



THE IMPACT OF OUR WORK

Evaluating the Outreach of the Ohio
Developmental Disabilities Council

AS AN AGENCY DEDICATED TO SERVING INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES, THERE IS NO MORE IMPORTANT ROLE THAN REACHING OUT TO UNSERVED AND UNDERSERVED INDIVIDUALS.

And there is no more difficult task than measuring the results of those efforts.

We are, after all, utilizing taxpayer dollars, and we want to make sure our efforts are having the most impact.

To meet that end, the Ohio Developmental Disabilities Council recently contracted with Outcomes Management Group to evaluate our outreach efforts for the previous 14 years. As you might imagine, this was no small task.

We asked Outcomes Management Group to look at 10 targeted grants and:

- Determine overall outcomes;
- Define operational best practices;
- Benchmark our efforts to other state councils; and
- Determine how best to move forward.

To complete the mission, Outcomes Management Group collected grantee records, studied outreach plans and summaries, interviewed grantees, staff and stakeholders, reviewed financial data, and surveyed 24 state DD Council executive directors and eight Ohio DD Council members.

I think the word you're looking for to describe this effort is "exhaustive."

We have put together this brochure to help document the impact path, benchmarking, key findings, and best practices of our study. We hope you find it useful.

KEN LATHAM

Policy Analyst
Community Outreach



BACKGROUND

In 2001, the Ohio Developmental Disabilities Council initiated its outreach program to unserved/underserved individuals with developmental disabilities, modeling its efforts after those in Pennsylvania and Oregon.

There were three abiding reasons for this outreach:

- Despite our best efforts, certain populations were falling between the cracks.
- Unless efforts were made to reach out to unserved/underserved individuals, their numbers would continue to increase.
- By reaching out to the unserved/underserved, we find that cultural or other barriers are not insurmountable, and we discover how easy it is to include these segments of our population.

And so the effort began.

Members of the Ohio Developmental Disabilities Council began identifying organizations that were already serving these populations and sought ways to collaborate. They gathered census data to better understand the profiles of these populations, and they utilized data from a brain-injury database that identified agency level of cultural competence, opportunities and barriers.

THE BEGINNING

In 2002, the Ohio Developmental Disabilities Council launched its outreach program with a modest \$3,175 grant, partnering with the Columbus Urban League and the Ohio Legal Rights Service to create Triple Jeopardy -- African-American Women with Developmental Disabilities.

The following year, the Council created an Outreach Sub-Committee, which began investing in mini-grants to encourage dialogue with minority communities and make them aware of the Council's work. The initial investments were in the African-American and Hispanic/Latino communities.

Since then, under the leadership of Ken Latham, the Ohio Developmental Disabilities Council has not only identified their needs, but also built trust among community leaders and organizations representing other unserved/underserved populations, such as Asian, Appalachian, Amish, Somali and Native American.



"Raising awareness about the capabilities of developmentally delayed people is a big part of service delivery. I am sure your Grantees will do great work toward creating opportunities and greater independence for the people served."

*Ray Miller, State Senator
December 7, 2004*



"How do I intend to accomplish the task? Phone calls, letters, personal contacts, knock on doors, and pound the pavement."

*Ken Latham,
September 30, 2003*



"If even a small percentage of unserved/underserved populations are reached, it is an accomplishment overall for the Ohio Developmental Disability community."

*Sherry Steinman,
Former Member
of Outreach
Sub-Committee*

THE RESULTS

Here is a look at 10 Outreach
grants funded by the Ohio
Developmental Disabilities Council.

TRIPLE JEOPARDY

Description:

Since 2003, Triple Jeopardy has given voice to African-American women, ages 18-60, with developmental disabilities. The partnership with the Columbus Urban League and the Ohio Legal Rights Service is affectionately known as the “African Violet Project.” Women come together to discuss issues, identify needed resources and barriers, and learn how to meet their formal and informal community support needs. Women are engaged in all aspects of the project from design to implementation.

