

Swan Alliance Communities for Children



Communities for Children is funded by the
Department of Social Services



Presentation

- Introduction to Communities for Children
- Introduction to the Swan Alliance
- Evaluation and Data Collection
- The Voice of the Child



What is Communities for Children?

- Initiative of Department of Social Services
- Response to: *National Framework for Protecting Australia's Children 2009-2020*
- 53 sites across Australia
- 7 sites in WA: West Pilbara, Kimberley, Albany, Mirrabooka, Kwinana, Armadale, Midland.



Core Purpose

Develop and facilitate a whole of community approach to support and enhance early childhood development and wellbeing for children from birth to 12 years.



Objectives

- To improve the **health and well-being of families** and the development of young children from birth-school age:
 - Supporting parents to care for their children before birth and the early years
 - Supporting parents to provide children with secure attachment and quality environments
 - Provide access to high quality early learning opportunities; early identification and support for children at risk; promote child development and learning from birth
 - School transition and engagement
- To **create strong child-friendly communities** that understand the importance of children and apply this capacity to maximise the health, well-being and early development of young children at the local level.



Principles

- Local level management – tailored approaches
- Networking/collaboration - with government and non-government agencies to ensure effective integration
- Client Diversity – flexible, culturally sensitive and accessible service delivery models and practices
- Promotion of Services – raise awareness
- Safety – the safety of all adults and children who visit or work for the funded services is paramount
- Evidence-based programs

What is the Model?

Communities for Children Facilitating Partner Model

- Build on local strengths to meet local community needs
- Use strong evidence of what works in early intervention and prevention
- Provide a holistic service system for children and families
- Fund other organisations – Community Partners - to provide services
- Actively support the provision of services that will improve outcomes for children and families
- Establish local Community Committees
- Develop and implement a ‘whole of community’ Strategic Plan
- Work with local community organisations to build their capacity to deliver services in the future

Geographical location



Communities for Children Plus 'Place' locations

Ellenbrook Place: The Ellenbrook town centre and surrounding villages.

Communities for Children Plus funds the following services in this area:

- Swan Family Connect (City of Swan)
- After School Recreation (V Swans)
- Home Visiting (CLAN Midland)
- Ellenbrook Playgroups (Playgroup WA)
- Community Bike Activity (PCYC LivAlive)
- Play-Based mother/baby Attachment (Playgroup WA)
- Ellenbrook Early Years Festival

Altone Place: The suburbs of Beechboro, Kiara, Caversham and Lockridge.

Communities for Children Plus funds the following services in this area:

- Swan Family Connect (City of Swan)
- Community Bike Activity (PCYC LivAlive)
- After School Recreation (V Swans)
- Playgroup in the Park (Anglicare WA)
- Altone Home Visiting (Meerilinga)
- Conversational English (Metro Migrant Resource Centre)
- Altone Family Learning (Child Australia)



Bullsbrook Place: The rural township of Bullsbrook
Communities for Children Plus funds the following services in this area:

- Swan Family Connect (City of Swan)
- After School Recreation (V Swans)
- Community Bike Activity (PCYC LivAlive)
- Home Visiting (CLAN Midland)
- Bullsbrook Playgroups (Playgroup WA)
- Play-Based mother/baby Attachment (Playgroup WA)

Midland Place: The suburbs of Koongamia, Middle Swan, Midland, Midvale and Stratton.

Communities for Children Plus funds the following services in this area:

- Swan Family Connect (City of Swan)
- After School Recreation (V Swans)
- Community Bike Activity (PCYC LivAlive)
- Home Visiting (CLAN Midland)
- Midland Young Parents (Midvale Early Childhood Centre)
- Midland Playgroups in Schools (Midvale Early Childhood Centre)
- Strong Aboriginal Fathers (Swan Emergency Accommodation)
- Handover Centre (Relationships Australia)
- Aboriginal Middle Years Hip-Hop (Home-grown Theatre)

Communities for Children Plus is funded by the Australian Government Department of Social Services

