



# Kit for New Parents Improvement Project 2010 - 2011

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## Acknowledgements

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Annabelle Rodriguez	Alisal Healthy Start	Lucila Valenzuela	Alisal Healthy Start
Camille Sana	Mee Memorial	Lucy Vasquez	Monterey County Probation
Candice McFarland	Gonzales USD	Maria Angelica Villalobos	Community Action Partnerships of San Luis Obispo
Carmen Rosales	Door to Hope	Maria Ortiz	MAOF Childcare Resource and Referral
Catherine Powers	CHOMP	Maria Ramirez	Salinas High School District
China Flannegan	Central Bay Cal-SAFE Teen Parent Program	Mariaelena Tantalo	Catholic Charities
Christabelle Oropeza	Department of Social and Employment Services (DSES)	Marta Crespo-Rosado	Childhood Matters
Conny Kutter	Bardin School	Melina Ascencio	CAPSLO
Cristina Sotelo	Soledad Adult School	Merced Olivera	CBDIO
Dolores Steel	Shelter Outreach Plus	Monica Rayas	Alisal Union School District ECE
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Eliza Gomez	Migrant Education	Reyna Navarette	DSES
Elizabeth Serrano	Alisal Healthy Start	Rhonda	Pathways
Eric Walther	Planned Parenthood Mar Monte	Sandra Arriola	Go Kids
Estela Ramirez	Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO)	Sharon Barnett	Monterey County Public Health
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## Executive Summary

### **Background**

The purpose of this report is to inform First 5 Monterey County about the findings from a nearly year-long project that aimed to reach the following objectives. (1) Increase the number and type of partners that share the Kit with families through the development of an Outreach Plan and set of Best Practice Strategies. (2) Improve the utility of the Kit by adding complementary materials that have local relevance through a Kit Customization Process. (3) Increase knowledge of Kit satisfaction from families that recently received the Kit through a Kit Evaluation Survey.

### **Scope and Methods**

The project involved the identification and recruitment of 24 new Kit partners, mostly non-profit and public agency representatives, that were successfully integrated into the Project. A total of 50 project partners were involved with the project. Project partners helped to craft and finalize a Kit Outreach and Distribution Plan and a Recommended Practices Manual for Kit training and distribution. An evaluation component was designed and implemented by project participants to measure parent satisfaction with the Kit. Project partners also participated in a survey that was intended to better inform First 5 Monterey County about ways to improve the Kit's utility among families and ways to continue engaging Kit partners in efforts such as this one.

### **Kit Customization Process**

A principle activity of this project was to identify and select a maximum of three items to complement the original Kit for New Parents with additions specific to the needs of families in Monterey County. A step towards the selection of items was the development of criteria that would ensure items were complementary rather than duplicative and that particular factors impacting local families were considered. The criteria outlined the following: items reflect the diverse languages, cultures, and levels of literacy of the families served; they include visual, descriptive, simple, and affordable items; and they complement the items already in the Kit. Items selected were: cabinet locks set (home safety); outlet protectors set (home safety); and baby's first year educational calendar.

### **Lessons Learned & Key Findings**

One of the main takeaways from this project is the apparent value of bringing together diverse agencies dedicated to children and families. The Kit for New Parents served as the focal point for the purpose of strategizing and networking. Key themes that emerged from the project are briefly listed here. (1) The project provided a venue for Kit partners and potential partners to come together, the goals and objectives may be met and exceeded with a relatively small amount of resources. (2) The Project provided a venue for diverse providers to share information, including Kit training methods, strategies for reaching different types of populations, and problem-solving challenges associated with the Kit. (3) The Project highlighted that indigenous Mexican families with relatively low rates of literacy (and may have little to no Spanish or English language proficiency) are at a complete disadvantage and benefit very little from most of the materials in the Kit.

### **Recommendations**

Key recommendations that emerged out of this project include the following. (1) Bring Kit partners together 2 to 4 times a year. (2) Support the development and implementation of a new and existing collaborative partnerships. (3) Cultivate strategic partnerships, such as radio stations, to promote the Kit and Kit partners' services.

## Background

The Kit for New Parents Improvement Project 2010 - 2011 was made possible by a generous grant from the David and Lucile Packard Foundation. The Kit for New Parents is made available by First 5 California and consists of materials about child health, child development, and other resources for new parents. Based on previous research conducted by First 5 Monterey County, it was determined that a project to improve the Kit's utility and outreach was needed. Major objectives of the plan are as follows. Increase awareness of the Kit by providers and families

- Increase the number of families that utilize the Kit materials through the development of an Outreach Plan and set of Best Practice Strategies
- Increase the number and type of partners that share the Kit with families through the development of an Outreach Plan and set of Best Practice Strategies
- Improve the utility of the Kit by adding complementary materials that have local relevance through a Kit Customization Process
- Increase knowledge of Kit satisfaction from families that recently received the Kit through a Kit Evaluation Survey

In early 2010, the Kit for New Parents Improvement Project was officially launched. The project successfully established a dedicated committee consisting of diverse service providers that embraced the goals and objectives of the project with authentic ownership. A total of 14 meetings were held over the nearly year-long project period including more than 54 participants, both former and new partners to First 5 Monterey County (see Appendix 1 for partner list). Original partners consisted of either funded First 5 Monterey County grantees or Kit Distribution Partners. By the end of the project, entirely new community partners, consisting of diverse community providers with a mission to serve children and families were involved. The process helped to reinvigorate existing Kit partners (distributors) that before the project had no venue to engage in other than ordering and distributing Kits. A core group of 15 to 20 committee members remained consistently engaged, and took a leadership role in shaping the outcomes of the project.

## Outreach & Distribution Plan

A fundamental component of the Project was to identify and recruit potential new Kit partners. As a result of the tireless commitment of committee members who reached out to key organizations and individuals in the community, 24 new Kit partners were successfully integrated into the Project.

### *New Partner Identification and Selection*

A combination of factors were considered in the process of identifying potential new Kit partners, including, an analysis of current partners, an interest and understanding of the diverse types of programs that reach parents and caregivers, and an interest in reaching specific population groups (i.e., teen parents, foster families, underserved communities). The committee then identified who would be the point of contact to recruit each potential new partner and designed the venue - a new partner orientation luncheon - for which new partners would be invited to learn more about the Kit. A letter of invitation was also crafted by the group (see Appendix 2) that included a description of the Kit, a description of the project, a brief description of the committee's role in the project, and an invitation to attend the luncheon.

