THE NATIONAL RESOURCE CENTER FOR HEALTHY MARRIAGE AND FAMILIES

2017/2018 Annual Report

“Connecting healthy marriage and relationship education skills and safety-net services as an integrated approach to strengthening families.”

U.S. Department of Health and Human Services
Administration for Children and Families
Office of Family Assistance
National Resource Center for Healthy Marriage and Families

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A Message from the Project Director

The past year has been a busy one for the Resource Center!

Research shows young adults are more likely to cohabitate than marry. Those who do marry, marry later. Unfortunately, unmarried, cohabitating couples are more likely to suffer domestic violence and unfavorable economic situations. Recognizing unhealthy relationship behaviors and learning healthy relationship skills while dating can better prepare young adults for healthy marriages.

Unfortunately, it seems, young adults do not know how to “date” in the traditional sense. They are more likely to “hook-up” than engage in a meaningful effort to get to know each other. Boston College philosophy professor Kerry Cronin, an advocate of traditional dating, gave her students an assignment: Go out on a date to receive extra credit. The common challenge among each individual was that they each wanted to be in a relationship but could not find a partner that also wanted to commit to rather than “leaving their options open.” Based on the assignment, she produced a documentary: https://www.thedatingprojectmovie.com

In an effort to address the needs and target this audience, the Resource Center initiated a comprehensive, multifaceted Social Media Campaign targeting youth/young adults ages 18 to 29. According to Pew Research Center, 86% of young adults ages 18 to 29 use social media. In partnership with Family Bridges, Inc., we launched a 15-video series Dating IRL (in real life). The Instagram video series offers healthy relationship tips in a fun, non-judgemental forum. The response has been overwhelmingly positive! The first video (which focused on preparing for a date after meeting online) was the most watched on Instagram, with 4,248 views and 169 likes within the first month of posting. Based on profiles, 70% of viewers were our target population.

Designed to speak directly to young adults, we hope service providers will use the videos as a resource when working with youth. We also have a Library Special Collection: Healthy Dating Leads to Healthy Marriage, offering targeted resources and an archived webinar Teen Dating in the Digital Age.

I hope this campaign inspires you to think outside-the-box for ways to promote healthy relationships among the individuals and families you serve. Healthy relationship education can be fun!

We appreciate the support of stakeholders like you and look forward to our continued partnership as we work together to integrate healthy relationship education as part of a holistic approach to strengthening individuals, families and communities.

Robyn L. Cenizal

Robyn L. Cenizal, CFLE
Project Director, National Resource Center for Healthy Marriage and Families
Introduction

The National Resource Center for Healthy Marriage and Families (Resource Center) serves as a national repository for relationship education through gathering, developing, and disseminating timely and relevant research, tools, and resources. The Resource Center promotes healthy marriage and relationship education (relationship education) skills in a way that meets both the needs of safety-net systems and the families they serve.

The Resource Center operates under the assumptions that: (1) the threat of marriage instability, divorce, and out-of-wedlock births, which is caused in part by the lack of knowledge and lack of holistic services, has led to an increased number of children at risk of poverty and antisocial behaviors, and (2) that relationship education has been well documented to strengthen and improve family functioning. Thus, it is imperative that human service providers and stakeholder agencies and organizations enhance their capacity to serve families more holistically.

Since its inception, the Resource Center continually equips stakeholders to integrate healthy marriage and relationship education skills into their agencies through tailored products (e.g., toolkits, fact sheets), on-the-ground and on-demand trainings (e.g., Integration Institutes and Virtual Training Center courses), and its website, including its virtual library.

The findings and insights reflected in this report are grounded in data collected from the Resource Center’s various outreach efforts (e.g., exhibits and presentations at conferences, the website) as well as questionnaires and interviews completed by safety-net service providers and administrators across the United States whom represent a cadre of stakeholders who attended the five Resource Center Integration Institute trainings.

The extent of the Resource Center’s growth and outreach to stakeholders with relevant information on integration of relationship education are shown in Figure 1.
Overall, the project year 2017/2018 saw the continued promotion of the Resource Center as a source of information related to relationship education, and stakeholders continued to be equipped with the knowledge and skills to integrate (see Figure 2).

Figure 2. Promotion of Healthy Relationship Education across the United States

Over 16,850 people were potentially reached through the 14 conferences the Resource Center exhibited at, eight of which the Resource Center team also presented at, and the five Integration Institutes held during 2017/2018 (see Integration Institutes and Outreach).
This report includes the following information on relationship education integration efforts:

- The impact of the Resource Centers’ Training and Technical Assistance efforts on stakeholders’ integration of relationship education.
- The extent of the Resource Centers’ outreach efforts (e.g., conferences, listserv) and virtual resources (e.g., website, Virtual Training Center, library).
- Popular resources accessed by stakeholders from the Resource Center website.

