



PINELLAS COUNTY

CHILD CARE

RESOURCE & REFERRAL

YEAR-END REPORT

2008

Child Care Resource & Referral

A Source for Child Care Information and Options for Parents, Child Care Providers and the Community

Child Care Resource & Referral offers a variety of services to families, child care providers and others in the community such as employers, child care advocates and funding agencies. Following is a list of some of the services that are offered:

TO FAMILIES:

- Free, child care provider lists based on family's needs
- Education and information on choosing high quality child care, promoting age appropriate development and preparing children for kindergarten
- Access to answers about child care regulations and the licensing history of child care providers
- Direct access to local, state and federal child care scholarship programs available to low-income parents
- Child care provider listings for children with disabilities and special health concerns

TO CHILD CARE PROVIDERS:

- Free listing in CCR&R child care provider database
- Access to countywide statistics related to child care
- On-line updating of vacancies, enrollments, schedule and rate changes

TO EMPLOYERS & COMMUNITY MEMBERS:

- Enhanced Resource & Referral services
- Technical assistance on employer sponsored child care benefits
- Voucher program to administer child care scholarships
- Worksite Parenting Workshops
- Annual Child Care Assessment Report
- Statistical information and data

HIGHLIGHTS 2008

- Child Care Resource & Referral information was shared with the community through over **37** events such as health fairs, community awareness events, and other informational meetings and activities from January 2008 through December 2008.
- Expanded public awareness through corporate and community events such as:
 - Distributing corporate/business information packets at events such as the St. Petersburg Times Job Fair and the St Petersburg Multi-Chamber Business Showcase.
 - CCR&R was represented and distributed resources at several different types of events such as Tech Data Employee Health Fair, Catalina Marketing Employee Benefit Fair, Stetson University Health Fair, Grace House Family Support Meeting, Healthy Start Community Baby Shower and several back to school events.
- CCR&R Parent Satisfaction survey results:
 - 2008 – Achieved a **96%** Overall Very Good/Good customer service rating.
- Completed Annual Provider Update Form of **1,045** local child care providers.
- Continue to enhance our ability to assist parents with finding child care by entering Summer Camp programs to the provider database.
- Distributed **72** informational packets to new child care providers.
- Toll free telephone line available for those outside the local calling area: **1-866-764-0436**

- Significantly expanded the CCR&R web page to include:
 - Provider updates regarding, schedule, vacancies, enrollments and rates
 - On-line access to the Annual Provider Update
 - Approved VPK provider listing by name or zip code
 - On-line access to the Quality Child Care Checklist (English & Spanish), Developmental Resource Booklets, Parent Guide and other parent education.
 - Annual Child Care Assessment Report

- Several documents are translated into Spanish including: CCR&R Parent Packet and several Developmental Resource Guides and brochures.

- Advertised in the local newspapers to inform the community about the services offered to parents to assist them in locating and selecting quality child care:
 - Back to School Edition of the St. Petersburg Times
 - Summer Fun Guide of the St. Petersburg Times
 - Tampa Bay Newspapers

- Continued Quarterly In-Service Training program for all CCR&R staff to ensure on-going high quality services are provided to all families. Training will address areas of need based on the results of Parent Satisfaction Surveys and peer review activities.

- Parent Satisfaction Surveys converted into an 8 question survey that is a scan able document.

- Family Services staff continues to achieve a Level II certification through the Agency for Workforce Innovation (AWI).

- CCR&R entered and maintained 254 active VPK providers into the EFS database.

- CCRR offers through NACCRRRA Operation Military Child Care – to active/deployed members that are eligible to participate during the military parent’s period of deployment and for 30/60 days after the return of the military parent. In the calendar year 2008 we received \$3050.00 for enhanced referrals to military personnel.

UTILIZATION

Customer utilization of the CCR&R services is not only a funder requirement; it also provides important information that is used to gauge the overall success of the program.

The charts, graphs and statistical information contained in this section will provide an update and brief analysis of the changes in the data between 2007 and 2008.

Child Care Resource & Referral Requests

The following section offers data and information about the types of child care requests documented by Resource and Referral staff based on parent interviews during the referral process. A review of this information is helpful in assessing the local demand and needs for child care services. Charts have been provided to assist in evaluating parent needs based on the provider type, type of care, and age of the child.

Child Care Requests by Program Type

The number of requests by program for the 2007-2008 report shows a slight shift toward increased Family Child Care Homes.

