



EVALUATION • MANAGEMENT • TRAINING

---

First 5 LA Biannual Report  
Evaluation Findings for the First 5 LA  
Parent Helpline  
July - December 2007

Date: February 14, 2008



Executive Summary ..... i

Introduction .....1

Call Volume.....3

    Figure 1: Monthly Call Volume for 211 LA & the First 5 LA Parent Helpline, November 2005 – December 2007 .....4

    Figure 2: Monthly Call Volume to the First 5 LA Parent Helpline & 211 LA, July 2005- December 2007 .....5

    Figure 3: Monthly Call Volume at the First 5 LA Parent Helpline, 1<sup>st</sup> Contract Year (July 2005-June 2006), 2<sup>nd</sup> Contract Year (July 2006 – June 2007) & 1<sup>st</sup> six months of 3<sup>rd</sup> Contract Year (July-December 2007).....6

Demographic Data.....6

    Figure 4: Caller Language, July-December 2007 .....7

    Figure 5: Caller Ethnic Background, July-December 2007 .....8

    Table 1: Missing Calls (July-December 2007) .....8

    Figure 6: Caller Gender, July-December 2007 .....10

    Figure 7: Number of Children in Household, July-December 2007 .....10

    Figure 8: Number of Pregnant Women in Household, July-December 2007 .....11

    Figure 9: Caller Marital Status, July-December 2007 .....11

    Figure 10: How Callers Learned About the First 5 LA Parent Helpline, July-December 2007 .....12

    Figure 11: How Callers Learned About 211 LA, July-December 2007 .....12

Customer Management System Data .....13

    Table 2: First 5 LA Parent Helpline and 211 LA Average Speed To Answer, July-December 2007 .....13

    Table 3: First 5 LA Parent Helpline and 211 LA Percentage of Calls Abandoned, July-December 2007 .....14

    Table 4: 211 LA County Progress in meeting First 5 LA Performance Benchmarks .....15

Brief Automated Satisfaction Survey Results .....18

    Table 5: First 5 LA Parent Helpline Brief Automated Satisfaction Survey Results, July-December 2007 .....19

    Table 6: 211 0-5 Brief Automated Satisfaction Survey Results, July-December 2007 .....19

    Figure 12: Percentage of First 5 LA Parent Helpline Brief Satisfaction Survey Respondents Endorsing Highest Satisfaction Rating, July 2006 - December 2007 .....20

    Table 7: First 5 LA Parent Helpline/211 LA Brief Automated Satisfaction Survey Results by Caller Language, July-December 2007 .....21

Follow Up Survey .....21

Appendix A: Performance Benchmarks .....25

Appendix B: Follow Up Survey Results for August 2007 .....33

**TO: First 5 LA**  
**FROM: EMT Associates, Inc.**  
**Date: February 14, 2008**  
**Subject: Biannual Report of Evaluation Findings for the First 5 LA Parent Helpline, July - December 2007**

---

Executive Summary:

The progress of 211 LA in meeting First 5 LA operational objectives for the First 5 LA Parent Helpline from July through December 2007 is presented in this biannual report. Accomplishments, challenges and implications in the areas of call volume, caller demographics, call metrics, call performance, caller satisfaction and caller outcomes at the time of follow up are addressed.

*Call Volume*

- Volume to 211 LA from callers indicating that they have a child ages birth through age five years 11 months declined every month during years two and three, compared with year one
  - The reason(s) for the drop in 211 LA call volume is unclear

*Caller Demographics*

- Most callers to the First 5 LA Parent Helpline/211 LA during the first six months of Fiscal year 2007-2008 spoke English (74%)
- The majority of callers to the First 5 LA Parent Helpline/211 LA during July through December 2007 identified themselves as Latino (62%)
  - Over one in five callers self-identified as African American (21%)
- Women represented the majority of callers (95%)
- Most callers have at least one child in the home between the ages of birth to five years of age (92%)

- From July through December 2007 a total of 10,215 children between the ages of birth through five years were residing in households served by 211 LA or the First 5 LA Parent Helpline
- Approximately one in five callers during the months of July through December 2007 reported at least one pregnant woman in the home (21%)
- From July through December 2007 a total of 1,650 pregnant women resided in households served by 211 LA or the First 5 LA Parent Helpline.
- 68% of callers during the months of July through December 2007 reported being single parents
- Referral from a community based or government agency represented the primary method where callers learned about 211 LA (60%) or the First 5 LA Parent Helpline (31%)
- The KCET television program, *A Place of Our Own* was the second most often cited source through which callers to the First 5 LA Parent Helpline learned about the service (30%)
- The majority of the children ages birth through five years in caller households have health insurance (87%); only 13% indicated that not all children in the household were insured
- **Only 53%** of the pregnant women in caller households have health insurance (47% were uninsured at the time of the call)
- Referral out for health insurance application outnumbered enrollment over the phone by a ratio of nearly 3:1
- The majority of callers were receiving WIC services (81%) at the time of the call

#### *Call Metrics*

- Benchmarks for abandonment rates and average speed to answer were not met more often than attained during the first half of Fiscal Year 2007-2008

#### *Call Performance*

- Performance benchmarks were met for **53 percent** of the scorecard items
- For callers whose needs were successfully identified, the service most frequently offered was a community referral
- Performance was best in the area of Manner of Delivery, for which nearly every benchmark was met

### *Caller Satisfaction*

- The overwhelming majority of callers are very satisfied with the services provided by the First 5 LA Parent Helpline (**92%**)
  - Callers express the greatest level of satisfaction with CRA understanding of services needed
  - The percentage of First 5 LA Parent Helpline callers who participated in the brief IVR satisfaction survey during the first six months of Fiscal Year 2007-2008 ranged from 58 percent to 71 percent, representing a majority of callers
- The majority of callers to 211 LA (**88%**) indicated that they are very satisfied with the service
  - The percentage of 211 LA callers who participated in the brief IVR satisfaction survey during July through December ranged from 14 to 23 percent, despite the introduction of an automated invitation prior to speaking with a live agent

### *Follow Up Outcomes*

- Community Resource Advisors (CRAs) were highly rated on their interpersonal skills by August callers who participated in the follow up survey:
  - **ALL** respondents described the CRA they spoke to as respectful, polite, patient and professional
- Among callers participating in the follow up survey who contacted the First 5 LA Parent Helpline/211 LA during the first six months of Fiscal Year 2007-2008, **74 percent** reported being “Very Satisfied” with the agency they were referred to
  - Among callers who were dissatisfied with the referral, a plurality were unhappy about the referral received for child care due to a shortage of affordable child care in Los Angeles County
- Outcomes were positive related to the First 5 LA Parent Helpline/211 LA providing a needed service (as reported by follow up survey respondents):
  - **95 percent** indicated that the First 5 LA Parent Helpline/211 LA assisted them in obtaining needed services. Actions taken by CRAs toward this end included:
    - Respondent was given referral
    - CRA filled out application for health insurance with caller over the telephone
    - Caller received health insurance application via mail
    - Caller received First 5 California new parent kit

- Outcomes were mixed with regard to service access post-call:
  - **83 percent** of follow up survey respondents contacted the agency that the First 5 LA Parent Helpline referred them to
    - **Only 51 percent** successfully made contact with the agency and received an appointment and/or services
    - The other 49 percent encountered barriers including:
      - Respondent placed on waiting list for services
      - Could not reach a live agent
      - Respondent did not qualify for services
      - Services were too expensive or too far away
      - Agency did not provide any information
- Respondents in the follow up survey indicated a need for child care (55%), preschool (42%) and health insurance (adult, 41%)
  - More than half (61%) were aware that the First 5 LA Parent Helpline/211 LA could assist in linking to these services

Recommendations: Recommendations include:

- 211 LA is discussing the possibility of providing a brief explanation of the types of services that the 211 0-5 line can assist callers with on the interactive voice response system (IVR). Callers first hear an automated message prior to being routed to a CRA
  - Callers to 211 LA are asked during the IVR to indicate if they have a child ages birth up to six years. 211 callers who indicate on the IVR that they have a child ages birth up to six years could also benefit from a brief explanation about the types of services they can receive. 211 callers could then be provided the option to be routed to 211 CRAs or the specially trained First 5 LA Parent Helpline CRAs
  - This option is being discussed as a possible solution for reducing the number of non-target population callers
  - Callers to the First 5 LA Parent Helpline currently hear such a message when they are waiting to speak to a live agent. The impact on the percentage of non-target population callers is clear: *Only one quarter are from the First 5 LA Parent Helpline. The remaining three-quarters are from the 211 LA line*
- Performance related to call metrics represent an area of concern

- 211 should explore potential reasons (including staffing loads, particularly during regular hours of operation) for the change in performance and implement corrective action
- Call monitoring results indicate that challenges were mainly in the areas of screening calls for First 5 LA-designated priorities, offering health insurance enrollment over the telephone, and collecting demographic data. Callers were three times as likely to receive a referral when children's health insurance was needed compared to enrollment over the telephone
  - CRA performance related to these behaviors should continue to be monitored by 211 LA, as the process of call monitoring will be handled internally during 2008
- Awareness about the full range of services that First 5 LA Parent Helpline/211 LA CRAs can assist callers with has been enhanced through many CRAs providing a brief description at the call's conclusion (70% of all calls during the first six months of Fiscal Year 2007-2008)
  - Awareness about the full range of services that First 5 LA Parent Helpline/211 LA CRAs can assist callers with would be enhanced to an even greater extent through providing an automated description to callers when they are on hold during the call (e.g. when the CRA is searching for information, callers currently hear music)

## **First 5 LA Parent Helpline Evaluation Biannual Report July – December 2007**

Introduction: The progress of 211 LA in meeting First 5 LA operational objectives for the First 5 LA Parent Helpline during the first six months of Fiscal Year 2007-2008 is presented in this biannual report (July – December 2007). This period of time represents the first six months of the third year 211 LA has operated the First 5 LA Parent Helpline. Examination of progress at this particular point is timely, given that standard operational procedures have been established and the system overall has matured.

211 LA was awarded a contract by First 5 LA in July 2005 to operate the First 5 LA Parent Helpline. The first contract year (July 2005 – June 2006) involved operation of a 24 hour hot line unique to First 5 LA (888-First 5 LA) as well as contracted services to 211 LA callers within First 5 LA's target population - callers with children ages birth to five years 11 months and/or pregnant women in the household, and their service providers. All Community Resource Advisors (CRAs) were trained to handle First 5 LA calls, and no CRAs were dedicated solely to answering calls on the 888 line.

A change in the scope of work occurred for the first quarter of the second contract year. The First 5 LA Parent Helpline was the only contracted Helpline service from July 2006 through October 17, 2006. Because of a dramatic decline in call volume, the scope of work was revised as of October 18, 2006. Callers to 211 LA who indicate on the opening interactive voice response (IVR) system that they have a child ages birth to five years old 11 months and/or are pregnant are routed to First 5 LA Parent Helpline Community Resource Advisors (CRAs).

During this third year of 211 LA operation of the First 5 LA Parent Helpline, a pool of eight CRAs has been dedicated to handle calls involving a member of First 5 LA's target population. The First 5 LA Parent Helpline hours of operation are from 8:00 a.m. to 8:00 p.m. on Monday through Friday. Calls to the 888 line after hours are routed to a back up pool of six 211 LA CRAs. The back up pool also handles after hours calls from 211 LA callers who indicate on the IVR that they have a child ages birth to five years and/or are pregnant. If none of the back up team is available, the caller receives a message with instructions to call back during First 5 LA Parent Helpline business hours.

Evaluation, Management and Training Associates, Inc. (EMT) is the external evaluator contracted by First 5 LA to conduct independent evaluation of 211 LA's implementation of the First 5 LA Parent Helpline. EMT's approach to the evaluation of the First 5 LA Parent Helpline is best characterized as a comprehensive, multi-phase system of quality assurance, performance monitoring and outcome evaluation. To provide a full range of decisions for contract management and continuous quality improvement, the information collection and analysis systems put in place by EMT include the following:

- **Customer Management System Data**--Contact center hardware and software automatically record standard call metric data such as volume, the average speed to answer a call, call handle time, and other industry metrics. Selected call metrics relevant

to the non-profit social services sector are examined in this report, with a comparison between the First 5 LA Parent Helpline and industry benchmarks.

- **Prism Data**--211 LA's data management system allows Community Resource Advisors (CRAs) to record information on key caller variables, such as demographic data and services received. Selected demographic data are described in this report for the purpose of determining the characteristics of callers.
- **Call Monitoring**--All recordings of calls to the First 5 LA Parent Helpline and 211 LA calls for which the inquirer indicated the presence of a child in the household ages birth through age five are provided to EMT for monitoring. Each call recording contains only the audio portion of the call. The onscreen transaction is not recorded.

Trained, certified EMT monitors review a random sample of First 5 LA Parent Helpline and 211 LA calls each month using the First 5 LA Call Monitoring Scorecard, a tool developed in collaboration with First 5 LA<sup>1</sup>. Call monitoring serves multiple functions:

1. To measure quality of service specifically related to First 5 LA objectives;
2. To measure fidelity to the "*best practice*" model established by First 5 LA as articulated and detailed in the scope of work for First 5 LA Parent Helpline operations;
3. To document the collection of required First 5 LA data elements for each call; and
4. To provide feedback designed to be used by 211 LA County in continuous quality improvement efforts.

The call monitoring scorecard documents adherence to key benchmark performance standards established by First 5 LA (Appendix A). The performance standards established by First 5 LA mostly measure fidelity to the "*best practice*" model established in the scope of work. A minority of items are related to data collection activities required by First 5 LA.

- **Caller Satisfaction Survey**--Callers to the First 5 LA Parent Helpline and callers to 211 LA who indicate that they have a child ages birth through five years are provided the opportunity to participate in a brief, automated satisfaction survey at the conclusion of their call. The caller satisfaction survey is offered in English and Spanish.
- **Follow Up Outcome Survey**--At the close of the brief satisfaction survey, participants are offered an opportunity to partake in a follow up (call back) survey. Callers who

---

<sup>1</sup> Call monitoring by EMT ended as of December 31, 2007. 211 LA developed a comprehensive system of quality assurance (including call monitoring), which makes use of a modified version of the scorecard developed by First 5 LA and EMT. Internal call monitoring results will be made available to First 5 LA and EMT during the second half of this third operational year.

consent to participate are asked to enter a telephone number where they can be reached in 15 days for the follow up survey. EMT attempts to contact potential respondents with 15 – 45 days post-contact with the First 5 LA Parent Helpline/211 LA. The follow up period is necessary in order to provide callers with the opportunity to act on information and/or referrals provided by the First 5 LA Parent Helpline. The purpose of the call back survey is to assess the impact of contact with the First 5 LA Parent Helpline.

Key findings are reported related to:

- **Call volume**--the number of callers who contacted the First 5 LA Helpline and callers who contacted 211 LA and indicated on the introductory IVR (before speaking to a live agent) that they have a child ages birth through five years. Findings for the first six months of the third contract year (July through December 2007) are compared with findings from the second contract year (July 2006 – June 2007) and the first contract year (July 2005-June 2006);
- **Caller demographics**--information about caller ethnic background, as well as primary language spoken, gender, the number of children in the household, and the number of children ages birth through five years served during the call. This section also includes information about the need for health insurance for the children on whose behalf 211/First 5 LA Parent Helpline was contacted, and whether the family receives WIC. Aggregate findings are presented for July-December 2007. In addition, information is presented about the presence or absence of a pregnant woman in the household;
- **Call metrics**--findings about the number of callers who hang up before talking with a Community Resource Advisor (CRA) and the average speed to answer a call. Findings for July-December 2007 are presented;
- **Call monitoring**--the results based on call recordings evaluated against performance benchmarks established in the First 5 LA Parent Helpline scope of work. Aggregate findings for July-December are presented;
- **Caller satisfaction**--findings from the brief automated satisfaction survey and the follow up survey of callers. Aggregate findings for July-December are presented and compared to the second contract year (July 2006 to June 2007).

