



# Evaluation Report XI:

June 2012 – May 2013

State Maternal & Child Health Early Childhood Comprehensive Systems Grant Program

## Sunny Start Outcome Map: From Framework to Metrics

Prepared by the Indiana Youth Institute

Emily Krauser, M.A. – Program Manager, Data



The **Sunny Start: Healthy Bodies, Healthy Minds Initiative** is a comprehensive, collaborative, statewide effort to implement a strategic plan designed to support a coordinated system of resources and supports for young children from birth through age five and their families in Indiana. With funding from the Maternal and Child Health Bureau's (MCHB) Early Childhood Comprehensive Systems (ECCS) grant, the goal of the project is to ensure that Indiana's children arrive at school healthy and ready to learn.

## Contents

Sunny Start History .....	3
Sunny Start Vision .....	3
Evaluation Methods.....	4
Sunny Start Affiliated Projects .....	5
The Sunny Start Initiative – Core Partners.....	6
The Sunny Start Initiative – Project Funding.....	8
Early Childhood Meeting Place .....	11
Social-Emotional – Mental Health Endorsement & Training .....	13
Family Advisory – Community Resource Awareness Project.....	14
Environmental Health Project.....	16
Conclusion.....	18
Appendix .....	21

Supported in part by project H25 MC 00263 from the Maternal and Child Health Bureau (Title V, Social Security Act), Health Resources and Services Administration, Department of Health and Human Services.

## Sunny Start History

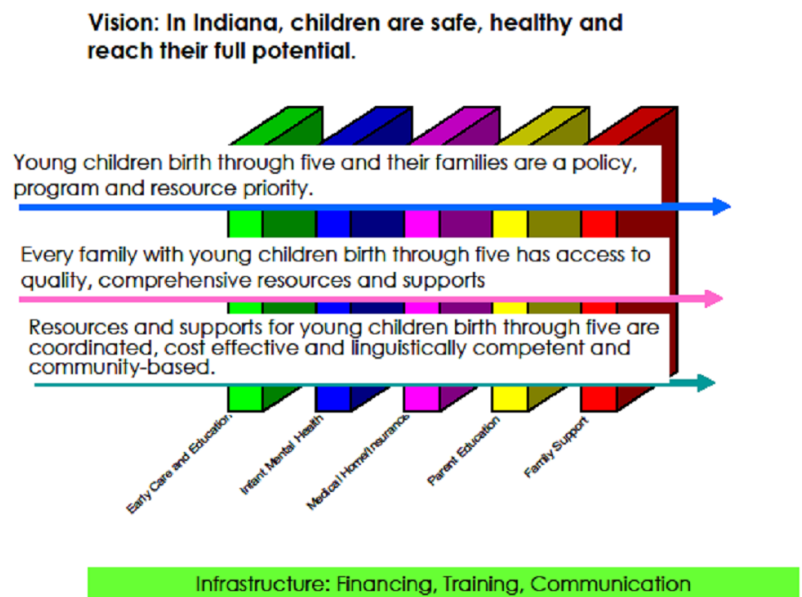
The Sunny Start: Healthy Bodies, Healthy Minds Initiative is a comprehensive, collaborative, statewide effort to maintain a coordinated system of resources and supports for young children from birth through age five and their families in Indiana. With funding from the Maternal and Child Health Bureau's (MCHB) Early Childhood Comprehensive Systems (ECCS) grant, the goal of the project is to ensure that Indiana's children arrive at school healthy and ready to learn.

The first two years after the ECCS grant was awarded in Indiana in 2003, were dedicated to infrastructure building. Toward that goal, a Core Partners Group and five subcommittees were formed. The Core Partners began to meet regularly to identify key issues and develop a program vision and mission, service standards, and desired outcomes. The group also conducted community dialogues to capture the needs of early childhood providers and families with young children across the state.

In 2005, Indiana's ECCS program was renamed Sunny Start: Healthy Bodies, Healthy Minds. MCHB continued its commitment to funding the project in three-year cycles. Over the years, much has been accomplished, and the Sunny Start Core Partners and subcommittees continue to meet regularly to form a coordinated, comprehensive, community-based system of services for Indiana's young children and their families.

## Sunny Start Vision

Sunny Start's goal is to ensure that all of Indiana's young children are safe, healthy, and reach their full potential. To that end, the initiative focuses on three themes that carry throughout each of the five components that were defined in the ECCS funding (as seen on the right). Each project or action of the Sunny Start Initiative is geared toward fulfillment of one or more of these theme statements in order to impact the well-being of young children in Indiana.



## Evaluation Methods

The grant provided by MCHB and the Sunny Start Initiative's strategic plan both mandate an evaluation of the initiative. Starting in 2006, evaluations were completed quarterly in collaboration with the Center for Health Policy at Indiana University-Purdue University, Indianapolis. These evaluations included both the accomplishments of the Sunny Start Initiative as well as statistics on the wellbeing of Indiana's children.

Starting with the tenth report in SFY2011, Sunny Start evaluations have been developed in partnership with the Indiana Youth Institute. This partnership enabled the Sunny Start evaluation committee to separate the previous evaluation report into two distinct projects, (1) the *State of the Young Hoosier Child* report and *County Fact Sheets*, which aid the evaluation committee in determining the changing needs of Indiana's young children, and (2) an evaluation of the Sunny Start Initiative, which aids the Core Partners and initiative staff in identifying areas of strength and opportunities for growth.

This eleventh report in the series of Sunny Start Initiative evaluations marks the end of a two-year transition from a 'process evaluation' to an 'outcomes-based evaluation.' In order to focus on outcomes that stem from Initiative activities, we utilized a tool called outcome mapping. This tool is similar to a logic model that links strategies and actions to short- and long- term outcomes. However, outcome mapping is better suited to capture the complexity of the type of community-level change that characterize the Sunny Start Initiative.

The Sunny Start Outcome Map was created as part of a yearlong process that engaged committee members and core partners in determining which goals and outcomes were essential to improving the well-being of young children in Indiana. This model allows us to measure outcomes that show the impact Indiana's programs and agencies have on the wellbeing of young children in the state.

