

2010 Community Services Report

Vision of Community Services

In 2009, the Children's Hospital and Health System Board of Directors set as its vision that Wisconsin would have the healthiest children in the nation. The strategic planning process acknowledged that in order to improve children's health in the state, the health system had to address poor child health outcomes in the city of Milwaukee. In addition, it was clear that progress was being made to coordinate and align programs throughout Children's Hospital and Health System to more seamlessly and effectively provide services to children and families.

Throughout 2010, Children's Service Society of Wisconsin programs and services have aligned with other system programs under the new Community Services division. These complementary programs include advocacy, education and direct services to families.



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2010 Accomplishments

Programs

Community Engagement

Community Services identified 3 priority neighborhoods in a central, urban part of Milwaukee with which to partner to address poor child health outcomes. As a partner and facilitator, Community Services staff has encouraged leaders from the priority communities to identify key areas for strategic intervention. As a result of several facilitated listening sessions, 2 of the 3 communities have articulated health as a key area for strategic intervention. Now the communities will identify specific categories within the larger category of health on which to concentrate improvement efforts.

Advocacy

In 2010, the health system launched Children's Advocacy Network. C.A.N. connects supporters of children's issues to policy makers to advocate on behalf of families and children in our communities. C.A.N. members receive updates on health system activities and learn about opportunities to contact their legislators on timely topics and issues.

The health system's federal advocacy efforts focused on funding for children's hospital graduate medical education; reinstating the 340B program to allow children's hospitals to receive discounts on drugs for rare disorders; and educating our federal delegation on the importance of the Medicaid program to our state, our hospital and the patients we serve.

The following pieces of public policy became law in 2010 thanks to the advocacy efforts of C.A.N. members and other supporters of children's health issues:

Smoke-free Wisconsin

Wisconsin's smoke-free workplaces, restaurants and bars law was enacted May 18, 2009. Wisconsin went smoke-free in July 2010.

CPR/AED instruction in schools

A new law requires all Wisconsin high schools to offer students instruction in lifesaving skills. These include CPR, cardiocerebral resuscitation (hands only) and automated external defibrillator. With this new law, young adults in Wisconsin will have the necessary tools to help save a life.

Farm-to-school legislation

Farm-to-school programs provide locally grown food to schools. In addition to supporting local farmers, these programs get fresh fruits and vegetables to kids, providing alternatives to unhealthy snacks and treats.

Text messaging

C.A.N. members supported legislation prohibiting anyone from driving while texting.

Health care transparency

Governor Jim Doyle signed the Health Care Transparency Bill at Children's Hospital of Wisconsin, requiring health care providers to disclose the cost of the most common procedures they perform. It helps consumers to price shop health care.

Get involved, and join C.A.N. at chw.org/can.

Child Abuse Prevention Fund

In 2010, the Child Abuse Prevention Fund operationalized planning changes to funding priorities that now emphasize evidence-based outcomes. Five agencies received two-year grants averaging \$55,000 per year to provide evidence-based home visiting services to high-risk families, as defined by their agency and community. Child Abuse Prevention Fund's home visiting grant program served 110 children in 2010.

The agencies began their journey as participants in the nationally acclaimed Early Years Home Visitation Outcomes Project, which is funded by Child Abuse Prevention Fund. The Outcomes Project has pioneered the design and implementation of an outcome measurement framework for Wisconsin's home visitation

field. This framework consists of five key outcomes and their related indicators based on best practice for the field of home visitation. They are meaningful and measurable across a variety of evidence-based program models.

Read the Outcomes Project's second annual outcome attainment report at capfund.org.

The Child Abuse Prevention Fund also successfully completed a three-year \$381,000 Healthier Wisconsin Partnership Program grant to develop data collection software for use by home visitors in the home and evaluate its use through a cost benefit analysis. The evaluation report of this project is available by contacting the Child Abuse Prevention Fund at (414) 292-4049.

