

Welcome to

**PRIMARY PREVENTION SYSTEM  
IMPLEMENTATION: THE  
MAGNOLIA COMMUNITY  
INITIATIVE**

**THE TRAINING WILL BEGIN SHORTLY**

*While you're waiting...*



*Icebreaker Question* (answer in the chat)

What is your favorite spring activity?



*Survey & Certificate of Completion*

Available following the training.

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WITH US!**



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# Before We Begin...

## DURING



Access the presentation slides and resource sheet now! The links can be found in the chat.



This presentation is being recorded.

## DURING



Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.

## AFTER



Complete the survey at the end of this webinar to receive your Certificate of Attendance.



A follow-up email will be sent to all participants within 2 days.

# Hi. We're CalTrin!

## Who we are

- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP)
- We support child abuse prevention in California through professional development and extended learning.

## Training Domains



Direct Service  
Delivery Skills



Evidence-Based/  
Evidence-Informed  
Service Delivery



Management &  
Leadership  
Development



Trauma-Informed  
Systems



This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CEBC /CalTrin and do not necessarily reflect the views of the California Department of Social Services.

# THE CHILD, FAMILY, AND COMMUNITY WELL-BEING LEARNING SERIES



# OUR INTENTION FOR THE LEARNING SERIES

- Create opportunities for Collaborative Counties to learn from subject matter experts and to engage one another about how to create a prevention infrastructure with shared responsibility and accountability among cross-sector partners, including the challenges and complexities of implementing / operationalizing their Comprehensive Prevention Plans
- Strengthen cross-sector relationships by learning together between County child welfare, juvenile justice and behavioral health, education, community-based service providers, family resource centers, local Child Abuse Prevention Council, tribal partners, and parents/youth with lived experience.
- Position Counties' to better examine and build their capacity and ability to effectively partner and engage with parents and youth with lived experience.
- Support Counties in measuring and decreasing racial disproportionality.
- Anchor service delivery systems in primary prevention and extend “downstream” from there, prioritizing resources in the most “upstream” way possible



THE CHILD, FAMILY, AND COMMUNITY  
WELL-BEING LEARNING SERIES

**TODAY'S TOPIC:**

**PRIMARY PREVENTION  
SYSTEM**

**IMPLEMENTATION: THE  
MAGNOLIA COMMUNITY  
INITIATIVE**



# THE CHILD, FAMILY, AND COMMUNITY WELL-BEING LEARNING SERIES

## OUR PRESENTERS



**KHUSH COOPER, MSW, PhD**  
*President & CEO, Implematix  
Adjunct Professor, UCLA*



**ALEX MORALES, MSW**  
*Prevention Mindset  
Institute Partner*




**RON BROWN, PhD**  
*President & CEO, Children's Bureau  
of Southern California*





# INITIATION





We transform vulnerable  
communities into places  
where children can succeed.



# ABOUT MCI



- **Magnolia Community Initiative (MCI)** is an approach for improving population well-being at a community scale
- Focusing on a 500-block area in Los Angeles as an incubator for new ideas and innovative approaches, MCI rethinks how local resources and residents can work together to strengthen families.
- Since its inception, MCI has grown into a nationally applicable framework for community-driven change, with more than 70 public and private organizations joining forces with parents to help children and families flourish



# Magnolia Community Initiative

Supportive Communities • Strong Families • Thriving Children



# OUR OBJECTIVES

- 1 To evolve systems to support activities and communications within and among organizations that improve community outcomes.
- 2 To build a network of support for residents to act as a positive force in their families and in their neighborhoods.
- 3 To strengthen parents' ability to manage their children's needs and promote development.
- 4 To develop scalable and sustainable solutions within the MCI community and for other cities and communities across the nation.





“Local actions spring up simultaneously in many different areas. If disconnected, nothing happens beyond small efforts; yet, when connected, local efforts can emerge as a powerful system of influence.”

- Margaret Wheatley



# REFLECTIONS



# EVOLUTION





# How We Do It

We draw from the best evidence and theory across sectors to develop effective, sustainable strategies for change.

# WHAT MAKES MCI UNIQUE?

- 1 Holistic Approach**  
We work with support and service organizations to change institutional approaches from emphasizing delivery of isolated human services (such as food stamps or child support services) to a preventive and holistic approach that provides assistance to each client.
- 2 Real-Time Data**  
Combining a state-of-the art metrics dashboard with frequent measurements, we collect and share actionable data to inform partners' efforts and galvanize residents to make changes.
- 3 Speed**  
Our learning system helps partner organizations align their activities and move quickly from ideation to adoption and testing of new practices and policies.

