

DEPARTMENT OF SOCIAL SERVICES

CHILDREN'S DIVISION

P.O. BOX 88

JEFFERSON CITY, MO

March 4, 2005

MEMORANDUM

TO: ALL REGIONAL AND COUNTY FSD/CD OFFICES

FROM: DENISE CROSS, DIRECTOR
FAMILY SUPPORT DIVISION
FREDERIC M. SIMMENS, DIRECTOR
CHILDREN'S DIVISION

SUBJECT: BABY EINSTEIN VIDEO DISTRIBUTION

DISCUSSION:

The Baby Einstein video distribution plan was explained in memorandums numbered CD04-93 and OEC 009. The Department of Social Services received 25,000 Baby Einstein videos to be distributed to families receiving services from the Family Support Division and the Children's Division. Due to unforeseen circumstances General Services has been unable to distribute the initial supplies of videos. The following is now the process by which to distribute the videos.

Within the next few weeks, most offices will receive an initial supply of videos that are anticipated to last approximately three months. These amounts have been calculated by using the percentage per county of the number of children under 3 years of age receiving child care subsidy, Temporary Assistance (TA), or in Family Centered Services cases. The videos will be distributed from the county offices to the families in those groups listed above. Each box contains 36 videos. Fifty four counties with 30 or less of the types of cases listed above will not receive an initial supply. These 54 counties should order the specific number of videos, as shown in the attached list, from the warehouse electronically (as described later in the memo) or share a box of 36 with a neighboring county. It is strongly encouraged that the Family Support Division County Managers and the Children's Division Circuit Managers work together to make sure there is no duplication in these counties.

Caseworkers and Self-Sufficiency Case Managers should distribute these videos to any family who comes to the office to apply or re-apply for child care subsidy or TA and who have a child less than 3 years of age. Children Service Workers should distribute the videos to families with children under 3 years of age who are receiving services from the Children's Division. There are several different versions of the video; however, each family is to receive only one. Also attached to this memo is a list of the counties that will receive an initial supply and the number of boxes each will receive. Once the initial supply is depleted in your county you should continue to order additional videos from the warehouse until all 25,000 videos have been distributed. When ordering from the warehouse electronically you will use the descriptions below:

Baby Dolittle Neighborhood Animals	Baby – 1 VCR
Baby Dolittle World Animals	Baby – 2 VCR
Baby Einstein	Baby – 3 VCR
Baby Santas Music Box	Baby – 4 VCR
Baby Shakespeare	Baby – 5 VCR
Baby Vangogh	Baby – 6 VCR

NECESSARY ACTION:

1. Review this memorandum with appropriate CD/FSD staff
2. Check the attached list for the number of boxes of videos your county will receive and plan for their arrival and distribution.
3. Begin distributing videos immediately as they are received.

ATTACHMENTS:

[List of Counties Receiving an Initial Supply](#)
[List of Counties Not Receiving an Initial Supply](#)

DC:FMS:CR