



Help Me Grow National Webinar: Opportunities for Collaboration with Federal Initiatives

www.HelpMeGrowNational.org

October 25, 2011

** Supported by a generous grant from the WK Kellogg Foundation*



Webinar Overview



Introductions

- **Joanna Bogin**, Program Manager, *Help Me Grow* National
- **Paul Dworkin**, Project Director *Help Me Grow* National, Physician-In- Chief, Connecticut Children's Medical Center



Presentations:

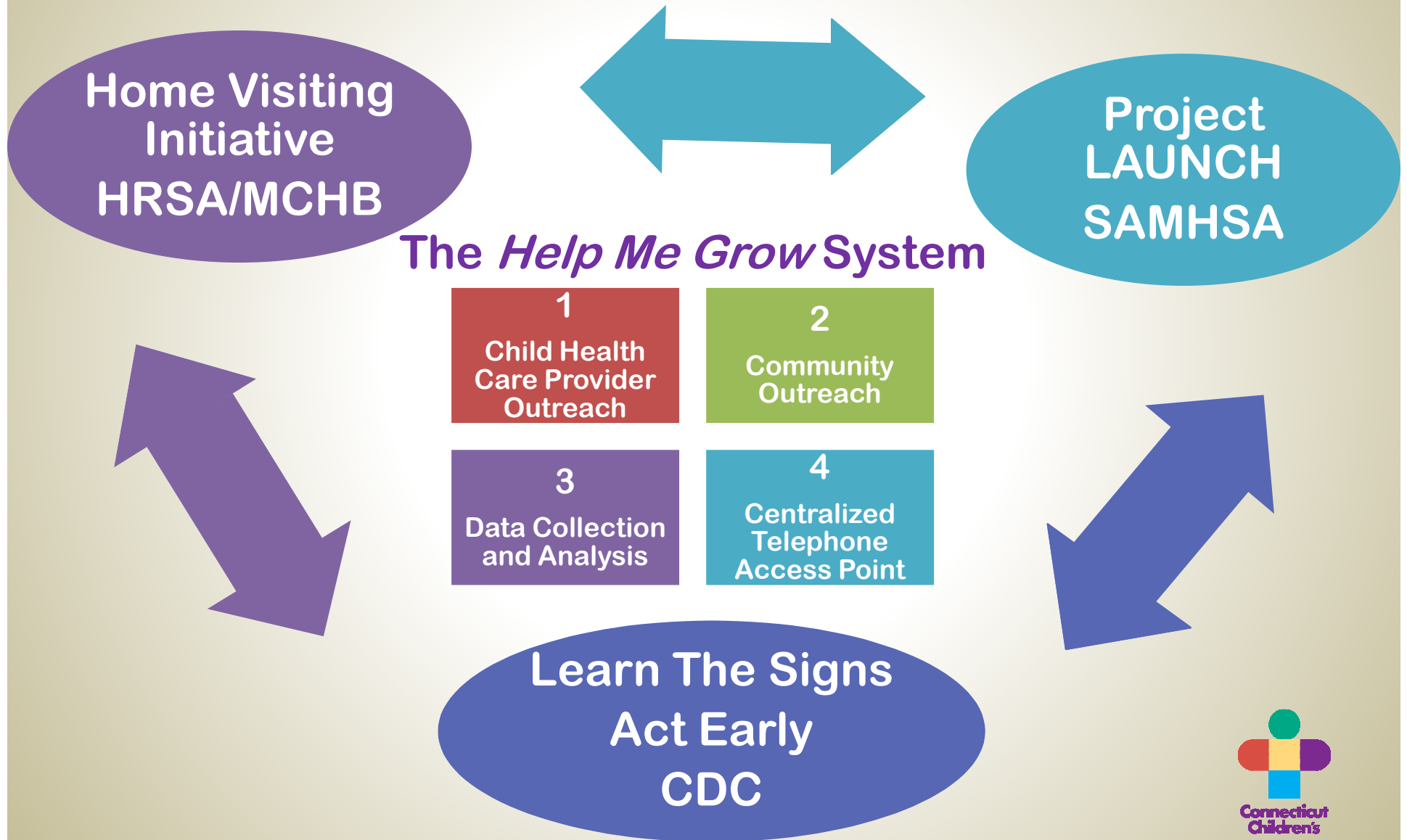
- **Rebecca Wolf**, Team Leader, Learn the Signs. Act Early, Division of Birth Defects and Developmental Disabilities/CDC
- **Leah Woodall**, Deputy Director, DE Maternal and Child Health, Division of Public Health
- **Patsy Hampton**, Project Director, Project LAUNCH and *Help Me Grow* California, WestEd Center for Prevention and Early Education



Questions:

- Submit any questions throughout the webinar via the webinar chat console
- The moderator will read the questions after the presentations

System to Support Young Children's Development





“Learn the Signs. Act Early.”