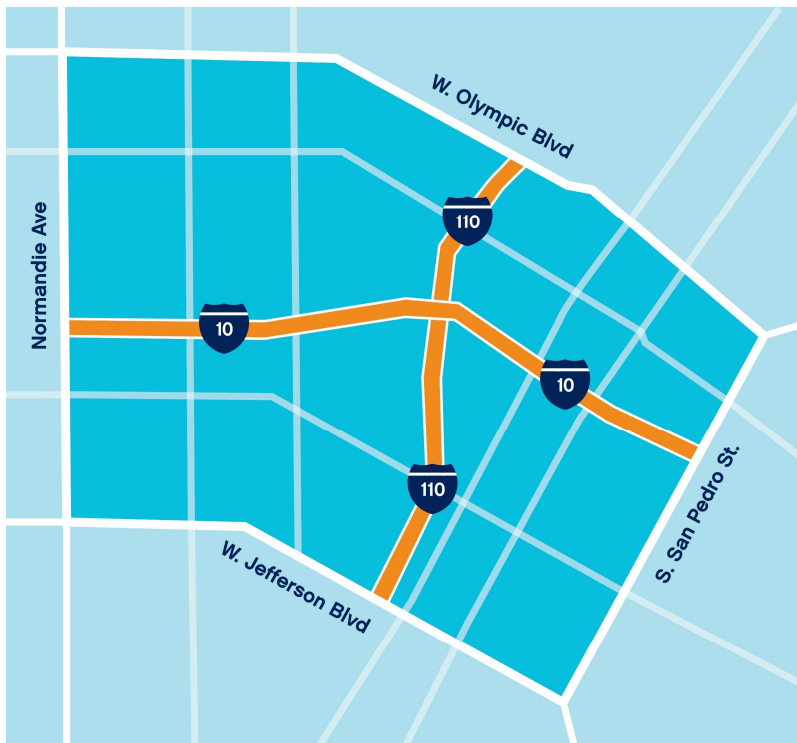


# WHAT MAKES MCI UNIQUE?

- 4** **Community Connections**  
We identify and train ambassadors to foster relationships in their neighborhoods.
- 5** **Knowledge Sharing**  
MCI convenes workgroups so that community members and organizational partners can exchange ideas, confront challenges and share resources.
- 6** **Empathy**  
Our approach to every interaction is characterized by mutual respect and understanding.
- 7** **Support for Staff**  
Changing the way organizations operate can require staff to think and work differently. We help staff navigate these new demands.



# COMMITTED TO IMPROVING OUTCOMES FOR OUR COMMUNITY'S CHILDREN



65% live in poverty

35% are overweight

78% are not proficient in  
reading by third grade

40% will not graduate  
from high school



# THE MCI APPROACH TO NEIGHBORHOOD TRANSFORMATION

## Listening, Learning & Getting Stronger

We listen to parents and other residents and  
empower them as agents of change





## How well is our community is doing?



# OUR COMMUNITY DIALOGUES: WHAT WILL WE DO?



## Social Connections

- Talk more to neighbors, start hearing others
- Be good examples to others and that the simple gesture of a smile or pleasant look to someone else may help create social connections.

## Community Belonging

- Integrate themselves in the community
- Seek counseling as a means of personal help
- Form groups to see what can be done community-wide to make things better, have police involvement in groups and protecting our children
- Make positive changes at home and start talking to neighbors to see what they can do and invite other neighbors as well.

## Personal Resiliency

- Help motivate people who have little flexibility, making their children feel important to them, talking more to their children





