

**MHSA – REQUEST FOR ADDITIONAL FUNDS**

*Mental Health Services Act (MHSA) funding is contingent on availability and stakeholder approval. Requests for under 3% of current contracted single programs may be approved by the Behavioral Health Department.*

- A separate form should be completed for each program an increase or new funding is requested.
- Total submitted request should be no more than 4 pages

I. ORGANIZATION: CENTER FOR FAMILY STRENGTHENING

II. PROGRAM NAME: PARENT CONNECTION

III. AMOUNT OF FUNDING INCREASE/NEW FUNDING REQUESTED

- A. Provide the current program funding along with the increase requested (both dollar amount and percentage of increase) or the new funding requested.

Staff/Other	Current FTE	New FTE	Current Budget	Requested Budget	Total Increase	Total % Increase
Program Director	0.65	1	\$ 52,000.00	\$ 67,000.00	\$ 15,000.00	29%
Spanish Parent Coach/Educ	0.2	1	\$ 10,000.00	\$ 52,000.00	\$ 42,000.00	420%
Administrative Assistant	0	0.5	\$ -	\$ 20,800.00	\$ 20,800.00	#DIV/0!
Payroll Taxes & Benefits			\$ 7,136.00	\$ 15,000.00	\$ 7,864.00	110%
Workshops			\$ 11,500.00	\$ 16,500.00	\$ 5,000.00	43%
Phone Line			\$ 3,000.00	\$ 7,500.00	\$ 4,500.00	150%
Supplies			\$ 750.00	\$ 4,250.00	\$ 3,500.00	467%
Technology			\$ -	\$ 3,500.00	\$ 3,500.00	#DIV/0!
Mileage			\$ 1,000.00	\$ 4,500.00	\$ 3,500.00	350%
Training			\$ 683.00	\$ 6,500.00	\$ 5,817.00	852%
Promotional outreach			\$ 800.00	\$ 2,500.00	\$ 1,700.00	213%
<b>TOTAL</b>	<b>0.85</b>	<b>2.5</b>	<b>\$ 86,869.00</b>	<b>\$ 200,050.00</b>	<b>\$ 113,181.00</b>	<b>130%</b>

IV. JUSTIFICATION FOR ADDITIONAL FUNDING/NEW FUNDING

- A. Parent Connection is seeking an increase of **\$113,181** to meet the growing demand for culturally diversified and qualified parent education coaching services and parent education class delivery in all regions of San Luis Obispo County.

**\$85,664:** Funds will assist with the expansion of key Parent Connection personnel essential to supporting the growing demands of the program:

- **\$15,000:** Support increased oversight responsibilities provided by **Parent Connection Director**. Since 2021 the Parent Connection Director has led the development of parent education classes and is responsible for increased coordination and marketing responsibilities. In addition, there is increased data management collection and report analysis responsibilities coupled with the need to help provide on demand one-on-one parent education sessions. From July 2022-January 2023 the Parent Connection Director has provided 60 one-on-one parent education sessions. This is an increase of 15 referrals compared to July 2021-January 2022.
- **\$42,000:** Requested funds will increase the current **Spanish bilingual and bicultural Parent Coach** position from .20 FTE to 1.0 FTE. The Parent Coach provides accurate parenting information and offers emotional support in Spanish for parent and caregivers by phone, through social media platforms and in person as determined. For example, the current Parent Educator launched a Facebook Group in October 2021 focusing on reaching monolingual Spanish speaking families. Today this group is comprised 90 members. In addition, the Parent Coach created and provides parent education through **Facebook Live**. Since its launch 10 **Facebook Live** sessions and videos have been provided. The videos have recorded over 750 views and engagement.
- **\$20,800:** Funding will support establishing a .50 FTE **Administrative Specialist** position. Under the supervision of the Parent Connection Director responsibilities include class flyer design and production, website content maintenance, assist with class registration and logistical support for in person workshops, and assist with referrals and data management process.
- **\$7,864 Personnel Payroll Tax & Benefits**

**\$27,517:** Funds will assist with the following program expenses to meet the increased demand for in person parent education classes.

- **\$5,000 expert specific parenting workshops, parenting workshops and groups for targeted demographic population** which include Sober and Substance Abuse support and Spanish speaking parents. The workshops include topics such as use of technology, drug use/vaping, screentime, supporting children and youth in keeping their bodies safe, healthy relationships and effective communication with children.
- **\$4,500 for maintenance and service of 6 cell phones** for Parent Connection staff, parent educators and coaches. This amount would ensure service for all 5 phones and upgrade cell phones that are no longer working and to support the cost of replacing chargers, screen protectors and cases for the phones.