**2017/2018: Steps to Integration**

The Resource Center activities have centered around building the Resource Center’s virtual reach and online repository, developing products, expanding outreach efforts, and, ultimately, educating and motivating stakeholders to integrate relationship education skills into services to strengthen families and promote self-sufficiency.

The Resource Center’s multi-faceted approach provides multiple entry points for stakeholders to gain a working knowledge about integration and relationship education, to gain the necessary skills to integrate, and to sustain integration over time (see **Figure 3**).

**Figure 3. Multi-faceted Approach to Integration**
This multi-faceted approach takes into account the variance of learning styles held by stakeholders and supports the learning experience, which is more effective than a more passive, instructional method. ¹

**Integration Institutes**

The Resource Center hosted five on-site, one-day training events (Integration Institutes). Integration Institutes taught state, regional, and tribal human service agency administrators and providers about the benefits of relationship education and how to integrate relationship education into existing safety-net services.

There were a total of 142 attendees at these Institutes (see Figure 4; percentage of total attendees included from each state).

**Figure 4. 2017/2018 Integration Institutes**

Institute attendees self-selected the specific stakeholder groups they fit into, with some attendees identifying with multiple groups. Our largest groups were made up of stakeholders who worked in child protection services, education, court systems/corrections, economic support and public health. Other stakeholders worked in universities, workforce development, non-profit organizations, family and marital child support, behavioral health, and juvenile justice (see Figure 5; see Appendix A for details on agencies represented at Institutes).

Integration Institutes are designed to give attendees:

- An understanding of what healthy marriage and relationship education is and is not. It is focused on building key interpersonal and critical skills, and it is NOT counseling, a dating service, a coercion to marry, or a diminishment of the valuable contribution of single parents.

- An overview of the research that supports integrating relationship education into service delivery systems as part of a holistic approach to strengthening families. Research shows that marriage benefits both the couple (with improved health and economic well-being and decreased risk of substance abuse) and their children (less likely to abuse drugs and alcohol and engage in risky sexual behavior, and more likely to have better overall health, relationship with parents, and school performance).

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2 “Other” was reported as marital/family relationships, “connect all of the above and advocate for change,” child abuse prevention, substance use, immigration, food bank, juvenile justice agency, two parent families, and tribal services.
• An understanding of organizational capacity required for integration and resources needed for implementation → Such as key factors like buy-in from leadership, current level of integration, and a willingness to integrate.

• Guidance and time to craft an action plan that includes a specific goal and action steps for successful integration → Action plans are most successful when they include specific action steps that are measurable, attainable, relevant, and occur within a specific timeframe.

At the beginning of the day, 25.7% of Institute participants shared that they were slightly to somewhat familiar with the Healthy Marriage Initiative (see Figure 6). As the training progressed, Institute participants became more familiar with the concepts supporting relationship education, and nine out of every ten participants (88%) indicated that their agency was currently supporting activities associated with the promotion of healthy relationships. However, participants needed a clear goal or plan to help accomplish intentional integration of relationship education skills into their services.

66.7% of Institute participants were “not at all” familiar with the Healthy Marriage Initiative prior to attending the Institute.
Figure 6. Institute alumni change in knowledge and behaviors

- **Healthy Marriage Initiative**: 66.7%
  - "Not at all" familiar
  - Over 66% of Institute attendees were "not at all" familiar with the Healthy Marriage Initiative prior to attending the Integration Institutes.

- **Relationship Education**: 89.8%
  - Positive impact on clients
  - At the conclusion of the Institute, nearly 90% of Institute attendees said they better understood the positive impact healthy marriage and relationship education has on those their agencies serve.

- **Integration**: 56.3%
  - Strategies integrated over time
  - Of the 43 Institute alumni who spoke with the technical assistance team 45-days post-Institute, over 56% said they had implemented strategies related to what they learned at the Institute.

Over 90% of Institute participants planned to encourage implementation of new ideas into their agencies' services.

Following the Institutes, over 93% of participants shared that they had learned new ideas for using the Resource Center’s materials and resources to assist in integration of relationship education.³

³ For a more detailed look at Institute attendees’ feedback on the training, see Appendix B.
Attendees who felt they better understood how integration of relationship education into their service delivery systems supports their agencies’ goals.

Takeaway from Integration Institutes:

Our results suggest that Institute participants will consider more intentional integration of a broad(er) range of relationship education activities following the Institute. The effects of this overtime are evidenced in our follow-up with Institute alumni.