### ***New Partner Orientation***

The new Kit partner orientation luncheon was well attended by a total of 48 people. An indirect outcome of the meeting was that it provided an opportunity for committee members to demonstrate their leadership in the project. The committee designed and fully implemented the entire orientation process. They created the agenda and assigned committee member roles for each component of the meeting (welcome, overview, presentation of the Kit, identification of any additional partners to recruit, review and affirmation of project goals, and an appeal to participate in the project and/or help to recruit additional potential Kit partners). As a result of the meeting, new partnerships were formed and a commitment to continue to engage in the project was secured.

As mentioned above, outreach and recruitment efforts conducted by volunteer committee members successfully reached a number of new partners and obtained their ongoing participation, support and commitment to be involved. Note that additional outreach and partnership-building activities are recommended in order to reach potential partners that were either contacted and were unable to participate or were not yet reached (see Appendix 3 for the Outreach Plan).

### **Recommended Practices**

Committee participation and input helped to inform First 5 Monterey County about recommended practices on how to reach families better through the Kit, and how to better prepare providers to share the Kit with families (see Appendix 4).

#### ***Recommended Practices for “Training” Providers***

Committee members dialogued about the best way to learn about the Kit either for the first time or as a refresher. They stressed their preference for group “training” as this affords partners with the opportunity to share best practices across a broad range of agencies and cultivates an environment for creating potential new partnerships. Additional methods include a train-the-trainer model and one-on-one training among providers/distributor partners or by a Kit coordinator. It is anticipated that the Recommended Practices may be useful for provider refresher trainings and review, for new staff, and for consideration when designing and implementing new programs. The committee recommends bi-annual group training to refresh on the Kit and/or introduce new partners.

- Kit partners benefit from opportunities to learn from each other, through cross-trainings on strategies for sharing the Kit with families, for collective problem-solving for challenges associated with the Kit, and for the development of creative collaborative partnerships for promoting and sharing the Kit.

#### ***Recommended Practices for Reaching Families***

The committee recognized that outreach to families should be customized to meet families needs. The Recommended Practices document in the appendix illustrates the unique methods that may be employed for reaching different populations.

Below are some of the highlights from these discussions.

- While sharing the Kit with parents before a child is born is optimal, families continue to benefit from the Kit throughout a child’s early life.
- Kit materials are most often utilized and best understood with a thorough review by providers with families, and often benefit from a review more than once, with one material or subject matter at a time.

- The Kit is a resource that may be incorporated into existing program curricula (i.e., FRCs, parenting classes, home visiting programs).
- A diverse composition of Kit partners will help to reach specific population groups (i.e., foster families, teen parents) in different ways (i.e., home visits, classes, parent groups).
- Kit partners benefit from opportunities to learn from each other, through cross-trainings on strategies for sharing the Kit with families, for collective problem-solving for challenges associated with the Kit, and for the development of creative collaborative partnerships for promoting and sharing the Kit.

## Customization Process Materials, Criteria & Selection of Materials

The selection process for identifying new materials to add to the Kit for New Parents demonstrated two levels of development. First, it represented a keen commitment by committee members to the particular needs of disenfranchised families that they serve (e.g., low literacy rates, cultural/linguistic barriers, low levels of education, etc.). Secondly, it demonstrated a sincere sense of responsibility with regard to expending scarce resources wisely. Prior to a final decision to purchase new Kit materials, the committee engaged in a deliberate and thoughtful review of all of the options. While this process took longer than anticipated, it helped to solidify the group by acknowledging different perspectives, and ultimately coming to agreement on the final selections.

To briefly exemplify some of the discussions around item selection, one of the original suggestions was to include materials to promote infant oral health. As such, the group identified available information and resources that would contribute to what already existed in the Kit. An infant toothbrush that fits over the parents finger was the item selected and research was conducted on the different brands and options. Upon confirming the selection of the item, the group engaged in an interesting dialogue. What arose from the conversation was that the group had concerns about promoting materials that seemed unnecessarily wasteful (use and throw away) and that could be replaced with sustainable, affordable, more culturally relevant, and convenient home items (instead of purchasing a plastic item, a washcloth could provide the same utility).

In addition, a large majority of families that receive the Kit for New Parents in Monterey County have very low levels of English and Spanish literacy (including monolingual indigenous immigrant communities), have relatively low levels of education (ranging from 3 to 5 years), and have incomes well below the poverty rate. Kit Committee partners involved with this project became advocates for their families during the Kit customization process to ensure that the selection of items addressed these factors.

As such, the Kit Committee developed the following set of criteria for selecting Kit customization items.

### Criteria

Kit materials will, to the extent possible, meet the following criteria.

- Reflect the diverse languages, cultures, and levels of literacy of the families we serve
- Include visual, descriptive, simple, and affordable items
- Complement the items already in the Kit

Final selection of Kit items were made in May 2011 through an online survey completed by 19 committee members (see Appendix 4 for survey results). The three items that the group selected are as follows.

- Cabinet locks set (home safety)
- Outlet protectors set (home safety)
- Baby's first year educational calendar

The first two items satisfy all of the selection criteria: they are items that families need; they are practical and functional regardless of literacy level, and they are completely different from the other items in the Kit. A Baby's First Year Calendar is in English and Spanish and while the indigenous Oaxacan representatives on the committee acknowledged the literacy obstacles among the families they serve, they liked the calendar because it came with colorful, illustrative stickers and images that could be understood by the families they serve. The calendar provides useful information and reminders during the baby's first year, including issues around the stages of development, when to introduce solid foods, and keeping up with medical appointments.

An indirect outcome of the committee's work on this project is a systems change victory. The calendar is created and published by the Alabama Cooperative Extension System. The diligent Kit for New Parents Committee agreed to select the calendar on one condition. They requested that a change be made to show that the introduction of solid foods should occur in month 6 rather than month 4 of a baby's life to be aligned with the guidelines of the American Pediatric Association.

The committee also identified other materials they would like to include in the Kit. Please see Appendix 5 for a description of these items. The items selected during this process were limited to three due to First 5 California guidelines that limit the quantity of items that may be added to three Kit.

## Evaluation

### *Parent Satisfaction Survey*

Committee members also assisted in the development of an evaluation tool for assessing parent/caregiver satisfaction with the Kit. During the months of April and May, a brief survey was distributed and collected by committee members from families that had received the Kit within the last 3 months. In a relatively short period of time, committee members, including a brand new partner, succeeded in obtaining completed surveys from 54 families. Highlights from the survey are illustrated below (see Appendix 6 for complete survey results).

- 62% or 31 survey respondents reported receiving the Kit 1 to 9 months before birth, compared to 28% who received the Kit just after birth, and 8% who reported receiving the Kit 2 to 12 months after birth, and 2% who reported receiving the Kit more than 1 year after birth.

