

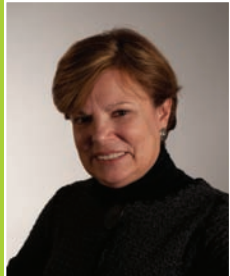


Positive Parenting DuPage
Annual Report 2008

posit+ive



Jeanna Capito



Kathy Karsh

An Executive Letter

In 2004, Topfer Family Foundation engaged DuPage community stakeholders in a planning process that challenged the way we thought about supporting families of very young children. The resulting organization, Positive Parenting DuPage, would change the way professionals serving families worked together and considered their work in the community. Challenging the natural order of serving families was only possible because the professionals and organizations working to meet the needs of families understood how much more they could accomplish by working together. The climate was right for building an organization dedicated to education, access, coordination and quality. A pivotal factor that made this climate a reality was, and remains, the emotional investment of the Topfer family in this community.

In creating Positive Parenting DuPage, the planning team and stakeholders were stepping into unknown territory. Through a firm belief in the components that comprised Positive—the best research on parenting, child development, programs, community building, and collaboration strategies—we created an organization focused on building a better community for children and families. We knew this initiative would be for all parents and children, would focus on prevention, and would coordinate existing services to reduce duplication. We also knew our goals to raise the overall level of parenting in DuPage and increase healthy outcomes for children were far-reaching and long term. Achieving these goals requires real partnering: working with professionals in a process that mirrors the never-wavering support they give to families. We now know it also means taking responsibility for ensuring the accuracy of information, quality of services and access for all.

We often hear: Positive has accomplished so much in such a short time. While this may be true, it is all within a context of being driven by the idea that DuPage families and professionals deserve the support structure inherent to Positive. What we have accomplished is a testament to the commitment of the individuals and organizations that work with families of young children and to the families that strive for the very best for their children. For the passion that is ignited when we consider how we can work together to better serve our community, this Annual Report is presented in the spirit of partnership, continued growth and the search for new ways to improve systems and support children and families.

Jeanna M Capito
Executive Director

Kathryn G Karsh
Chair, Positive Board of Directors

Positive Beginnings..... 2
Positive Parenting DuPage: The Organization ... 3

EDUCA+E 4
Parental Knowledge..... 5

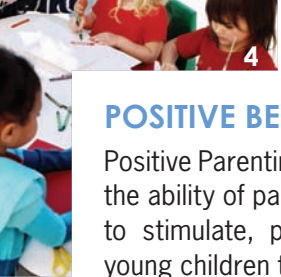
CONNEC+ 6
Intake And Referral System..... 6
Matching Needs With Resources 6-7

COORDINA+E 8
Website Initiative 8-9
Professional Development..... 9

COLLABORA+E 10
Building Capacity 10
Building Across Systems 11

Financial Highlights 12-13
Partners & Board 14-15
Getting Involved 16





POSITIVE BEGINNINGS

Positive Parenting DuPage enhances the ability of parents and caregivers to stimulate, protect, and nurture young children through a network of collaborating organizations. 2005 marks the launch of Positive Parenting DuPage, after an intensive community planning project, involving diverse stakeholders. Our focus is the children and families of DuPage County.

Our vision is to change the culture of parenting and parent support through an infrastructure whose elements are accessible to all professionals and parents of young children. Positive Parenting DuPage originally focused on children from birth to three; at the beginning of July 2008 we broadened our target population to children from birth to five.

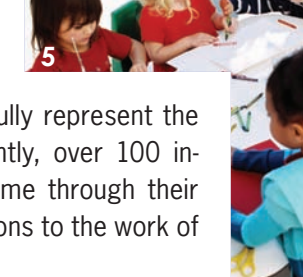
In addition, meeting the needs of families and the early childhood professionals who support them directly influences the development and well being of young children. Our approach is made up of four components:

1. We **educate** professionals and parents providing them with educational resources and training focused on the healthy development of young children.
2. We **connect** through an intake and referral system that determines the needs of families and professionals, matching them with the appropriate resource.
3. We **coordinate** our community resources with a website for parents and professionals, and through ongoing community contact and outreach.
4. We **collaborate** with partners and resources, using strategies that support professional development and promote systems change to increase quality.