Impact:

- Expanded to Lorain County, Cincinnati and Dayton.
- Trained participants in formal/informal community supports.
- Developed Resource Guides and hosted a statewide conference.
- Increased awareness of the Council’s commitment to outreach in the community and among local and state legislators.
- Improved providers’ understanding of the needs of African-American women with disabilities.
- Increased capacity of women to advocate for the support they need.
- Built the Council’s credibility in the African-American community.

Future Opportunities

- Expand network to other urban areas across state and grow online groups.
- Grow statewide conference and online training.
- Utilize technology to expand resource guide and facilitate connections.
- Utilize learning from initial marketing efforts to increase public relations.



BROWN BAG LUNCH SERIES

Description:

Five faith-based organizations hosted the Brown Bag Lunch Series in 2007. The series provided a forum for parents and caregivers of low-income, African-American children with disabilities to learn of services and resources available for their children. Representatives of Columbus Public Schools Early Intervention, Ohio Legal Services, Franklin County Board of Developmental Disabilities, Home Health Care, Bureau of Rehabilitation Services, Columbus State Community College, Workforce Development and neighborhood-based organizations met with 312 parents, caregivers and family members. This was accomplished for less than \$15,000.

Impact:

- Increased awareness of available services among unserved/underserved low-income families of children with disabilities; improved ability to access services.
- Increased awareness of the Ohio Developmental Disabilities Council in the community, and its commitment to outreach in unserved/underserved populations. Improved service providers' understanding of the needs and expectations of low-income, African-American parents of children with disabilities.
- Expanded the capacity of faith-based institutions to support their members.
- Increased capacity of service providers to meet the needs of targeted population.
- Built the Council's credibility with African-American, faith-based institutions.

Future Opportunities

- Create a versatile, how-to Brown Bag Tool Kit.
- Develop a replicable, faith-based model that can be utilized across the state.
- Provide training to service providers; consider online options



TOLEDO CHILDREN'S HOSPITAL

Description:

Between 2007 and 2011, the booklet *Safety Tips for Children with Special Health Care Needs* was translated from English to Spanish for the benefit of Spanish-speaking families with children who have developmental disabilities. More than 12,000 copies of the booklet were printed and distributed, and electronic formats were posted to the hospital website. Parents were engaged in the design and layout of the booklet.

Impact:

- Improved access to safety education for Spanish-speaking families.
- Increased injury-prevention understanding for children with developmental disabilities.
- Increased awareness of the Ohio Developmental Disabilities Council and its commitment to outreach in unserved/underserved populations.
- Increased capacity of Spanish-speaking families to create a safe environment and prevent the likelihood of injuries.
- Built ODDC's credibility in the Hispanic/Latino community.

Future Opportunities

- Increase marketing efforts to Spanish-speaking families.
- Leveraging product with other children's hospitals in Ohio.



AMISH COMMUNITY PROJECT

Description:

Launched in 2012, the Amish Community Project educates the greater developmental disabilities community about Amish participation in research and treatment programs that benefit their community. During the five-year project, the Council hopes to:

- Learn what cultural and religious beliefs prevent the Amish from participating in and receiving social services available to them.
- Learn effective strategies for developing relationships with the Amish community.
- Understand under what circumstances an Amish community views outsiders as friends.
- Create a DNA-based panel to improve diagnosis, treatment, prevention and quality of life. The grantee has access to more than 5,000 Amish households and will report how many are at risk or have been detected to carry population-specific, life-threatening genetic diseases. Testing will reduce costs and add an early detection component.
- Create data on gene mutation research in studying autism in Amish children. It will help us understand the impact of autism in Amish children versus children who are not Amish.

Impact:

- Built trust among leaders in the Amish community.
- Increased understanding of the Amish community.
- Increased awareness of the Ohio Developmental Disabilities Council and its commitment to outreach in unserved/underserved populations.



OHIO SICKLE CELL PROJECT

Description:

This statewide marketing campaign began in 2012 and is designed to utilize a variety of mediums to gain support and change behaviors that benefit the unserved population. Individuals with sickle cell disease and their family members are targeted, as well as the general public, health professionals, allied health professionals and the legislative community.