***Help Me Grow* National Webinar:
Opportunities for Collaborations with Federal Initiatives**

October 25, 2011

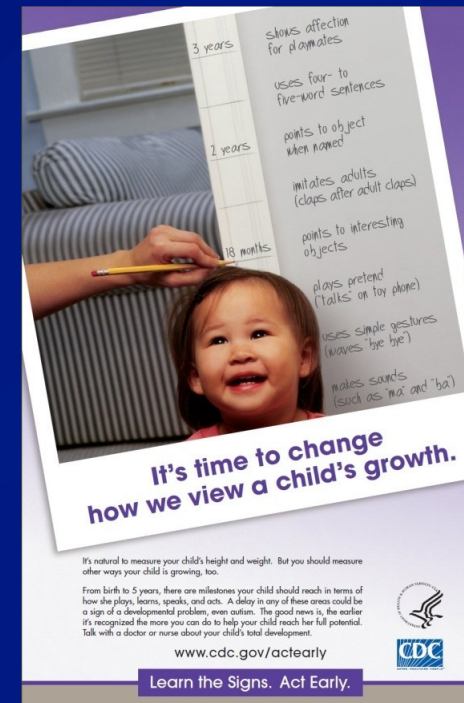
**Rebecca B. Wolf, MA
Team Lead**

National Center on Birth Defects and Developmental Disabilities
Division of Birth Defects and Developmental Disabilities, Prevention Research Branch



Purpose of the "Learn the Signs" Program

- ❑ To improve early identification of autism and other developmental disabilities so children and their families can get the services and support they need



Common Goals

Help Me Grow and “Learn the Signs. Act Early.”

Improve early identification

Connect early childhood programs and systems



"Learn the Signs" Program Components



- ❑ Health education campaign
- ❑ Act Early initiative
- ❑ Research and evaluation



"Learn the Signs" Program Component 1: Health Education Campaign

- ❑ Change perceptions about importance of identifying developmental concerns early
- ❑ Gives parents, professionals free tools to help track development
- ❑ Promotes awareness



Campaign Strategy

- ❑ To integrate Learn the Signs materials into national, state, and local programs that
 - Serve parents of young children
 - Serve populations with health disparities
 - Have interest or mandate in child development
 - Lack tools/resources for helping parents track milestones
- ❑ High priority programs
 - WIC
 - Head Start/Early Head Start
 - Home visiting
 - *Help Me Grow*



Campaign Materials

- ❑ Free, customizable materials for state and community programs
 - Are research-based and parent-friendly
 - Build on gold standard milestone lists from AAP
 - Parents, early educators can use as monitoring tools
 - Encourage parent-health care provider dialogue
 - Available in English and Spanish
- ❑ Useful for
 - Any program that serves parents of young children and has interest or mandate in child development



www.cdc.gov/ActEarly
ActEarly@cdc.gov

Track Your Child's Developmental Milestones



Your child's early development is a journey. Use this map of milestones to know what to look for along the way.