Positive Parenting DuPage was built on core principles that continue to characterize decision making at each level of operations. Broad community collaboration, building upon existing strengths, systematic design, primary prevention, research based with measurable outcomes, and customization for community diversity—these are principles which have come to exemplify Positive.

NOW... IN 2008:

- + 8,988 families of newborns received a New Parent Kit, one piece of the parent education system Positive maintains.
- + 236 professionals were trained in the Positive system, bringing the total network of professionals to 1,113.
- + Our intake line provided direct support to 579 families and professionals, with an additional 2,539 families benefiting.
- + The resources maintained on the Positive website grew to 1,280.



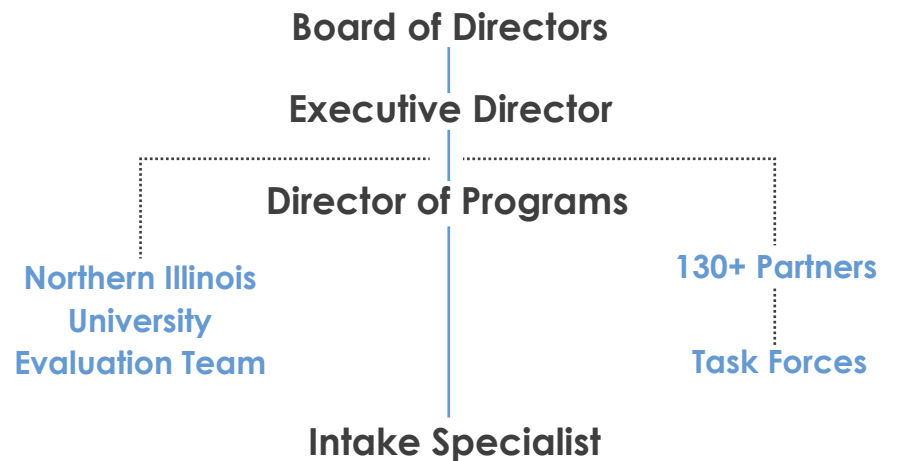
POSITIVE PARENTING DUPAGE: THE ORGANIZATION

The organizational structure of Positive allows for maximum impact while the actual size of the organization remains small. The structure of Positive Parenting DuPage is unique in that a blend of community partners and representatives govern the direction of the project through experience, knowledge, and community connections.

Further community involvement is fostered by specific Task Forces that are populated by community experts and follow work plans under the guidance of Positive staff. This structure allows participation in the work of

Positive to more fully represent the community. Currently, over 100 individuals devote time through their professional positions to the work of Positive.

Positive recognizes that the achievement of widespread behavior change and improvement of population-level outcomes for families will take time. Therefore, Positive partners with Northern Illinois University (NIU) to ensure that all of the program components have formal evaluation in place to monitor progress. Because research and outcome measurement are integral to our work, Positive engaged external evaluation as one of the first tasks of the new organization.



EDUCATE

“ Positive Parenting DuPage has been a great addition to the resources we turn to here in the Naperville School District 203 Parents as Teachers program. ”

—Parents as Teachers Parent Educators, Naperville School District 203

Research shows that parents make better parenting choices when they are informed about how children grow and develop. Moreover, parents and early childhood professionals are hungry for accurate and timely information. Prior to Positive Parenting DuPage, much of the information available to parents and professionals was often difficult to obtain, sometimes conflicting, and not always based upon current knowledge.

At the close of June 2008, Positive had partnered with 92 organizations, including

5 of the 6 DuPage hospitals, as educational sites. These sites have integrated high-quality educational materials for families of children from birth to five years into their services. At one organization, an existing parent handout was replaced with the more comprehensive, family friendly *Your Child @* series, which covers parenting, child development, health, safety and nutrition in ten newsletters spanning birth to five years. Positive maintains a system of coordinated educational materials which are provided at a very low cost, as illustrated below.



