Help Me Grow

Intern Manual

August 2012

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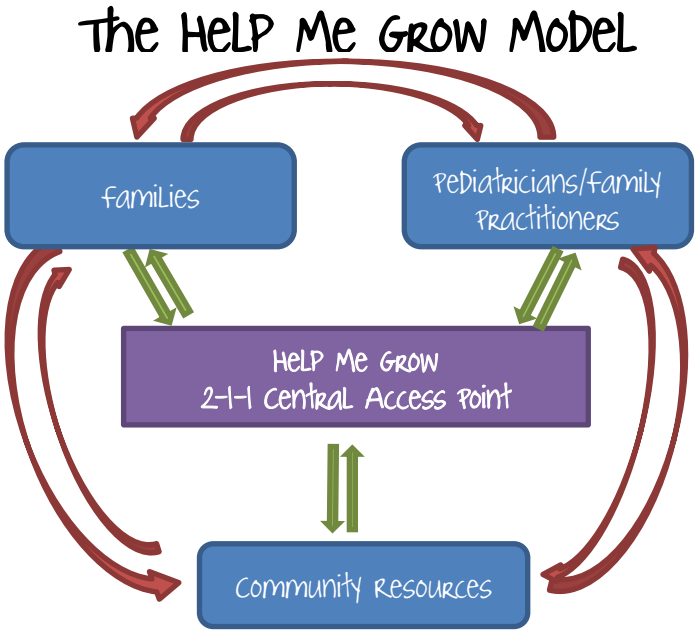
Help Me Grow – Central Access Point

At its most basic level, Help Me Grow is an information phone line that links parents and caregivers to community resources and answers questions about child development.

Help Me Grow is much more than an information and referral center, it is a **system enhancer**. We improve the existing systems by acting as **care coordinators** that follow-up with parents to make sure they received the help they need. We act as **community liaisons** to develop relationships with organizations and programs in our county. We **support healthcare providers** in developmental surveillance and help them connect their patients to community resources. We **maintain and develop** a community resource database and stay informed on new and changing programs. We **identify gaps and barriers** in communication and seek to gather the needed information.



Help Me Grow was developed 10 years ago by Dr. Paul Dworkin a pediatrician in the Connecticut, Hartford area. He saw that there were children with developmental delays and behavioral concerns who weren't receiving proper intervention. There were many children with developmental delays that were not being detected early enough. The earlier a child's delay can be detected and the appropriate intervention provided the less costly and more likely the child will be prepared to learn. He also saw that there are many community resources that were being underutilized because parents were unaware of the resources. Help Me Grow gives parents, health providers and

community partners the resources to identify and provide intervention. Some of the most powerful resources are within our local communities. Connecting families to community resources can provide multiple levels of intervention and support to help children and their families.

Utah County has the highest birthrate in the nation and because of this we have many new parents in need of resources. Help Me Grow is a brilliant system that provides support to families and links the current community resources more tightly.

The various roles of Help Me Grow will be described at length in these four fundamental areas of Help Me Grow:

- Family Outreach/Developmental Screening
- Community Outreach
- Health Care Provider Outreach
- Resource Database

In this manual we will explain each of these areas of Help Me Grow, the specific protocol established and how these areas of the program help to support the overarching goal of Help Me Grow: that of empowering families and helping children to succeed in life.

Intern Responsibilities

As an intern you are involved in every aspect of Help Me Grow. The intern responsibilities are divided between the interns to keep your assignments clear. Though you might be assigned to one area, you will often double up and be working on the same projects together. Please consult our intern responsibility chart for your specific duties.

Daily Duties

Every week is very different and each day you have new things to work on. This is a basic list of what should be accomplished daily.

- Review email, especially the email from the other intern of what was accomplished the day before
- Follow-up calls to families
- Update programs/agencies on resource database
- A blog or Facebook post
- ASQ follow-up: mail, scan, fax, enter online, etc.
- Assignments from team
- Help answer Help Me Grow, 2-1-1 and other general office phone calls

Weekly Intern Meeting

The weekly meeting is to go over the schedule for the upcoming week, to make assignments and to review what was accomplished the week prior. These meetings help unite the team as well as inform others of projects being worked on. Make sure to bring any projects you're working on that the team should review.

Weekly Case Review Meeting

The purpose of this meeting is to allow each of us the opportunity to discuss cases we are working on. We will then work together as a team to provide you with information and community resources that you can use to help your family.

Assignments from Team Leaders

You'll receive random assignments or projects from team leaders. Make sure to ask them when they would like these projects done by. They will often just blurt out ideas that they have and if you don't clarify the deadline, you could be working on 1500 different projects and have no idea which one is most important. Ask!!

