

help me grow utah care coordination marketing

To increase productivity within Help Me Grow Utah's (HMG UT) care coordination system, HMG UT markets to two separate groups:

1. Families who have opted into HMG UT services
2. Interoffice staff who are working with the families

This clarifies HMG UT to families, and it reminds care coordination staff of the steps they need to follow while working with families. The following pages include care coordination marketing through the lenses of families and HMG UT staff.

Family Care Coordination Marketing

Once a family has opted into the system, HMG UT contacts them in several ways to encourage the family to continue with the system.

This marketing ranges from letters to certificates, helping the family through every step of the care coordination process.

Welcome Letter

The HMG UT Welcome Letter (see right) reminds families of what the system offers.

The letter serves as a warm welcome to families and directs them to an online survey that will help HMG UT better improve their program.



Dear (First Name),

Welcome to Help Me Grow! We know that parents are the experts on their children. We also know that we could all use a little extra help and support! Help Me Grow can provide that extra support because we're experts in community resources and child development.

As a Help Me Grow family, you are eligible to receive FREE:

- Information on child development
- Referrals to community resources
- Developmental screening questionnaires (ages 0-5)
- Activity sheets to promote child development at home
- Invites to family activity events

A chance to win!

To help us better serve you, please take a 5-minute survey located online at www.bit.ly/HMGwelcomesurvey. By completing this survey, you enter a monthly raffle to win a gift for your child! We'll send a follow up survey to you in 4-6 months. **To complete this survey, you will need a unique family code.** Your code is **(Family Code AZ####)**.

Find additional resources online!

Access information, activities and ideas by joining our online community!

Website (www.helpmegrowutah.org) – Track your child's development and find events

Pinterest – Fun activities and reliable websites

Facebook (Help Me Grow) – Ask us questions and share us with your friends!

Instagram (@helpmegrowutah) – Cute pictures and fun facts

Blog (www.helpmegrowutah.blogspot.com) – Continuous information and ideas

Please contact us if you have any questions!

The HELP ME GROW TEAM

Dial 211. Ask for Help Me Grow.

148 N. 100 W. / Provo, UT 84603

www.helpmegrowutah.org

801-691-5322

First Time ASQ Letter

HMG UT sends a letter alongside the Ages and Stages Questionnaire. This letter gives families more guidance about what to expect as they are filling out the screening.

HELP Me GROW
148 n 100 W
PROVO, UT 84601
801.691.5322
helpmegrowutah.org



Dear Parent/Guardian,

Thank you for participating in our child screening/monitoring program!
The enclosed questionnaire from the Ages & Stages Questionnaires®, Third Edition (ASQ-3™), is a screening tool that provides a quick check of your child's development. Once you receive the questionnaire, please return it to Help Me Grow within two weeks to ensure the validity of the tool.

The ASQ is a great tool for parents that helps to reveal your child's strengths, uncover any areas of concern and determine if there are community resources or services that may be useful for your child or your family.

There are two sections in the questionnaire that you will be completing. The first section includes six questions in each of the five developmental areas. The five developmental areas include communication, gross motor, fine motor, problem solving and personal-social skills. Your child may be able to do some but not all of the items, which is normal. Read each item in the questionnaire and mark:

"Yes" if your child is performing the skill

"Sometimes" if your child is performing the skill but doesn't yet do it consistently

"Not Yet" if your child does not yet perform the skill

The second section asks questions about your child's overall development and any concerns you may have about his or her development. Answer questions by marking "yes" or "no," and if indicated, please explain your response.

We hope you have fun completing this questionnaire with your child! Learning about your child's growth and progress is an empowering and celebratory experience. Make sure he or she is rested, fed and ready to play before you try the activities. Once we receive the ASQ-3, we will call you to communicate the results of the questionnaire and to answer any questions or concerns you may have.

Have Fun!

The Help Me Grow Team



Subsequent ASQ Letter

HMG UT sends a letter alongside the Ages and Stages Questionnaire. This letter reminds families of the steps to take while they're completing the survey.

HELP Me GROW
148 n 100 W
PROVO, UT 84601
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Dear Parent/Guardian:

It's that time again! Included is the next ASQ for your child. We hope you've been able to better understand your child's strengths, be aware of areas of concern and learn about community services that can support your child.

Please complete the questionnaire as before, marking "yes", "sometimes" or "not yet" to each item in each developmental domain. Once you receive the questionnaire please complete and return it within two weeks to Help Me Grow.

