



Data & The Mind:

Two complementary ideas come together to
improve child support outcomes

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WICSEC 2019 Annual Training Conference

October 7, 2019



Behavioral Science and Predictive Analytics: Opportunities for Innovation in the Child Support Program

Asaph Glosser
MEF Associates

October 7, 2019

Presentation for WICSEC Conference
Spokane, WA

Behavioral Science

- People aren't always rational, but they are predictable

Predictive Analytics

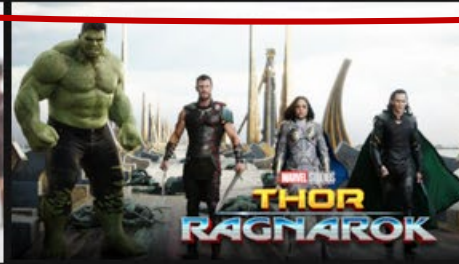
- Using information about the past to predict unknown future events

Private sector firms are *extremely* adept at using these concepts in their business.

Predictive Analytics! (the algorithm says I'd like these)



Because you added Star Wars: Episode VIII: The Last Jedi to your list



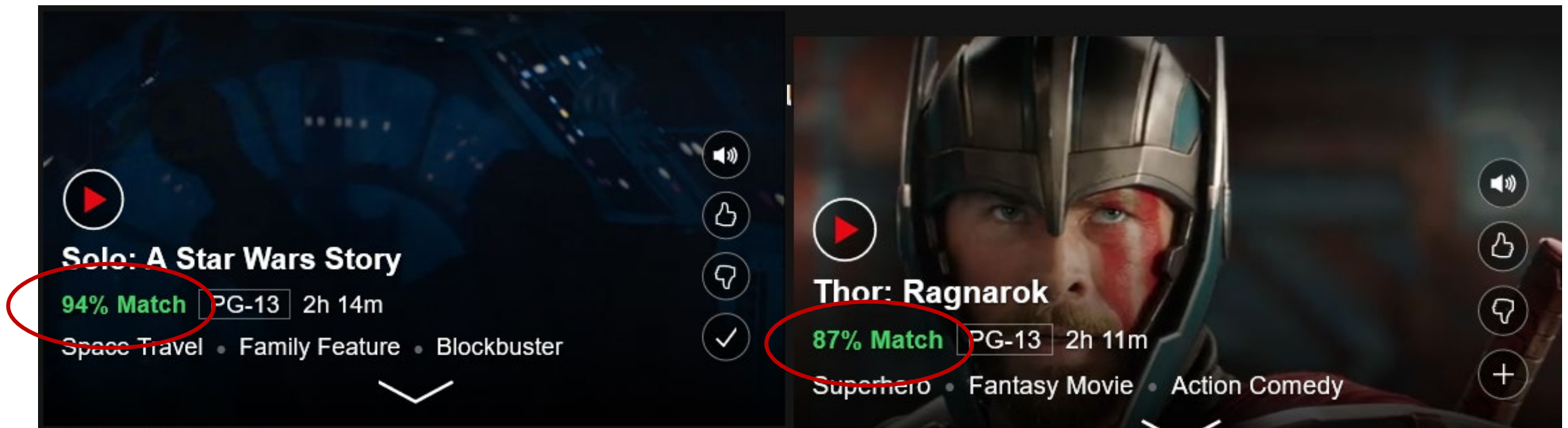
Trending Now



Behavioral Science!
(getting me to do something by telling me it's popular with other people)



Netflix wants me to watch more. The algorithm tries to predict what I'll like most.



You can already check your statements online, now's the time to switch to Paperless.

[View in Browser](#)



Asaph Glosser

Card ending in: [REDACTED]

Costco Anywhere Visa® Card



It's easy to go Paperless in just 1 click and stay up-to-date when you're on the move.

“You can already check your statements online...” Behavioral scientists call this **endowed progress**.

You'll get a statement is ready email to remind you to view your statement and pay your bill wherever you are.



Be informed

Customize account alerts and view transactions.



Be confident

Set a travel notice to minimize account disruption.



Be in control

Make same-day payments from wherever you are.

The Citi Mobile® App. Designed for you to spend less time on it.

Personalization

Defaults!
(Lowes wants to save money on postage by **not** mailing me statements)



[View this email in a web browser](#)

Your paperless trial starts now!



For the next three months, we'll send you electronic statements for your Lowe's Advantage credit card. We'll send you an email when your first statement is ready to view online.



You'll continue to receive paper statements throughout the trial period, too.



We'll contact you in October, when your paperless trial is nearly complete. You'll have the option to switch to paperless statements only, or stay on paper.

Don't want to try paperless billing? [Click here to stay on paper statements only.](#) We'll remove you from the trial.

Baseball fans in the room, what's wrong with this picture?





(he ended up striking out)

Spokane, Washington, United States of America

Sort by

Featured ⓘ

Star rating ▼

Distance ▼

Guest rating

Price ▼

How much we get paid influences your sort order

Today's Best Deal

Save 10%

[The Madison Inn by Riversage](#)

15 West Rockwood Blvd, Spokane, WA, 99204, United States, 866-573-4235



Spokane

1.0 mile to City center

6.0 miles to Spokane International Airport (GEG)

Collect nights

Very Good 8.4

760 Hotels.com guest reviews

457 reviews

We have 2 left at

~~\$118~~ **\$106**

✓ free cancellation

✓ pay now or at hotel

Choose Room

[Motel 6 Spokane East](#)

1919 N Hutchinson Rd, Spokane Valley, WA, 99212, United States, 866-573-4235



Spokane Valley

6.6 miles to City center

17 people are currently looking at properties in Spokane

Scarcity & Peer Effects

11

Nudge vs Sludge

- We think of **nudges** as behavioral techniques to encourage behavior in peoples' best interests
- Introduced by Richard Thaler, **sludge** is when these same psychological principles are used to:
 - discourage behavior in peoples' best interest, or
 - encourage behavioral that isn't in their best interest



THE HISTORIC
DAVENPORT
HOTEL

AUTOGRAPH COLLECTION®
HOTELS

Hotel Overview

Rooms

Services &
Amenities

Dining

Photos

Spa

Weddings

Meetings

History

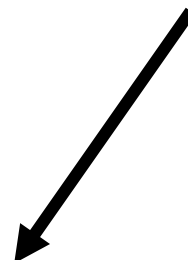
Home Store

Book Now

- Bell service includes: luggage assistance and shoeshine
- Children's hotel History Detective game (see front desk)

Available Fee Services

- Room service in-room dining
- Daily laundry and dry-cleaning service (dry-cleaning available Monday through Friday)
- Davenport Spa and Salon (full-service day spa)
- Davenport Home Store, Davenport Flowers
- Palm Court Grill Restaurant, Peacock Room Lounge, Champagne Sunday brunch, and espresso bar
- Signature candy from Davenport Confections
- Spokane airport transportation service and group shuttle van service (by reservation)
- Valet parking, self-parking, carwash
- Dog friendly only. (\$50 dog pet fee) *No other pets allowed*
- Roll-away bed
- Microwave
- Refrigerator
- **Daily Destination Amenity Fee \$10 per room per night plus tax includes:**
 - Enhanced Daily High Speed internet
 - • Daily newspaper (Complimentary in the lobby, first come first served) or E-paper
- Local Calls
- In-room Starbucks Coffee Service, replenished daily
- In-room Bottle Water, replenished daily





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- In-room Starbucks Coffee Service, replenished daily
- In-room Bottle Water replenished daily

Not shown in advertised price, gets added in "taxes and fees section" at checkout

Big font size for
what you “get”



MAIL-IN REBATE FORM

11% Rebate

via Lowe's Gift Card



Make a purchase from a participating Lowe's store between 05/12/19 and 05/18/19 to be eligible to receive an 11% Rebate in the form of a Lowe's Gift Card.

*Select markets/stores only. Online customers must have residence or business within surrounding areas of eligible stores to qualify. Rebate maximum is \$500 Lowe's Gift Card per household/business. Rebate amount based on product purchases made 05/12/19-05/18/19, net of returns, before taxes and fees, and after any applicable discounts. Rebate excludes: any service/installation labor; major appliances; custom and in-stock cabinetry; Weber products; flooring and wall tile; clearance; delivery; any custom/special order products; & gift cards. Offer not available on any Lowe's branded website operated by a third party on Lowe's behalf. Rebate form must be submitted online/postmarked on or before 06/17/19. Allow 8 weeks for processing. We reserve right to cancel offer in the event of suspected fraud/abuse. Rebate details on bottom of receipt. See [lowes.com/11rebate](https://www.lowes.com/11rebate) or store for details.



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Smaller font
size for form it
comes in



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Smallest font
size for all the
rules and
limitations

Returning to our two core concepts

- **Predictive analytics** looks at what we've done in the past and uses that to predict what will happen in the future
 - *You watched Star Wars so you'll probably also like Thor.*
 - *Once a pull hitter, always a pull hitter.*
- **Behavioral science** can help craft messages and processes that resonate with me to get me to do something
 - *We made it easy for you to pay your credit card bill by emailing you statements.*
 - *Reserve your hotel soon before this deal is gone!*

So what does this mean for child support?

- Lots of data
- Staff have to make a lot of decisions about what to do with data and how to prioritize tasks
- Child support agencies are trying to affect the behavior of the groups they work with
 - *Opening a case*
 - *Acknowledging paternity*
 - *Making a payment*
 - *Calling when you switch jobs*
 - *Etc.*

So what does this mean for child support?

- Unlike the private sector, child support's goal is to serve families
- This means the child support program can use these tools and concepts to improve outcomes
 - With behavioral science, this might mean **recognizing that people don't necessarily do what's in their best interest**
 - With predictive analytics, this might mean **identifying potential non-compliance before it happens**

Some recent research

Behavioral science can increase the percentage of incarcerated parents requesting and receiving an order modification.

