

## Attachment A: Program Outcome Information

Agency Mission and Description: Using the power of puppetry, our mission is to educate children about social concerns and differences, giving them the skills to stay safe and healthy. Over the past 33 years, Chattanooga's Kids on the Block (CKOB) has provided information and support to children and adults in the areas of health and social concerns. Our mission is to foster the development of understanding, acceptance and healthy relationships in children and their families.

Program Goal: According to our United Way, in their definition of Priority Areas, research shows that prevention, early detection and immediate and/or intensive intervention is the best means for addressing potential and current problems. Our goal is to: 1) introduce and reinforce the concepts of acceptance and appreciation of differences in others, 2) model positive role behavior and teach skills to children that will lead to positive self-image and responsible decision making and 3) to provide adults and professionals with information that will enhance their ability to positively interact with children.

Impact Area: Please indicate the impact area(s) the outcomes address.

X **Invest in Children and Youth** - Early Childhood Education and Quality Youth Services - Our educational programs provide early childhood education and quality youth services throughout Chattanooga and Hamilton County.

**Building Stable Lives** - Family stability in Basic Needs, Housing, Employment/Education and Support Services

**Supporting the Most Vulnerable** - Caring for elderly and disabled adults and children that cannot care for themselves

Intended Outcomes: Provide 2 to 3 outcomes which are specific to the program goal 1. Increase % of students avoiding risky behaviors. 2. Increase % of opportunities for youth to develop social skills necessary to be successful in education, work & life.

Collection method: (indicate how each indicator is measured)

Each indicator is measured through: 1) children's letters - pre & post tests will be conducted with various program topics; however each child will be provided with an evaluation tool and scored on pre & post knowledge of the topic. 2) pre & post evaluations with educators & parents will be conducted prior to program and a minimum of 30 days prior to the program to determine goals

Results: (in quantitative terms) Through children's letters, we expect to see a 50% change in knowledge, attitude and/or behavior of a specific program topic. Through pre & post adult (educator and/or parents) evaluations, we expect to see a 40% change in knowledge, attitude and behavior following the educational program. The post evaluation to determine a positive change will be conducted a minimum of 30 days following the educational program.

Data Source:

All evaluation tools including pre & post tests and key phrase tools have been developed and updated in cooperation with United Way of Greater Chattanooga and the University of Tennessee at Chattanooga in an effort to better determine the long term impact of the educational programs provided through CKOB.

Comparative Data: (local, regional, national data and/or similar type programs)

There have been two independent studies on the effectiveness of Kids on the Block programs - University of Omaha and Education for Quality Living in Washington, D.C. Both studies show that a KOB presentation is a very effective tool in educating elementary aged children about current social concerns and issues. Locally, we have conducted several surveys with teachers, parents and high school students. In the most recent survey, 2011, 93% of educators said the CKOB program exceeded their expectations, 96% said the information was delivered in a highly effective way for children to understand sensitive issues. In the high school survey, 2011, 77% of the students said the CKOB program taught skills to stay safe and healthy and 75% said that seeing the program helped them in making more responsible decision and positive lifestyle choices.