

NEW PROGRAMS THAT GENERATE REVENUE

CWLA National Meeting
April 2013

Early Head Start Home Based

- Pregnancy to age 3
- Supports parent, foster parent, grandparent
- Home visitors have 12 families each with weekly home visits, monthly socialization
- Parents plan for child's learning & for family plan to succeed

Early Head Start (continued)

- Holistic: nurse, special needs specialist, mental health specialist, social worker, educational supervisor
- Eligibility priorities: homeless, open child welfare case (involvement with DYFS), disabilities.

WHY DO IT?

- For child welfare agency to build on their pregnancy/birth parent counseling, parenting education services, early childhood services & clinical counseling and school based programs:

WHY DO IT?

1. Meets under met need.
2. Builds healthy brain of children pregnancy to 5 years of age.
3. Builds on mission & existing strengths.
4. Entry program to school based community school services.
5. Size can be grown (add more HS, WIC)

WHY DO IT?

6. Enriches existing services & attractive to engage more donors/corporate volunteers.
7. Child welfare trauma informed practice & staff training can be incorporated into ESHB services and evaluation of well being.
8. Home visiting and ESHB new national focus for expanded funding.

WHY DO IT

9. Contracts will go to full service agencies.

WHAT IS NEEDED?

1. Strong fiscal & HR capability.
2. Investment money for an EHS experienced grant writer familiar with EHS standards.
3. Match for EHS budget of facility space, vans.

IN THE FUTURE

- Hope to expand EHS slots and add several more HS programs for 3 & 4 year olds.
- Did get WIC.
- Protects/attracts child and maternal health pregnancy & delivery services: Body & Soul & CUNA (recruitment advantage); immunizations; breastfeeding (bonding attachment/nutrition).