Technical Assistance: Institute Alumni

Forty-three Institute attendees took part in the Resource Center’s personalized technical assistance surveys at 45 days following the Integration Institute events. These surveys were used to assess stakeholders’ actions towards integration and invited staked stakeholders to participate in personalized technical assistance (TA) via phone calls with Resource Center staff.

56.3% of interviewees shared that they have implemented strategies related to what they learned at the Institute at 45-days post-Institute. Most attendees integrated by disseminating information, while some were able to integrate at multiple levels as depicted in the following ways:

- 68.7% of attendees disseminated information about relationship education by sharing information about the Resource Center with agency supervisors, administrators, and colleagues, placing materials in easy-to-access locations such as waiting rooms and placing information online (“Level 1 Integration”).
• 46.3% of attendees partnered with other individuals and agencies, including intra-agency partnerships and fellow Institute participants to advance integration of relationship education (“Level 2 Integration”).

• 45.7% of attendees integrated relationship education materials and activities into population-specific programming (“Level 3 Integration”).

Attendees who had new ideas for using resources provided by the Resource Center to support their integration efforts.

For those who integrated, they specifically requested that the following technical assistance from the Resource Center:

• Materials and toolkits, especially those designed for target populations (e.g., Refugees, High School students, Latino populations, tribal populations)

• Recommended reading list for self-development of High School students

• Resource Center E-newsletter

• Connections with fellow Institute participants

• Access to resources on the Resource Center website

• Access to the Virtual Training Center

• Access to Resource Center staff
For more detailed information on how others have integrated relationship education into their services following an Integration Institute, check out the Resource Center’s Success Stories webpage.

At 12 months post-Institute, the Resource Center staff surveyed 18 Institute alumni from the previous year’s Institutes (2016/2017). The Resource Center staff provided support and resources to help sustain integration efforts while also learning more about the long-term integration process.

The Resource Center staff learned:

1. How people have sustained progress on implementing their action plans,
2. New steps taken to implement relationship education into existing services, and
3. Barriers that persist and how most barriers were overcome.

63% of Institute alumni who shared at 12 months post-Institute that they continued to integrate healthy relationship education in some way.
Although many alumni faced barriers (e.g., short-staffed, budget constraints, competing priorities), most alumni found ways to overcome their barriers (e.g., partnering with others, use of Resource Center resources, etc.).

In general, participants continued to share resources and products from the Resource Center with colleagues and the families that they serve.

There were several participants who remained in contact with the Resource Center since the Institute a year prior, indicating an investment and initiative on their part to continue on with integration efforts.

Participants mentioned that they appreciated that the Resource Center provided free, ready-made resources to aid in integration efforts.

**Technical Assistance: Webinars**

The Resource Center hosted three webinars in 2017/2018. In total, 317 stakeholders attended the webinars, which focused on specific topics related to integration of healthy relationship skills into service delivery systems.

The *Healthy Dating Leads to Healthy Marriage* webinar brought together experts on teen dating to share research and best practices around supporting high-risk teens and young adults. On February 10, 2018, 99 attendees joined the webinar to hear presentations from Tiffany Watkins Ahern, National Marriage Week USA; Patty Howell, Healthy Relationships California; Jamie Kim, Office of Adolescent Health (OAH); and Ashley Garrett, National Human Trafficking Training and Technical Assistance Center. Ms. Ahern shared details about National Marriage Week USA, Ms. Howell detailed the impacts of relationship education on youth in California, Mr. Kim provided an overview of the Think, Act, Grow (TAG) approach to adolescent health, and Ms. Garrett presented on ways to use healthy relationship education to support high-risk youth.

*Working with Asian American Individuals, Couples, and Families* was the second webinar hosted by the Resource Center. On June 14, 2018, 47 stakeholders attended the webinar representing 15 organization types.
Dr. Hao-Min Chen (*Working with Asian American Individuals, Couples, and Families Toolkit* author) from Texas A&M University-Central Texas as well as Dr. Annie Isabel Fukushima, an expert on Asian American experiences and high-risk issues from the University of Utah, shared the following on the webinar:

- Discussion on the diversity of Asian American populations
- Targeted cultural information on dominant Asian demographic groups in the United States
- An overview of the Resource Center’s newest toolkit (see *Product Development*)

Speakers shared information on how safety-net service providers can be culturally responsive when serving Asian American individuals, couples, and families and provided data and background on domestic violence and sexual assault within the Asian American community.

