 94) reported that substance abuse treatment services were inadequate to meet the community's need. Further, nearly 60% of providers reported inadequate mental health care for adults in their county, and roughly 57% reported that mental health care for children was inadequate. When examining the results of qualitative key expert informant interviews, it was noted that all interviewees (N = 12) reported the need for additional mental health and substance abuse treatment services within their county, particularly in-patient facilities for adolescents and adults.

The current awareness campaigns in dissemination throughout the state are the Start Talking! campaign and the suicide prevention campaign. The Start Talking! campaign is designed to give parents, caregivers, educators and community leaders the tools to start the conversation with Ohio's youth about the importance of not using drugs. The suicide prevention campaign is specifically geared towards preventing suicide, and while social isolation is tangentially related to this, the campaign's primary directive is not to provide parenting support resources to those in isolation. There are no awareness campaigns aimed at providing parenting resources for those at-risk of mental health issues.

Description of Services to be Implemented Under the Strategy

This strategy is intended to provide information to the general public regarding the awareness of substance abuse and how this issue links to child abuse and neglect. This awareness campaign will help individuals recognize and refer parents who are struggling to appropriate services, as well as help spread awareness of how child abuse and neglect is connected to the risk factor of substance abuse. The awareness messaging will also be intended to normalize seeking help for the needs identified to eliminate the stigma associated with receiving services.

This campaign will ensure culturally competent messaging that applies to all vulnerable populations, specifically focusing on those families who live in rural areas in the Northwest Ohio region. As numerous approaches may need to be employed to reach these vulnerable populations, the Northwest Ohio region will contract with a marketing firm who specializes in targeting vulnerable, rural populations.

The use of an awareness campaign for these widespread issues affecting the Northwest Ohio region stems from the idea that engaging the entire community will help those members who feel slightly removed from the problem take ownership of the role they play in ensuring all children grow up safe and healthy. As nearly all members of the community interact with families at some point in their day, these individuals should be aware of the signs parents display when struggling with substance abuse issues. The awareness campaign will include a call to action that informs community members of the simple steps they can take to help a neighboring family in need, as well as who to contact if services are necessitated.

This strategy specifically targets the protective factors of social connections and concrete supports in times of need. It is in alignment with the Trust Fund's strategic plan focus area, Increase Family Support, as it is intended to increase partnerships and alliances to provide holistic and integrated services to families, as well as helps families identify and access available resources.

Target Populations and Proposed Numbers Served

This strategy is intended to target populations in every county of the Northwest Ohio region. It is anticipated that approximately 5-10% of the total county population will receive this awareness messaging, recognizing that more individuals are likely to receive messaging in more populated counties, as compared to fewer individuals receiving messaging in more rural counties.

The overall goal of this strategy is to raise awareness of the contributing factors of child abuse and neglect, and help parents identify when they are vulnerable and at risk for abusing their children. The contracted marketing firm will be able to determine reach and distribution of campaign materials, as well as social media metrics and website hits for overall reporting for the number of individuals served in the region. The Northwest Ohio region will also partner with referral agencies and request that they include a question on their in-take form asking individuals whether they are seeking services due to this awareness campaign.

County	Adults	Children
Defiance	1,421	505
Erie*	5,827	1,756
Fulton*	3,122	1,136
Hancock	2,808	959
Henry	1,030	365
Huron	2,139	796
Lucas	32,249	11,280
Ottawa	3,229	886
Paulding	701	249
Putnam	594	479
Sandusky	2,241	768
Seneca	2,064	719

Van Wert	1,057	366
William	1,395	469
Wood*	9,600	3,359
Wyandot	831	287

*Erie, Fulton, Lucas, Ottawa, and Wood Counties are designated as metro counties, and thus it is anticipated that approximately 10% of their population can be targeted via the awareness campaign. For the remaining, non-metro counties, it is anticipated that approximately 5% of their population can be targeted via the awareness campaign.

Proposed Method for Securing Service Providers

Vendors for implementation of the public awareness campaign need to be a full service integrated marketing agency that can assist in the planning, implementation, management and evaluation phase of a large regional campaign. Marketing agencies throughout the region submit a letter of interest and an abbreviated application. Marketing firms present their proposal, including past campaign work as samples of competencies that recap the campaign message, the target audience, the media used and the method to track campaign success at a regional prevention group meeting and selection of the vendor is based upon consensus of the group.

