First 5 San Joaquin
Healing and Housing through the San Joaquin County WORKs programs
Introductions

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The WORKs Programs Overview

Journey WORKs

Mental Health and Substance Abuse Services

Family WORKs

Job Readiness and Support

Early Learning and Support

Housing Assistance

Housing WORKs
The WORKs Programs Budgets

FamilyWORKs
$3.1 Million
CalWORKs Home Visiting

HousingWORKs
$1.8 Million
CalWORKs Housing Support

JourneyWORKs
$650,000
CalWORKs Mental Health & Substance Abuse
Direct Service Partners

**FamilyWORKs**
- CAPC
- EL CONCILIO
- Family Resource & Referral Center
- MARY Magdalene
- SJCOE

**HousingWORKs**
- CVLHC

**JourneyWORKs**
- COMMUNITY Medical Centers
Other Key Partners

2-1-1 San Joaquin County
Help Me Grow San Joaquin County
harder+co community research
rse RUNYON SALTZMAN, INC
FamilyWORKs

- Home Visitation Services
- Job Search/Job Readiness
- Connections to Community Resources
- Parent Education Workshops
Work Participation Rate Impact

Open CalWORKs cases: 43%
Closed CalWORKs cases: 30%

New earnings from employment: 27%
Work Participation Rate Impact

Resume is up-to-date: 52% - 84%

Have support and resources to meet job: 55% - 86%

Know how to look for a job: 64% - 92%
HousingWORKs

- Housing Support Services
- Connections to Service Providers
- Landlord Incentive Program
In general, the majority of the families that we have found housing for, they're doing very well. They're sustaining. Things are working, people are on the same path. Their kids are in school.

-HousingWORKs staff
JourneyWORKs

Home Visitation Services

Connections to Service Providers

Care Coordination
It's gone well. I didn't expect to get as much support as I've gotten. I can really count on [my parent educator] to meet with me every week. I can count on her to call me on time every week and can count on her for the support. That's the number one thing that's keeping me in the program.”

-JourneyWORKs participant

*Names have been changed for confidentiality*
Additional Outreach and Recruitment Efforts

- Social Media Posts
- Outreach Presentations
- Marketing Materials
Human Services Agency Collaboration

- First 5 San Joaquin is a department of the Human Services Agency
- Direct connections to Welfare-to-Work Case Management staff
- Direct connections to Eligibility staff
Cold Call Outreach

- Flyers mailed to all potentially eligible CalWORKs participants
- Lists established and distributed to each FamilyWORKs agency
- Scripts developed for cold calls
- Reports tracked monthly
Strategic Marketing Campaigns

- Mental Health Campaign
- Substance Abuse Campaign
- Home Visiting Campaign
Mental Health Campaign

“WE’RE IN THIS TOGETHER”

• Three flights from 9/1/2020 to 6/12/2021

• Target: Multicultural CalWORKs parent & Caregivers of Children 0 to 5

• Goal: Connect CalWORKs parents to mental wellness resources and support and promote awareness and access to resources

• Media: Paid, Spotify, Pandora, Digital, Out-of-Home
What We Learned

• Representations of fathers drove performance

• Messages regarding stress and other simple actionable messaging resonates with parents

• Users are more engaged with ads during December to January time periods
Substance Abuse Campaign

• Target: Multicultural CalWORKs parents & caregivers with children ages 0 to 5

• Goal: Connect CalWORKs parents to information, resources, and support about the risks of using marijuana while pregnant and breastfeeding

• Media Mix: Digital display, Pandora, Spotify, Hula, geofencing
What We Learned

- Geofencing locations provides a high click-through-rate

- There is a significant interest in learning more about the effects of marijuana use while breastfeeding
Home Visitation Campaign

• Target: CalWORKs parents and caregivers of children ages 0 to 5

• Goal: Connect parents to sign up for virtual home visiting services through text campaign

• Media Mix: Paid social and SlickText services
What We Learned

• Ads promoting home visitation seemingly performed well by impressions and clicks on ads, parents were unlikely to take the action to call

• Interviews found that parents are more likely to signup for home visiting services if they can provide information online

• Interviews also determined a desire to humanize parent educators
Meet Your Parent Educators

Parent Educator Edgar believes it’s important for parents to ask questions—about everything! Our virtual home visiting programs can connect you with trained specialists who are ready to provide your family the support you need. Click here to learn more: https://bit.ly/39EU9v4

Parent Educators

If I hadn’t had (a home visitor) come to my home, things would have just gotten worse. I’m in a much better emotional state, and I’m ready for work.

– Erica, Mom of Two, Stockton, CA

Who are Parent Educators?
Parent Educators are trained individuals ready to assist and guide parents through the ups and downs of parenthood. Parent Educators receive extensive training prior to conducting home visits. Parent Educators specialize in providing personalized plans for each family they serve.
WORKs Evaluation Key
Findings
Evaluation Methods

- FamilyWORKs, HousingWORKs, and JourneyWORKs program data
- Interviews with staff in all three WORKs programs and JourneyWORKs parents/caregivers
- Focus groups with FamilyWORKs parents/caregivers
WORKs Program Coordination Findings

WORKs programs coordinated outreach and enrollment efforts:

• Trainings
• Referrals
• Communications

479 eligible CalWORKs families enrolled in or received referrals to at least one WORKs program

12% were enrolled in or referred to at least two WORKs programs
Participation in Multiple WORKs Programs

- Service coordination
- Support and resources to meet goals

“...It's definitely more helpful [to be in more than one program] because [families are] supported in more than one way and held more accountable. They know to be successful in one [program], they've got to follow through on the other.”

- JourneyWORKs staff
Participation in Multiple WORKs Programs

- Service coordination
- Additional support and resources to meet goals
- Mutually beneficial programs

Percent of HousingWORKs Families Housed

January 2020 to December 2020

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<th>2+ WORKs programs (n=55)</th>
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<tbody>
<tr>
<td>HousingWORKs only (n=58)</td>
<td>0.1</td>
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COVID-19 Impacts on Service Delivery

**Challenges**
- Restrictions on in-person services
- Limitations of outreach options
- Limitations on collaboration
- Increases in family needs

**Adaptations**
- Increased text communication with participants
- Increased virtual services
- Revised outreach methods
- Revised delivery of services
COVID-19’s Impact on Families and Providers

“[The staff is] touched as well. People still have real lives...Some families have had to deal with COVID and have had to deal with illnesses and had to deal with people close to them being sick [or] dying. We're sometimes just in the same situation as our parents.”

- FamilyWORKs parent educator supervisor

“I wish we could go back to in-person visits. Over the phone, it's hard to keep my daughter in the activities.”

- FamilyWORKs parent/caregiver
Recommendations

- Continue to offer virtual opportunities for programs to connect
- Add refresher trainings
- Continue to identify creative outreach strategies
- Continue to work with agencies to navigate COVID-19 restrictions
Moving Forward

• Increase opportunities for WORKs programs to collaborate

• Increase partnerships and coordination with community partners such as 2-1-1

• Seek out additional DSS funding opportunities

• Provide additional virtual refresher trainings

• Continue to provide COVID-19 support
Group Discussion
Questions
Contact Us

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