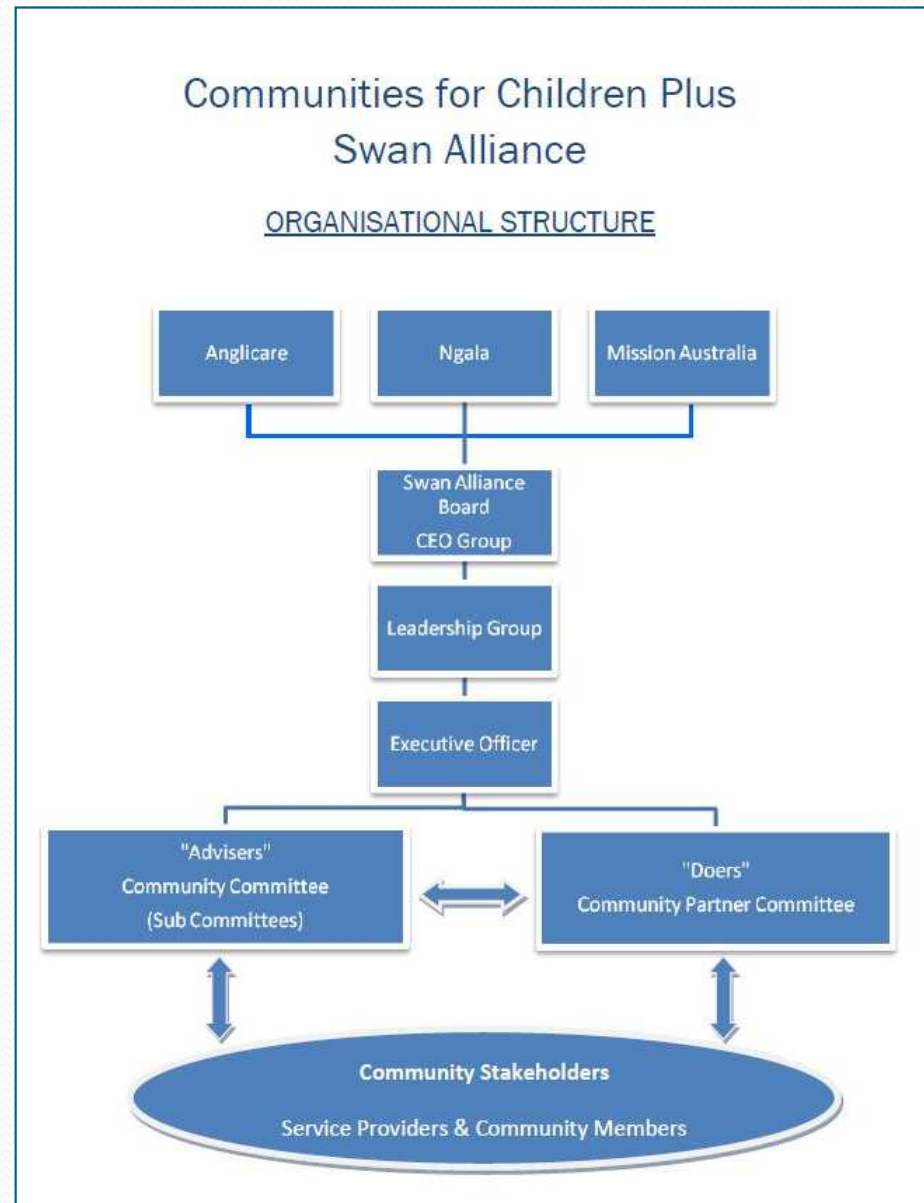
30 km

15 km

Who Is the Facilitating Partner?



What is the structure?





Quick Data Stats 2011-2014

- \$4.5 million into the community
- 15 organisations provided 38 projects and had contact with approximately 13,000 children and parents
- 7 events had approximately 4000 attendees
- 8% Aboriginal (19% excluding Swan Family Connect)
- 16% Culturally and Linguistically Diverse
- 2% disability

Communities for Children National Evaluation

- *Stronger Families in Australia study: the impact of Communities for Children (Muir and team, 2010)*
 - Conducted 2004-2009
 - Longitudinal study of 2,202 families across 10 CfC sites and 5 comparable sites
 - Evaluation of the impact of CfC
 - Overarching aim was to measure changes in child, family and community outcomes in CfC communities