# NEIGHBORHOOD MAPPING EXERCISE

## Magnolia Place Catchment Area



90006, 90007, 90011, 90015



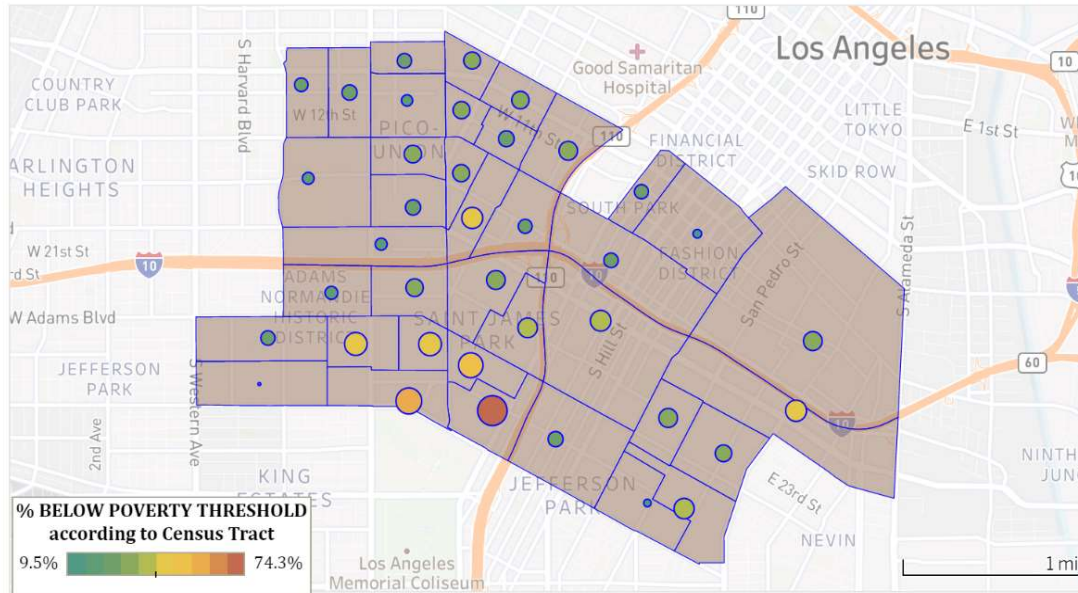
# MAPPING OUR NEIGHBORHOODS THROUGH COMMUNITY DIALOGUES



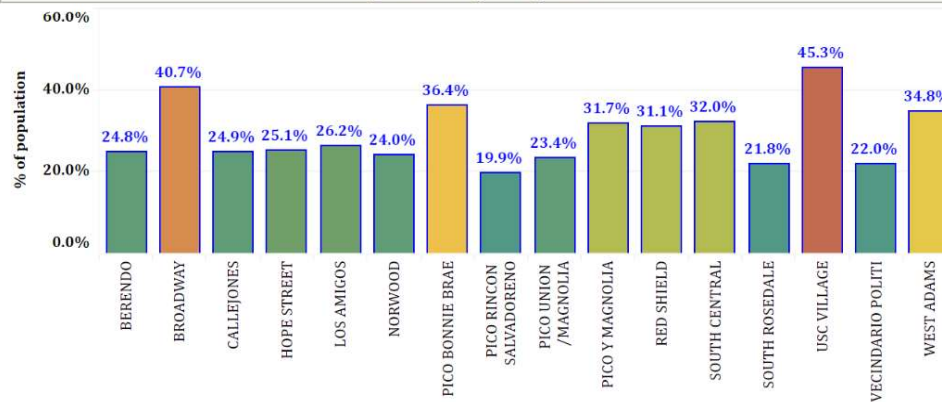
Data Source: U.S. Census Bureau, American Community Survey 2017-2021 5 year estimate



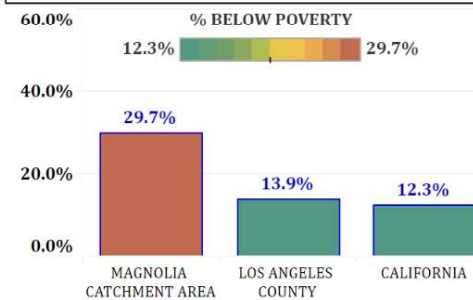
[Back to Main Panel](#)



**Population living below the Poverty Threshold**  
Grouped according to neighborhood



**MCI CATCHMENT AREA**  
Comparison to LA County / California



# REFLECTIONS



# MEASURING COMMUNITY LEVEL CHANGE

- Community measurement is an emerging field of research
- Culture change takes time, and interventions need to be consistent over a long period
- We're learning as we go, doing our best to be responsive and nimble
- All our partners in this are doing the work voluntarily



# SHARING DATA FOR ACTION

## Parent Survey

**PARENT SURVEY**

Today's Date (MM/DD/YYYY): 1 2 3 4 5 6 7 8 9

We want your child to be healthy. We will use the results to better meet children's needs. What you tell us is private. Your name and your child's name are NOT on the survey. Please write what you really think about the care you get here. Thank you!

What zip code do you live in? 1 2 3 4 5 6 7 8 9

1. During today's visit, did your child's doctor or other health provider:

Yes, completely	Yes, somewhat	No, not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Do you have any concerns about your child's learning, development, or behavior?

Yes	No
<input type="radio"/>	<input type="radio"/>

3. During today's visit, did your child's doctor or other health provider ask if you have concerns about your child's learning, development, or behavior?

Yes	No
<input type="radio"/>	<input type="radio"/>

4. During today's visit, did your child's doctor or other health provider talk with you about:

How well your child's learning, development, and behavior are?	Yes	No
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. The well-being of your family is important to your child's life. Doctors and nurses sometimes ask you questions about your family.

During today's visit, did your child's doctor or other health provider ask you:

Yes	No
<input type="radio"/>	<input type="radio"/>

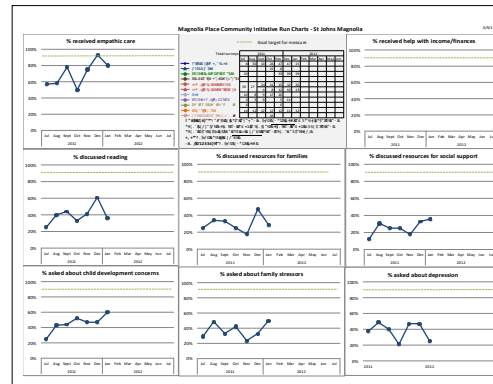
6. How many days in a usual week do you or other family members read books or look at picture books with your child?

No days (0 days)	1-2 days	3-4 days	5-6 days
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

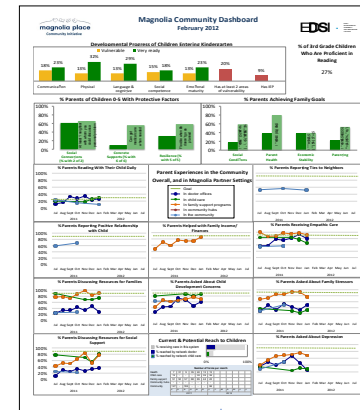
Please show any other comments on your child's health care below on the back of this sheet.