Results from Washington State:

OUTCOME	PROGRAM GROUP	CONTROL GROUP	DIFFERENCE	STANDARD ERROR
Application submitted (%)	41.3	9.4	31.9***	2.9
Application forwarded to prosecutor or claims officer team (%)	33.9	7.8	26.1***	2.7
Modification granted (%)	18.3	2.3	16.0***	2.1
Sample size	411	416		

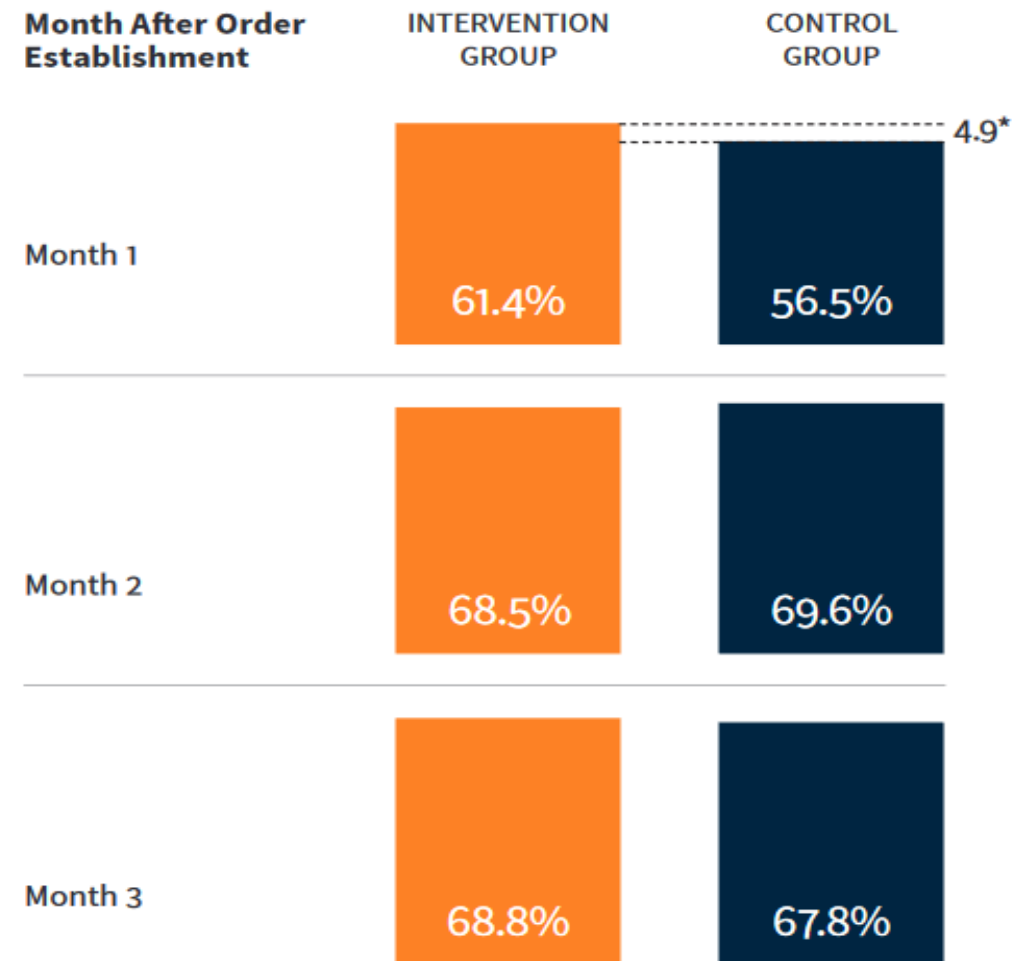
See more at: <https://mefassociates.com/WA-BIAS>

But...

- Child support, at its core, is about financial and medical support for children
- Behavioral science and predictive analytics don't create income that doesn't exist
- They can help predict and alter behavior, but they may not be appropriate for addressing structural problems facing low-income families

More recent research

Figure 3. Percentages of Parents Who Made Payments on Study Orders in Each Month After Order Establishment



Small but significant effect

Behavioral science can increase payments in the near term, but results are small and don't persist

See more at:

<https://mefassociates.com/TX-BICS>

Another caveat...

- There are limits to the utility of these methods and **they can also potentially do harm**
- If the system is biased, models based on the system's data will reinforce and perpetuate this bias
- If the data aren't good, neither are the predictions
 - garbage in = garbage out
- Predictive models typically only include data for people the program has data on

“Technology serves as an amplifier of underlying values and social structures.”

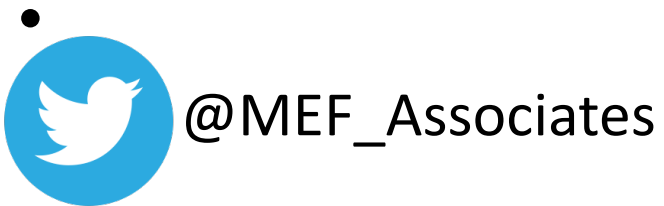
Virginia Eubanks, *Automating Inequality*

Where do we go from here?

- Understand the people we're serving
- Define the behaviors we're trying to affect
- Customize approaches based on what we know about clients, their circumstances, and underlying psychology
- Researchers and policymakers need to know **what works...and for whom**
- Child support workers need **tools and processes to best serve their customers**

Questions?

- Asaph Glosser
- MEF Associates
- asaph.glosser@mefassociates.com
- 206-653-0225



Also check out childsupportresearch.org for research, briefs, and a podcast

Paul Garcia

Behavioral Economics Coordinator
County of Los Angeles
Child Support Services
Office of Innovation

Building Strong Families Through Innovation



THE ART OF THE



NUDGE





S&C Coversheet Campaign

GOVERNMENTAL AGENCY (under Family Code, §§ 17400 and 17405)
ALEXANDRA BAUER, CHIEF ATTORNEY
LOS ANGELES COUNTY CSSD - COMMERCE
900 S. EASTERN AVE.
COMMERCE CA 90015-2547
TELEPHONE NO.: (866) 961-3212 FAX NO.: (323) 869-0500
E-MAIL ADDRESS (Optional): 20000001

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FILED
SUPERIOR COURT OF CALIFORNIA
COUNTY OF LOS ANGELES
11/10/2016
Sherri R. Carter, Executive Officer/Clerk
By D. Arellano, Deputy

ATTORNEY FOR (Name): Under Family Code §§ 17400 and 17405
STREET ADDRESS: 600 S COMMONWEALTH AVE
MAILING ADDRESS: 600 S COMMONWEALTH AVE
CITY AND ZIP CODE: LOS ANGELES 90005-4001
BRANCH NAME: CENTRAL CIVIL WEST

PETITIONER/PLAINTIFF: COUNTY OF LOS ANGELES
RESPONDENT/DEFENDANT: A
OTHER PARENT:

SUMMONS AND ☒ COMPLAINT ☐ SUPPLEMENTAL COMPLAINT
☐ AMENDED COMPLAINT REGARDING PARENTAL OBLIGATIONS

TO (name): RA

The local child support agency has filed this lawsuit against you. This lawsuit says you and the other parent are the parents of each child named in this Complaint and that the obligor may be required to pay child support. The attached proposed Judgment Regarding Parental Obligations (form FL-630) names you and the other parent as parents of each child listed below and, if there is an amount stated in item 6 of the proposed Judgment, orders the obligor to pay support for these children. If you disagree with the proposed Judgment, you must file the attached Answer (form FL-610) form with the court clerk within 30 days of the date that you were served with this Complaint. If you do not file an Answer, the proposed Judgment will become a final determination that you are the parent and responsible for support. If you are required to pay child support, the payments may be taken from your pay or other property without further notice. See the attached statement of your rights and responsibilities for more information.

La agencia local que vigila la manutención de menores ha registrado la presente demanda contra usted. Esta demanda dice que usted y el otro padre son los padres de los hijos nombrados aquí y que el obligado deberá pagar manutención de menores. El propuesto FALLO RESPECTO A OBLIGACIONES PATERNAS (Gubernamental) (formulario FL-630) los nombra a usted y al otro padre como padres de cada uno de los hijos que figuran a continuación y, si se incluye una suma en el inciso 6, obliga al obligado a pagar manutención por estos hijos. Si no está de acuerdo con el FALLO propuesto, deberá registrar el formulario de RESPUESTA que se adjunta, presentándolo al actuario del tribunal dentro de 30 días después de haber recibido notificación de esta DEMANDA. Si usted no registra una RESPUESTA, el FALLO propuesto tomará efecto con una determinación final de paternidad. Si se le está exigiendo que pague manutención de menores, los pagos podrán ser deducidos de su salario o de otras pertenencias suyas sin necesidad de mandarle ninguna otra notificación. Para mayor información, vea la declaración anexa respecto a los derechos y responsabilidades que tiene.

1. The local child support agency is asking the court to issue judgment or orders for the following children:

Name	Date of Birth	Establish Parentage	Establish Support	Modify Order	Beginning Date
	12/28/2013	☐	☒	☐	12/01/2016
		☐	☐	☐	
		☐	☐	☐	
		☐	☐	☐	

☐ Additional children are listed on a page (labeled Attachment 1) attached to this Complaint.



Notice to person served: You are served
1. ☒ as an individual defendant/respondent.
2. ☐ on behalf of a minor child or children.
3. ☐ other (specify):

Date: 11/10/2016 Sherri R. Carter Clerk, by D. Arellano, Deputy

SUMMONS AND COMPLAINT OR SUPPLEMENTAL COMPLAINT REGARDING PARENTAL OBLIGATIONS (Governmental)

Family Code, §§ 17400, 17402, 17403, 17404, 17405, 17406, 17407, 17408, 17409, 17410, 17411, 17412, 17413, 17414, 17415, 17416, 17417, 17418, 17419, 17420, 17421, 17422, 17423, 17424, 17425, 17426, 17427, 17428, 17429, 17430, 17431, 17432, 17433, 17434, 17435, 17436, 17437, 17438, 17439, 17440, 17441, 17442, 17443, 17444, 17445, 17446, 17447, 17448, 17449, 17450, 17451, 17452, 17453, 17454, 17455, 17456, 17457, 17458, 17459, 17460, 17461, 17462, 17463, 17464, 17465, 17466, 17467, 17468, 17469, 17470, 17471, 17472, 17473, 17474, 17475, 17476, 17477, 17478, 17479, 17480, 17481, 17482, 17483, 17484, 17485, 17486, 17487, 17488, 17489, 17490, 17491, 17492, 17493, 17494, 17495, 17496, 17497, 17498, 17499, 17500, 17501, 17502, 17503, 17504, 17505, 17506, 17507, 17508, 17509, 17510, 17511, 17512, 17513, 17514, 17515, 17516, 17517, 17518, 17519, 17520, 17521, 17522, 17523, 17524, 17525, 17526, 17527, 17528, 17529, 17530, 17531, 17532, 17533, 17534, 17535, 17536, 17537, 17538, 17539, 17540, 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PRS CCW LETTER Attendance Study

40.0%
Improvement

20.0%
Improvement

40.0%
Improvement



County of Los Angeles Child Support Services Department



STEVEN J. GOLIGHTLY, Ph.D.
Director

DEAN DE GRUCCIO
Chief Deputy Director

November 15, 2018

«PPS_first» «PPS_last»
«PPS_addy» «PPS_addy_2»
«PPS_city», «PPS_state» «PPS_zip»

Re: «Case_» / «Legal_»

Dear «PPS_first»,

YOU ARE REQUIRED TO APPEAR ON THE FOLLOWING DATE

Don't miss out on the opportunity to tell us what we need to know about your child support case. We are walking distance from the Wilshire-Vermont Metro station.