(Data Source: January – December)

Program Type	2007	2008
Child Care Facilities/Preschool	5,274	5,719
Family Child Care	5,843	6,014
School Age Program	378	581
Total Provider Type Requests	11,495	12,314

- Requests for child care facility based care **increased by 445** from 2007 - 2008.
- Requests for family child care homes **increased by 171** from 2007 – 2008.
- Total provider type requests **increased 819** from 2007 – 2008.

CCR&R Requests by Age of Child

Requests By Age of Child (CCR&R Monthly Report)	Pinellas County 2007	Pinellas County 2008
Unborn	232	237
Infants <1	2,191	2066
1 Year Olds	1,502	1,766
2 Year Olds	1,195	1,331
3 Year Olds	1,307	1,387
4 Year Olds	1,607	1,978
5 Year Olds	727	815
Elementary School Age	2,439	2,773
Middle School Age	769	984
TOTAL	11,969	13,337

2005-2008 Child Care Resource & Referral Utilization

Type of Schedules Requested

	2005	2006	2007	2008
Full-Time Care	10,014	8891	8133	8585
Part-Time Care	431	445	289	356
Evening Care	347	265	220	255
Overnight Care	64	16	23	7
Weekend Care	145	161	133	132
Temp/Emergency Care	41	34	10	10
Summer Only/Summer Program	81	261	163	164
After School	603	616	446	453
Before School	418	404	319	274
Drop-in Care	105	86	54	54
24 hour Care	110	100	90	79
Total	12,359	11,279	9,880	10,369

Programs Requested

	2005	2006	2007	2008
Center/Pre School	7,537	6341	5274	5719
Family Child Care Homes	6,951	6187	5843	6014
Nanny Car/Au Pair Agency	212	92	45	26
Play Groups	68	45	22	18
Summer Camps	178	167	215	221
School Age Programs	544	542	378	581
Head Start	58	48	76	57
Other (non school based & school based programs+)	57	26	9	0
VPK	1788	1996	1526	1930
Total	17,393	15,444	13,388	14,566

Request By Ages-Initial Calls Only

	2005	2006	2007	2008
Unborn	252	270	232	237
Infant	2,325	2115	2191	2066
1 Year Olds	1,908	1627	1502	1766
2 Year Olds	1,474	1388	1195	1331
3 Year olds	1,506	1516	1307	1387
4-5 Year Olds (not in Kindergarten)	3,141	2861	2334	2793
Elementary School Age	2,756	2567	2439	2773
Middle School Age	785	824	769	984
Total	14,147	13,168	11,969	13,337

Special Needs Request

	2005	2006	2007	2008
Developmentally Delayed	25	23	36	35
Mentally Challenged	8	11	7	9
Behaviorally Challenged	61	53	93	55
Speech/Language/Hearing Challenged	40	28	66	42
Visually Challenged	5	3	5	4
Physically Challenged	8	10	13	12
Medically Fragile (Chronic illness)	17	4	13	17
ADD/ADHD	36	20	36	32
Autism	9	12	34	30
Asthma	82	30	22	40
Other (includes all other sn requests+)	55	30	25	41
Total	346	224	350	317

2005-2008 Child Care Resource & Referral Utilization

Utilization of Sick Child Care Programs Numbers represents children served

	2005	2006	2007	2008
Rainbow Recovery at Morton Plant	1,337	2,131,	1,810	1,733
Bayfront Medical Center	N/A	1,077	1,340	775
Kid's Care - Tampa General Hospital (count is estimate)	N/A	1,340	1,340	740
Total	1,337	4,548	4,490	4,490

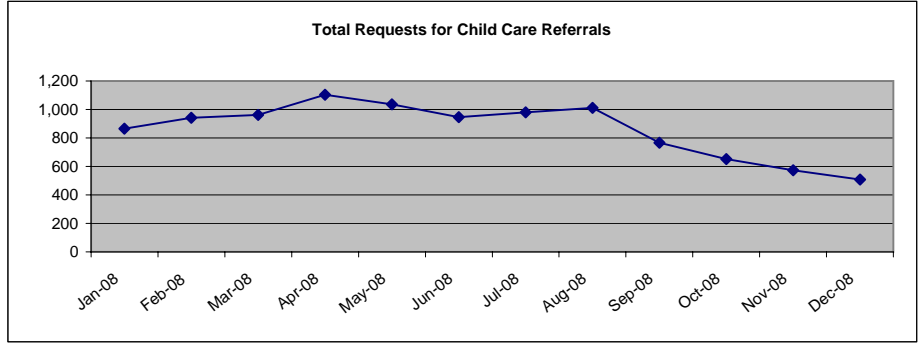
Bayfront Medical Center - only for employees of contracted employers that include companies such as Bayfront/All Childrens/St. Pete Times