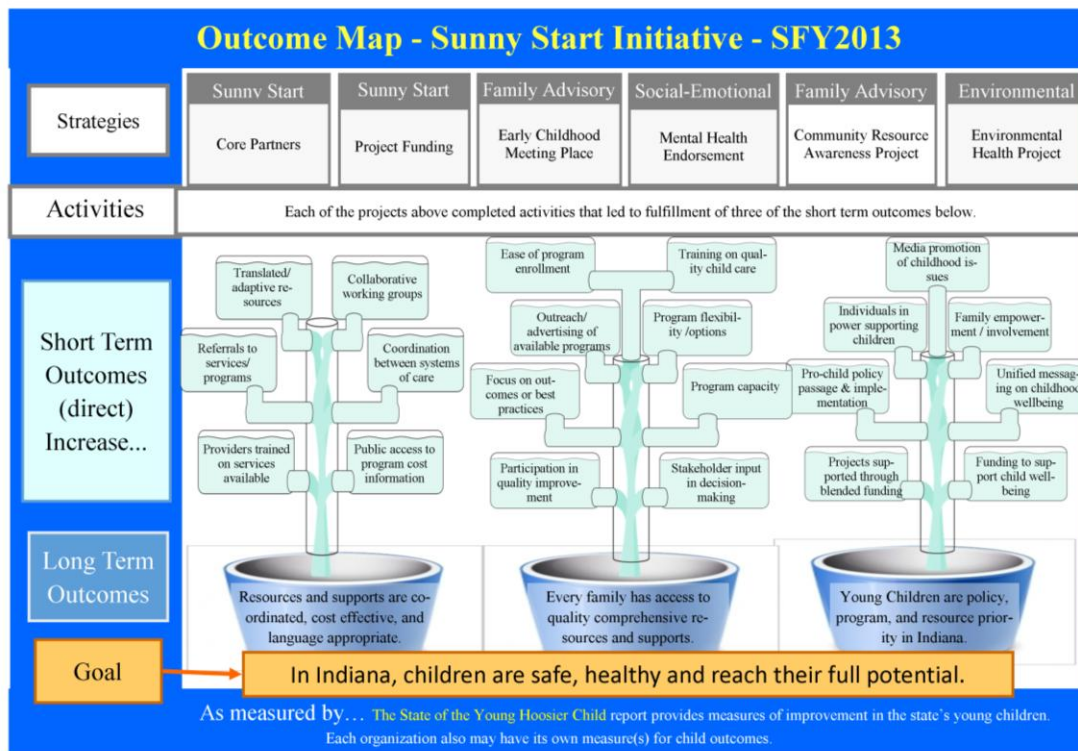
Sunny Start's outcome map is based on the theory that changes in systems, organizations, and individuals who impact Indiana's youngest children will lead to improved outcomes for those children. Changes in the state of safety, health, and wellbeing of Indiana's children are shown in the *State of the Young Hoosier Child* report and *County Fact Sheets*.

The map itself is a tool that shows progress toward the changes, or outcomes, that the Sunny Start Initiative and its partners *directly* affect. Each project, partnership, grant, or program associated with the Sunny Start Initiative contributes a short-term change that then helps fulfill one of the initiative's long-term goals.

Sunny Start's goal, that children in Indiana are safe, healthy, and able to reach their full potential, can be seen at the bottom of the outcome map. Buckets shown above the goal statement contain long-term outcomes that contribute to the attainment of the goal:

- Resources and supports are coordinated, cost effective, and language appropriate
- Every family has access to quality comprehensive resources and supports.
- Young Children are policy, program, and resource priority in Indiana.

Each short-term change that stems from a project affiliated with the Sunny Start Initiative is shown in the middle of the map. These short-term outcomes contribute to accomplishing a long-term outcome; they help to ‘fill the buckets.’ The short-term outcomes were decided upon as part of the yearlong process that engaged Sunny Start staff, the Core Partners group, and multiple subcommittees. A full-page version of the completed Sunny Start Outcome Map can be found in the appendix of this report.



### Sunny Start Affiliated Projects

In Indiana, Sunny Start supports early childhood providers by facilitating collaboration and building infrastructure around joint projects. New opportunities continually emerge out of the relationships formed through the Sunny Start Initiative. At the beginning of SFY2013, the Sunny Start evaluation committee, supported by the core partners, assessed the status of Indiana communities' knowledge of resources and supports available to families.

The 2012 Community Survey was conducted by electronic survey and solicited input from families of young children, birth to five, and the community providers who serve those families. Results from this study showed that there is a significant mismatch between what families identify as needed and the knowledge of both families and providers regarding already existing resources to meet those needs. Therefore, a major focus of the Sunny Start Initiative in SFY2013 was to increase awareness of social support programs available to young children and their

families. Approximately \$30,000 was set aside to address priorities identified by the Core Partners as a result of this survey.

This evaluation report shows how each project contributed toward accomplishing the goal of ensuring that all Indiana children are safe, healthy, and reach their full potential. The influence of this additional emphasis on building awareness of available programs also can be seen in the final outcome map.

### **The Sunny Start Initiative – Core Partners**

Since 2003, Sunny Start has convened early childhood providers to collaborate and share information as part of a group called Core Partners, which includes representatives from state and local agencies, service organizations, and families. This group convenes quarterly to fulfill the following goals: Share and disseminate information about Indiana’s early childhood programs, build the groundwork for collaboration between groups, and provide input and support for Sunny Start action items. In SFY2013 three Core Partners meetings were held in July, October, and January.

Relationships forged through Core Partners have opened doors to collaboration and new funding opportunities for many stakeholders. For example, in SFY2013 the Maternal and Child Health Bureau, in partnership with Goodwill Industries of Indianapolis, received funding for Project LAUNCH (Linking Actions for Unmet Needs in Children’s Health) with the goal of creating a model and shared vision for the promotion of healthy physical, social, emotional, cognitive, and behavioral development for children from birth to 8 years of age. The grant provided additional opportunities for collaborative action and funding for the Core Partners group. Most notably, in order to reduce duplication of efforts in Indiana, the Core Partners group will serve as the “Young Child Wellness Council” in fulfillment of a Project LAUNCH grant requirement.

#### *Contribution: outcomes and Indicators*

**Short Term Outcome 1:** Increase collaborative working groups as indicated by number of continuing and new working groups that formed as a result of conversations among Core Partners.

The following collaborative working groups or projects, active in SFY2013, were formed as a result of conversations among Core Partners: the Environmental subcommittee, the Early Childhood Meeting Place, Project LAUNCH, the Social-Emotional subcommittee, the Evaluation subcommittee, and the Family Advisory subcommittee.

*Six of the collaborative working groups formed as a result of Core Partner conversations were active in SFY2013.*

**Short Term Outcome 2:** Increase projects supported through blended funding as indicated by number of projects that gained additional sources of funding through Core Partner relationships.

All projects funded by Sunny Start came out of Core Partners conversations and require other organizations to support their goals. In SFY2013 the following projects were able to secure additional sources of funding because of relationships within the Core Partners group:

- The Social-Emotional subcommittee was able to secure additional project funding from Head Start, the Department of Mental Health and Addiction, and the Home Visiting effort at the Indiana State Department of Health as well as staff time support through the Riley Child Development Center.
- Project LAUNCH received additional funding from the federal government.