The *Teen Dating and Healthy Relationships in the Digital Age* webinar featured three speakers: Annie Forrest, Engagement Manager, One Love Foundation; Eleanor Davis, Program Specialist on Public Education Campaigns & Programs, Futures without Violence; and Sarah Pichardo, Creative Director, Family Bridges.

In total, 171 stakeholders attended the webinar on August 30, 2018. Speakers shared information on:

- How service providers can use technology to reach and teach teens about healthy dating practices.
- How technology influences teen relationships, including relationship quality, communication, documenting and displaying of relationships, and external perceptions of relationships online.
- What digital abuse is and steps service providers can take to address it.

The webinar highlighted publicly-available resources for supporting teens and young adults and addressing digital abuse. Presenters also highlighted the Dating IRL campaign, a collaboration between the Resource Center and Family Bridges (see *Product Development*).

93% of respondents said the content from the *Teen Dating and Healthy Relationships in the Digital Age* webinar was extremely relevant or relevant to their organization’s needs.

**Takeaway from Technical Assistance:**

*When given the tools and support for integration, stakeholders are capable of integrating relationship education into their agencies’ services. We’ve learned that integration takes time. As stakeholders integrate at higher levels (i.e., Level 2 or 3) the time commitment and level of involvement increases.*
Outreach

The Resource Center presented and exhibited at conferences and meetings across the United States in order to increase stakeholders’ accessibility to integration resources in a relevant way that connected their vocation to relationship education.

Through these conferences, the Resource Center gained 535 new listserv members, increased traffic to the website and Virtual Training Center, and developed new connections with a variety of stakeholders.

See Appendix C for details on events attended and presentations given.
In total, **615** new listserv members were added in 2017/2018 through in-person signups at conferences.

In an effort to provide controlled outreach through the listserv, the Resource Center staff developed and sent monthly **E-newsletters** (see Figure 7). These E-newsletters highlighted:

- Recently developed products, such as the Asian American toolkit, and the brief on culturally responsible relationship education for rural communities.
- Upcoming trainings or events.
- Other resources of interest to stakeholders, such as cultural responsivity; mentoring, coaching, and motivational interviewing; supporting healthy teen relationships; spotlight on social work; teen pregnancy and parenting; and, engaging fathers to strengthen families.

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**Figure 7. Resource Center E-Newsletter Data**

- **E-Newsletters Sent**: 13
- **Average Open Rate**: **21.8%**
- **Average Click Rate**: **17.5%**

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5 For government agency or services, the industry average open rate is 22.93% and click through rate is 9.9%; for Health and Social Services, the industry average open rate is 21.76% and click through is 9.01% (Retrieved from https://support2.constantcontact.com/articles/FAQ/2499).
Takeaway from Outreach:

Conferences and meetings continue to be the highest yielding outreach method used by the Resource Center. A primary outcome of attending events is the dissemination of products, increased listserv membership and website traffic, and creating new partnerships with stakeholders.

Social Media Growth

The Resource Center employed the use of social media as another method to educate stakeholders about relationship education, increase their engagement with the Resource Center, and increase the accessibility of integration resources for stakeholders.

The Resource Center has expanded its social media reach through its partnership with Family Bridges. This has enabled us to reach a younger demographic through Family Bridges’ Instagram account, @dating_irl, which currently has over 700 followers. As of September 12, 2018, the first five videos of the Dating In Real Life (IRL) series had over 7,800 views and 550 likes.

Over the course of the year, 60 new followers joined the Resource Center’s Twitter account. The total followers at the conclusion of the year was 228, with 124 people retweeting the Resource Center and 61 mentions of the Resource Center. A total of 184 posts were favorited/liked, with 140 “clicks” from users following a link in a Resource Center tweet.

The YouTube channel has continued to broaden the reach of the Resource Center and connect new users with the Resource Center. The channel provides access to archived webinars, targeted videos and podcasts. The Resource Center channel had a total of 1,511 views during 2017/2018, with 12 new subscribers.
The top five views for 2017/2018 were:

1. Working with African American Individuals, Couples and Families
2. Strengthening Incarcerated Individuals through Healthy Relationship Education
3. Healthy Relationship Education - What, Why, and How It’s Part of Strengthening Families
4. Working with American Indian and Alaska Native Individuals, Couples, and Families
5. Healthy Dating Leads to Healthy Marriage

Additionally, the Resource Center LinkedIn Company Page had 49 new followers with 9,401 total impressions for the year and 9,23,900 total impressions.

Takeaway from Social Media Growth:

The use of social media as a tool to reach a broader group of stakeholders has been effective in disseminating a range of resources through a variety of formats. Over the past year we have increased our Twitter and LinkedIn following by 36% and 58%, respectively.
Website Enhancements and Highlights

The Resource Center website continues to serve as a national virtual forum for dissemination of research and information about relationship education skills, including tips and resources for stakeholders. This year has seen more than 74,218 page views.