Our Services	Actual Cost
Maintenance of a centralized system that allows professionals access to educational materials and individualized training support.	\$15,805 per year to maintain
More than 25,000 families of children from birth to five years of age receive age-appropriate, high-quality, comprehensive education on healthy child development.	35¢ per point of education

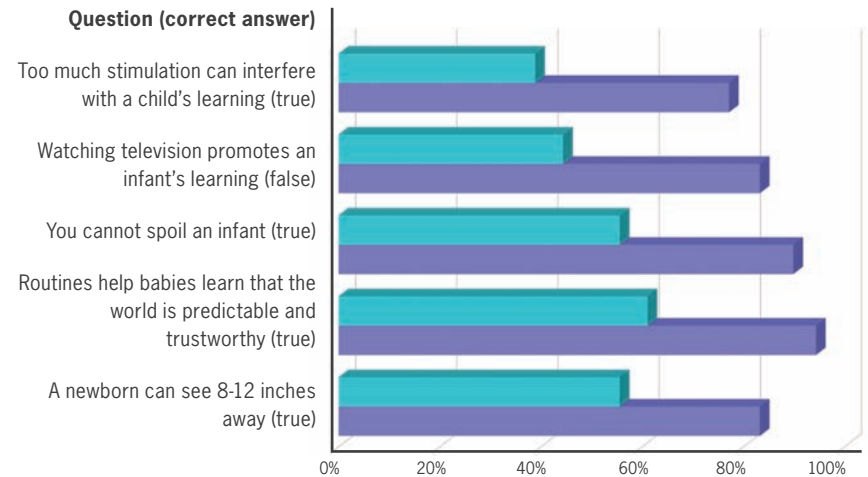
Source: Positive Parenting DuPage statistics, 2008

Positive partners with NIU for onsite evaluation of families receiving New Parent Kits at Central DuPage Hospital. Changes in parental knowledge, behavior, and feelings of efficacy are being measured through this partnership.

In 2008, over 25,000 families received Positive educational materials through 92 educational sites. Many of Positive's parent materials can be branded with the logos of the organizations that are distributing them—thus increasing the sense of trust a family feels in the information.

All educational materials are available electronically through both the Positive website and CDs customized to the partner site. This access allows professionals to tailor their parent education based on the needs of the families they are serving and minimize waste and cost for their organization. True to the guiding principles of Positive, electronic access to these materials further ensures that the information is kept accurate and up to date, with input from the Educational Materials Task Force and national experts.

PARENTAL KNOWLEDGE, BEFORE AND AFTER



■ Parents answering question correctly before receiving Positive educational materials
 ■ Parents answering question correctly after receiving Positive educational materials

Source: Data collection by NIU evaluation team.

INTAKE AND REFERRAL SYSTEM

We connect with parents and professionals by providing support and information through our intake and referral system. Positive staff engages callers in a comprehensive screening where an intake specialist asks key questions to assess individual needs. In the referral phase, the intake specialists match the identified needs with the most appropriate referral. This **screen-match-connect** approach allows Positive to link higher risk family situations with more intensive services, keeping these services which are limited and high cost for those that need them the most, and matching other families with a variety of prevention-based services.

MATCHING NEEDS WITH RESOURCES

Matching professional and parental needs is accomplished through Positive's expertise in screening and knowledge of the resources that DuPage offers. DuPage County has many resources that benefit parents and professionals when it comes to young children. Knowing what those resources are and how to access them can be terribly confusing—even for professionals. All parents can benefit from support. However, some families need more

“ Positive has helped me through so much. When I came here, my life was in shambles. Besides speaking with me, talking with me and helping me with getting my life back in order . . . you've just helped me so much. It's unbelievable. -Laretta G. ”

intensive help when stress factors emerge. Identifying who those families are, and how to get them needed help quickly, becomes vitally important.

To ensure people are properly referred by Positive, a follow-up interview is conducted two to four weeks after referral. In an effort to constantly self-evaluate and improve the process, Positive uses outside evaluators to survey and monitor customer satisfaction and screening efficacy. The chart on the opposite page highlights the significant decrease in stress that intake line users are reporting.