We invite you to check out our blog and website for additional information about child development and ideas for how you can strengthen and support your child's progress and growth. Visit us at helpmegrowutah.blogspot.com

Call us if you have any questions or would like more information on resources useful to your family.

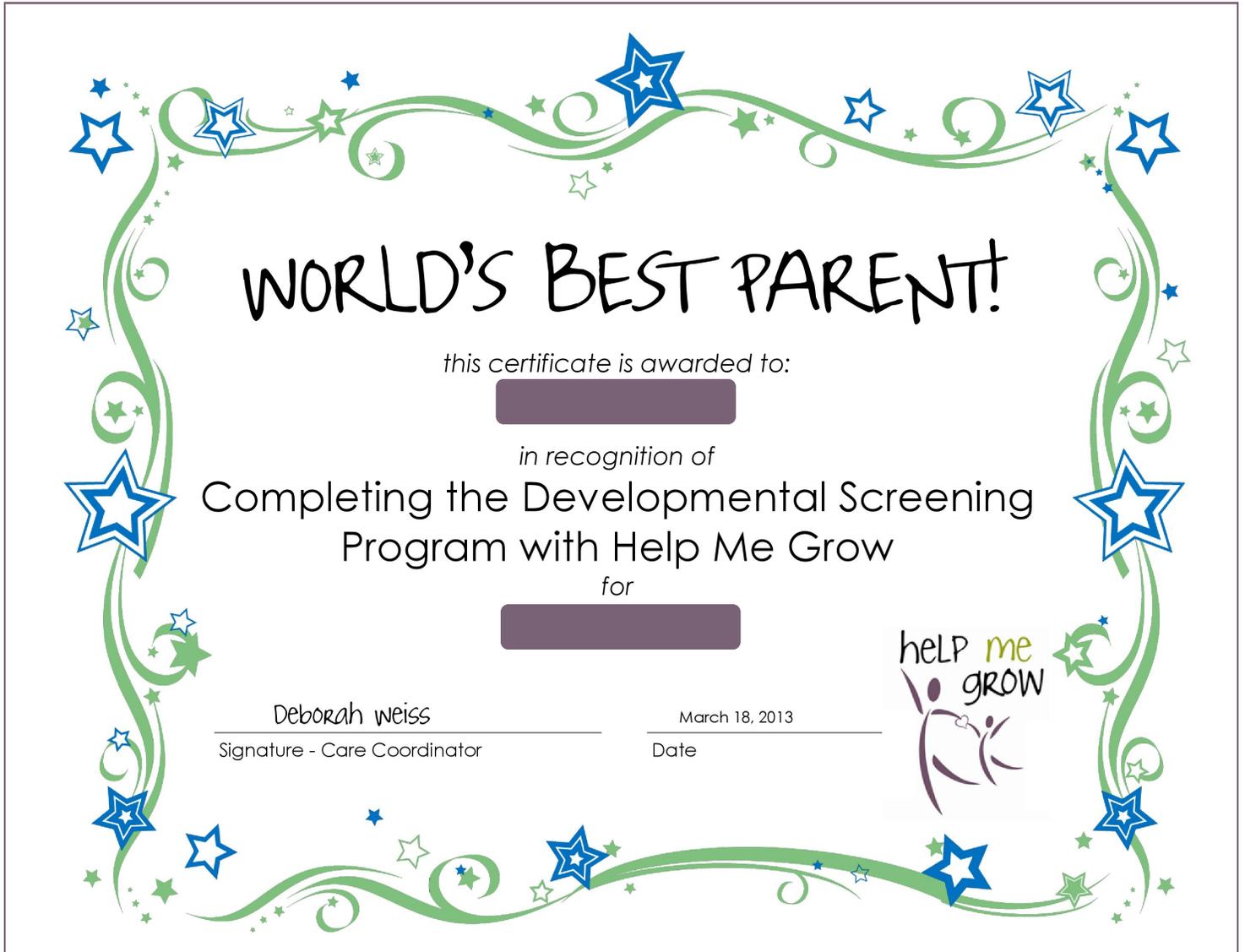
Don't forget to have fun!