In all, 72% of visitors who were surveyed on the Resource Center website said they were satisfied/very satisfied with the content on the website, the website design, and the ease of navigating around the website.

Throughout the year, stakeholders participated in a voluntary web survey (n = 323), which revealed that the majority of visitors to the Resource Center website were satisfied with the content (72%), design (71%), and ease of use of the site (71%). Stakeholders came to the website for a variety of reasons (see Figure 8).

Over the past year, 17,665 new visitors and an additional 2,566 returning visitors have visited the website.
Figure 8. Reasons for Visiting the Resource Center Website

The Resource Center website is equipped with a virtual library and the Virtual Training Center. Both platforms equip stakeholders with relevant information about relationship education and integration strategies, including several outlets for stakeholders to increase their skills to integrate. These virtual resources serve as a national forum and repository by disseminating relevant resources, including promising practices, research, innovative strategies, curricula, and tools on relationship education areas of interest.

The Virtual Training Center and virtual library build on a strong existing repository and are responsive to stakeholders’ needs and interests — focusing on real-world application and cultural responsiveness.

Over the course of the year, 240 new resources were added to the virtual library. At year's end, the virtual library contained a total of 3,491 resources. Table 1 shows a count of the most popular downloaded Resource Center products during 2017/2018.
### Table 1. Top Downloaded Library Products (2017/2018)

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong Relationships, Strong Families: Introduction to Healthy</td>
<td>2,136</td>
</tr>
<tr>
<td>Relationship Skills for Stakeholders</td>
<td></td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Communication</td>
<td>1,138</td>
</tr>
<tr>
<td>Strong Relationships, Strong Families: Integrating Healthy</td>
<td>1,008</td>
</tr>
<tr>
<td>Relationship Skills into Social Services</td>
<td></td>
</tr>
<tr>
<td>Strong Relationships, Strong Families: Module I</td>
<td>976</td>
</tr>
<tr>
<td>Strong Relationships, Strong Families: Module II</td>
<td>804</td>
</tr>
<tr>
<td>My Family Album: Healthy Relationship Activity Book for Children</td>
<td>666</td>
</tr>
<tr>
<td>Guide to Free and Low-Cost, Research-Based Healthy Marriage and</td>
<td>656</td>
</tr>
<tr>
<td>Relationship Education Curricula for Safety-Net Service Providers</td>
<td></td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Conflict Management</td>
<td>515</td>
</tr>
<tr>
<td>Course Description</td>
<td></td>
</tr>
<tr>
<td>Family Violence Prevention: A Toolkit for Stakeholders</td>
<td>461</td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Parenting Course</td>
<td>338</td>
</tr>
<tr>
<td>Description</td>
<td></td>
</tr>
</tbody>
</table>

The Resource Center’s [Virtual Training Center](#) boasts an interactive, on-demand learning center that supports stakeholders in: (1) better understanding of what healthy relationship skills are and the various ways they can be integrated into service delivery systems, and (2) developing the knowledge, skills, and practical abilities to integrate relationship education into existing services. The number of users per course is depicted in **Table 2**.

637 new users registered to take courses over the past year.

At the completion of this year, the Virtual Training Center had more than 2,487 unique external (non-duplicative and non-staff/client) users.
Table 2. Virtual Training Center Users by Course for 2017/2018

<table>
<thead>
<tr>
<th>Courses</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1: Introduction to Healthy Relationship Education Skills for</td>
<td>320</td>
</tr>
<tr>
<td>Stakeholders</td>
<td></td>
</tr>
<tr>
<td>Module 2: Integrating Healthy Relationship Education Skills Into Social</td>
<td>138</td>
</tr>
<tr>
<td>Services</td>
<td></td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Parenting</td>
<td>116</td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Conflict Management</td>
<td>116</td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Communication</td>
<td>115</td>
</tr>
<tr>
<td>Family Violence Prevention Course</td>
<td>105</td>
</tr>
<tr>
<td>Core Healthy Marriage and Relationship Skills: Financial Management</td>
<td>58</td>
</tr>
<tr>
<td>Totals</td>
<td>968</td>
</tr>
</tbody>
</table>

80% of users agreed/strongly agreed that the course met their needs and 82% rated the online training delivery experience as “satisfactory/very satisfactory.”

One hundred and thirty-one Virtual Training Center users completed a survey on Module 1, Introduction to Healthy Relationship Education Skills for Stakeholders.

