

Annual Program Report
Programa Esperanza Para Los Ninos / Hope For The Children Program
April, 2004 - April, 2005

High Profile Program Name: Esperanza Para Los Ninos/Hope For The Children Program

Program Description: The 'Esperanza Para Los Niños' program is funded by a grant award from the US Department of Health and Human Services, Substance Abuse & Mental Health Services Administration (SAMHSA). The proposal was one of two selected for funding in a national competition of 70 applicants. The program received funding for three years. It is now in its second year of funding. The program began accepting participants in July, 2004. The data presented in this report covers the period from August, 2004 through April, 2005. Projections will be made based on year to date productivity in order to report on the program year.

The 'Esperanza Para Los Niños' program is a partnership of award grantee, the Kansas City Missouri Health Department, the Family Conservancy/Family Focus Center and the University of Missouri Kansas City/Institute for Human Development.

The goal of the overall program is to encourage optimal bonding between first-time Latina mothers and their newborn infants for a period up to eighteen months, in order to prevent the development of emotional and cognitive disorders in these infants. Another goal is to inform and mobilize the Latino community regarding the need for cultural competency and the need to encourage positive behaviors which can improve mental health.

Esperanza Para Los Ninos/Hope For The Children will provide a culturally sensitive, linguistically appropriate home-visiting program which is designed to ensure the healthy development of Latino newborns and their mothers. The Esperanza program is implementing an evidence-based model which was developed by Dr. Christoph Heinicke from the Family Development Center at the UCLA Neuropsychiatry Institute and Hospital. All program staff are bilingual (English/Spanish). Expectant mothers receive weekly home visits from a parent coach and a volunteer associate home visitor. Expectant mothers also participate in a support group and attend classes provide the latest research findings on nutrition, child development and infant brain development.

The program includes a social marketing component which disseminates the latest research findings regarding what individuals and communities can do to promote mentally healthy communities; encourage the development of culturally competent services; and recruit program participants. This component of the program was developed from best practices models originating from marketing, advertising and the social sciences.

The following section of the report will itemize Esperanza Para Los Niños's primary objectives and accomplishments and align each with one of the Ten Essential Services of Public Health.

Priority Projects:

1) To implement a social marketing campaign to promote positive mental health in the Latino community and encourage the development of cultural competency for serving Latinos. This campaign will include radio and print media and a cultural competency conference. (Essential Service #4–To mobilize community partnerships to identify and solve health problems and #8–To assure a competent public health and personal health care workforce.)

During this reporting period the Esperanza Program developed its initial print display ad. This process included focus group participation to inform the design and primary themes of the ad. The primary themes of the display ads were Celebration, Community and Support. Focus groups also provided feedback on the final version of the ad. This ad was produced in the KC Hispanic News for eight consecutive editions. It also appeared in the 2004 KC Hispanic Yellow Pages (annual publication)The Project Director is currently working with a local, Latino owned marketing agency to develop a consistent logo and tag line which will be presented across newspaper, radio and television media. The Latino Leadership group which is associated with the Family Focus Center (subcontractor) will participate in focus groups to provide feedback on all media materials.

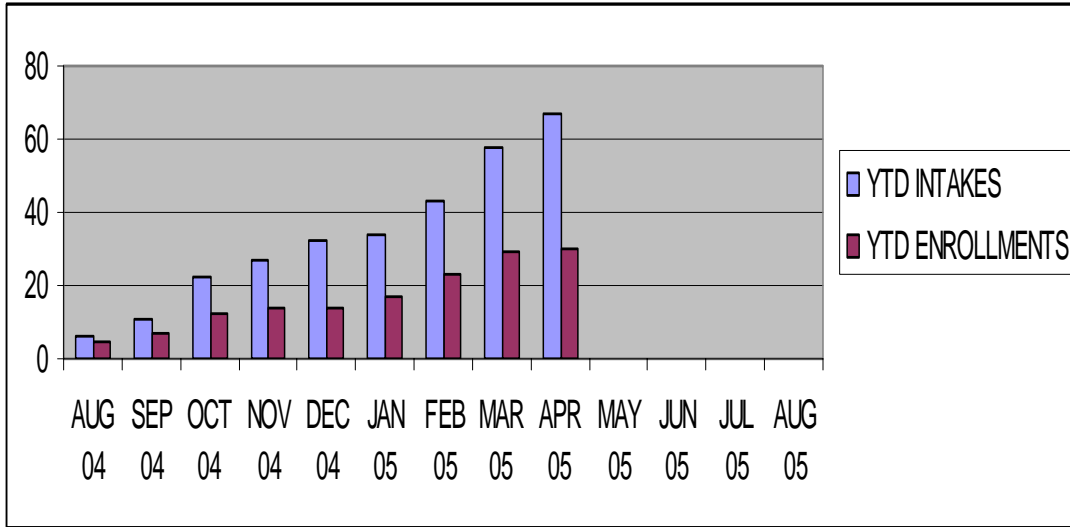
The Kansas City Missouri Health Department's staff participated in a full day cultural competency training on March 22nd and 23rd, 2005. One hundred and forty staff, including receptionist, specialists and administrators participated in the training. A list of more than thirty recommendations to improve cultural competency were developed and prioritized by the staff. The Health Department's Leadership Team and the Employee Council have selected the top 15 recommendations to begin working on. The next step for the cultural competency promotion plan will be to convene a cultural competency training open to all mental health, substance abuse and health service providers.