DATE: Friday, November 30, 2018
TIME: 8:00am
LOCATION: 600 S. Commonwealth Ave., 18th Floor, Los Angeles, CA 90005



If you wish, you have the right to bring an attorney to this meeting.

Thank you,

Michel
Paralegal

DIVISION II
600 S. Commonwealth Ave., 18th Floor • Los Angeles, CA 90005 • (866) 901-3212

*"To enrich our community by providing child support services
in an efficient, effective and professional manner, one family at a time"*



County of Los Angeles Child Support Services Department



November 15, 2018

«PRS_first» «PRS_last»
«PRS_addy»
«PRS_city», «PRS_state» «PRS_zip»

Regarding Case #: «PRS_Case_»/ «PRS_Legal_»

Dear «PRS_first»,

You are required to appear on the following date.

Don't miss the opportunity to tell us what we should know about your child support case. We want to make sure the child support amount is correct based on your income and expenses.

Thank you,

Michel
Paralegal



If you wish, you have the right to bring an attorney to this meeting.

600 S. Commonwealth Ave., 18th Floor • Los Angeles, CA 90005 • (866) 901-3212



County of Los Angeles Child Support Services Department

November 15, 2018

«PRS_first» «PRS_last»
«PRS_addy»
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600 S. Commonwealth Ave., 18th Floor • Los Angeles, CA 90005 • (866) 901-3212

Has your situation changed?
Tell us about it.

If you miss the appointment:
We might set an order that does not include your input.



County of Los Angeles Child Support Services Department



November 15, 2018

«PRS_first» «PRS_last»
«PRS_addy»
«PRS_city», «PRS_state» «PRS_zip»

Regarding Case #: «PRS_Case_»/ «PRS_Legal_»

Dear «PRS_first»,

You are required to appear on the following date.

Don't miss the opportunity to tell us what we should know about your child support case. We want to make sure the child support amount is correct based on your income and expenses.

Thank you,

Michel
Paralegal



If you wish, you have the right to bring an attorney to this meeting.

600 S. Commonwealth Ave., 18th Floor • Los Angeles, CA 90005 • (866) 901-3212

Has your situation changed?
Tell us about it.

I set this appt. for you. Please attend.

DRIVE LETTER CAMPAIGN

2.1x
improvement



LOS ANGELES COUNTY
CHILD SUPPORT
SERVICES DEPARTMENT

WE CAN
HELP

10/05/2018

John Doe
1234 Fake Street
Everytown, CA 90640

**ACTUALLY
REQUIRED**

Hello John,

We were requiring you to pay support, but you did not receive your letter.

**\$17,130
collected**

10/22/2018

John Doe
1234 Fake Street
Everytown, CA 90640

Our records show that the last payment received on your case was on:

Because of non-payment, you will be submitted to the State Licensing Agencies for suspension on:

Under Family Code § 17520, any State issued licenses including driver's licenses, recreational, permits, registrations and professional licenses may be suspended or denied due to past due child support.

Please contact your Case Worker shown below to discuss a license release at a reduced rate:

Other parents paying support have avoided future suspensions by paying all past due amounts to the address below and then paying their full support amount every month to the:

CALIFORNIA STATE DISBURSEMENT UNIT
P.O. BOX 989067
WEST SACRAMENTO, CA 95798-9067

Sincerely,

CSO Smith
(323)123-4567
Child Support Officer II

I look forward to speaking with you.
Sincerely,

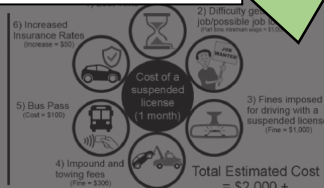
CSO Smith
Child Support Professional

5500 South Eastern Ave • Commerce, CA 90040
"To enrich our community by providing child support services in an efficient, effective and professional manner, one family at a time"

DRIVE2 - 10052018

Having your license suspended is more expensive than you might think.

Here are some reasons why:



County of Los Angeles
Child Support Services Department



STEVEN J. GOLIGHTLY, Ph.D.
Director

DEAN DE GRUCCIO
Chief Deputy Director

10/22/2018

Case: 20000000123456
Person Receiving Support: Mr./Mrs. Doe

John Doe
1234 Fake Street
Everytown, CA, 90640

Our records show that the last payment received on your case was on:
08/24/2018

Because of non-payment, you will be submitted to the State Licensing Agencies for suspension on:
10/13/2018

Under Family Code § 17520, any State issued licenses including driver's licenses, recreational, permits, registrations and professional licenses may be suspended or denied due to past due child support.

Please contact your Case Worker shown below to discuss a license release at a reduced rate:
CSO Smith - (323)123-4567

Other parents paying support have avoided future suspensions by paying all past due amounts to the address below and then paying their full support amount every month to the:

CALIFORNIA STATE DISBURSEMENT UNIT
P.O. BOX 989067
WEST SACRAMENTO, CA 95798-9067

Sincerely,

CSO Smith
(323)123-4567
Child Support Officer II

5500 South Eastern Ave. • Commerce, CA 90040

"To enrich our community by providing child support services in an efficient, effective and professional manner, one family at a time"

DRIVE-10222018

Having your license suspended is more expensive than you might think.

Here are some reasons why:



Project Initiation

Local Child Support Office Address block

Address block

Dear **Recipient's Name**

Case number

Participant Number

Dependent's Name

☐ We have opened/reopened your child support case at your request. Your case number is **Case number**.

☐ You did not provide copies of all existing court orders when you opened this case. Please send the copies by **Case number**.

☒ **Custodial party** has asked us to open/reopen a child support case for the child(ren) listed above. The law requires the Department of Child Support Service (DCSS) to determine parentage, obtain and enforce orders for child support, and health insurance coverage for the child(ren) listed above. Your case number is **Case number**.

☒ Enclosed is a Simplified Financial Statement form (FL 155) or Income and Expense Declaration (FL 150). Please complete this form and return with proof of your current income, such as a copy of your most recent pay stub, last year's W-2, and income tax return. Our address is **Local Child Support Office Address**.

☒ Enclosed is a Health Insurance Information form (DCSS 0054). Please complete and return to us at: **Local Child Support Office Address**.

☒ Enclosed is the Service Members Relief Act form (DCSS 0386).

☒ Enclosed is the Interactive Voice Response Instructions (DCSS 0065) for your records.

☒ Enclosed are publications (Child Support Handbook, Pub 160 and Notice of Child Support Services Program, DCSS 0064) that have information about the child support program to help answer any questions.

☐ Please complete and return the enclosed form(s) to us at: **Local Child Support Office Address**.

If you change your address, telephone number or employer, you must give this office your new information within 10 calendar days.

Please contact us at (866) 901-3212 with the above case number if you have any questions.

Sincerely,

Case worker name
Child Support Representative

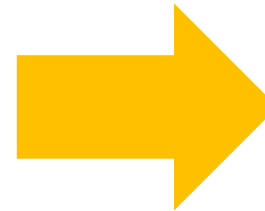
Enclosures
CASE OPENING RESPONSE
FORM (FL 150) (REVISED)

Barcode

STATE OF CALIFORNIA - HEALTH AND HUMAN SERVICES AGENCY
DEPARTMENT OF CHILD SUPPORT SERVICES
Managing team

Preliminary Results

- 3x contact rate improvement
- First contact 7 days sooner



Call or email me:

My name: Paul Garcia
Title: Child Support Representative
Phone: (323) 889-3240
Email: Paul_Garcia@cssd.lacounty.gov
Location: 5500 South Eastern Avenue
Los Angeles, CA 90040

Statewide Case Numbers:
20000000000000, 037040000000

06/17/2019

Romeo Montague
1234 Fake St.
Apartment 1
Everytown, CA 90000-0000

We can help!

LOS ANGELES COUNTY CHILD SUPPORT SERVICES DEPARTMENT

Hello Romeo,

A child support case has been opened, naming you as the parent of Escalus, Laurence & Count Juliet Capulet did not open this case. This case was opened due to an automated referral. We at your local child support office are here to hear your side of the story and help you through this process. You will receive a large packet of documents in a few days. Contact me if you have any questions or if you feel that this case was opened in error.



Lessons Learned

- 1) Keep it Simple
- 2) Test it
- 3) Involve stakeholders early



Contact Information

Paul Garcia

Behavioral Economics Coordinator

Paul_Garcia@cssd.lacounty.gov

(323)889-3240

Building Strong Families Through Innovation

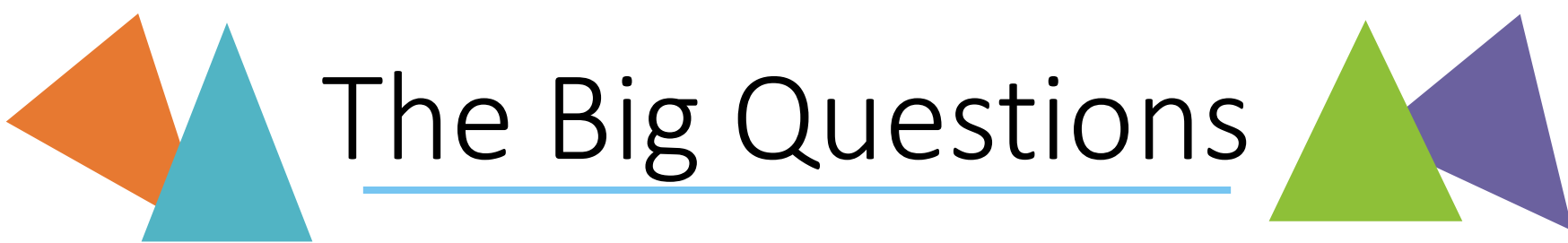
Data Analytics: Leveraging Pubic data to Inform our Future Decision Making Needs

