

FIRST-HAND INSIGHTS

ISSUE NO. 6 | OCTOBER 2023



GRANTS



PUBLIC EDUCATION



POLICY

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CTF HIGHLIGHT REEL



HIGHLIGHTS

Partnering to support foster youth and women receiving Missouri Medicaid through pregnancy.

CTF is excited to partner with [Healthy Blue](#) and [Show Me Healthy Kids](#) to connect pregnant foster youth and women receiving Missouri Medicaid to necessary home visiting services.

We believe this can be achieved with a single point of entry to a statewide coordinated referral system. You can find that Coordinated Referral and Intake System at the QR code below.

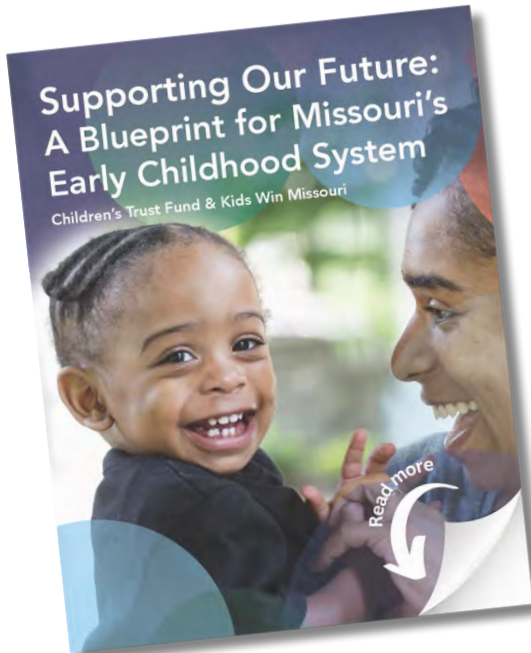
Connecting Missouri's most vulnerable mothers and babies to home visiting services will **improve outcomes in health, safety, education and economic mobility.**

Providers can make a referral through the Coordinated Referral & Intake System (CRIS). To learn more, find resources or make a referral, check out [the full story](#) on our website.



ctf4kids.org/first-hand-insights/

CTF, Kids Win Missouri and partners release investment blueprint for early childhood landscape in Missouri.



In Fiscal Year 2023, CTF and Kids Win Missouri initiated an early childhood steering committee to help encourage the Missouri General Assembly to invest in child care, early education & home visiting.

Led by Governor Mike Parson, **our state is investing \$78 million to support low-income families in accessing child care and \$82 million in making high-quality pre-K available to 4-year-olds.**

This report lays out a vision for what is still needed to have a high-functioning early childhood system, which includes a combination of public and private investment to close the remaining gap.

You can [find the full report](https://ctf4kids.org) at ctf4kids.org.

CTF awards \$873,000 to Kids Win Missouri for child care planning initiative following FY23 early childhood investment blueprint.

Following investments made last year in the early childhood landscape, CTF has awarded Kids Win Missouri funds to develop community-centered solutions that increase access to high-quality, affordable child care and early education.

“As we engaged communities over the past few years, it became clear that we needed a community-centered, collaborative and data-driven approach to address the needs of employers, parents, and most importantly, children,” said Brian Schmidt, Executive Director of Kids Win Missouri.

Community leadership teams will guide their own research efforts and create community plans that prioritize public-private partnerships and access to high-quality, affordable child care and early education options in a variety of settings, particularly for low-income families.

In FY24, six communities will participate in the first cohort, including Cole, Howell, Jasper, and Greene Counties and the cities of St. Joseph and Kirksville.



We're thrilled to work alongside communities to create and advance innovative solutions to their child care and early education challenges.