The intake and referral system has expanded the capacity of partner organizations through a community based screening project. Positive works diligently



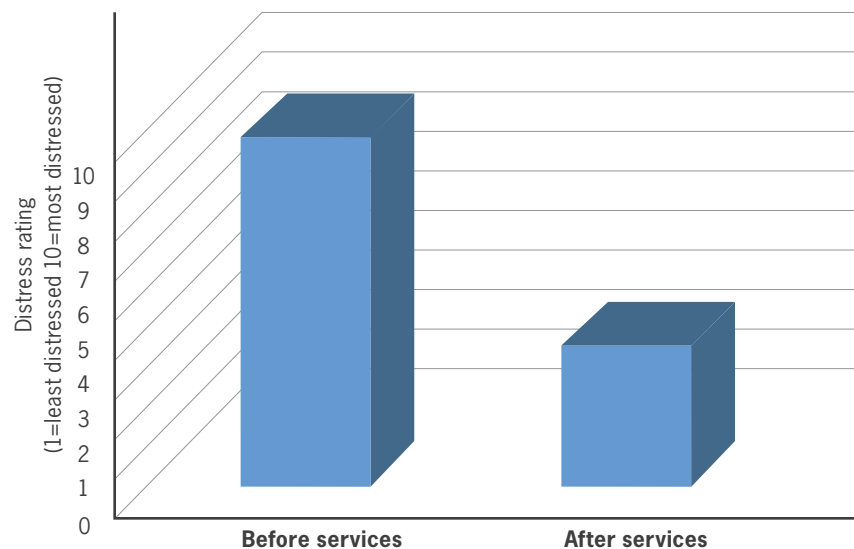
16 organizations have increased their capacity in family risk factor screening by partnering with Positive.

with these partners through the process of integrating screening and referral tools. This process includes training staff and completing onsite screening technical assistance. To date, 58 professionals have been involved in this capacity building effort.

“ Positive Parenting was able to provide me with multiple resources that included the Healthy Families program, which provides parent support and education for pregnant women.

-Carol Mason, Little Angel Foundation ”

PARENTAL DISTRESS RATINGS BEFORE AND AFTER CONTACT WITH POSITIVE INTAKE SERVICES



Source: Data collection by NIU evaluation team.

“ Positive Parenting DuPage has helped our parents and staff become aware of services, and how to tap into services in our area. . . many families have benefited from the involvement of Positive Parenting DuPage. We're very fortunate to have such a great partnership with Positive.”

—Candace Scarpelli, Pre-K Parent Coordinator, Anne M. Jeans Elementary

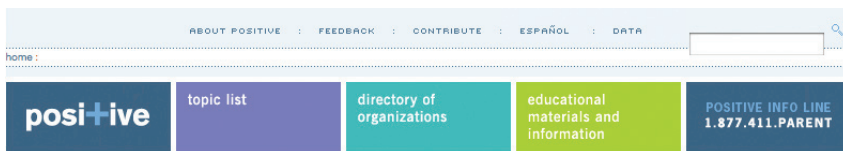
Positive is reaching more parents and professional organizations. Through community coordination, we are able to provide parents and professionals access to support and information. Positive is the information clearinghouse and the coordinating body. Positive understands that in order to reach all families, it has to have partnerships with a diverse group of organizations. These partners include hospitals, schools, libraries, park districts, government, early childhood programs, social service organizations, churches and businesses.

WEBSITE INITIATIVE

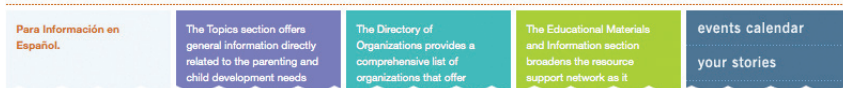
Positive created an electronic community resource database with positiveparentingdupage.org, accessible and easily navigated by

families, community members and professionals. By July 2008, over 1,200 resources were being accurately maintained. These are organized into topic areas to support families in finding the most appropriate resource.

