

Celebrating Successes in South Carolina

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Help Me Grow South Carolina



A 7–fold celebration

- 7th Annual Help Me Grow National Forum
- 7th year of Help Me Grow South Carolina
- ... and many other Magnificent 7's

The significance of 7

- Biblical
 - Most frequently mentioned number; represents creation, completion and perfection
- Mythological
 - In Irish folklore the 7th son of a 7th son has magical healing powers and is called “doctor”
 - In Kilbeggan Doc Foley was the illiterate mail man!
 - I was only the 4th son of a 7th Irish son (I did graduate from medical school in South Africa in 1977)

How have we done, and what did we learn along the way, and do we have a 7 year itch?

Well, it started with PRIDE

PRIDE

Promoting Resources in Developmental Education

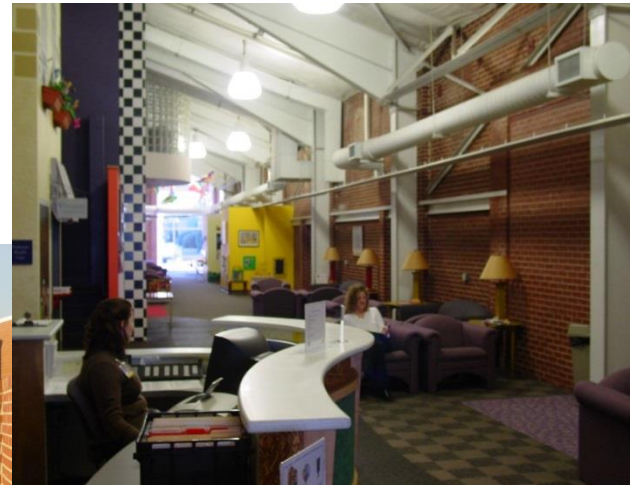
- Not one of the 7 deadly sins but the precursor of Help Me Grow SC



The medical center perspective

- Recognition that:
 - Many children were being referred for evaluation or treatment of developmental problems *that should have been identified and addressed earlier*
 - We were receiving inappropriate referrals for problems that did not require specialty medical expertise
 - Developmental Pediatricians and specialists have a responsibility to intervene upstream

PRIDE was born at the Center for Developmental Services



A community led initiative to address the needs of young children with developmental disabilities and their families
(with 7 programs)

7 Years of PRIDE (2004-2011)

Promoting Resources in Developmental Education

- Duke Endowment grant to CDS to “develop new programming”
- Needs assessment - “problems need to be identified sooner!”
- Focused on the key players
 - Parents/Caregivers
 - Physicians
 - Child care providers



PRIDE Components (yes, there were 7)

- Physicians
 - Academic detailing
 - Assistance with establishing office systems for developmental screening (PEDS)
 - Information on referral resources
- Parents
 - Milestone cards (developmental expectations/activities to promote development/red flags for further evaluation)
 - Parenting classes (behavior management)
- Child Care Providers
 - Education on child development
 - Guidance on discussing concerns with parents

Mind Your Milestones!

ENJOY YOUR BABY AS SHE LEARNS TO ...

- * Push up on her arms
- * Hold her head up for a few seconds while on her stomach or when held at your shoulder
- * Look at her hands while on her back
- * Hold an object briefly when it is placed in her hand
- * Suck her fist to quiet or calm herself
- * Use a sucking pattern with a bottle or breast
- * Respond to loud noises with a startle and to your voice by becoming quiet
- * Smile spontaneously
- * Make cooing (vowel) sounds
- * Cry from hunger or discomfort and make other non-cry sounds such as burps, coughs and sneezes

YOU AND YOUR BABY: BIRTH TO 3 MONTHS

HOW TO PLAY WITH YOUR BABY ...

- * Talk, read and sing to your baby
- * Play soft, gentle music
- * Provide an appropriate stimulating environment
- * Provide opportunities for your baby to follow objects visually (for example, from one side to the other)
- * Hold your baby
- * Lay your child on her stomach to encourage crawling motion and arm strength
- * Use a mobile with contrasting colors and pattern
- * Attach an unbreakable mirror to your baby's crib
- * Hold, rock and respond to your baby's needs (a new baby cannot be spoiled)
- * Engage your baby in face-to-face talk

TALK TO YOUR DOCTOR IF YOUR BABY ...

- * Is very floppy or unusually stiff and tight
- * Has tightly fistled hands
- * Does not bond well or have a positive response to her primary caregiver
- * Is not soothed by familiar noises
- * Is inconsistent in the sleep, eat and wake cycle

For more information on multi-disciplinary services for developmental evaluation and treatment of children, call the Center for Developmental Services at (864) 331-1302. For more information about the PRIDE program, call (864) 454-2102 or visit ghs.org/pride.

This card is part of a series for parents of children under 5 called **Mind Your Milestones**. It is provided as a free service of **PRIDE** - Promoting Resources in Developmental Education. Remember: All children are not alike. If you have a concern about your child's development, talk to your doctor.

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Mind Your Milestones!
Miles says ... Place this card on your refrigerator and keep your little cub on track!