Brian Schmidt, Executive Director, Kids Win Missouri



CTF's vision for Home Visiting Collective Impact in Missouri

CTF has an ambitious goal for the future of home visiting in Missouri. Our goal is to equitably scale home visiting services to Missouri's most at-risk populations to create measurable change in health and child well-being outcomes. This vision includes:

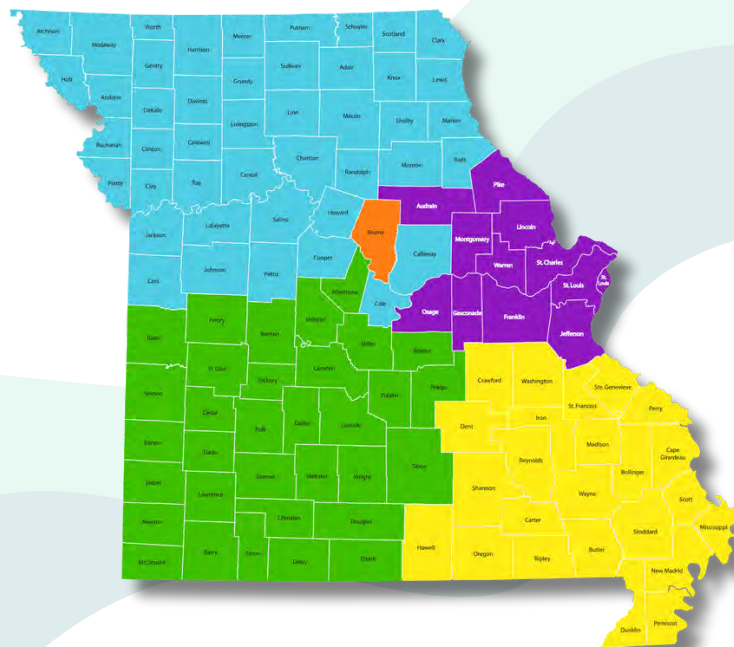
- Coordinating **Collective Impact Sites in Missouri** that filter referrals in their service areas to home visiting agencies that address the unique needs and challenges of those in their communities.
- **Partnering with Managed Care Organizations** to develop an automatic referral process for all women and foster youth who become pregnant and are enrolled in Missouri Medicaid.
- Simplifying the referral process with a **unified, statewide Coordinated Referral and Intake System** in partnership with regional Collective Impact sites.
- **Incentivizing metrics** that have the most potential to directly impact positive outcomes, namely prenatal enrollment, overall participation, school readiness and family well-being.
- **A third-party program evaluation** led by the University of Missouri, contributing to the evidence base for strategies that generate social and fiscal benefits.

To enhance partnership development, and service coordination and capacity, CTF added Whole Kids Outreach, Inc. to serve as the backbone agency for a 5th Home Visiting Collective Impact Initiative in Southeast Missouri.

Southeast Missouri experiences unique service barriers because of the remote nature of the region that limits transportation to far-away service locations and a lack of resources and support needed to empower people to seek services.

Whole Kids Outreach, Inc., which is based in Ellington, Missouri will develop and operate a home visiting collective impact initiative that serves a 24-county region in Southeast Missouri. There are currently four other regional CI sites based in Kansas City, Columbia, St. Louis and Springfield.

More information will be announced in the coming weeks regarding processing referrals through this newest Collective Impact site.