For parents of children from birth to 4 years



Centers for Disease Control and Prevention
www.cdc.gov/actearly
1-800-CDC-INFO

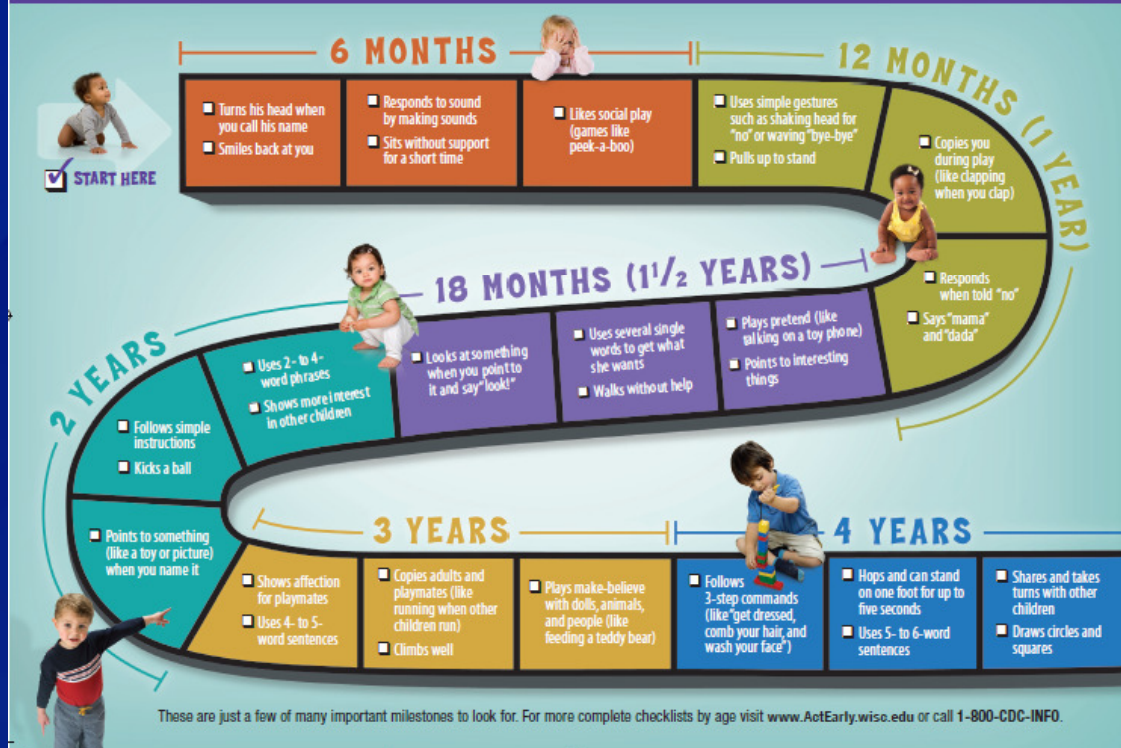


Learn the Signs. Act Early.

Tri-Fold Brochure


Your Child's Early Development is a Journey

Check off the milestones your child has reached and share your child's progress with the doctor at every visit.




Milestone Moments Booklet

Milestone Moments




What children do at this age – and how you can help their development.



You can follow your child's development by watching how he or she plays, learns, speaks, and acts.

Look inside for milestones to watch for in your child and how you can help your child learn and grow.

 U.S. Department of Health and Human Services
Centers for Disease Control and Prevention


www.cdc.gov/actearly

Learn the Signs. Act Early.

Your Child at 3 Years

Talk with your child's doctor at every visit about the milestones your child has reached and what to expect next.

What children do at this age – and how you can help their development.



Social/Emotional	How you can help your child's social and emotional development
<ul style="list-style-type: none">□ Copies adults and playmates□ Shows affection for playmates without prompting□ Takes turns in games□ Plays well with two or three children in a group□ Cares about others' feelings□ Understands the idea of "mine" and "his" or "hers"□ Shows affection openly□ Shows a wide range of emotions□ Separates easily from mom and dad□ Gets upset with major changes in routine	<ul style="list-style-type: none">→ Go to play groups with your child or other places where there are other children, to encourage getting along with others.→ Name your child's emotions. For example, say, "I can tell you feel mad because you threw the puzzle piece." Encourage your child to identify feelings in books.→ Work with your child to solve the problem when he is upset.→ Set rules and limits for your child, and stick to them. If your child breaks a rule, give him a time out for 30 seconds in a chair or in his room. Praise your child for following the rules.→ When your child sees another child who is upset, encourage her to offer comfort by giving a hug or a toy.→ During play dates, set a timer for trading toys with the other child to encourage sharing and taking turns.

3 Your Child at 3 Years www.cdc.gov/actearly 4



Milestones for ages 2 mo through 5 yrs
Parenting Tips
Developmental Health Watch

Materials Customization

- ❑ **Make the materials your own:**
 - Add local contact information
 - Add logos and graphics
 - Change photos for targeted outreach to specific populations
- ❑ **CDC provides InDesign files on FTP site for you to customize and print**
 - Contact us at **ActEarly@cdc.gov**
- ❑ **Order free materials from CDC (soon)**
 - **www.cdc.gov/ActEarly**



CDC Version

Learn the Signs. Act Early.

The journey of your child's early years includes many developmental milestones for how he or she plays, learns, speaks, and acts.

Look inside to learn what to look for in your child. Talk with your child's doctor about these milestones.

Not reaching these milestones, or reaching them much later than other children, could be a sign of a developmental delay.

YOU KNOW YOUR CHILD BEST.

If you are concerned about your child's development, talk to your child's doctor.

If you or the doctor is still concerned, ask the doctor for a referral to a specialist and call **1-800-CDC-INFO** to learn how to get connected with your state's early childhood system to get the help your child might need.

DON'T WAIT.

Acting early can make a real difference!



For more information about your child's development and what to do if you have a concern, visit:

www.cdc.gov/ActEarly

OR CALL:

1-800-CDC-INFO

to request a FREE "Learn the Signs. Act Early." Parent Kit or to get help finding resources in your area.

Developmental milestones adapted from Caring for Your Baby and Young Child: Birth to Age 5 (AAP, 2009) and Bright Futures: Guidelines for Health Supervision of Infants, Children, and Adolescents (AAP, 2008).

Track Your Child's Developmental Milestones



Your child's early development is a journey. Use this map of milestones to know what to look for along the way.

For parents of children from birth to 4 years



Centers for Disease
Control and Prevention
www.cdc.gov/actearly
1-800-cdc-info



Learn the Signs. Act Early.