The Help Me Grow Team



ASQ Certificate

Once a family has graduated from ASQ monitoring, HMG UT sends them a certificate to congratulate the family of completing a valuable tracking tool



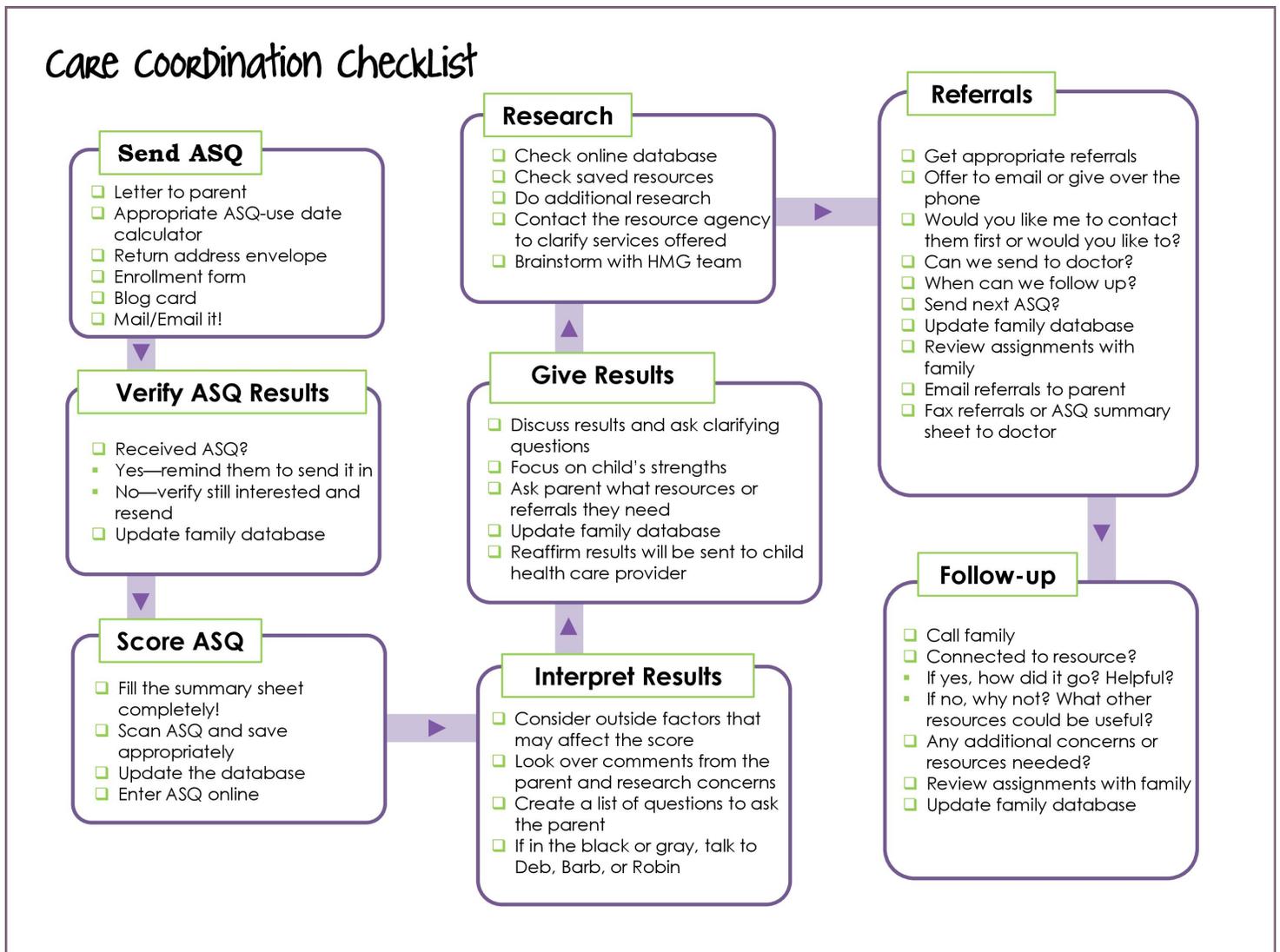
Interoffice Marketing

The HMG UT office incorporates interoffice marketing to give employees guidance on the care coordination process. Because of this, employees always have something to reference while they're working with families.

The following pages include forms that HMG UT staff reference while performing care coordination