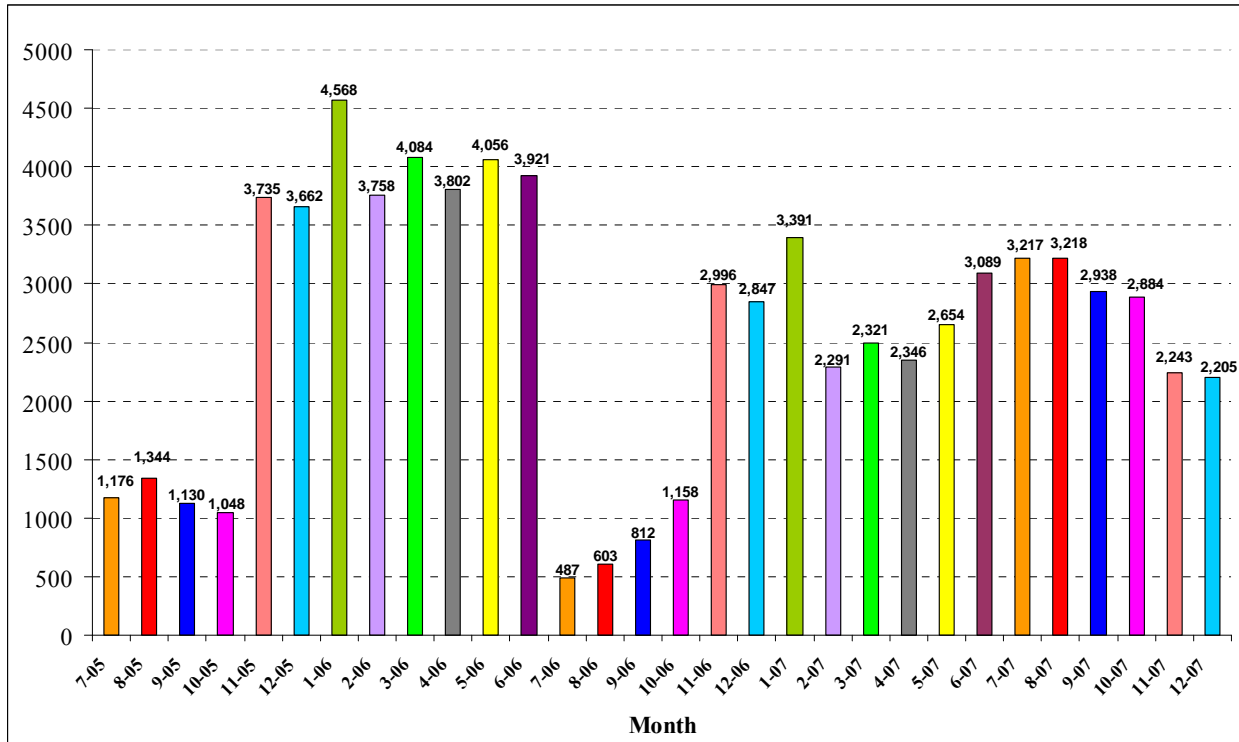
The key findings are presented in the following sections of this report.

*Call Volume:* Call volume to the First 5 LA Parent Helpline is calculated using data provided through 211 LA's Customer Management System (CMS). CMS automatically captures and counts incoming calls to 888-First 5 LA. CMS also documents the number of incoming 211 LA calls in which the caller indicates via IVR that they have a child ages birth to five years and/or is pregnant. These calls are documented in CMS as 211 0-5 calls, even though they are automatically transferred to the First 5 LA Parent Helpline after the caller indicates on the opening IVR that s/he has a child ages birth through five years or a pregnant woman in the

household. Information on calls manually transferred to the First 5 LA Parent Helpline from 211 LA CRAs is not automated, but entered into a spreadsheet by 211 LA data management staff.

Figure 1 provides a graphic illustration of call volume during the first six months of the third contract year (July through December 2007), the second contract year (July 2006 – June 2007<sup>2</sup>) and the first contract year (July 2005<sup>3</sup> – June 2006).

**Figure 1**  
**Monthly Call Volume for 211 LA & the First 5 LA Parent Helpline**  
**November 2005 – December 2007**



A total of 16,705 calls were handled by the First 5 LA Parent Helpline/211 LA during the first six months of the third contract year. To date, 74,507 calls have been handled.

Call volume during the first few months of 211’s third contract year is higher than volume during comparable months of the second contract year due to the **service exclusion** of 211 0-5 callers

<sup>2</sup> July – October 2006 volume is noticeably lower than other months because 211 LA ceased providing services to callers with children ages birth through five years on the 211 line. Call volume to the First 5 LA Parent Helpline during the month of October 2006 was compiled by analyzing the daily marketing reports generated by 211 LA. It was necessary to use this source because CMS does not disaggregate by day, and 211 LA did not transition target population callers to the 888 line until October 18<sup>th</sup>, 2006

<sup>3</sup> Calls to 211 LA from First 5 LA’s target population (pregnant women, families with children ages birth to five years 11 months, and service providers for the target population) were not documented by CMS from the onset of the contract transfer to 211 LA (July 2005) to October 2005. Only calls to 888-First 5 LA were documented by CMS during the early months following the contract transfer to 211 LA from the previous contractor. 211 LA required time following contract transfer to reconfigure their system in order to document 211 LA callers indicating on the introductory IVR the presence of a child in the household ages birth to five years 11 months

during part of the second contract year. A different reason accounts for the difference between July through September 2007 when compared to July through September of 2005 (first contract year)--call volume is noticeably higher during the most recent time period because 211 LA was **not documenting service** to families with children ages 0-5 and pregnant callers. Documentation commenced in November 2005.

Call volume from November 2006 through June 2007 is lower than during the same time period during November 2005 through June 2006. The reason(s) for lower call volume during recent months is not completely clear (see below). During the first contract year a total of 36,284 calls were handled by the First 5 LA Parent Helpline and 211 LA (callers who indicated that they have a child under the age of six years). Approximately 10,000 fewer calls were handled during the second contract year (N=25,168).

Call volume during July through September 2006 is dramatically lower than other months due to 211 LA's shift in their scope of work away from providing First 5 LA services to 211 LA target population callers. Call volume rebounded somewhat during October 2006 with resumption of inclusion of 211 LA target population callers. Nonetheless, call volume overall continues to decline. Figure 2 illustrates that the decline in call volume is almost entirely due to declining volume at 211 LA among callers who indicated that they have a child ages birth through five years and/or are pregnant. Figure 2 illustrates this point graphically by breaking out call volume between 211 LA and the First 5 LA Parent Help Line.

**Figure 2**  
**Monthly Call Volume to the First 5 LA Parent Helpline & 211 LA**  
**July 2005-December 2007**

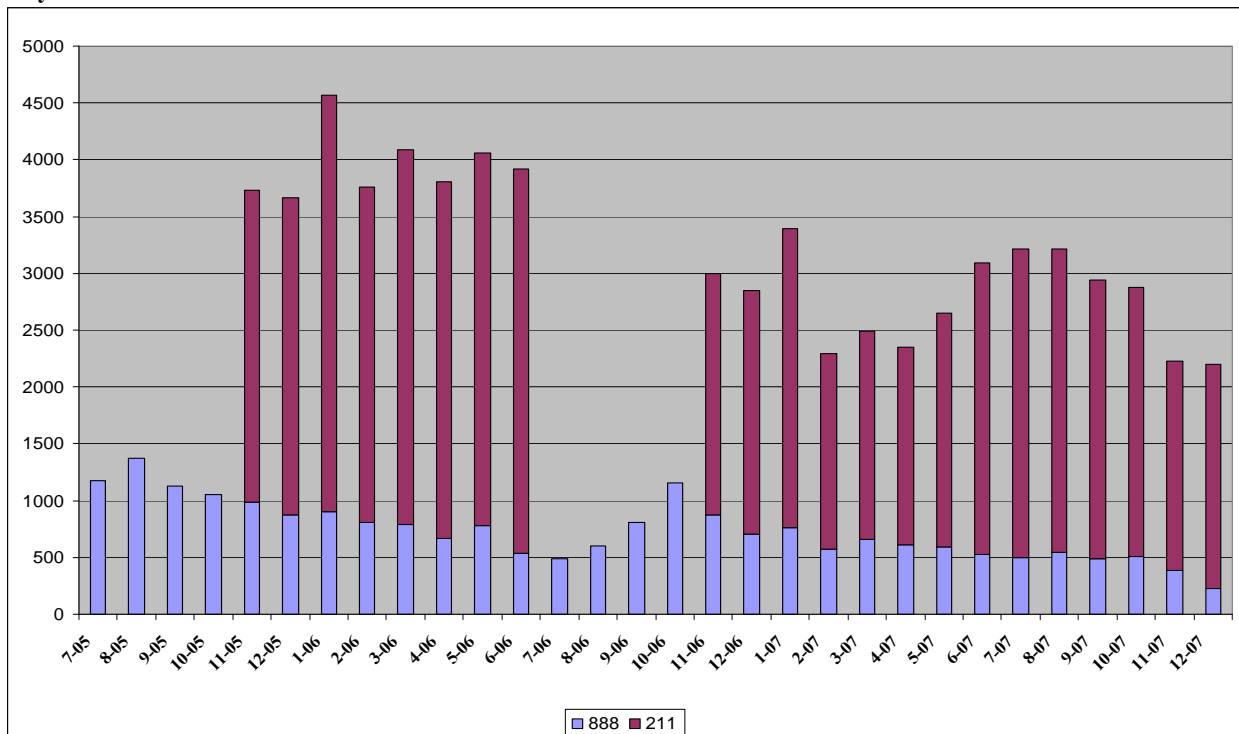
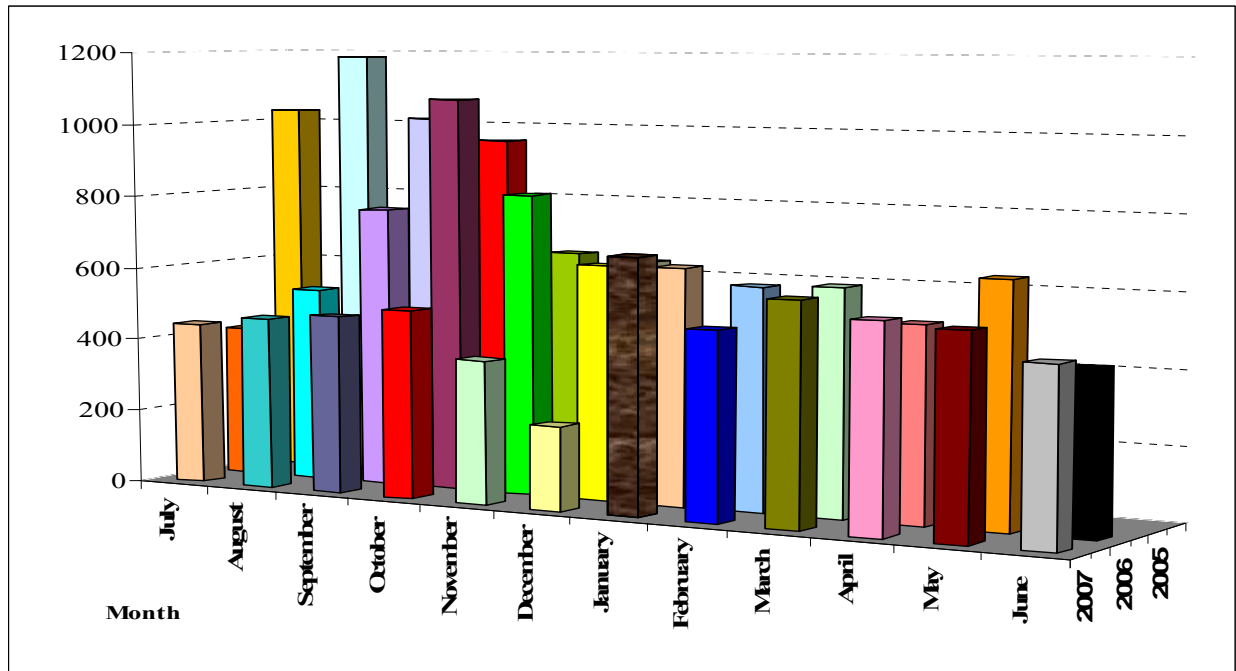


Figure 3 provides a comparison of call volume solely to the First 5 LA Parent Helpline since the transition to 211 LA as the contractor in July 2005. When comparing the first quarter of contract year one with the first quarter of contract year two, call volume is dramatically lower during the second contract year. After the first quarter, however, the volume of calls in the first and second contract years is fairly consistent. Examination of Figure 2 shows that the drop in calls during the second contract year (other than the first quarter) is largely due to a drop in the number of 211 LA callers indicating that they have a child ages birth through five years 11 months in the household. The reason(s) for this drop are unclear. EMT will work with the First 5 LA Public Affairs Department and 211 LA in order to determine the cause(s) of 211 LA call volume reduction.

**Figure 3**  
**Monthly Call Volume at the First 5 LA Parent Helpline**  
**1st Contract Year (July 2005 - June 2006), 2nd Contract Year (July 2006 - June 2007)**  
**& 1st six months of 3rd Contract Year (July-December 2007)**



*Demographic Data:* This section presents information about the callers to 211 LA and the First 5 LA Parent Helpline and their families. Included in this section are details about caller ethnic background, as well as the language in which the call was conducted, the caller’s primary language spoken, caller gender, the number of children in the household, and the number of children ages birth through five years served during the call. Findings on health insurance status of the children in the household are described, as well as involvement in the Women, Infants and Children Nutritional Program (WIC). In addition, information is presented about the presence or absence of a pregnant woman in the household, the number of pregnant women served during the call.

**Figure 4**  
**Caller Language**  
**July-December 2007 (N=16,701)**

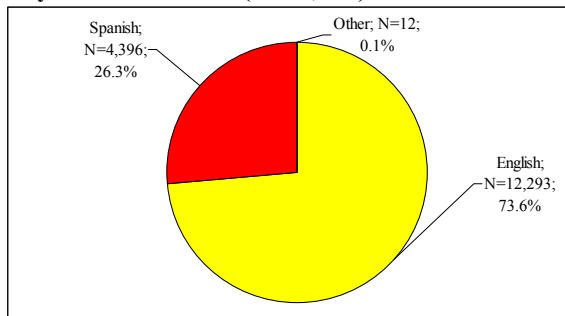


Figure 4 presents data on caller language for July through December 2007 based on the Customer Management System Data (CMS). CMS captures the caller’s choice of language (English or Spanish) based on their selection from the Interactive Voice Response system (IVR). Callers contacting 888-First 5 LA are prompted via an automated message to select whether their call will be conducted in English or Spanish. In addition, CRAs document in their management information system (Prism) when a caller requires third-party translation. Translation services are provided through contract with AT&T when the caller speaks a language other than English or Spanish. These calls are classified in Figure 4 as “Other” because the exact language spoken is not documented in the management information system.