220767



State (WI) Customization

The journey of your child's early years includes many developmental milestones for how he or she plays, learns, speaks, and acts.

Look inside to learn what to look for in your child. Talk with your child's doctor about these milestones.

Not reaching these milestones, or reaching them much later than other children, could be a sign of a developmental delay.

YOU KNOW YOUR CHILD BEST.

If you are concerned about your child's development, talk to your child's doctor.

If you or the doctor are still concerned, call Wisconsin First Step at **1-800-642-7837** to learn how to get the help your child might need.

DON'T WAIT.

Acting early can make a real difference!



For more information about your child's development and what to do if you have a concern:

www.ActEarly.wisc.edu

Visit this site to learn more about resources in your area and to get more information about milestones.



1-800-642-7837

Call this statewide 24-hour information and referral hotline to get help finding resources in your area.



P-00210 (07/10)

Track Your Child's Developmental Milestones



Your child's early development is a journey. Use this map of milestones to know what to look for along the way.

For parents of children from birth to 4 years



Department of Health and Human Services
Centers for Disease Control and Prevention

Learn the Signs. Act Early.



State (MO) Customization

Learn the Signs. Act Early.

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Not reaching these milestones, or reaching them much later than other children, could be a sign of a developmental delay.

YOU KNOW YOUR CHILD BEST.

If you are concerned about your child's development, talk to the doctor.

If you or the doctor is still concerned, contact one of the agencies on the back of this brochure.

DON'T WAIT.

Acting early can make a real difference!

This document was printed with funding from the U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau, Division of Services for Children with Special Health Needs, Grant number 5U49CE0011059. Updated 4/6/2011.



For more information about what to do if you have a concern, contact your child's doctor or one of these agencies.



Parents as Teachers

A resource for parents of children from birth to 5 years of age. Call Parents as Teachers for information on parenting and child development.

314-432-4330

www.parentsteachers.org



A resource for parents of children from birth to 3 years of age. Call First Steps if you have a concern about a developmental delay or disability.

314-453-9203

<http://dese.mo.gov/divspeced/FirstSteps>

Track Your Child's Developmental Milestones



Your child's early development is a journey. Use this map of milestones to know what to look for along the way.

Department of Health and Human Services
Centers for Disease Control and Prevention

Learn the Signs. Act Early.



Local (in NYC) Customization

Learn the Signs. Act Early.

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DON'T WAIT.

Acting early can make a real difference!



Have questions or concerns about your child's development?

CALL:

**Yeled V'Yalda of
Early Childhood Center at
718-686-3700**

OR VISIT:

www.yeled.org

Developmental milestones adapted from Caring for Your Baby and Young Child: Birth to Age 5 (AAP, 2004) and Bright Futures: Guidelines for Health Supervision of Infants, Children, and Adolescents (AAP, 2008).

Track Your Child's Developmental Milestones



Your child's early development is a journey. Use this map of milestones to know what to look for along the way.

For parents of children from birth to 4 years



Centers for Disease
Control and Prevention
www.cdc.gov/actearly
1-800-CDC-INFO



Learn the Signs. Act Early.



CDC Version

Your Baby at 2 Months

Child's Name _____

Child's Age _____

Today's Date _____

How your child plays, learns, speaks, and acts offers important clues about your child's development. Developmental milestones are things most children can do by a certain age.

Check the milestones your child has reached by the end of 2 months. Take this with you and talk with your child's doctor at every visit about the milestones your child has reached and what to expect next.

What most babies do at this age:

Social/Emotional

- ☐ Begins to smile at people
- ☐ Can briefly calm himself (may bring hands to mouth and suck on hand)
- ☐ Tries to look at parent

Language/Communication

- ☐ Coos, makes gurgling sounds
- ☐ Turns head toward sounds

Cognitive (learning, thinking, problem-solving)

- ☐ Pays attention to faces
- ☐ Begins to follow things with eyes and recognize people at a distance
- ☐ Begins to act bored (cries, fussy) if activity doesn't change

Movement/Physical Development

- ☐ Can hold head up and begins to push up when lying on tummy
- ☐ Makes smoother movements with arms and legs

Act early by talking to your child's doctor if your child:

- ☐ Doesn't respond to loud sounds
- ☐ Doesn't watch things as they move
- ☐ Doesn't smile at people
- ☐ Doesn't bring hands to mouth
- ☐ Can't hold head up when pushing up when on tummy

Tell your child's doctor or nurse if you notice any of these signs of possible developmental delay for this age, and talk with someone in your community who is familiar with services for young children in your area, such as your state's public early intervention program. For more information, go to www.cdc.gov/concerned or call 1-800-CDC-INFO.