- **\$3,500 Supplies:** increased in person classes and the cost of parent guides and parenting cards, printing materials and supplies for in person classes which includes, name tags, pens, chart papers, and chart pens.
- **\$3,500 Computer Maintenance/IT Support:** Increased need for technology to provide quality online parent education classes and Parent Connection website and virtual meetings. This increase supports on demand and ongoing IT support for technology upkeep and monitoring of technology to ensure they are in good working condition.
- **\$3,500 Mileage:** Increased demand for in person presentations and parent education classes. In 2022-2023 serving 9 schools and preschools, Atascadero Head Start, Glen Speck Elementary, Winifred Pifer Elementary, Cambria High School, Monarch Grove Elementary, Del Mar Elementary, Georgia Brown Elementary and in the process of preparing for classes at the Sinsheimer Elementary, Shandon Wellness Center and Creston Elementary. This is an increase of 250% compared to 2021-2022.
- **\$5,817 Professional Development Training:** supports additional costs in professional development training as the team expands and brings on new educators and coaches. Professional development training includes trainings in parenting curriculums, annual Positive Discipline convenings, and ongoing training with professional trainers to train Parent Connection staff on emerging parenting topics and strategies.
- **\$1,700 Marketing/Outreach:** increased demand for in person outreach events which include ELAC, LCAP, and PTA meetings at Paso Robles Joint Unified School District Elementary, San Luis Coastal Unified School District, and Atascadero Unified School District family resource & fun events, in addition to the rising costs for promotional items and shipping costs.

#### V. WHAT THE ADDITIONAL FUNDING/NEW FUNDING WILL BE USED FOR

The Parent Connection output metrics and program outcome data inform us we are experiencing an increased need for bilingual and bicultural parent education services. With the support of the MHSA PEI funds, we will increase our program capacity to meet this need to employ a qualified 1.0 FTE Bilingual parent coach and educator. In addition, the funds will support the expansion of the Program Director's responsibilities to ensure a high-performing community resource and provide the necessary leadership required for a successful program with superior community impact.

#### VI. EXPLAIN THE IMPACT IF ADDITIONAL OR NEW FUNDS ARE NOT GRANTED

Research tells us that parent education reduces the risk of child abuse and neglect by encouraging positive parenting practices that promote safety, well-being, and permanency for children and families. We know that a successful parent education program is built on protective factors and needs to be designed to meet each population's unique demographics and cultural needs. A diverse and qualified team of Parent Coaches is a core component to achieving successful outcomes.

Parent Connection is a proven and trusted community resource designed to increase parents' knowledge of their child's developmental stages, improve parents' understanding of their child's unique emotional, social, and emotional needs, and provide a forum to connect with like-minded parents seeking ways to support their parenting journeys.

By increasing Parent Connection's capacity to support an experienced Parent Connection Director who supervises a team of qualified Parent Coaches and Educators, Parent Connection will continue to meet the increased demand for a seamless parent education system with the addition of a bilingual and bicultural Parent Coach who will bring 'lived experience' an essential component needed to build trust with the Latinx community.

With the addition of an Administrative Specialist, the Parent Connection Director will increase oversight of Parent Connection's expansion of services in addition to effective marketing and outreach activities.

- VII. ONCE COMPLETE, PLEASE SUBMIT DOCUMENTATION TO CORRESPONDING COUNTY MHSA PROGRAM COORDINATOR
  - A. PEI: Landon King at [lking@co.slo.ca.us](mailto:lking@co.slo.ca.us)
  - B. CSS: Karina Silva Garcia at [ksilvagarcia@co.slo.ca.us](mailto:ksilvagarcia@co.slo.ca.us)
- VIII. AFTER THE COUNTY MHSA PROGRAM COORDINATOR HAS REVIEWED, AND IF THE REQUEST IS OVER THE 3% THRESHOLD, THE MHSA PROGRAM COORDINATOR WILL SCHEDULE A PRESENTATION AT A FUTURE MHSA ADVISORY COMMITTEE MEETING.
- IX. THIS FORM HAS A ROLLING SUBMISSION. IF A PRESENTATION AT A FUTURE MHSA ADVISORY COMMITTEE (MAC) MEETING IS REQUIRED, THIS FORM MUST BE SUBMITTED 30 DAYS PRIOR TO THE MAC MEETING IN WHICH IT IS BEING PRESENTED.