Recently, components were added to the Positive website to assist professionals in understanding their community demographics and needs. The new section entitled Data, has the type of community specific data professionals seek in understanding gaps in services and in reporting on and seeking grant funding. Also, partner organizations link from their website to our new community resource landing page, eliminating the need for these partners to maintain a separate page of



Positive Parenting DuPage enhances the ability of parents and caregivers to stimulate, protect and nurture young children through a network of collaborating organizations.



- + Positive works directly with a range of home visiting program models in DuPage, focusing on quality improvements, technical assistance and grant writing. Through these partnerships, and with the expertise of NIU, four programs have added intensive program evaluation to their home visiting system.
- + The Positive website helped 25,029 unique visitors find resources.

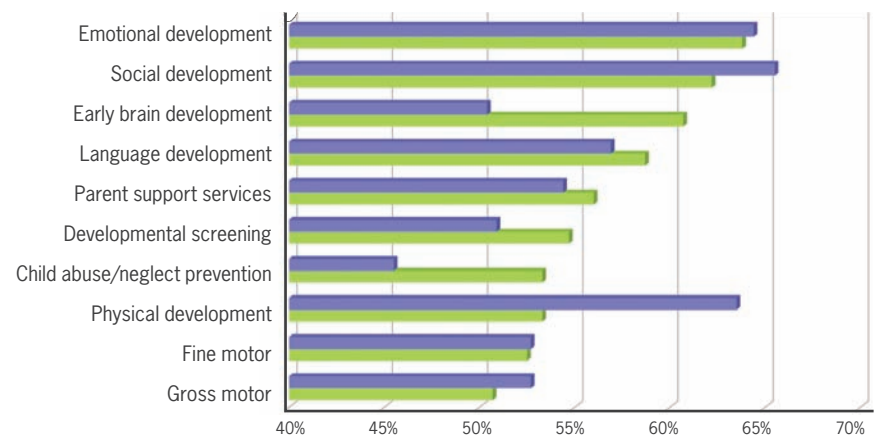
resources. The Positive website allows partners to utilize a common database, matching families to resources and ensuring consistency of community information.

including Erikson Institute, Illinois Department of Human Services and Illinois Association for Infant Mental Health to provide programs tailored to cover identified training topics. A major focus of these is to ensure that topics are covered with a depth and intensity which matches professional needs. We are only beginning the professional development coordination that is necessary to ensure staff are well prepared to work with children and families in DuPage.

PROFESSIONAL DEVELOPMENT

Positive conducted a survey on training needs, and more than 500 professionals responded. Positive's current task is to match these needs with the right opportunities. In the last year, Positive has worked with partners

PROFESSIONAL DEVELOPMENT TRAINING NEEDS



■ % of professionals who have already received training in this area from outside sources
 ■ % of professionals who are still interested in received training in this area

Professionals were further asked to rank how relevant they believed the topic was to their work. These 10 areas received the highest relevancy ratings, each with relevancy of 4 or higher, on a 5-point scale.

Source: Data collection by NIU evaluation team.

BUILDING CAPACITY

Our partners focus on DuPage children and families while committing to work together in a collaborative effort, as there are gaps in services and a need for common coordination to make progress. One strategy used by Positive to support this collaborative work of partners is targeted coordination based on expressed need. 2008 resulted in a series of outreach initiatives where Positive was able to provide community leadership in this coordination.

Areas of professional need that surfaced during the year included identifying grant opportunities, understanding grant requirements, crafting successful grant applications, and demonstrating program quality. In response to this

“ It has definitely been a boon to work with Positive Parenting DuPage. The knowledge, skill, and support rendered by the staff has greatly impacted our Parent Mentor Program efforts to provide optimal support to DuPage County families.

– Regina Rogers, L.P.C., NCO
Youth and Family Services



need, working as part of the Early Childhood Advisory Committee of the DuPage Community Works Initiative, Positive created and carried out a grant writing and quality components training series that included one-on-one consultation support. In particular, this training and consultation worked with programs around pursuing early childhood funding through the Illinois State Board of Education.