Milestone Card Sponsors

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PRIDE also supports parents through a unique and **FREE** educational series called *Mind Your Milestones*. These informative cards are mailed to parents at regular intervals from their baby's birth through age 5. Parents learn not only what milestones their child should be reaching in a certain age range, but what specific activities they can do with their child to promote healthy development. Parents are encouraged to talk to their child's doctor if they have any concerns about their child's development.

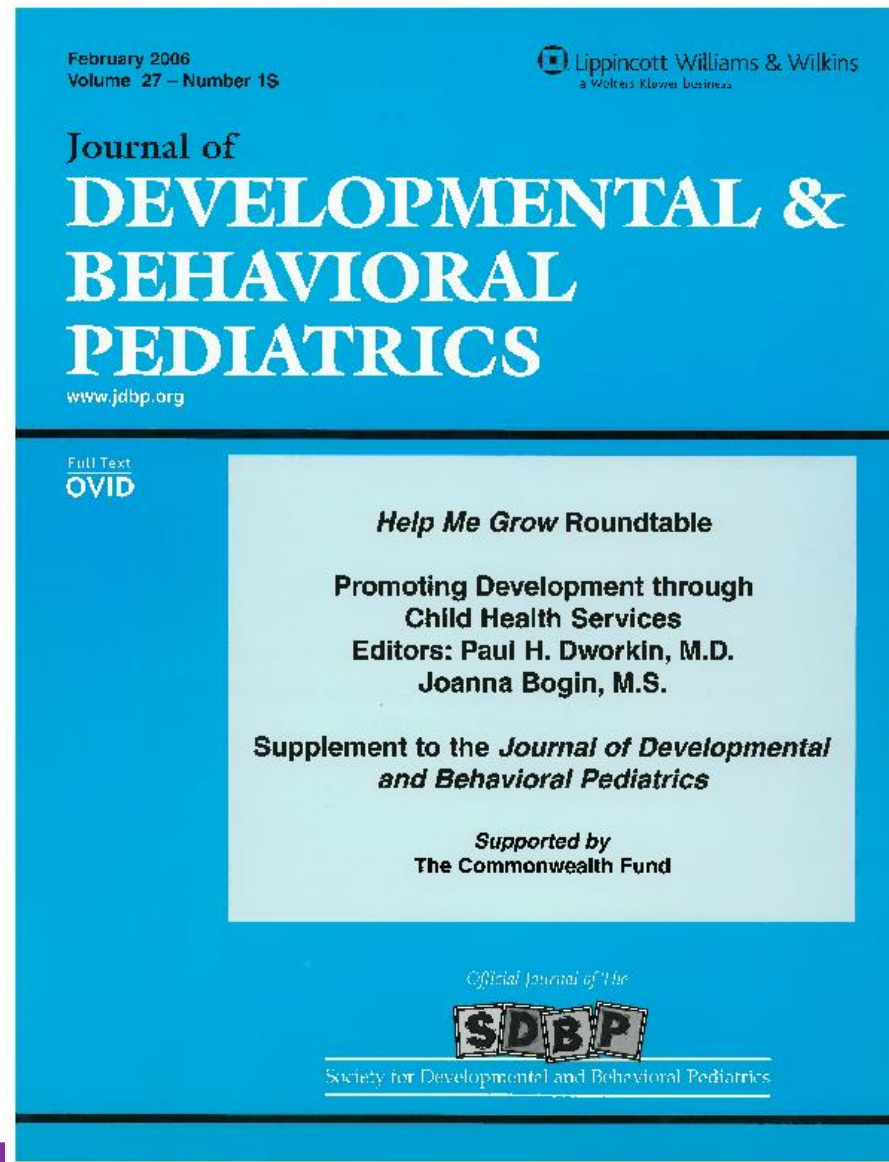


To receive your free cards, call the PRIDE program office at (864) 454-2102.

A parent empowered by PRIDE

“I took the (milestones) card to our visit with the pediatrician and asked him why my child was not where he should be in his development”

Of course...there are very few original ideas out there!



Help Me Grow
South Carolina

It is not what you know, but

- Discussions with Paul at Board of Pediatrics meeting
- Made sure we were at front of line when RFA released for replication sites
- Had relationships in place through the planning process for Institute for Child Success
- Critical support from ECCS

(Felt like) 7 Years of Famine

- Transitioned from PRIDE to Help Me Grow
- Planning
- More planning
- Some funding
- More planning
- More funding
- Then 7 years of Feast!?

7 Lessons

- Persist!
- Build on relationships
- Adapt to local circumstances
- Message carefully
- Respect the perspectives of others
- Avoid mission creep to chase funding
- Find the right leadership!

7 Successes

- Initial grant to launch operations
- The ECCS connection
- Linking to state and national initiatives
- Physician Engagement & Outreach
- MIECHV
- Voice for Universal Developmental Screening
- Strong team

7 Year Itch? – No, just aspirational goals

- That HMG is universally recognized and understood as an evidence-based intervention
- That HMG is integrated into health systems as an integral component of population health
- That we have secure, braided funding streams that support HMG services being accessible to all families in the state