



Help Me Grow
National Center



Help Me Grow National Webinar:
Securing *Help Me Grow* Funding in Your State Budget

Thursday, October 9, 2014



**Connecticut
Children's
MEDICAL CENTER**
The Office for Community
Child Health

www.HelpMeGrowNational.org

Webinar Presenters

Welcome:

Paul Dworkin :

Executive Vice President for Community Child Health
Connecticut Children's Medical Center
Founding Director, *Help Me Grow* National

Presenters:

Jane Baird:

Director of Government Relations
Connecticut Children's Medical Center
Hartford, CT

Vance Aloupis:

Statewide Director
The Children's Movement of Florida
Miami, FL

The Honorable Beth Bye (D - West Hartford)

Assistant Majority Leader
Senate Chair Appropriations Committee
Connecticut State Senator, 5th District

Holly Hohmeister

Health Care and Prevention Program Manager
Florida Developmental Disabilities Council, Inc.
Tallahassee, FL

Peter Gorski

Chief Health and Child Development Officer
The Children's Trust
Miami, FL





CONNECTICUT

FLORIDA





Jane Baird
Director of Government Relations
Connecticut Children's Medical Center
Hartford, CT



Lobbying for children's healthy development

- I am a registered lobbyist, but don't let that scare you
- Lobbyists advocate, they speak up or champion a cause
- Everyone advocates for families, neighbors & friends

Lobbying at a children's hospital



Legislative advocacy at Connecticut Children's Medical Center

- Medicaid is front and center
- Public health issues—
concussion prevention, newborn screening requirements, school lunch guidelines
- Health care provider issues—
provider licensing, hospital reporting requirements, medical malpractice issues
- Prevention and wellness—
asthma management, utility shut-off restrictions, *Help Me Grow*

Lobbying tools and tips



- Legislators review thousands of bills each year
- Expert input helps them make informed decisions
- But—Keep it concise! *You need a “90 second elevator speech”*
- When contacting a legislator, do your homework
 - Know the bill number or budget item
 - Is the legislator familiar with the issue?
 - Explain why the issue matters—
 - ✓ data is important
 - ✓ brief and compelling personal stories have a big impact

Lobbying tools and tips—*continued*



- Introduce yourself even if you have met before
 - If you disagree, be firm but polite
 - Create a one page fact sheet
 - Avoid jargon
 - Follow up with a thank you note or email
- Don't be disappointed if you talk to an aide—their job is to be a liaison

What would make *Help Me Grow* attractive to a state legislator?



- Linking children to services that already exist
- And they're often already paid for
- AND they're often also less costly than medical appointment referrals
- *Help Me Grow* ties in nicely with current themes
 - Early intervention
 - Care coordination/delivery system redesign/promoting cost efficiencies
- An obstacle to consider—it's hard to make *HMG* sound revolutionary because it makes so much sense
 - People assume it's already happening

What would make *Help Me Grow* attractive to a federal legislator?



- Fits in with the goals of the Affordable Care Act
 - reducing the costs of healthcare for individuals and the government
 - Linkage to programs that already exist
 - Early intervention is more effective and less expensive
 - Central utility care coordination model promotes efficiency for the system
 - keeping people healthy
 - Linkage to service before needs are diagnosable
- Obstacles to consider
 - Much of the focus (too much?) is on reducing costs for the sickest kids ([see Dr. Dworkin's July 2013 blog entry](#))
 - Historical silo mentality of public sector accounting



*Any
questions?*





The Children's Movement of Florida

“Building a movement for all children.”

Vance Aloupis, State Director

Who is at the table...



Child Care Resource and Referral

Florida Child Care Resource and Referral Program (CCRR)

- Accessed by calling the State CCRR Network Office at 1-866-357-3239 toll-free or by contacting the local Early Learning Coalitions.
- Provides families with information on quality child care and early education programs in Florida.
- Assists with identifying providers that meet families' specific needs.
- Offers financial assistance strategies and referrals to other community resources and programs.

Help Me Grow

- Would provide parents and caregivers with **more** ways of accessing information and resources:
 - A 24/7 phone line.
 - A high-quality website.
 - A mobile application platform.
- Does **NOT** duplicate CCRR; aggregates and disseminates information and referral resources from multiple agencies throughout the state on various child- and family-focused issues.
- Help Me Grow would include access to all of the information and resources provided by CCRR.
- Additionally, it would provide access to information and resources that go beyond what is included within the CCRR network.





Why 2-1-1?

- Within just the past two years, 2-1-1 has become universally accessible in all 67 Florida counties.
- 2-1-1 provides an already-existing infrastructure that would not require the need to expend resources duplicating or replicating services.
- 2-1-1 has been the access point in both Hillsborough County and Miami-Dade County for Help Me Grow.
- In just 2012, alone, 2-1-1s across Florida assisted more than a million (1,018,292) calls.
- As of today, 2-1-1s in Florida provide access to resources in 39,844 different organizations and databases.