Criteria:

- Ability to develop and employ a multi-faceted marketing campaign inclusive of multiple approaches, such as public service announcements, fact sheets, brochures, social media ads, website development, etc.
- Ability to track reach and demographics of audience targeted in the Northwest Ohio region through the implementation of this campaign.
- Ability to analyze results and provide recommendations for campaign re-design to ensure effectiveness.
- Ability to create culturally competent and compelling marketing and awareness materials

Minimum Funding Criteria for Strategy (i.e. evidence level, multi-county vs. single county, etc.)

Potential vendor must create a campaign that addresses the unique characteristics and demographics of the 16-county region. Applicants should demonstrate their ability to develop and employ a multi-faceted marketing campaign inclusive of multiple approaches such as public service announcements, fact sheets, brochures, social media, print campaigns, and website development and maintenance. Applicants need to demonstrate their ability to track reach, engagement and demographics of the target audience in the region, as well as their ability to analyze results and provide recommendations for campaign re-design to ensure effectiveness.

Outreach

N/A

Parent Leadership/Involvement

N/A

Evaluation Plan

Outcomes for all Funding Years:

1. Increased awareness of substance abuse and its effect on families and its relation to child abuse and neglect.
2. Increased partnerships in referring families impacted by substance abuse seeking treatment.

Evaluation Mechanism:

1. Website tracking via click through rates to determine how many people have visited a webpage and went no further versus how many people visited a webpage and initiated actionable steps; page/ad view tracking for social media content to determine reach of awareness campaign; and target audience and geotracking to ensure the intended audience is reached in the region.
2. Search engine referrals (if possible) to track what keywords people in the Northwest Ohio region used that landed them on the webpage specifically created for the awareness campaign, as well as which search engines directed those individuals to the page.

Current Strategies to Prevent Child Abuse and Neglect in the Region

Strategy 2: Trauma-informed consultations in childcare settings for early childcare providers

Description of the Needs Identified for this Strategy

When reviewing service gaps in relation to quality and availability of childcare providers, the Northwest Ohio region is lacking resources for both indicators. The number of licensed child care centers for a majority of counties in the region is well below the state average.

Only 108 (~15%) licensed childcare providers throughout the region, out of a total of 714, have demonstrated at least a rating of three stars or more for Step Up to Quality. Additionally, a current early childhood strategy in implementation throughout the state, Whole Child Matters, Ohio's early childhood mental health consultation (ECMHC) program, does not currently provide services to all counties in the Northwest Ohio region, and for those counties receiving services, the current capacity is unable to address all needs.

Description of Services to be implemented Under the Strategy

This strategy is designed to provide consultation services to early childhood professionals via trauma-informed consultants through a collaborative approach that allows the childcare providers to better understand and problem-solve challenging child behaviors, both in and outside of the classroom. As early childcare providers assess children for behavioral services, they will be able to ensure children afflicted with trauma can be appropriately referred for services. Furthermore, the trauma-informed consultants work onsite to help the center provide family focused technical assistance to parents and childcare providers, as well as reinforce best practices through modeling and activities with children.

This strategy specifically targets the protective factors of social and emotional competence in children and concrete supports in times of need. It is in alignment with the Trust Fund's strategic plan focus area, Increase Family Support, as it is intended to increase partnerships and alliances to provide holistic and integrated services to families, as well as helps families identify and access available resources.

Target Populations

This strategy will aim to target at minimum 1 to 2 early childcare centers in each county through the initial pilot phase. These childcare programs will receive ongoing trauma training and skill application conducted by a trauma-informed consultant who will work directly with staff to ensure they incorporate trauma informed care into their practice. Childcare providers for each county will be determined on the basis of their involvement with vulnerable populations experiencing mental health and substance use disorders, ensuring these center and/or programs are prioritized.