The results displayed in Figure 4 show the majority of callers to be English speaking (N=12,293; 73.6%). Spanish-speaking callers represented 26.3 percent of callers during the first six months of Fiscal Year 2007-2008 (N=4,394). Only 12 callers utilized AT&T Translation services (0.1%). Translation services are accessed for languages other than English or Spanish by choosing an option for one of the Asian languages when listening to the introductory IVR.

The data captured by CMS related to the language of the call was compared to the primary language spoken by the caller, as reported by callers to the CRA in response to the demographic data questions. Demographic data is collected by CRAs when handling calls to the First 5 LA Parent Helpline and 211 LA calls from parents of children ages birth to five years 11 months and/or pregnant women. The demographic data<sup>4</sup> results indicate that the percentage of callers whose primary language is English is 60.8 percent (N=4,481) compared to nearly 75 percent who chose to conduct the call in English. The percentage of callers who reported that their primary language is Spanish is 36.8 percent (N=2,707), higher than the 26.3 percent of callers who opted to conduct their call in Spanish. These results suggest that a certain percentage of callers opted to conduct the call in English, even though their primary language is Spanish. Asian languages were reported as spoken at home by 1.0% of callers during the first six months of Fiscal Year 2007-2008 (N=70). “Other” languages were spoken among 1.4 percent (N=104) of callers.

---

<sup>4</sup> Demographic data was not collected on 41 percent of all callers (N=5,041). Some were deemed by CRAs as not part of the target population (N=4,557) or the data was simply missing (N=484). Percentages for primary caller language were therefore calculated for callers from whom data was collected. Another 457 callers (not included in the 37% noted above) were reported to have declined to answer the question related to primary language

**Figure 5  
Caller Ethnic Background  
July-December 2007 (N=7,284)**

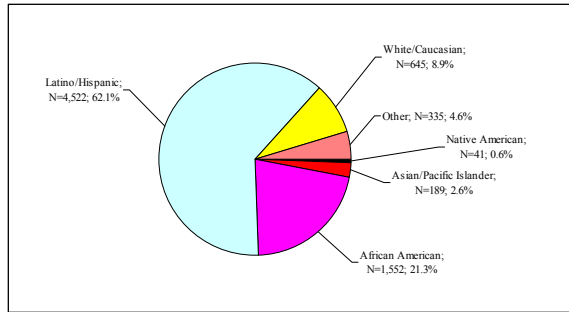


Figure 5 presents the self-reported ethnic background of callers to the First 5 LA Parent Helpline during July through December 2007. Data displayed in Figure 5 show the majority of callers identified themselves as Latino or Hispanic (N=4,522;

62.1%). Callers who self-identified as African American represented over one in five callers (21.3%; N=1,552). Caucasians represented a minority (N=645, 8.9%) of callers. Asian/Pacific Islanders represented 2.6 percent of callers (N=189). Only 41 callers self-identified as Native American (0.6%). A small percentage (4.6%) of callers were classified under “Other”, including multiethnic callers (N=335). A total of 563 callers declined to answer the question regarding their ethnic background. Over 4,500 callers (N=4,556) were classified as not being part of the target population, representing 37 percent of all calls.

Note that the number of missing calls is not reported in Figures 5 through 11. The issue of what constitutes a missing call is complex, as illustrated in Table 1.

**Table 1  
Missing Calls (July-December 2007)**

Data Source	Total Calls/Records	Total Valid Calls	Total Out of Scope Calls <sup>5</sup>	Difference
CMS	19,357	16,705	2,652	Between Valid CMS & Valid Recordings = 28
Demographic Dataset	12,403	7,362	5,041	Between All Demographic Dataset & CMS = 6,854
Call Recordings	26,081	16,677	12,661	Between Valid Call Recordings & Valid Demographic Dataset = 9,343

Hence, depending upon the source referenced, the number of missing calls ranges from 9,376 to 28. CMS documented 16,705 valid calls handled during the first six months of Fiscal Year 2007-2008. A call record is available in the demographic dataset for 12,403 calls (including out of scope calls, as CMS only documents whether a call is answered), leaving a discrepancy of 6,854 calls unaccounted for. Call screening indicates that CRA to CRA conversations and other

<sup>5</sup> Out of scope for CMS means calls which were abandoned before every reaching a live agent. All call recordings are screened by EMT. Out of scope call recordings include callers from outside LA County, hang ups which occur after reaching a live agent (but before information is provided), CRA to CRA conversations, call backs to check on insurance application status, emergency situation calls, and calls from individuals outside of First 5 LA’s target population. Out of scope for the purpose of demographic data collection are the same as applied to call recordings, the main difference being that a call record is not opened for hang ups, call backs and CRA to CRA conversations

types of calls for which a record would not be opened in the demographic data set represent 48.1 percent of all call recordings, which could account for the discrepancy between valid CMS calls and calls for which a record was opened in the demographic dataset.

Call recordings were received by EMT for 16,677 calls during July through December 2007. CMS documented 16,705 valid calls received during that same time period, for a discrepancy of 28 calls. Although the discrepancy is minor, the reason is puzzling, as all incoming calls which are answered by a live agent are documented as a valid call. CRA to CRA (internal calls) would not be captured in CMS. 211 LA is continuing to look into the source of discrepancies between CMS, call recording and demographic dataset call counts<sup>6</sup>.

A large number of callers (N=4,557; 37% of all callers documented in the demographic dataset) are indicated by 211 LA as not part of the target population for demographic data collection purposes. Callers who are **not** asked demographic questions include those calling back to check on the status of their child's health insurance application and repeat callers, because the data was collected during their first call. In addition, callers who are in crisis (e.g. suicide) and other types of sensitive calls (e.g. intimate partner violence) are not queried regarding their ethnic background and other demographic variables. Finally, callers who are not part of the target population are not asked demographic questions. Non-target population callers are those who have no children ages birth through age five years 11 months and/or have no pregnant women in the household. Service providers calling for general information are also not part of the target population. But if they are calling on behalf of a specific family, demographic data is collected on that family.

For July through December 2007, calls deemed not part of the target population for data collection purposes are categorized as follows<sup>7</sup>:

- *Not in Target Population*: 32.2 percent (N=1,468)
- *Hang Up* (after reaching a live agent)<sup>8</sup>: 21.8 percent (N=993)
- *Crisis*: 23.7 percent (N=1,078)
- *Sensitive*: 7.2 percent (N=329)
- *Health Insurance Application Follow Up*: 5.2 percent (N=238)
- *Repeat Caller*: 9.7 percent (N=442)

Nearly all calls deemed not part of the target population (99.8%) fell into one of the above categories.

The bulk of calls which are deemed **not** part of the target population for data collection purposes come from 211 LA--callers who indicated on the introductory IVR that that they have a child ages birth through age 5 years 11 months (prior to speaking with a live agent). 211 LA callers

---

<sup>6</sup> EMT will no longer receive all call recordings as of January 1, 2008. The discrepancy between call recordings and other data sources will therefore no longer be tracked by EMT after this report

<sup>7</sup> Percentages are out of all calls deemed not applicable for data collection purposes

<sup>8</sup> Hang ups are different from abandoned calls, as the latter hangs up prior to reaching a live agent

represented 73.3 percent (N=3,339) of all non-target population callers. Callers to the 888 line represented the other 26.7 percent (N=1,218).

When non-target population callers were asked why they picked the 211 0-5 option on the IVR or dialed the First 5 LA Parent Help Line, the percentage of the population endorsing each reason differed between the two telephone numbers:

*“I didn’t know what this number was for”*: 1.3 percent of non-target population callers to the First 5 LA Parent Helpline (hereafter referred to as the Parent Helpline) and 0.4 percent of 211 callers who chose the 0-5 option on the introductory IVR (hereafter referred to as 211).

*“I just pressed this number”*: 1.6 percent of Parent Helpline and 1.4 percent of 211 callers. The percentage of Parent Helpline callers is odd, given that the 888 number is not easy to dial compared to 211 and the 0-5 pick on the 211 IVR.

*“I thought I could get help here”*: 16 percent of Parent Helpline and 5 percent of 211 callers.

*“Someone told me to call”*: 6 percent of Parent Helpline callers and 3 percent of 211 callers.

Other: 25 percent of Parent Helpline and 16 percent of 211 callers.

Unfortunately a plurality of non-target population callers chose an option other than those provided by the CRA, leaving the reasons why non-target population callers contact the First 5 LA Parent Helpline or choose the 0-5 option on the IVR not entirely clear.

**Figure 6**  
**Caller Gender**  
**July-December 2007 (N=7,783)**

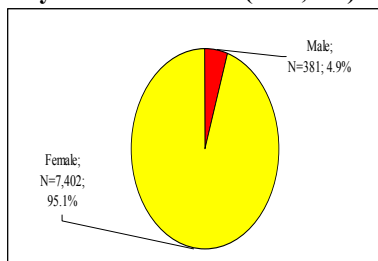


Figure 6 displays the gender of callers during the first six months of Fiscal Year 2007-2008. Callers to the First 5 LA Parent Helpline/211 LA are majority female (N=7,402; 95.1%). Men represented 4.9 percent of callers (N=381). During July through December 2007, 70 callers declined to state their gender, and 4,550 callers were noted as not being part of the target population.

**Figure 7**  
**Number of Children in Household**  
**July-December 2007 (N=7,511)**

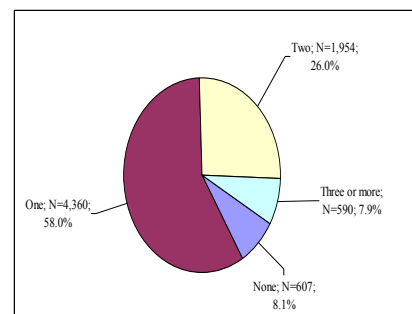


Figure 7 displays the number of children aged birth to five years of age in the home, as reported by callers during the first six months of Fiscal Year 2007-2008. The data displayed in Figure 7 reveal that the vast majority of callers reported having at least one child at home between the ages of birth to five years of age (N=6,904; 91.9%). In terms of the number of children at home, the majority of callers reported having only one child between the ages of birth to five (N=4,560 58.0%), suggesting that the service is reaching many first-time parents.

*From July through December 2007 a total of 10,215 children between the ages of birth through five years resided in households served by 211 LA or the First 5 LA Parent Helpline.*

**Figure 8**  
**Number of Pregnant Women in Household**  
**July-December 2007 (N=7,482)**

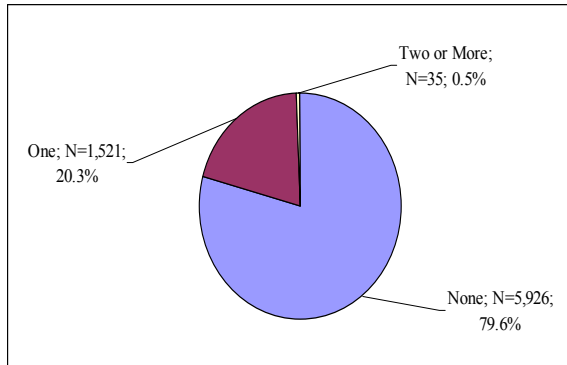


Figure 8 presents data on the number of pregnant women in the home, as reported by

callers to the First 5 LA Parent Helpline and target population callers to 211 LA during July through December 2007. The data displayed in Figure 8 show that the majority of callers reported that there were no pregnant women in the home (N=5,926; 79.6%). Approximately one in five callers reported the presence of a pregnant woman in the household (N=1,521; 20.3%). A total of 367 callers refused to say whether or not there were any pregnant women in the household. A total of 4,554 callers were noted as not applicable for purpose of data collection.

*From July through December 2007 a total of 1,650 pregnant women resided in households served by 211 LA or the First 5 LA Parent Helpline.*

**Figure 9**  
**Caller Marital Status**  
**July-December 2007 (N=7,326)**

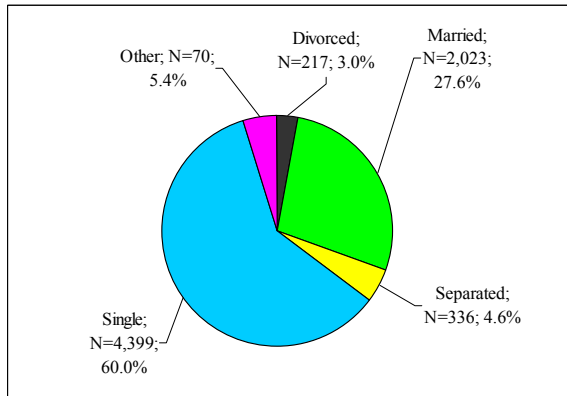


Figure 9 displays the marital status of callers to the First 5 LA Parent Helpline during the months of July through December 2007. The majority of callers to the First 5 LA Parent Helpline and 211 LA callers who indicated that they have a child ages birth through five years 11 months are single parents (N=4,399; 60.0%). Over one quarter are married (N=2,023, 27.6%). A total of 522 callers refused to answer the question related to their marital status. Another 4,555 callers were deemed not applicable for purposes of data collection.

Figures 10 and 11 display the source by which callers learned about the First 5 LA Parent Helpline and 211 LA during the months of July through December 2007.

**Figure 10**  
**How Callers Learned About the**  
**First 5 LA Parent Helpline**  
**July-December 2007 (N=1,138)**

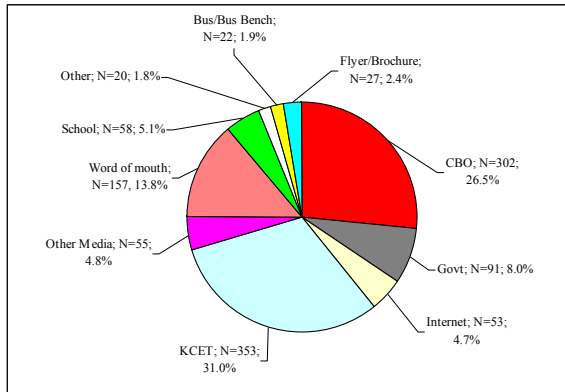
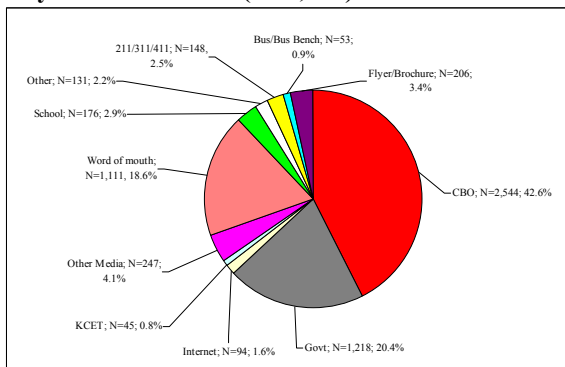


Figure 10 illustrates that a community-based or government agency referral was the primary mechanism by which callers became aware of the First 5 LA Parent Helpline (34.5%; N=393). KCET was the second most-often cited source during 2007 (31.0%; N=353). Word of mouth represents the third most often-cited vehicle of awareness (13.8%; N=157). Other sources of information about 211 LA cited by callers individually represented less than five percent of the population. A total of 36 callers refused to answer this question, 13 could not recall where they heard about the service, and 1,219 were deemed not applicable for the purpose of data collection.

