

Project Match Evaluation Appendix

- Summary of DR Specialist activities
- Table demonstrating child specific recruitment outputs and outcomes by region
- Themes from qualitative interviews related to the Process Evaluation
- Alternative Caregiver Training Overall Survey Results
- Themes from qualitative interviews related to Project Outcomes
- Detailed report on results from analysis of aggregate data indicators
- Detailed report on results from Statewide Survey.
- Detailed reports on results from Mix and Match Survey
- Satisfaction with Training

Summary of Diligent Recruitment Specialist Activities

DR Specialists were required to complete a monthly report form detailing the specific recruitment activities they conducted in their region. The following data (Table 3) were compiled from the reports submitted from October, 2009 through June, 2013 and are displayed in 15 month increments.

Table 3. Diligent Recruitment Specialist Activities

Month	# of Activities Conducted	To Recruit Parents For (Activities)		Number of People in Attendance*	Units of Information Distributed	Market Segmentation Cluster	
October 2009 – December 2010	126	African American	17 (13.5%)	20,169*	3,158	Displaced Children	5 (4%)
		Hispanic	1 (.8%)			Town with Children	24 (19%)
		Medically Fragile	27 (21.4%)			Town Without Children	19 (15.1%)
		Siblings	37 (29.4%)			Urban with Children	7 (5.6%)
		Teens	34 (27%)			Urban without Children	8 (6.3%)
		Blank	10 (7.9%)			Blank	63 (50%)
January 2011 – March 2012	227	African American	19 (8.4%)	29,447*	18,175	Displaced Children	13 (5.7%)
		Hispanic	8 (3.5%)			Town with Children	89 (39.2%)
		Medically Fragile	13 (5.7%)			Town Without Children	26 (11.5%)
		Siblings	71 (31.2%)			Urban with Children	23 (10.1%)
		Teens	95 (41.9%)			Urban without Children	21 (9.3%)
		Other	2 (.9%)			Blank	55 (24.2%)
		Blank	19 (8.4%)				
April 2012 – June 2013	184	African American	19 (10.3%)	16,966*	9,740	Displaced Children	1 (.5%)
		Hispanic	5 (2.7%)			Town with Children	116 (63%)
		Medically Fragile	1 (.5%)			Town Without Children	29 (15.8%)
		Siblings	98 (53.3%)			Urban with Children	17 (9.2%)
		Teens	59 (32.1%)			Urban without Children	21 (11.4%)
		Other	2 (1.1%)				

**In some cases, quantifying the exact number of people in attendance is difficult in that some of the activities are ongoing or are marketed towards an entire county or region.*

In summary, Diligent Recruitment Specialists conducted a total of 537 diligent recruitment activities during the life of the project (posting materials in church fellowship halls, marquee campaign in local businesses, hanging posters in Hispanic-run grocery stores, day care centers sending grocery bags home with children's belongings in them, advertisement in middle school newsletter, etc.) with approximately 66,582 people estimated as "in attendance" or targeted by the effort. A total 35.6% of these activities were considered to be successful. The Eastern Mountain conducted 154 (28.7%) recruitment activities, Southern Bluegrass conducted 95 (17.7%), The Lakes conducted 153 (28.5%), and Two Rivers conducted 135 (25.1%). Throughout the life of the grant, venues used for 537 recruitment activities are included in Table 4.

Table 4. Venues Utilized for Diligent Recruitment Activities

Venue	
Banks	1
Church	93
Civic Club, Book Clubs, Kiwanis, Lions, Sororities, Scouting, Boys-Girls Club, 4H, etc.	25
Community or Regional Event	31
Day Care	5
Directed to Employees, including payroll staffers	8
Farmers Market	4
Governmental Offices, Parks	4
Internet	4
Libraries	37
Medical Facility/Hospital/Doctors' Office/Health Clinics	62
Mental Health	22
Non-profit organization (child welfare, adoption support groups, animal shelters, museums)	8
Not coded in Monthly Report	23
Printed Newspapers/Circulars-featured stories, advertisements	9
Radio	10
Restaurants	43
Retail Establishments (Beauty Salons/Fitness Centers/Consignment Stores/Pharmacies/Pet Stores, Kennels/Tax Services/Video Stores/Sporting Goods/Bait Shops, Drive-in Theaters, Bowling Alley, Realty, Utilities)	81
Schools/School Districts/PTA-O/Educator's Award Ceremonies	49
Sporting Event (not school sponsored)	8
Television	6
Transportation (bus stations/taxi cabs/rest areas, etc.)	4
Total	537

