

TAMPA HIPPY FAMILIES TAKE DISNEY'S ANIMAL KINGDOM BY STORM - HIPPY STYLE

By: Brenda Brinson, Coordinator



On March 20, 2006, Tampa HIPPY families were treated to a day at Disney's Animal Kingdom as a reward for staying on task with their HIPPY activities. They were adorned with special T-shirts that encouraged everyone they met to "Put on A HIPPY Face" in both English and Spanish. Families enjoyed a variety of rides, shows and educational presentations throughout the day. Both parents and children expressed their gratitude to program staff for the opportunity to visit a theme park, which was a first experience for many of them. Weeks later they are still raving about the trip and are staying on task with their HIPPY work so they will be ready for the next one! Home visitors report that parents are really motivated to continue with their HIPPY work because they feel like HIPPY really cares about their families. This field trip was funded through support from the Children's Board of Hillsborough County.

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SPRING 2006

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HIPPY ADVOCACY II

ADVOCACY: Teamwork In Action By Mary Lindsey, Ph.D., HIPPY State Director



Florida HIPPY staff on "The Hill" in Washington, D.C.



Gainesville HIPPY Representatives with Senator Bill Nelson



South Florida HIPPY staff met actor Richard Gere while visiting the Capital in Washington, D.C.

We are all energized from our experiences at the HIPPY national conference. The theme *Getting Results with HIPPY* so aptly expresses our sentiments as we return back to our HIPPY places of work. Speaking of work, we experienced the power of teamwork as we made our way to visit the nation's capital. We had a dry run a few weeks before at our coordinator's/advisory committee meeting in Tallahassee. We worked in small and large groups as we told our HIPPY success stories to anyone who would listen. Sometimes we did not have to mention HIPPY, just the name on badges, knapsacks, and folders afforded the opportunity for someone in an elevator or in the halls to inquire as to why so many HIPPIES were in the building? We witnessed teams of coordinators, home visitors, committee members, and parents sharing with their representatives what was happening with HIPPY parents and children back in their communities.

It was so refreshing and encouraging to hear the many successful advocacy encounters from program staff. We had successful meetings with Congressmen and Senators from our state. The West Palm Beach team experienced an unanticipated meeting and photo opportunity with Hollywood Actor, Richard Gere. The Gainesville team spent over an hour speaking with the aide from Senator Bill Nelson's office. The aide was so impressed with the impact of HIPPY that a week later he called the team to inform them that Senator Nelson was holding three town hall meetings in Florida. Of course the team sprang into action and coordinated representation at all three meetings. Needless to say, by the end of the day, the Senator had met and heard from HIPPY coordinators, home visitors, and parents. The Florida team shared its passion and the fact that we get results from HIPPY paid off for us. We know that advocacy works because increased funding has been appropriated at the state level and we received personal letters from Senator Nelson thanking us for attending the town hall meetings and telling him about HIPPY in Florida. To all of our team members, keep up the good work and we thank you for brightening futures in the sunshine state.

To Learn More About the



HIPPY Training & Technical Assistance Center
visit our website at:

<http://floridahippy.fmhi.usf.edu>



Florida HIPPY is on the Right Track!



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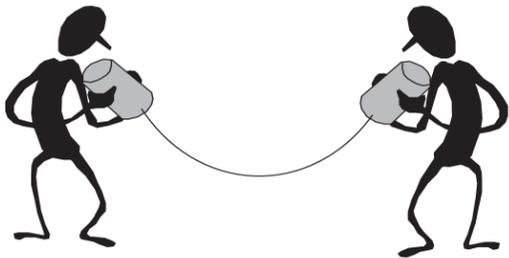
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▲ ● ■ ★ HIPPY Brightens Futures

COMMUNICATING PROGRAM RESULTS

By: Marsha Black, Ph.D. and Diane Powell, Ph.D.
 Researchers, University of South Florida



“Studies can have an impact on all kinds of audiences in all kinds of ways.” (Michael J. Patton, Utilization-Focused Evaluation, p. 337)

Program sustainability and expansion are priorities for all Florida HIPPY programs. Current and potential funding sources need to know what the HIPPY programs are accomplishing and what it is about them that makes them work. Individuals representing potential funding sources are also interested in how closely the objectives of the HIPPY program match their own funding priorities. The scarcity of resources coupled with the intense competition for those resources means that we must tell our story to new audiences and use effective ways of promoting our program’s accomplishments. In this issue, we will provide some guidelines we hope will be useful in your efforts to advocate for HIPPY by communicating effectively with your stakeholders.