2008 State Monthly Reports Statistical Information

Total Requests for Child Care Referrals

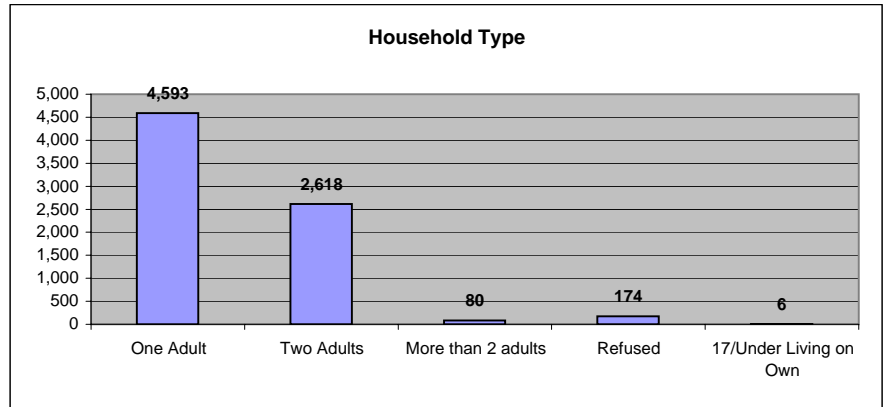
January-08	865
February-08	942
March-08	962
April-08	1,103
May-08	1,035
June-08	947
July-08	980
August-08	1,012
September-08	766
October-08	651
November-08	572
December-08	508

Total **10,343**



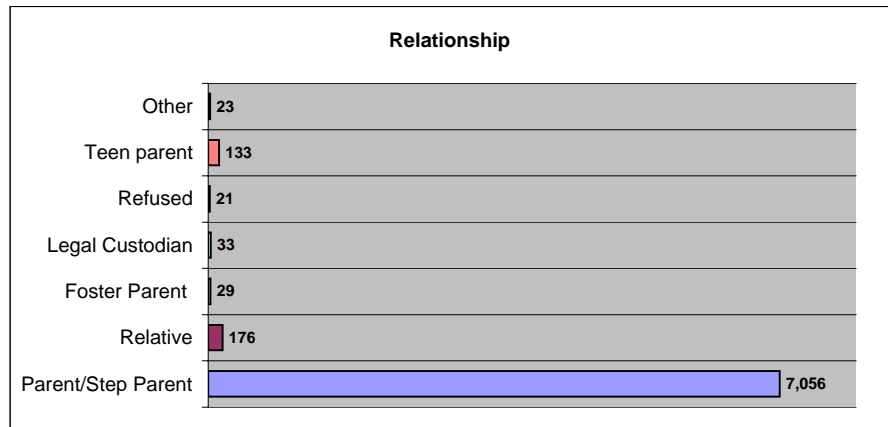
Household Type

One Adult	4,593
Two Adults	2,618
More than 2 adults	80
Refused	174
17/Under Living on Own	6



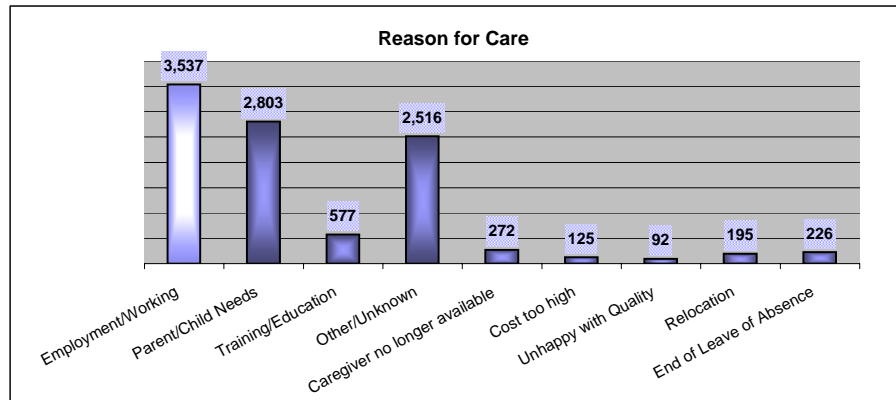
Relationship

Parent/Step Parent	7,056
Relative	176
Foster Parent	29
Legal Custodian	33
Refused	21
Teen parent	133
Other	23