*This is a positive result given that previous research conducted by First 5 Monterey County indicates that the sooner a family receives a Kit the more likely they are to use it.*

- The top 2 items in the Kit that were selected as most useful are: medical book (33% or 16) and the DVD (16% or 8).

*This finding is in alignment with the committee's selection criteria and materials selected.*

- 74% or 40 survey respondents reported that the Kit answered most of their parenting questions.
- When asked to explain what they liked best, survey respondents shared that the Kit enhanced their parenting skills and increased their understanding of things that were unclear.



### Committee Members' Satisfaction Survey

A total of 11 committee members completed the online survey. When asked, how useful the project was for you, 73% (8) reported "very useful" and the remaining 27% (3) reported "useful". Reasons reported by survey respondents that the project was useful are as follows.

- Opportunity to network with others (8)
- Opportunity to learn about the Kit materials (6)
- Opportunity to learn about how to share the Kit with families (5)
- Opportunity to learn how the Kit could be used by my agency (5)
- Opportunity to bring in new Kit partners (4)

When asked what they believe are key strategies for reaching partners or families they serve with the Kit for New Parents, eighty percent (8) of online respondents selected Schools.

- \* **School-based.** Families are better reached through school based projects, such as:(Early Head Start, Central Coast Continuation School, Teen Mom Program, Migrant Head Start, Pacific Grove Parent Center, and Outreach Advisors). Specific school-based strategies identified are listed below.
  - Presentations during Parent Meetings, Coffee Klatches, Community Events, families advocates' offices, part of enrollment process
  - Integration into Migrant Home-Based Family Literacy Program
  - Available through the school administrator/teacher to share with students weekly or monthly
  - Salinas Adult School, Parents as Teachers Program
  - Parent groups home visitors
  - Incentives
  - Teen parent program Cal-SAFE coordinators

For the same question as above, fifty percent (5) selected the following.

- \* **Child Development** (CARES, Childcare Planning Council)
  - Enrolling process, parent trainings
  - Incentivize special trainings and workshops to childcare providers, exempt provider and parents
  - Present to staff and at parent activities
  - Develop a way to have the Kit available from a certifying agency
  - Announcements
- \* **Medical-based** (CHOMP, Mee Memorial, Natividad Medical Center, Physicians, Clinics)
  - Waiting areas, Health fairs, Pediatric Clinics, Prevention Clinics, Nurses, Medical and Healthy Families enrollment, Preventive clinics
  - As part of prenatal orientation and postpartum discharge
  - Through child birth classes or support classes, go directly to offices and show them the Kit also have a contact person who knows how to show the kit to parents
  - Videos in the waiting rooms and individual delivery rooms
  - Information of resources for new parents

- \* **Community-based** (Koffee Klatches, CHISPA, Casa de Cultura, Pajaro Resource Center)
  - Parenting classes, trainings, childcare, parent meetings, and play groups
  - Request to present to staff and be invited to community functions when parents are present
  - Designate a person on specific "parents nights/days" to share the Kit
  - Coordination and incentives, such as food
  - An example of something that we have done is to present the kits to parents during a Koffee Klatch meeting at Bardin Elementary School; Kits are distributed to interested parents.

Below are quotes from committee members that participated in a phone interview to share their opinion about the project.

- *I learned about opportunities for families from information shared*
- *Rich potential (this group)*
- *Valued time at the table*
- *Good experience. Worth it. New to working and collaborating with this group. Increased my knowledge about the Kit and about the agencies and the resources that they provide. Good to learn what others are doing with the Kit. I liked the information about how to collaborate and develop new partnerships. It is good and different from I-Act. It is focused on a resource.*
- *Venue for creating a unified ECE community*
- *I like working together. We are all working with families.*
- *Reinforces what I teach in class*

The following page illustrates a few direct quotes from survey respondents.

***What was the most important or useful aspect of this Kit for New Parents Project?***

- Input and networking
- Getting to know other partners and be involved in the community planning aspects
- Collaboration with others and working together to increase awareness and sharing of the kit in the community
- I learned about the materials in the kit
- The changes that were made to make it easier for parents to access information. Much more user friendly
- Sharing the different ways we can teach, advocate for our children, grandchildren and new parents
- The new and improved kits; brain storming and making decisions with the group was a positive team work experience

***What aspect of the Kit for New Parents Project would you change? How could the Project be improved?***

- To include literacy activities for parent and child. (Ex: Magnetic letters, white board, etc.)
- Possibly shorten the process or increase partners' ability to know each other better for cross referral purposes
- Nothing it was appropriate for the need. Learning how the kit has been used, how to improve community use of the kit and learning to disseminate the kit more effectively
- Process flowed very well

***What topic(s) related to the Kit for New Parents would you like to see in a future project?***

- Emotional Support for parents and children; a local resource list
- How to talk to your child
- Success story sharing; new projects to address the needs of new parent; new opportunities for cross referring
- Checking in on how the kit is being used and any improvements needed in the process for each organization using the kit; it would be helpful to have yearly results of how many kits are used in a year
- How [Kit] has been shared by other agencies and how helpful it has been for the parents
- Feel we have all the important areas covered; would like to see materials that could be used with our Oaxacan families; that is a growing population that we are serving through DSES
- Drugs and alcohol
- The DVD's have been very useful for families, especially one that will be in the new kit, I hope, which is "10 things your child should know" I introduced this at a class workshop and the parents loved it, they said that they would play it once a week...so they do not forget what it is they want their child to know
- Maybe some family planning information
- Special needs awareness; developmental material for parents to use

***Any other comments that you would like to share?***

- Karina, facilitated the project with such humbleness and developed a great sense of community building
- Karina did a wonderful job of facilitating
- This was a good project and I believe helpful to all involved: Thank you.
- Overall, a good process
- I have had the pleasure of knowing others who are interested in helping families feel better and have learned so much from the kits itself to help me with my grandchildren: thank you
- Lunch meetings were well organized and I enjoyed the experience: Thank you. =)

## Lessons Learned & Key Findings

One of the main takeaways from this project is the apparent value of bringing together diverse agencies dedicated to children and families. The Kit for New Parents served as the focal point for the purpose of strategizing and networking. While many of the participating providers take part in a number of collaborative groups, the overall feedback was that this was a unique and useful composition of partners. This was also evidenced by the consistent and active participation of more than a dozen providers meeting approximately monthly for nearly a year.

Based on their participation and interaction the following lessons and key findings surfaced.