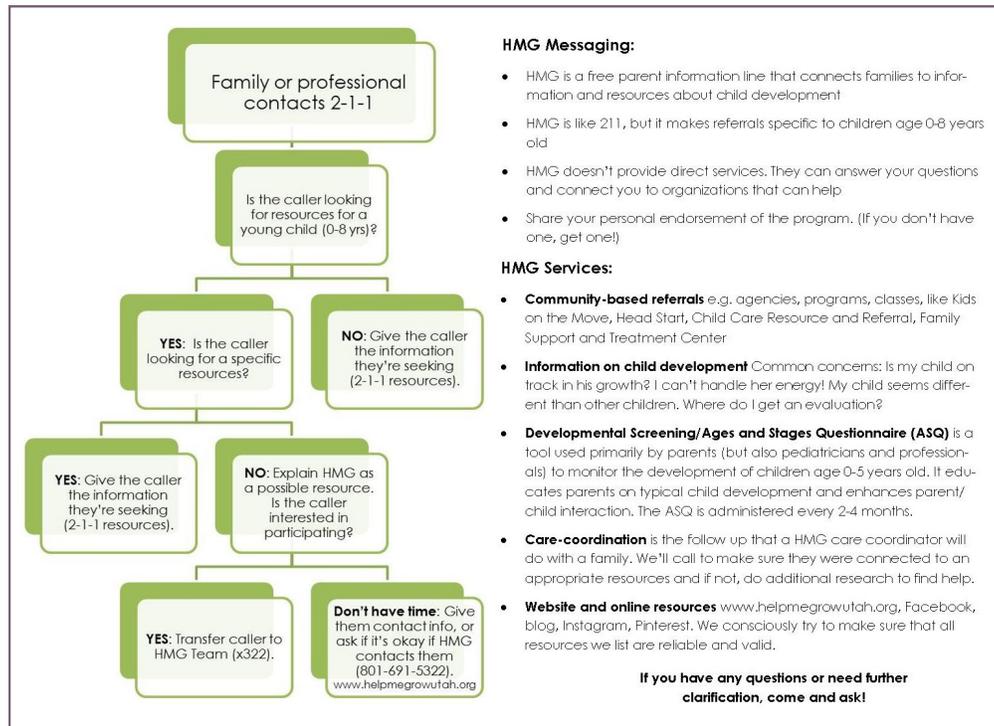
Care Coordination Checklist

HMG UT utilizes a checklist of basic reminders to ensure that employees stick with a family through every step of the care coordination process.



HMG/2-1-1 Protocol Graph

HMG UT maintains a strong partnership with 2-1-1. Because of this partnership, HMG UT developed a specialized protocol for 2-1-1 to reference while they're speaking with a potential HMG UT family.



ASQ Age Range Chart

The HMG UT team also uses an ASQ/ASQ SE Age Range cheat sheet. This allows them to quickly inform families of when to expect their next screening.

ASQ/ASQ SE Ranges of Validity & Intervention Ages	
ASQ	Range
ASQ 2 mo	1 mo 0 days to 2 mo 30 days
ASQ 4 mo	3 mo 0 days to 4 mo 30 days
ASQ 6 mo	5 mo 0 days to 6 mo 30 days
ASQ 8 mo	7 mo 0 days to 8 mo 30 days
ASQ 9 mo	9 mo 0 days to 9 mo 30 days
ASQ 10 mo	9 mo 0 days to 10 mo 30 days
ASQ 12 mo	11 mo 0 days to 12 mo 30 days
ASQ 14 mo	13 mo 0 days to 14 mo 30 days
ASQ 16 mo	15 mo 0 days to 16 mo 30 days
ASQ 18 mo	17 mo 0 days to 18 mo 30 days
ASQ 20 mo	19 mo 0 days to 20 mo 30 days
ASQ 22 mo	21 mo 0 days to 22 mo 30 days
ASQ 24 mo	23 mo 0 days to 25 mo 15 days
ASQ 27 mo	25 mo 16 days to 28 mo 15 days
ASQ 30 mo	28 mo 16 days to 31 mo 15 days
ASQ 33 mo	31 mo 16 days to 34 mo 15 days
ASQ 36 mo	34 mo 16 days to 38 mo 30 days
ASQ 42 mo	39 mo 0 days to 44 mo 30 days
ASQ 48 mo	45 mo 0 days to 50 mo 30 days
ASQ 54 mo	51 mo 0 days to 56 mo 30 days
ASQ 60 mo	57 mo 0 days to 66 mo 0 days
ASQ SE	Range
ASQ SE 6 mo	3 mo through 8 mo
ASQ SE 12 mo	9 mo through 14 mo
ASQ SE 18 mo	15 mo through 20 mo
ASQ SE 24 mo	21 mo through 26 mo
ASQ SE 30 mo	27 mo through 32 mo
ASQ SE 36 mo	33 mo through 41 mo
ASQ SE 48 mo	42 mo through 53 mo
ASQ SE 60 mo	54 mo through 65 mo
Intervention Activities	
1-4 mo	24-30 mo
4-8 mo	30-36 mo
8-12 mo	36-48 mo
12-16 mo	48-60 mo
16-20 mo	60-66 mo
20-24 mo	