Thank you for your time and help!

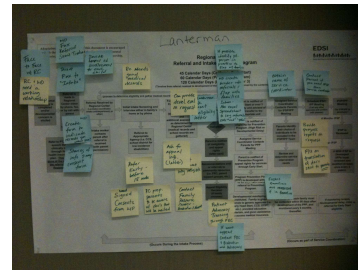
## Run Charts



## Dashboard



## Taking Collective Action



# MEASURING PROGRESS IN TARGET GOALS FOR THE MAGNOLIA CATCHMENT POPULATION

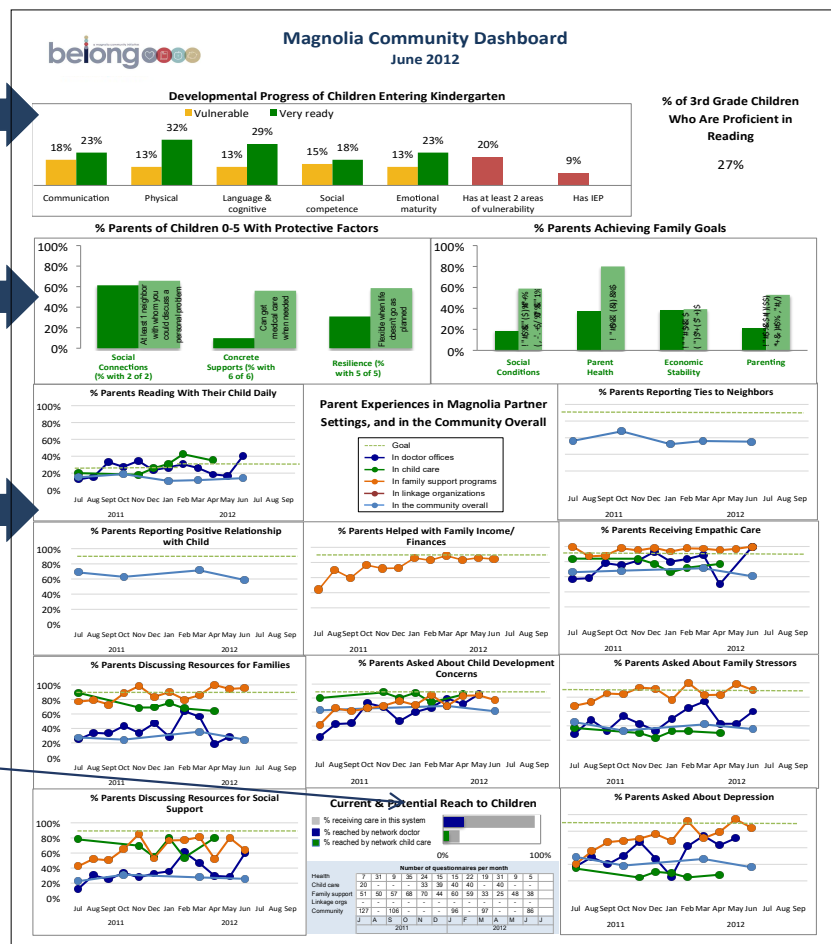


Developmental progress, by kindergarten

Protective factors for families

Parent activities and behaviors