In partnership with the Erikson Institute in Chicago, the Child Abuse Prevention Fund secured a \$148,975 grant from the Pew Center on States, a division of the Pew Charitable Trust, to develop a quality rating tool for use in home visiting programs. This tool currently is under development.

Child Advocacy Centers

Child Advocacy Centers are unique community partnerships dedicated to a coordinated team approach by professionals to help children who may have been abused or neglected. The centers bring professionals from law enforcement, criminal justice, child protective services, victim advocacy agencies, and medical and mental health communities together to provide comprehensive services for child victims and their families. In doing so, they pursue the truth in child abuse investigations. Child Advocacy Center programs work to minimize trauma, break the cycle of abuse and provide communities with an added bonus: increased prosecution rates for perpetrators.

In 2010, Children's Hospital and Health System operated 7 Child Advocacy Centers across Wisconsin. Together they served a total of 5,830 children. Providers completed 5,551 child abuse assessments. Learn more about the Child Advocacy Centers at chw.org/cac.

Children's Community Health Plan

Children's Community Health Plan covers BadgerCare Plus (Medicaid) enrollees in seven counties across southeastern Wisconsin. As of Dec. 31, 2010, more than 42,800 children and adults were enrolled in the health plan. The plan contracts with all health systems and major provider groups in our service area. There are more than 7,600 providers available to our enrollees.

Children's Community Health Plan's mission is to improve the health and well-being of its members. Staff identifies gaps in enrollees' care and works with them to coordinate services they need. Areas of focus include:

- Prenatal care coordination.
- Preventive care, including well child visits, immunizations and lead tests.
- Screenings for individuals with diabetes.
- Medication compliance for individuals with asthma.
- Smoking cessation.
- Access to dental care.
- Unneeded emergency room visits.

Children's Community Health Plan strives to be a high-touch health plan and contacts new members by phone upon enrollment with ongoing outreach by phone and mail as needed. As a result, the plan has the highest customer satisfaction scores among the competitor health plans in southeastern Wisconsin. Our plan has demonstrated consistent improvement in outcomes for measures identified by the Department of Health Services as statewide priorities.

Community Health

Children's Hospital and Health System wants the children in our community to be the healthiest in the nation. To do this, Children's Hospital provides and supports numerous community programs and services, including:

Community Health School Nurse Program – Through this program, full-time registered nurses are assigned to

schools in Milwaukee. Nurses provide acute and preventive care and education to students, and coordinate care with families, physicians, social workers and insurance companies. They also collaborate with Children's Health Education Center to provide health education. In 2010, the program provided 14,549 students with medical care, and 13,679 students received health education programming.

Bluekids.org e-learning programs – These programs, designed with input from teachers and pediatric experts at Children's Hospital of Wisconsin, focus on a variety of important health and wellness topics for children. The e-learning programs are game-based and interactive, allowing for a blend of technology and classroom activities and discussion. All programs also allow teachers to track and manage their students' learning activities and have proven outcomes of changing knowledge, attitude and behavior. In 2010, more than 51,000 Wisconsin students from nearly 100 school districts participated in Bluekids.org e-learning programs. The most-used programs focused on bullying, safety and obesity prevention.

Injury prevention programming – Programs including Safe Kids Wisconsin and Safe Kids Southeast Wisconsin coalitions, and Children's Hospital's injury prevention program, work to reduce accidental childhood injuries. Prevention efforts focus on pedestrian, home, play and motor vehicle safety. In 2010 across Wisconsin, nearly 7,000 car and booster seats were checked for proper installation. More than 1,800 seats were distributed to families in need. Four thousand children received free or discounted bike helmets and more than 20,000 participated in bike safety programming. Other outreach programming impacted nearly 3,000 more children and teens.

Children's Service Society of Wisconsin

Foster and Adoption Services/Treatment Foster Care Services/Out-of-Home Care

Children's Service Society has a long history of providing Treatment Foster Care, Respite Services and Foster and Adoption Services in Milwaukee County and throughout the state.

