



MARCH 2016 WEBINAR

Family Retention

Danielle Morago, HFO QA/TA Specialist

Agenda

- Monthly HFO Reminders
- HFA Standards for Retention
- Family Retention Analysis & Plan



HFO REMINDERS

April: Annual Screening Review Due

June: Family Retention Analysis & Plan Due

July 25th: CE 1, 2, 3, 9, 12, and GA Due

12 Home Visitors
so far to be
recognized in
April Webinar for
10 or more years
of service!

NOW...
ALL CALL FOR
LONG TERM
SUPERVISORS!



HFA Intent for Family Retention(3-4)

- Calculating the length of time families are retained in services is a **critical quality improvement measure**. Sites are to look at the length of time families remain in services and identify patterns and trends associated with families dropping out of services at specified intervals.
- It is required that sites measure family retention **annually** and conduct a **thorough analysis once every two years** to determine patterns or trends; to compare families who stay enrolled with those who drop out of services, and to **identify improvement strategies** to increase family retention.



HFA Standards for Family Retention

- **3-4.A:** The site **measures its retention rate** using HFA approved methodology (first and last home visit).
- **3-4.B:** The site **comprehensively analyzes at least once every two years** (e.g., both formally through data collection and informally, through discussions with staff and others involved in site services) which individuals dropped out of the site, at what point in services, and reasons why.
- **3-4.C:** The site has a **plan to address** how it might increase its retention rate based on its analysis of families that dropped out of services, at what point in services, and the reasons why.

HFA Ratings for Family Retention

2 or 3 Rating:

- ✓ ANALYSIS ADDRESSES ALL OF THE FACTORS (PROGRAMATIC, DEMOGRAPHIC, SOCIAL)
- ✓ PLAN TO INCREASE RETENTION IS BASED ON THE ANALYSIS
- ✓ PLAN CLEARLY ADDRESSES HOW TO INCREASE RETENTION RATE

Page 1 of Family Retention Analysis & Plan



Family Retention Analysis & Plan

Site Name:

Date Completed:

Completed by:

Narrative Description of Methods used for Analysis - Describe the formal and informal methods your site used for the analysis of your data. Examples of formal methods include evaluation data, local data etc. Informal methods include ideas from staff, committees, focus groups, and advisory group input.

Formal Methods used:

Informal Methods used:

Page 1
Family Retention
Analysis & Plan

NPC retention data starts
on Table 8, page 34
of the most current
status report.

Previous Year: 2012-13

Current Year: 2013-14

Family Retention Rates for Home Visiting Services

Using the most recent evaluation data from NPC, fill in your county or site's retention rates in the tables below. The state retention rates are for comparison.

Enrollment year	Retention Rates	County or Site Number and % Retained	State % Retained	Adequate Oregon Standard*	Exceeds Oregon Standard	Place an "X" here if your county is below Oregon Adequate Standard
Newly Enrolled Families (insert previous year)	90 day	█ █ %	█ %	*75%	*90%	█
	12 month	█ █ %	█ %	*50%	*65%	█
	24 month	█ █ %	█ %	**Not more than 10% below 12 month %		█
Newly Enrolled Families (insert current year)	90 day	█ █ %	█ %	*75%	*90%	█
	12 month	█ █ %	█ %	*50%	*65%	█

*Taken from the Oregon Performance Indicators

*Please note that if your site numbers are extremely small, the data may not be statistically significant

Page 2
Family Retention
Analysis & Plan

Reviewing NPC retention data, when did most of your families exit the program? Of those families who exited, what was the average number of months in the program?

█

Why did families leave the program? Using exit data compare reasons families left the program. For smaller counties, you may add additional years of data for comparison.

Number (%) Exiting (insert previous year)	Moved, Unable to Locate	Moved out of County	Parent Declined Further Service	Other Reasons
█	█ █ %	█ █ %	█ █ %	█ █ %
Number (%) Exiting (insert current year)	Moved, Unable to Locate	Moved out of County	Parent Declined Further Service	Other Reasons
█	█ █ %	█ █ %	█ █ %	█ █ %

Number exiting for the previous year (2012-13) found in the 2013-14 NPC status report

Number exiting for the current year (2013-14) found in the 2014-15 NPC status report

Using the formal data above, what are the main reasons families exited the program? █

Programmatic Factors to Consider for Retention Analysis

- Target population
- Enrollment timeframe (e.g. enrolled prenatally, at birth, or at a later period)
- Staffing issues (patterns and trends among home visitors) depending on site size home visitor trends can be evaluated by individual, by team and by satellite
- Current service level
- Length of time in services
- Age of target child(ren)
- Approaches to service delivery and evaluation of these approaches
- How policies impact what happens with families and site outcomes
- Relationships with other agencies or community providers
- Training of staff
- Site funding, etc.

Demographic Factors to Consider for Retention Analysis

General population characteristics.

- Gender
- Age
- Race & ethnicity
- Marital status
- Education level (last grade completed)
- Primary Language
- Employment Status (not employed, employed part-time, full-time, or seasonally)
- Income level
- Location: urban, suburban, rural; and
- City/zip code, etc.