**Figure 11**  
**How Callers Learned About 211 LA**  
**July-December 2007 (N=5,973)**



based or government agencies are the primary method by which callers during the first six months of Fiscal Year 2007-2008 became aware of 211 LA (63.0%; N=3,762). Unlike the First 5 LA Parent Help Line, word of mouth represents the second most oft-cited source for hearing about 211 LA (18.6.0%; N=1,111). Other sources of information about 211 LA cited by callers individually represented less than ten percent of the population. A total of 163 callers could not recall where they had heard about the service. Another 455 callers refused to answer the question, and 3,339 were deemed not applicable for the purpose of data collection.

Figure 11 displays the source from which 211 LA callers who indicated that they have a child aged birth through five years 11 months heard about 211 LA. Community-

The majority of the children ages birth through five years in caller households had health insurance (86.6%; N=5,995). Only 13.4 percent (N=924) indicated that not all children in the household were insured. However, only 52.9% of the pregnant women in caller households had health insurance (N=1,255). Over half of all callers indicated that everyone on the household was insured (64.4%; N=4,672). The Prism demographic dataset does not reflect whether the caller has health insurance—only whether everyone in the household is insured. Referrals for health insurance outpaced enrollment over the phone by nearly a 3:1 ratio. During the first 6 months of Fiscal Year 2007-2008 a total of 836 callers were referred out for health insurance application. Enrollments initiated over the telephone number 318 (67 Healthy Kids, 77 Healthy Families, 174 MediCal).

The majority of callers were receiving WIC services (81.4%; N=5,807). Another 18.6 percent were perhaps eligible but not enrolled in WIC, however (N=1,327).

*Customer Management System Data:* Standard performance metrics documented by call centers include the average amount of time it takes before a live agent answers a call and the percentage of callers who hang up while waiting to speak to a live agent. Tables 2 and 3 display these critical First 5 LA Parent Helpline and 211 LA performance metrics for the first six months of Fiscal Year 2007-2008. The results are broken out by month because the average speed to answer metric is not generated by CMS in a format which can be aggregated. Results are presented in green when the best practice benchmark was met and red when it was not. The results for the First 5 LA Parent Helpline and 211 LA are broken out by English and Spanish. Callers are asked to select English or Spanish by the automated voice response system (IVR) prior to speaking with a CRA. The Customer Management System tracks metrics for each IVR “pick” (in this case, English or Spanish) separately.

Customer Management System (CMS) data is also presented for calls to 211 that were subsequently transferred to 888-First 5 LA and calls to 888-First 5 LA in need of third party translation services. Third party translation services are provided by AT&T for callers who speak languages other than English and Spanish. CMS data is also provided for calls to the First 5 LA Parent Helpline which occurred after the regular operating hours of Monday through Friday from 8:00 a.m. to 8:00 p.m. Calls which are placed to the First 5 LA Parent Helpline after hours are answered by 211 LA CRAs.

**Table 2**  
**First 5 LA Parent Helpline and 211 LA Average Speed to Answer**  
**July-December 2007 (N=19,357)<sup>9</sup>**

Call Metric	211 0-5 English N=12,219	211 0-5 Spanish N=4,069	211 Transfer to 888 N=6	888 English N=1,561	888 Spanish N=1,409	888 Translation N=17	888 English After Hours N=67	888 Spanish After Hours N=8
July	26	30	0	20	33	0	0	0
August	31	55	N/A	41	58	0	9	N/A
Sept.	31	45	0	23	52	0	11	0
Oct.	52	1:08	N/A	40	54	0	0	N/A
Nov.	1:12	1:11	N/A	41	1:01	N/A	7	N/A
Dec.	1:07	1:27	N/A	58	47	0	0	0

<sup>9</sup> The Ns presented include abandoned calls. Industry benchmarks were taken, per instruction by First 5 LA, from best practice publications related to public non-profit and government call centers. Performance benchmarks for metrics were taken from the literature (Anton, J. (2005). *Government & non-profit industry benchmark report: Best-in-class call center performance*. Santa Maria, CA: BenchmarkPortal. 211 LA has a standard of 80% of calls answered in under 60 seconds, but the CMS report does not display the data in a format necessary to answer this question

The industry benchmark for average speed to answer is 30.59 seconds. This benchmark was rarely met during the first six months of Fiscal Year 2007-2008 for the main telephone lines operated by 211 LA for First 5 LA.

**Table 3**  
**First 5 LA Parent Helpline and 211 LA Percentage of Calls Abandoned**  
**July-December 2007 (N=19,357)<sup>10</sup>**

Call Metric	211 0-5 English N=12,219	211 0-5 Spanish N=4,069	211 Transfer to 888 N=6	888 English N=1,561	888 Spanish N=1,409	888 Translation N=17	888 English After Hours N=67	888 Spanish After Hours N=8
July	8%	9%	25%	8%	9%	50%	29%	33%
August	8%	10%	N/A	11%	14%	33%	16%	N/A
Sept.	9%	13%	0%	10%	14%	0%	8%	25%
Oct.	12%	12%	N/A	16%	16%	50%	11%	100%
Nov.	17%	15%	N/A	14%	13%	N/A	14%	N/A
Dec.	14%	14%	N/A	15%	6%	0%	0%	0%

The average speed to answer benchmark was rarely met during the latter three months of the six month period examined. Although the benchmark was met for Spanish language callers to the First 5 LA Parent Helpline during December 2007 (along with those seeking translation services and after-hours callers), the overall trend of performance slippage is troubling.

*Call Monitoring Results:* Table 4 provides a snapshot of call monitoring results for the First 5 LA Parent Help Line, in comparison with the performance benchmarks established by First 5 LA. The scorecard is color coded, indicating whether an item is related to model fidelity or data collection. The results are also color coded, indicating whether the First 5 LA Parent Helpline met the performance benchmark or not:

- Scorecard items related to **model fidelity<sup>11</sup> are in purple font**
- Items related to data collection activities are in **black font**
- Scorecard items in which 211 LA County **met** the performance benchmark in operation of 888-First 5 LA are indicated in **green font**
- Areas in which the performance benchmark was **not met** are indicated in **red font**
- Instructions related to when items are **not applicable** are in **grey font**

Performance benchmarks indicated in Table 4 are those contained in First 5 LA’s scope of work with 211 LA. Expectations for compliance range from 85 percent to 95 percent, depending upon the benchmark measured. Appendix A contains First 5 LA’s performance standards related to each scorecard item.

<sup>10</sup> The Ns presented include abandoned calls. 10% is the 211 LA internal standard. The Government and Non-Profit Benchmark is 6.74%. The Federal Government call center benchmark is 4%.

<sup>11</sup> Model fidelity refers to service activities required in the 888-First 5 LA scope of work

**Table 4**  
**211 LA County Progress in meeting First 5 LA Performance Benchmarks**  
**(N=1,737 calls monitored July – December 2007)**

**Section 1: Accuracy of Response<sup>12</sup>**

1.1: Identification of Need		Benchmark 8/07	2007 N=1,737	2007 N/A & No
1.1a	CRA asked if pregnant woman in caller's household (N/A if caller tells CRA she is pregnant)	95%	87% Yes=1,361	N/A=176 No=200
1.1b	CRA asked if any children aged newborn – 5 yrs in household (N/A if caller tells CRA the number of children in household)	95%	91% Yes=1,127	N/A=420 No=120
1.1c	CRA asked if caller/client has health insurance (N/A if caller informs CRA re: health insurance status)	90%	84% Yes=1,334	N/A=147 No=251
1.1d	CRA asked if pregnant woman in household has health insurance (N/A if 1.1a is NO, or if no pregnant woman in household)	90%	95% Yes=242	N/A=1,483 No=12
1.1e	CRA asked if caller's/client's child(ren) have health insurance	90%	92% Yes=1,339	N/A=275 No=123
1.1f	CRA asked if everyone else in the household has health insurance (partner, extended family, other adults, unrelated kids)	85%	82% Yes=1,352	N/A=78 No=307
1.2: Effective Response		Benchmark 8/07	2007 N=1,737	2007 N/A & No
1.2a	CRA offered to enroll children aged newborn – 5 yrs in Healthy Families, Medi-Cal or Healthy Kids (N/A if child already has health insurance; or if family is NOT low income)	90%	89% Yes=168	N/A=1,548 No=41
1.2b	CRA offered to enroll pregnant woman in health insurance (N/A if pregnant woman already has health insurance, or if no pregnant woman in household)	90%	80% Yes=32	N/A=1,697 No=8
1.2c	CRA offered to refer caller/client to DHS clinic for health insurance enrollment (N/A if CSR does not ask caller if s/he needs health insurance, or if caller already has health insurance)	85%	87% Yes=169	N/A=1,543 No=25
1.2d	CRA offered to refer entire family for health insurance enrollment (N/A if caller, partner & children have health insurance)	85%	92% Yes=423	N/A=1,275 No=39

Performance benchmarks were met for **53 percent** of the scorecard items during the first six months of Fiscal Year 2007-2008.

*Section 1: Accuracy of Response-40 percent* of the items in Section 1 met the benchmark.

- CRA queried caller as to the health insurance status of all children ages birth through five years in the household
- CRA queried caller regarding the health insurance status of pregnant women in the household
- Caller was referred to DHS for health insurance
- Family was referred to DHS for health insurance

<sup>12</sup> Note: In order to clearly distinguish between items which measure quality of service & those related to data collection, quality of service items are highlighted in yellow while data collection items are highlighted in blue.

## Section 2: Data Gathering for First 5 LA

2.1: Statistical Information (N/A if caller refuses to answer—N/A taken out of Actual percentage in calculations)		Benchmark 8/07	2007 N=1,737	2007 N/A & No
2.1a	CRA asked for caller's/client's ethnic background	90%	85% Yes=1,370	N/A=133 No=234
2.1b	CRA asked about caller's/client's marital status	90%	86% Yes=1,254	N/A=282 No=201
2.1c	CRA asked how many children ages birth – 5 yrs in the household	90%	84% Yes=1,382	N/A=84 No=271
2.1d	CRA asked about how many pregnant women in the household	90%	85% Yes=1,399	N/A= 82 No=256
2.1e	CRA asked where caller heard about First 5 LA	90%	85% Yes=1,185	N/A=342 No=210
2.1f	CRA probed for specific media source	85%	93% Yes=360	N/A=1,349 No=28
2.1g	CRA asked if caller first time or repeat caller	90%	83% Yes=1,288	N/A=211 No=0
2.1h	CRA asked about type of inquirer	90%	97% Yes=352	N/A=1,375 No=10
2.1i	CRA asked for caller/client zip code	90%	99% Yes=1,700	N/A=13 No=24
2.2: Service Information (N/A if the service was not needed)		Benchmark 8/07	2007 N=1,737	2007 N/A & No
2.2a	Caller need(s) clearly identified	85%	100% Yes=1,737	N/A=0 No=0
2.2b	Service type clearly identifiable	85%	99% Yes=1,721	N/A=0 No=16
2.2c	# of Healthy Kids applications clearly identifiable	85%	100% Yes=22	N/A=1,715 No=0
2.2d	# of Healthy Families applications clearly identifiable	85%	90% Yes=17	N/A=1,718 No=2
2.2e	# of Medi-Cal applications (child) clearly identifiable	85%	97% Yes=33	N/A=1,703 No=1
2.2f	Adult caller was referred to DHS for health insurance	85%	99% Yes=166	N/A=1,569 No=2
2.2g	Family was referred to DHS for health insurance	85%	99% Yes=384	N/A=1,348 No=5
2.2h	# of children less than 1 year clearly identified	85%	84% Yes=1,386	N/A=85 No=266
2.2i	# of children aged 12 months clearly identified	85%	84% Yes=1,386	N/A=84 No=267
2.2j	# of children aged 24 months clearly identified	85%	84% Yes=1,386	N/A=84 No=267
2.2k	# of children aged 36 months clearly identified	85%	84% Yes=1,386	N/A=84 No=266
2.2l	# of children aged 48 months clearly identified	85%	84% Yes=1,386	N/A=84 No=267
2.2m	# of children aged 56 months clearly identified	85%	84% Yes=1,372	N/A=84 No=271
2.2n	Unassisted referrals clearly identified	85%	99% Yes=1,615	N/A=101 No=21
2.2o	Assisted service was clearly communicated to caller	85%	100% Yes=9	N/A=1,728 No=0
2.2p	Caller was warm transferred to internal specialist	85%	55% Yes=83	N/A=1,756 No=68

Section 2: Data Gathering for First 5 LA-48 percent of the items in Section 2 met the benchmark, including:

- CRA asked for the specific media source where caller heard about First 5 LA Parent Help Line
- CRA asked about the type of inquirer
- CRA asked for caller zip code
- Caller need(s) clearly identified
- Service type clearly identified
- # of Healthy Kids applications clearly identified
- # of MediCal applications clearly identified
- # of Healthy Families applications clearly identified
- Adult caller referred to DHS
- Family referred to DHS
- Unassisted referrals clearly communicated to caller
- Assisted referral clearly communicated to caller

Only 73 telephone enrollments for children’s health insurance were completed out of 1,737 calls monitored. Referral to the Los Angeles Department of Health Services represented the dominant strategy for health insurance enrollment (by a margin of 3:1).

**Section 3: Manner of Delivery**

<b>3.1: Tone</b>		<b>Bench- mark 8/07</b>	2007 N=1,737	2007 N/A & No
<b>3.1a</b>	<b>Tone was pleasant</b>	90%	99% Yes=1,716	N/A=0 No=21
<b>3.1b</b>	<b>Speaking voice was clear</b>	85%	99% Yes=1,716	N/A=0 No=21
<b>3.1c</b>	<b>Maintained non-judgmental attitude with caller</b>	90%	99% Yes=1,730	N/A=0 No=7
<b>3.2: Professionalism</b>		<b>Bench- mark 8/07</b>	2007 N=1,737	2007 N/A & No
<b>3.2a</b>	<b>Paced information delivery to caller’s level/affect</b>	85%	98% Yes=1,700	N/A=0 No=37
<b>3.2b</b>	<b>Avoided self-disclosure</b>	85%	98% Yes=1,696	N/A=0 No=41
<b>3.2c</b>	<b>Avoided offensive language</b>	85%	100% Yes=1,737	N/A=0 No=0
<b>3.2d</b>	<b>Time fillers used when searching for response (N/A if no time spent searching)</b>	85%	70% Yes=743	N/A=681 No=313
<b>3.2e</b>	<b>Informed caller about the need to transfer &amp; why (N/A if no transfer needed)</b>	85%	100% Yes=97	N/A=1,640 No=0
<b>3.3: Professionalism (offered caller information about other programs)</b>			70% Yes=1,211	N/A=0 No=526

Section 3: Manner of Delivery-88 percent of the items in Section 3 met the benchmark, including:

- CRA spoke in pleasant tone of voice
- CRA paced information delivery to caller’s level/affect

- Speaking voice was clear
- Maintained non-judgmental attitude with caller
- Avoided self-disclosure
- Avoided offensive language
- Informed caller about the need to transfer & why

The only objective not met related to Manner of Delivery during 2007 was the appropriate use of time fillers when searching for information. This behavior has been difficult for CRAs to perform from the onset of 211 LA's contract.

The majority of callers (70%; N=1,211) of callers during 2007 were told about other programs sponsored by First 5 LA.

The percentage of calls monitored during which the CRA asked the caller to hold for the brief satisfaction survey at the conclusion of the call was 81 percent (N=1,253). A total of 300 calls monitored during 2007 were noted by the CRA not verbally informing the caller about the brief satisfaction survey (19%)<sup>13</sup>.