Reason for Care

Employment/Working	3,537
Parent/Child Needs	2,803
Training/Education	577
Other/Unknown	2,516
Caregiver no longer available	272
Cost too high	125
Unhappy with Quality	92
Relocation	195
End of Leave of Absence	226

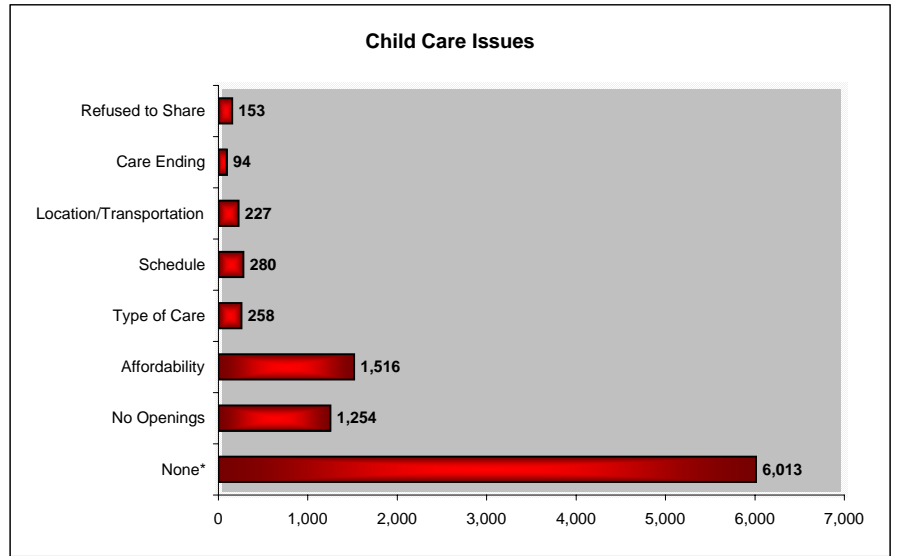


2008 State Monthly Reports Statistical Information

Problems associated with finding child care

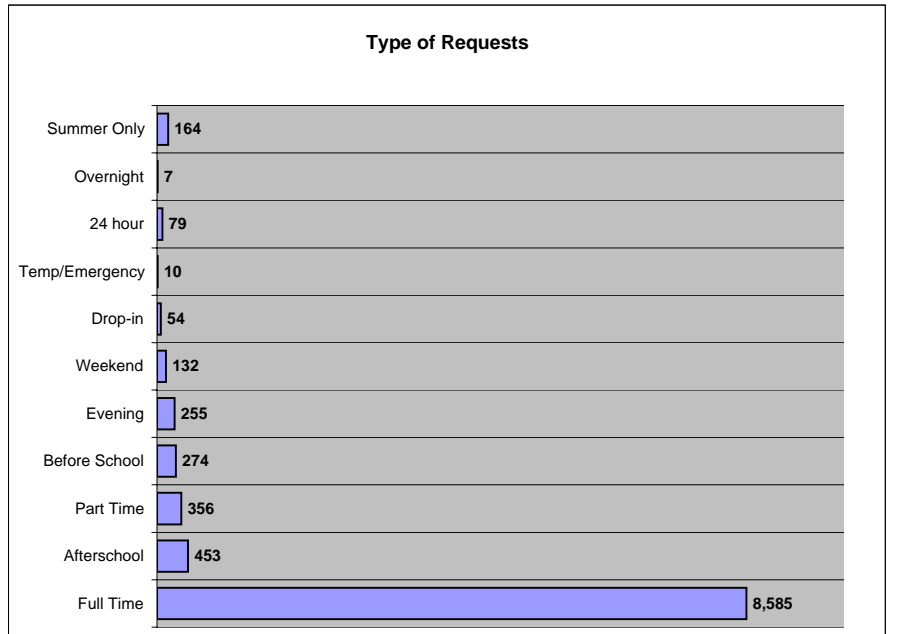
None*	6,013
No Openings	1,254
Affordability	1,516
Type of Care	258
Schedule	280
Location/Transportation	227
Care Ending	94
Refused to Share	153
Special Needs	79
Program/Curriculum	50
Quality	415

*Generally denotes an initial referral call from a parent who has not attempted to locate care yet and therefore has not yet experienced a barrier to finding child care.