Additional opportunities for blended funding may have occurred as a result of informal networking among Core Partners.

[Core Partners relationships paved the way for additional blended funding for at least two projects in SFY2013.](#)

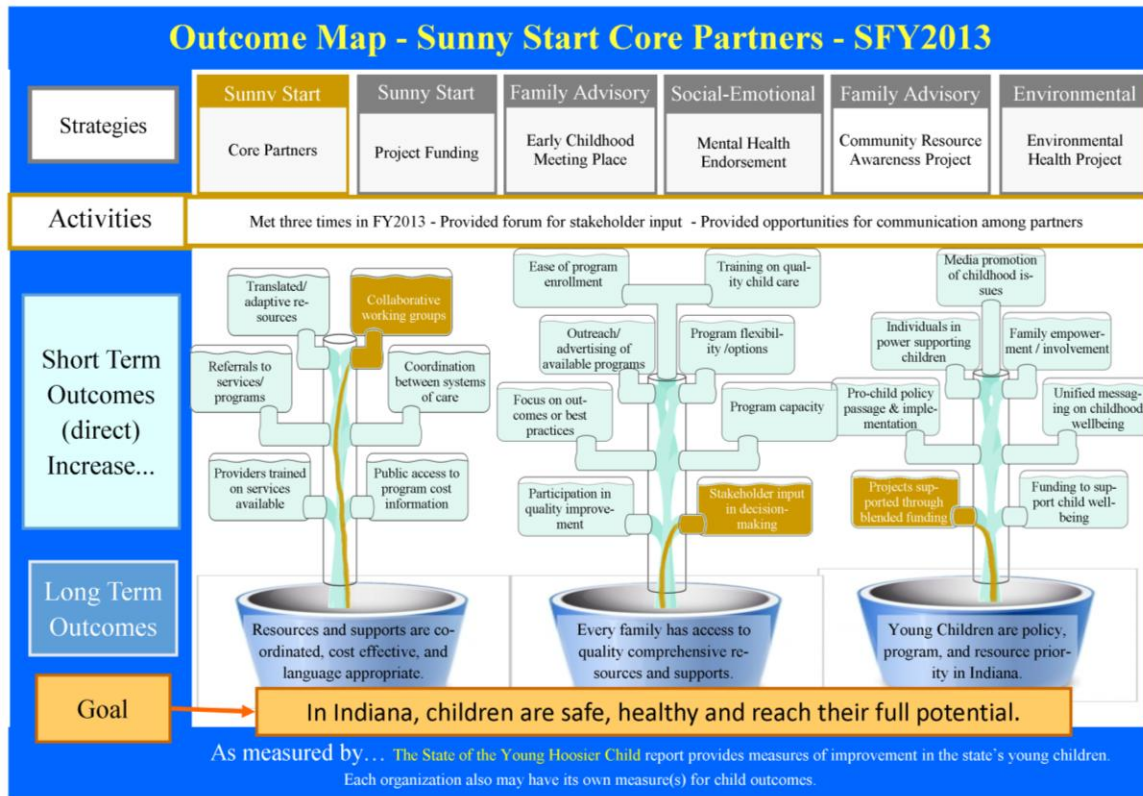
**Short Term Outcome 3:** Stakeholder input in decision-making as indicated by anecdotes/ times opportunity for input arose.

Core Partners meetings provide multiple opportunities for stakeholders to provide input on program and state-level decisions that affect Indiana's young children. Minutes from SFY2013 show the following opportunities arose for Core Partners (CP) to provide this type of input:

- CP provided ideas and feedback on what could be done in response to the issues brought up in the Environmental Report.
- CP provided feedback on ten strategies the Maternal and Child Health Bureau is using to build a life course program in Indiana.
- CP provided feedback on the service shortages noted in a presentation about reorganizing service delivery at Riley.
- CP provided assistance in planning activities for the Sunny Start Initiative based on Key Findings in the 2012 Community Survey.
- CP provided feedback on who might be good partners for cross promotion of the Circles Indiana poverty project.
- CP provided feedback on the pilot project developed by the Family Advisory Committee, including referrals for participants.
- CP provided feedback on the issue of the dual-eligible population and the need to examine how this issue will specifically affect medically fragile children.
- CP provided feedback on what current Core Partners organizations were doing to increase political will around the advancement of early childhood issues.
- CP provided feedback on how community businesses and organizations fit into the conversation about the advancement of early childhood issues.

Core Partners meetings created a structured opportunity for stakeholder input on at least 9 decisions/issues in SFY2013.

*Core Partners Outcome Map*



**The Sunny Start Initiative – Project Funding**

Each year, the Sunny Start Initiative provides small amounts of funding to several projects that impact the long-term outcomes to which the initiative aspires. By building relationships that lead to collaborative funding and implementation of projects that utilize various resources around the state, the Sunny Start Initiative intentionally leverages its small amount of grant dollars in ways that yield progress towards improving outcomes for young children in Indiana. At the end of each fiscal year, funded projects are required to submit a report outlining which outcomes from the Sunny Start Outcome Map they impacted.

Projects funded in part by the Sunny Start Initiative in SFY2013 include:

- Environmental Health Project, including Social Media Messaging, a 6-page Issue Brief, Kids Count Radio Minutes, Youth Worker Cafés in 6 communities and updated fact sheets for ECMP
- Updates to a variety of fact sheets and new fact sheets for the ECMP website created by the Family Advisory subcommittee



- Additional ECMP updates and Spanish Translation of fact sheets
- The Community Resource Awareness Pilot Study research and training completed by the Family Advisory subcommittee.
- Social-Emotional subcommittee “event series” to promote the endorsement, a “community of practice” presence at the Institute for Strengthening Families in spring 2013, presentation of three workshops on Young Children and the Courts, and a presentation at the Zero to Three National Training Institute about Leadership Activities in Indiana.
- A research project called Children in the Courts that surveyed court system professionals regarding child behaviors and expected outcomes of those observed behaviors.

*Contribution: outcomes and Indicators*

**Short Term Outcome 1:** Increase in projects supported through blended funding as indicated by the number of Sunny Start funded projects that also were funded by other sources.