Evaluation of Swan Alliance Communities for Children

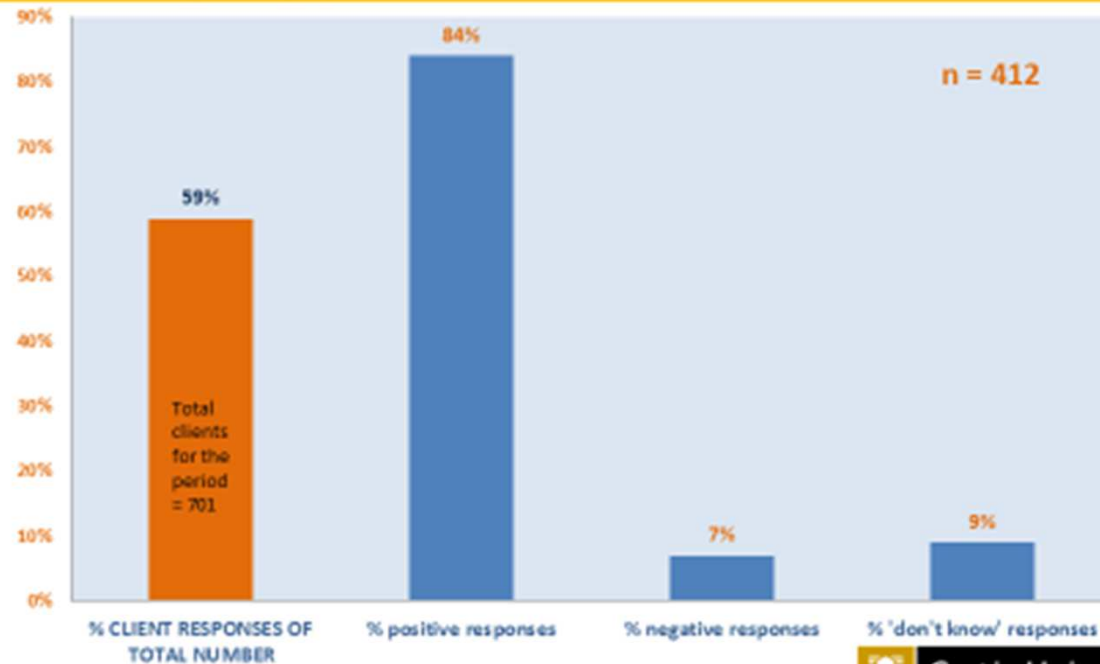
Formative (process) and summative (outcomes) 2010-2014

- *Dr Amma Buckley, Curtin University*
- *Process Evaluation Report – an analysis of the first 18 months of implementation (Feb 2013)*
 - 27 stakeholders participated in interviews: strengths and challenges
- 15 Community Partners –Activities Evaluation: Jan-Dec 2012, 13
 - Client data
 - Outcomes
 - Progress against Milestones
 - Positive Achievements
 - Challenges
 - Encouraging Aboriginal Families
 - Encouraging Culturally and Linguistically Diverse Families
 - Case studies and Data Collection

Example of data collection

% Clients with improved knowledge and skills

- % I know more about how to help and support my child to develop
- % My relationship with my child has improved
- % I have new skills and knowledge to use in my family relationships
- % As a result of my child attending the community bike program he/she has developed new skills and knowledge to ride a bike safely
- % I have learnt new skills in the After School Program
- % I am more confident in parenting my child



Data Collection – where to from here? RBA

21st March 2014

How Much Did We Do?

- # community partners
- # activities/programs
- \$ going into community- into each activity/partner
- # participants (CALD, Aboriginal, single parents/special needs)
- # families experiencing social & economic barriers
- Population demographics
- # services/agencies/contacts
- # training delivered

How Well Did We Do It?

- Staff training/professional development
- Staff qualifications
- Client satisfaction
- Community partner satisfaction
- Communication with partners
- Sustainability
- Training feedback
- # client applications
- Waitlists
- Unit costs
- Finances distributed
- Rates of advocacy
- Reputation
- Marketing effectiveness
- Networking- (federal, state, community, partners, individual)
- Implementation feedback

Is Anyone Any Better Off?

- Parents are more confident in their parenting
- Immunization rates are increasing
- Child Health Nurse visits are increasing
- Rates of family violence are reducing
- AEDI results are improving
- Parent/child relationships are strengthened
- Children are thriving in the community
- Adults and children feel a sense of connection with their community
- Families are able to maintain ore stable levels of functioning
- Parents' skills and knowledge are increased
- Parents know how to find things in their community
- Families feel stronger, more independent and well supported
- School attendance rates are increased
- Children are active in their community

★ = data we currently have

☐ = Our most important measures

☀ = data we would 'buy'

☀ = info we'll also include in the report card.

Headline Measures
Measures that tell us the most about our program

1. Parents are more confident in their parenting
2. Adults and children sense of connection with their community is increased
3. Parents' skills and knowledge are increased

Additional Statistics for Report Card

- # Families accessing CfC services
- # Aboriginal clients
- Population demographics
- AEDI results

Measures with Data Data we have now and could report on

- # community partners
- # activities/programs
- \$ going into community- into each activity/partner
- # services/agencies/contacts
- # training delivered
- # parents who know how to find things in their community
- Staff training/professional development
- Staff qualifications
- Client satisfaction
- Community partner satisfaction
- Training feedback
- # client applications
- Finances distributed
- Evaluation feedback

Data Development Agenda
The next piece of data we would 'buy' - what we plan to work on for our next report.