Through a contract with the Bureau of Milwaukee Child Welfare, an aggressive recruitment campaign led to 193 net new homes being licensed for foster families in 2010.

In addition, the Family Finding program, which helps identify and locate the biological family members of children placed in foster care/out-of-home care, has been increasingly successful at helping children re-establish relationships with family members.

Families and children served

Adoptions finalized through Bureau of Milwaukee Child Welfare	276
Adoptions finalized through the southern region contract	145
Adoption placement through Bureau of Milwaukee Child Welfare	63
Adoption placement through the southern region contract	26
Family Finding (families served)	79
Family Interactions (families served)	121
Independent Living Skills training (teens served)	22
Project Home (families served)	75
Respite referrals (families served)	251
Supervised Visitation/visitation centers (families served)	188
Treatment Foster Care (children served)	297

Child and Family Counseling

Helping families become stronger is a key objective of many programs within Community Services. Child and Family Counseling services are offered in 13 locations throughout the state to help struggling families to become stronger. Licensed counselors are trained in a variety of therapy techniques, and they customize therapy based on the needs of the child or family. The goal is to create stronger bonds and empower families to thrive and grow. Therapists help with:

- Physical or sexual abuse, neglect or other trauma.
- Depression and anxiety.
- Low self-esteem.
- Problems due to divorce, separation, remarriage or the death of a loved one.
- Parent-child conflicts.
- Pre- and post-adoption transition.
- Anger management issues.
- Academic or behavioral school problems.

Families and children served

Adoption Therapy Center	29
Child and Family Counseling (includes abuse/neglect counseling)	1,504
Intensive In-home Therapy	118
Hmong Counseling	37
Parent Aide	34
Project Ujima (victims of violent crime)	484
Psychological Testing	43
SAFE (abuser group)	54



Prevention Programs

To help families raise strong, healthy children, Children’s Service Society offers services in family resource centers in 9 communities throughout Wisconsin. The services are customized to the needs of each local community.

In addition to resources for parents, education and training programs are available to professional and community members. Examples include Awareness to Action, which educates community members on how to stop child sexual abuse before it can start, and Prevent Child Abuse Wisconsin, which provides training and awareness building about child abuse and neglect. In 2010, these groups trained more than 3,200 individuals.

Families and children served	
Community Response	108
Community Support Specialist	2,556
Deferred Prosecution	47
Family Resource Centers	8,770
Family and Schools Together (FAST)	570
Family Visiting (identified client only, not entire household)	616
Pregnancy Counseling	26
In-home Parent Education (identified client only, not entire household)	112
Mobile Play and Learn	824
Options for Families (parenting education)	72
Respite	42
Visitation Centers	302
Volunteer Respite	565

Children's Service Society of Wisconsin

2010 Financials

Revenue	Dollars	Percent of total
Purchase of service	\$41,728,790	88
Fundraising	1,826,312	4
United Way	1,682,920	4
Service fees	1,466,826	3
Other	396,986	1
Total	\$47,101,834	

Program expenses	Dollars	Percent of total
Ongoing case management and safety services	\$20,540,109	48
Foster care and adoption	8,405,541	20
Treatment foster care	5,033,847	12
Prevention services	3,784,239	9
Counseling/case management	2,811,398	7
Other programs	1,165,108	3
Other out-of-home	634,556	1
Total	42,374,798	
Administration and fundraising expenses	4,714,795	
Total operational expenses	\$47,089,593	

Excess revenue over expenses	\$12,241
Net decrease in temporarily restricted assets	(12,371)
Other nonoperating gains (losses)	2,304,142
Fund balance beginning of year	4,879,737
Net change in interest in assets held by Children's Hospital and Health System	(306,565)
Fund balance end of year	\$6,877,184



Children's Hospital
and Health System™

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