Michael Lant

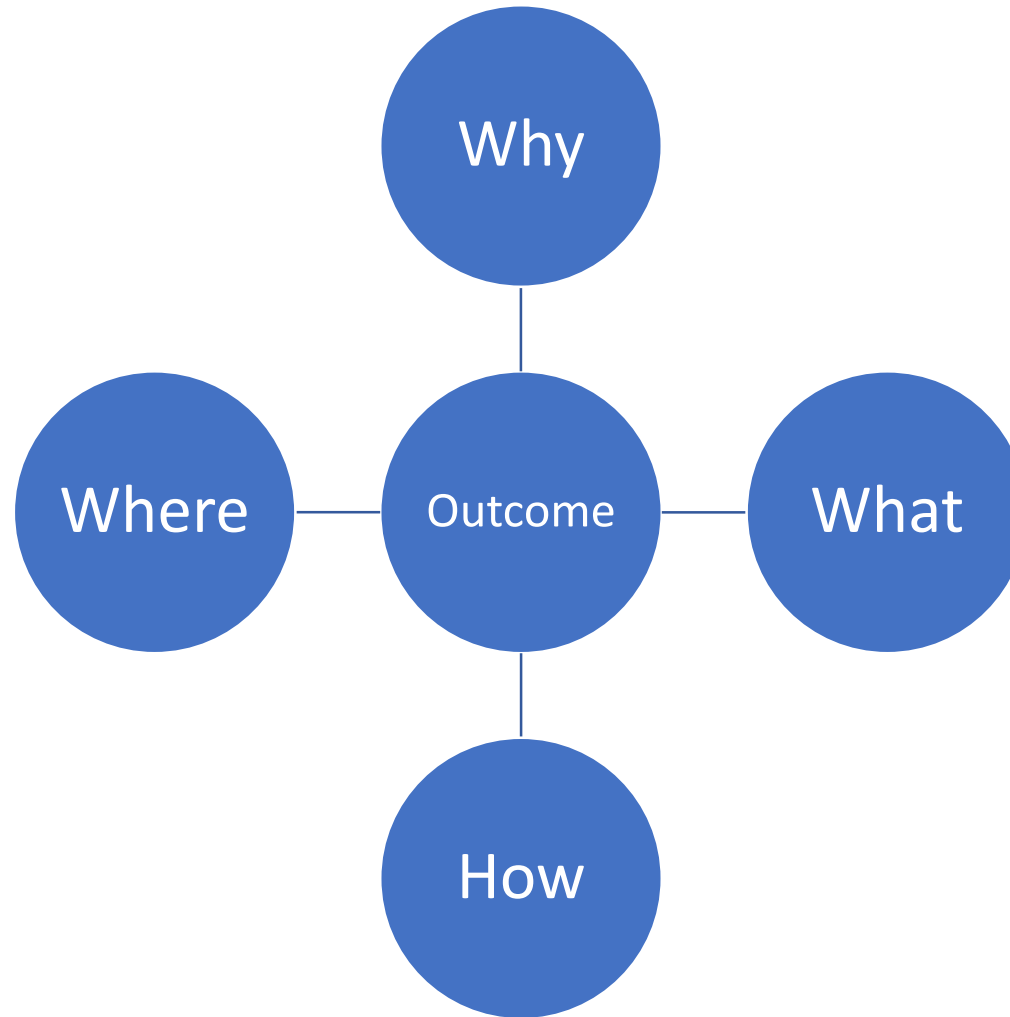
MAXIMUS

October 7, 2019



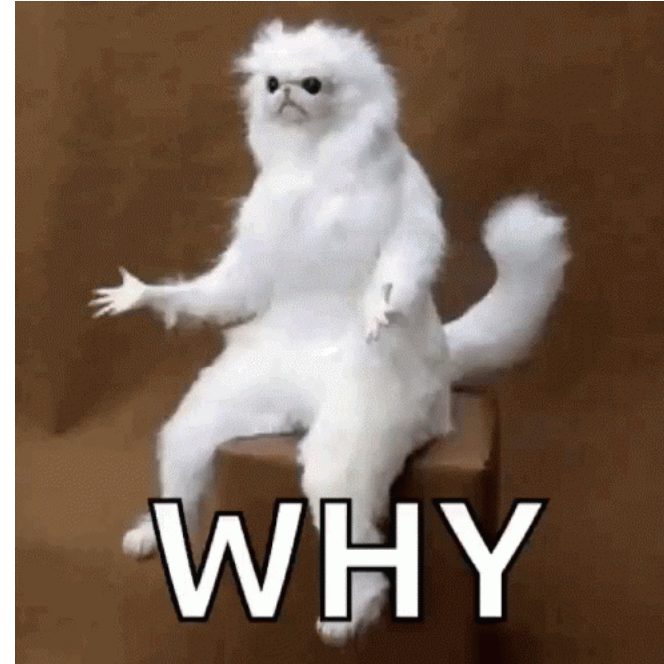


The Big Questions

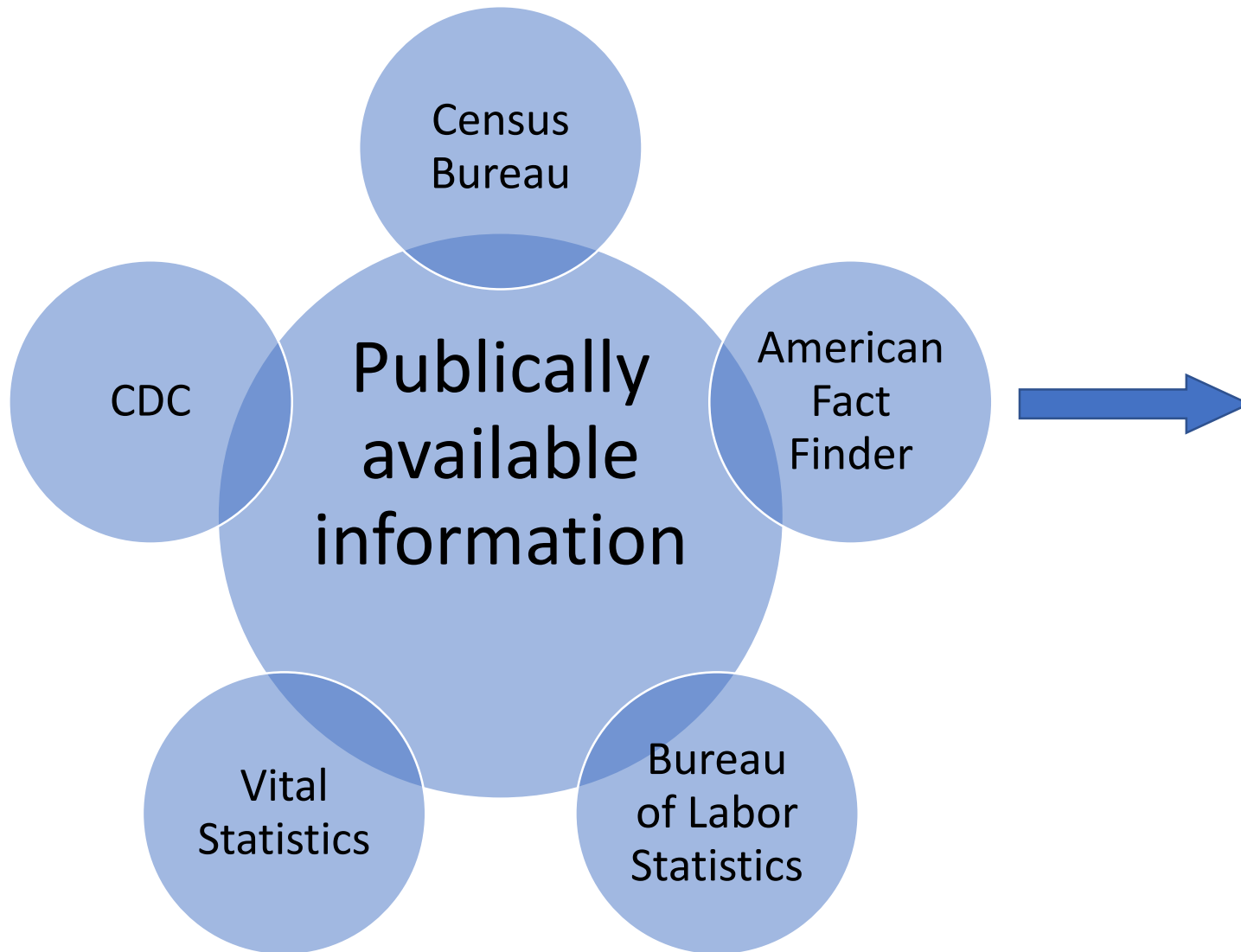


Why

- Data always has a story to tell
- Can be backed up
- Can be trending
- Can either be consumer centric or business centric



Where



- Data.Census.gov
 - Annual Economic Surveys
 - Annual Surveys of governments
 - Census of Governments
 - Decennial Census
 - Economic Census
 - Equal Employment Opportunity Tabulation
 - Population Estimates Program

What it is used for

Before Case Creation

How do we reach NCP's before an ordered case

Identifying and reaching low income areas with out of wedlock births

After Case Creation

Tailoring outreach strategies

Job fairs, Community Partners, Vocational Training

Agency Planning

Brick and mortar locations

Where to stage case workers in the community

Matching outreach materials to the demographic of the consumers

How do we use it

- Put the Data in a visual
 - Chart
 - Map
- Add or take away elements
- Let the data speak to you



TN 30th

- What do we know about this area?