County	Early Care Providers	Adults	Children
Defiance	8	80	67
Erie	10	143	119
Fulton	8	91	76
Hancock	10	167	139
Henry	5	62	52
Huron	10	130	108
Lucas	25	996	830
Ottawa	10	66	55
Paulding	5	38	32
Putnam	8	83	69
Sandusky	10	128	107
Seneca	5	102	85
Van Wert	5	60	50
Williams	5	78	65
Wood	15	251	209
Wyandot	5	12	10

Proposed Method for Securing Service Providers

The Northwest Ohio Regional Prevention Council issued a Request for Proposal (RFP) process for strategy 2. Applicants for funding must ensure that they have qualified staff to integrate trauma informed services and programs along with evidenced based trauma treatment models. Existing relationships, or the potential to establish strong relationships with local childcare providers is also necessary. Furthermore, the applicant must identify the relevant protective factors of concrete support in times of need, social connections, knowledge of parenting and child development, parental resiliency, and social and emotional competence of children should be supported and linked appropriately to the strategy.

Responses for the strategy must also demonstrate their ability to collect program evaluation data, as well as demographic data, as part of service delivery. Outcomes must be identified and must demonstrate their linkages to the region's logic model. Documentation of past funding, need, and ability to successfully implement the proposed program will be required. Consideration of sustainability and ability to leverage other funding sources will be preferred. Proposals are reviewed and scored by workgroup committee. Scoring results and recommendations are presented to the prevention council for approval of funding. This strategy is intended to be implemented in each county in the region. Every effort will be made to ensure a fair distribution of services throughout the region.

Documentation of past funding, need, and ability to successfully implement the proposed program will be required. Consideration of sustainability and ability to leverage other funding sources will be preferred.

Criteria:

- Trauma-informed consultants who have achieved certification are preferred. For those who do not have this certification, staff must be willing to receive training to become certified.
- Trauma-informed consultants must be able to provide an introductory training to childcare center staff members prior to implementing consultation services.
- Trauma-informed consultants must have experience in administering the DECA, or indicate their intent to receive training in this tool prior to program implementation.

Minimum Funding Criteria for Strategy (i.e. evidence level, multi-county vs. single county, etc.)

The Northwest Ohio Regional Prevention Council favors providers who demonstrate appropriate certification of trauma-informed consultants. For providers who do not have this certification, staff must be willing to receive this training to become certified. A plan to become certified must be a part of the application.

Outreach

Vendors applying to provide services for this strategy of the regional prevention plan will be responsible for detailing how they will maximize the participation of vulnerable populations in the region, as well as the general public. Selected vendors will need to track their outreach tactics and the number of individuals throughout the region who received outreach information for the strategies. Vendors providing services under this strategy need to develop a strong relationship with the Childcare Resource and Referral agency representing each county. Consultants will plan visits interested centers and develop a strategic plan

Vendors providing trauma training and consultation must work closely with the parent support and education ensure those families receive holistic services to address their needs.

Parent Leadership/Involvement

Parent engagement will continue during the process of identification of children having challenging behaviors the classroom. The consultant will communicate with the parents of these children to explain the program and engage them in services. Parents must give permission to begin services and sign a release of information allowing collaboration between the parent, provider and the consultant.

Evaluation Plan

Outcomes for all Funding Years:

1. Increased children's social and emotional development.
2. Increased children's resiliency.

3. Reduced behavioral concerns for young children.
4. Increased referrals for services for children identified as having behavioral risk factors.
5. Increased provider knowledge of trauma and how it negatively affects children.
6. Improved social foundations score on kindergarten readiness assessment.

Evaluation Mechanism:

1. The Devereux Early Childhood Assessment (DECA) will be used to measure children's social and emotional development, resiliency and behavior indicators.
2. Parent and childcare provider surveys will also be used to measure the increase in child pro-social behaviors and reduction in problem behaviors.
3. Childcare provider surveys will be used to track referrals for further evaluation and care for children identified as having behavioral risk factors.
4. Childcare provider surveys will be used to measure increase in knowledge of trauma's effect on children and families, as well as the general understanding of implementing trauma-informed care into practice.
5. Kindergarten readiness assessment scores, if able to track comparison of scores between youth who have participated in childcare centers receiving consultation versus youth in entire county.