- **Provided the venue for Kit partners and potential partners to come together, the goals and objectives may be met and exceeded with a relatively small amount of resources.** For example, a committee member was able to secure a new partnership with Radio Lobo, a local Spanish-language radio station, during the project period with four live radio spots. This committee member recruited three additional committee members to present information about the Kit and about their agencies on the radio program. One of the committee members that presented on air reported that their agency received 3 new families as a result of the promotion on the radio. This is an avenue that could be explored further. Other businesses, non-profits, faith-based organizations, and other partners may be interested in some form of collaboration with radio stations.
- **Provided a venue for diverse providers to share information, including Kit training methods, strategies for reaching different types of populations, and problem-solving challenges associated with the Kit.**
- **Indigenous Mexican families that have relatively low rates of literacy (and may have little to no Spanish or English language proficiency) are at a complete disadvantage and benefit very little from most of the materials in the Kit.** Any audio/visual information in indigenous Mexican languages made available in the Kit will improve utility by these communities. It appeared that the group was in agreement that concerted effort is recommended to increase the utility of the Kit for these families and to cultivate and strengthen relationships with providers that serve these families.

## Recommendations

The following recommendations reflect the key themes that emerged out of this project.

- **Bring Kit partners together 2 to 4 times a year.**
  - \* In a survey of project participants, 46% (5) recommended 2 meetings per year for a future Kit for New Parents Project, 36% (4) recommended meetings four times a year, 18% (2) recommended monthly meetings, and no one selected “no meetings”.
  - \* Group convenings of diverse Kit partners accomplishes the following.
    - Incorporates Kit partners in planning efforts, Kit customization, evaluation, and identification and recruitment of new Kit partners

- Creates a pool of Kit partners that are enthusiastic about the Kit as a community resource, instills a mutual sense of ownership around the Kit as a community resource, and addresses challenges associated with distribution of the Kit
  - Encourages diverse methods for reaching different families in different ways, strengthens and cultivates partnerships that maximize Kit impact, helps Kit partners to adopt and create effective strategies for sharing the Kit with families
- As one committee member shared (Lactation Specialist with Salinas Valley Memorial Hospital), *designate a Coordinator or designated person to contact each physician's office, clinic, or hospital, and go directly to them in order to show the kit and distribute the kit to the office/clinic. Given time constraints, each place should have a specific contact, with a relationship developed, who will make sure the kit is shown to parents and given out to parents. As for hospitals, It is definitely better to have the kit given to parents before they have the baby (childbirth classes, parent groups, doula involvement, etc.) when the parents can view the contents and become familiar with them before the baby is born. A paid position or coordinator to do this will be very effective.*
  - **Support the development and implementation of a new and existing collaborative partnerships.**  
Partnerships work towards improving access and understanding of the Kit among diverse providers and families. Mini-grants would be useful for collaborative Kit opportunities to support cross-trainings, presentations, and ongoing outreach.
  - **Cultivate strategic partnerships, such as radio stations, to promote the Kit and Kit partners' services.**

*Staffing constraints [limit providers' ability] so a coordinator [for the Kit for New Parents] is really necessary. Don't let it dissolve. We need a dedicated guide to bring us together.*

- Kit for New Parent Committee Interview Participant

# Appendix 1 : Kit Partner List

KIT FOR NEW PARENTS PARTNER LIST			
NAME	AGENCY	NAME	AGENCY
Aida Guzman	CAPSLO	Juana Juarez	CBDIO
Alberto Cornejo	Dads in Action	Kristina Torres	Castro Plaza FRC
Anel Mojica	Alisal Health Center	Leocadia Sanchez	CBDIO
Angie Garcia	Shelter Outreach Plus	Liliana Cabrera	Planned Parenthood Mar Monte
Angie Ramirez	CAPSLO	Lisa Sandoval	PVUSD
Annabelle Rodriguez	Alisal Healthy Start	Lucila Valenzuela	Alisal Healthy Start
Camille Sana	Mee Memorial	Lucy Vasquez	Monterey County Probation
Candice McFarland	Gonzales USD	Maria Angelica Villalobos	Community Action Partnerships of San Luis Obispo
Carmen Rosales	Door to Hope	Maria Ortiz	MAOF Childcare Resource and Referral
Catherine Powers	CHOMP	Maria Ramirez	Salinas High School District
China Flannegan	Central Bay Cal-SAFE Teen Parent Program	Mariaelena Tantalo	Catholic Charities
Christabelle Oropeza	Department of Social and Employment Services (DSES)	Marta Crespo-Rosado	Childhood Matters
Conny Kutter	Bardin School	Melina Ascencio	CAPSLO
Cristina Sotelo	Soledad Adult School	Merced Olivera	CBDIO
Dolores Steel	Shelter Outreach Plus	Monica Rayas	Alisal Union School District ECE
Dr. Gary Dean Gallegos	Victory Mission	Penny Welsh	Salinas Adult School
Elena Prakash	Catholic Charities	Relindis Diaz	Kinship Center
Elia Aguilar	MAOF	Reyna Gross	Alisal Healthy Start
Eliza Gomez	Migrant Education	Reyna Navarette	DSES
Elizabeth Serrano	Alisal Healthy Start	Rhonda	Pathways
Eric Walther	Planned Parenthood Mar Monte	Sandra Arriola	Go Kids
Estela Ramirez	Centro Binacional para el Desarrollo Indígena Oaxaqueño (CBDIO)	Sharon Barnett	Monterey County Public Health
Frances Ayun	PVUSD COD	Sharen Casey	Big Sur Health Clinic
Francisca Tarango	Alisal Healthy Start	Shawna Helmuth	Salinas Valley Memorial Hospital (SVMH)
Gilda Figueroa	MAOF Resource and Referral	Vicente Moreno	Planned Parenthood Mar Monte
Gloria Carter	MCOE Early Head Start		

# Appendix 2: Letter of Invite

Dear \_\_\_\_\_,

I am writing this letter to invite you to learn about the Kit for New Parents, a free parenting kit produced by First 5 California. The Kit has been distributed in Monterey County since 2002 by a number of community agencies. While many local families receive the Kit every year, there are many more parents to reach. I am currently participating in a group that is looking for new collaborative partners that can help us increase the number of parents that receive the Kit in Monterey County. With your help, we hope to reach our goal!

The Kit for New Parents is full of information for expecting and new parents. Materials include the following.

- Guidebook on the stages of a child's development
- DVD on issues such as health, discipline, and child care
- Baby book
- Informational pamphlets on everything from home safety issues, family health insurance plans to ways to incorporate child development into every day play

Kits are in multiple languages including English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese, and are available free of charge to every parent in Monterey County.

The local contact for the Kit is First 5 Monterey County, a local Commission dedicated to funding programs and resources to support healthy early child development.