Of the projects funded by the Sunny Start Initiative in SFY2013, the following received funding from multiple Partners:

- The Environmental Health project was funded in partnership with Sunny Start, Improving Kids Environment (IKE), and the Indiana Youth Institute.
- The Social-Emotional subcommittee committee received a total of \$150,000 in funding from Sunny Start and its partners, including the Head Start State Collaboration Office, and the Department of Child Services, and received staff time support from The Riley Child Development Center.
- The Early Childhood Meeting Place received no direct funding from Sunny Start in SFY2013, but instead the initiative funded updates to content for the site. The site itself is a long-term project of the Early Childhood Center, Indiana Institute on Disability and Community, Indiana University – Bloomington.
- The Family Leadership subcommittee work was funded by Children’s Special Health Care Services, Riley Child Development Center, Family Voices Indiana, and Sunny Start.
- The Children in the Courts research project was funded in partnership with the Head Start Coalition in Indiana.

*Five of the projects funded by the Sunny Start Initiative in SFY2013 involved blended funding.*

**Short Term Outcome 2:** Increase in coordination between systems of care as indicated by number of Sunny Start funded projects that required multiple systems of service to work together.

Of the projects funded by the Sunny Start Initiative in SFY2013, the following involved multiple systems of service:

- The Social-Emotional subcommittee worked across systems to offer training and endorsement to individuals in medical, mental health, social work, and research fields.

- The Core Partners used the Community Survey results to set their priorities for the year. They used the key findings, particularly the one showing a significant mismatch between what families identify as needed and the knowledge of *both* families and providers regarding existing resources to meet those needs, to support projects across all Core Partner systems.
- The Family Advisory Pilot Project bridged the gap between medical practices and social service resources available at the community level.

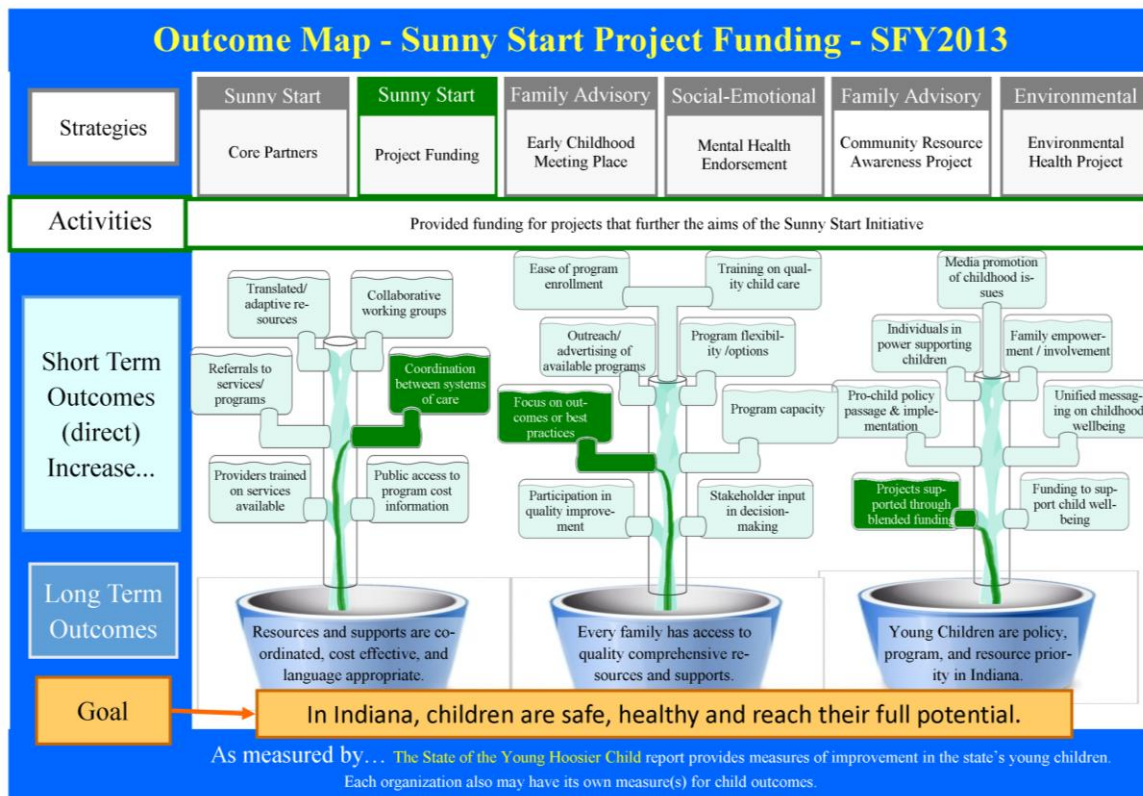
The number of projects that required coordination between systems of care increased by 3 due to Sunny Start Initiative funding in SFY2013.

**Short Term Outcome 3:** Increase focus on outcomes or best practices as indicated by number of Sunny Start funded projects that provided a report on their outcomes at the end of the year.

Because the Sunny Start Initiative itself moved from a process-based evaluation system to an outcomes-based system, projects funded through the initiative also had to think about what changes, or outcomes, they were working towards. At the end of SFY2013, all projects funded through Sunny Start were required to submit a final report that identified an outcome from the Sunny Start outcome map that their project addressed.

Focus on outcomes was increased by 6 projects in SFY2013.

*Project Funding Outcome Map*



## Early Childhood Meeting Place

The Early Childhood Meeting Place (ECMP) is an online clearinghouse of events and resources for Indiana's early childhood professionals and families of young children. It provides information about upcoming workshops and meetings, professional organizations, training resources, community resources, and fact sheets for Hoosier families of young children. The site can be found at <http://earlychildhoodmeetingplace.org>

In an effort to keep the family resources on the ECMP website relevant and up-to-date, Sunny Start contracted with Family Voices of Indiana and Emerald Consulting to complete the following:

- Added 69 resources
- Revised 210 resources, including deletions
- Recommended 37 resources for translation to Spanish
- Suggested a new format to require providers to update information on an annual basis

Currently, 571 resources are provided on the Family Information and Resources page of the website. Included in that number are 48 Sunny Start Fact Sheets, the *Wellness Passport* and *Addendum*, and the Sunny Start, *A Parent Guide to Raising Happy Healthy Babies - Developmental Calendar*. There also are 81 resources provided on the Professional Information and Resources page.

### *Contribution: outcomes and Indicators*

**Short Term Outcome 1:** Increase in coordination between systems of care as indicated by number of organizations who are signed up to post information on ECMP site.

The ECMP website provides for collaboration between systems of care by hosting an events calendar where multiple entities can post upcoming family and early childhood training events. In SFY2013 forty-four individuals or organizations held accounts to post on the Events Calendar.

*ECMP provided a forum for 44 different entities to post information about upcoming family and training events.*

**Short Term Outcome 2:** Increase in translated/adaptive resources as indicated by number of translated/adaptive resources created or updated on ECMP website.