19 Positive partners used the working collaboration to demonstrate coordination within the community and eliminate duplication.

Positive itself collaborated with key partners to obtain major grants. For example, Positive and Erikson Institute secured Illinois State Board of Education funding for a Masters Degree program that is now based in DuPage. This unique program serves a cohort of DuPage early childhood professionals. Another example was a joint pursuit of funding from Grand Victoria Foundation, in partnership with Erikson to carry forward an intensive professional development model in DuPage.

BUILDING ACROSS SYSTEMS

In 2008, Positive launched the DuPage Voices Leadership Committee (VLC) in response to professional demand for support around advocacy and raising legislative awareness for DuPage children and families. The DuPage VLC provides an outlet for professionals to work in the Voices for Illinois Children system. Our VLC held the first Legislative Breakfast and Kids Count media launch events in DuPage that focused on children from birth to five.

These events educated legislators and the community about issues facing families of young children, and what they can do to make a difference. Our VLC, under Positive's guidance, gives professionals and community members a place to focus their advocacy efforts through one voice representing our children.

Additionally, Positive coordinated with IFF to guide five communities through planning initiatives that focused on early learning needs. These communities are now working through action plans they created to meet their needs. Positive

provides support and leadership at each of these Early Learning Committees, considering from a county-wide

perspective where there are efforts which can cut across the communities, minimize duplication and maximize impact for families.

Positive hosted our first annual professional conference this year to meet expressed professional need. This first conference focused on the work of Positive's collaborative infrastructure and highlighted components partners requested most: community resource and data coordination through the Positive website and the Early Learning committees, prevention through parent education, professional development planning, and collaboration across home visiting partners.

+ 176 professionals at new presentations.

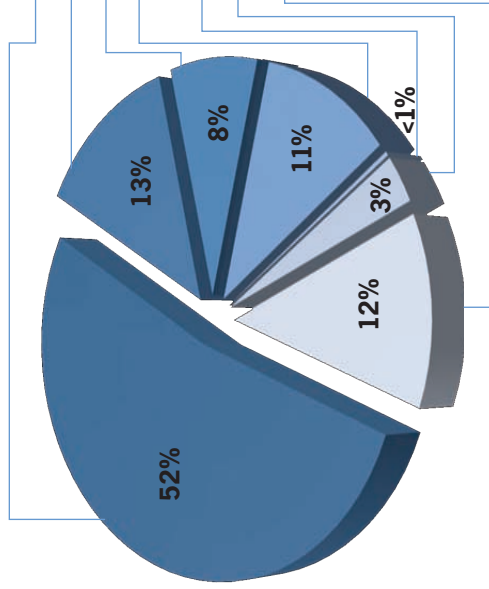
+ 409 ongoing contacts with community professionals.

In 2008, Positive took coordination and building across systems to the regional and state level with leadership on the Illinois Early Learning Council. Positive's leadership role with the Infant and Toddler Committee of the Council furthers the work of community coordination by opening doors for this coordination to occur at the regional and state levels. Local coordination becomes a smoother process when it has the support of coordinated state systems+



SOURCES OF REVENUE

Topfer Family Foundation Support.....	\$ 211,764
Community Memorial Foundation	53,075
Little Angel Foundation	31,682
One-time Venture Grant from United Way of DuPage Area.....	44,197
Program Service Fees.....	1,198
Interest Income.....	12,671
Other Sources of Income	49,375
Bersted Foundation	15,000
DuPage Community Foundation Community Works Initiative Collaborative Grant.....	15,000
Naperville Exchange Club	5,000
Other Donated Income	14,375