The Resource Center also updated and revised the “Strong Relationships, Strong Families: Introduction to Healthy Relationship Education Skills for Stakeholders” and renamed the course “Integrating Healthy Relationship Education: A Course for Stakeholders.” This course is designed to complement the in-person Integration Institute offered by the Resource Center, and educates attendees on the benefits of healthy relationships and costs of unhealthy relationships.
Takeaway from Website Enhancements and Highlights:

Over the course of the year we gained 637 additional registered users on our Virtual Training Center. These users represented a wide range of stakeholders accessing the website and Virtual Training Center – some to learn more general information, but others to take a deeper dive into strategies to successfully implement integration of relationship education skills.

Product Development

The Resource Center staff developed six issue-specific products during 2017/2018 (see Table 3). These products filled gaps in existing knowledge and supported stakeholders across various levels of engagement, ranging from a comprehensive toolkit to a video series. For a comprehensive list of Resource Center products developed to date, visit the Resource Center’s virtual library.

Table 3. New Products Developed in 2017/2018

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working with Asian American Individuals, Couples, and Families: A Toolkit for Stakeholders</td>
<td>Toolkit</td>
</tr>
<tr>
<td>Success Stories: Integrating Healthy Relationship Education into Existing Agency Services</td>
<td>Podcast</td>
</tr>
<tr>
<td>Reintegration into Society After Incarceration</td>
<td>Podcast</td>
</tr>
<tr>
<td>Dating IRL Series (15 videos)</td>
<td>Videos</td>
</tr>
<tr>
<td>Foundations for Healthy Relationships with Foster Youth (in process)</td>
<td>Tip Sheet</td>
</tr>
<tr>
<td>Intimate Partner Violence (IPV Perpetrators: What the Research Suggests (in process)</td>
<td>Research Brief</td>
</tr>
</tbody>
</table>
The *Working with Asian American Individuals, Couples, and Families: A Toolkit for Stakeholders* focuses on implications for safety-net stakeholders and information that can be directly applied to stakeholders’ programs or agencies when working with Asian American individuals, couples, and families. The Resource Center worked with Hao-Min Chen, Ph.D., LMFT, AAMFT Approved Supervisor, from Texas A&M University-Central Texas and Denise Lewis, Ph.D. from the University of Georgia to create this culturally responsive product.

Additionally, the Resource Center partnered with Family Bridges to create a 15-part video series focused on *Dating In Real Life* (IRL). This social media campaign was a response to the documentary “The Dating Project” and focused on reaching young adults to prepare them for healthy marriages and relationships. Each video highlights different aspects of dating, including preparing for the first date, how to have engaging conversations on dates, finding the right person, and navigating online dating. In addition, three videos focused on success sequencing, to include the importance of getting a higher education, meeting the parents, and getting engaged/married.

Of comments posted in the first five videos, 90% were positive and 10% were neutral. The first five videos experienced a 3% clicks through rate, beating the industry standard of 1.91%.

Not only did 2017/2018 see a broadening in the stakeholders that the Resource Center was able to reach, but we were able to deepen our engagement with them at all levels.

- Our e-newsletter click-through rate was higher than the industry average,
- Our Twitter and LinkedIn engagements were higher than industry-reported averages,
- Most surveyed website users were satisfied with the design of the website,
- Virtual Training Center users reported an increase in their knowledge, and
- The majority of Integration Institutes alumni had plans to return to their agencies and integrate relationship education in some way into their existing service delivery systems.
Conclusion

In 2017/2018, the Resource Center engaged face-to-face with stakeholders at 14 events and 5 Integration Institutes. In addition to seeing more stakeholders in person, we saw a significant increase in our virtual community, growing our listserv by 615 new members (with 535 new members as a direct result of conference participation), growing our Twitter account by 60 new followers, growing a LinkedIn presence with over 49 followers at year’s end, increasing our website visitors to over 17,665 new visitors, and adding 637 new users to the Virtual Training Center.

We worked directly with safety-net service providers, academic audiences, and policymakers across fields, including child welfare, education (from early childhood through college), child support enforcement, juvenile justice, and workforce development. The Resource Center spans the federal, state, and local levels, as well as Tribal communities across the country.