The working group would like to invite you and other potential new partners to an orientation lunch. At the meeting, you will have a chance to review the Kit and the items that are currently included. You will have an opportunity to meet others that are also dedicated to helping new parents, and you will learn more about our goals and objectives.

The meeting will be held the 16th of November from 12:00pm to 2:00pm in Salinas (location to be determined). Lunch will be provided.

I will give you a call to see if you have any questions and to find out if you are interested and available to attend the lunch meeting. Should there be a conflict with the meeting, but you are still interested in partnering, I will find another way to introduce you to the Kit.

Thanks for your consideration. I hope to see you at the meeting!

Sincerely,  
Your Name

# Appendix 3: Outreach & Distribution Plan

KIT FOR NEW PARENTS Outreach and Distribution Plan					
AGENCY	COLLABORATORS	POPULATION	STRATEGY	RESOURCES NEEDED	NOTES
CAPSLO	<ul style="list-style-type: none"> <li>- Family Service Advocates</li> <li>- Angie Ramirez</li> </ul>	<ul style="list-style-type: none"> <li>- Triqui/ Mixtec Families</li> <li>- Migrant Families</li> <li>- Families throughout Monterey County (9 Centers)</li> </ul>	<ul style="list-style-type: none"> <li>- Share at Parent meetings</li> <li>- Share at Curriculum Planning meetings</li> <li>- Reach indigenous families                             <ul style="list-style-type: none"> <li>• Parent meetings</li> <li>• Education</li> <li>• Outreach</li> </ul> </li> </ul>	Mixtec/Triqui Translators	None
Castro Plaza FRC	<ul style="list-style-type: none"> <li>- PAT</li> </ul>	<ul style="list-style-type: none"> <li>- PAT visit participants</li> <li>- Program Participants</li> </ul>	<ul style="list-style-type: none"> <li>- PAT visits</li> <li>- All programs</li> <li>- Help parents that simply open the Kit and put it away</li> <li>- During meetings, ask for parents to bring Kits out (or give them one), and then review the Kit together</li> <li>- Use the Kit as a reference (staff) in order to help parents</li> <li>- Parent education classes (8 series class)</li> <li>- Parenting in Play classes with weekly topics use Kit as a topic piece</li> </ul>	None	None
CBDIO	<ul style="list-style-type: none"> <li>- Clinica de Salud (Eva Chavez, Dr Jason Johnson)</li> <li>- CBDIO</li> <li>- Mee Memorial Hospital</li> <li>- WIC (Marta)</li> <li>- Dads in Action</li> <li>- CAPSLO (Angie)</li> <li>- Soledad Adult School (Cristina Sotelo)</li> </ul>	Oaxacan Communities	<ul style="list-style-type: none"> <li>- Monthly Meetings</li> <li>- Review the Kit with parents in parent groups</li> <li>- Include a video on issues important to their families</li> <li>- IN THEIR OWN LANGUAGE</li> <li>- All images due to high illiteracy rate</li> <li>- Provider capacity training</li> <li>- Collaboration with early child development experts</li> </ul>	Include a video on issues important to their families.	Partner agencies could present the Kit, and CBDIO will translate and vice versa they can translate for others



KIT FOR NEW PARENTS Outreach and Distribution Plan					
AGENCY	COLLABORATORS	POPULATION	STRATEGY	RESOURCES NEEDED	NOTES
Dads in Action	<ul style="list-style-type: none"> <li>- Alberto Cornejo</li> <li>- CBDIO</li> <li>- Greenfield Clinica de Salud</li> </ul>	<ul style="list-style-type: none"> <li>- Dads</li> </ul>	<ul style="list-style-type: none"> <li>- Share Kits with families in waiting room</li> </ul>	None	None
Door to Hope	<ul style="list-style-type: none"> <li>- Door to Hope/MCSTART (Carmen Rosales)</li> <li>- WIC</li> <li>- Clinics and Hospitals</li> <li>- Parents as Teachers</li> </ul>	<ul style="list-style-type: none"> <li>- Foster Families</li> </ul>	<ul style="list-style-type: none"> <li>- Share with first-time parents, show video and use the book and resource book</li> </ul>	None	None
DSES	<ul style="list-style-type: none"> <li>- Marta</li> </ul>	<ul style="list-style-type: none"> <li>- Foster Families</li> </ul>	<ul style="list-style-type: none"> <li>- Collaborate with network of foster care to share the kit and conduct follow-up, in particular since Family-to-Family</li> </ul>	More resources	More time
Go Kids	Sandra Arriola (SNI Coordinator) or Mayola Rodriguez (SNI Program Manager)	Families in 93905/Alisal Union School District/Children 0 - 5	<ul style="list-style-type: none"> <li>- Review the Kit with staff that work directly with parents The DVD in the Kit is a great staff training resource, especially on Discipline (ex. show DVD at staff meetings)</li> <li>- Parent Dialogue Meetings (6-8 weeks)</li> <li>- During screenings/homevisits (one-on-one)</li> <li>- Train the Trainer with Child Care Providers (FCCQP)</li> <li>- In Collaboration with the Kinship Center: during parent dialogue and therapeutic playgroups</li> <li>- Train the Trainer to Kinship Staff</li> </ul>	None	None
Gonzales Adult School	<ul style="list-style-type: none"> <li>- Candice McFarland (Cristina Sotelo)</li> </ul>	<ul style="list-style-type: none"> <li>- Teen Parents</li> </ul>	<ul style="list-style-type: none"> <li>- Develop curriculum for teen parents</li> </ul>	More resources	Unable to collaborate much at this time due to resource restrictions
Kinship Center	<ul style="list-style-type: none"> <li>- Vision I and Vision III Playgroups and Home Visitation and Therapy</li> <li>- (Relindis Diaz)</li> </ul>	<ul style="list-style-type: none"> <li>- Families in Trauma</li> </ul>	<ul style="list-style-type: none"> <li>- Kit as an education tool, have you used or received at hospital since may be 2 or 3 years of age, if not, will utilize as a tool</li> </ul>	None	None