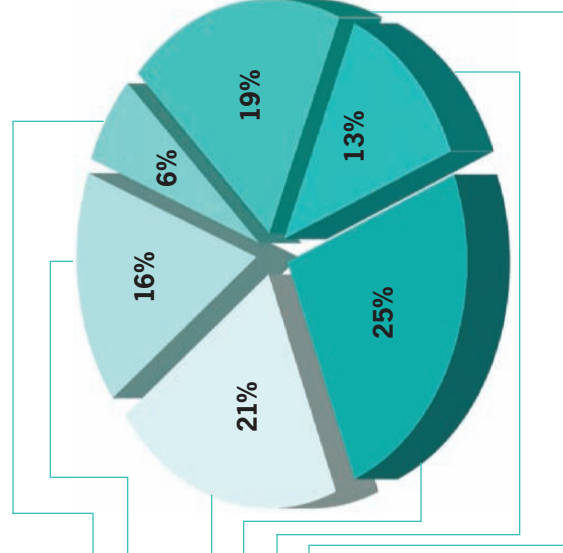


TOTAL NET REVENUE	403,962
Net Assets Released from Restrictions	7,500
Committed Carryover from Prior Years' Grants	27,855
TOTAL Available for Activities	\$ 439,317

EXPENSES

Fundraising.....	\$ 26,891
Management.....	70,865
Program Activities:	
Parent Education	91,880
Intake and Referral System.....	108,958
Community Resource Coordination.....	55,164
Birth to Three Collaborative Infrastructure	85,559

TOTAL Used for Activities	\$ 439,317
----------------------------------	-------------------



PARTNERS (AS OF JULY 2008)

Access Community Health Network	Services*	Hinsdale South High School
Access DuPage*	DuPage County Health Department Community Health Services*	IL Association for Infant Mental Health
ADAPT Caucus on Adolescent Health	DuPage County Health Department Mental Health Services	IL Academy of Family Physicians
Adventist GlenOaks Hospital	DuPage County Sheriff's Office	IL Chapter American Academy of Pediatrics
Adventist Hinsdale Hospital	DuPage Regional Office of Educational Parents As Teachers	IL Children's Healthcare Foundation
Advocate Charitable Foundation	DuPage Doubles	IL Children's Mental Health Partnership
Advocate Good Samaritan Hospital*	DuPage County Family Center	IL Department of Children and Family Services
Advocate Health Care	DuPage Federation on Human Services Reform*	IL Department of Human Services
Advocate Health Care Healthy Steps*	DuPage United	IL Early Learning Council
AOK Network	Easter Seals DuPage	IFF
Alexian Brothers Health Services	Educare of West DuPage	IL Family Partnership Network
Autumn Grove Resource Center	Edward Hospital Foundation	Indian Prairie Library
Bensenville Library	Edward Hospital*	International Society for the Prevention of Child Abuse and Neglect
Bensenville School District 2	Elmhurst Clinic	Keeneyville School District 20
Bersted Foundation†	Elmhurst Memorial Hospital*	Kid Care Clinics
Breaking Free	Elmhurst Public Library	Lifelink Corporation*
Bridge Communities	Erikson Institute	Lifetime Behavioral Health
Burr Ridge CCSD 180	Exchange Club of Naperville†	Little Angel Foundation†
CASA of DuPage	Family Shelter Service	Lombard School District 44
Catholic Charities Children's Services	Family Violence Coordinating Council	Love Christian Clearinghouse
Catholic Charities Community Services	First Congregational Church of Glen Ellyn	Loyola University Medical Center
Catholic Charities Counseling	First United Methodist Church of Downers Grove	Maternal & Child Health Clinics
Central DuPage Hospital* Child and Family Connections	Friends of DuPage County Children's Center	Metropolitan Family Services*
CoACH Care Center	Fussy Baby Network	Naperville Family Resource Ctr
Community House	Gateway Foundation	Naperville School District 203
Community Memorial Foundation†	Genesis Therapy Center	Naperville School District 204
Downers Grove Township	Giving DuPage	NCO Youth and Family Services
DuCAP Greenbrook Elementary - NRC	Glen Ellyn Children's Resource Center	Northern Illinois University
DuPage Children's Museum	Glen Ellyn School District 41	
DuPage Community Foundation Community Works Initiative†	Grand Victoria—Erikson Institute Collaboration†	
DuPage County Children's Center	Hamdard Center	
DuPage County Community	Healthy Families Illinois	
	Herr Research Center	