Current Strategies to Prevent Child Abuse and Neglect in the Region

Strategy 3: Parenting Support and education for vulnerable and isolated families

Description of the Needs Identified for this Strategy

With regard to reaching those most vulnerable and isolated families, providers and parents alike described a grim situation to providing services to these families, and improving families' access to services via improved transportation opportunities. Through Ohio's Help Me Grow program, eligible families receive much needed home visits to provide support and resources to these families at the family's home, alleviating isolation issues and transportation barriers. This service has recently encountered service delivery challenges in the Northwest Ohio region as one provider, who provides home visiting services to 25% of the counties in the region, has recently indicated they could no longer provide services. In some counties, they were the only provider. Thus, there is a service gap in the delivery of home visiting programs in Northwest Ohio.

Parents who are dealing with numerous risk factors, such as mental health disorders, substance abuse, social isolation, multiple young children close in age, etc., are more susceptible to abusing their children. These parents may lack the protective factors and resources necessary to protect their children from harm and may not be educated in best parenting practices. Therefore, providing vulnerable parents with support and education services is necessary to ensure they have the skills to raise safe and healthy children.

Description of Services to be implemented Under the Strategy

The specific parent education services provided to parents will be determined via a competitive application process. The program(s) selected must make evident that they are effective when provided to families who may be experiencing issues such as mental health disorders, substance abuse, and/or effective when provided to families in social isolation. Parent education services will be implemented in all counties in the Northwest Ohio region. Any program proposed must be evidence-based and have a direct relationship to primary and/or secondary prevention of child abuse and neglect. The following resources are recommended for identifying evidence-based programs:

- SAMHSA National Registry of Evidence-Based Programs and Practices (NREPP) – rating must be Effective or Promising
- California Evidence-Based Clearinghouse for Child Welfare (CEBC) – rating must be Well-Supported, Supported, or Promising

This strategy specifically targets the protective factors of knowledge of parenting and child development and parental resiliency. It is in alignment with the Trust Fund's strategic plan focus area, Increase Family Support, as it is intended to increase partnerships and alliances to provide holistic and integrated services to families, as well as helps families access available resources.

Target Populations

Parents targeted through this strategy in the Northwest Ohio region will be referred for services through multiple tactics. Each early childcare providers receiving trauma-informed care training will be asked to refer any at-risk parents to parent education classes. Furthermore, other parents who may not have children enrolled in childcare programs will be targeted via collaborations with various community organizations and social services agencies. Parents participating in this strategy will receive parent support services either offered individually in the home, or some other designated location, due to transportation related barriers, or via a group setting if in a more urban community.

County	Adults	Children
Defiance	25	58
Erie	39	90
Fulton	30	69
Hancock	35	81
Henry	20	62
Huron	75	46
Lucas	200	460
Ottawa	30	69
Paulding	20	46
Putnam	15	35
Sandusky	35	81
Seneca	30	69
Van Wert	15	35
Williams	15	35
Wood	35	81
Wyandot	15	35

Proposed Method for Securing Service Providers

The Northwest Ohio Regional Prevention Council utilizes a Request for Proposal (RFP) process for strategies 3. Strategy 3 is intended to be implemented in each county in the region. Every effort will be made to ensure a fair distribution of services throughout the region, and if necessary, a second RFP will be released to target any counties for which services were not proposed in response to the RFP. Responses intended to serve multiple counties within the region will be favored over those only proposing to serve one county. If the RFP process fails to secure a program provider in all counties of the region, prevention specialists along with the county specific Family and Children First Councils from the unserved counties will be contacted for potential providers in their county. The potential providers will be contacted to assess their interest. If interested and qualified, the provider will submit a noncompetitive application for review and recommendation for funding.

Providers must ensure that vulnerable families throughout the region are specifically targeted. Responses must make evident of their approach to reach families with mental health disorders, substance abuse, social isolation, and trauma. Furthermore, the protective factors of concrete support in times of need, social connections, knowledge of parenting and child development, parental resiliency, and social and emotional competence of children should be supported and linked appropriately to each strategy.

Responses for each strategy must also demonstrate their ability to collect program evaluation data, as well as demographic data, as part of service delivery. For any program that is directly providing a service to parents, utilization of the Protective Factors Survey is required. If the program proposed has a validated survey tool, that tool must be administered to program participants as well. Each program's outcomes must be identified and must demonstrate their linkages to the region's logic model. Responses that contain program specific logic models outlining the program's objectives, outcomes and measurement tools are preferred over responses without a logic model.