Potential and actual reach to children in the community



Reading proficiency, third grade

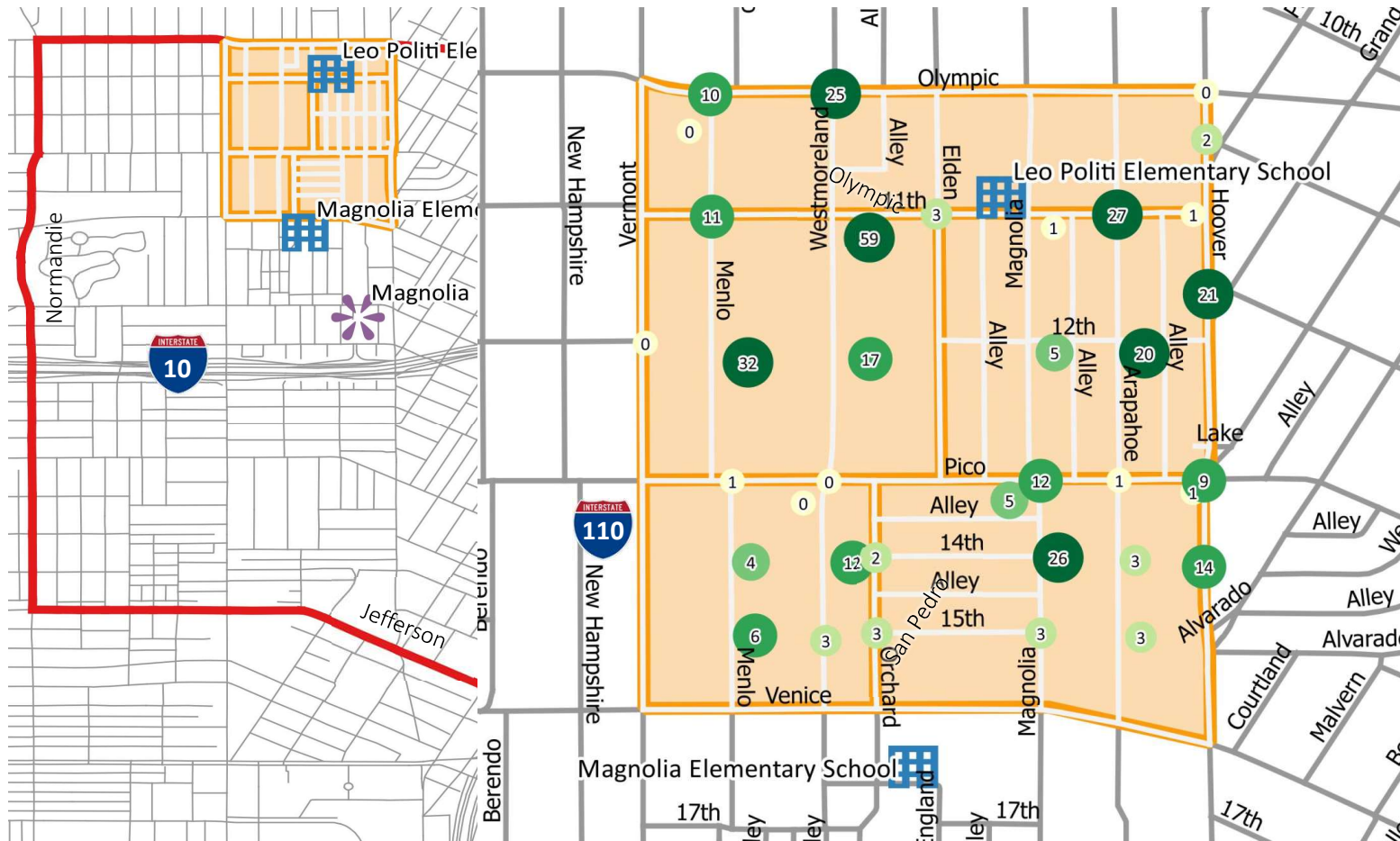
Family and community stressors

Measures of real-time improvement in services and supports

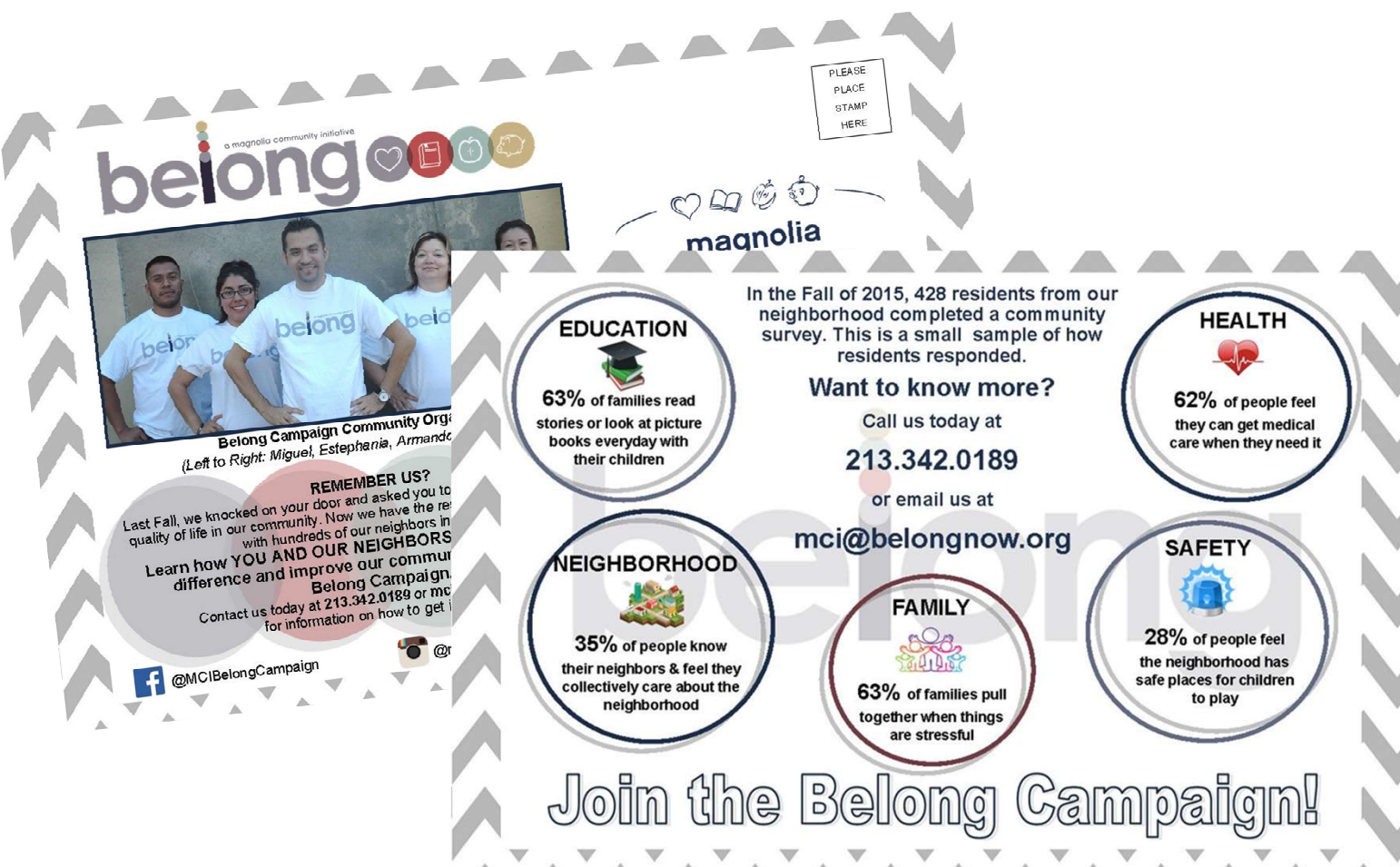




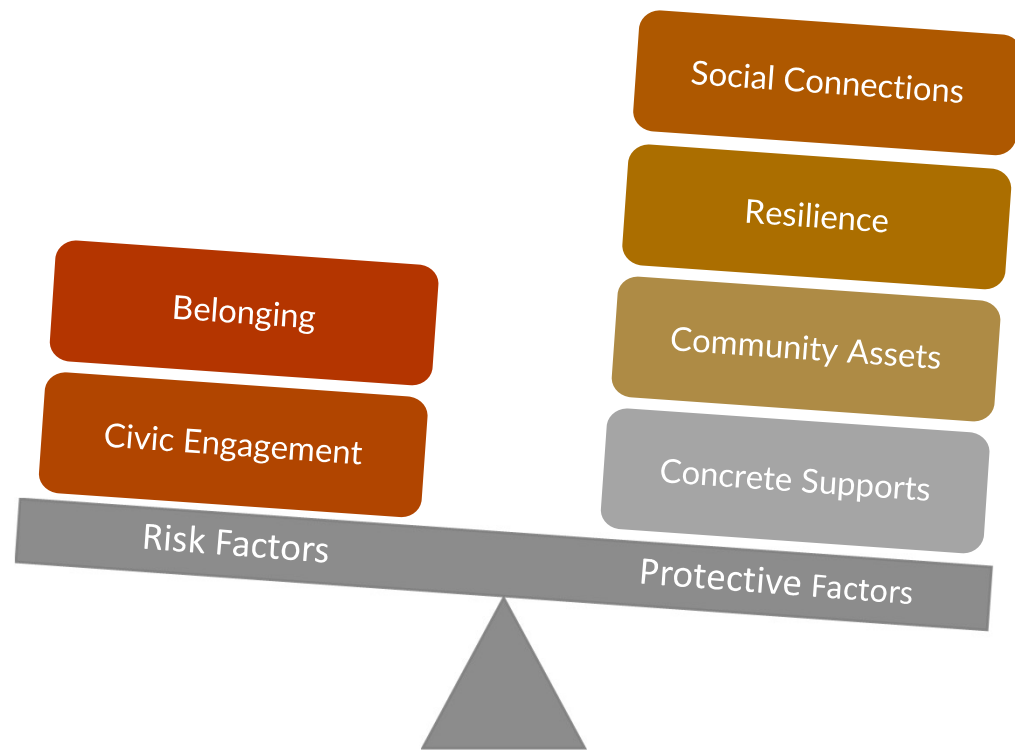
# COMMUNITY SURVEY: CONNECTING WITH COMMUNITY



# SHARING THE RESULTS: COMMUNITY SURVEY DATA POSTCARD



# FOCUS ON IMPROVING COMMUNITY PROTECTIVE FACTORS







MEASURING CHILD LEVEL CHANGE

Early Development Index  
(EDI)



# WHAT DOES THE EDI MEASURE?

Five developmental domains:

- Physical health and well-being
- Social competence
- Emotional maturity
- Language and cognitive development
- Communication skills and general knowledge