An automated message about the brief satisfaction survey was implemented on the First 5 LA Parent Helpline during the month of May 2007, and to the 211 0-5 line during September 2007. The interactive voice response (IVR) system asks callers to hold at the conclusion of their call if they would like to participate in a brief satisfaction survey. The survey message is the last message that callers hear before they are transferred to a CRA. Therefore, even though not all First 5 LA Parent Helpline or 211 0-5 callers received a verbal reminder at the end of the call, callers were provided the opportunity to participate in the brief automated satisfaction survey.

The automated message guards against differential rates at which CRAs provide a verbal invitation to participate in the brief satisfaction survey. Among calls monitored during 2007, 76% (N=550) of 211 LA callers were verbally informed about the survey, compared with 85 percent of First 5 LA Parent Helpline callers (N=703).

Only two out of 1,737 callers (less than 1%) to the First 5 LA Parent Helpline and callers to 211 LA who indicated that they have a child ages birth to five years of age expressed frustration about being asked the data collection questions.

English speaking calls represented 60 percent (N=1,031) of calls monitored during 2007. Spanish language calls represented 41 percent (N=706).

*Brief Automated Satisfaction Survey Results:* First 5 LA's scope of work with 211 LA County requires that CRAs ask callers to "*please hold*" for an automated satisfaction survey message at the call's conclusion. At the end of the call, the process of transferring the caller to the survey is automatic<sup>14</sup>.

---

<sup>13</sup> Asking callers to hold for the automated satisfaction survey was not applicable for 184 calls monitored

<sup>14</sup> The only exception is calls which are warm transferred to an agency outside of 211. Following the transfer, 211 no longer "owns" the call and cannot transfer the caller to the automated survey

Table 4 displays the brief automated satisfaction survey questions, the performance benchmark<sup>15</sup> when a benchmark is available, and the actual results for the First 5 LA Parent Helpline summarizing a six month period (July through December 2007). Figure 12 provides the percentage of First 5 LA Parent Helpline respondents to the brief automated satisfaction survey who endorsed the highest satisfaction rating over time (from July 2006 through December 2007).

**Table 5**  
**First 5 LA Parent Helpline Brief Automated Satisfaction Survey Results**  
**July-December 2007 (N=762)**

Satisfaction Survey Question	Benchmark For Highest Satisfaction Rating	July through December 2007 %	July through December 2007 N
How well did First 5 LA answer your questions?	-----	<b>92%</b>	701
How useful was the information?	-----	<b>91%</b>	695
How well did First 5 LA understand what you needed?	-----	<b>95%</b>	726
How quickly were your questions answered?	-----	<b>90%</b>	685
How satisfied are you with the services provided by First 5 LA?	75%	<b>92%</b>	<b>702</b>

Note: The wording of survey questions has been revised in order to fit within the table. Skipped items ranged from 0 to 1, depending upon the question.

**Table 6**  
**211 0-5 Brief Automated Satisfaction Survey Results**  
**July-December 2007 (N=859)**

Satisfaction Survey Question	Benchmark For Highest Satisfaction Rating	July through December 2007 %	July through December 2007 N
How well did 211 LA answer your questions?	-----	<b>92%</b>	789
How useful was the information?	-----	<b>92%</b>	786
How well did 211 LA understand what you needed?	-----	<b>95%</b>	819
How quickly were your questions answered?	-----	<b>90%</b>	776
How satisfied are you with the services provided by 211 LA?	75%	<b>88%</b>	<b>757</b>

Note: The wording of survey questions has been revised in order to fit within the table. Skipped items ranged from 1 to 2, depending upon the question.

---

<sup>15</sup> Performance benchmarks for caller satisfaction were taken from the literature (Anton, J. (2005). *Government & non-profit industry benchmark report: Best-in-class call center performance*. Santa Maria, CA: BenchmarkPortal.

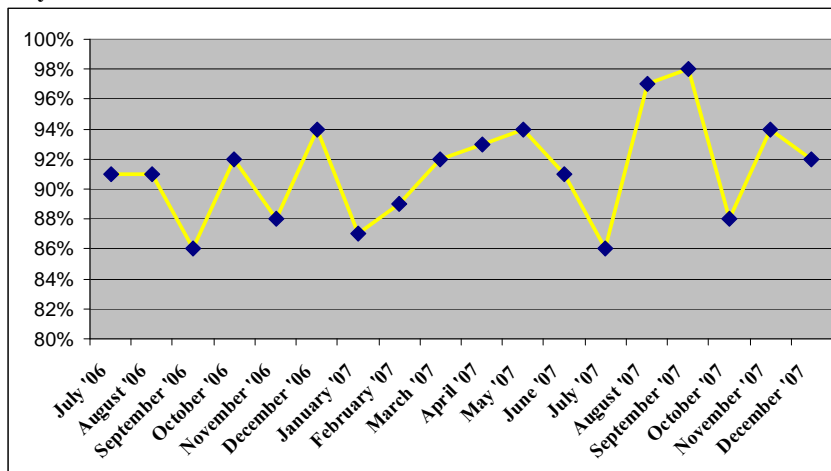
Table 5 displays the brief automated satisfaction survey questions, the performance benchmark (when a benchmark is available), and the results for 211 LA summarizing a six month period (July through December 2007<sup>16</sup>).

Table 6 summarizes First 5 LA caller satisfaction during the summarizing a six month period (July through December 2007) by primary language spoken.

The results summarizing the satisfaction level among callers during the months of July 2007 through December 2007 reveal that callers to the First 5 LA Parent Helpline represent the most satisfied group, with 92 percent endorsing the highest satisfaction rating with the service overall, compared to 88 percent of 211 callers.

Throughout the months of July through December 2007, the question which received the highest endorsement from both First 5 LA Parent Helpline and 211 callers was how well the CRA understood what the caller needed; both hotlines reporting a 95 percent satisfaction level.

**Figure 12**  
**Percentage of First 5 LA Parent Helpline Brief Satisfaction Survey Respondents Endorsing Highest Satisfaction Rating July 2006 – December 2007**



The results indicate that callers continue to be satisfied with the First 5 LA Parent Helpline. Noteworthy is the finding that overall satisfaction has never fallen below the benchmark for non-profit and government contact centers. Indeed, overall satisfaction with the service has routine been well above the benchmark of 75 percent.

Overall satisfaction with the First 5 LA Parent Helpline during the months of July through December 2007 has varied. July 2007 was at the lowest satisfaction level (86%) it has been since September of 2006. August (97%) and September (98%) exceeded the highest level of satisfaction for all prior months. During the month of October, the satisfaction level (88%)

<sup>16</sup> EMT ceased reporting 211 LA satisfaction results during July and August due to concerns about the validity of 211 LA results. Less than 75% of 211 LA calls monitored involved an invitation to participate in the brief automated satisfaction survey. At that time, 211 callers did not hear an automated invitation as part of their initial IVR prior to speaking with an agent. CRA invitation was the only manner by which 211 callers learn about the brief automated satisfaction survey. 211 satisfaction survey results are presented in this report because of the implementation of the automated message in the 211 0-5 IVR

decreased again. During the months of November (94%) and December (92%), the overall satisfaction level has returned to average (91%) levels seen over the past eighteen months.

**Table 7**  
**First 5 LA Parent Helpline/211 LA Brief Automated Satisfaction Survey**  
**Results by Caller Language**  
**July-December 2007 (N=940 English Speakers; N=770 Spanish Speakers)**

Satisfaction Survey Question	Benchmark For Highest Satisfaction Rating	English %	English N	Spanish %	Spanish N
How well did First 5 LA/ answer your questions?	-----	<b>92%</b>	866	<b>91%</b>	701
How useful was the information?	-----	<b>89%</b>	841	<b>91%</b>	698
How well did First 5 LA understand what you needed?	-----	<b>94%</b>	887	<b>93%</b>	719
How quickly were your questions answered?	-----	<b>91%</b>	856	<b>85%</b>	658
How satisfied are you with the services provided by First 5 LA?	75%	<b>88%</b>	<b>829</b>	<b>88%</b>	<b>679</b>

Note: The wording of survey questions has been revised in order to fit within the table. Skipped items ranged from 1 to 8, depending upon the question.

When First 5 LA Parent Helpline/211 LA responses are examined by language, during the months of July through December 2007, English speakers were found to be more satisfied in all areas except when asked how useful the information provided was and their overall satisfaction. When asked how useful the information provided was, Spanish speaking callers showed a higher level of satisfaction (91%) compared to English speaking callers (89%). When asked about their satisfaction with the overall service, both English and Spanish speaking callers reported an 88 percent satisfaction level.

The percentage of First 5 LA Parent Helpline callers who participated in the brief IVR satisfaction survey during July through December ranged from 58 percent to 71 percent<sup>17</sup>. The percentage of 211 LA callers who participated in the brief IVR satisfaction survey during July through December ranged from 14 percent to 23 percent. Unfortunately, the introduction of the up-front IVR survey invitation does not appear to have increased 211's survey response rate to levels observed on the First 5 LA Parent Helpline.

*Follow Up Survey Results:* Callers who opted to participate in the brief satisfaction survey were also offered the opportunity to partake in a follow up survey at the conclusion of the brief survey. Callers who opted to participate were asked to provide a telephone number where they could be reached within the next 30 days for the follow up survey.

---

<sup>17</sup> Previous reports calculated percentage participating from overall calls received in CMS. For this biannual report and future reports the percentage is calculated based only on target population calls received. The data source for determining the number of valid target population calls is the demographic data collected by CRAs.

The results summarized in this report are from respondents whose call to the First 5 LA Parent Helpline was placed between the months of July 2007 and November 2007, or who contacted 211 during the same interval and indicated on the introductory interactive voice response system that they have a child between the ages of birth to five years of age. Callers who contacted the First 5 LA Parent Help Line/211 during the month of *December 2007* are still within the survey window as of this report writing. A total of 351 callers who contacted the First 5 LA Parent Helpline/211 LA between July 2007 and November 2007 participated in the follow up survey.

Satisfaction with 888-First 5 LA/211 LA overall is high—**87 percent** (N=290) among follow up survey respondents who contacted the service between July 2007 and November 2007. This percentage is above the benchmark of 75 percent.

When comparing satisfaction between callers to the First 5 LA Parent Helpline and 211 LA, slight differences emerge. There was a slightly higher percentage of “*very satisfied*” respondents among 211 LA callers (87.8%, N = 231) than there were among 888-First 5 LA callers (84.3%, N=59). These results represent a reversal from reported satisfaction immediately following the call (92% among 888-First 5 LA callers; 88% among 211 LA callers; see previous section).

Nearly all of the follow up survey respondents stated that they would call 888-First 5 LA/211 again (98.5%; N=324; Refused to answer=22). In addition:

- 98.5 percent (N=325; Refused to answer=21) said they would refer others to 888-First 5 LA/211 LA
- 61.3 percent (N=201; Refused to answer=23) reported that they had already referred others to 888-First 5 LA/211 LA

CRAs were rated highly by callers on their interpersonal skills:

- 100 percent (N=75; Refused to answer=1) were described as respectful and polite.
- Only one (< 1%) caller out of the sample did not agree that the CRA was professional
- Only two callers (< 1%) out of the sample did not agree that the CRA was patient

The service is reaching a needy population, as 40 percent (N=143) stated that they don't know where they would have gone for help had the First 5 LA Parent Help Line/211 LA not been available.

Follow up survey respondents were asked whether they were currently in need of a list of core services prioritized by First 5 LA. These services, and the percentage of survey respondents indicating need, are as follows (the three oft-endorsed needs are in **bold**):

1. Child care—**55 percent** (N=174)
2. Preschool—**42 percent** (N=135)
3. Health insurance (adult)—**41 percent** (N=133)
4. Food (or baby formula)—33 percent (N=105)
5. Health insurance (child)— 19 percent (N=58)

6. Immunization—17 percent (N=56)
7. Prenatal care—3 percent (N=6)

For respondents that called 888-First 5 LA/211 between July 2007 and November 2007, more than half (61%; N=198) indicated that they were aware that the First 5 LA Parent Helpline/211 LA could assist them in obtaining these services.

Nearly all (90.2%; N=370) of follow up survey respondents were provided with a referral to an external agency. Follow up survey respondents indicated that 74 percent (N=251) were “*very satisfied*” with the referral received. Among callers who expressed dissatisfaction with the referral, a majority of respondents were dissatisfied with either child health insurance referrals (19%, N=38), child care referrals (18%, N=35), of housing referrals (11%, N=21).

Outcomes were largely positive related to the First 5 LA Parent Helpline/211 LA providing a needed service (as reported by follow up survey respondents who contacted the 888/211 lines between the months of July 2007 and November 2007):

- **94.8 percent** (N=405)<sup>18</sup> indicated that the First 5 LA Parent Help Line/211 LA assisted them in obtaining needed services. Actions taken by CRAs toward this end included:
  - Respondent was given referral (majority of the callers who reported they got what they needed (85.9%; N=348)
  - CRA filled out application for health insurance with caller over the telephone (5.4%; N=22)
  - Caller received health insurance application via mail (4.0%; N=16)
  - Caller’s questions were answered (2.0%; N=8)
  - Spoke to social worker (1.5%; N=6)
- Outcomes were mixed with regard to service access post-call:
  - 83 percent (N=307) of follow up survey respondents contacted the agency that the First 5 LA Parent Helpline/211 LA referred them to
    - **Only 51 percent** (N=158) successfully made contact with the agency and received an appointment and/or services
    - The other **49 percent** (N=149) encountered barriers including:
      - Respondent placed on waiting list for services
      - No one called back
      - Could not reach a live person
      - Respondent did not qualify for services
      - Services were too expensive

---

<sup>18</sup> Callers are allowed to report on outcomes for **each child** on whose behalf they contacted the First 5 LA Parent Helpline/211 LA

- Agency located too far away
- Agency did not provide any information
- Incorrect referral contact information

One special area of concern was among respondents that called 888 First 5 LA/211 LA seeking health insurance for one or more children. Overall, 91 percent (N = 41) of callers seeking health insurance for one or more children were very satisfied with First 5 LA Parent Helpline/211 LA. Satisfaction levels were compared among respondents seeking health insurance for one or more children between those that had their application filled out over the phone versus those that only received an application or referral for health insurance. Callers that had their health insurance application filled over the phone showed a slightly greater proportion of satisfaction (92.9% very satisfied, N = 13) versus those that only received an application or referral for health insurance (90.3%, N = 28). These differences could not be tested statistically because of small sample sizes.

Detailed findings related to the follow up survey for respondents who contacted the First 5 LA Parent Helpline between July 2007 and November 2007 are provided in Appendix B.

## **Appendix A: Performance Benchmarks**



FIRST 5 LA PARENT HELPLINE SCORECARD

Required performance standards for calls involving a household including pregnant women or children through age 5 will be<sup>19</sup>:

- 1. 95% compliance for items in purple font
2. 90% compliance\* for items in red font
3. 85% compliance for items in blue font
4. 85% compliance for items in black font
(Items in green do not count toward the overall score, but are instead used to determine whether an item is applicable or not.)

Community Resource Advisor Name: \_\_\_\_\_

Service Record #: \_\_\_\_\_

Call Date: \_\_/\_\_/\_\_

Call Start Time: \_\_\_\_:\_\_\_\_.\_\_\_\_ a.m./p.m. Call End Time: \_\_\_\_:\_\_\_\_.\_\_\_\_ a.m./p.m.
(including seconds) (including seconds)

Call Duration: \_\_\_\_:\_\_\_\_
minutes seconds

- Caller Language:
o English o Armenian o Vietnamese
o Spanish o Cambodian o Other: \_\_\_\_\_
o Korean o Cantonese
o Tagalog o Mandarin

Caller Needs Health Insurance: o Yes o No

Caller's Child Needs Health Insurance: o Yes o No

Monitor Name: \_\_\_\_\_

19 \*'Compliance' is defined as 211 LA staff performing each of the functions detailed in this scorecard to a standard deemed acceptable by First 5 LA. This includes asking each of the questions required by First 5 LA and offering to perform enrollments and/or assisted referrals, as appropriate to each case.