Daily Report Emails

At the end of each day you need to communicate to the team what was accomplished. These emails help us keep track of what you have been working on. We

are often all working on the same project and we don't want to be doubling up the work. This daily email should be sent to Barb, Deb, Rachel and Help Me Grow. If it's a specific assignment from someone, make sure to send an email update to that person.

Bad Example:

Hello people that I work with.
My Update: Today I did stuff. It was good. I worked on that list for Robin and it was good. I also did that other thing for Barb and Deb interrupted me like 15 times. It was good. Don't worry, those 30 assignments I'm working on, are getting done.

Good Example:

Hello Friends!
Today's ventures included:
Care Coordination:

- I scanned an ASQ scored by Robin. The family is moving, so we are waiting until we get their 33 or 36 month ASQ with their new pediatrician information before we fax it.
- Deb called Fior Pacheco to verify that she received the ASQ we sent her. I think we should have Deb contact her from now on, as it seems they are more comfortable speaking Spanish.

Family Event:

- I printed off the ¼ sheet family event flyers so that we have them to pass out to people.
- I emailed Robin a PDF of the A-frame banner format that we're working on.

Database Research:

- I spent a little time today trying to get access to bilingual speech development in children on aap.org, but even after looking through their "Parenting Corner" I still was not able to get any information.

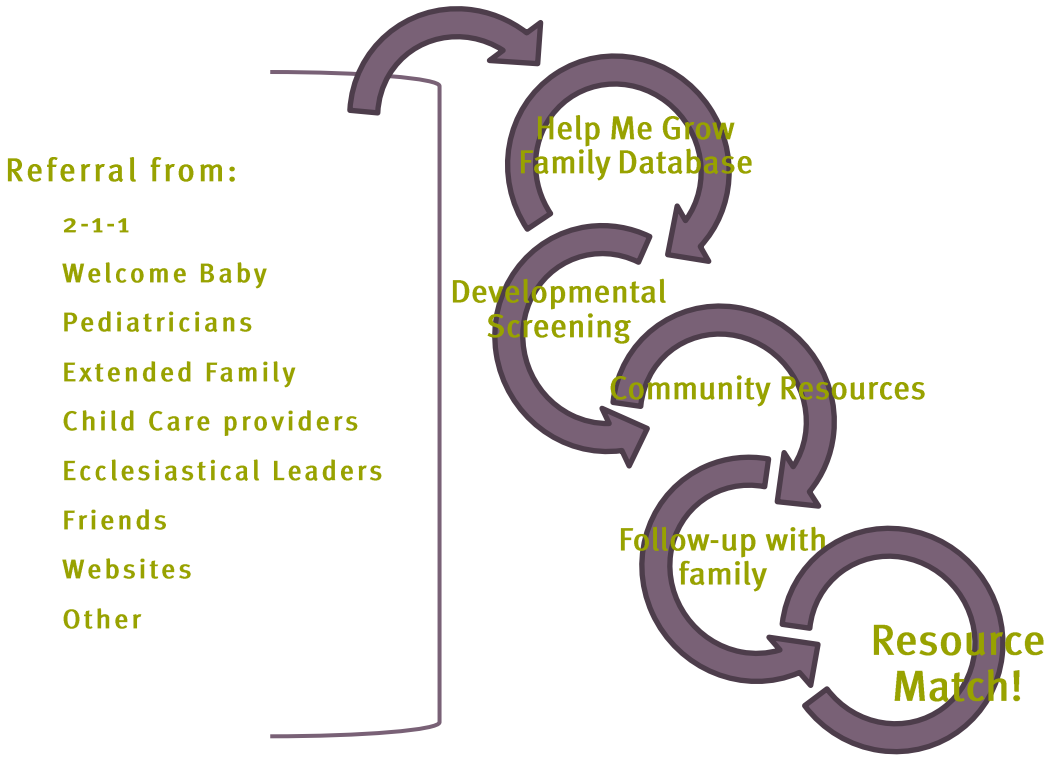
Social Media:

- I advertised our Family Event on our blog today. I hope I was able to get our readers excited about it!
- I also spent some time on BlogFrog responding to discussions. We have 25 followers now!

That was about it for today. Got lots done!

Family outreach/Care coordination

Help Me Grow is focused on families. The following is an image showing the process of what happens when we receive a family referred from another agency.



This chart helps to explain more clearly the internal workings of how Help Me Grow functions when a family calls with a concern:

1. A family is referred to Help Me Grow from many different sites, agencies, healthcare providers, friends, the internet, etc.
2. They are then placed into our Family Database where we can keep track of their concerns and referrals we make to them.
3. If the concern is for a child ages 0-5, we will explain to them the ASQ/Developmental Screening program and suggest it as a resource to them. Most are very interested.
    a. We use the ASQ to learn where the child is developmentally because it's a reliable questionnaire and will factor into the referrals we will make.