In SFY2013, 61 Spanish-language resources were provided on the Familia Información y Recursos web page. This Spanish-language section of the site also includes Sunny Start Fact Sheets, the *Wellness Passport* and *Addendum*, and the Sunny Start, *A Parent Guide to Raising Happy Healthy Babies - Developmental Calendar*. The number of downloads in this section of the website increased 281% from 21 downloads in Jan-April of 2012 to 80 downloads in the same time period of 2013.

*The number of individuals downloading translated resources from ECMP increased 281% in SFY2013.*

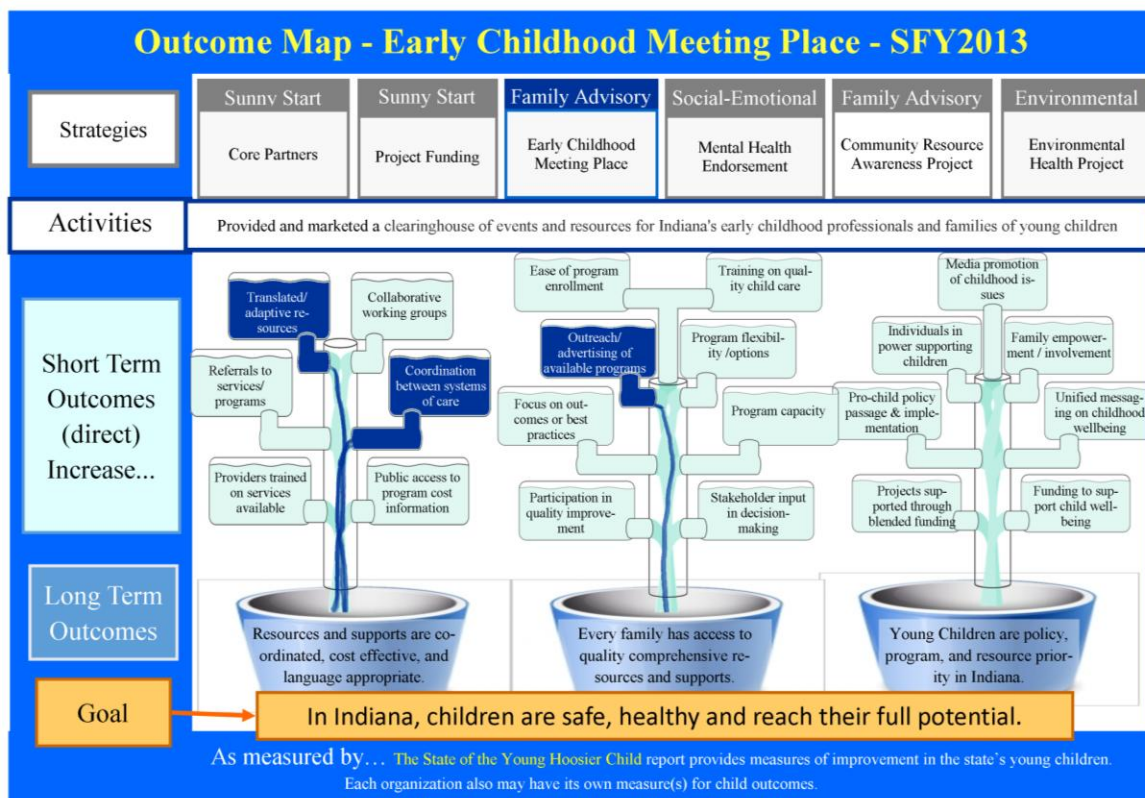
**Short Term Outcome 3:** Increase in outreach/advertising of available programs as indicated by number of new ECMP cards distributed and number of resource entries added to ECMP.

The Early Childhood Center provided 500 information cards about ECMP for distribution at Health Center presentations as part of the Community Resource Awareness Project. Additionally, Family Voices revised 210 resource entries and added 69 new entries in SFY2013. Additionally, 48 English and 48 Spanish Resource Fact Sheets were reviewed, updated, and reorganized so they would be easier to locate.

The number of page views for Family Information and Resources declined in February through April 2013 compared to the same time period in 2012 in part because of a large marketing campaign that took place in 2012. However, because the majority of individuals reached in 2013 were new to the ECMP materials, this new distribution contributes towards the goal of increased outreach/awareness.

Increased outreach and advertising of programs available by 69 entries in the ECMP website and 500 cards about ECCMP distributed.

*Early Childhood Meeting Place Outcome Map*



## Social-Emotional – Mental Health Endorsement & Training

The Social-Emotional subcommittee's goal is to ensure that every young child identified with concerns about social-emotional development will have access to professionals with knowledge and expertise at or near their locale.

In SFY2013 the social-emotional subcommittee provided trainings, held two 3-hour workshops, exhibited at conferences, and endorsed 7 individuals. The training opportunities included a graduate level course on infant mental health for social work students, infant mental health training for individuals providing home visiting services, a session on infant mental health at the Infant Toddler Specialists of Indiana annual conference, and a session for early childhood providers at the Strengthening Families bi-annual training institute.

The Endorsement is a competency-based training in social-emotional areas for a variety of child care providers. This endorsement process promotes and recognizes the professional development and work experiences of care providers who focus on culturally sensitive, relationship-based infant and early childhood mental health.

Additionally, six communities throughout the state were identified and supported to host a local "event" or series of sessions to promote the value and utility of endorsement. Sites were encouraged to be creative in how to best promote Endorsement in their area. Technical assistance and information about the Endorsement was provided to all sites. Throughout SFY2013, 7 professionals earned the Indiana Endorsement for infant and toddler mental health, and an additional 70 are in progress towards endorsement.

### *Contribution: outcomes and Indicators*

**Short Term Outcome 1:** Increase in providers trained on services available as indicated by number of providers receiving training on services available.

Two 3-hour workshops entitled Supporting Very Young Children and Families were held in SFY2013. The trainings provided basic information about infant mental health theory and practices for front line providers, including early interventionists, home visitors and early care and education workers. A total of 60 people participated.

*Sixty people were trained on services available regarding infant and toddler mental health.*

**Short Term Outcome2:** Increase in projects supported through blended funding as indicated by increase in dollars in blended funding for this program.

Building upon its previous successes, this subcommittee - in partnership with The Indiana Association for Infant and Toddler Mental Health, the Head Start State Collaboration Office, and the Department of Child Services - continued its progress toward providing an early childhood mental health endorsement program. These partners provided a total of \$150,000 in funding to support the training and endorsement of infant mental health providers.

