

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
- Referrals 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 Needs Assessment
- Statistical information and data

HIGHLIGHTS

2004-2005

- Child Care Resource & Referral information was shared with the community through over **72** events such as health fairs, community awareness events, and other informational meetings and activities from January 2004 through August 2005.
- Expanded public awareness through corporate and community events such as:
 - Distributing corporate/business information packets at job fairs such as the Oldsmar/Upper Tampa Bay Chamber of Commerce job fair.
 - Continuing to provide employers with valuable child care information and how they can make this material available to their respective employees.
 - Participating in **38** health, job and back to school fairs.
- CCR&R Parent Satisfaction survey results:
 - 2004 - Achieved a **96%** Overall Very Good/Good customer service rating.
 - 2005 – Achieved a **95%** Overall Very Good/Good customer service rating.
- Completed Annual Provider Survey of **1,318** (2004) / **1,289** (2005) local child care providers, with **100%** compliance.
- Implementation of the Voluntary Pre-Kindergarten Program.
- Published the 3rd edition of the Child Care Directory & Family Resource Guide which included several parent education articles in the Spanish language.
- Follow-up research with the parents that responded to the reply cards distributed from the Child Care Directory.
- Continue to enhance our ability to assist parents with finding child care by entering Summer Camp programs to the provider database.
- Distributed **168** (2004) / **88** (2005) informational packets to new child care providers.
- Expanded the availability of CCR&R telephone services on **Tuesday to 7:00 AM – 6:00 PM** to meet the needs of parents, guardians, and care givers.
- Installed a toll free telephone line 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 Survey
 - 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.
 - Child Care Assessment Report
- Translated several documents into Spanish including: CCR&R Parent Packet and several Developmental Resource Guides and brochures.
- Translated Developmental Resource Guides into Vietnamese and Spanish.
- Enhanced quality and appearance of parent/new provider packets by having information pre-printed and inserted into a pocket folder for a more concise and organized presentation.
- Achieved certification through the National Child Care Aware Quality Assurance program.
- Advertised in the Spanish newspaper *Siete Dias*, in the Back to School Edition of the St. Petersburg Times newspaper and CCR&R advertised in the Pinellas Park Chamber of Commerce local directory 2004.
- Implemented 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.
- Implemented use of the “Family Needs Questionnaire” in all parent packets. If the family returns the form on which they can identify needs, other than those related to child care, CCC staff will assist with appropriate referrals and support.
- Revised Parent Satisfaction Surveys in 2005 by reducing the number of questions and printing on a postcard format.
- **90%** of Family Services staff achieved a Level II certification through the Early Learning Coalition.
- Mailed out 2005 Hurricane Guides to all Spanish speaking providers in county.
- CCR&R entered 155 VPK providers into EFS database.
- CCR&R of Pinellas met all criteria for the April 2004 Children’s Forum CCR&R Monitoring visit.
- Continue to work in a collaborative manner with other organizations and agencies such as the School Readiness Coalition, Pinellas Early Childhood Collaborative, Pinellas County License Board, and to contribute to the development of the Pinellas County School Readiness Plan for 2004-2005.

- Offers Operation Military Child Care – to active/deployed members are eligible to participate during the period of the military parent’s period of deployment period and for 30/60 days after the return of the military parent.

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 2003 and August 2005.

Child Care Resource & Referral Requests

The following section offers data and information about the types of child care requests documented by Resource and Referral Specialists 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 percentage of requests by program for the 2004-2005 report shows a slight shift toward increased requests for child care facility based care. The table only looks at the three types of care that make up at least 95% of the requests received. While the number of requests for family child care homes and child care facilities are generally close, there appears over the last three years to be a slight trend toward a preference for child care facilities.

While the overall number of CCR&R telephone calls decreased this year, the number of requests by provider type increased significantly suggesting that perhaps parents are investigating more child care options before making a decision. It may also be indicative of CCR&R staff providing more detailed information to parents about their child care options and that parents are responding by requesting information about more provider types.

Program Type	2003	2004	As of 8/2005
Child Care Facilities/Preschool	6,205	7,018	5,063
Family Child Care	5,746	6,557	4,657
School Age Program	715	613	390
Total Provider Type Requests	12,666	14,188	10,110

- Requests for child care facility based care **increased 13%** from 2003 - 2004.
- Requests for family child care **increased 14%** from 2003 – 2004.
- Total provider type requests **decreased by 16%** from 2003 – 2004.

CCR&R Requests by Age of Child

Requests By Age of Child (CCR&R Monthly Report)	Pinellas County 2003	Pinellas County 2004	Pinellas County As of 8/2005
Unborn	296	286	186
Infants <1	2,115	2,104	1,689
1 Year Olds	1,678	1,607	1,402
2 Year Olds	1,404	1,239	1,076
3 Year Olds	1,243	1,171	1,128
4 Year Olds	1,109	1,021	1,925
5 Year Olds	673	640	627
Elementary School Age	2,366	2,223	2,144
Middle School Age	531	547	597
TOTAL	11,415	10,838	10,774

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 and Pinellas County School Readiness Coalition. The information from individual surveys and the quarterly roll-ups are reviewed by the CCR&R Program Administrator. 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 **539** (2004), **245** (2005) 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, **96%** (2004) and **95%** (2005) of the persons responding gave the program an overall favorable service rating, **96%** (2004) **and** **97%** (2005) 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.

UPCOMING ACTIVITIES AND GOALS

- Translate parent education materials, forms and additional documents into languages spoken by families served through Coordinated Child Care of Pinellas, Inc.
- Advertise Child Care Resource & Referral services in Spanish newspapers and on Spanish radio.
- Continue to participate in Web based trainings through the Child Care Aware Quality Assurance program.
- Increase marketing of the Child Care Executive Partnership (CCEP) program through personal contacts and distribution of CCEP materials developed by the Florida Children's Forum.
- Continue attempts to expand services offered to employers and businesses in Pinellas County through personal contacts and distribution of the corporate packets.
- 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 Survey to update provider records in the database by March 2006.
- 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.
- Publish the 4th edition of the Child Care Directory & Family Resource Guide.
- CCRP will participate in monthly Work Net meetings to review early child care services and options.