The Process

- Conversations with Gov. Scott in May 2012.
- Governor's recommended budget – released in January of 2014 – includes \$12 million for a “parent skill-building” initiative.
- House Education Appropriations Committee offers a \$2 million allocation for “parent skill-building.”
- Senate does not approve first House budget, but (finally) includes Help Me Grow on third iteration.
- Gov. Scott signs budget.



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Florida
Developmental
Disabilities
Council, Inc.

Florida *Help Me Grow*

Holly Hohmeister

Peter Gorski

How Did We Get Here?

- 2009 Report of the Policy Group for Florida's Families and Children on Screening
- Florida Children and Youth Cabinet
- FDDC Child Development Screening Initiative:
 - Florida will implement a **coordinated, comprehensive system of care** for young children with developmental delays.
 - **Health care providers** and **early education specialists** will effectively screen children for developmental issues.
 - Children with developmental delays or disabilities will be **identified and receive early intervention services**.
 - **Families** with young children who have developmental concerns will be able to receive effective assessment and referral to appropriate services.
 - **Performance measures** will be developed for each component of the system of care to allow for continuous quality improvement.



Florida DD Council Screening Initiative

- Statewide Task Force: 50+ members represent families, professionals, state and local agencies, NGOs
- Researched child screening in Florida & other states
- Developed and endorsed a menu of recommended developmental screening tools including criteria for use, guidelines for referral and follow-up
- Made recommendations to remove barriers for healthcare providers to increase screening efforts
- Developed outline and data fields for a population-based data system to track child developmental screening and follow-up
- Developed a “System of Care” flowchart



History – The Children’s Movement of Florida

- 2009-10 Dave Lawrence leads an effort to identify key issues for children and families
 - Accessible, affordable screening available to all parents during their children’s early years to determine if there might be special needs – ranging from autism to speech and hearing challenges to attention deficit disorders – that, if treated early, could improve their children’s chances for success in school and in life.
- Non-partisan grassroots movement of Floridians insisting on increased investment in the first five years of all our children



History – *Help Me Grow*

- 2012 Florida becomes a state affiliate of *Help Me Grow*
- Local chapters in Hillsborough and Miami-Dade funded by *HMG* national center and Children's Services Councils





- 2013 Florida *Help Me Grow* becomes the organizing body that brings together
 - FDDC Screening Initiative
 - Florida Learn the Signs/Act Early Team (2009)
 - Florida Children’s Movement
 - Many local efforts to improve child developmental outcomes
 - Project Launch (Pinellas)
 - Early Childhood Council (Hillsborough)
 - Whole Child (Leon)



Florida's Investment 2014-15

- “From the funds in Specific Appropriation 87, \$2,000,000 from the General Revenue Fund, is provided to the Florida Developmental Disabilities Council to expand the *Help Me Grow* Florida Network. The network shall be expanded to connect children and families with information, resources, and developmental services to enhance the health, behavior, learning and development of young children.”



Florida's Investment

- Statewide *Help Me Grow* Coordinating Office
- Bring to full capacity 5 *Help Me Grow* local chapters
 - Modeled after Miami-Dade and Hillsborough
- Statewide workforce training to build the capacity of counties through 2-1-1 agencies to offer the 4 components of Help Me Grow
- Physician and early childhood professional outreach and system education statewide
- Statewide *Help Me Grow* public awareness campaign
- Plans for a web-based parent portal for families to directly access local information



Vision

- Florida will have a comprehensive system to support the optimal developmental outcomes of children aged birth to five
 - Each region of Florida will have a local *Help Me Grow* chapter to ensure that families have access to developmental services (promotion, prevention, screening/referral, intervention)
 - Florida Help Me Grow Statewide office will facilitate the work of each of the local chapters



FDDC's Role

- Hire 2 Project Managers
- Establish a Statewide Coordinating office
 - Hire a Statewide Coordinator ✓
 - Hire a Research Assistant
- Establish new Help Me Grow affiliates
 - 5 2-1-1 associations were identified through application process ✓
 - Identify additional 2-1-1 associations to begin the process to become a *Help Me Grow* affiliate
 - All sites will receive training and support



FDDC's Role

- Continue to develop the database system for statewide coordination of developmental screening, community-based resources for parents and young children and care coordination plans and outcomes
- Create a plan for the development of a statewide web-based parent portal
- Develop training for health care and early education professionals about developmental screening and Help Me Grow
- Launch a *Help Me Grow* public awareness campaign
- Project Evaluation



FDDC's Role

- Advocate for continued funding with our partners:
 - The Children's Movement of Florida
 - United Way of Florida
 - Florida Children's Services Councils



Questions?



Help Me Grow[®]
Florida



Questions or Comments?

Help Me Grow National Updates

Save the Date:

- *MLDA Letters of Understanding from Affiliates and Partners*
Due: October 22, 2014
 - MLDA Webinar: November 5, 2014
- *Upcoming Help Me Grow National Webinar:*
“Using and Reporting on the HMG Common Indicators”
November 18, 2014 (3:30 – 5:00 PM EST)
- *6th Annual Help Me Grow National Forum*
April 15-17, 2015 Costa Mesa, CA (Orange County)

This Webinar will be archived on our website:

www.HelpMeGrowNational.org