EDI is linked to child-level demographics

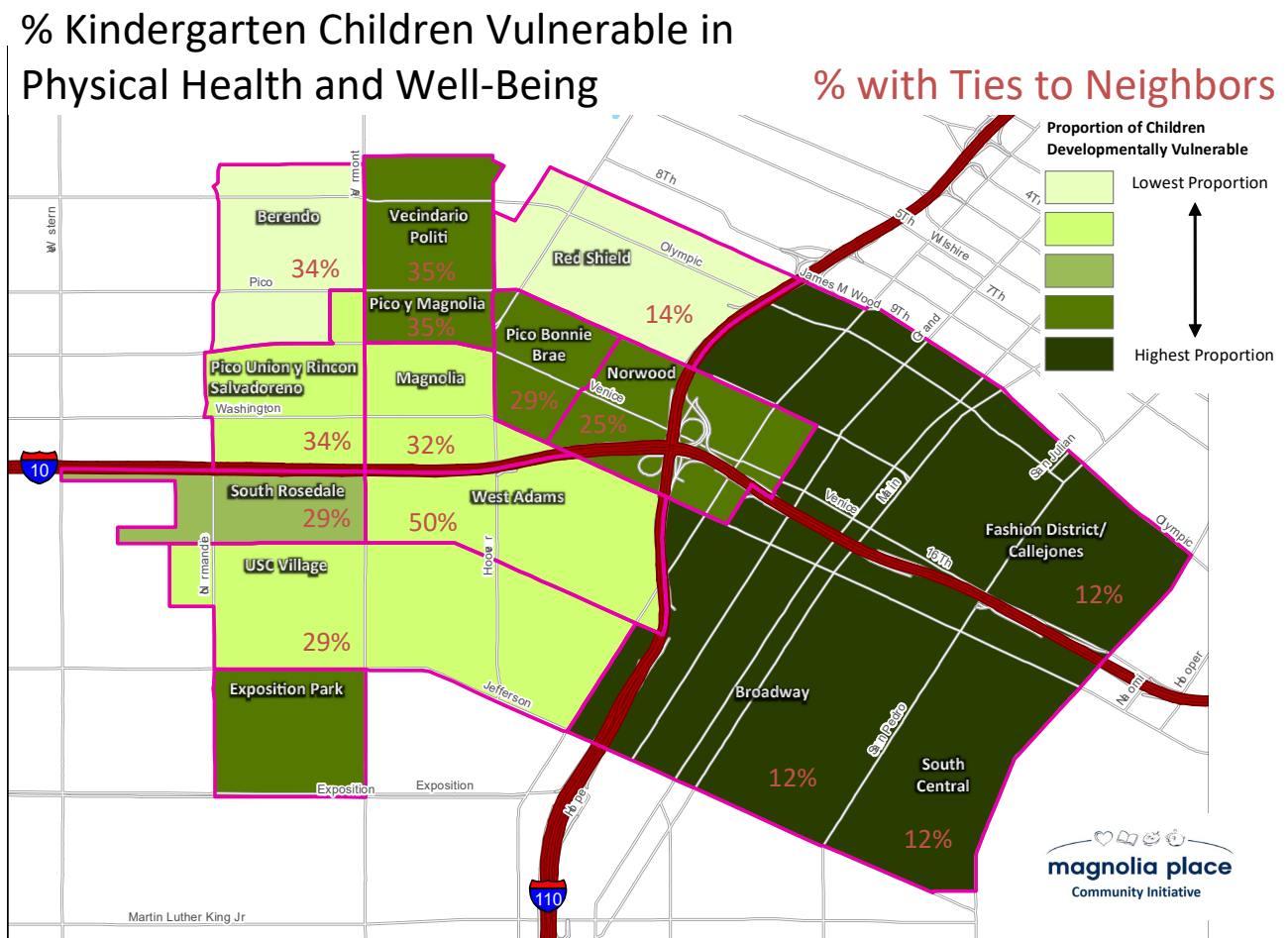


# HOW IS THE EDI INFORMATION PRESENTED?

- EDI data are presented using GIS mapping
- Each child's EDI form is geographically coded according to the home address of the child
- The EDI data maps allow stakeholders in the community to discuss and address areas of young children's vulnerability
  - Geographically to identify areas of greatest need
  - To socio-economic indicators, to help understand the reasons for observed outcomes
  - To service data to identify where there are service gaps
  - Over time to see how changes in policies and place-based initiatives may be contributing to children's development