Brighter Beginnings

Generate Health

Family Focused Network

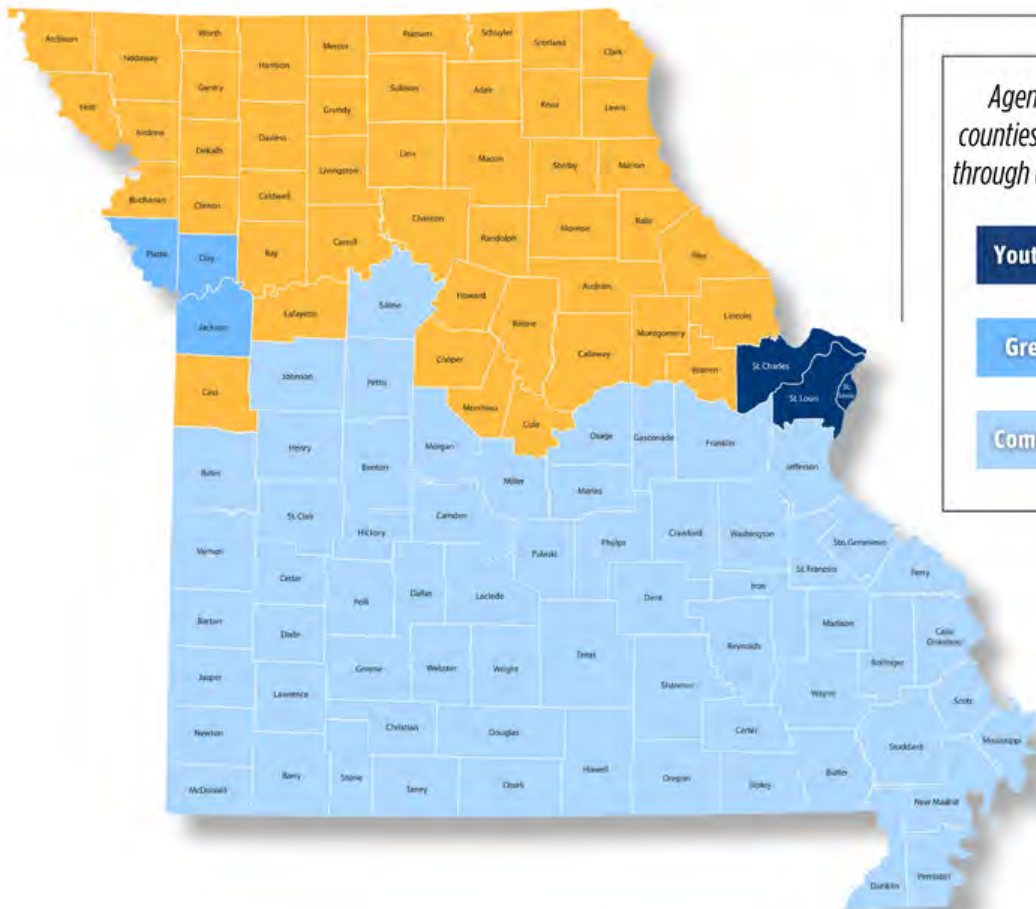
Promise 1000

Whole Kids Outreach

PROGRAM UPDATES :

CTF partners with Community Foundations to release \$1.5 million in unobligated funding for Facility Improvements and Infrastructure.

Agencies serving communities in orange counties will be eligible to apply for funding through CTF



Agencies serving communities in blue counties will be eligible to apply for funding through designated community foundations.

Youth Bridge Community Foundation

Greater KC Community Foundation

Community Foundation of the Ozarks

CTF is partnering with the Community Foundation of the Ozarks, YouthBridge Community Foundation and the Greater Kansas City Community Foundation to release \$1.5 million in unobligated funding from the Facilities Improvement and Infrastructure grant program. Counties and communities not covered by these three foundations will be able to apply for funding directly from CTF.

CTF will release more information regarding selections in the coming weeks.

Learn more on our [newsletter post](https://ctf4kids.org/newsletter-post) at ctf4kids.org.

A new branch of Something We Agree On: Discipline & Challenging Behaviors.

In May, CTF completed a second run of our child sexual abuse prevention online marketing campaign. We are excited to report continued positive engagement with the campaign, including increases in **positive comments, reactions, link clicks and shares** for a reach of more than **377k unique users** over the course of the 5-month campaign run. We attribute these increased engagements to a narrower selected audience: **parents of children aged 0-17**, which allows us to reach more people who might more directly relate to the messaging.

During this marketing run, we developed a second branch of Something We Agree On in the realm of **discipline and responding to challenging behaviors**. We are excited to announce a relaunch of our **Something We Agree On website later this year**, which includes this new campaign branch and more extensive resources, support and education for both Childhood Sexual Abuse Prevention and Responding to Challenging Behaviors.

Please send any website or Something We Agree On feedback to Bryanna.Barber@oa.mo.gov.



New Materials Available for FREE at ctf4kids.org



[Order Form](#)

CTF & the University of Oklahoma wrap up the final of three learning sessions for PSB-CBT Learning Collaborative in Missouri.

At the end of September, CTF and OU finished up our third and final learning session in collaboration with some of our child sexual abuse prevention grantees from around the state. We were excited to hear about some of the successes our learning partners have experienced during the course of this six-month training collaboration for school-aged youth experiencing PSB.

We're excited to see where the learning journey takes us in the future, and we hope to offer advanced PSB-CBT Training focused on [youth ages 12-14](#) in the future, as this is the age group that is most likely to begin presenting problematic sexual behaviors.

To learn more about this issue and how to help youth in your community, please visit [OU's PSB-CBT website](#). We would like to extend a special 'thank you' to our Missouri partners and the trainers at OU for bringing this important and impactful training to Missouri.