The following comments were made by Diligent Recruitment Specialists regarding successful events in which they participated and planned:

“Market segmentation indicated that people likely to foster would enjoy gardening. This activity met with success in rural areas.” Booth at gardening center in The Lakes - May 2011

“I think the people were very happy to have a re-useable [Project MATCH] bag for their vegetables and hopefully each time they use it they will think about fostering. Cullenook farm was very nice and happy to help out spreading the word.” Booth at Community Supported Agriculture/ Farmer’s Market in Two Rivers – June 2012

“The atmosphere for this activity was very conducive to meeting prospective parents face to face and conversing with them about the Program. There were a large number of persons from the targeted audience at the event. The [Project MATCH] recyclable bags and free water (it was really hot!) were an effective means to strike up conversations with persons. Staff from the event was very helpful and interested in the Program efforts, and is connected with local churches that may provide a foundation for future activities...” Event at Farmer’s Market located in Two Rivers – June 2012

“Hispanic grocery stores are family owned, and the owner was almost always on site to grant me permission to hang the [Project MATCH] poster. They were flattered that I wanted them to serve as foster parents. They hung the posters right in front of me at the front of the store and were excited to use the [Project MATCH] grocery bags for customers.” Hispanic owned grocery store located in Southern Bluegrass – November 2012

“During this event, I met with parents, coaches and most importantly the Human Resources/Educator of all schools in Perry County. She provided me with a table to set up beside the concession stand and allowed the announcers to announce [about] Project [MATCH] during halftime. She is a strong advocate toward helping children; therefore, I believe this will be an asset to help me with recruiting in the school system.” School sporting event in Eastern Mountain – August 2012

“Very good opportunity to get individuals information about Project MATCH and the demand for resource homes in Eastern Kentucky. At this event, the Lions Club and Project MATCH partnered together raising \$2,800.00 for the March of Dimes. This was a great opportunity to show the community how Project MATCH partners with the community to help children. When people at this event saw what we accomplish as a team, they will be more willing to help Project MATCH in possible future events.” March of Dimes community event held in Eastern Mountain – August 2012

“There was a huge turnout and it was definitely targeted for the right group. Some people who were not originally interested in Project MATCH were asking questions.” Church event held in The Lakes - April, 2012

“I think that it will be successful, WMSK was so happy to help that they are advertising it every day for two months. It will be [aired] sometime between 3-7pm since that is when the data led us to believe would be the best time.” Radio spot in Two Rivers – January, 2012

“Though the event may not show [a] successful number of call ins from interested parties, the event was a success in that it was an organized effort of local private and public agencies in the Two Rivers area.” Community event held in Two Rivers – November, 2010

“Event was successful in efforts of unifying private and public agencies within the Two Rivers area. This was the second year the event was conducted with plans to continue annually. One person who came to the event last year brought her daughter who she had adopted after last year’s event. Another couple drove a distance of 125 miles one way to attend the event. Given these circumstances, the event can be considered successful.” Community event held in Two Rivers – November 2011

The following is a categorical breakdown regarding the participation and success of many of the recruitment activities conducted:

CHURCH RELATED ACTIVITIES

Activities held in conjunction with churches were the most common. Out of the 537 total activities carried out over the course of the grant, 93 were church related. This is a total of 17.3% of all activities. Thirty-four of these were considered successful by the Diligent Recruitment Specialist involved. This adds up to a 36.6% success rate which is 1% higher than the overall perceived success rate of all activities undertaken. The Lakes conducted the most church related activities with 41. Twenty-two or 53.7% were considered successful. Southern Bluegrass had 5 activities with 2 or 40% considered successful. Eastern Mountain had 26 activities with 8 or 30.8% considered successful. Two Rivers had 21 activities with 2 or 9.5% considered successful. 7,196 people attended these 93 activities and 1,836 units of recruitment material were distributed.

RETAIL ESTABLISHMENTS

The second most common venue was retail establishments. Eighty-one or 15.1% of all activities were conducted at venues such as beauty salons, fitness centers, pharmacies, pet shops, video stores, bowling alleys, bait shops and theaters. Twenty-nine or 35.8% of these activities were determined to be successful by the Diligent Recruitment Specialist involved. This is .2% higher than the overall perceived success rate of all activities undertaken. Eastern Mountain conducted the most activities in this category with 30. Thirteen or 43.3% of these activities were considered successful. Two Rivers had 25 such activities with 6 or 24% deemed successful. The Lakes had 16 activities with 5 or 31.3% considered successful. Southern Bluegrass had 10 activities with 5 or 50% considered successful. 9,490 people attended these activities and 11,333 units of recruitment material were distributed.