# USING POPULATION DATA FOR LEARNING, ENGAGEMENT AND COLLECTIVE ACTION



# THINGS WE ARE LEARNING: HOW POPULATION LEVEL MEASURES FACILITATE SHARED LEARNING



Neighborhood  
Risk Index

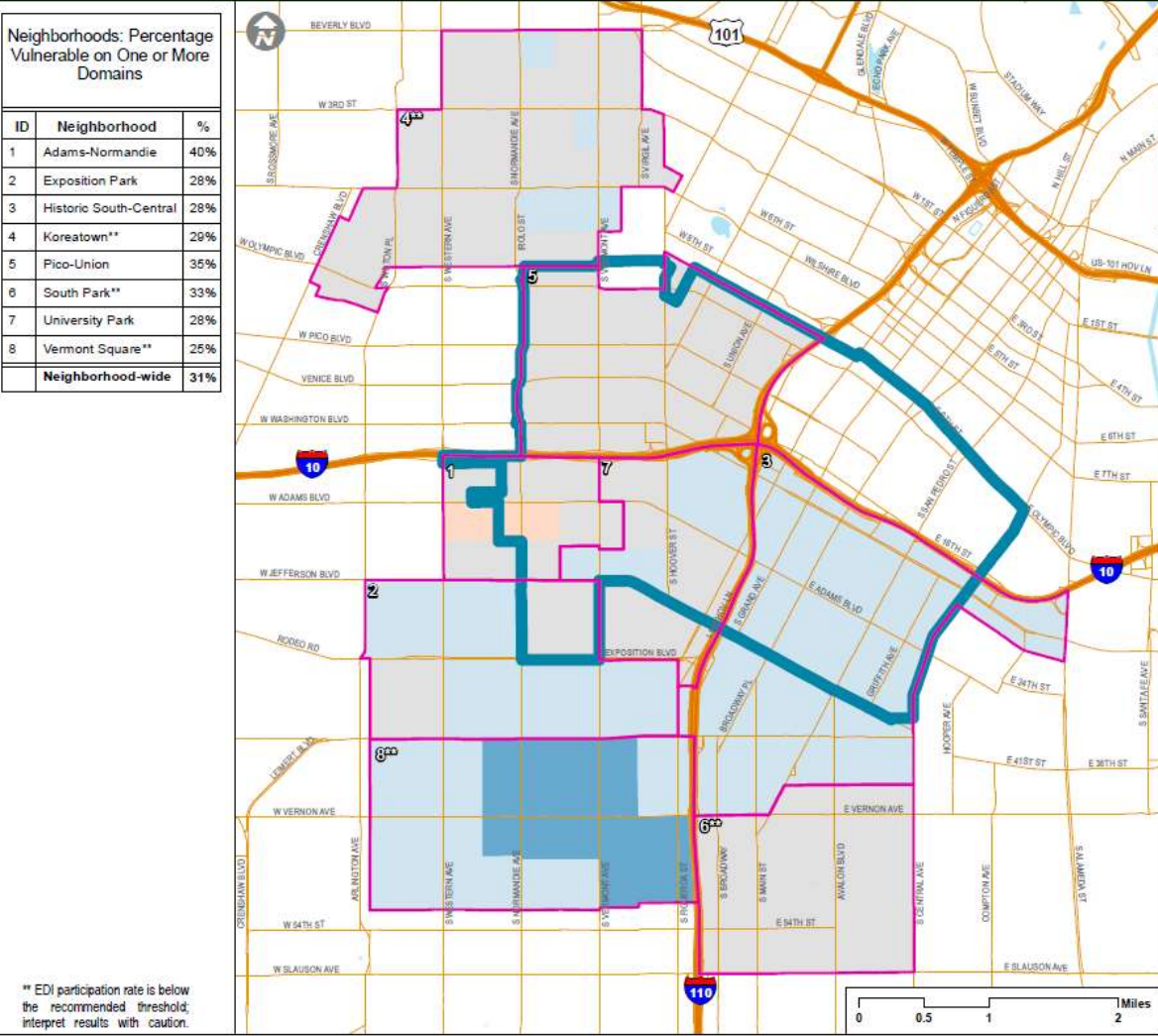
Early  
Development  
Index



# EDI 2018: Children Vulnerable on One or More Developmental Domains versus Neighborhood Risk Index by Census Tract in Magnolia Community Initiative Neighborhoods

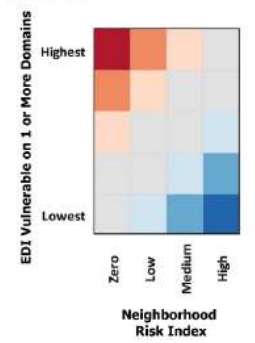
Neighborhoods: Percentage Vulnerable on One or More Domains

ID	Neighborhood	%
1	Adams-Normandie	40%
2	Exposition Park	28%
3	Historic South-Central	28%
4	Koreatown**	28%
5	Pico-Union	35%
6	South Park**	33%
7	University Park	28%
8	Vermont Square**	25%
Neighborhood-wide		31%



## Legend

- Neighborhood Boundary
- Magnolia Community Initiative



**T**ransforming  
**E**arly  
**C**hildhood  
**C**ommunity  
**S**ystems  
  
THE SCIENCE FOR A BETTER START  
TECCS@mednet.ucla.edu

\*\* EDI participation rate is below the recommended threshold; interpret results with caution.

The UCLA Center for Healthier Children, Families and Communities, under license from McMaster University, is implementing the Early Development Instrument with its sub licensees in the US. The EDI is the copyright of McMaster University and must not be copied, distributed or used in any way without the prior consent of UCLA or McMaster. © McMaster University, The Offord Centre for Child Studies





# REFLECTIONS



# LESSONS LEARNED



# OPEN DISCUSSION



# Thanks for joining us!

## WHAT'S NEXT?

- Survey and certificate in the chat now
- Register for Building the Community Pathway: Part 1
- Recording and resources available within two days
- Watch your inbox for the next issue of CalTrin Connect



**STAY CONNECTED FOR MORE FREE TRAINING & RESOURCES!**



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