- To develop and implement an evaluation tool that assists us to measure:
- School attendance rates
 - Immunization rates
 - Rates of family violence and/or child abuse

Commonalities between Findings

National findings	Local Findings	On the Ground
Benefits of Facilitating Partner model – Asset mapping, community development, coordination, support	Facilitated a connection between schools and services. Delivery in ‘place’ Improved service integration	Reducing duplication, extensive mapping, coordination and community development – close collaboration with local champions
Works best when FP is well known, local non-government organisation	Barrier ‘out of area’ – Swan Alliance Site name – ‘Midland’ Expectation of a successful local NGO gaining tender	Name change Positive feedback – needed the Alliance Benefit of three agencies: governance
Built on pre-existing collaborations	Strong informal collaboration and advocacy Strong Early Years Groups in existence	Continue to benefit from these strong networks and building on pre-existing relationships
Success highly dependent on qualifications, skills and experience of staff, staff with local connections and similar backgrounds to target group	Having an Executive Officer (EO) and FP consortium external to the area was a challenge due to a lack of established relationships with key stakeholders and nuances of community dynamics	All members of team live locally Over 100 years of experience in Community development All staff have qualifications – 3 staff have post-graduate Similar cultural backgrounds to target groups

Swan Alliance Communities for Children Team members



Never enough funding – stretching the budget

Funding Applications and Successful Partnerships


- Midland as a HIPPI site – Successful progression to Round 2
- Australia Post – unsuccessful
- Supported Jamie Oliver’s pop-up kitchen – unsuccessful

- Department of Education- Young Parents Program
- Manufacturing Workers Union
- Anglicare – blankets
- NAIDOC Week – volunteers, local services, City of Swan
- Aboriginal Christmas Party and hampers
- Community 2020 (Midvale Hub, Swan Supported School Hub)

Union throws youth keys to work

Australian Manufacturing Workers Union

- Swan Emergency Accommodation
- Balga Detached (Mirrabooka CfC)
- NAIDOC Family Day



CAN WA presents
HIP HOP NAIDOC FAMILY DAY
CELEBRATE NOONGAR CULTURE

11am - 3pm | Saturday 12 July 2014
Midland Railway Workshops

The Last Kinection - Deadly Award winning hip hop trio

Get involved in a Rap Battle hosted by local emcees
Bryte, Trooth and DJ Zeke Ugle

Supported by home grown Aboriginal dance crews
Beat Walkers and Static Crew and Lil Sparks

Family workshop activities include face painting, hat and t-shirt printing, beat boxing,
fashion, craft and music making

FREE EVENT | FOOD AND REFRESHMENTS AVAILABLE

canwa.com.au 

This event is funded by the AMWU, the ETU, the MUA and the CFMEU

2014 NAIDOC WEEK CAN WA AMWU ETU MUA CFMEU

Government of Western Australia Department of Education and the Arts MRA



Communities for Children

Creating Child Friendly
Community Project

*"There can be no keener
revelation of a society's
soul than the way in which
it treats its children."
(Nelson Mandela)*



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What is a Child Friendly Community?

Children answered:

- Safe environment for children
- Clean and tidy
- No bullying
- Fun place
- A community without crime such as stealing
- A place for children to play





Child Friendly Community



Voice of the Child

What resources/services are available for children and families in your community?

<u>Lockridge</u>			<u>Bullsbrook</u>		
Parks	Skate parks	Playgrounds	Shops/IGA	Petrol Station	Parks
Shopping Centres		Schools Library	Fire station	Skate Park	Playgroup
Sporting Clubs	Police	Day Cares	School	Child Care Centre	The Shack
Fire	Petrol Station	Kiara Food Hall	Library	Sport centre	Post Office
Liquor Land	Pharmacy	Dentist	Bank	Medical Centre	Chemist
Medical Centre	Community Gardens		School Playground		Vet Centre



Child Friendly Community



Voice of the Child

What do you want your community to look like?

Lockridge

Clean with no litter and graffiti
Playgrounds catering for all ages
Free **Wi-Fi**
Drink fountains
Free **sporting equipment**
Community **Pools**
Community **BBQ space**
Skate parks

Bullsbrook

Child friendly environment
Clean and tidy
More **recreational activities**
Fun places to **hang out with friends**
Community with **jobs for everyone**
Helpful, caring and **safe** place for everyone
Healthy people and environment



Child Friendly Community



Voice of the Child

What would be good things for children and families to do together in your community?

Lockridge

Park activities including **BBQ's**
Swimming at the **community pool**
Fishing and **camping**
Community **bike rides**
Making use of the **Swan River**
Family **social events** including **movie nights**
Community plantation days

Bullsbrook

Park activities including **picnics**
Community talent shows
Family and **community sports**
Go to the **Maze** and **Out Back Splash**
Free activities for everyone
Family and community **dancing**
Playing **golf** and **swimming**



Child Friendly Community

Voice of the Child



How do you think we could work together to make our community safer and more child friendly?

Bullsbrook

Create **more clubs** so that more people **know each other**

Work together to **prevent violence** and make **school and community safer**

Keep the **environment clean**

Adults should **listen to children's ideas**

Let **everyone help** and **do their share** in the community

Create awareness on littering in the community

To **share, work and play together**

Have a **local police station**

Questions?



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Thankyou