MEDICAL FACILITIES/HOSPITALS/DOCTORS’ OFFICES/HEALTH CLINICS

Activities taking place in medical facilities were the next most common. Sixty-two such activities were conducted for a total of 11.5% of all activities performed. Eighteen or 29% of these activities were deemed to be successful by the Diligent Recruitment Specialist involved.

This is 6.6% lower than the overall perceived success rate of all activities undertaken. Eastern Mountain held the most activities in this category with 31. A total of 6 or 19.4% of these were considered to be successful. The Lakes held 24 activities with 10 or 41.7% considered successful. Two Rivers had 5 activities with 1 or 20% considered successful. Southern Bluegrass held 2 activities with 1 or 50% considered successful. 2,539 people attended these activities and 1,285 units of information were distributed.

SCHOOL RELATED

Forty-nine school related activities were conducted. This is 9.1% of all activities undertaken. Twenty or 40.8% of these were considered successful. This is 5.2% higher than the overall perceived success rate of all activities undertaken. The Lakes conducted the most activities in this category with 14. They had a success rate of 50 % (7 activities). Southern Bluegrass had 13 such activities with 5 or 38.5% considered successful. Eastern Mountain had 11 activities with 5 or 45.5% considered successful. Two Rivers also had 11 activities with 3 or 27.3% considered successful. 2,008 people attended these activities and 1,922 units of recruitment material were distributed.

COMMUNITY/REGIONAL ACTIVITIES

Thirty-one activities were listed as community or regional events. Nine of these events or 29% were considered to be successful by the Diligent Recruitment Specialist involved.

Community/Regional events made up 5.8% of all activities. Activities ranged from the Ham Festival in The Lakes to a joint (i.e. both public and private adoption agencies) adoption fair in Two Rivers to March of Dimes events in Southern Bluegrass and Eastern Mountain. Southern Bluegrass had five such activities with two or 40% being considered successful. Eastern Mountain had nine activities with three of them or 33.3% considered successful. The Lakes had eight activities with two or 25% considered successful. Two Rivers had nine activities with two or 22.2% considered successful. 11,318 people attended these thirty-one events and 2,171 units of recruitment information were distributed.

TRADITIONAL MEDIA (NEWSPAPER, RADIO & TELEVISION)

Twenty-four activities utilizing traditional media were conducted in the four targeted service regions. This consists of 4.5% of all activities conducted. The twenty-four activities are as follows: nine on radio, nine in newspapers and six on television. These activities include Public Service Announcements (PSA) on radio, Diligent Recruitment Specialist and resource parent interviews on television and radio and newspaper articles featuring families that adopted sibling groups. Two Rivers had the most traditional media activities with eleven. Southern Bluegrass and the Lakes both had six. While Southern Bluegrass had just one. The success of these activities was difficult to determine as was the number of people these efforts reached. For example, one radio PSA was estimated to have the potential to reach 25,000 people. Other such efforts were listed as "county-wide" or "multi-county."

In conclusion, the most successful type of recruitment activity undertaken during the course of the grant appears to be those which were school related (i.e. PTA, school sporting events, speaking with school staff, school newsletters, etc.). However, success is subjective in the sense that it is the perception of the Diligent Recruitment Specialist involved in the activity. Community events such as festivals, fairs and events held in conjunction with community

partners such as the March of Dimes, Lions Club and Kiwanis Club had the potential for reaching the most people. This does not include traditional media activities for which the number of people contacted was difficult to ascertain. Church related activities were the most common and were the second most successful. A recommendation would be for recruiters to work with community partners such as schools, non-profit organizations, civic clubs and churches in holding community-wide events. They should also advertise those events using traditional media as well as church and school newsletters and the internet. Another recommendation would be for social service agencies to hire full time recruiters, preferably foster and adoptive parents, whose sole purpose and focus would be to recruit resource parents and develop recruitment activities.

Child-Specific Recruitment Outputs and Outcomes by Intervention Region

Table 5 demonstrates project achievements related to the child-specific recruitment intervention specifically.

Table 5. Outputs and Outcomes of Child-Specific Recruitment by Region

Intervention Region	# youth referred	Connections Established ²	Adoption/ Placements Made ³
Eastern Mountain	23	84	1
Southern Bluegrass ¹	38	66	0
The Lakes	20	6	0
Two Rivers	10	23	0
Total	91	179	1

¹Golden Connections program determined that 3 connections needed to be established before a case could be successfully closed. 14 youth have met this criteria to date. Currently 20 youth are still being actively served.

