



# County of Santa Cruz

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## COUNTY ADMINISTRATIVE OFFICE

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SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

June 10, 2002

AGENDA: June 18, 2002

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, California 95060

### CSAC 2002 Challenge Awards

Dear Members of the Board:


Each year the California State Association of Counties (CSAC) conducts a Challenge Award competition to recognize the innovative and creative spirit of California county governments for finding new and effective ways of providing programs and services to their citizens. All entries must be postmarked by June 21, 2002, and must have a letter of endorsement from the Board of Supervisors.

I am pleased to inform you that the Human Resources Agency has prepared an application for the Answers Benefitting Children/La Manzanita Community Resources initiative. This program provides an intensive home visiting program and center-based activities for at-risk families with children aged 0 to 5 years. Participants in the program have shown significant measurable progress in parenting skills improvement, substance abuse reduction and reduction in measures of depression. A copy of HRA's application is attached.

The County Administrative Office is also planning to submit an application based on the County's Integrated Pest Management program, which will be discussed in greater detail in the Supplemental Budget.

IT IS THEREFORE RECOMMENDED THAT YOUR BOARD direct the County Administrative Officer to provide a letter of endorsement to the CSAC Challenge Awards for the Answers Benefitting Children/La Manzanita Community Resources initiative and the Integrated Pest Management program.

Very truly yours,

  
Susan A. Mauriello  
County Administrative Officer

cc: Cecilia Espinola, HRA

**SANTA CRUZ COUNTY****Answers Benefiting Children/La Manzana Community Resources Initiative****Contact:** Santa Cruz County Human Resources Agency

1000 Emeline Street

Santa Cruz, California 95060

Ellen Timberlake, Assistant Human Resources Agency Administrator

Phone: (831) 454-4084

**EXECUTIVE SUMMARY**

In 1999, Santa Cruz County developed an innovative family resource center development design in response to community needs and a start-up funding opportunity from the State Office of Child Abuse Prevention (OCAP). The County was awarded a 3-year OCAP Answers Benefiting Children (ABC) grant to provide an intensive home visiting program and center-based activities for at-risk families with children aged 0 - 5 years old. The comprehensive planning process resulted in an exceptionally strong public-private partnership and a collaborative design that, not only added much needed ABC home visiting services to a predominantly low-income Latino area of our County, but also served as the catalyst for development of the La Manzana Community Resources center. The initiative, now going into its fourth year of operations, has succeeded in leveraging and blending several funding streams to construct a functionally integrated ABC/LMCR budget, where each line item is understood as part of the whole design, regardless of technical and/or categorical limitations. In addition, a collaborative personnel structure has been implemented that functionally creates an wholistic program even though program staff are donated and/or redirected from several different agencies. The collaborative administrative infrastructure includes: 1) a Governance and Decision Making Matrix ; 2) a Master Budget and Spending Plan; 3) a Collaborative Personnel Manual; 4) a Collaborative Procedures Manual; and 5) a Common Intake form and

process. A Family Advisory Committee has been initiated as an integral part of the governance and management of the La Manzana center. Families are provided with: information and referral; case management; home visiting & child health assessment/management; parenting skills and support; child development; WIC nutrition program; Summer Lunch Program; translation services; immigration services; domestic violence services; individual and family counseling; CalWorks One-Stop Employment & Career linkages; special family events. In the past year, father involvement has been a major focus of program planning; now fathers, including teen dads are fully participating at the center. Funding for the initiative includes: OCAP ABC grant; County general fund; CAPIT; FPSP; Federal Early Head Start; Children & Families Commission (Prop 10); CBFPR; Children's Trust Fund; TANF Incentives; CalWorks; CalLearn; federal MAA (Medi-Cal Administrative Activities); federal Maternal and Child Health (MCH); Cowell Foundation; Stuart Foundation (evaluation). The measureable results of this initiative are impressive. On all indicators of improvement in family functioning, Santa Cruz County is at the top of the scale. Participants in the ABC program have shown significant measurable progress in parenting skills improvement, substance abuse reduction and reduction in depression measures. In an ongoing outcomes measurement study conducted through the local United Way Community Assessment Project and the Children and Families First Commission, the LMCR is demonstrating outstanding results at client outcome levels, as well as the process outcome levels.

ET/MS