Type of Requests

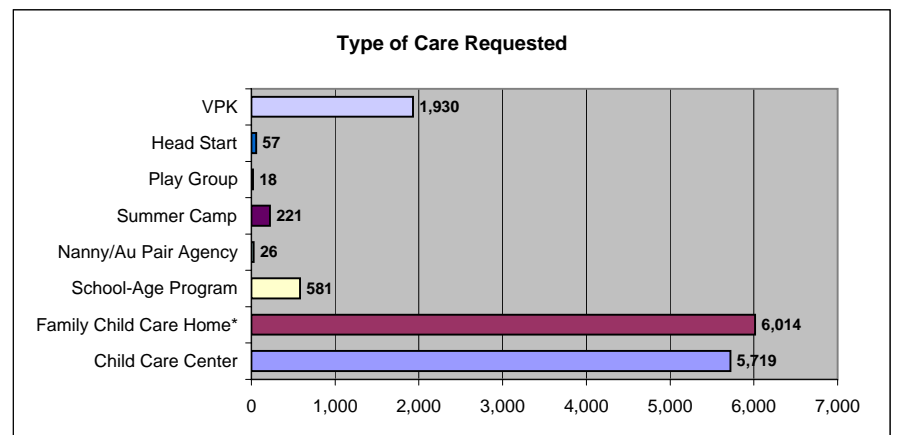
Full Time	8,585
Afterschool	453
Part Time	356
Before School	274
Evening	255
Weekend	132
Drop-in	54
Temp/Emergency	10
24 hour	79
Overnight	7
Summer Only	164



Type of Care Requested

Child Care Center	5,719
Family Child Care Home*	6,014
School-Age Program	581
Nanny/Au Pair Agency	26
Summer Camp	221
Play Group	18
Head Start	57
VPK	1,930

