The First 5 LA Parent Helpline
Summary of Evaluation Findings

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Purposes

• To assess
  – implementation progress
  – data based decision making
  – continuous quality improvement
The Evidence Base: 9 separate data sources

- Quality Monitoring Data
  - Call data
  - Monitoring reports

- EMT independent evaluation data
  - Call monitoring
  - Immediate automated satisfaction survey
  - Caller follow up survey
  - Mystery calls

- External Data
  - Census data
  - Norm data
  - Call center literature
Continuous Quality Improvement Feedback Loop

ACTION or CHANGE

FEEDBACK to 211 LA & First 5 LA

DATA COLLECTION at 211 LA & EMT

Feedback Loop
Feedback Reports from EMT

• Monthly Evaluation Findings Report
  – Call monitoring
  – Call metrics
  – Immediate satisfaction survey
  – Follow up satisfaction survey
    • Outcomes
    • Ongoing needs
• Weekly Feedback Report
• Weekly Benchmark Report
• Weekly Tone & Patience Report
• Weekly Call Recording Status Report
• Daily Mystery Call Report
• Weekly Community Resource Advisor Report
## Call Monitoring Feedback Example

% Correct
- 85% to 100%
- 70% to 85%
- less than 70%
- N/A

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**Monthly Percentage Correct**

**Question:**
- Monthly Percentage Correct
  - N/A
  - less than 70%
  - 70% to 85%
  - 85% to 100%

**Part 1**
How many calls does the First 5 LA Parent Helpline receive?

November 2005 – November 2006

52,740 calls
(888) FIRST 5 LA and 211
Who Calls the First 5 LA Parent Helpline?

Families Experiencing Barriers to Service System Access

• English is not the primary language for 30% of adults who call
• 44% believe they do not have another resource to turn to for help
• Income assistance is among the top 5 needs of families
• 82% of callers are enrolled in WIC
• Heavy utilization of service in SPA 6
Children without Health Insurance

• 29% of children of callers ages 0-5
  – Compared to 8% of children County-wide
Access of Families with Young Children by Racial/Ethnic Identity

Ethnic Background: Callers to 211 LA & First 5 LA Parent Helpline
February to September 2006 (N=18,869)

- Latino; N=12,504; 66%
- African American; N=3,982; 21%
- Caucasian; N=1,593; 8%
- Native American; N=106; 1%
- Asian; N=506; 3%
- Native Hawaiian; N=100; 1%
- Middle Eastern; N=78; 0%
Utilization by SPA compared to Census Representation
April - November 2006 (N = 13,944)
What types of calls does the First 5 LA Parent Helpline receive?

First 5 Top 20 Service Requests July - November 2006

- Adult Education: 0.7%
- Employment: 0.7%
- Legal Assistance: 0.8%
- Other Financial Assistance: 0.9%
- Health Education: 0.9%
- Rehabilitation: 1.0%
- Licensing/Certification/Accreditation: 1.1%
- Emergency Shelter: 1.1%
- Public Safety: 1.4%
- Dental Care: 1.7%
- Counseling: 1.7%
- Hospitals/Clinics: 1.9%
- Health Screening: 2.4%
- Early Childhood Education: 4.2%
- Information about First 5 LA: 5.6%
- Income Maintenance (DPSS/SSI/WIC): 6.6%
- Day Care: 6.7%
- Parenting: 7.3%
- Information Services: 12.5%
- Health Supportive Services: 24.9%
How well has the First 5 LA Parent Helpline met accountability standards?

Average Speed to Answer in Seconds
November 2006

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<th>Industry Average</th>
<th>Industry Gold Standard</th>
<th>First 5 English</th>
<th>211 0-5 English</th>
<th>First 5 Spanish</th>
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<td>6</td>
<td>7</td>
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How well has the First 5 LA Parent Helpline met caller expectations and need?

Percentage "Very Satisfied" Callers
November 2005 - November 2006 Surveys
(Immediate N=7,708; Follow Up N=1,878)

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<tbody>
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<td>Industry Average</td>
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<td>First 5 LA Immediate</td>
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<td>First 5 LA Follow Up</td>
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Indicators of Satisfaction

• Would you call again?
  • 99% YES

• Would you refer others?
  • 99% YES

• Have you referred anyone?
  • 54% YES
How did the First 5 LA Parent Helpline assist the caller?

96% got what they needed from the Helpline

- Given needed referral
- CRA made a 3 way call to agency
- Question was answered
- Filled out application via phone
- Received application
- Received other materials
Referral Outcomes

• 87% contacted referral
• 56% successful outcome
• 70% very satisfied with referral
Findings & Suggestions