KIT FOR NEW PARENTS Outreach and Distribution Plan					
AGENCY	COLLABORATORS	POPULATION	STRATEGY	RESOURCES NEEDED	NOTES
MAOF	<ul style="list-style-type: none"> <li>- Elia Aguilar &amp; MAOF Site Supervisors</li> </ul>	<ul style="list-style-type: none"> <li>- Parents &amp; Staff</li> </ul> Total 8 Sites, 3 in Salinas, 1 Spreckels, 1 Gonzales, 2 Soledad, 1 Greenfield	<ul style="list-style-type: none"> <li>- Parent Meetings</li> <li>- Review Kit at Parent Orientations</li> <li>- At our Inservice</li> <li>- Staff Trainings</li> </ul>	Enough KITS for Distribution	April 2011- Dec. 2011
Migrant Education	<ul style="list-style-type: none"> <li>- Migrant Education (Eliza Gomez)</li> <li>- CAPSLO (involve Area Managers)</li> <li>- MAOF</li> <li>- School Districts and Head Start (need more flexible schedules)</li> <li>- Public Libraries (especially Cesar Chavez and Greenfield as champions)</li> <li>- LA-UP model has been successful (our KNP group could be the venue for that)</li> </ul>	Migrant parents and children	Collaborate with other educators  Develop partnership that go beyond referrals to childcare centers and informal, unlicensed care  Home visits  Recognition for providers (Apple Award for Child Development Centers - KSBW)  Collaborate with the ECE community  Build community awareness in community about new preschool entry date  ECE Community to define need based on families (full day program) to distinguish childcare and preschool to bridge and then preschool to kindergarten	Need resources for child development to all 3-5 year olds.  Work with agencies to prepare children and trust the different ECE advocates  Staff/Coordinator to bring ECE community together  Coordinator to bring preschool and childcare providers together  Incentivize providers	Services that are provided all day long (childcare) April - October  Need more outreach from the District (Head Start) to prepare children, presentations for site supervisors, identify migrant children and provide education
Planned Parenthood Mar Monte	<ul style="list-style-type: none"> <li>- Eric Walther</li> <li>- Rancho Cielo, Peacock Acres</li> </ul>	<ul style="list-style-type: none"> <li>- Teen Mothers</li> </ul>	<ul style="list-style-type: none"> <li>- Teen Mothers program (weekly), "El Joven Noble" program at Rancho Cielo (14 week curriculum, fit into certain classes)</li> </ul>	None	None
Rancho Cielo	<ul style="list-style-type: none"> <li>- Ms. Esparza (Rancho Cielo)</li> <li>- Lucy Vasquez (MC Probation Dept.)</li> </ul>	<ul style="list-style-type: none"> <li>- Students on Probation</li> </ul>	<ul style="list-style-type: none"> <li>- Probation will share and provide Kits to students</li> </ul>	Kit contact would be useful for continued use and ordering of Kits	Ongoing

KIT FOR NEW PARENTS Outreach and Distribution Plan					
AGENCY	COLLABORATORS	POPULATION	STRATEGY	RESOURCES NEEDED	NOTES
Salinas Adult School	<ul style="list-style-type: none"> <li>- Penny Welsh</li> <li>- Pathways to Safety</li> <li>- DSES</li> <li>- MCSTART</li> </ul>	Teen parents Pregnant parents High-risk, 93905, and drug/DV population South and North County Families	<ul style="list-style-type: none"> <li>- Kits and information are shared during PAT home visits, Abriendo Puertas classes, and parent meetings/classes.</li> <li>- Use 4 topics as training</li> <li>- Parents learn about communicating and how to be advocates for their children.</li> <li>- Providing ongoing support for providers and cross-sharing is how the kit is used.</li> <li>- Kit topics/tools assist with leadership skills; then parents are linked to other workshops/partners that provide.</li> </ul>	Mentor in south county for FRCs will help to integrate the Kit	None
Salinas Unified School District	<ul style="list-style-type: none"> <li>- Alisal Healthy Start (Maria Ramirez)</li> </ul>	Abriendo Puertas Apoyando a los niños en su casa	<ul style="list-style-type: none"> <li>- Share Kit information with families.</li> <li>- Take one item out at a time to share about a particular issue (for example, child care).</li> <li>- Parents learn how to find information in the kit.</li> </ul>	Laminated sheet for simple message	None
Salinas Union High School (Cal-SAFE)	<ul style="list-style-type: none"> <li>- China Flannegan</li> </ul>	<ul style="list-style-type: none"> <li>- Teen Parents</li> </ul>	<ul style="list-style-type: none"> <li>- District shares Kits with teen parents</li> <li>- Incorporate the use of the Kit with existing parenting curriculum</li> <li>- Use the DVD and other materials to ensure that students know how to use these resources</li> </ul>	None	None
Clinica de Salud	<ul style="list-style-type: none"> <li>- Alberto Cornejo</li> <li>- CBDIO</li> <li>- Greenfield Clinica de Salud</li> </ul>	<ul style="list-style-type: none"> <li>- Parents/ Families in waiting room</li> </ul>	<ul style="list-style-type: none"> <li>- Share Kits with families in waiting room</li> </ul>	Coordinator to move this forward and provide any necessary support and follow-up	None
Agribusiness	<ul style="list-style-type: none"> <li>- Marta</li> </ul>	Farmworker Families	<ul style="list-style-type: none"> <li>- Work with agribusiness to ask for time to present Kits</li> <li>- Resource Fairs held by Agribusiness</li> </ul>	<ul style="list-style-type: none"> <li>- Stipends</li> <li>- Support</li> <li>- Resources</li> </ul>	Harvest season

POTENTIAL FUTURE OUTREACH PARTNERS			
CATEGORY	TYPE	NAME	METHOD
Medical-based	Hospitals, Clinics, Physician's Offices	CHOMP	Baby well appointments (hospitals and clinics)
		Clinica de Salud	
		Family and Children Services (DSES) Natividad Medical Center	Public Health Nurse from Family Pediatric Clinic and Lactation Department at
School-based		Alisal Health Clinic Alisal USD	School Outreach Advisors
		Chualar School	
		Pacific Grove Parent Center School District	Teen Mom Program
		Central Coast Continuation School Central Bay Continuation School	
		Mount Toro NMCUSD	Teen Program
		Early Head Start Migrant Head Start	
		Greenfield High School	
		Family Childcare Association Hartnell Child Development Center	
		CARES Childcare Planning Council	
		MPC Child Development Center	
Community-based		Catholic Charities	
		Shelter Outreach Plus	Staff limited. Would like presenters.
		CHISPA	
		YWCA	
		Victory Mission	
		Fort Ord Outreach-New Parents Military	
		Casa de Cultura (Pajaro Resource Center) Food Bank	
		Dorothy's Place	
		Interactive Parenting Media	<ul style="list-style-type: none"> <li>- Information and support to families.</li> <li>- Provide Kits, on website.</li> <li>- Could offer radio program on resources for family Kit.</li> <li>- Do a radio show</li> <li>- Available to promote so send information and can share on the radio and website</li> </ul>

