



951 Live Oak Boulevard, Suite 35 • Yuba City, California 95991  
Office: 530-822-7505 • Fax: 530-822-7508 • Email: dcoulter@co.sutter.ca.us

## STAFF REPORT

February 6, 2003

**MEMO TO:** SUTTER COUNTY CHILDREN & FAMILIES COMMISSION  
**FROM:** DEB COULTER, EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVAL OF SCOPE OF WORK CHANGE FOR THE YMCA

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**RECOMMENDATION:** It is the recommendation of the Executive Director that the Commission approve the scope of work and budget changes requested by YMCA.

**BACKGROUND:** The YMCA was awarded a grant to provide the "Becoming Parents Program (BBP) to Sutter County first time parents.

A great deal of effort went into creating an attractive media campaign to recruit couples into the Becoming Parents program. Despite professional recruitment materials-including TV and radio spots, thus far only three couples have participated in the first class sessions held October 12 through November 17<sup>th</sup>. A second class is scheduled to begin January 11 with only one couple signed up as of November 22.

The program continues to pursue creative solutions to address recruitment barriers. For instance, staff members are intensifying community outreach efforts by visiting the offices of current and potential collaborative partners to place Becoming Parents recruitment brochures.

Once parents have been recruited, the next challenge has been keeping them engaged in the program. Four couples were originally signed up for the first class sessions. Of these fours, three couples participated and two completed the sessions through November 17. The third participating couple dropped out, however, for a confidential but very justifiable reason that reflects positively upon the Becoming Parents program. Because so few couples have yet to engage in the program, rates of program attrition cannot be predicted as yet.

Attached is the scope of work and budget changes and letters of intent to participate in the program.

**CURRENT PROPOSAL:** It is requested that the Commission approve the scope of work and budget changes requested by YMCA.

**IMPACT ON COMMISSION RESOURCES:** None

**POLICY ACTION REQUESTED:** Approval of the recommendation.

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