Documentation of past funding, need, and ability to successfully implement the proposed program will be required. Consideration of sustainability and ability to leverage other funding sources will be preferred.

Criteria:

- Any program proposed must be evidence-based and have a direct relationship to primary and/or secondary prevention of child abuse and neglect. The following resources are recommended for identifying evidence-based programs:
- SAMHSA National Registry of Evidence-Based Programs and Practices (NREPP) – rating must be Effective or Promising.
- California Evidence-Based Clearinghouse for Child Welfare (CEBC) – rating must be Well-Supported, Supported, or Promising.
- Providers must have proper certifications and/or credentials to administer the program, or must demonstrate a solid plan for receiving certification and/or credentialing.
- Programs must demonstrate ability to achieve the specific outcomes for this strategy identified in the logic model.
- Applicants must demonstrate ability to reach vulnerable and isolated families through culturally competent service approaches.
- Applicants must demonstrate ability to collect parent input, as well as past experience in incorporating parent input into service delivery design.
- Proposed programs emphasizing in-home services connected to the specific need in the county are preferred.
- Applicants must demonstrate their past ability to recruit program participants to attend and be engaged in services provided.

Minimum Funding Criteria for Strategy (i.e. evidence level, multi-county vs. single county, etc.)

Applicant's proposed program(s) must make evident that they are effective when provided to families who may be experiencing issues such as mental health disorders, substance abuse, and/or effective when provided to families in social isolation. Programs must address primary and secondary prevention efforts. Any program proposed must be evidence-based and have a direct relationship to primary and/or secondary prevention of child abuse and neglect. Applicants must ensure fidelity to the program and use the developer's assessment tools. Furthermore, if the program requires provider certification, documentation of certification must be listed when completing the application, or the applicant must demonstrate a solid plan for receiving certification and/or credentialing.

Outreach Activities for Special Populations for Region

Vendors applying to provide services this strategy of the regional prevention plan will be responsible for detailing how they will maximize the participation of vulnerable populations in the region, as well as the general public. Selected vendors will need to track their outreach tactics and the number of individuals throughout the region who received outreach information for the strategies. Vendors providing parent education and support services must work closely with the early childcare providers receiving trauma training and consultation to ensure those families receive holistic services to address their needs.

The provision of home-based and community settings will help to maximize participation of parents and caregivers by providing options to meet their needs.

Parent Leadership/Involvement

N/A

Evaluation Plan

Outcomes for all Funding Years:

1. Increased parental/caregiver knowledge of parenting and child development.
2. Improved parent-child interactions and nurturing and attachment.
3. Increased referrals for parental services through connections to concrete supports.
4. Improved family well-being and functioning.
5. Reductions in child maltreatment cases for families enrolled in these services.

Evaluation Mechanism:

1. The Protective Factors Survey will be administered pre and post for all parents/caregivers enrolled in these services to measure improvements in parental protective factors.
2. Any other specific tools identified via the evidence-based program selected will be administered as indicated by the developer to ensure fidelity to the program.

3. Tracking of additional services families receive through referrals identified by family's involvement in the parent support and education program.
4. Utilization of SACWIS to determine if one-year and five-years after parent receives services, whether or not that family has had an open or substantiated case of child abuse and/or neglect.

Previously Funded Strategies to Prevent Child Abuse and Neglect in the Region (one section per strategy)

N/A

Outreach Activities for Special Populations for Region

Vendors applying to provide services for each strategy of the regional prevention plan will be responsible for detailing how they will maximize the participation of vulnerable populations in the region, as well as the general public. Selected vendors will need to track their outreach tactics and the number of individuals throughout the region who received outreach information for the strategies. As the strategies proposed as part of this regional prevention plan provide a continuum of prevention services for families from primary prevention to secondary prevention, it will be crucial that vendors of one strategy take into consideration the services being provided to address the other strategies. In other words, vendors providing parent education and support services must work closely with the early childcare providers receiving trauma training and consultation to ensure those families receive holistic services to address their needs.