# Appendix 4: Recommended Practices

KIT FOR NEW PARENTS				
Strategies for Providers & Advocates				
T R A I N I N	3 Main Strategies for Training Providers & Advocates about the Kit			
	<ul style="list-style-type: none"> <li>- Train-the-Trainer</li> <li>- One-on-One</li> <li>- Group Trainings</li> </ul>			
	STRATEGY	PROGRAM	POPULATION	RESOURCES
	<ul style="list-style-type: none"> <li>- Train Home Educators/Home Childcare Providers</li> <li>- Home Educators/Home Childcare Providers use Kits for home visits</li> </ul>	<ul style="list-style-type: none"> <li>- Home Visiting Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Home Visit Providers</li> <li>- Home Childcare Providers</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Kit Order Information</li> <li>- Follow-up</li> </ul>
<ul style="list-style-type: none"> <li>- Train-the-trainer</li> <li>- Train Promotores</li> </ul>	<ul style="list-style-type: none"> <li>- Family/Caregiver Educational Programs</li> <li>- Outreach and Support Programs</li> <li>- Promotores Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Educators</li> <li>- Family Outreach Workers</li> <li>- Promotores</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Kit Order Information</li> <li>- Follow-up</li> </ul>	
<ul style="list-style-type: none"> <li>- Incorporate Kit into trainings and program design and curriculum development</li> </ul>	<ul style="list-style-type: none"> <li>- Individual agency training</li> <li>- Networks and associations' trainings</li> <li>- Cross-agency group trainings</li> </ul>	<ul style="list-style-type: none"> <li>- Childcare Providers</li> <li>- Parent Educators</li> <li>- Foster Care Programs</li> <li>- Resource and Referral Agencies</li> <li>- Childcare Centers</li> <li>- Parent Groups</li> </ul>	<ul style="list-style-type: none"> <li>- Kit</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> </ul>	

KIT FOR NEW PARENTS				
Strategies for Providers & Advocates				
S H A R E	Suggested Strategies for Sharing the Kit with Parents & Caregivers			
	STRATEGY	PROGRAM	POPULATION	RESOURCES
	<ul style="list-style-type: none"> <li>- Share Kit items when presenting educational or health materials</li> </ul>	<ul style="list-style-type: none"> <li>- Educational and Family Support Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Parents &amp; Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Follow-up</li> </ul>
	<ul style="list-style-type: none"> <li>- Review Kit items together at Parent Meetings</li> </ul>	<ul style="list-style-type: none"> <li>- Parent Meetings</li> </ul>	<ul style="list-style-type: none"> <li>- Parent Meeting Participants</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Follow-up</li> </ul>
<ul style="list-style-type: none"> <li>- Medical Providers receive brief 5 minute overview of Kit</li> <li>- Providers receive referral list of Kit Collaborative Partners</li> <li>- Medical partners share Kit with patients and refer parents to Kit partner agencies</li> <li>- Kit partner agencies receive referrals from medical partners</li> </ul>	<ul style="list-style-type: none"> <li>- Clinics</li> <li>- Hospitals</li> <li>- Medical Providers</li> </ul>	<ul style="list-style-type: none"> <li>- Patients</li> </ul>	<ul style="list-style-type: none"> <li>- Kit</li> <li>- Kit Collaborative Partner Referral List</li> </ul>	

KIT FOR NEW PARENTS				
Strategies for Providers & Advocates				
Suggested Strategies for Sharing the Kit with Parents & Caregivers				
SHARE	STRATEGY	PROGRAM	POPULATION	RESOURCES
	<ul style="list-style-type: none"> <li>- Play DVD from Kit in waiting rooms</li> <li>- Review and distribute Kit or place connects parents to collaborative Kit partners</li> </ul>	<ul style="list-style-type: none"> <li>- Clinics</li> <li>- Family Support Services (Eligibility worker, Medi-Cal application, One Stop)</li> <li>- Hospitals</li> <li>- Medical Providers</li> </ul>	<ul style="list-style-type: none"> <li>- Patients (families) in waiting room</li> <li>- Parents/ Caregivers waiting for services</li> </ul>	<ul style="list-style-type: none"> <li>- DVD in Kit</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Monitors/DVD Player</li> </ul>
	<ul style="list-style-type: none"> <li>- Share Kit with foster families/ birth parents at placement</li> </ul>	<ul style="list-style-type: none"> <li>- Foster Care Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Foster Families</li> <li>- Birth Families reunited with children</li> </ul>	<ul style="list-style-type: none"> <li>- Kit</li> <li>- Trained Kit Presenter</li> <li>- Follow-up</li> </ul>
	<ul style="list-style-type: none"> <li>- Incorporate Kit into programs for teens</li> </ul>	<ul style="list-style-type: none"> <li>- Teen Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Teen parents</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Follow-up</li> </ul>
	<ul style="list-style-type: none"> <li>- Partner with Radio Stations to promote Kit, Kit information, and Kit collaborative partners</li> </ul>	<ul style="list-style-type: none"> <li>- KHDC</li> <li>- Radio Lobo</li> <li>- PSAs</li> <li>- Partner</li> </ul>	<ul style="list-style-type: none"> <li>- Parents &amp; Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>- PSAs</li> <li>- Radio Partners</li> <li>- Presenters</li> </ul>
	<ul style="list-style-type: none"> <li>- Share and review Kit at large community meetings and events</li> </ul>	<ul style="list-style-type: none"> <li>- Any (church gatherings, luncheons, events with public officials, Labor of Love, DLI Spring Event, Del Monte Center Mother's Day)</li> </ul>	<ul style="list-style-type: none"> <li>- Parents &amp; Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenters</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>

KIT FOR NEW PARENTS				
Strategies for Providers & Advocates				
P A R T N E R	Suggested Collaborative Partnerships for Reaching Parents & Caregivers			
	STRATEGY	PROGRAM	POPULATION	RESOURCES
	<ul style="list-style-type: none"> <li>- Develop partnership with Hartnell College and Foster Care Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Foster Programs (Peacock Acres)</li> <li>- Child Development Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Foster Care Partners</li> <li>- Child Development Educators</li> <li>- Youth in Foster Care/Transition Age Youth</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop partnership with hospitals and medical providers to share Kit prior to birth (once a month at OBs meetings, grand rounds monthly)</li> </ul>	<ul style="list-style-type: none"> <li>- Hospitals</li> <li>- Clinics</li> <li>- OB-GYN Offices</li> </ul>	<ul style="list-style-type: none"> <li>- Medical Providers</li> <li>- Expectant Families</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter (either medical providers or Kit partner agency)</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>
<ul style="list-style-type: none"> <li>- Partner with prenatal classes and other similar classes</li> </ul>	<ul style="list-style-type: none"> <li>- WIC</li> <li>- Adult Schools</li> <li>- Lamaze</li> <li>- Prenatal Yoga</li> </ul>	<ul style="list-style-type: none"> <li>- Expecting and new families attending classes</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>	