**Section 1: Accuracy of Response**

<b>1.1: Identification of Need</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
1.1a	CRA asked if pregnant woman in caller's household			
1.1b	CRA asked if any children aged newborn – 5 yrs in household			
1.1c	CRA asked if caller has health insurance			
1.1d	CRA asked if pregnant woman in household has health insurance (N/A if 1.1a is NO, or if no pregnant woman in household)			
Is the caller pregnant?				
1.1e	CRA asked if caller's child(ren) have health insurance			
1.1f	CRA asked if everyone else in the household has health insurance (partner, extended family, other adults, unrelated kids)			
Is the caller a single parent?				
<b>1.2: Effective Response</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
1.2a	CRA offered to enroll children aged newborn – 5 yrs in Healthy Families, Medi-Cal or Healthy Kids (N/A if child already has health insurance; or if family is <u>NOT</u> low income)			
Is the caller from a low-income family?				
1.2b	CRA offered to enroll pregnant woman in health insurance (N/A if pregnant woman already has health insurance, or if no pregnant woman in household)			
1.2c	CRA offered to refer caller to DHS clinic for health insurance enrollment (N/A if CSR does not ask caller if s/he needs health insurance, or if caller already has health insurance)			
1.2d	CRA offered to refer entire family for health insurance enrollment (N/A if caller, partner & children already have health insurance; or if single parent & CRA offers to enroll child and caller separately)			

**Section 2: Data Gathering for First 5 LA**

<b>2.1: Statistical Information</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
2.1a	CRA asked for caller's ethnic background			
2.1b	CRA asked about caller's marital status			
2.1c	CRA asked how many children ages birth – 5 yrs are in the household			
2.1d	CRA asked about how many pregnant women are in the household			
2.1e	CRA asked where caller heard about First 5 LA Parent Help Line			
2.1f	CRA probed for specific media source (N/A if caller didn't hear about through the media)			
2.1g	CRA asked if caller first time or repeat caller			
2.1h	CRA asked about type of inquirer			
2.1i	CRA asked for caller zip code			
Caller became frustrated with the data collection questions:				
<b>2.2: Service Information</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
2.2a	Caller need(s) clearly identified			
2.2b	Service type clearly identifiable			
Items 2.2c through 2.2e are only applicable for calls where children's health insurance was sought				
2.2c	# of Healthy Kids applications clearly identifiable			
2.2d	# of Healthy Families applications clearly identifiable			
2.2e	# of Medi-Cal applications (child) clearly identifiable			
Items 2.2f and 2.2g are only applicable for calls where adult health insurance was sought				
2.2f	Adult caller was referred to DHS for health insurance			
2.2g	Family was referred to DHS for health insurance			
2.2h	# of children less than 1 year clearly identified			
2.2i	# of children aged 12 months/1 year clearly identified			
2.2j	# of children aged 24 months/2 years clearly identified			
2.2k	# of children aged 36 months/3 years clearly identified			
2.2l	# of children aged 48 months/4 years clearly identified			
2.2m	# of children aged 56 months/5 years clearly identified			
2.2n	Unassisted referrals clearly identified			
2.2o	Assisted service was clearly communicated to caller			
Was the caller warm transferred to another agency?				
Was the caller warm transferred to another 211 LA hot line?				
2.2p	Caller was warm transferred to internal specialist as appropriate			

**Section 3: Manner of Delivery**

<b>3.1: Tone</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
3.1a	Tone was pleasant			
3.1b	Speaking voice was clear			
3.1c	Maintained non-judgmental attitude with caller			
<b>3.2: Professionalism</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
3.2a	Paced information delivery to caller's level/affect			
3.2b	Avoided self-disclosure			
3.2c	Avoided offensive language			
3.2d	Time fillers used when searching for response (N/A if no time spent searching)			
3.2e	Informed caller about the need to transfer & why (N/A if no transfer needed)			
<b>3.3: Call Closing</b>		<b>Yes</b>	<b>No</b>	<b>N/A</b>
3.3a	CRA offered caller information about other programs			

**Did the CRA ask the caller to hold for a brief message at the conclusion of the call?**

Yes  No  N/A—warm transfer/assisted referral

**If caller was transferred, were they asked if they would participate in a call-back survey?**

Yes  No

**If caller consented, were they asked for their contact information?**

Yes  No

**Comments:**

**What media source did the caller hear about the First 5 LA Parent Help Line?**

- 411
- Another Hotline
- Billboard
- Bus ad (outside or inside)
  - Montebello Bus Line
  - Norwalk Transit
  - Antelope Valley Transit Authority
  - Long Beach Transit
  - Foothill Transit
  - MTA
  - Bus benches
- Internet (e.g. Google search)
- Newspaper
  - La Garment & Citizen
  - Korea Times
  - Korea Daily
  - Chinese Daily News
  - Sing Tao
  - La Guia
  - Mundo LA
  - L.A. Watts Times
- Promotional Materials: Flyer, PBS event magnet, F5LA Infocard/magnet
- Public Event
- Radio
  - KLVE 107.5
  - KSCA La Nueva 101.9
  - KLAX La Raza 97.9
  - KSSE Super Estrella 107.1
  - KKBT The Beat 100.3
  - KPWR Power 106
- TV
  - KVEA Telemundo 52
  - KRCA 62
  - KMEX Univision 34
  - KNLA Canal 27
  - KJLA LA TV
  - KTTY FOX 11
  - KCET PBS
  - KWHY Canal 22/Al Exito
- Website
  - Connect LA
  - First 5 LA
  - Healthy Cities
  - Other
- Other (write in: \_\_\_\_\_)
- Don't Recall

**How old are the children discussed during the call? (Mark all that apply)**

1.	Newborn (less than 1 month)		19.	18 months old
2.	1- 1 1/2 month old		20.	19 months old
3.	2- 2 1/2 month old		21.	20 months old
4.	3 - 3 1/2 month old		22.	21 months old
5.	4 - 4 1/2 month old		23.	22 months old
6.	5 - 5 1/2 month old		24.	23 months old
7.	6 - 6 1/2 month old		25.	24 months old
8.	7 - 7 1/2 month old		26.	2 1/2 - 3 years old
9.	8 - 8 1/2 month old		27.	3 1/2 -4 years old
10.	9 - 9 1/2 month old		28.	4 1/2 - 5 years old
11.	10 - 10 1/2 month old		29.	6- 8 years old
12.	11 - 11 1/2 month old		30.	9-11 years old
13.	12 - 12 1/2 month old		31.	12-14 years old
14.	13 months old		32.	15-17 years old
15.	14 months old		33.	18 or older
16.	15 months old		34.	N/A—No child
17.	16 months old		35.	
18.	17 months old		36.	

**What was the caller's primary need/service problem? (check all that apply):**

1.	Adoption	47.	High School
2.	Adult educational programs	48.	Housing
3.	After-school programs	49.	Immunization
4.	Animal services	50.	Information/advice about child's illness
5.	Books	51.	Inpatient treatment (adult)
6.	Car seat	52.	Inpatient treatment (child)
7.	Case management/advocacy	53.	Just curious
8.	Child care/Day care	54.	Law enforcement agencies and services
9.	Child development information	55.	Legal information
10.	Child-proofing/safety	56.	Library services
11.	Child support	57.	Literacy/ESL
12.	Clinic (low cost or free) adult	58.	Medical equipment
13.	Clinic (low cost or free) child	59.	Mental health facilities
14.	Clothing	60.	Middle school
15.	Community groups	61.	Nutritional services/WIC
16.	Community service	62.	Obesity prevention/intervention
17.	Consumer assistance and protection	63.	Occupational/professional associations
18.	Courts/judicial services	64.	Organizational/community resources
19.	Crib/Bassinette	65.	Organizational development
20.	Criminal correctional system	66.	Outpatient care (adult)
21.	Criminal justice legal services	67.	Parenting classes
22.	Death certificate/burial arrangements	68.	Parenting skills/discipline tactics
23.	Debt consolidation/bankruptcy	69.	Pediatric health care provider (Pediatrician)
24.	Dental care	70.	Pediatric outpatient care
25.	Diapers	71.	Preschool
26.	Disability/SSI/SSD	72.	Promotional materials
27.	Disaster services	73.	Psychiatric services
28.	Domestic violence/shelter	74.	Psychotherapy
29.	Donation (to make a donation)	75.	Public health
30.	Don't recall	76.	Public safety
31.	Early Head Start	77.	Recreation
32.	Elder care	78.	Refused to answer
33.	Elementary school	79.	Rehabilitation services (adult)
34.	Emergency medical care (adult)	80.	Rehabilitation services (child)
35.	Emergency medical care (child)	81.	Reproductive health/gynecologist/birth control
36.	Employment assistance	82.	Smoking Cessation
37.	Environmental improvement and protection	83.	Social skills development
38.	Environmental quality information	84.	Special education
39.	Food	85.	Specialized treatment provider (adult)
40.	General information	86.	Specialized treatment provider (child)
41.	Guidance counseling	87.	Speech therapist/pathologist
42.	Head Start	88.	Spiritual enrichment
43.	Health insurance (adult)	89.	Substance abuse services
44.	Health insurance (child)	90.	Temporary Financial Aid (TANF)
45.	Health screening/diagnostic services (adult)	91.	Transportation
46.	Health screening/diagnostic services (child)	92.	Tutoring

## **Appendix B: Follow Up Survey Results**



EVALUATION • MANAGEMENT • TRAINING

First 5 LA Parent Help Line/211 LA  
Information & Referral External Evaluation  
Follow Up Survey Summary for July 2007 – November 2007

**Respondent Language:**

- 154 English (44%)
- 196 Spanish (56%)
  - One respondent did not answer the question

**Respondent Gender:**

- 327 Females (97 %)
- 10 Males (3 %)
- Fourteen (14) respondents did not answer the question

**Phone Line Used**

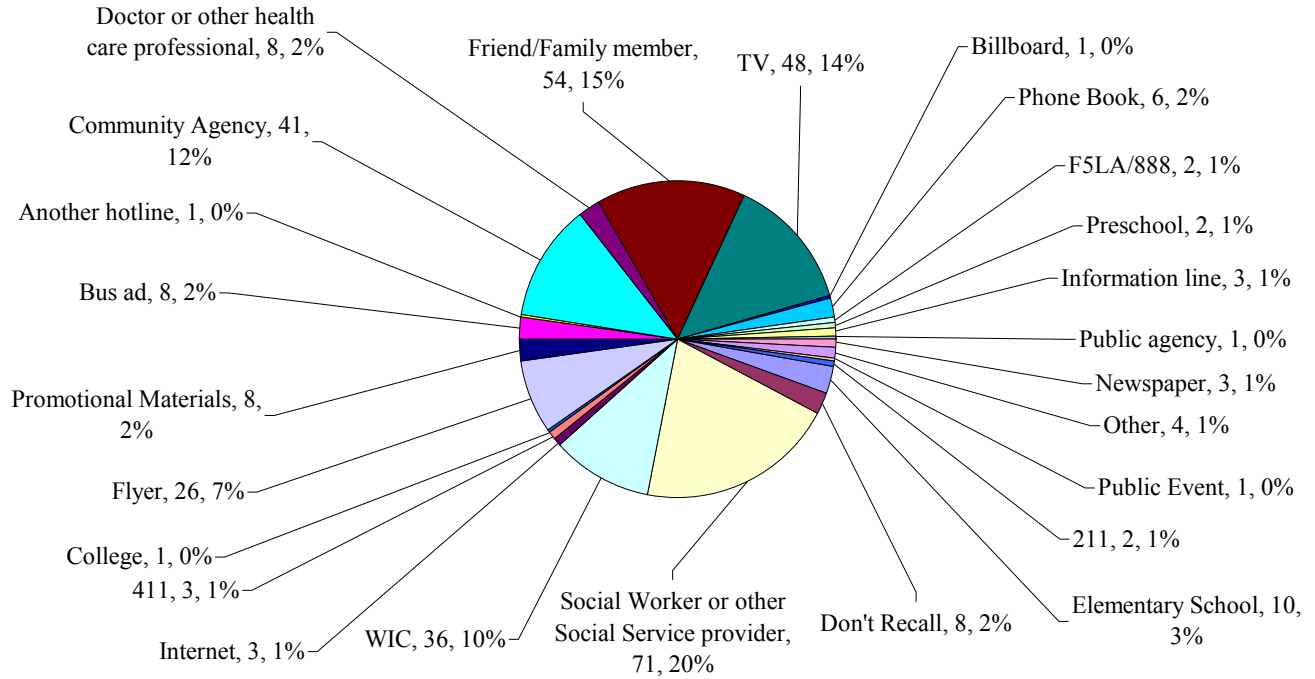
- 274 211 LA (78.3%)
- 76 888 First 5 LA (21.7%)

**Satisfaction with 888-First 5 LA by phone line used  
July 2007 – November 2007**

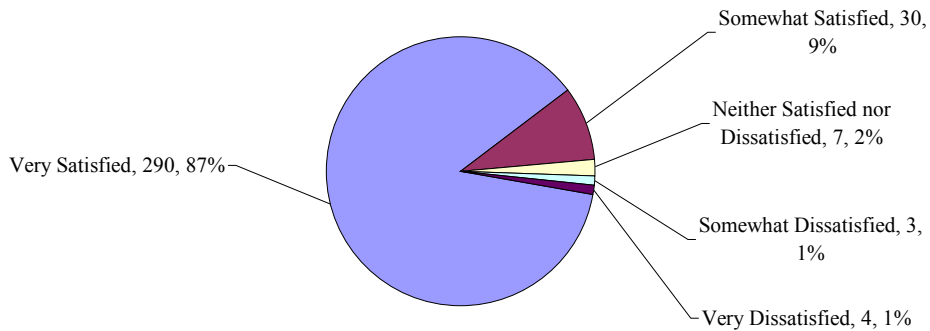
			Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	Total
Phoneline	211 LA	Count	4	23	4	23	231	263
		%	1.5%	8.7%	1.5%	8.7%	87.8%	100.0%
	888 First 5 LA	Count	0	7	3	7	59	70
		%	0.0%	10.0%	4.3%	10.0%	84.3%	100.0%
Total		Count	4	30	7	30	290	333
		%	1.2%	9.0%	2.1%	9.0%	87.1%	100.0%

**Note:** Among respondents that answered which phone line used and satisfaction. Percentages are calculated within each row.