*Blended funding for early childhood issues increased by \$150,000.*

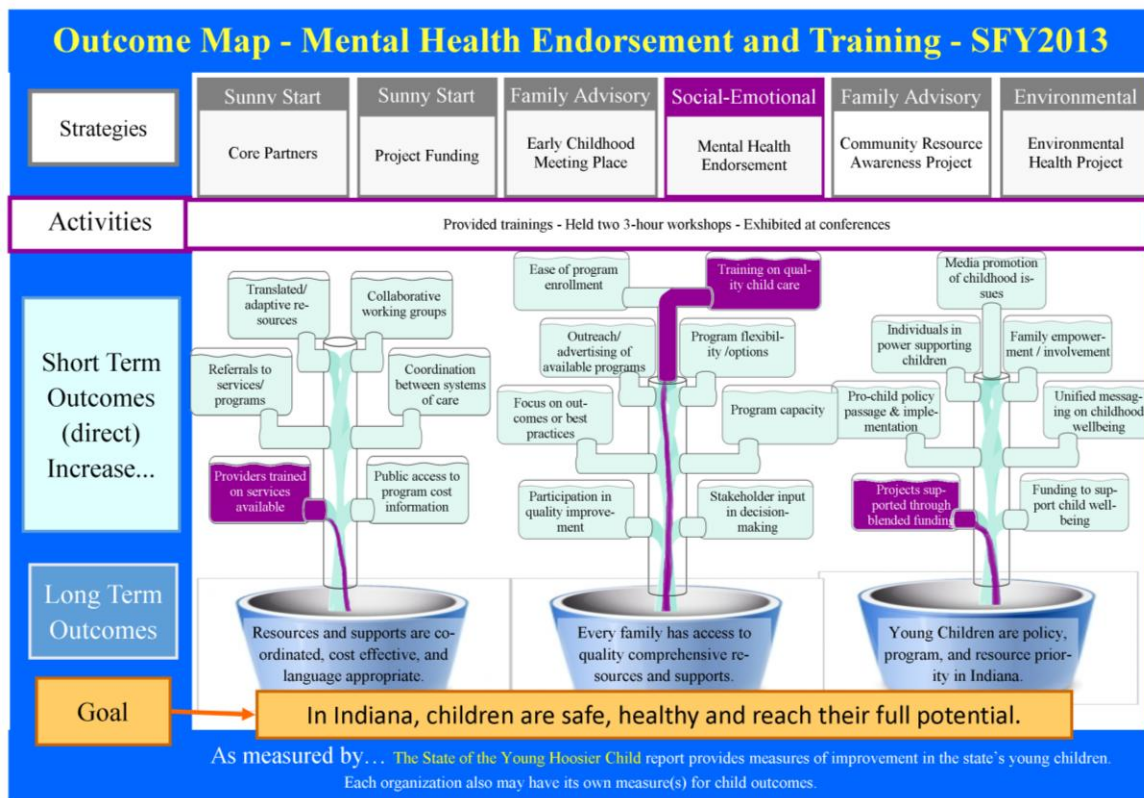
**Short Term Outcome 3:** Increase in training on quality child care as indicated by number of providers trained.

A group of 20 mental health providers from across the state of Indiana participated in an 8-day training called the Early Childhood Mental Health Intensive. Participants included mental health professionals, such as social workers, licensed mental health counselors, and psychologists. The training consisted of 48 hours of face-to-face didactics, along with group phone consultation. Individual reflective supervision also was available.

Additionally in SFY2013, 7 professionals earned the Indiana Endorsement for infant and toddler mental health, and another 70 are in progress.

Twenty mental health providers and 7 Endorsement candidates were trained on quality child care in SFY2013.

*Mental Health Endorsement & Training Outcome Map*



**Family Advisory – Community Resource Awareness Project**

The Family Advisory subcommittee is a group of individuals in families with young children across Indiana. This group provides input on all Sunny Start products and works to train and mentor other families in their communities to become more civically engaged.

This year, the Family Advisory subcommittee undertook a pilot program called the Community Resource Awareness Project. This project was created in response to the 2012 Sunny Start Community Survey, which showed a significant mismatch between what families identify as needs, and the knowledge of both families and

providers regarding existing resources to meet those needs. The pilot study consisted of identifying five community health centers and providing them with training and support regarding local and statewide resources that can be accessed to support the families they serve.

Each center was provided with a packet of information about resources available to families they serve, including: Indiana Helpline magnets and brochures (bilingual); Sunny Start developmental calendars, wellness passports and special needs addendums, and Sunny Start fact sheet resource lists (bilingual); ECMP postcards (bilingual); ASK brochures and resource directory postcards; Family Voices Indiana brochures and Spanish flyers. The centers also were given a resource poster with contact information for each partner agency.

Each center was asked to complete a pre- and post-test regarding their knowledge of available resources and demographic info for their center. Survey responses showed that those who received the training found it helpful stating, "Your presentation was very enlightening and gave us ideas and resources we did not know were available. In our area any possible resource is a light of hope."

#### *Contribution: outcomes and Indicators*

**Short Term Outcome 1:** Increase in providers trained on services available as indicated by number of providers trained.

Fifty-one providers at five pilot sites received training and support regarding local and statewide resources that can be accessed to support the families they serve. Pilot sites included:

- East Chicago Community Health Center, East Chicago – Lake County
- Maple City Health, Goshen - Elkhart County
- Vermillion-Parke Community Health Center, Clinton – Vermillion County
- St. Francis Neighborhood Health Center, Indianapolis - Marion County
- Johnson Nichols Health Clinic, Spencer - Owen County

*Fifty-one care providers at 5 community health centers across Indiana were trained about services available to families.*

**Short Term Outcome 2:** Increase in outreach/advertising of available programs as indicated by number of community health centers who were provided with resource materials.

Nine additional community health centers were provided with a packet of materials about resources available to the families they serve, but did not receive direct training as part of the Community Resource Awareness Project. This segment of health centers increased the outreach/advertising of available programs, but do not count as individuals trained.