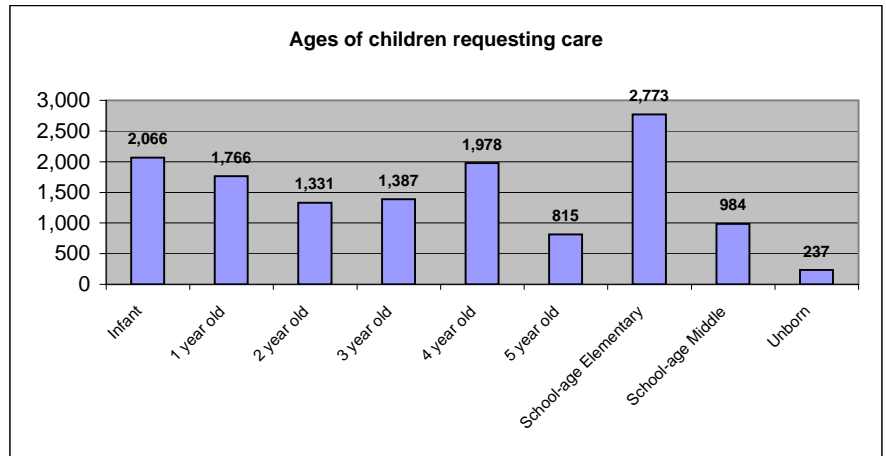
*includes LFCCH



2008 State Monthly Reports Statistical Information

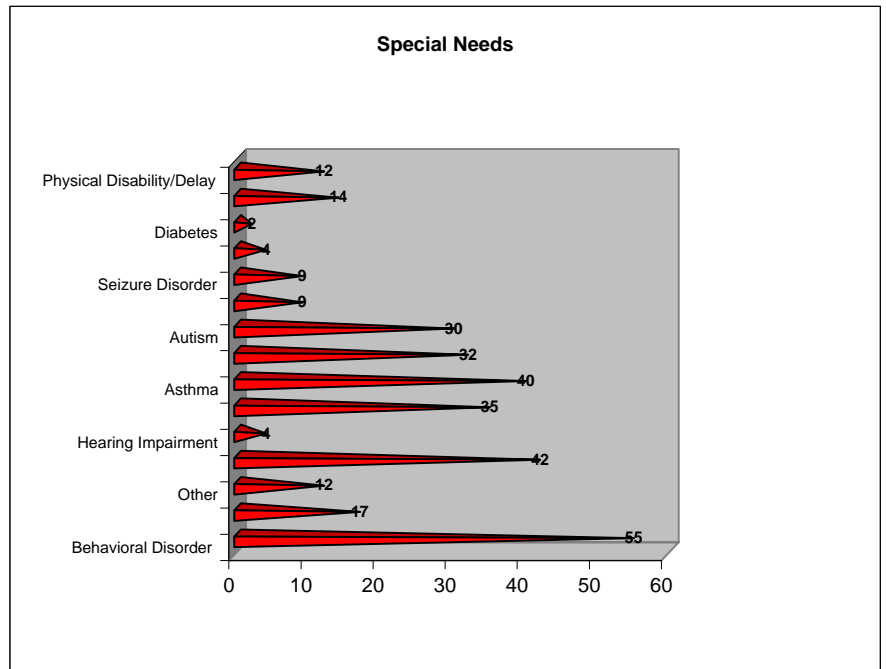
Ages of children

Infant	2,066
1 year old	1,766
2 year old	1,331
3 year old	1,387
4 year old	1,978
5 year old	815
School-age Elementary	2,773
School-age Middle	984
Unborn	237



Special Needs

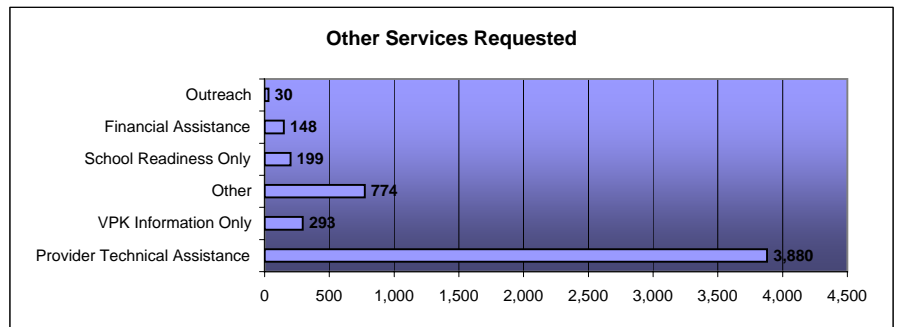
Behavioral Disorder	55
Medically Challenged	17
Other	12
Spch/Lang/ Challenged	42
Hearing Impairment	4
Developmentally Delayed	35
Asthma	40
ADD/ADHD	32
Autism	30
Mentally Challenged	9
Seizure Disorder	9
Visual Impairment	4
Diabetes	2
Allergies	14
Physical Disability/Delay	12



Other Services Requested

Top 6

Provider Technical Assistance	3,880
VPK Information Only	293
Other	774
School Readiness Only	199
Financial Assistance	148
Outreach	30



Total Number of Initial and Update CCR&R Calls

Zip Code	Jan - Dec 2005	Jan - Dec 2006	Jan - Dec 2007	Jan- Dec 2008
33701	193	177	191	217
33702	368	347	301	309
33703	241	255	201	198
33704	171	175	173	107
33705	570	531	523	567
33706	69	65	53	57
33707	244	202	176	208
33708	99	67	77	72
33709	374	309	348	407
33710	336	340	291	308
33711	453	424	414	393
33712	688	592	542	625
33713	507	438	454	497
33714	374	374	404	348
33715	19	20	19	7
33716	219	236	169	216
33755	568	488	369	421
33756	492	487	408	455
33757	6	6	5	5
33759	261	223	165	238
33760	285	307	249	285
33761	110	89	59	72
33762	40	41	38	20
33763	183	125	101	129
33764	202	198	140	165
33765	178	127	156	156
33767	16	9	14	22
33770	371	325	283	263
33771	403	335	269	294
33772	220	167	170	176
33773	220	196	196	191
33774	247	215	222	203
33776	56	55	43	51
33777	272	193	199	158
33778	202	132	171	159
33781	418	400	394	358
33782	253	225	222	191
33785	19	32	21	24
33786	5	8	8	3
34660	0	1	0	1
34677	311	221	140	151
34681	12	15	4	10
34683	294	262	205	192
34684	265	221	163	155
34685	103	79	63	63
34689	340	279	196	199
34695	153	109	105	121
34698	330	303	185	251
Out of State/PO Box/Other Counties	380	295	252	215
TOTAL	12,140	10,720	9,551	9,933