Northwestern University—National Children's Study	SIDS of Illinois	West Chicago School District 33
Ounce of Prevention	Sunny Ridge Family Center	Westmont Public Library
Outreach Community Center	Taproot Foundation	Wheaton CCSD 200
Outreach Community Ministries	Teen Parent Connection	Wheaton Youth Outreach
PACES	The Care Center at Edward Hospital	Willowbrook Corners Coalition
Parish Nurse Organization	The Private Bank*	Willowbrook Corners NRC
Pediatric Psychology Associates	Topfer Family Foundation †	Wood Dale School District 7
People's Resource Center	United Way DuPage Area	Woodridge School District 68
Prevent Child Abuse Illinois Shelter Inc	UI Extension	World Relief
Strengthening Families Illinois	Voices for Illinois Children	York Community Resource Center
	Winfield-Wayne Area Youth Services	YWCA West Suburban
	WeGo Together for Kids	
	West Chicago Library	

BOARD OF DIRECTORS

Pictured left to right, seated: **Jeanna Capito**, Executive Director; **Deborah Steberg**, Director, Women's and Children's Services, Elmhurst Memorial Hospital; **Kathy Karsh**, Board Chair, Nonprofit Organizational Consultant; **Margaret O'Connell**, Board Treasurer, Attorney at Law, Civic Activist; **Mary Prignano**, Board Vice Chair, Health Center Manager, Community Health Services, DuPage County Health Department; **Candace King**, Executive Director, DuPage Federation on Human Services Reform;

Pictured left to right, standing: **Aeran Park Garcia**, Director, Women's and Children's Health Services, Advocate Good Samaritan Hospital; **Pat Bradley**, Manager, Labor and Delivery and Perinatal Clinic, Edward Hospital; **Jean Pagorek**, Board Secretary, Community Representative; **Phil Smith**, Director, DuPage County Community Services; **Andrew Kahlenberg**, Associate Managing Director, The Private Bank, Chicago; **Dick Endress**, President, Access DuPage; **Anita Berry**, Director, Healthy Steps for Young Children, Advocate Health Care; **Theresa Nihill**, Executive Director, Metropolitan Family Services DuPage.



Not pictured: **Lynda Hazen**, Director, Early Head Start, Head Start, and Healthy Families, Lifelink Corporation; **Claudia Mahoney**, Director of Women's and Children's Services, Central DuPage Hospital.

* Denotes board member † Denotes funder

GETTING INVOLVED

In a short span of three years, we grew from an idea spearheaded by the Topfer Family Foundation in partnership with DuPage community stakeholders, into a significant presence for children and families. Much of this effort could only be accomplished by the generous work of partners, donors, and volunteers. Children from age birth to five and their healthy development marks the cornerstone of our mission. In order to continue to meet the demands of changing demographics, ever increasing community need and overburdened professionals and systems, Positive needs your input and participation.

Consider:

- + Is there a parent education resource that you find crucial to working with parents yet it lacks in quality, content or accessibility?
- + Is there a way the Positive website can relieve the burden of resource coordination for your organization?

- + Are there areas where you or your organization would like to work across systems but lack access to collaboration?
- + Do you need community data on children and families to build your program?

These are just a few of the areas that Positive can offer coordination and build capacity in our community.

All we need is your commitment to join efforts in this collaborative work. Positive change that benefits children rests in our hands.

Ways to Get Involved:

- + Utilize our resources and services
- + Become a partner organization
- + Refer families and professionals to Positive
- + Become a volunteer
- + Become a donor

Contact us at **1-877-411-PARENT** or visit our website at www.positiveparentingdupage.org to find out more.



Positive Parenting DuPage thanks The Taproot Foundation and the generous donation of our Taproot Team: Sarah Quinn, Brian Hall, Srdjan Savanovic, Tanya Collier, Giovanna Lipetri, Ray Manrique, and Randy Kemp— for making this Annual Report possible.

web positiveparentingdupage.org
email info@positiveparentingdupage.org
phone 877 411 PARENT