²These connections were reported at the time of data collection but it is not possible to ascertain how many of these connections remain actively involved with the youth, most of whom have exited care.

³In order for this criteria to be met, an adoption had to evolve directly from the program, or a placement made with a connection prior to the youth aging out of care. However, at least 3 youth aged out of care and were living with connections established.

Themes From Qualitative Interviews Related to the Process Evaluation

Data from round three of qualitative interviews were analyzed to identify themes which are listed in order of frequency. After each theme, the number of times it was observed and the roles of interviewees whose comments contributed to the themes are noted. Interviewee role was identified based on the primary role the individual played in the project, for example, point people participating in the project for each service region were also members of the advisory board, but were coded from the region rather than the board. Those listed as board members primarily represented key community partner agencies on a statewide level. Given the relatively few number of private agency staff or resource parents consenting to interviews, regional interviewees were not identified at this level of detail. To save space the following abbreviations are used:

EM= Eastern Mountain Region

L= The Lakes Region

SBG= Southern Bluegrass Region

TR= Two Rivers Region

CO= DCBS Central Office Staff/administrators

B= Project Match Advisory Board

S= Project Match Staff

It is important to note that frequency of observation of the theme should not be taken to represent the number of times interviewees would agree with the item—they represent only the number of times they were mentioned in response to the interview questions. Therefore these results represent the range of responses. Only those themes arising more than twice are included herein. Most themes are illustrated by a quote taken from interview notes.

Understanding of the Purpose of the Project

Overall summary: While the largest number of people were able to articulate the multifaceted aspects of the project across the continuum from recruitment to permanency, many people including some project staff focused on either only recruitment or two aspects of it such as recruitment and collaboration.

Themes:

- **Build the Continuum from Recruitment to Connections to Permanency** [12: TR, SBG, B, S]. *There are a few goals of Project MATCH overall when you consider the depth and breadth of the project. One was to gain a wider breadth of resource homes by using targeted recruitment and child-specific recruitment so we could get better matches and achieve permanency faster, less movement of placements. We want to make sure we connect the kids as best we can to meet the well-being goals. Some commercial marketing techniques are used to harness some data re: users to get "more bang for our buck" for our recruitment dollars. For M&Ms, we wanted to share data more appropriately with community partners in order for us to build a better*

overall working relationship with one another so we are meeting our goals in that aspect. We wanted to build a better working relationship with other partners and have a better working relationship for the kids we serve. We wanted to integrate/have a better understanding of concurrent planning needs and assist our staff and community partners to get that done. We shared info and got that out there. We also studied kinship care and what works/doesn't, how to reinforce that program, matching those kids' needs, looking at the program overall. –Two Rivers

- **Recruit Foster/Adoptive Homes** [8: CO, EM, SBG, L, B]. *The purpose was to enhance our existing resources related to foster and adoptive parents for children—diligent recruitment, and better target for the subpopulations of the groups of kids to enhance those opportunities. And test those theories through research—DCBS Central Office*
- **Dual Purposes Noted: Collaboration + Recruit Homes** [7: TR, EM, L, S]
- **Dual Purposes Noted: Recruit Homes + Permanency** [4: EM, S, CO]

Implementation by Intervention

Targeted Recruitment

Summary: General consensus was that this intervention was unsuccessful, largely due to lack of ability to retain DR Specialists and lack of communication and integration with the work of DCBS and PCC staff. Both of these issues were identified after the first intervention year but were never adequately resolved. Most frequently mentioned changes recommended involved training DCBS staff to use market segmentation and targeted recruitment and integrating DR specialists into the work in the regions.

Themes:

- **What did not go well** [32]
 - **Couldn't Retain the DR Specialists** [13: All regions, S, CO]. *That was awful in our area. We went through a lot of different folks and we didn't get much from them. It could have been a very good thing had we had specialists involved and committed.—Southern Bluegrass*
 - **Regions Uninformed on the Work of the DR Specialists/Not integrated with the Work of Agency Staff** [8: EM, SBG, L, CO]. *I didn't see them or they weren't encouraged as much in the 2nd half. I actually haven't seen anyone since our first one left.—Eastern Mountain*
 - **We didn't understand the data well enough to teach the DRS or staff how to use it** [3: staff, L]. *We didn't originally understand the Marketing Segmentation. We hired Diligent Recruitment Specialists before we truly understood their role. We seemed to be way behind because of this and had to go back and retrain the DRS-Staff*
 - **Other/Didn't work but non-specific** [10: TR, SBG, L, S]
 - **Don't Know about this Intervention/uninvolved** [6: TR, EM]