CUSTOMER SATISFACTION

Child Care Resource & Referral sends a Parent Satisfaction Survey to a minimum of 90% of initial CCR&R users each month. Individual surveys are reviewed and staff follows up with parents as needed to address any questions, concerns or additional needs that might be identified on the survey form. The survey results are rolled into a report each quarter and provided to the Early Learning Coalition of Pinellas County. The information from individual surveys and the quarterly roll-ups are reviewed by the CCR&R Program Supervisor. If areas of concern are identified in relationship to the quality of the service, action is taken to ameliorate these issues through the provision of technical assistance, training or procedural changes.

While a total of **506** surveys were returned, not all respondents answered every question on the form, therefore the total responses for some questions will not add up to that number.

A majority of CCR&R customers initially access the service either by telephone or in person; however a growing number are choosing to receive the child care listing and parent education materials electronically. The Child Care Resource & Referral program has made a concerted effort during the past year to enhance the availability of information and education materials on the Coordinated Child Care website at www.childcarepinellas.org. Based on responses to the Parent Satisfaction Survey this enhancement has been helpful for parents and guardians seeking CCR&R services.

The **cost of care**, followed by **hours of operation** and **location** were the three most frequently cited problematic issues that parents faced in making child care arrangements. Parents identified **quality of program, convenient location, cost and hours of operation** respectively, as the top four factors in choosing a child care provider.

According to the survey **99%** would use the program again.

CCR&R will continue to use Parent Satisfaction Survey results to improve and enhance services to children, families, employers and the community at large.



Child Care Resource and Referral Services
Parent Satisfaction Survey
2008

Please complete and return the following survey within 5 working days for the services you've received directly from the Coordinated Child Care Resource and Referral (CCR&R). Please use a number two pencil or black/blue ink pen.

1. How did you initially contact the Child Care Resource and Referral? (Select one)

- Phone Email Web In Person/Walk In

2. Did our staff respond to your request by the next business day?

- Yes No

3. Were the early child care options and services that are available to you clearly explained? (i.e. head start, family child care homes, centers, licensed care, subcontracted care, relative providers, faith-based care, etc.)

- Yes No

4. Were the child care education materials provided helpful?

- Yes No

5. Overall, how would you rate the Child Care Resource and Referral services?

- Very good Good Poor Very Poor

6. Would you use this child care resource service again?

- Yes No

7. What was the one most important factor in choosing a child care provider?

- Location Quality Program Cost
 Limited Time Hours Child/Adult Ratio

8. What can we do to improve the service or what other education topics and materials would have been helpful to you?

Name: _____

Phone #: _____

CCRR Staff:

22008

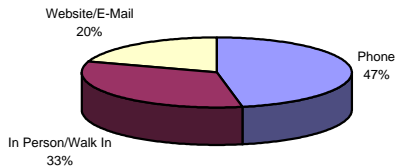
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Parent Satisfaction Survey Results

January 2008 - December 2008

How did you contact Child Care Resource & Referral?

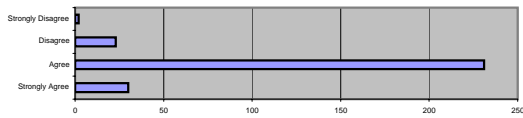


How did you contact CCR&R?