Social Factors to Consider for Retention Analysis

The set of characteristics linked to a family's formal and informal support network that may contribute and/or influence human development, relationships, way of life, group dynamics, etc

- Assessment score (level of risk)
- Work or school issues (currently attends HS or college, significant commute, works night shift, etc.)
- Family or friend support
- Teen parent(s) living independently or with parents/grandparents raising target child
- Linkages to other community resources
- Religious affiliation
- Domestic/family violence/heightened gang or other criminal activity, etc.
- Cognitively delayed parents
- Substance abusing parents
- Parents with mental health issues

Page 2
Family Retention
Analysis & Plan

Answering the questions below will help your site create a comprehensive informal analysis for WHY families may be exiting the program.

What Informal **Programmatic Factors** may have influenced *when and why* families exit the program?

(Staffing, site size, hours of operation, target population, referral sources, funding, and training of staff...)

Examples: Home Visitor (HV) presentation of program expectations; reduction in HV hours and availability for visits.

What Informal **Demographic Factors** may have influenced *when and why* families exit the program? (Gender, age, race & ethnicity, marital status, education, language, employment, income...) *Examples: Using interpreter versus bi-lingual HV; age of HV; no bi-cultural staff; geographic location of families (long drive time) and ability to reschedule.*

What Informal **Social and Other Factors** may have influenced *when and why* families exit the program?

(Working or in school, support system, socio-economic factors, teen parents living with parents or independently, religious affiliation, affiliation with other community resources, substance abuse, cognitive delays, mental health concerns, criminal activity...) *Examples: children removed by DHS; mothers returning to work; parent relapsing; mental illness*

Page 3
Family Retention
Analysis & Plan

All information for this
table is found in the
2014-15 NPC Status
Report starting at
Table 10a, page 40

12 Month Retention Table by Demographics (Formal)				
Data (insert current year)	Number and % enrolled 12 months later	Place an "X" if more than 10% difference between demographic groups at your site	State % enrolled 12 months later	Place an "X" if more than 10% below the state %
(Race/Ethnicity)				
Hispanic	■ ■ ■ ■ %		■ ■ ■ ■ %	
White	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■
Other Race/Ethnicity	■ ■ ■ ■ %		■ ■ ■ ■ %	
Language				
Spanish Speaking	■ ■ ■ ■ %		■ ■ ■ ■ %	
English Speaking	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■
Marital Status				
Married	■ ■ ■ ■ %		■ ■ ■ ■ %	
Single	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■
Education				
High School	■ ■ ■ ■ %		■ ■ ■ ■ %	
Less than High School	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■
Employment				
Employed	■ ■ ■ ■ %		■ ■ ■ ■ %	
Unemployed	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■
Age				
Teen	■ ■ ■ ■ %		■ ■ ■ ■ %	
Non-Teen	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■
Screening Time				
Screened Prenatally	■ ■ ■ ■ %	■	■ ■ ■ ■ %	■

Page 4
Family Retention
Analysis & Plan

Analysis of Retention Challenges - compare families who leave with families who stay: Using the data from the 12 month retention table, compare retention rates for each of the seven demographic groups. As an area to focus, compare those demographic groups that are marked with an "X", indicating at least a 10% or more difference in retention rates between these groups.

* No analysis is needed for specific demographic groups with less than a 10% difference in retention rates between those groups. Focus on overall retention rates if there are no significant differences between demographic groups.

A. Overall, which demographic groups were the most likely **to stay** in the program?

■ ■ ■ ■

B. Overall, which demographic groups were more likely **to leave** the program?

■ ■ ■ ■

C. Which demographic groups have a significantly lower retention rate (difference of 10% or more) than others? For example: which race/ethnicities are more likely to stay? What about language, marital status, education, employment, age and screening time? Describe the differences:

■ ■ ■ ■

D. Which demographic groups had retention rates significantly **lower** than the state average (difference of 10% or more)?

■ ■ ■ ■

E. Did you notice any significant differences between your county and another county of similar size (if applicable)?

■ ■ ■ ■

Page 4
Family Retention
Analysis & Plan

Utilize informal retention discussions with staff and inferences about the data you have analyzed to complete this section

What reasons can you think of for the disparities between the different demographic groups? Consider Programmatic, Demographic, Social and Other factors that may impact the disparities.

Programmatic Factors:

Demographic Factors:

Social Factors:

Other Factors:

Page 5
Family Retention
Analysis & Plan

Utilize informal retention discussions with staff and inferences about the data you have analyzed to complete this section

Describe your site's retention strengths - where does the data show your site is doing the best job of retaining families? **Why** do you think this the case?

Programmatic Strengths:

Demographic Strengths:

Social Strengths:

Other:

Plan to Increase Retention Rates (3-4.C)

After careful analysis of the above retention challenges and strengths, list your site’s retention goals and strategies for improvement. ***The strategies must address programmatic, demographic and social factors.***

Goal:	By Whom?	Target date?	Date of Completion
List Strategies/Actions to Complete Goal			



QUESTIONS?

Erin Deahn
503-378-6768
erin.deahn@state.or.us

Danielle Morago
541-214-3951
daniellemorago@yahoo.com



**For your support in making our
state program excellent!**

Please email or call us with any questions or concerns