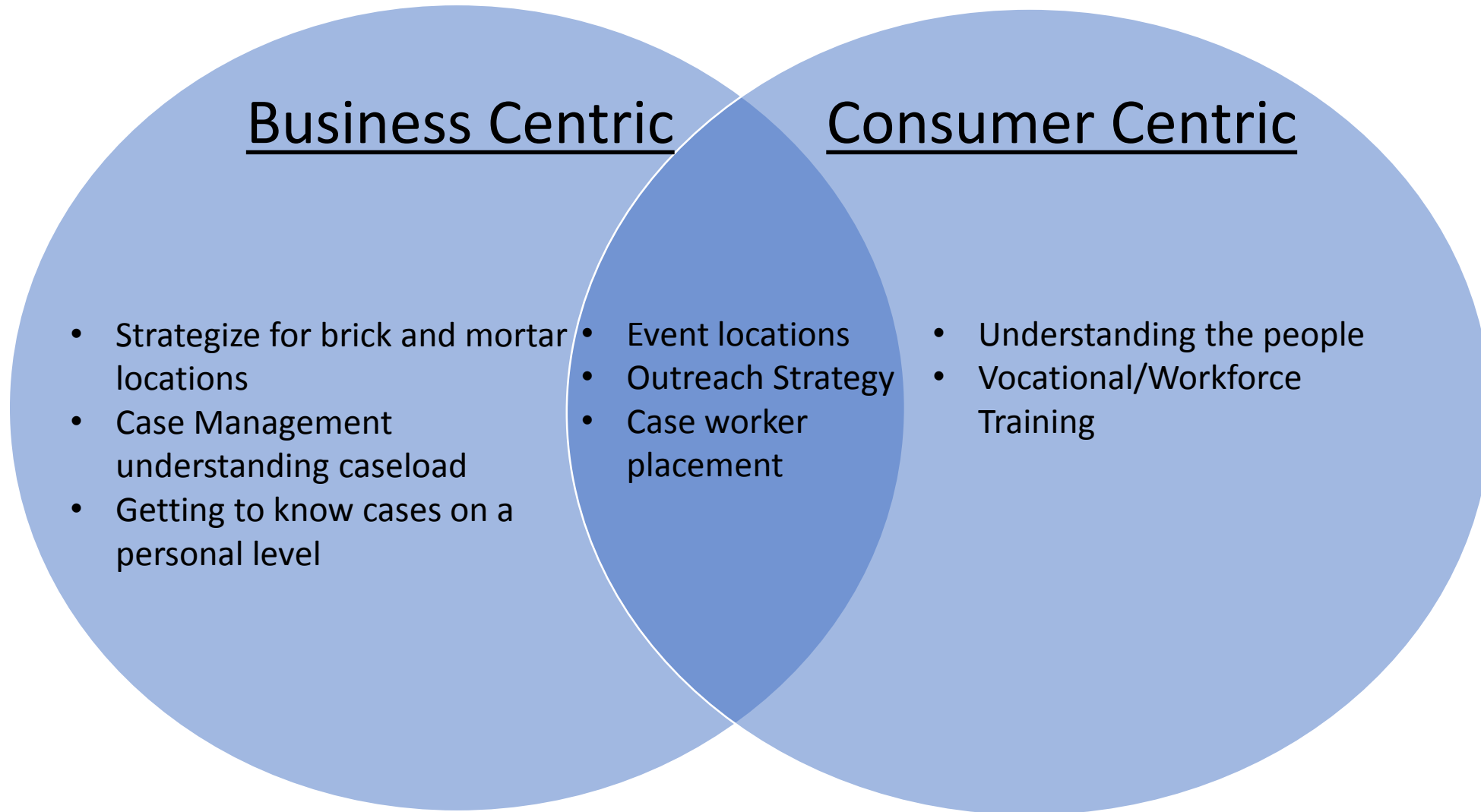
- Shelby County (Memphis)
- State's Largest county

- The community we serve?

- Unemployment Rate
- Median Income
- Ethnicities



Answering the Why



Where



American Fact Finder

Population Estimates

Households on SNAP

Poverty Levels

Industry Employment

Marital Status

Bureau of Labor Statistics

Unemployment Rates

Earnings and hours

Consumer Price Index

CDC

Alcohol Use

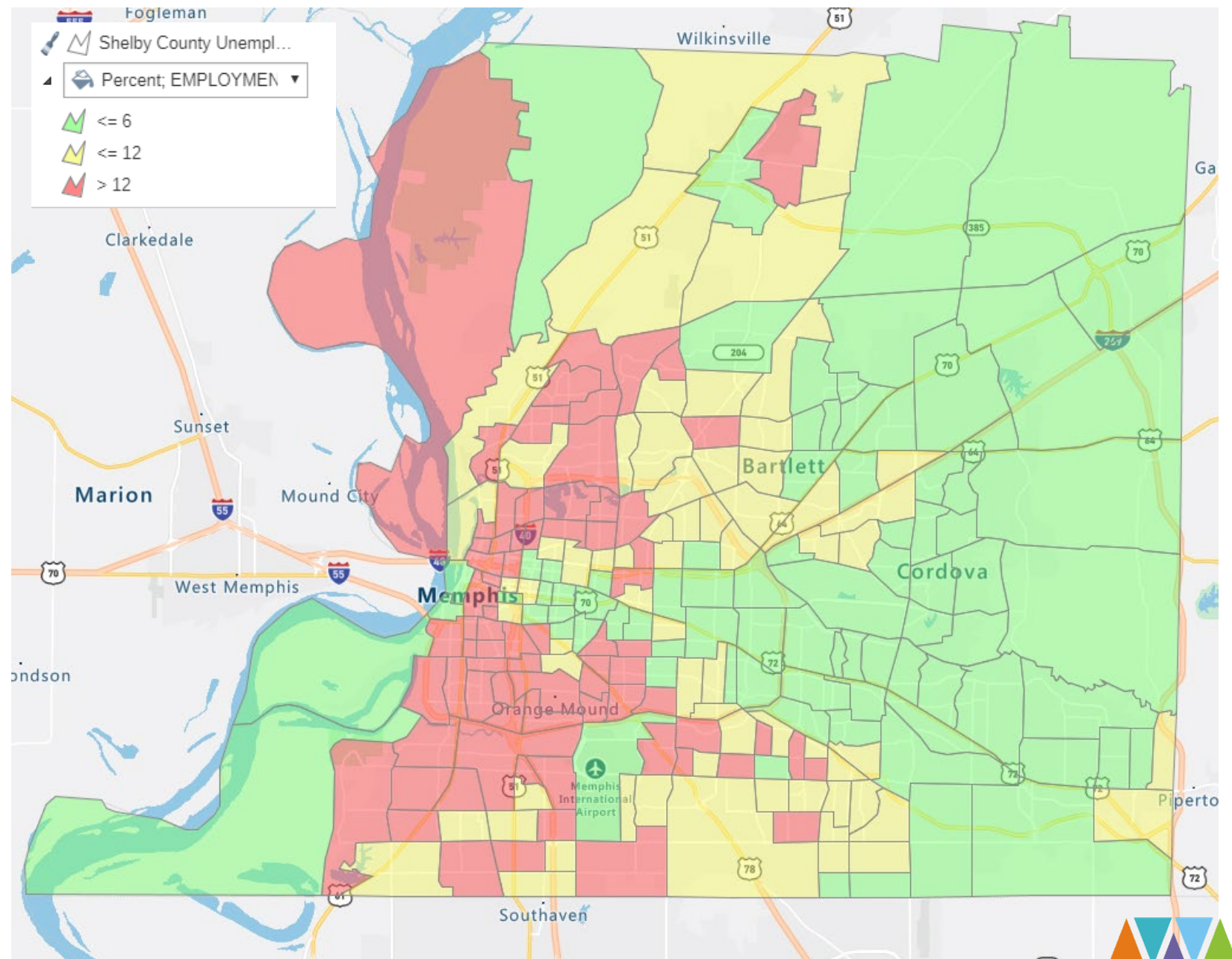
Birth rates

Environmental health

Physical Activity

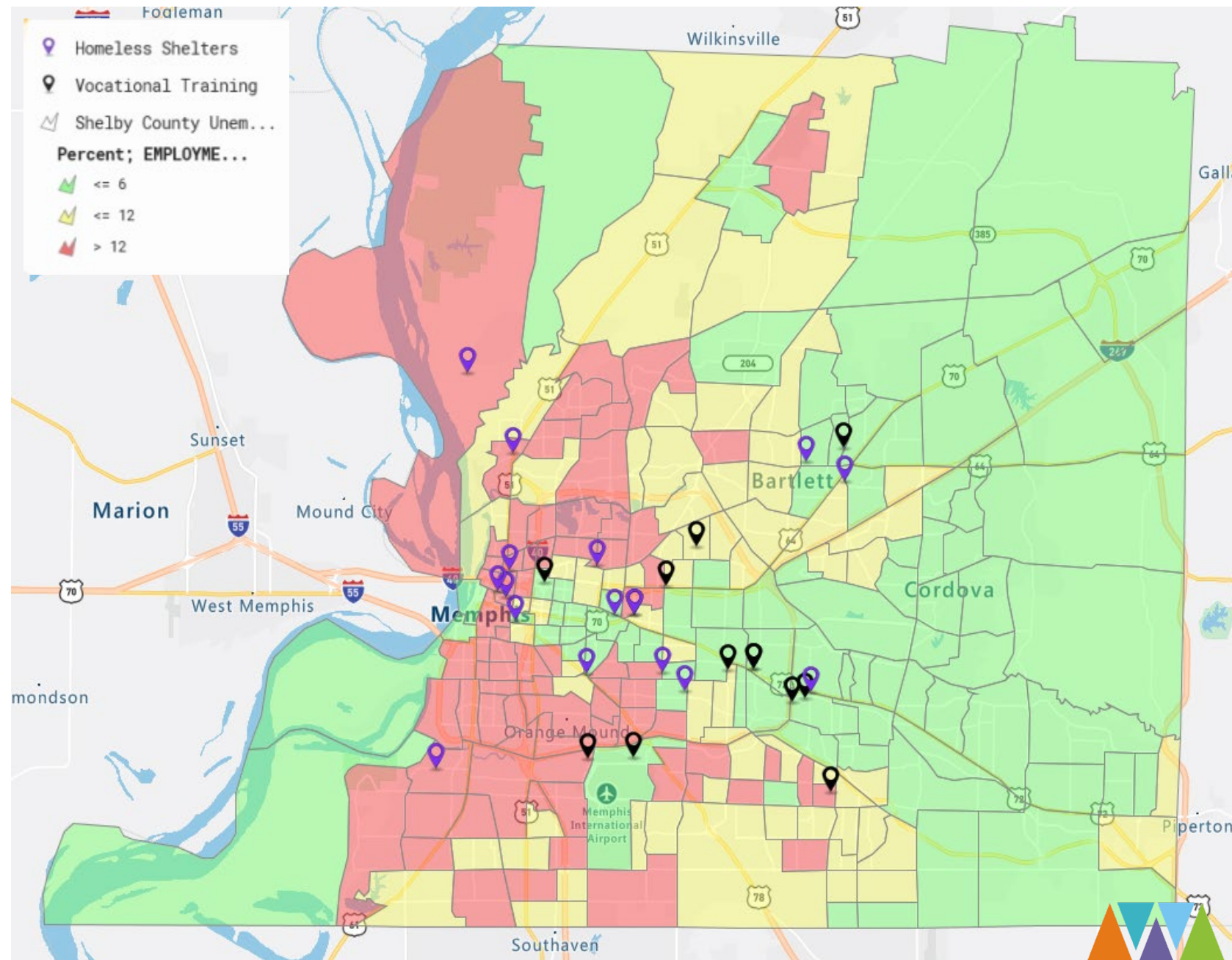
How do we use it

- Mapping examples
 - Unemployment
- Build a story
 - Can't make decision based on one data set