To implement a comprehensive outreach plan that targets the families described in the strategies mentioned previously, relationships will need to be established and cultivated with the following organizations and/or agencies:

- Early Childcare Providers / Head Start
- Help Me Grow Home Visiting Providers
- County agencies, such as Job and Family Services, ADAMHS Boards, Public Health, Developmental Disability Boards, Children Services Agencies, etc.
- Family and Children First Councils and Coordinators
- Substance Abuse treatment centers
- YMCAs and YWCAs
- United Ways
- Local food pantries
- Medical offices providing mental health and/or substance abuse consultation
- Family serving organizations

The Northwest Ohio Regional Prevention Council identified a lack of awareness of resources as a central issue throughout the region. Therefore, the council proposes to also develop a regional webpage, in collaboration with the OCTF's webpage, where local resources related to child abuse and child neglect prevention will be housed. This will allow all audiences, including those most vulnerable families, with access to one central touch point to locating information regarding services. By tracking the number of website visits and clicks on various resources, the Northwest Ohio Regional Prevention Council will be able to determine how many visitors have viewed the page, and which specific resources are being accessed.

The council will also increase the awareness of prevention services through the utilization of social media to further coordinate efforts. These strategies may be inclusive of highlight videos from programs, as well as brief video clips from the awareness campaign. Whenever applicable, community events will be held on social media where members attending various prevention services can check-in and tell their friends and followers that they are participating in these

services. By garnering awareness and support through these public networks, the goal is to reduce the stigmatization of utilizing services.

Furthermore, representatives from the contracted providers will partner with local organizations and/or agencies to speak at open houses, or agency sponsored community events, to raise awareness of the services available throughout that specific county and the region. Northwest Ohio Regional Council members (if available) will attend these open houses as well to help holistically discuss the services being provided throughout the county and region.

Plans for Parent Leadership and Involvement for Region

The Northwest Ohio Regional Prevention Council recognizes the importance of parental input regarding the services available to families in the region. Therefore, several tactics will be employed to ensure that parents are not only providing feedback regarding the effectiveness of the strategies implemented, but also providing guidance as to how the services should be tailored to ensure cultural competency and participant involvement.

The Northwest Ohio Regional Prevention Coordinator will work with the appointed county prevention specialists to recruit parents throughout the region to attend and participate in regional prevention council meetings and workgroups. These parent volunteers do not necessarily need to represent each individual county throughout the region, but they should demonstrate the diverse characteristics evident throughout the region. It is also preferred that these parents not be current participants in the services being provided throughout the region, but rather have experience working with the various social services agencies and organizations who may be referring parents to participate in the services.

The parents recruited to represent the region will be provided a stipend to participate in council and workgroup meetings, as well as transportation vouchers, which will ensure barriers for attendance are eliminated. Furthermore, a liaison for the regional coordinating entity or a county prevention specialist, will provide consultation to the parent in advance of any upcoming meetings to ensure that the parent feels comfortable discussing the meeting agenda items and providing their input.

Another approach to incorporating parents in the region will be the implementation of parental focus groups at least annually. While this tactic is more time intensive, it will capture the feedback

of parents throughout the region and provide those representing the general population an opportunity to provide their input regarding the services provided. These focus groups will occur in multiple counties and will be inclusive of 10-20 parents each. The parents will be asked to provide general comments regarding the priority needs of the region in relation to child abuse and neglect prevention, and whether or not the strategies being implemented are able to address those needs. Furthermore, these parent participants will be asked whether or not they are aware of the substance abuse awareness campaign, and if they have seen or received any outreach materials. General feedback regarding what else the council could do to support parents will also be addressed.

If applicable, Previously Funded Plans for Parent Leadership Involvement for Region
N/A

Evaluation Plans for Region (if applicable)

Overall, the Northwest Ohio region will employ an evaluation methodology that is holistic in nature and provides for robust evaluation at both the community and society level, as well as the family and child level. Each strategy identified as part of the region's prevention plan targets at minimum two of the five protective factors which must be measured through strategy implementation. Some of these protective factors can be measured by utilizing the Protective Factors Survey when parents and/or caregivers are directly receiving services. Other tools will also need to be employed to measure the protective factors identified for the other strategies. The DECA will be utilized to measure the social and emotional competence of children reached via the strategy targeting childcare providers and centers. Website analytics and referral tracking and monitoring will be utilized to assess those reached via the awareness campaign.