KIT FOR NEW PARENTS				
Strategies for Providers & Advocates				
P A R T N E R	Suggested Collaborative Partnerships for Reaching Parents & Caregivers			
	STRATEGY	PROGRAM	POPULATION	RESOURCES
	<ul style="list-style-type: none"> <li>- Develop partnerships with crisis and supportive service agencies</li> </ul>	<ul style="list-style-type: none"> <li>- Family Supportive Services</li> <li>- Counseling Programs</li> <li>- Recovery Centers</li> <li>- Food Bank</li> <li>- Mentor Programs</li> <li>- Anger Management Programs</li> <li>- Child Protection/ Advocacy Programs</li> </ul>	<ul style="list-style-type: none"> <li>- Families in crisis</li> <li>- Homeless families</li> <li>- Families in shelters</li> <li>- Families in Recovery</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>
	<ul style="list-style-type: none"> <li>- Develop partnerships with community programs</li> </ul>	<ul style="list-style-type: none"> <li>- YWCA</li> <li>- YMCA</li> <li>- Salvation Army</li> <li>- Libraries</li> <li>- La Leche League</li> <li>- Parent Meet-up</li> <li>- Churches (Mothers of Preschoolers Programs)</li> </ul>	<ul style="list-style-type: none"> <li>- Parents &amp; Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>
<ul style="list-style-type: none"> <li>- Develop partnerships with health providers</li> </ul>	<ul style="list-style-type: none"> <li>- Central Coast Alliance for Health</li> <li>- Pediatric Offices</li> </ul>	<ul style="list-style-type: none"> <li>- Parents &amp; Caregivers</li> </ul>	<ul style="list-style-type: none"> <li>- Kits</li> <li>- Trained Kit Presenter</li> <li>- Kit Collaborative Partner Referral List</li> <li>- Follow-up</li> </ul>	

# Appendix 5: Recommendations for Future Resources

OPTION	RATIONALE	RESOURCES/STEPS REQUIRED
<p>1. DVD produced by Kinship Center, currently in English and Spanish, translated into Triqui and Mixteco, and more widely distribute in all languages</p>	<ul style="list-style-type: none"> <li>• This KNP process and group has determined that the current Kit is largely unusable by indigenous Mexican families due to high levels of illiteracy. The majority of items in the Kit are written materials.</li> <li>• The DVD produced a tremendous amount of interest for its simplicity, important and complementary messages (from what is already in the Kit), and emotional appeal for parents.</li> <li>• Current information in Triqui (not sure if there is Mixteco) about parenting produced by F5MC is different from the DVD.</li> <li>• Quotes from the survey respondents (Kit partner project participants) that prioritized what 3 items would be selected:               <ul style="list-style-type: none"> <li>• I went with the DVD because it focuses more on Social Emotional development and this is an area that is easily underestimated and difficult to restore. Parents should definitely know this early on.</li> <li>• The DVDs are important due to many adults being visual/auditory learners. Information can be processed better than reading the material, within most of my clients.</li> <li>• When attachment needs are met through the activities demonstrated in the film, development is maximized across all spheres</li> </ul> </li> </ul>	<ol style="list-style-type: none"> <li>a. Contact Kinship Center to discuss the proprietary issues and other cost issues.</li> <li>b. Contact: Katie Hargrove 831.277.0431</li> <li>c. Identify 3 bids for translators or could CBDIO be contracted?</li> <li>d. Determine the need (and pricing) for Triqui alto y bajo and same for Mixteco.</li> <li>e. Prepare the voice over person.</li> <li>f. Record, edit, and distribute to CBDIO and others.</li> </ol>

OPTION	RATIONALE	RESOURCES/STEPS REQUIRED
<p>2. DVD produced by F5MC to describe the items in the Kit in Triqui and Mixteco</p>	<ul style="list-style-type: none"> <li>• Provide information in native language about the materials in the case that they or their family members could better utilize the Kit through a greater understanding of what is inside and how it may be used.</li> </ul>	<ul style="list-style-type: none"> <li>a. 3 local DVD companies have been identified:                             <ul style="list-style-type: none"> <li>i) Full Steam Marketing: 831.757.4164</li> <li>ii) Current Wave Media: 831.333.0100</li> <li>iii) Mag One Productions: 831.905.2137</li> </ul> </li> <li>b. Obtain the pricing from each.</li> <li>c. A script would need to be developed.</li> <li>d. Determine if CBDIO could be contracted to present the information on the DVD (and if they would want to - it could be audio rather than video).</li> <li>e. Prepare the video/audio presenter.</li> <li>f. Record, edit, and create copies (contracted vendor).</li> <li>g. Make available to CBDIO and others.</li> </ul>
<p>3. Edit, print, and distribute Child Portfolio (MCOE), now electronic copy on file at First 5 Monterey County</p>	<ul style="list-style-type: none"> <li>• Some participants considered parts of the Child Portfolio as useful.</li> <li>• Good for parents to hand to doctor/intake staff; might help prompt doctors to ask specific questions.</li> <li>• Helps with each age of development.</li> </ul>	<ul style="list-style-type: none"> <li>a. Need 3 printing bids.</li> <li>b. Edits, including agency updates, are required.</li> <li>c. Spanish translation of any changes.</li> </ul>

OPTION	RATIONALE	RESOURCES/STEPS REQUIRED
<p>4. Other suggestions provided by participants:</p> <ul style="list-style-type: none"> <li>• Tips for parents about visiting the doctor (how to help educate and prepare parents and their children for office visits)</li> <li>• Video on discipline</li> <li>• Video on dental care</li> <li>• Emergency/safety kit</li> <li>• Laminated message with key points , especially discipline</li> <li>• How to play with your child</li> <li>• Parent workbook (in former Kit)</li> <li>• Coupons for diapers, formula, and bottles</li> <li>• Lead information</li> <li>• Online interactive Kit overview for training</li> <li>• DVD that is a presentation of the Kit materials (for training providers and for direct presentations to families, in multiple languages)</li> <li>• Poster of the Kit opened with materials displayed (for doctor's offices and other community locations)</li> <li>• Include the journal that the kit previously had (Include a calendar in the journal)</li> </ul>	<ul style="list-style-type: none"> <li>• Either used to be in the old Kit and is no longer or would be complementary to what is currently in the Kit.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify vendors, create bids, and order. In the case that items would need to be created, there are all the steps associated with new product development.</li> </ul>