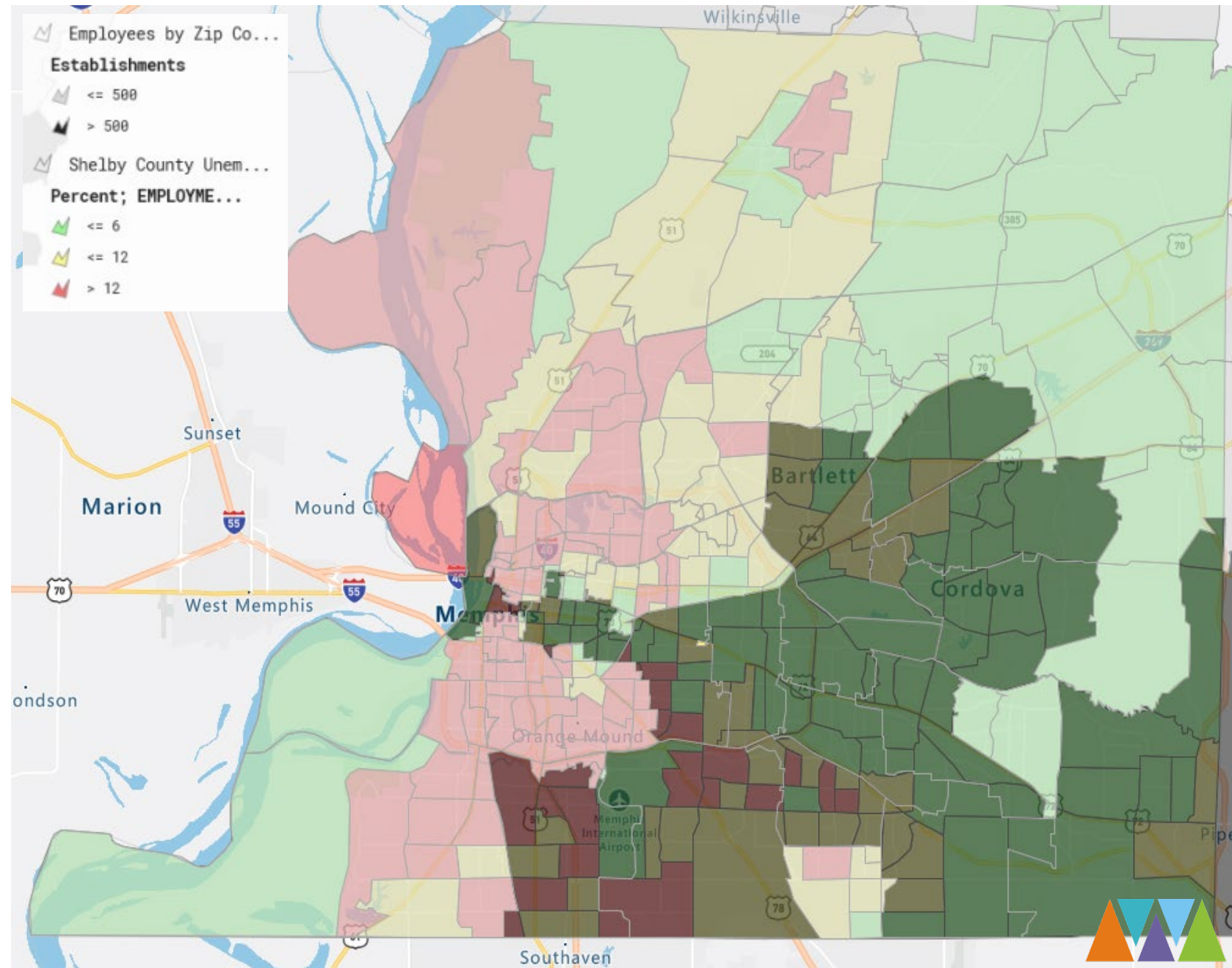
How do we use it

- Mapping examples
 - Unemployment
 - +Vocational Training
 - +Homeless Shelters



How do we use it

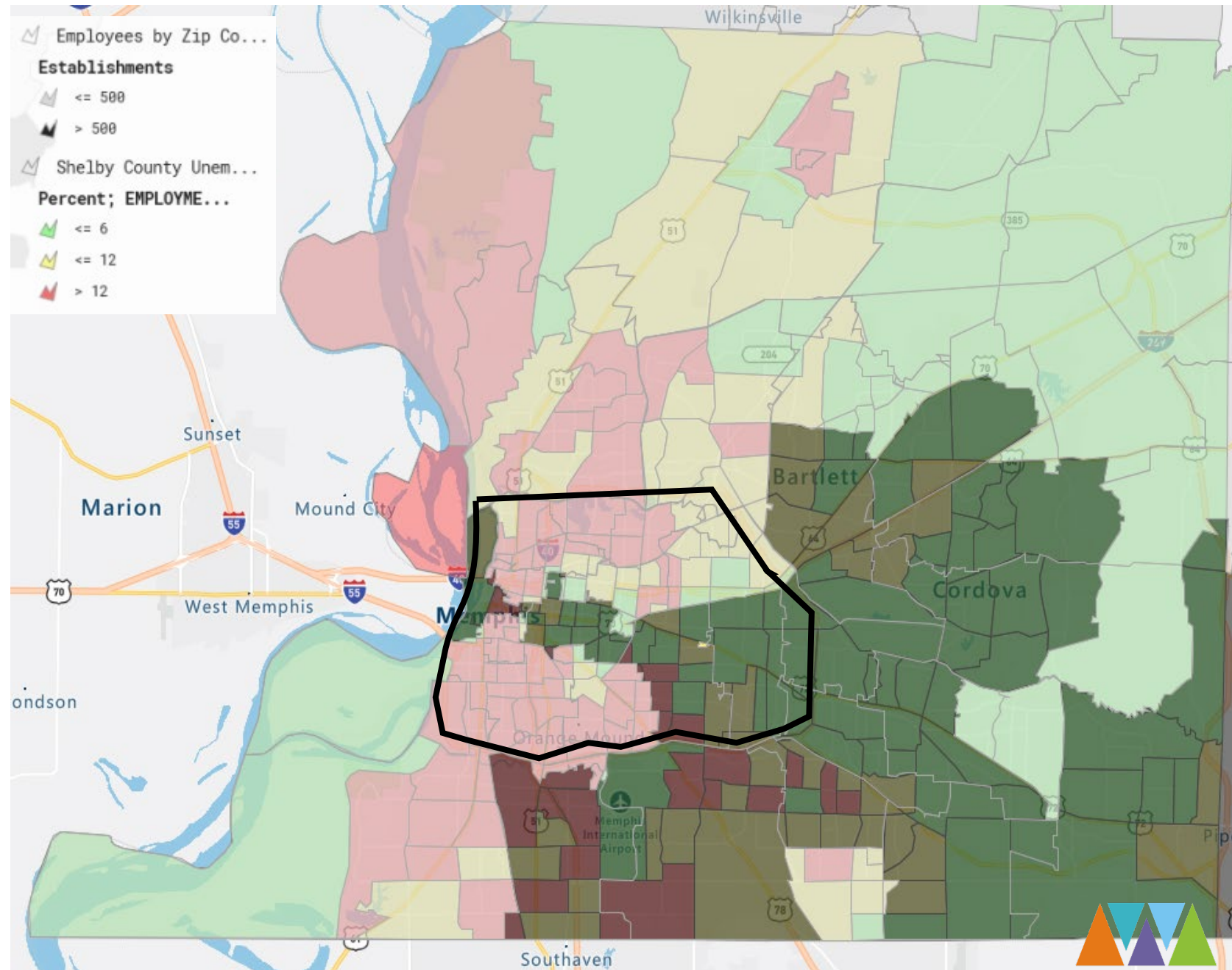
- Mapping examples
 - Unemployment
 - +Companies/Establishments
- Less opportunities in some areas
 - How does one commute
 - Public transportation?



- [illegible]

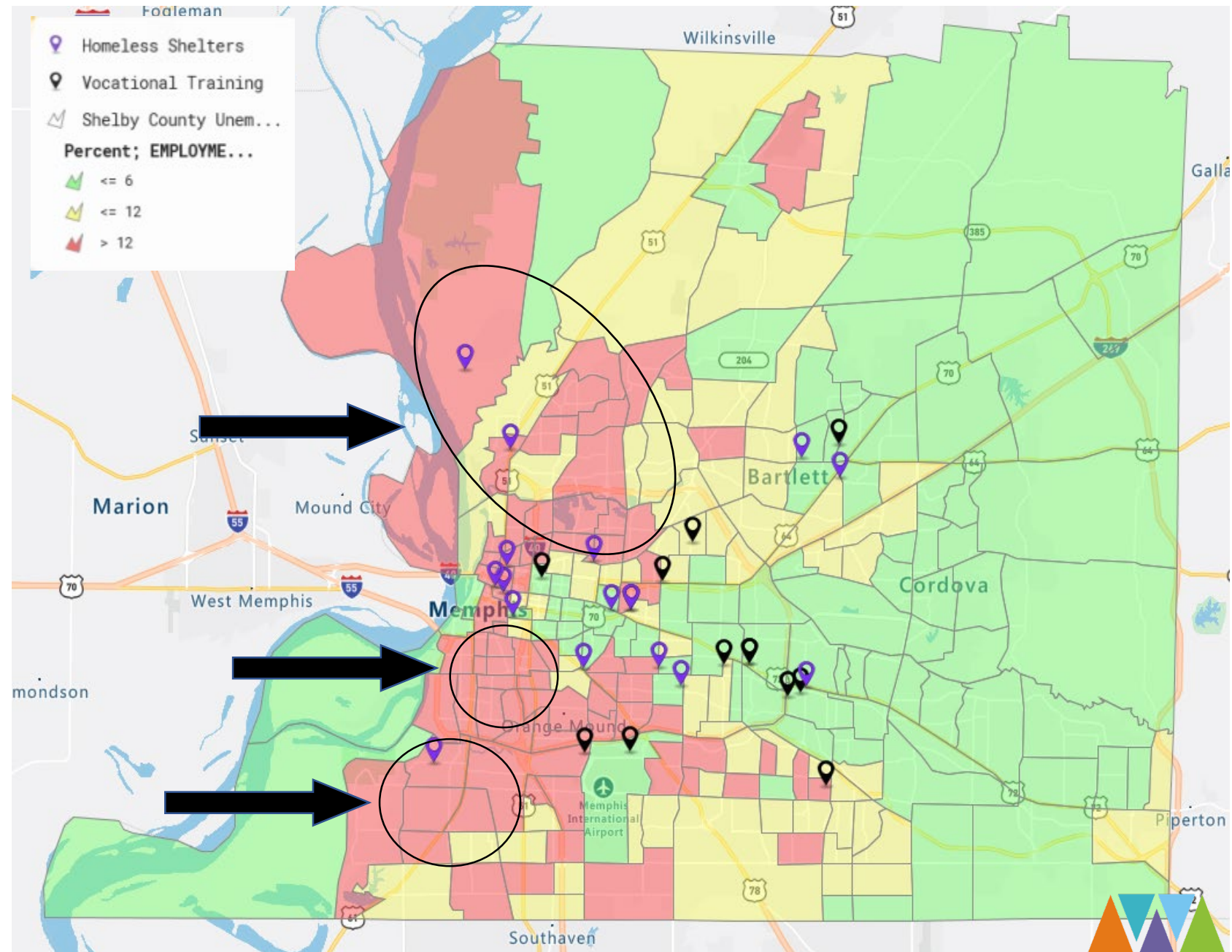
How do we use it

- More difficult for people to reach eastern Memphis with no public transportation