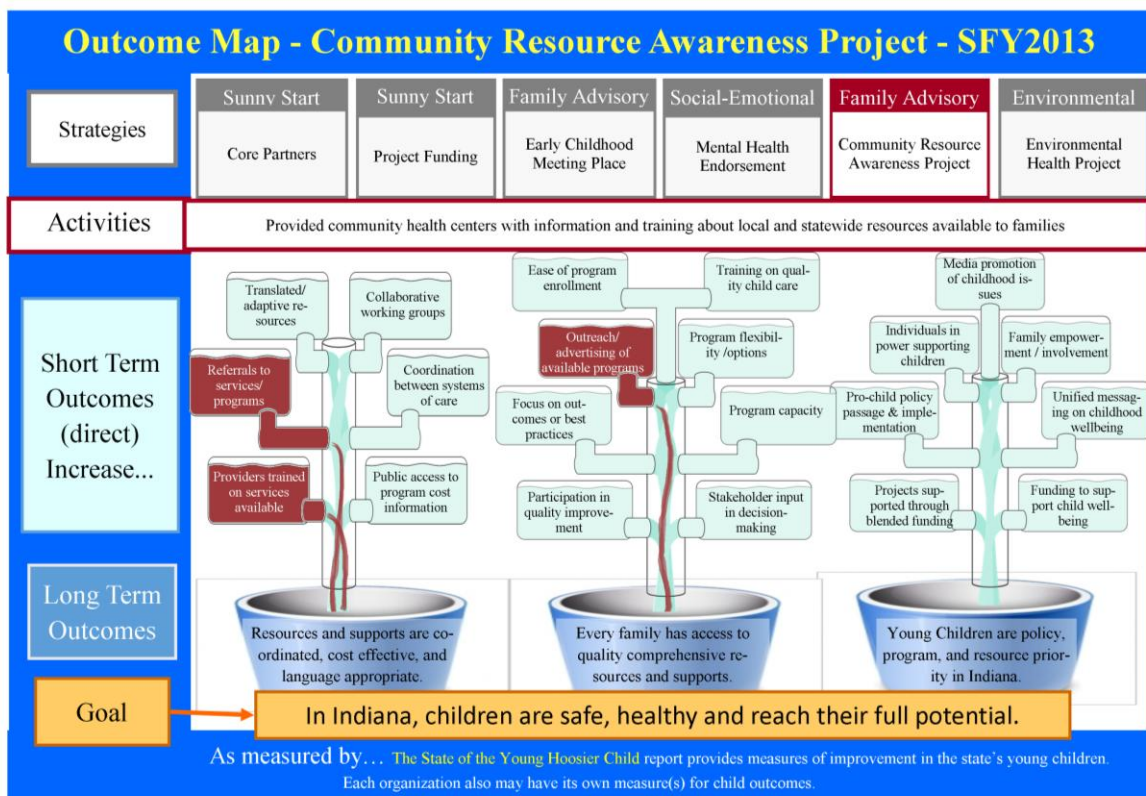
*Nine care providers in Indiana received advertising materials about programs available to families they serve.*

**Short Term Outcome 3:** Increase in referrals to services/programs as indicated by post-test responses showing that providers anticipate sharing resources with families.

Of the 20 care providers who filled out post-test surveys, 100% said they found the project helpful for their center. Additionally, 78% said they anticipated sharing information about both Family Helpline and 211 Connect to Help with families at their center, as compared to pre-test results where 32.3% and 41.1% (respectively) referred families to those resources at least sometimes prior to the program participation.

The percent of providers who anticipate referring families to resources increased after participating in the pilot program.

*Community Resource Awareness Project Outcome Map*



### Environmental Health Project

In 2011, Sunny Start undertook a partnership with Improving Kids Environment to form an environmental subcommittee that developed a report on the *Environmental Health of Young Hoosier Children*. This report contained information about the environment in which Indiana's young children grow, play and learn.



As a follow-up to the release of that report, in SFY2013 Sunny Start funded a series of activities to increase awareness and access to information about environmental hazards to Indiana's young children. The following activities were completed:

- Updated seven fact sheets and developed fourteen new fact sheets related to environmental threats to the health and well-being of young children.
- Developed 140 social media messages suitable for use in Twitter or Facebook on each of the fact sheet topics, along with a calendar for distributing the messages throughout the year.
- Attended the AMCHP conference in Washington, D.C., to present a poster session about the Children's Environmental Health Report.
- Developed a 45-minute presentation highlighting key environmental health concerns in Indiana and known regional differences in children's environmental health data. Presented this information at Youth Worker Cafés in six counties (Crawford, Orange, Greene, Clinton, Cass and Morgan) and via webinar through the Indiana Youth Institute.
- Produced a six-page issue brief for Indiana's youth workers that included information about and resources to mitigate environmental hazards to children in youth programs and schools. Distributed the brief via email to 5,155 email accounts and via paper copy to approximately 300 individuals through Youth Worker Cafés.
- Produced four radio minutes about environmental health issues for children and distributed them for use on radio stations around the state: Prenatal Care, Healthy Homes, Preventing Asthma Attacks , Kids & Water Quality.

*Contribution: outcomes and Indicators*

**Short Term Outcome 1:** Increase training on quality child care as indicated by number of youth-serving individuals trained about environmental health hazards for children.

Six in-person youth worker cafés provided training for 142 individuals from 75 organizations, and 50 individuals participated online in the live webinar. Additionally, the issue brief was distributed to 5,155 individuals via email, of whom 264 clicked through to the full text of the document. The brief was downloaded from the Indiana Youth Institute website 559 times.

*Training on quality child care was increased by 192 youth workers and 559 issue brief readers.*

**Short Term Outcome 2:** Increase media promotion of childhood issues as indicated by number of media stories stemming from the Environmental health project.

Press releases for Youth Worker Cafés covering environmental hazards to young children were picked up by 2 newspapers, a radio station, and 2 web media outlets as well as being posted on multiple websites. Additionally 4

radio minutes were sent to 159 individuals representing more than 275 radio stations across the state of Indiana. In a typical cycle, about 151 of the radio stations play the minutes.