Adapted from Caring for Your Baby and Young Child: Birth to Age 5, Fifth Edition, edited by Sharon Stokols and Tanya Horner Attkisson © 1991, 1993, 1994, 2000 by the American Academy of Pediatrics and GREAT FUTURES: GUIDELINES FOR HEALTH SUPERVISION OF INFANTS, CHILDREN, AND ADOLESCENTS, Third Edition, edited by Joseph Rogers, Jr., Judith S. Shaw, and Paula M. Doherty, 2000, Elk Grove Village, IL: American Academy of Pediatrics.

www.cdc.gov/actearly | 1-800-CDC-INFO



Learn the Signs. Act Early.



Customized Version

by at 2 Months

Child's Age	Today's Date
<p>s, speaks, and acts offers important clues about your child's development. are things most children can do by a certain age.</p> <p>child has reached by the end of 2 months. Take this with you and talk with your about the milestones your child has reached and what to expect next.</p> <p>at this age:</p> <div><p>Act early by talking to your child's doctor if your child:</p><ul style="list-style-type: none"><input type="checkbox"/> Doesn't respond to loud sounds<input type="checkbox"/> Doesn't watch things as they move<input type="checkbox"/> Doesn't smile at people<input type="checkbox"/> Doesn't bring hands to mouth<input type="checkbox"/> Can't hold head up when pushing up when on tummy<p>Tell your child's doctor if you notice any of these signs of possible developmental delay for this age. If you or the doctor is still concerned, contact Parents as Teachers at 314-432-4330 or www.parentsteachers.org; or First Steps at 314-453-9203 or http://dese.mo.gov/divspeced/FirstSteps.</p><p><small>Adapted from CARING FOR YOUR BABY AND YOUNG CHILD: BIRTH TO AGE 5, Fifth Edition, edited by Steven Shelov and Tanya Renner Altmann © 1991, 1993, 1996, 2004, 2009 by the American Academy of Pediatrics and BRIGHT FUTURES: GUIDELINES FOR HEALTH SUPERVISION OF INFANTS, CHILDREN, AND ADOLESCENTS, Third Edition, edited by Joseph Hagan, Jr., Judith S. Shaw, and Paula M. Duncan, 2006, Elk Grove Village, IL: American Academy of Pediatrics.</small></p></div>	

Contact
Information
for local
resources
added to
Milestone
Checklists



Floor, Wall Graphics Available

MILESTONES AT 12 MONTHS

- ✓ Pulls up to stand
- ✓ Copies gestures



Learn the Signs. Act Early.

MILESTONES AT 6 MONTHS

- ✓ Copies sounds
- ✓ Responds to own name



Learn the Signs. Act Early.

MILESTONES AT 2 YEARS

- ✓ Follows simple instructions
- ✓ Kicks a ball



Learn the Signs. Act Early.

MILESTONES AT 18 MONTHS

- ✓ Says several single words
- ✓ Walks alone



Learn the Signs. Act Early.

MILESTONES AT 4 YEARS

- ✓ Plays cooperatively
- ✓ Tells stories



Learn the Signs. Act Early.

MILESTONES AT 3 YEARS

- ✓ Copies adults and friends
- ✓ Climbs well



Learn the Signs. Act Early.

Your Child's Early Development is a Journey

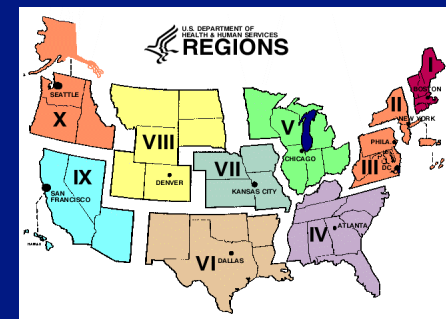
Which milestones
has your child
reached?

Talk with the
doctor about it!



"Learn the Signs" Program Component 2: Act Early Initiative

- ❑ Improves collaboration among early childhood systems in states
 - With HRSA, AUCD, AMCHP
 - Act Early Summits 2007-2010
 - Act Early State Teams
 - Teams developed plans for improving early identification
 - Plans support state-level priority efforts such as awareness, screening, provider training
 - **Connect with your Act Early Team**



Act Early AMCHP Grants

- ❑ **10-15 grants of up to \$15,000 each to public health entities (Title V, WIC, Early Head Start, home visiting)**
- ❑ **Purpose:**
 - **Integrate “Learn the Signs. Act Early.” materials in programs**
 - **Support the collaboration of Act Early State Teams**
 - **Evaluate progress**
- ❑ **Applications due November 2, 2011**
- ❑ **Application posted on AMCHP and AUCD websites**



Act Early Ambassadors

- ❑ Partnership with AUCD and HRSA/MCHB**
- ❑ Purpose:**
 - Promote “Learn the Signs. Act Early.” program**
 - Support Act Early teams**
 - Promote Autism Case Training**
- ❑ Applications due November 18, 2011**
- ❑ Application posted on AUCD website**