**How Respondent Became Aware of 888-First5 LA  
July 2007 - November 2007  
N = 351**

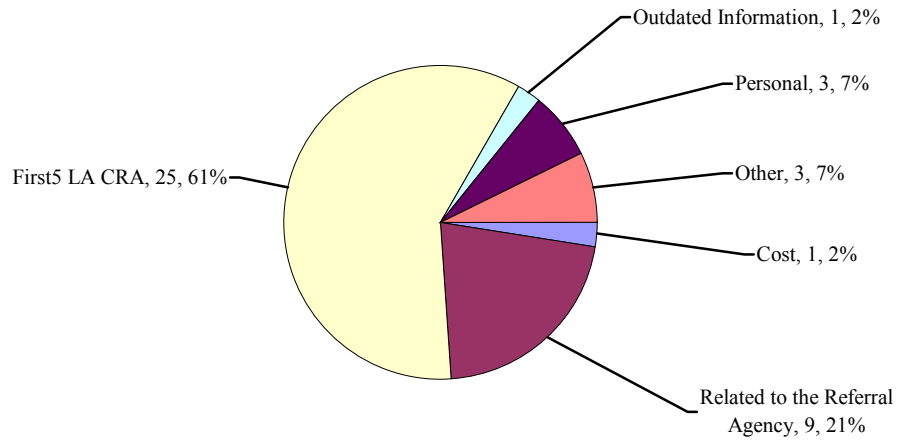


**Satisfaction with 888-First 5 LA  
July 2007 - November 2007  
N = 334**



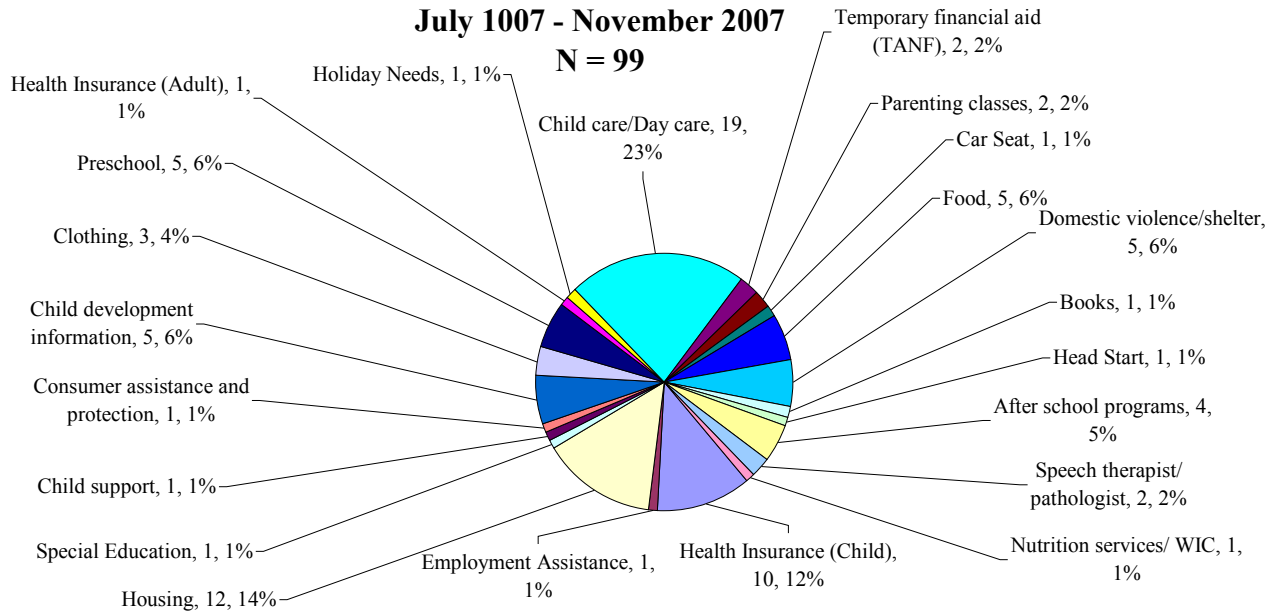
**Note:** Seventeen (17) callers did not answer the question

**Reason for Dissatisfaction with 888-First 5 LA**  
**July 2007 - November 2007**  
**N = 42**



Note: Two (2) callers did not answer the question

**What consumers called about (only those who were less than "Very Satisfied" with 888-First 5 LA  
July 1007 - November 2007  
N = 99**



**Note:** Callers who called for more than one child.

<b>Were you given the name of an agency, or any contact information for the child you called about? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	370	90.2%
No	40	9.8%
Total	410	100%

\***Note:** Callers who called for more than one child

<b>Did you contact this agency? July 2007 - November 2007</b>			
	Frequency	Percent	<i>If yes, what happened when you contacted the person or agency that the First 5 LA Parent Help Line/211 LA referred you to?</i>
Yes	307	83%	<ul style="list-style-type: none"> <li>• Positive Outcome (158, 51%)</li> <li>• Negative Outcome (149, 49%)</li> </ul>
			<i>If no, may I ask why you did not contact the agency that First 5 LA /211 LA referred you to?</i>
No	61	17%	<ul style="list-style-type: none"> <li>• Haven't gotten around to it (33)</li> <li>• Didn't think it would help (7)</li> <li>• Called F5LA for another adult (6)</li> <li>• Decided didn't need services (3)</li> <li>• No transportation (5)</li> <li>• Lost information (2)</li> <li>• Other (5)</li> </ul>
Refused to answer	2		
Total	370		

**Note:** Callers who called for more than one child.

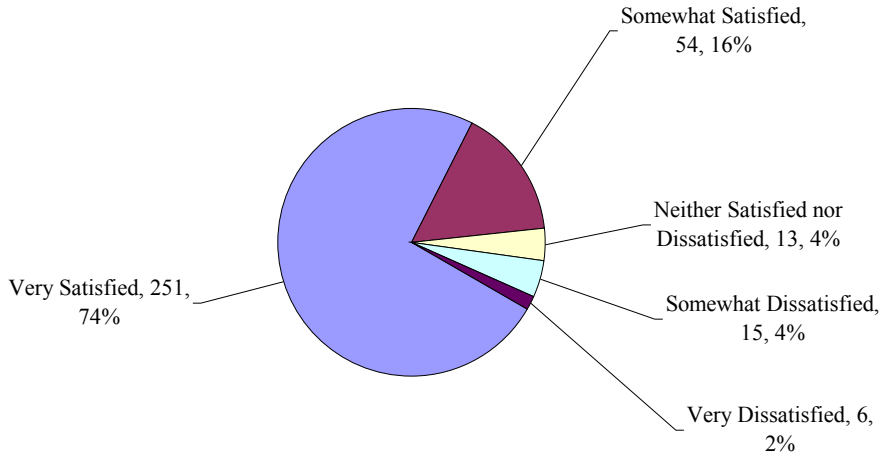
<b>What was the positive outcome when you called the referral agency? July 2007 - November 2007</b>		
	Frequency	Percent
Given an appointment	19	12.0%
Got services	90	57.0%
Question was answered	49	31.0%
Total	158	100%

**Note:** Among those callers experiencing a positive outcome with the referral

<b>What was the negative outcome when you called the referral agency? July 2007 - November 2007</b>		
	Frequency	Percent
Didn't give any information	2	1.3%
Didn't qualify	17	11.4%
Given an application	21	14.1%
Got voice mail	20	13.4%
Information not relevant	3	2.0%
Lives outside LA county	1	0.7%
No one called back	6	4.0%
No one at address/number	5	3.4%
No one spoke language	4	2.7%
No services provided	18	12.1%
Too expensive	5	3.4%
Waiting list for services	32	21.5%
Wrong number/address	1	0.7%
Other	14	9.4%
Total	149	100%

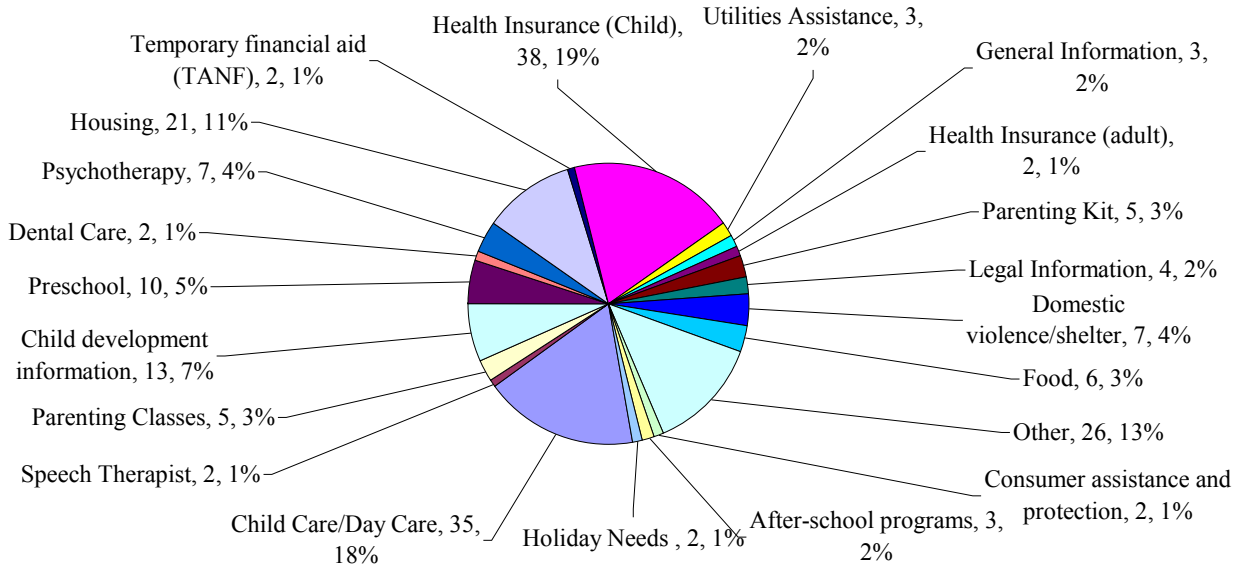
**Note:** Among those callers experiencing a negative outcome with the referral

**Satisfaction with Referral  
July 2007 - November 2007  
N = 339**



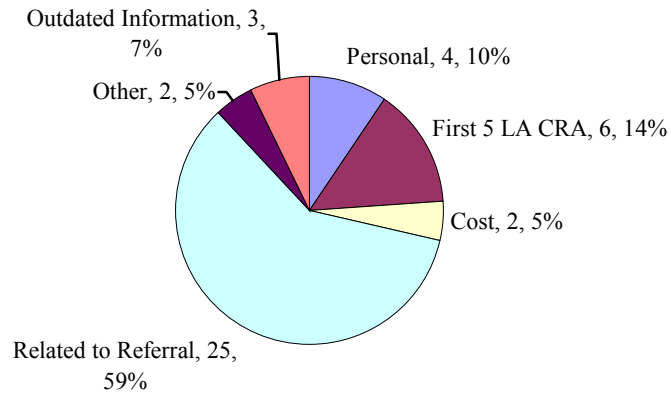
**Note:** Callers can report satisfaction for each referral.

**What consumers called about (only those who were less than "Very Satisfied") with Referral  
July 2007 - November 2007  
N = 198**



**Note:** Callers can report more than one need for each child

**Reason for Dissatisfaction with Housing and Child Care Referrals**  
**July 2007 - November 2007**  
**N = 42**



**Note:** Fourteen (14) callers did not report reason for dissatisfaction

<b>Did 888-First 5 LA/211 LA give you advice about what to say when you called? July 2007 - November 2007</b>			
	Frequency	Percent	If yes, what advice did First 5 LA give you?
Yes	131	36.4%	<ul style="list-style-type: none"> <li>• Walk through the process (step-by-step instructions) (118)</li> <li>• Say F5LA referred them (8)</li> <li>• Make the call for you (2)</li> <li>• Other (3)</li> </ul>
No	229	63.6%	
Refused to answer	8		
Total	368		

**Note:** Callers called for more than one child.

<b>Before giving you information or referral for your child (or the child you take care of), did 888-First 5 LA/211 LA ask you what you've tried in the past to resolve the problem? July 2007 - November 2007</b>			
	Frequency	Percent	
Yes	217	61.3%	
No	137	38.7%	
Don't recall	60		
Total	414		

**Note:** Callers who called for more than one child.

<b>Was the person you spoke to at 888-First 5 LA/211 LA polite? July 2007 - November 2007</b>			
	Frequency	Percent	Reasons given
Yes	334	100%	
No	0	0%	
Refused to answer	17		
Total	351		

<b>Were you treated with respect by 888-First 5 LA/211 LA? July 2007 - November 2007</b>			
	Frequency	Percent	Reasons given
Yes	334	100%	
No	0	0%	
Refused to Answer	17		
Total	351		

<b>Was the First 5 LA Parent Help Line/211 LA representative that you spoke with professional? July 2007 - November 2007</b>			
	Frequency	Percent	Reasons given
Yes	333	100%	
No	1	0%	
Refused to Answer	17		
Total	351		

<b>Was the person you spoke to at 888-First 5 LA/211 LA patient? July 2007 - November 2007</b>			
	Frequency	Percent	Reasons given
Yes	331	100%	
No	2	0%	
Refused to Answer	18		
Total	351		

<b>Did the First 5 LA Parent Help Line/211 LA staff ask about other needs? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	248	74.5%
No	85	25.5%
Refused to answer	18	
Total	351	

<b>Was the First 5 LA Parent Help Line/211 LA able to help you get what you needed for the child you called about? July 2007 - November 2007</b>			
	Frequency	Percent	If yes, what kind of action did First 5 LA take to help you?
Yes	405	94.8%	<ul style="list-style-type: none"> <li>• Given needed referral (348)</li> <li>• Received application (16)</li> <li>• Filled out application via phone (22)</li> <li>• Question was answered (8)</li> <li>• Spoke to social worker (6)</li> <li>• Received books (3)</li> <li>• Make the call for you (2)</li> </ul>
No	22	5.2%	<ul style="list-style-type: none"> <li>• First 5 LA did not call back (4)</li> <li>• Didn't qualify (5)</li> <li>• Didn't give any information (3)</li> <li>• No services provided (2)</li> <li>• First 5 LA did not give any information (3)</li> <li>• Other (5)</li> </ul>
Total	427		

**Note:** Callers who called for more than one child.

<b>Does your youngest child have a place to go for regular medical care where they know your child and his or her medical history? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	304	94.1%
No	19	5.9%
Refused to answer	28	
Total	351	

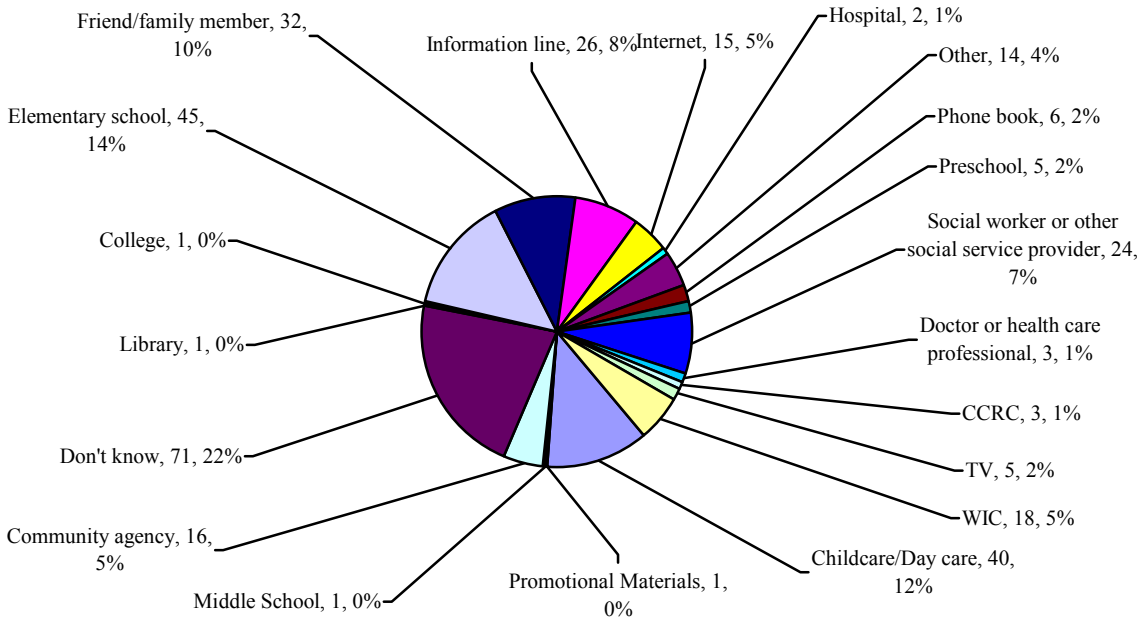
<b>Have any of your children received services from WIC within the past 12 months? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	293	91.6%
No	27	8.4%
N/A	28	
Refused to answer	3	
Total	351	