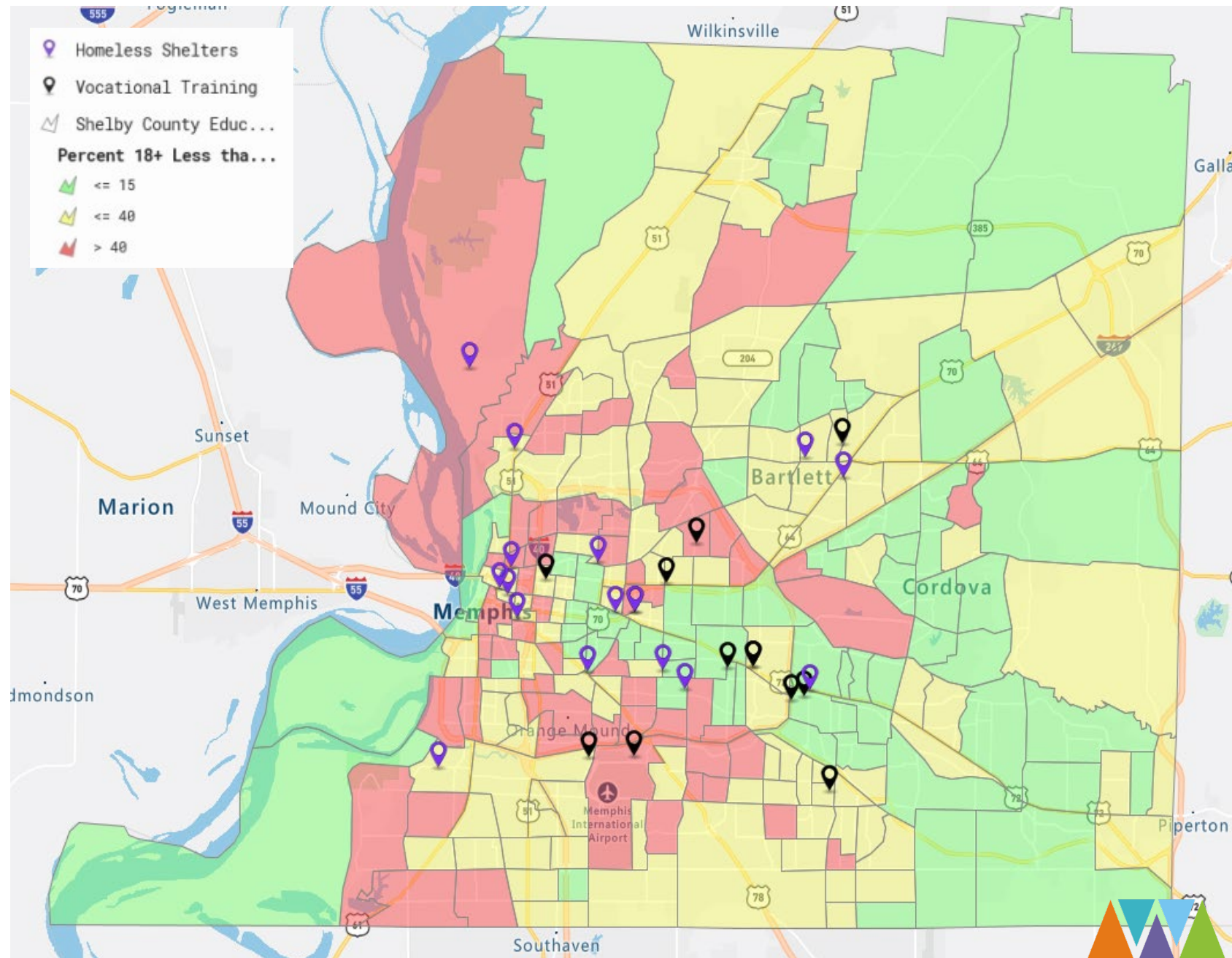
Outcome

- Do we need additional outreach?
- Pinpoint areas in which we may need additional outreach
 - Job Fairs
 - Community Centers
 - Homeless Shelters
 - Libraries
 - Posting flyers for events
- Focusing on these areas will give use a better opportunity to get ahead of potential cases



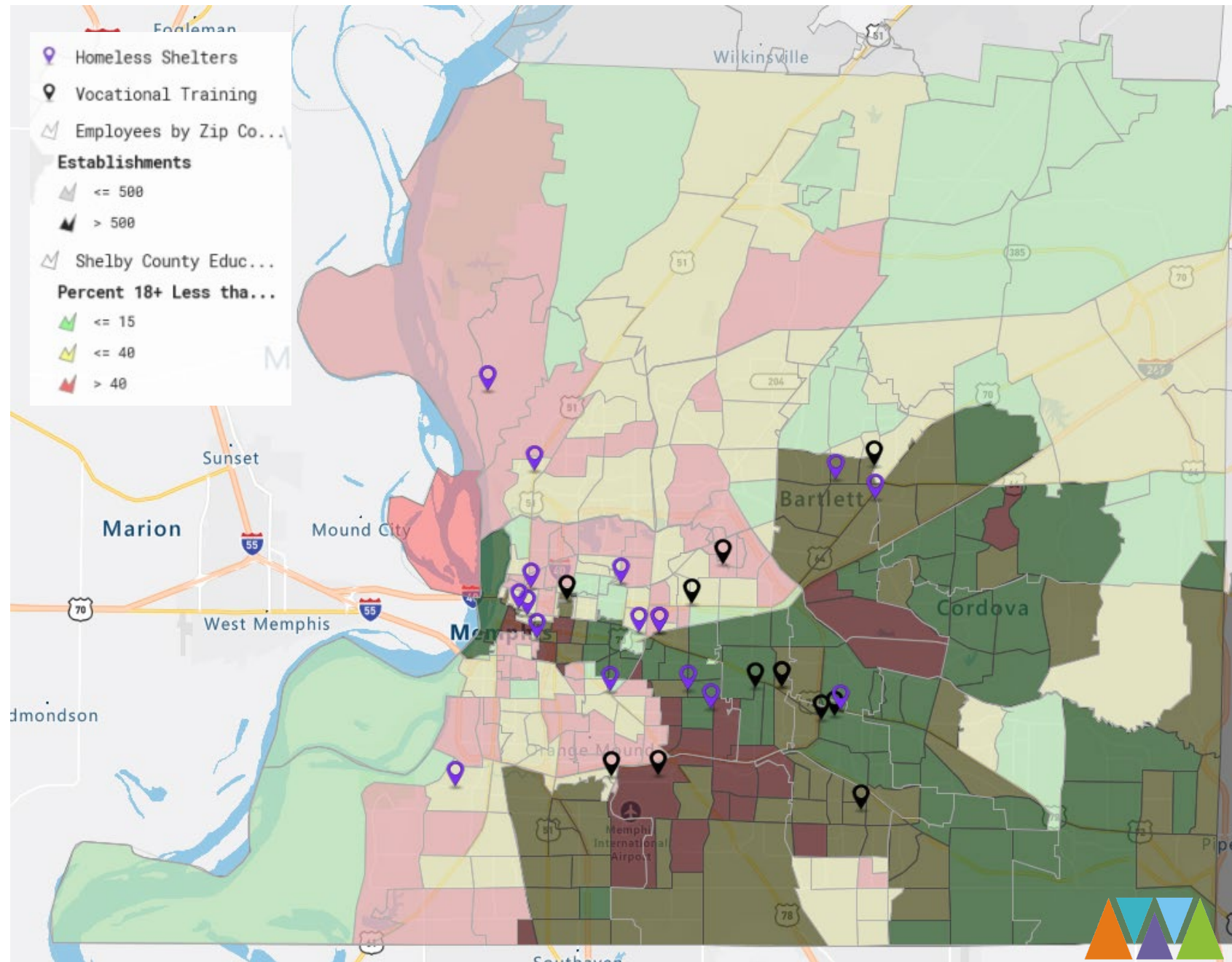
How do we use it

- Mapping Examples
 - Educational Attainment
 - Less than HS Diploma
 - +Vocational Training
 - +Homeless Shelters