2) To deliver a home-visiting program which will encourage strong bonding between first-time Latino mothers and their newborn infants.
(Essential Service #3–To inform, educate and empower people about health issues.)

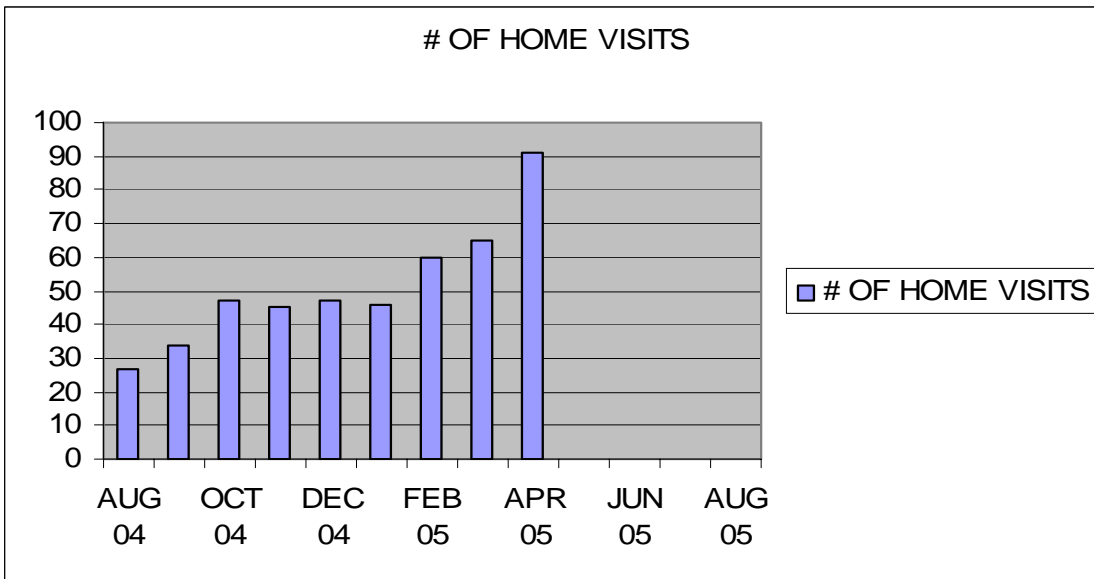
During the reporting period between 8/2004 and 4/2005, the Esperanza staff conducted an average of 7.44 intakes per month and year-to-date there have been 67 intakes. Based on year-to-date productivity, we expect to produce 82 intakes by the end of the program year. Upon completion of the intake process prospective participants are asked to accept or decline the program. If they decline or are otherwise not appropriate for the program, the Esperanza staff refers them to an appropriate service and encourages them to attend health classes at the Family Focus Center.

During this reporting period, the Esperanza staff has completed an average of 3.37 enrollments each month and year-to-date there have been 30 enrollments. Based on year-to-date productivity, we expect to complete 37 enrollments during this program year.

Intakes and enrollments have both been increasing over time. Approximately 55% of the intakes do not elect to participate in the program after hearing the time and activities involved for full participation. The developer of the home visiting model has suggested that the motivational level of the expectant mother is critical to a successful outcome. Some of the expectant mother may have been referred to another service because her needs exceeded the scope of the program.



During this reporting period, the Esperanza staff completed an average of 51 home visits per month and year-to-date there have been 462 home visits. Based on our year-to-date productivity, we expect to complete 562 home visits during the program year. The number of home visits continues to increase each month.



3) To provide case management services to participating families and accomplish referrals to ancillary services as required.
(Essential Service #7–To link people to needed personal health services and assure the provision of health care when other wise unavailable.)

During this reporting period, 67 expectant mothers received case management and information and referral services. The intake process includes the establishment of a case management plan.

4) To provide access to classes on nutrition, infant exercise, parenting, infant communication and brain development.
(Essential Service #3–To inform, educate and empower people about health issues.)

During this reporting period, participants have received a total of 288 hours of Prenatal Education, 456 hours of child birth classes and 64 hours of newborn care instruction. On the average, participants received 31 hours of instruction.

Accomplishments (Undertakings):

The Project Director has been invited to present the Esperanza program's approach to social marketing of mental health services at the National SAMHSA Conference in Washington, D.C. on June 1-3, 2005.

FY 05 Goals:

To collect, analyze and produce the outcome evaluation report from the first cohort of participants who have received a full dosage of the evidence-based intervention. Full dosage is defined as participation in 26 home visits (6 months) and 12 hours (1.5 months) of education sessions.