Impact:

- Increased awareness among individuals with sickle cell disease of the benefits of formal and informal community supports.
- Improved health-care professionals' understanding of how to better serve chronically ill individuals.
- Informed public of the needs of people with sickle cell disease and available services/supports.
- Increased awareness of the Ohio Developmental Disabilities Council and its commitment to outreach in unserved/underserved populations.
- Increased service providers' capacity to provide appropriate services to this population.
- Increased public participation in sickle cell disease-related events and campaigns.
- Improved the Council's credibility in the African-American community.



SOMALI NEWSLETTER

Description:

The Ohio Developmental Disabilities Council began funding a Somali newsletter in 2009. The monthly electronic publication, produced in English and Somali, is designed to provide information about policies and practices that are insensitive toward people with developmental disabilities and their families. The newsletter highlights information on resources and employment prospects, and provides stories regarding culturally competent services. The newsletter is disseminated to 10,000 individuals in the Somali community and 200 policymakers, service providers, and county and local agencies. It is the first and only bilingual resource of its kind.

Impact:

- Increased awareness of developmental disabilities in the Somalian community.
- Increased Somali providers' awareness of resources.
- Improved awareness and understanding among service providers and policymakers of the needs of individuals with developmental disabilities within the Somali community.
- Increased awareness of the Council and its commitment to outreach in unserved/underserved populations.
- Increased capacity of Somali providers to connect individuals with developmental disabilities to appropriate resources.
- Increased early access to services.
- Built the Council's credibility in the Somali community.

Future Opportunities

- Use stories from within the Somali community to promote grant's outcomes.
- Provide support to coordinate services by assisting individuals within the Somali community in setting up appointments for services.
- Promote the Council's support of the only bilingual resource of its kind.
- Encourage Somali leaders to participate on the Council.



PROJECT R.E.A.C.H. - PROMOTING REHABILITATION EMPLOYMENT AWARENESS FOR COLLEGE AND HIGH SCHOOLS

Description:

This project, which began in 2009, promotes employment opportunities to unserved/underserved populations in area colleges and high schools through information dissemination and workplace experiences. Partnerships were created with Wilberforce University, Ohio State University and Columbus State Community College, all of which have rehabilitation and/or social work undergraduate and graduate programs, and also have a high number of students from minority and other unserved/underserved populations. The high school partnerships included two urban college preparatory schools -- Columbus Alternative High School and Eastmoor Academy.

Impact:

- Increased outreach to minority students and educated them about employment opportunities in the field of developmental disabilities.
- Improved employers' engagement of minority students in job-shadowing and internships.
- Increased awareness of the Ohio Developmental Disabilities Council and its commitment to outreach in unserved/underserved populations.
- Increased the number of minority students interested in working in the field of developmental disabilities, as well as the number of minority students interning and job-shadowing in the field of developmental disabilities.
- Increased number of individuals from minority populations working in the field of developmental disabilities.

Future Opportunities

- Leverage model to target unserved/underserved populations in colleges and high schools throughout Ohio, further promoting employment opportunities within the field of developmental disabilities.



THE A.V.E.R.T PROJECT

Description:

This project, which began in 2009, is a collaboration among Genesis House Domestic Violence Center, the Lorain County Board of Developmental Disabilities, and Lorain County Rape Crisis Services. The project educates individuals with developmental disabilities, their parents, caregivers and service providers how to recognize and respond safely to emotional, physical, financial and sexual abuse. It also provides technical assistance to service providers.

Impact:

- Improved service providers' ability to recognize symptoms of abuse among the targeted population and respond appropriately.
- Increased service providers' capacity to teach individuals from the targeted group how to recognize and respond safely to abuse.
- Increased awareness of the Ohio Developmental Disabilities Council and its commitment to outreach in unserved/underserved populations.
- Improved capacity of service providers to identify targeted population members who may be abused and facilitate corrective action.
- Increased ability of individuals within targeted group to recognize and respond safely to abuse.



