

October 2013 Newsletter



is a streamlined system of early identification and referral that supports children ages 0-5 with developmental, behavior and/or social-emotional concerns and their families.

We build collaboration across sectors, including health care, early care and education and family support to ensure better outcomes for children.



Last Quarter Data July 1 - Sept. 30, 2013

of total developmental screenings: 1,323

Total calls/referrals: 393

pediatric referrals: 349

parents: 26

early care & education referrals: 7

other: 11

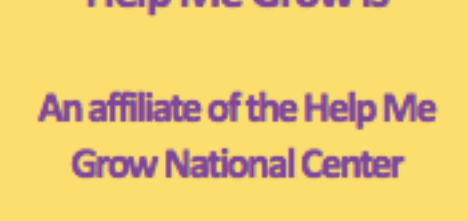
Most common age range of children referred: 18 to 24 months

Top 3 languages represented: English, Spanish, Cantonese

Top 3 cities represented: Oakland, Hayward, San Leandro

Top 3 concerns/reasons for referral: Communication, Cognitive (problem Solving), Fine Motor

[Click here to see the full report](#)



An affiliate of the Help Me Grow National Center



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With the roll-out of the Affordable Care Act (ACA) this month, Dr. Dworkin had an excellent [post](#) about how Help Me Grow can reduce health care costs. He also included a call to expand the vision for children's health care.

Locally, we are working to spread the word to families about their new health care options. For information, visit [Health Care Alameda County](#) or [Alameda County Social Services](#).

In this issue, we highlight our work to support children's development through our cross-sector Steering Committee, new social marketing campaign, website, and our dedicated and passionate new group of volunteers. We also share the story of one family for whom Help Me Grow made a huge difference.

Meet our New Steering Committee Co-Chairs



Help Me Grow is guided by a Steering Committee comprised of family members, providers, county agencies and community-based organizations. We recently gained two new Steering Committee

Co-Chairs: **Pamm Shaw**, Executive Director of Early Childhood Service at YMCA of the Central Bay Area and **Susan Greenwald**, LCSW, Director of Early Intervention Services at Children's Hospital & Research Center Oakland (shown above).

What do you do?

Pamm: I direct the Head Start, Early Head Start and subsidized child development programs operated by the YMCA of the Central Bay Area serving 400+ children and families/year. My biggest responsibility is to ensure our families get what they need and that we have adequate funding by using a mix of state, federal and local funds.

Susan: As a 25 year employee of Children's Hospital, I manage a set of programs that focus on supporting the healthy development of infants and young children. I am involved in raising funds, program development, hospital and community relationships, and policy issues impacting vulnerable young children and their families.

What motivated you to take on this new role?

Pamm: As an early care and education provider, I have an opportunity to serve our community and link our children and families to needed services. HMG fills a huge need. I'm honored to be part of such a great committee.

Susan: My work is often focused on tertiary care. I wanted to be involved in a community effort that focused on getting young children and their families what they need as early as possible.

What are you looking forward to as a Co-Chair?

Pamm: An awesome committee with great commitment and energy and who wants to invest in changing outcomes for children, access for families, and systems to better meet those needs.

Susan: The opportunity to work with a talented and committed group of parents and providers who want a better system of care for young children in our county.

And we look forward to your energy and commitment to Help Me Grow! Welcome Pamm & Susan!

New Volunteers Help Us Grow!

This October, we welcomed our first group of Help Me Grow volunteers!

The new team will support various efforts, including the

Developmental Screening Program, social marketing campaign and community outreach.



Introducing: Ruth Turner; Judy Calder; Patsy Brereton; Gladys Da Silva & Debonne Nelson

Help Me Grow volunteers are mothers and grandmothers from our community with a wealth of

experience in public health, nursing, and early care and education.

We are thrilled to have such a committed and talented group of women joining us!

For more information about the Help Me Grow volunteer program, contact Romi Hall at romi.hall@first5alameda.org or (510) 227-8943.

Campaign is Ready to Launch!

The social marketing campaign will launch on November 18th!

With the headline "Will He [or She] Grow Out of It?" the advertisements reflect a frequent concern and provide concrete and simple steps - call 888-510-1211 or go to alamedakids.org - to make it easy for families to take action.

Ads will be placed on buses, bus shelters, BART stations, convenience stores, laundromats and check cashing envelopes. Advertising will run from Oakland through Hayward through February 2014.

A year in development, the campaign was created with extensive input from English and Spanish speaking families through focus groups and surveys. A group of parents and providers - known as the Social Marketing Action Team - came together once a month to provide input and expertise to campaign development. Thank you Beatriz Dominguez, Maria José Muñoz, Larene Pare, Jill Rian, Rocio Peralta, & Veronica Sood!

Keep a look out for our special e-alert with information on how you can help promote the campaign.

Coming Soon: Alamedakids.org

An important component of the campaign is Alamedakids.org.

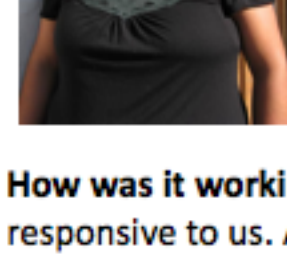
It is a brand new website designed in partnership with [Early Connections](http://EarlyConnections.org) just for families, caregivers and providers in Alameda County. With a focus on early childhood development, users can explore easy-to-read and interactive information developmental milestones, social-emotional health, early learning and ways to support children's development. Families can find parent support information and stories.

An important feature of the site will be the new **Alameda Kids Resource Directory**. It features 120+ early childhood and parenting resources for families of children ages birth to 5. Users can search by language spoken, location, spots available, etc.

If it's not in the directory, there will be a link for more information! We included links to food banks, clinics, shelters, child care resource and referral agencies and more!

Wondering if your agency is in the resource directory? Call Juliana Sanchez @ 510-227-6955 or email at resourcedirectory@first5alameda.org

Family Story: Concepción



Concepción, mother of two boys, worked with Help Me Grow to support her son, age 3 years.

When you were concerned about your son, how was it for your family? It was hard, because we really didn't know what he had. Many people were telling us it was hyperactivity or another problem. But we found out it was autism.

How was it working with Help Me Grow? They were always so responsive to us. And I was especially happy for our son because he was going to receive the necessary help. It helped a lot. Now our son is receiving therapy for him and for us. Along with all the other families, we put into practice what they teach us.

What have you learned in the process of getting help? I believe I greatly increased my ability to deal calmly with him. I've seen the changes in him. I've seen changes how I interact with him.

How is your son doing now? My son is good. He's changed a lot. He's more sociable, he gets along better with his brother. Before, he wasn't able to hold another child's hand to go play. But now I've seen that he gets along with them, he shares toys. Everything is different.

The Phone Line is open Monday - Friday from 9am - 5pm for child development information and referrals. Call us to find out more!