All individuals involved in receiving services as part of the Northwest Ohio region's prevention plan will also complete a satisfaction survey to assess general strategy implementation and to garner feedback as to effectiveness and strategy implementation design. This combination of both quantitative and qualitative evaluation will ensure that participants receive high quality services that address the intended needs for the region.

Budget

OHIO CHILDREN'S TRUST FUND ALLOCATION			
STRATEGY	VENDOR	SFY 18 AWARD	SFY 19 AWARD
1 - Public Awareness Campaign	Thread Marketing	\$ 112,500.00	\$ 50,000.00
2- Trauma Consultations & Training	Children's Resource Center	\$ 305,325.00	\$ 200,000.00
3 - Parent support & Education	Children's Resource Center	\$ 132,016.67	\$ 132,016.67
	Ohio Guidestone	\$ 109,221.16	\$ 35,229.00
	Sandusky Co. Health Department	\$ 24,512.17	\$ 24,512.00
	Adriel School		\$ 38,712.00
Unawarded			\$ 169,530.33
Outreach		\$ 10,000.00	\$ 10,000.00
Parent Leadership/Involvement		\$ 7,675.00	\$ 7,675.00
TOTAL		\$ 701,250.00	\$ 667,675.00

	SFY 2018	SFY 2019
STRATEGY 1	\$ 112,500.00	\$ 50,000.00
Personnel, Develop, Creative & Maintenance	\$ 112,500.00	\$ 50,000.00
STRATEGY 2	\$ 305,325.00	\$ 200,000.00
Personnel	\$ 235,045.00	\$ 155,308.00
Supplies	\$ 12,265.00	\$ 4,600.00
Other	\$ 58,015.00	\$ 40,092.00
	\$ -	\$ -
STRATEGY 3	\$ 266,750.00	\$ 400,000.00
Personnel	\$ 196,298.00	\$ 175,171.17
Supplies	\$ 19,800.00	\$ 10,767.98
Other	\$ 50,652.00	\$ 44,530.52
Unawarded		\$ 169,530.33
OUTREACH	\$ 10,000.00	\$ 10,000.00
PARENT LEADERSHIP & INVOLVEMENT	\$ 7,675.00	\$ 7,675.00

Northwest Ohio Regional Prevention Council Logic Model

Inputs	Strategies	Outputs		Outcomes			30
		Activities	Participation	Short	Medium	Long	
<p>Funding of state resources via OCTF</p> <p>Regional county prevention specialists with local expertise</p> <p>Administrative organization with expertise in facilitation, evaluation, and analysis</p> <p>A system of local partnerships already established through council members' relationships</p>	Awareness campaign targeting families impacted by substance abuse issues	Deliver universal prevention awareness campaign addressing substance abuse	Number of individuals reached via campaign	Increased partnerships in referring families for substance abuse services	Increase in safe environments for children with parents struggling with substance abuse	Increase in families seeking substance abuse treatment prior to child abuse and neglect allegation	
			Number of individuals accessing referral services	Increased awareness of substance abuse's impact on child abuse and neglect	Increase in tangible supports for parents at-risk for substance abuse		
	Trauma-informed consultations in childcare settings for early childcare providers	Trauma-informed consultants provide trauma training to childcare center staff	Number of childcare center staff who have received trauma training	Increased child social and emotional competence and resilience	Reduced behavioral issues for children	Improved child and family stability	
			Number of children who have received trauma-informed consultation	Increased provider knowledge of trauma	Increase in referrals for children needing behavioral support	Improved child social foundation score on KRA	
	Parenting support and education services for vulnerable and isolated families	Trauma-informed consultants provide consultation to childcare programs regarding effective practices in centers	Number of children referred for additional services to address behavior concerns		Increased provider ability to model positive behavior for families	Decrease in child maltreatment	
			Number of parents enrolled completing parent education and support services	Increase in parental protective factors	Improved parent-child interactions and family well-being and functioning	Decrease in child maltreatment	
					Increase in parent referrals for necessary services	Increased capacity of community to make available quality services to families	