Sister Anne Francioni: A nurse? A nun? A true advocate for those in need.



Traveling the winding, two-lane highways of Southeast, Missouri toward Ellington, you'll find Whole Kids Outreach: a non-profit that's tucked so far into the Mark Twain National Forest that it feels almost like traveling back through time. You can feel the timelessness in the old farmhouse-style buildings, vast forest and rolling hills, and surprisingly welcomed lack of cell phone service. At Whole Kids Outreach, we were disconnected from our constant streams of electronic communication, but I felt more connected than ever.

Sister Anne Francioni, the Executive Director of Whole Kids Outreach, seems to have mastered the delicate balance between progress and tradition throughout her career. She will tell you that, **once upon a time, nursing and nunnery were one and the same.** Through the Church, she was sent on what was intended to be a short, yearlong mission helping women in Southeast, Missouri who have experienced domestic violence. Twenty-five years later, she is still there.

Over the years, she has expanded beyond the scope of domestic violence and into the realm of child safety and abuse prevention. Through her mission to help children, youth, pregnant women and young families, the team at **Whole Kids proudly serves 11 rural, southeast Missouri counties.** Since 1999, WKO has served **more than 15,000 families and 35,000 children.**

You can find [the full story available](https://ctf4kids.org) at ctf4kids.org.

This conversation has been significantly edited and reorganized for brevity, clarity, and structure.

What are some key differences about serving rural communities?

Well, first, you also have to consider that not all rural communities are the same or have the same cultures and levels of access. Aside from a few cities, Missouri is mostly rural. There are differences between more affluent rural communities versus the poorer rural communities we're serving here. So, the question becomes how do we raise the unheard voices down here?



There are inequities in access to services and resources because of many things. **The average yearly income for a family of four we serve is \$15,500. The average distance to a health care facility is over 60 miles in a region with no public transportation.** There's a lack of transportation, both public and personal, and the sheer distance from resources and services. Gas prices aside, it's expensive to spend two hours driving more than 100 miles round trip to get to an office or appointment.

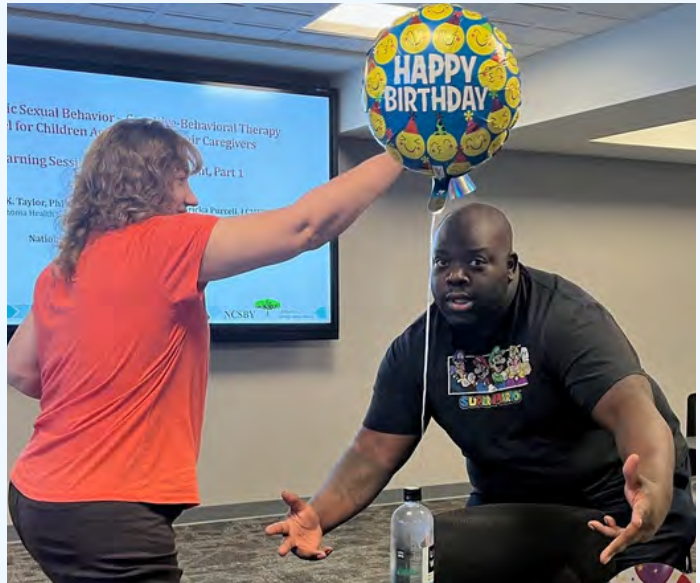


THE HIGHLIGHT REEL:

YPSB-CBT Collaboration (Learning Session 2) | SUCCESS!



CTF partnered with the University of Oklahoma on a yearlong training collaboration for our Childhood Sexual Abuse Prevention Grantees about how to address the challenges and treatments for youth with problematic sexual behaviors. On day 2 of learning session 2, we celebrated TWO birthdays. Happy birthday to Mario and Carmen! And thank you to our wonderful partners at OU for bringing **this training** to Missouri!



CTF went to the Missouri State Fair!

Every year, CTF sponsors the Family Fun Center at the Missouri State Fair. One of our partners at Kids Win Missouri, Robyn Schelp, stopped by our booth and snapped a photo!



Snap of the Week

Photo taken by and courtesy of Kids Win Missouri



CTF booth after initial set up