*In the years to come, the Resource Center will expand efforts to reach individuals directly in addition to continuing efforts to create sustainable infrastructures and collaborations to support its mission of promoting healthy relationships so that families and the lives of children across the country will be strengthened and improved.*
### Appendix A: Agencies Represented at Institutes

<table>
<thead>
<tr>
<th>Category</th>
<th>Agencies/Programs</th>
</tr>
</thead>
</table>
| Child Care and Development       | • Children’s Trust/Policy agencies  
                                     • After-school programs  
                                     • Early childhood education                                                     |
| Children Protection              | • Child protective services  
                                     • Foster care/Adoptive services                                                   |
| Court Systems/Corrections         | • Family court (divorce)  
                                     • Juvenile/Adult court/corrections                                                |
| Economic Support                 | • Temporary Assistance for Needy Families (TANF)  
                                     • Supplemental Nutrition Assistance Program (SNAP)  
                                     • Woman, Infants, and Children (WIC)  
                                     • Child support                                                                 |
| Public Health                    | • Mental health services  
                                     • Maternal, child, and family health                                               |
| Behavioral Health                |                                                                                   |
| Persons with Disabilities        |                                                                                   |
| Education                        | • Kindergarten through Grade 12  
                                     • Head Start                                                                    |
| University Systems               | • Cooperative Extension  
                                     • Community/State Colleges                                                       |
| Workforce Development            | • Workforce investment boards                                                     |
| Aging and Older Adults           |                                                                                   |
| Non-Profit Agencies              |                                                                                   |
## Appendix B:
### Post-Integration Institute Evaluation Reports

| Resource Center Post-Integration Institutes Responses |

| Percentage Respondents Agree or Strongly Agree |

1. I better understand how healthy relationships benefit children, older youth, adults, and communities. (n= 128) | 89.1% |

2. I better understand the positive impact healthy marriage and relationship education has on individuals, couple, and families. (n= 128) | 89.8% |

3. I better understand how the core skills (communication, conflict resolution, parenting, and financial education) contribute to healthy marriages and relationships. (n= 126) | 86.5% |

4. I better understand how integration of healthy marriage and relationship skills into human service delivery systems supports the goals of my agency. (n= 128) | 89.8% |

5. I learned ideas for leveraging partnerships to support integration of healthy relationship education into my agency’s services and programming. (n= 128) | 88.3% |

6. I learned new ideas for using resources available from the National Resource Center to assist in integration of relationship education into my agency’s service delivery system. (n=128) | 93.8% |

7. I better understand that the individuals, couples, and families that my agency serves can benefit from participating in programs that focus on enhancing healthy relationship skills. (n= 128) | 92.2% |

8. I am aware of the various types of Technical Assistance available to me and my organization. (n= 122) | 89.3% |

Please indicate how likely are you to use the following resources from the Resource Center within the next 30 days by placing an “X” in the appropriate box.

9. Visit the website (i.e., download resources or access Virtual Training Center). (n= 127) | 93.7% |

10. Utilize technical assistance (i.e., attend Integration Team Calls or request Technical Assistance). (n=127) | 73.2% |

11. I am in a good position to “champion” this effort with my agency (e.g., activities like helping others understand the relevance of relationship education and advocating for integration). (n= 126) | 84.1% |

12. I have new ideas for how to effectively integrate healthy marriage and relationship education into the services my agency provides. (n= 126) | 88.1% |

13. I feel confident that my draft Action Plan can serve as a good starting point for implementing strategies that integrate healthy relationship education skills into my agency’s services. (n= 122) | 79.5% |

14. I feel confident in my ability to encourage leadership to prioritize and support integration of relationship education skills as part of a holistic approach to strengthening families. (n= 126) | 81.7% |
| Resource Center Post-Integration Institutes Responses                                                                 || Percentage Respondents Agree or Strongly Agree |
|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 15. I plan to encourage implementation of new ideas that I’ve learned about integration of healthy marriage and relationship education into programs and services offered through my agency. (n= 126) | 89.7%                                         |
| 16. I will encourage my colleagues and co-workers to access resources on the National Resource Center website. (n= 126) | 95.2%                                         |
| 17. I feel confident that by sharing the information I learned today with my co-workers, they will be supportive of integrating relationship education skills into our services. (n= 126) | 84.1%                                         |
| 18. I plan to reach out to the potential partners listed on my Asset Map in the next 30 days. (n= 123)            | 76.4%                                         |
| The Integration Institute met my expectations. (n= 126)                                                             | 86.5%                                         |
| The facilitators were prepared. (n= 127)                                                                            | 99.2%                                         |
| The information was presented so that I could understand the connection to my work. (n= 127)                       | 94.5%                                         |
| The Integration Institute provided skills applicable to my work. (n= 127)                                           | 85.8%                                         |
| The facilitators encouraged participants to talk and share information. (n= 126)                                      | 98.4%                                         |
| The agenda moved at a pace that was appropriate to cover the material. (n= 127)                                      | 95.3%                                         |
| I would recommend this training to other stakeholders (Agency Managers, Administrators, Directors, etc.). (n= 126) | 88.9%                                         |
| This session was beneficial: What Is Healthy Marriage and Relationship Education and Why Does it Matter? (n= 125)   | 88.0%                                         |
| This session was beneficial: What Does Integration of Healthy Marriage Look Like? (n= 125)                           | 92.8%                                         |
| This session was beneficial: Pre-Planning (Assessment/Asset Map). (n= 126)                                           | 93.7%                                         |
| This session was beneficial: Facilitated Lunch Discussion. (n= 122)                                                 | 87.7%                                         |
| This session was beneficial: Integrating Healthy Marriage and Relationship Education Skills into Social Services: State Level Efforts. (n= 118) | 90.7%                                         |
| This session was beneficial: Action Plan Activity. (n= 105)                                                          | 91.4%                                         |
## Appendix C: Conferences and Events Attended