Identify the Primary Intended Users of Evaluation Findings. Evaluations are designed for various audiences, including funding agencies, policymakers in governmental and private agencies, project staff and clients, researchers in academic and applied settings, as well as individuals and organizations interested in the outcome of a project. Identify an individual or group of individuals from these audiences who would be the most interested and likely to use the evaluation findings.

Identify the Information Needs of the Different Audiences. Some stakeholders favor quantitative information because they base their decisions on num-

bers and statistical indicators, while others view the richer data obtained through qualitative research to be more trustworthy and informative. The top-level administrators of your implementing agency might be most interested in knowing whether the HIPPY program had its intended effect, which would inform their future decisions about funding levels. Legislators are very interested in the opinions of their constituents about a particular issue and would most likely read a one-page fact sheet that is short and to-the-point. On the other hand, researchers at a major university might be more interested in the implementation process. This audience would want a descriptive report that traces how the HIPPY program was planned and implemented, identifies factors that contributed to or impeded HIPPY’s overall success, and what modifications would be recommended.

Deliver reports and other presentations in time to make them useful to your audience. The time of decision-making is often fixed and information that arrives too late does not have the intended impact on stakeholders. There is nothing more frustrating than being told “I wish I had known this two months ago when I had to make decisions about funding some of the community projects.” Take the time to be in regular communication with your stakeholders in order to stay informed about opportunities, deadlines and their information needs.

Simplicity in Presentations. Presentations should be simple, straightforward and understandable, and at the same time, engage the audience and stimulate attention and interest. A combination of bulleted findings with a column, line, bar, or pie chart is an effective way to communicate program results. Pay attention to formatting and the use of graphics and color to make sure they emphasize your main points and contribute to the readability of your material.

In The Sunshine State ★ ■ ● ▲

Vary the style, format, content, and process of your presentation to match the information needs of your audience. Some individuals may want to read the full evaluation report, while others would prefer to read a concise executive summary of the significant aspects of the evaluation or a bulleted summary of the findings. Other people would rather learn about program results by attending a conference presentation or a workshop.

In summary, the full evaluation report usually does not meet the information needs for all stakeholders for a variety of reasons. Using the full evaluation report as the only dissemination strategy means the evaluation results will likely be ignored by some stakeholders and underutilized by others. It is advisable to develop a dissemination strategy that recognizes the diverse informational needs of different audiences and the limited time some individuals have to learning about your program’s results.

TESTIMONIAL IMPACT OF HIPPY ON FAMILIES

By: Dabaram Rampersad,
 Asst. State Director

As a member of the team of National HIPPY Trainers, I recently conducted a site visit to the Sarasota HIPPY program, operated by the Sarasota Family YMCA. As part of that site visit, I conducted a home visit with HIPPY Home Visitor, Angela Bellamy. Angela had arranged for us to observe her role play the HIPPY curriculum with Crystal Flores, one of her HIPPY parents.

Having an external visitor come to your HIPPY program or your home to observe what you are doing can make anyone very nervous. However, Angela was not nervous. She has been with HIPPY for several years and is very comfortable working with families in the Janie Poe Housing Complex in Sarasota. Angela’s comfort level with conducting the role play with Crystal made Crystal feel very relaxed even in the presence of an evaluator. Crystal started chatting about all that HIPPY had done for her and her

family. She was glowing as she shared her knowledge about HIPPY and about how the program has helped her “come out of her shell” and be able to meet other people. She talked about how HIPPY helped her to work with her children and about the progress her children are making. I encouraged her to share her story; and, this is her testimony about the impact HIPPY has made on her family:

My HIPPY Success Story By: Crystal Flores, HIPPY Parent, Sarasota

My name is Crystal Flores. I have four beautiful children. My oldest child is Lorenzo. He graduated from the HIPPY Program a couple of years ago. He is now in the third grade. Before I started working with him in the HIPPY program he wouldn’t sit still. When he entered kindergarten, his teacher couldn’t believe how much he knew. I told her about HIPPY. My 4 and 5 year olds are in HIPPY now and they love it. HIPPY has helped me understand the importance of working with my children. They look forward to doing their HIPPY work.

I live in the Janie Poe Housing Complex. My husband is Hispanic. I taught myself to speak and read Spanish. I am teaching my children also. When I met Angela, my HIPPY Home Visitor, my self esteem was really low. She encouraged me to attend the Even Start program. I would just stay in my apartment, now I come outside and talk to my neighbors. I have started working at the Janie Poe Resident Council Office. I answer the phones, type letters and greet residents. I enjoy my job. It’s a volunteer job but it means a lot to me. In the fall I will be running for Vice President of our resident council. Boy, I never thought I could be a leader!

Thank You HIPPY!!

“HIPPY has been very rewarding for my family. I recommend the HIPPY program. It is very helpful for the entire family.”