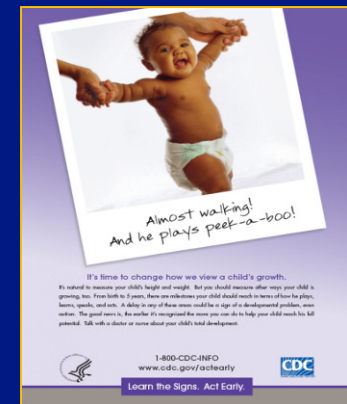
AMCHP Grants, Ambassadors

Find both announcements at
www.aucd.org/Act Early



"Learn the Signs" Program Component 3: Research and Evaluation

- ❑ Advance understanding of
 - Information needs of key campaign audiences
 - How to reach special populations
 - How to improve state systems
- ❑ Evaluation of campaign strategies
 - IAA with HRSA – supplemental CAAI funding
 - 4 projects (AK, MO, UT, WA)
 - Focus on feasibility, strategy effectiveness



Thank you
RWolf@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center on Birth Defects and Developmental Disabilities

Division of Birth Defects and Developmental Disabilities, Prevention Research Branch



Connecting the Dots From *HMG* to Home Visiting

October 2011

Leah Woodall, MPA

Division of Public Health



***DELAWARE HEALTH
AND SOCIAL SERVICES***
Division of Public Health
Maternal and Child Health
Bureau

ACA Maternal, Infant and Early Childhood Home Visiting

- Added home visiting to Title V of Social Security Act
- Delaware's funding is ~
 - FY10 \$1.3M
 - FY11 Formula funding \$1.6M ;
 - New!! Competitive development grant \$2.9M
- Existing Leadership Network– **Delaware Home Visiting Community Advisory Board (CAB)**
- Implementation and *Scale-up of Home Visiting*
 - New policies and procedures and a standard curriculum
 - Professional workforce development (i.e. ongoing training)
 - Target Population & Strict Criteria – High Risk Zones
 - Centralized Single Point of Entry
 - Data & Information Systems/Data Collection
 - Funding & Sustainability

Implications for Home Visiting

- Home visiting has an important role to play in helping children and families thrive.
- By integrating with broader place-based efforts, HV can help communities better serve all children.
- Reach out to place-based initiatives, work to develop multi-sector, community-wide systems, and firmly root your HV programs in these broader efforts for children and families.
- Use shared resources/ shared framing for better linkage and alignment across services and systems.
- Work to connect the dots: align state and community early childhood systems change initiatives for better outcomes.

The Need to Connect



For greatest impact, HV programs should be integrated into broader community systems/community change initiatives

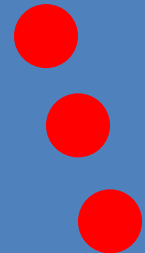
It is an efficient and effective 2-way linkage between HV and other services and systems of care

HMG is a system that can provide the linkage and support HV

What can *HMG* do for Home Visiting ?

What can Home Visiting do for *HMG* ?

- “Ah-hah” moment - Sustainability
- Targeted service
(often the case with HV programs)
- At-risk *Universal* approach (HMG)



Connecting the Dots

From *HMG* to Home Visiting

MIECHV guidance describes how *HV* needs a “statewide infrastructure”

HV is part of a continuum

HMG is an infrastructure for centralized access

HMG can inform the data needs of *HV* sites (Benchmark # 6)

