

The Heart of R&R:

Putting our Standards and Values into Action for
R&R Counselors and Managers

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R&R Standards

The Work So Far:

2012-13:

Informal, collaborative conversations..

October 2013:

Membership resolves to carry on work toward more formal consensus.

January 2014-present:

Work Group/Ad-Hoc Board Committee

April 2015:

Membership adopts Parental Guidance Template.

R&R Standards

What's Next:

- Consumer Education Training Videos
- QRIS:
 - Language for EESD
 - MOU wording for First 5
- Funding Terms & Conditions

R&R Standards

- Anchored in Family Strengthening values.
- Support our unique position as parents' childcare planning partners.
- Tied to Funding Terms & Conditions & other requirements.
- What should it look like when this requirement is done right?

R&R Standards

Parental Resilience:

"1. Actively listen to and engage the parent in the child care planning process..."

Knowledge of Parenting and Child Development:

"2. ...promote informed child care choices..."

R&R Standards

Concrete Support in Times of Need:

"4. ...provide information on the range of subsidized care options..."

Social Connections:

"6. Identify existing resources and support systems..."

R&R Standards

Social & Emotional Competence of Children:

"2. Provide information on child care quality indicators..."

"8. Provide Community Care Licensing information...
Oliver's Law... Trustline..."

Creating the Plan

Counselors' Experience at
Children's Council of San Francisco

Changing lives one parent at a time!

- **What skills do I need as a referral counselor?**
- **What is the process?**
- **How can the standards and “My child Care Plan” help me?**
- **How will I know I was successful?**

What communication skills work best?

- **Focus:** Check with the parent and follow their lead on issues and concerns they have. When the parent strays, which they will at times, try to refocus on the callers goals.
- **Restate and check your assumptions:** Repeat what is said and check in frequently with parents to make sure you are both operating under the same assumptions and goals.
- **Validate:** Use language that lets parents know that you are listening and understanding their needs and concerns. Assure them that you will assist them as much as possible.
- Parents will use language that will give us clues to what their needs are and what questions we need to ask next.

What should I be listening for?

- I need help to pay for child care...
(Subsidy info)
- My child has been kicked out of 3 child care programs!...
(Temperament, ages and stages, types of care)

Using the Standards as a guide

- **(insert template if finished)**

Greet the Parent:

- Welcome
- Thank you statement
- Statement that services are free of charge

Learn about the family:

Family Goals:

- Parent Identified Goals for Child Care Summarized (for example, seeking infant / toddler center based care immediately or exploring preschool care for the 2016-2017 school year). Include type and location of care and need for subsidized child care.
- Parent identified plan to manage emergency care or mildly ill care
- Parent Identified Interest in Available Community Resources Checklist (includes local agencies with contact information)

Learn about the family:

For Each Child:

- Child Name(s) and age
- Instructions to access relevant subsidized child care and/or
- List of a minimum of four Child Care Providers meeting parent criteria

Create the Plan

- Next Steps Summarized. Include steps to apply for subsidies. (for example, apply for Early Head Start in their neighborhood or visit preschools beginning in late winter of 2015)
- Next Steps to Access Community Resources Summarized

Disclaimers & Resources

- Tip Sheet: Choosing child care, subsidy 101, what does a license tell me etc.
- Child Care Quality Indicator Checklist emphasizing what is important to the parent by having an area where the parent could pick a top 5. Can be copied by parent for each child care provider visited.
- Disclaimer regarding referrals
- Oliver's Law with CCLD contact information
- Trustline information
- Other information as needed

Satisfaction Survey

- Tear-off portion that has a parent survey to provide feedback on services.

How will I know if I've met the parents' needs?

- Check in with the parent throughout the conversation.
- Be sure to let them know that R&R is a free service and that they can call back as many times as they need.
- Check back with the parent to find out if they were able to secure child care. (may depend on agency protocol and funding).
- Be sure to give them a way to call back if they have questions.

Tips for a Great Call

- **Smile!** Remember the parent may not be able to see your smile but they will hear it in your voice.
- Answer the phone promptly and greet the parent with warmth and enthusiasm.
- Use open-ended questions and “I Messages” to provide feedback to the parent.
- Listen and Respond with full attention. Be respectful of the parent and their privacy.

Meet the Doe Family:

I am a single mother with 3 children ages 11, 4, and 9 months. I work part time on the night shift from 6pm to midnight on Friday, Saturday, and Sunday nights, and I'm going to school Monday through Friday during the day to get my GED. My 11 year old needs to be picked up from school and needs help with homework. My 4 year old has never gone to pre-school and I am concerned he won't be ready for kindergarten. My 9 month old has a special need and I am worried about finding a place that will love and care for her the way I do and will support her medical needs. I just moved to the area to be closer to my mother and family. I don't know where to start and to make matters worse I don't have the money to afford the care my children need. What can I do?

Thank you!