



HUMAN SERVICES CABINET

MARCH 26-JUNE 1, 2008

BI-MONTHLY UPDATE ON VISION 2020 IMPLEMENTATION

1. Early Childhood Development

- Through the **Early Childhood Development Initiative (ECDI)** collaborative organizational structure a new Quality Child Care Coordinator was hired in April through the Department of Social Services
- Since June 1, 2007, over 1,300 parents, guardians and providers participated in free **parenting education** workshops and training..
- Richmond City ECDI cosponsored the Richmond Region School Readiness Forum at VCU on May 19. 150 individuals attended the Forum
- The **Early Childhood Development Manager** briefed business and community leaders on Richmond's Early Childhood Development Initiative during the Chamber of Commerce Greater Richmond Challenge.
- 31 home visitors participated in a training session titled "Safety on the Job: Practical Training for Home Visitors" which was provided by the **ECDI**.
- **DSS** conducted a training on "Building a Child's Brain" for over 38 child care providers in Richmond.
- The first meeting of the **ECDI Steering Committee** was held on May 15. The Steering Committee (which includes the directors of DSS, RPL and the Richmond Health District) will provide high level oversight of the Initiative.
- Richmond's **Early Childhood Development Manager**, with a Greater Richmond United Way Vice President, were selected by the National League of Cities to participate in the "Cities and United Way Leadership Academy School Readiness Learning Opportunity" to be held in Minneapolis.
- The **ECDI** exhibited at the RPS Parenting is Basic Family Fun Day at the Science Museum and PRCF It Starts in Parks, interacting with over 500 families and providing childhood development materials and children's books.
- **ECDI** expanded its promotion of free parenting education workshops through posts on Richmond neighborhood-specific internet blogs.
- The **ECDI** manager presented information on Vision 2020 and the ECDI during an April guest lecture with College of William and Mary sociology students.
- From April to June 2008, the **Hispanic Liaison Office** contracted with a bilingual consultant to assist Richmond Public Schools Head Start and VPI programs in registering Spanish speaking children. A total of 46 families were served.
- **Richmond Public Library's** Early Literacy Coordinator worked with Early Reading First, Northside Reading Foundation, Department of Social Services, home visitors and the City's parenting education effort to model effective reading with very young children for parents.
- **Library** staff presented information at the Leap Into Literacy Symposium, and the Head Start Conference.
- Pre-planning for **Richmond Public Library's** summer reading program, which will kick off June 21, has developed ways for organizations serving children during the summer to become "participating sites"
- **Richmond Public Library** has received grants from Verizon and Target totaling \$13,000 to support the 2008 summer reading program.

2. Child and Adolescent Health

- 181 teen participated in **PRCF** April "Teen night" event. In May, 130 teens participated in teen night events. Over 1,000 individuals participated over the course of the school year.
- In May and April, over 100 girls per week participated in the "Go girl Go" national physical activity program through PRCF programming.
- Over 1,150 youth participated in spring soccer and baseball programs offered through PRCF
- **PRCF** food program, sponsored by the Virginia Food Bank and USDA, served over 25,000 meals during April through May. Year to date, through May, the department has served over 110,000 meals.
- In recognition of May as Bicycle Safety Month, **PRCF** after school programs held bicycle clinics at five sites. 266 new bicycle helmets were given to program participants. A VDH grant provided the helmets.

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- The **Plain Talk** program initiated contact with 1,465 households in the Southwood and Midlothian Village communities. Of those initial contacts, 300 households were reached and 243 of those accepted invitations to future Plain Talk “gatherings”.
 - In May, there were three **Teen Pregnancy Prevention** public awareness engagements, for a total population of 102 adults and 34 youth, reached.
 - **Richmond Campaign to Prevent Teen Pregnancy** documentary completed a two week run on Richmond Public Schools Channel 99.
 - Mass email distribution of the **TPP** documentary was disseminated throughout the City of Richmond and surrounding areas to improve documentary exposure, increase public awareness, and initiate the utilization of the Speaker’s Bureau.
 - **TPP** Public service announcements began airing on six local radio stations (WTVR-Lite 98, WBTJ-106.5, WRVQ-Q94, WCDX-Power 92.1, WKJS-KISS105.7, WPZZ-KISS99.3).
 - 1,840 Richmond Public School middle students participated in **Teen Pregnancy Prevention** based programs. The completion of the program at eight of the nine middle schools resulted in increasing outreach and education to 38.8% of youth under 15 years of age. In FY07, that ratio was 23%.
- 3. School Success**
- Through May, attendance at **PRCF** licensed after school programs reached 10,000 participants, this serves as a 17% increase from last year. As part of our 2020 vision efforts, each after school participant is given a ½ an hour of daily homework assistance based on academic challenges in school.
- 4. At-Risk Youth Male Intervention and Support**
- The Cobra Boxing Team at **Hillside Community Center** traveled to Wilmington, Delaware to participate in the Junior Olympic East Central Regional.
 - In May, the **Randolph Community Center** hosted the Junior Olympic Skills Competition. The competition was open to the entire city for youth ages 8-13.
 - Over 40 individuals participate in two Richmond Police Gang Resistance Education and Training workshops in April at PRCF Humphrey Calder Community Center.
 - **DSS** continues to collaborate with JS, RBHA and the Sheriff’s Department to provide in-house information sessions to inmates soon to be released from incarceration from the Richmond City Jail.
- 5. Homelessness**
- Approximately 11% of the City’s homeless population was former foster care youth. With assistance from the Casey Strategic Consulting Group, efforts are underway to develop a permanent infrastructure to support this population during a crisis.
- 6. Senior Well-Being**
- **PRCF 26th annual Senior Prom** took place at the Landmark Theatre. There were 496 seniors in attendance.
 - **PRCF** sponsored a trip for more than 45 seniors to the Hippodrome in Baltimore, Maryland. They attended the off-Broadway show “The Color Purple”.
 - In March through April, over 6,000 individuals participated in nearly 400 senior programs sponsored by **PRCF**.
 - Since its inception, the **Senior Help Line** (804.646.1082) has served over 800 individuals
- 7. System Efficiency and Coordination**
- In March 2008, the Mayor signed a Strategic Alliance agreement on behalf of the **Hispanic Liaison Office** and the Office of Minority Business Development with the Small Business Administration, formalizing three years of informal collaboration. During this quarter two Spanish language business seminars were held with a total of 14 attendees.
 - William Byrd Community House, as the Richmond Workforce Investment Board (RWIB) Youth Services Vendor, has assumed operational responsibilities for the **Youth Academy Summer Session** (Formerly the Summer Youth Employment Program).
 - Negotiations for the regionalization of the **Richmond Workforce Investment Board** (Area 10) and the Capital Area Workforce Investment Board (Area 9) are continuing, with an anticipated October 1, 2008 inception date.
- 8. Evaluation and Reporting**
- DSS met the monthly and quarterly reporting timelines for LASER and Pool Reimbursements.
 - PRCF 3rd quarter customer service survey indicated that 90% of the over 250 respondents rated the department’s overall service as “good to excellent.”

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