Connecting the Dots from Home Visiting to *HMG*

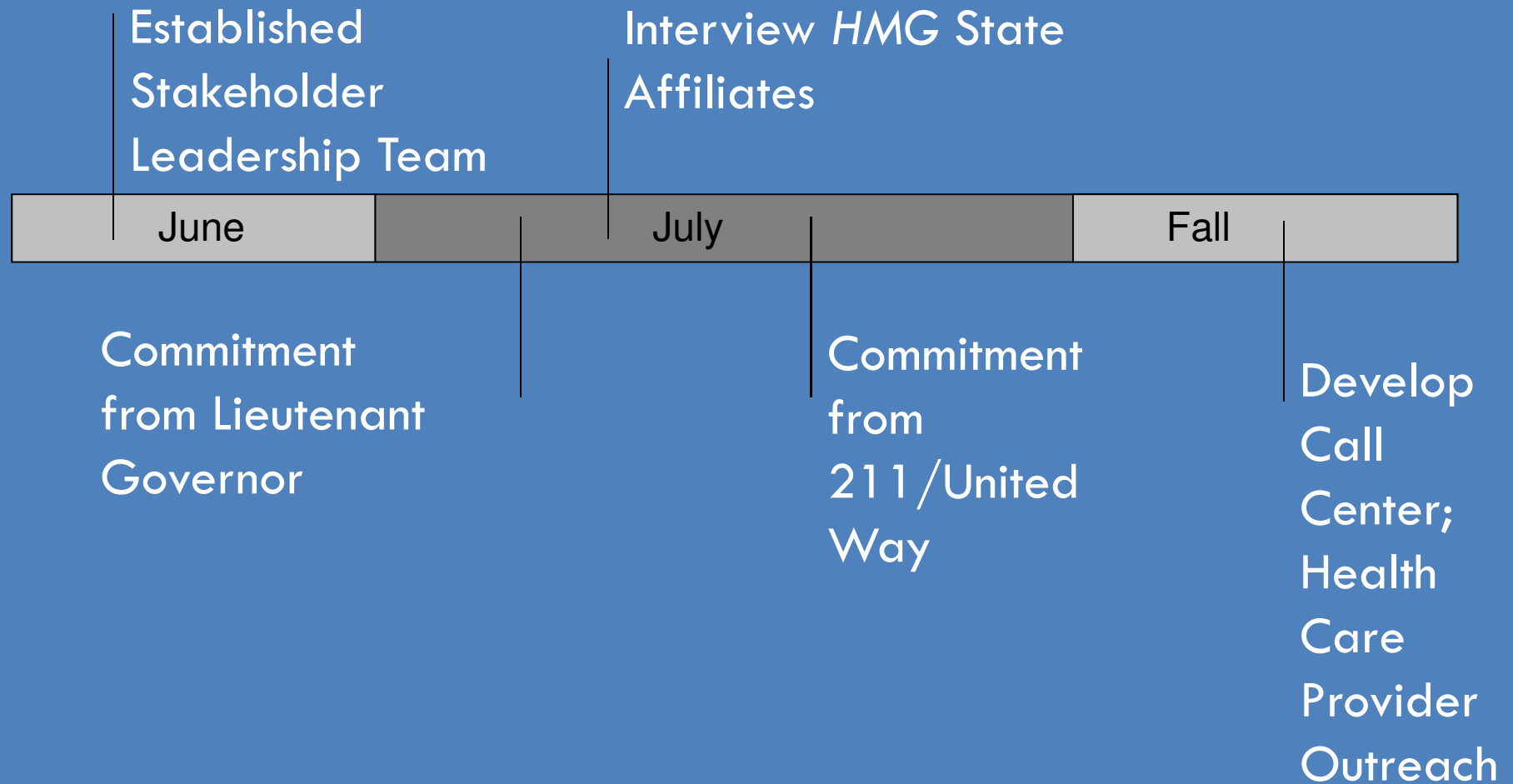


Home Visitation programs can use *HMG* as the centralized access point for their services

- Home Visitors obtain resources and information for families by calling *HMG*
- Home Visitors can refer families directly to *HMG*

Home Visitors can be supported by *HMG* Community Networking meetings

Progress in Building our *HMG* Delaware Infrastructure



Delaware Help Me Grow Conceptual Model

6/14/11

Help Me Grow is a framework that supports an integrated early childhood system where children birth to 8 and their families are supported to achieve optimal wellness.

Help Me Grow

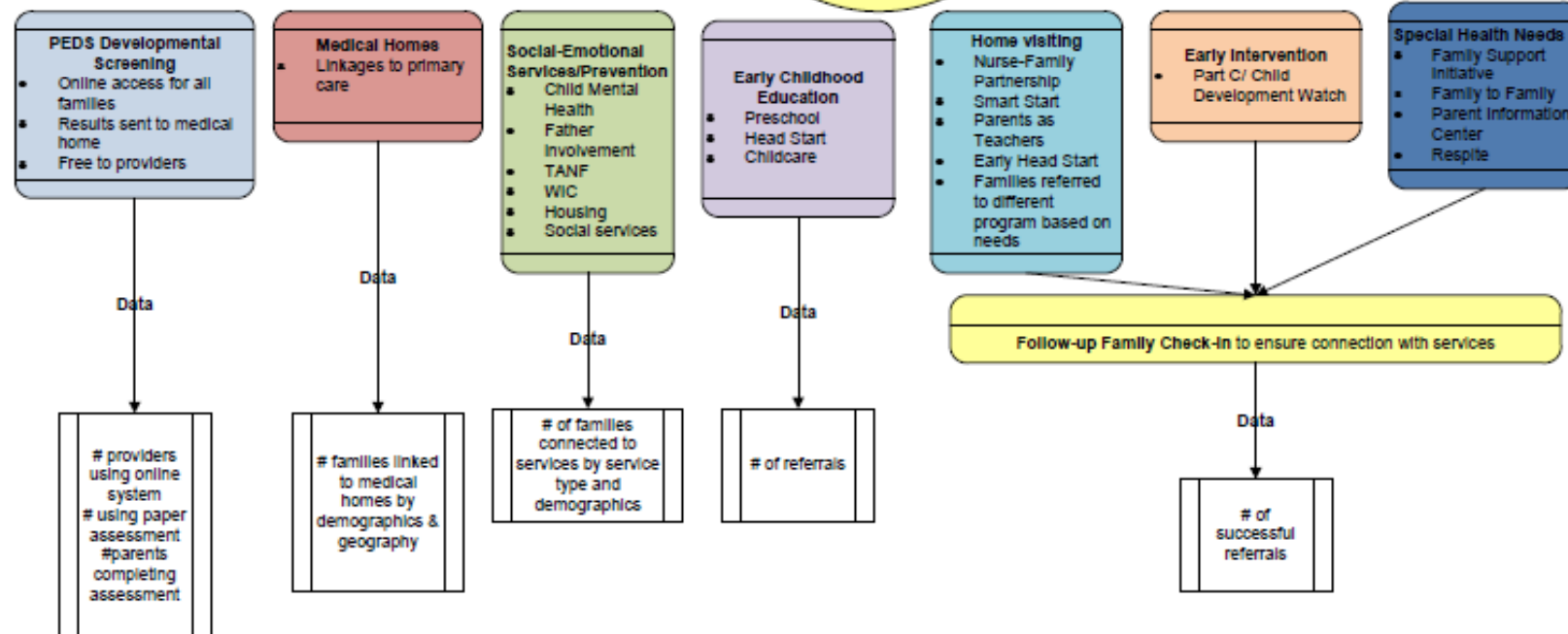
- Telephone-based information/referral
- Inter-agency coordination & collaboration