<b>In the six months before you called First 5 LA, have any of your children been enrolled in preschool?            July 2007 - November 2007</b>		
	Frequency	Percent
Yes	80	24.9%
No	241	75.1%
Refused to answer	30	
Total	351	

**What is your main source of information about child care and preschool?**

**July 2007 - November 2007**

**N = 329**

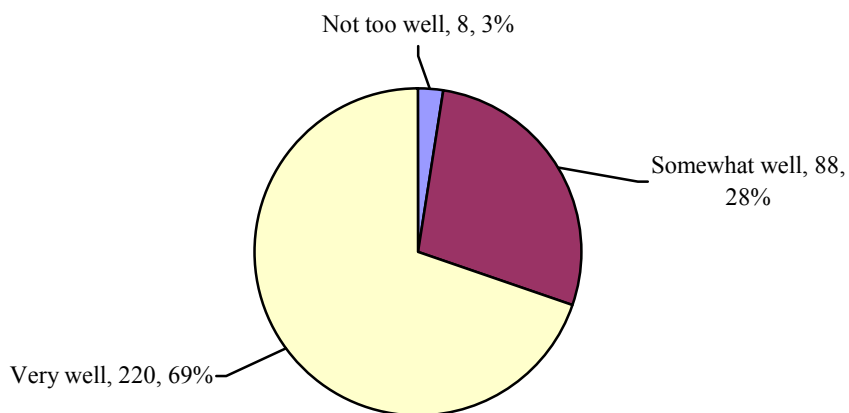


**Note:** Twenty-two (22 callers did not answer the question.

**How well are you coping with the demands of parenthood?**

**July 2007 - November 2007**

**N = 316**

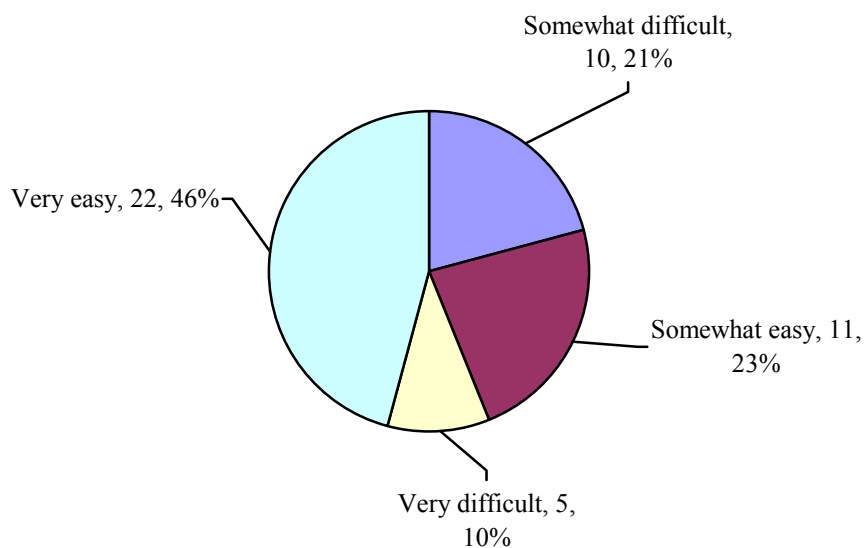


**Note:** Twenty-two (22) callers did not answer the question and thirteen (13) additional callers were not applicable.

**How easy or difficult is it to find someone you can talk to when you need advice about how to raise your child?**

**July 2007 - November 2007**

**N = 309**

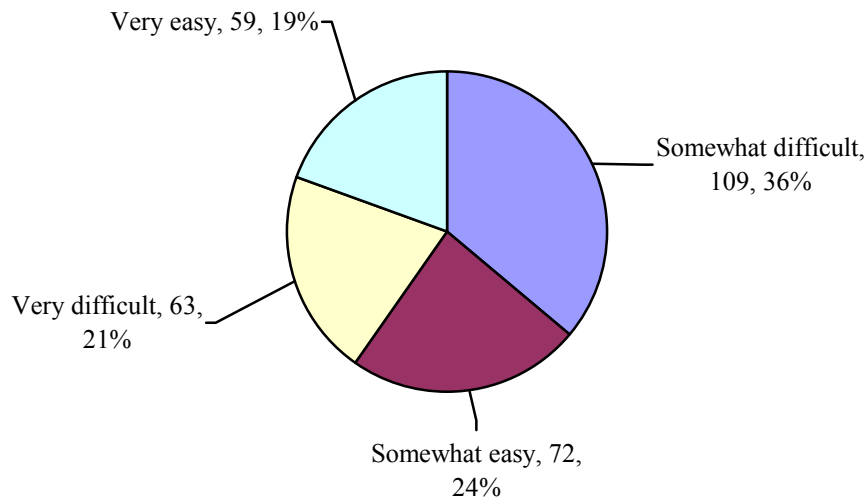


**Note:** Twenty-seven (27) callers refused to answer the question and fifteen (15) additional callers were not applicable.

**When you need childcare, how easy or difficult is it for you to get it  
on a regular basis?**

**July 2007 - November 2007**

**N = 303**



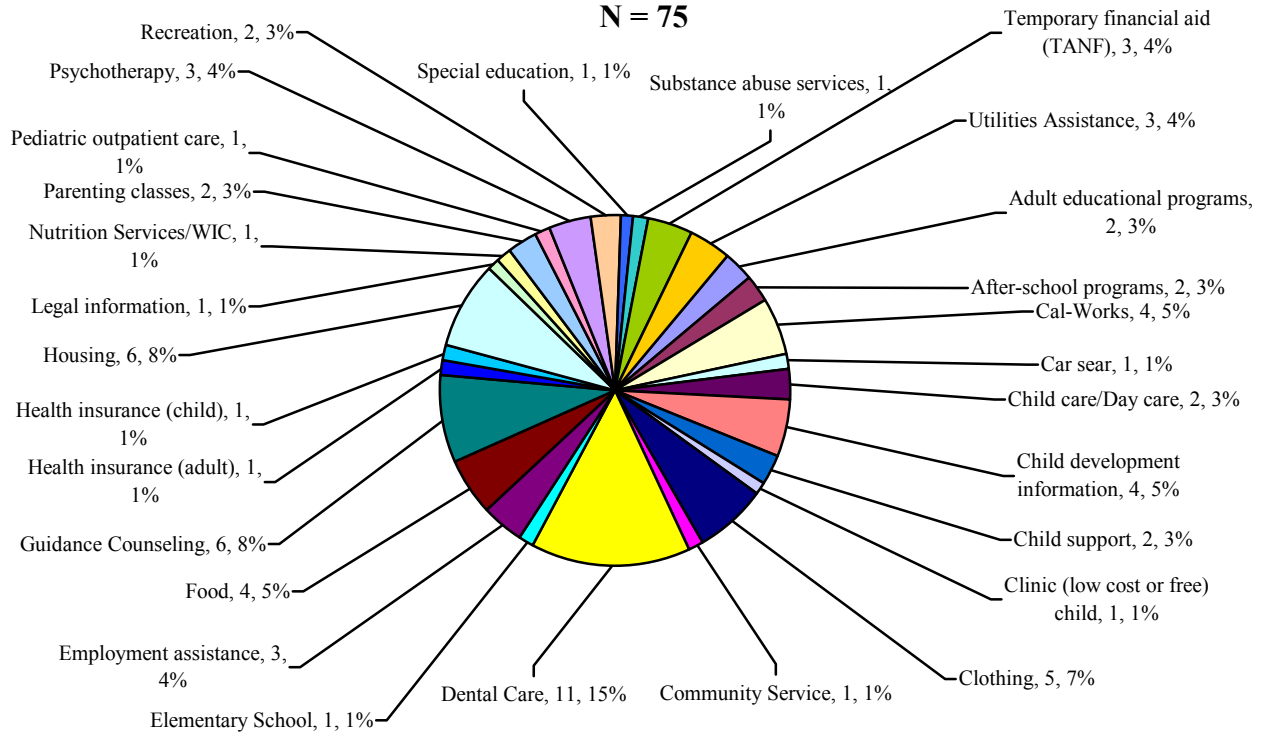
**Note:** Twenty-six (26) callers refused to answer the question and twenty-two (22) additional callers did not need child care

<b>Services you think you and/or your child (or children) need, but aren't getting.</b>						
<b>July 2007 - November 2007</b>						
Frequency/Percent						
	Yes	No	In process [First 5 LA is assisting]	Don't know	N/A	Refused to answer
[If the caller is pregnant] Prenatal care?	6 (3%)	187 (97%)	0	0	137	21
<b>Health insurance?</b>	<b>133 (41%)</b>	191 (59%)	1	1	3	22
<b>Child care?</b>	<b>174 (55%)</b>	145 (45%)	1	1	7	23
<b>Preschool?</b>	<b>135 (42%)</b>	184 (58%)	1	1	7	23
Food (or baby formula) for your child?	105 (33%)	218 (67%)	0	2	4	22
Immunization for your child?	56 (17%)	265 (83%)	1	1	6	22
Health insurance for your child?	58 (19%)	251 (81%)	13	1	6	22

Are there any other services that you feel you and/or your children need at this time, but aren't getting? July 2007 - November 2007		
	Frequency	Percent
Yes	74	23%
No	251	77%
Refused to answer	26	
Total	351	100%

**Which other services do you feel you and/or your children need at this time, but aren't getting?  
July 2007 - November 2007**

N = 75



<b>Are you aware that the First 5 LA Parent Help Line/211 LA can help you get those services? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	198	60.7%
<b>No</b>	<b>128</b>	<b>39.3%</b>
Refused to answer	25	
Total	351	

<b>Would you call the First 5 LA Parent Help Line/211 LA again? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	324	98.5%
No	5	1.5%
Refused to answer	22	
Total	351	

<b>Would you refer anyone to the First 5 LA Parent Help Line/211 LA? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	325	98.5%
No	5	1.5%
Refused to answer	21	
Total	351	

<b>Have you referred anyone to the First 5 LA Parent Help Line/211 LA? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	201	61.3%
No	127	38.7%
Refused to answer	23	
Total	351	

<b>Did the First 5 LA Parent Help Line/211 LA call you back to see if you got what you needed? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	69	21.7%
No	249	78.3%
Don't Recall	10	
Refused to answer	23	
Total	351	

<b>In the 30 days prior to calling the First 5 LA Parent Help Line/211 LA, did your child (or the child you called about) have health insurance? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	130	75.1%
No	43	24.9%
Total	173	

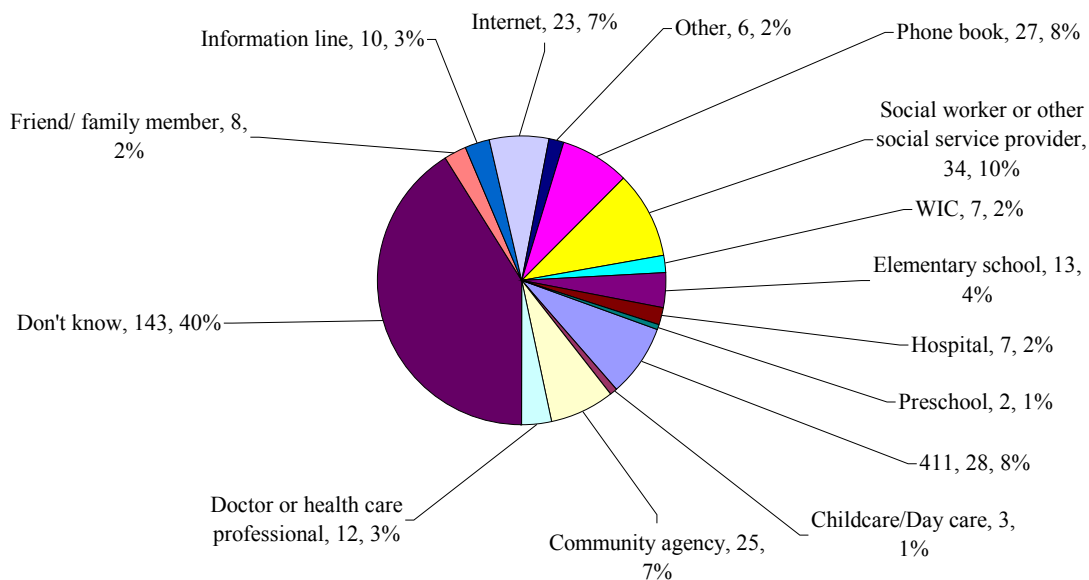
**Note:** Valid calls.

<b>Which health insurance program is your child enrolled? July 2007 - November 2007</b>		
	Frequency	Percent
Healthy Kids	1	0.8%
Healthy Families	6	4.7%
Medi-Cal	91	71.1%
Emergency Medi-Cal	16	12.5%
Private Insurance	14	10.9%
Refused to answer	2	
Total	130	

**Note:** Among callers whose children are already enrolled in a health insurance program

<b>Which health insurance program did the First 5 LA Parent Help Line/211 LA sign your child (or the child you called about) up for? July 2007 - November 2007</b>		
	Frequency	Percent
Healthy Families	18	37.5%
Healthy Kids	11	22.9%
Medi-Cal	15	31.3%
Emergency Medi-Cal	0	0%
Kaiser Child Health Plan	0	0%
ATP (Ability to Pay)	0	0%
ORSA	0	0%
CHDP/Gateway	0	0%
AIM	1	2.1%
None	3	6.3%
Referred me to another agency	0	0%
Don't Know	0	0%
Total	48	

**Where would you have gone for assistance if First 5 LA was not available?  
July 2007 - November 2007  
N = 348**



<b>Are there any improvements you would make to First 5 LA? July 2007 - November 2007</b>		
	Frequency	Percent
Yes	81	24.9%
No	244	75.1%
Refused to answer	26	
Total	351	

**Suggestions Include:**

- 211 should verify that service provider is able to provide services before referring caller
- Better information about requirements to access a low income childcare provider
- CRA should call back when they have to
- More information about F5LA services to the Latino community
- More referrals for my area
- Train CRA to provide more information to caller, beyond what caller was looking for
- Make sure referral numbers are accurate
- More advertisement
- Providing more help to low income families
- The time to wait to speak to a representative is too long
- They need to have more emergency referrals for disabled children

**Satisfaction with 888 First 5 LA for respondents seeking health insurance (child)  
July 2007 – November 2007**

**N= 45**

		Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very Satisfied	Total
Filled out health insurance application via phone	N	1	0	0	0	13	14
	%	7.1%	0%	0%	0%	92.9%	100%
Received application or referral for health insurance	N	0	0	0	3	28	31
	%	0%	0%	0%	9.7%	90.3%	100%
Total	N	1	0	0	3	41	45
	%	2.2%	0%	0%	6.7%	91.1%	100%

**Note:** Only one satisfaction level can be reported for multiple children