<table>
<thead>
<tr>
<th>Conference Name</th>
<th>Subject Area</th>
<th>Approx. Num. of Attendees</th>
<th>Presentation</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>48th Annual National Indian Education Association</td>
<td>American Indian Education</td>
<td>2000</td>
<td>Yes</td>
<td>October 2017</td>
</tr>
<tr>
<td>National League of Cities: City Summit 2017</td>
<td>Common Challenges Facing U.S. Cities</td>
<td>3000</td>
<td>No</td>
<td>November 2017</td>
</tr>
<tr>
<td>Beyond Housing 2018</td>
<td>Ending Homelessness</td>
<td>450</td>
<td>No</td>
<td>January 2018</td>
</tr>
<tr>
<td>47th Annual Meeting of the Society for Cross-Cultural Research</td>
<td>Cross Cultural Research</td>
<td>200</td>
<td>No</td>
<td>February 2018</td>
</tr>
<tr>
<td>New England Fathering Conference</td>
<td>Responsible Fatherhood; Parenting</td>
<td>375</td>
<td>Yes</td>
<td>March 2018</td>
</tr>
<tr>
<td>Child Welfare League of America (CWLA)</td>
<td>Child Welfare</td>
<td>525</td>
<td>Yes</td>
<td>April 2018</td>
</tr>
<tr>
<td>National Indian Child Welfare Association’s (NICWA)</td>
<td>Child Welfare Professionals; Tribal</td>
<td>1200</td>
<td>Yes</td>
<td>April 2018</td>
</tr>
<tr>
<td>End Violence Against Women International</td>
<td>Sexual Assault, Domestic Violence, and Gender Bias</td>
<td>2100</td>
<td>No</td>
<td>April 2018</td>
</tr>
<tr>
<td>2018 Adolescent Pregnancy Prevention (APP) Conference</td>
<td>Teen Pregnancy Prevention</td>
<td>700</td>
<td>No</td>
<td>May 2018</td>
</tr>
<tr>
<td>Research and Evaluation Conference on Self-Sufficiency (RECS)</td>
<td>Family Self-sufficiency</td>
<td>700</td>
<td>Yes</td>
<td>May 2018</td>
</tr>
<tr>
<td>South Carolina Campaign to Prevent Teen Pregnancy Summer Institute</td>
<td>Teen Pregnancy Prevention</td>
<td>300</td>
<td>Yes</td>
<td>June 2018</td>
</tr>
<tr>
<td>2018 Work and Family Research Network (WFRN) Conference</td>
<td>Work and Family Research</td>
<td>1000</td>
<td>Yes</td>
<td>June 2018</td>
</tr>
</tbody>
</table>
About The National Resource Center for Healthy Marriage and Families

The National Resource Center for Healthy Marriage and Families (Resource Center) was created through grant funding provided by the Administration for Children and Families (ACF), Office of Family Assistance (OFA). ICF was originally awarded the grant in 2011 to develop a national repository for healthy marriage and relationship education, which became the Resource Center. In 2015, ICF reapplied and was awarded the current 5-year cooperative agreement to administer the Resource Center.

Robyn Cenizal, CFLE, has served as the project director since the original award. Additionally, ICF has worked with the Office of Family Assistance on numerous projects over the last 20 years such as training and technical assistance to Healthy Marriage and Responsible Fatherhood Grantees and developing web-based supports such as the National Responsible Fatherhood Clearinghouse and the Peer Technical Assistance Network.

The Resource Center team collectively offers a wealth of knowledge, experience, and expertise to meet the training and technical assistance needs of our stakeholders. Our staff has:

- Experience in fields including research, program design and implementation, organizational development, policy analysis, public-private partnerships, and strategic planning.
- Expertise in healthy marriage, family strengthening, parenting, asset building, family safety, child welfare, social justice, workforce development, anti-poverty, and more.