Phone	214
In Person/Walk In	150
Website/E-Mail	91

Total responses to question - 455

If I left a phone message, it was returned the next business day

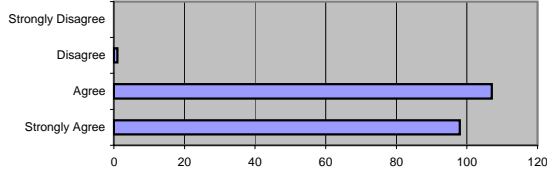


If I left a phone message, it was returned the next business day

Strongly Agree	30
Agree	231
Disagree	23
Strongly Disagree	2

Total responses to question- 286

The staff was professional

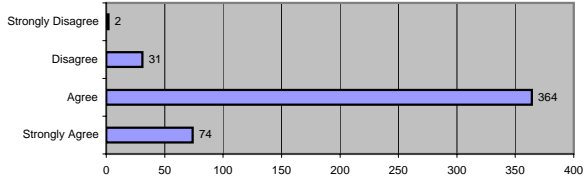


The staff was professional

Strongly Agree	98
Agree	107
Disagree	1
Strongly Disagree	0

Total responses to question- 206

The early child care options/services were clearly explained



The early child care options/services were clearly explained

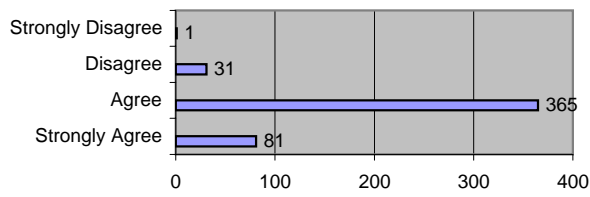
Strongly Agree	74
Agree	364
Disagree	31
Strongly Disagree	2

Total responses to question- 471

Parent Satisfaction Survey Results

January 2008 - December 2008

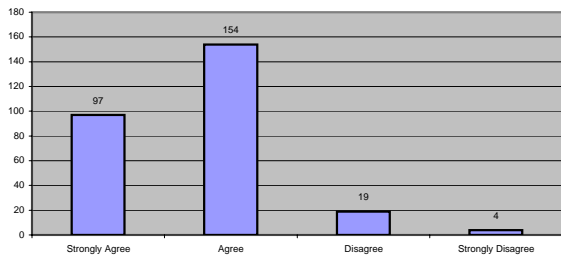
The child care education materials provided valuable information



The child care education materials provided valuable information

Strongly Agree	81
Agree	365
Disagree	31
Strongly Disagree	1
Total responses to question -	478

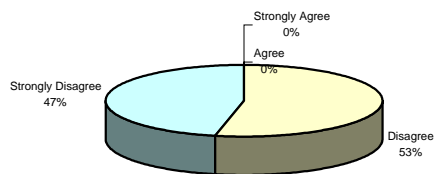
The child care provider listing was helpful



The child care provider listing was helpful

Strongly Agree	97
Agree	154
Disagree	19
Strongly Disagree	4
Total responses to question -	274

Overall, I am satisfied with the Child Care Resource & Referral services I received



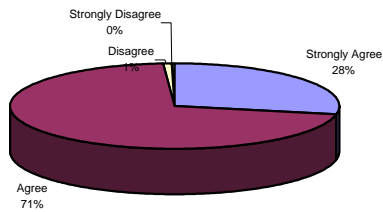
Overall, I am satisfied with the Child Care Resource & Referral services I received

Strongly Agree	261
Agree	228
Disagree	7
Strongly Disagree	5
Total responses to question -	501

Parent Satisfaction Survey Results

January 2008 - December 2008

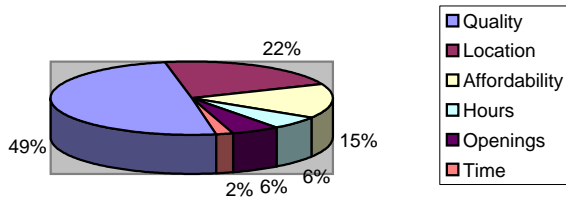
Use of CCR&R services again?



I would you use this child care resource service again

Strongly Agree	140
Agree	354
Disagree	3
Strongly Disagree	2
 Total responses to question -	 499

The most important factor in choosing a child care provider was:



The most important factor in choosing a child care provider was:

Quality	240
Location	105
Affordability	73
Hours	29
Openings	27
Time	9
 Total responses to question -	 483

UPCOMING ACTIVITIES AND GOALS

- Advertise Child Care Resource and Referral services in a variety of newspapers and publications.
- Continue to participate in Web based trainings through the National Association of Child Care Resource & Referral Agencies (NACCRRRA).
- Increase marketing of the Child Care Executive Partnership (CCEP) program.
- Continue attempts to expand services offered to employers and businesses in Pinellas County.
- Offer parent education materials through distribution at a minimum of 30 community events including job fairs, health fairs, baby expos, back-to-school bashes, etc.
- Complete Annual Provider Update Form to update provider records in the database.
- Implement monthly updates for providers.
- Conduct Quarterly In-Service Training available to all staff and provide technical assistance as requested or indicated through telephone monitoring process and Parent Satisfaction Survey information.
- Enhance efforts to identify additional relevant parent education materials and distribute through the website, mail and in-person contacts.
- Expand efforts to serve the community through contacts with employers, Chambers of Commerce and service clubs.