THE OHIO SUPREME COURT

Description:

A video was created to educate individuals in a court setting about the different degrees of hearing impairment and the methods of communicating with hearing-impaired individuals. The video included instruction on how to recruit and utilize a certified sign language interpreter.

Impact:

- Increased court workers' understanding of the different degrees of hearing impairment and the ability to recognize these differences.
- Improved awareness of the Ohio Developmental Disabilities Council and its commitment to outreach in unserved/underserved populations.
- Increased court workers' capacity to select appropriate sign language interpreters.
- Created systems change by promoting the delivery of culturally competent services.
- Improved communication among people who are hearing-impaired and court workers.
- Facilitated compliance with the Americans with Disabilities Act regarding due process and the use of sign language interpreters.

Future Opportunities

- Promote the Council's product within the community of individuals who are hearing-impaired and among court workers and sign language interpreters.
- Determine feasibility of leveraging product within the judicial system.



REACH OUT E-DIVERSITY NEWSLETTER

Description:

Beginning in 2007, the *Reach Out e-Diversity Newsletter* is one of the Ohio Developmental Disabilities Council's longest-running grants. It is a collaborative development and dissemination of six electronic publications to key stakeholders, including people with disabilities, legislators, advocates, community leaders, governmental agencies, faith-based institutions and health-care providers. The content promotes interagency collaboration and coordination. Articles are solicited from representatives of all stakeholder groups and address current issues, opportunities and needs. Resources and tools that can help stakeholders become more culturally competent are identified. This newsletter directly reaches 125 policymakers and more than 5,000 stakeholders. Indirectly, more than 40,000 stakeholders have been reached. The newsletter has been featured in the National Association of DD Councils news feed.

Impact:

- Increased awareness among stakeholders of the diverse needs and expectations of unserved/underserved populations, their family members and caregivers.
- Improved understanding among stakeholders of the differences between diversity, cultural competency and providing culturally competent services.
- Increased awareness among stakeholders of new policies, resources and tools that impact the providing of culturally competent services.
- Increased awareness of the Council and its commitment to outreach in unserved/underserved populations among stakeholders and other state councils.
- Created systems change through promoting the delivery of culturally competent services.
- Improved collaboration and coordination of appropriate services to unserved/underserved populations across state agencies.

Future Opportunities

- Promote the Council's focus on systems change.

“The Ohio Developmental Disabilities Council is a diverse group of individuals who are passionate about moving the system forward.”

*John Martin, Director, Ohio Department
Developmental Disabilities*



“Ohio is in the top tier of state councils recognized for its work in disability and cultural diversity.”

*Sheryl Matney, Director Technical Assistance
National Association Councils of
Developmental Disabilities (NACDD)*

THE GOAL IS TO TARGET SPECIFIC AUDIENCES AND TO INCREASE THEIR AWARENESS OF DISABILITY SERVICES. IT IS THE COUNCIL'S WISH TO MEET EXPECTATIONS BY REACHING OUT TO THE UNSERVED/UNDERSERVED AS DEFINED IN P.L. 106-402.

Definition per P.L., 106-402, the term “unserved and underserved” includes:

- Populations such as individuals from racial and ethnic minority backgrounds;
- Disadvantaged individuals;
- Individuals with limited English proficiency;
- Individuals from underserved geographic areas (rural or urban); and
- Specific groups of individuals within the populations of individuals with developmental disabilities, including individuals who require assistive technology in order to participate in and contribute to community life.



Ohio Developmental Disabilities Council

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The Ohio Developmental Disabilities Council is one of a national network of state councils, committed to self-determination and community inclusion for people with developmental disabilities. The Council consists of at least 30 members appointed by the governor. Members are people with developmental disabilities, parents and guardians of people with developmental disabilities, representatives from state agencies, and representatives from nonprofit organizations and agencies that provide services to people with developmental disabilities. One of the Council's goals is to educate and inform how state and local government services and policies can be improved, expanded or strengthened on behalf of people with disabilities.