How do we use it

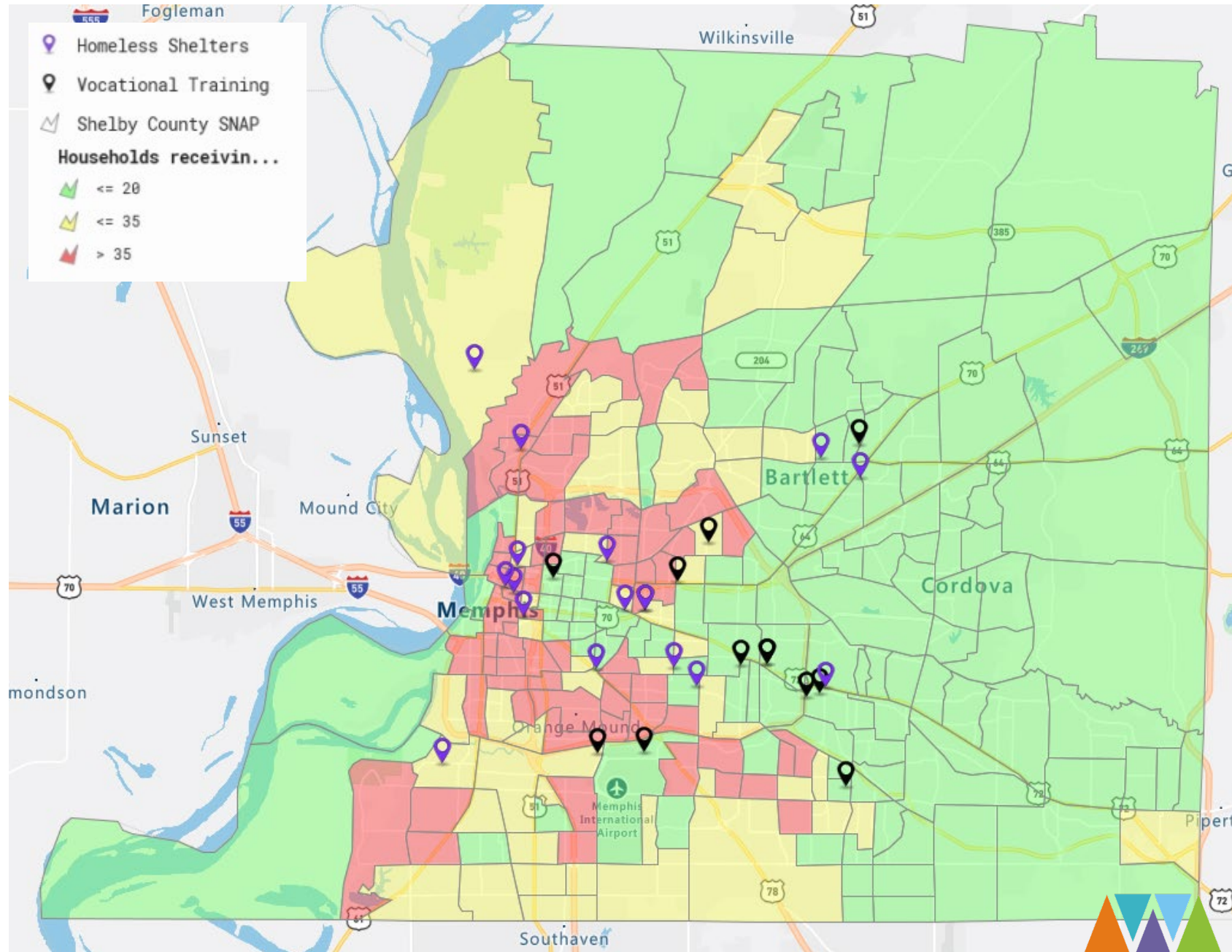
- Mapping Examples
 - Educational Attainment
 - +Vocational Training
 - +Homeless Shelters
 - +Establishments



How do we use it

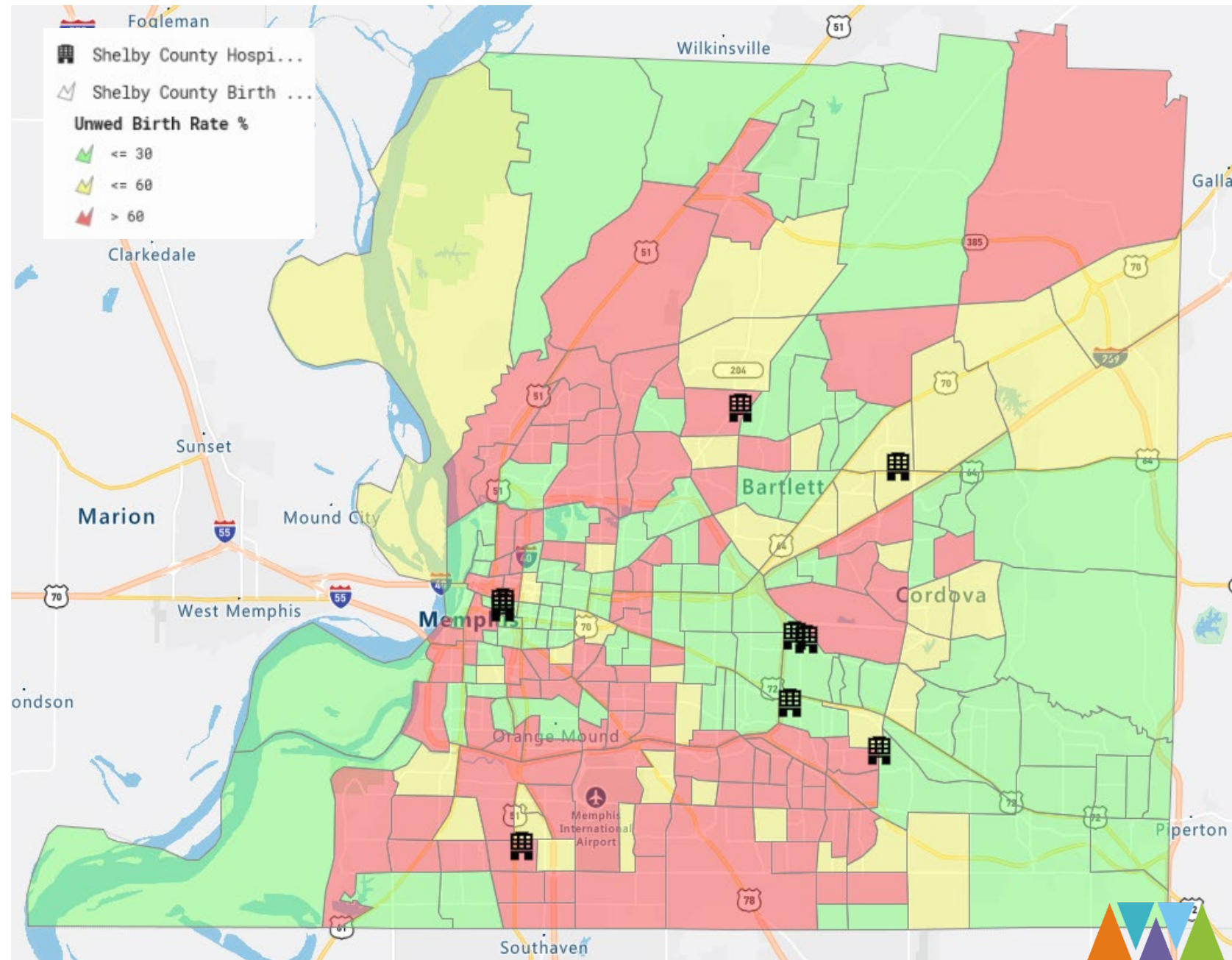
- Mapping Examples

- Households on SNAP
- +Vocational Training
- +Homeless Shelters



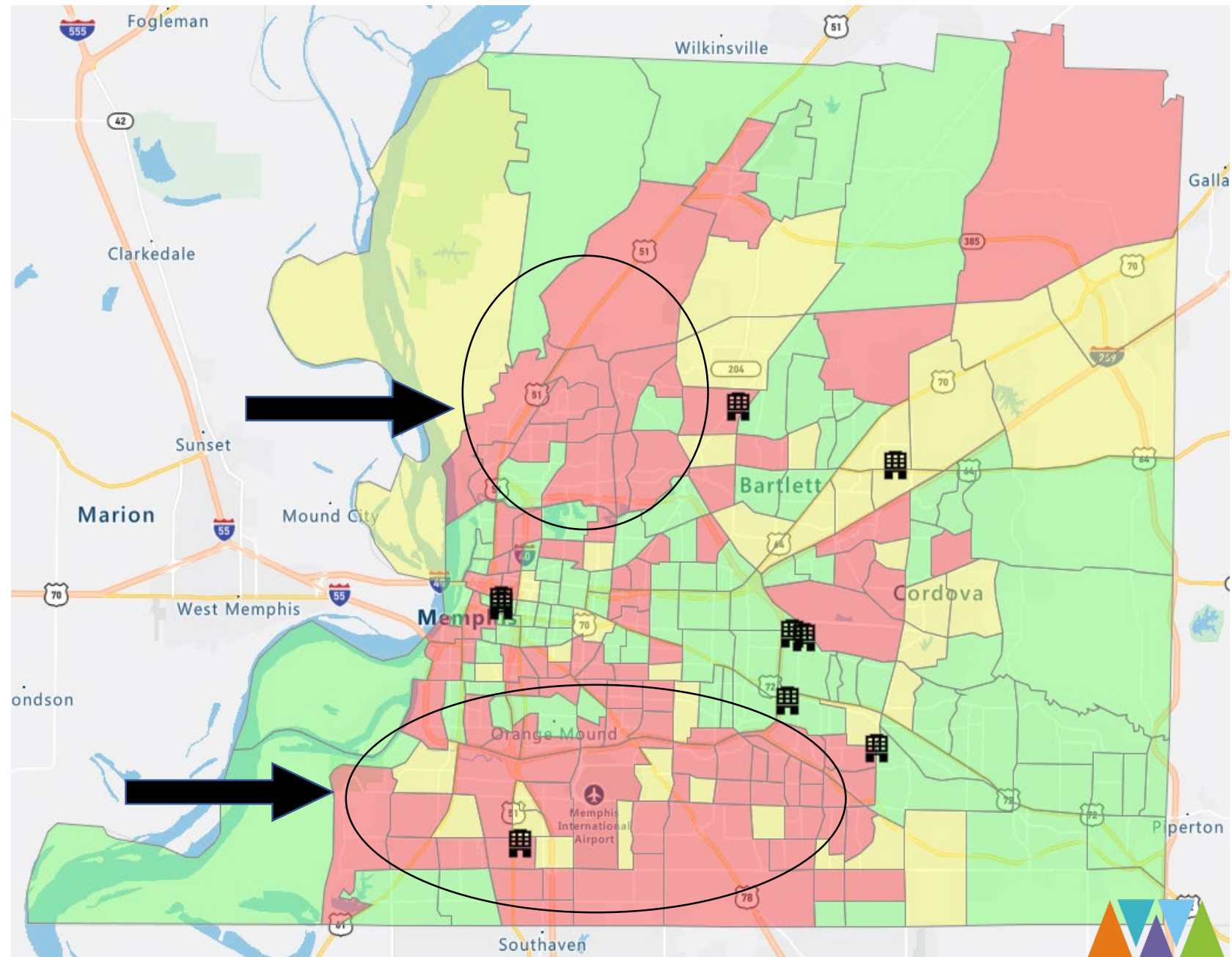
How do we use it

- Mapping examples
 - Unwed Birth Rates
 - +Hospital locations



Outcome

- Targeted Outreach
 - Hosting paternity form for hospital training
 - Getting nurses to join outreach teams
 - Presentations or flyers at high schools and community colleges
 - Partner with hospital employee responsible for Voluntary Acknowledgement of Paternity
- Get information to parents
 - YMCA's
 - Sport Facilities
 - Local Community Centers



Recap

- Data always has a story to tell
 - Where to find it
 - How to use it
- Leveraging publically available information can improve the internal decision making process
 - Identifying potential areas before ordered cases
 - Identify potential problems that could be addressed - transportation
 - Outreach initiatives
 - Event types and locations
 - Help case workers become more personable with their cases
 - Gain valuable community partners

Questions?

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