Health Navigation/
Community
Acceptance/
Social Capital

Physician
Outreach &
Education

DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
MATERNAL AND CHILD HEALTH BUREAU

Social Marketing
& Branding



Building the system together



- **Blending** of financial and administrative resources
- Focus on **at-risk children** typically deemed ineligible for categorical services
- **Low cost** as a consequence of focus on linkage of children and families to existing programs and services
- **Cross-sector collaboration and dialogue**
(child health, early care and education, family support, children with special health care needs, social marketing)



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**How can we all come out better by
serving families in a coordinated
support *system*?**

Help Me Grow- South Carolina

Project LAUNCH and *Help Me Grow*



Patsy Hampton
WestEd Center for Prevention and Early Intervention
Project Director
California *Help Me Grow* and Project LAUNCH

Overview of Project LAUNCH

- Five-year federal initiative funded by the Substance Abuse and Mental Health Services Administration (SAMHSA)
- LAUNCH Goals
 - Increased access to developmental assessments, screenings and services for young children and their families
 - Expanded and improved use of culturally-relevant, evidence-based prevention and wellness promotion practices in a range of primary care and early childhood settings
 - A workforce that understands young children's healthy development
 - Improved systems of care for young children and families at the local, state and federal levels
 - More children entering school ready to learn



Project LAUNCH Grantees

- Arizona
- Boone County, Missouri
- **California**
- District of Columbia
- El Paso, Texas
- Greely, **Colorado**
- Illinois
- **Iowa**
- Kansas
- Maine
- **Massachusetts**
- Michigan
- Multnomah County, **Oregon**
- New Mexico
- **New York**
- New York City
- North Carolina
- Ohio
- **Oregon**
- Plainville, Connecticut
- Red Cliff Band of Lake Superior Chippewa
- Rhode Island
- **Washington**
- Wisconsin



Key aspects of LAUNCH and *Help Me Grow*

LAUNCH Strategies

- Developmental assessments assessments in a range of child-serving settings
- Integration of behavioral health into primary care settings
- Mental health consultation
- Home visiting
- Family strengthening and parent skills training

Help Me Grow Core Components

- Child health care provider outreach to support early detection and intervention
- Community outreach to promote the use of HMG and provide networking opportunities among families and service providers
- Centralized telephone access point for connecting children and their families to services and care coordination
- Data collection to understand all aspects of the *HMG* system, including identification of gaps and barriers



California's Strategy for Implementation of *Help Me Grow*

Help Me Grow Planning Team

- Contract/reporting
- Facilitation/coordination
- Liaison to Statewide Screening Collaboration/Project LAUNCH

Help Me Grow Consortium

- Four counties with intent to implement
- Technical Assistance from National Center

Help Me Grow Learning Consortium

- 14 counties and invited stakeholders
- Two meetings per year
- Electronic newsletter and webpage



For more information:

Patsy Hampton

WestEd Center for Prevention and Early Intervention

California Project LAUNCH and *Help Me Grow*

(916) 799-3211

phampto@wested.org



Questions?



Questions and Answers



Upcoming Webinar: Ensuring Family Engagement within the *Help Me Grow* System

Date: Monday, December 5, 2011

Time: 3:30 – 5:00 PM Eastern



Survey:

Please complete our short survey to give us feedback for the next webinar!

For more information on *Help Me Grow*, Please visit our website: www.HelpMeGrowNational.org