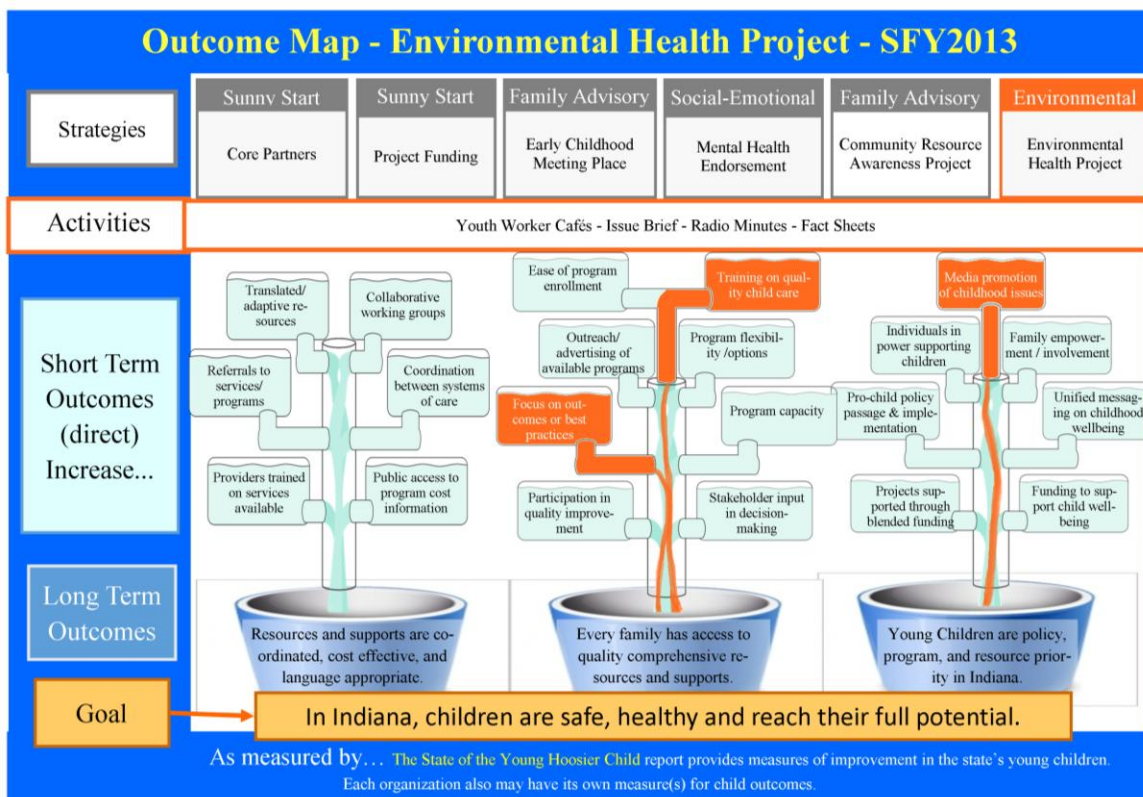
Media promotion of childhood issues around environmental health increased by 4 radio minutes being played on 151 stations and 5 mentions of Environmental Youth Worker Cafés across local media platforms.

**Short Term Outcome 3:** Increase focus on outcomes or best practices as indicated by use of resources in issue brief and anecdotes about using the information from the Youth Worker Cafés.

In response to a question about how the Youth Worker Café would help them make a difference in children’s lives, one attendee said: “We will use less toxic cleaning products in our program.” Additionally, Indiana Youth Institute’s year-end surveys show that 51.4% of issue brief readers say they use the information to make more informed decisions in their daily work. Given the above stated number of downloads for the environmental issue brief, we can infer that about 287 individuals focused on using best practices around environmental safety after reading the issue brief.

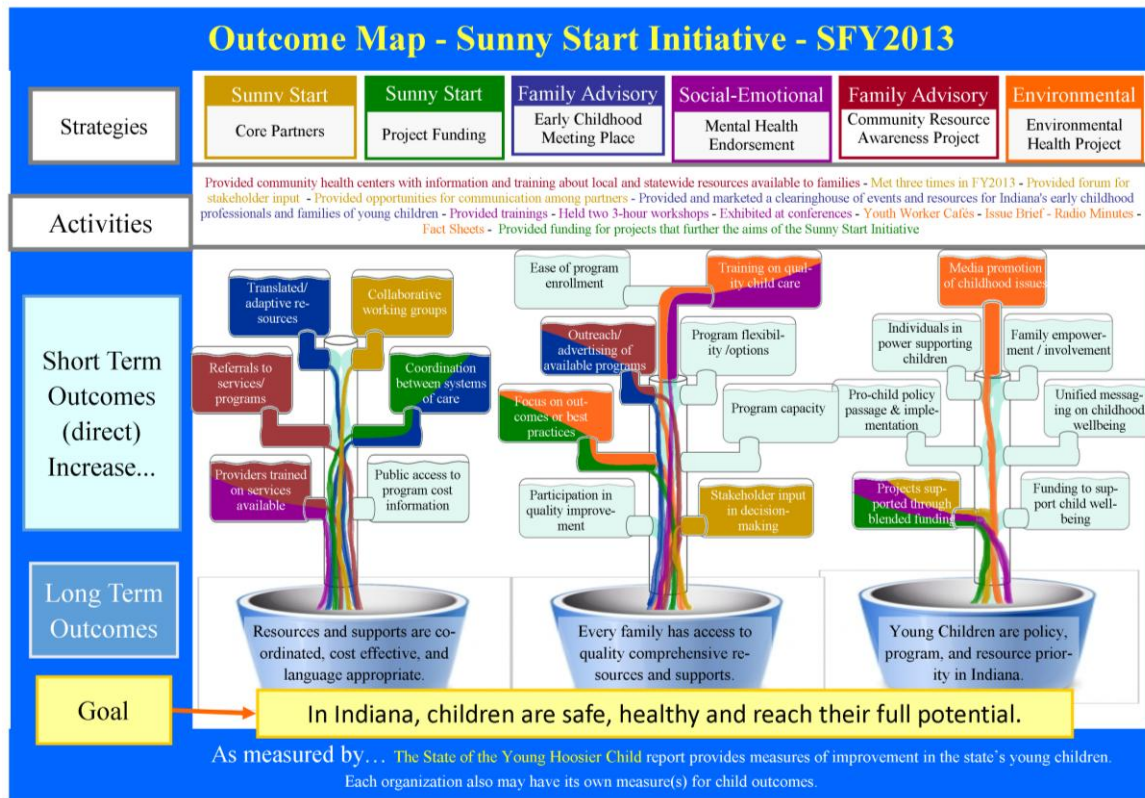
Focus on outcomes or best practices was increased by an estimated 287 issue brief readers.

*Environmental Health Outcome Map*



## Conclusion

Outcome mapping allows us to see each project's unique contribution to fulfilling the Sunny Start Initiative's long-term goals. This tool also is able to combine many projects with varying foci into a common model to see where efforts may be being duplicated or missed. Additionally, the map shows where the initiative may have areas of strength or influence in the state. A full sized version of the Sunny Start Outcome map is available in the appendix of this report.



This map clearly shows the strategies used by the Sunny Start Initiative in SFY2013 to improve child well-being in Indiana. Short-term outcomes that are being fulfilled in multiple ways by more than one group are in areas where Sunny Start either has a demonstrated strength, like collaboration and blended funding, or where the initiative has stated a specific annual goal, like outreach and advertizing of available programs in response to the 2012 Community Survey. Additionally, short-term outcomes that are not filled in are areas in which other organizations in the state are doing work, like in early childhood education and advocacy, or areas on which the Sunny Start Initiative may want to focus in the future.

Using an outcome map framework to evaluate the Sunny Start Initiative's progress provides an opportunity to visualize a complex system of organizations working together, and show the initiative's impact upon that system. From the SFY2013 Sunny Start Outcome Map, it is clear that the work being done by the initiative and its partners

is contributing to the fulfillment of long term goals that will improve outcomes for young children in Indiana. Furthermore, the map may serve as a catalyst for conversation about areas of strength and opportunity that can help provide a road map to the initiative's continued future success.