4. Based on the family's needs and what the ASQ has shown, we use Volunteer Solutions (our online resource database) to find appropriate resources which we give to them.
5. Depending on the family, we follow-up to see if the resource was a match!

Developmental Screening: What is the ASQ?

Many parents are not sure of what is normal development of children, sometimes do not recognize developmental delays, or have unrealistic expectations of their young children. A major goal of Help Me Grow is to identify children who are behind developmentally. The Ages and Stages Questionnaire (ASQ) fulfills this role as a universally accepted, reliable, and simple screening tool that provides valid results on a child's progress.

The Ages and Stages Questionnaire gives us a quick overview of where a child is developmentally compared to other children of the same age. Included below is a section from the ASQ User Guide in the introduction. Please refer to the guide for a more detailed description.

> The Ages and Stages Questionnaire is composed of 21 questionnaires designed to be completed by parents or other primary caregivers at any point for a child between 1 month and 5 ½ years of age. Questionnaire intervals include 2, 4, 6, 8, 9, 10, 12, 14, 16, 18, 20, 22, 24, 27, 30, 33, 36, 42, 54, 60 months. These questionnaires can identify accurately infants or young children who are in need of further assessment to determine whether they are eligible for early intervention or early childhood special education services.
>
> Each questionnaire contains 30 developmental items that are written in simple, straight-forward language. The items are organized into five areas: **Communication, Gross Motor, Fine Motor, Problem Solving, and Personal-Social.** An Overall section addresses general parental concerns. The reading level of each questionnaire ranges from fourth to sixth grade. Illustrations are provided to assist parents in understanding the items.
>
> For the 30 developmental items on each questionnaire, parents mark *yes* to indicate that their child performs the behavior specified in the item, *sometimes* to indicate an occasional or emerging response from their child, or *not yet* to indicate that their child does not perform the behavior. Program personnel convert each response to a point value, total values, and compare the total score with established screening cutoff points.

How Help Me Grow uses the ASQ

1. Universal Screening: We want all children to be given the best chance at great opportunities in life; because of this, we send ASQs to any that request it, regardless of whether delay is expected or not.
2. Healthcare provider cooperation: Research in Connecticut showed that most parents had some kind of connection with a healthcare provider for their child which can act as a great partnership for distributing the ASQ to families.
3. Tool for Parental Education: Questions in the ASQ are written in a way that gives parents information about child development and what their child should be doing for his/her age. Having the parents complete the ASQ gives them a sense of empowerment towards raising their children, helping them be more informed and prepared to work with their pediatrician.

Care Coordination

When families contact us, we need to get basic information from them so that we can find the best answer for their concern.

1. Always have the Family Database open to record information and referrals made so that we can follow up with them.
2. Always do your best to use our resource database, the Community Resources Directory, books like *Touchpoints,* and other resources in the office to find information and referrals for the family.
3. Feel free to discuss any question a family might have with the team to get ideas for good referrals to make to a family.
4. Always give information to the family that they need to have when they call and follow up with them as appropriate.

Care Coordination Checklist

Use the checklist to make sure that you don't miss a step when you are doing care coordination.

Care Coordination Checklist

Send ASQ

- ❑ Letter to parent
- ❑ Appropriate ASQ
- ❑ Return address envelope
- ❑ Enrollment form
- ❑ Blog card
- ❑ Mail/Email it!

Verify ASQ Results

- ❑ Received ASQ?
  - Yes—remind them to send it in
  - No—resend
- ❑ Update family database

Score ASQ

- ❑ Fill the summary sheet completely!
- ❑ Scan ASQ and save appropriately
- ❑ Update the database

Research

- ❑ Check online database
- ❑ Check saved resources
- ❑ Do additional research
- ❑ Contact the resource agency to clarify services offered
- ❑ Brainstorm with HMG team

Give Results

- ❑ Discuss results and ask clarifying questions
- ❑ Focus on child's strengths
- ❑ Ask parent what resources or referrals they need
- ❑ Update family database

Interpret Results

- ❑ Consider outside factors that may affect the score
- ❑ Look over comments from the parent and research concerns
- ❑ Create a list of questions to ask the parent
- ❑ If in the black or gray, talk to Deb, Barb, or Robin

Referrals

- ❑ Get appropriate referrals
- ❑ Offer to email or give over the phone
- ❑ Would you like me to contact them first or would you like to?
- ❑ Can we send to doctor?
- ❑ When can we follow up?
- ❑ Send next ASQ?
- ❑ Update family database as needed
- ❑ Review assignments with family
- ❑ Email referrals to parent
- ❑ Fax referrals or ASQ summary sheet to doctor

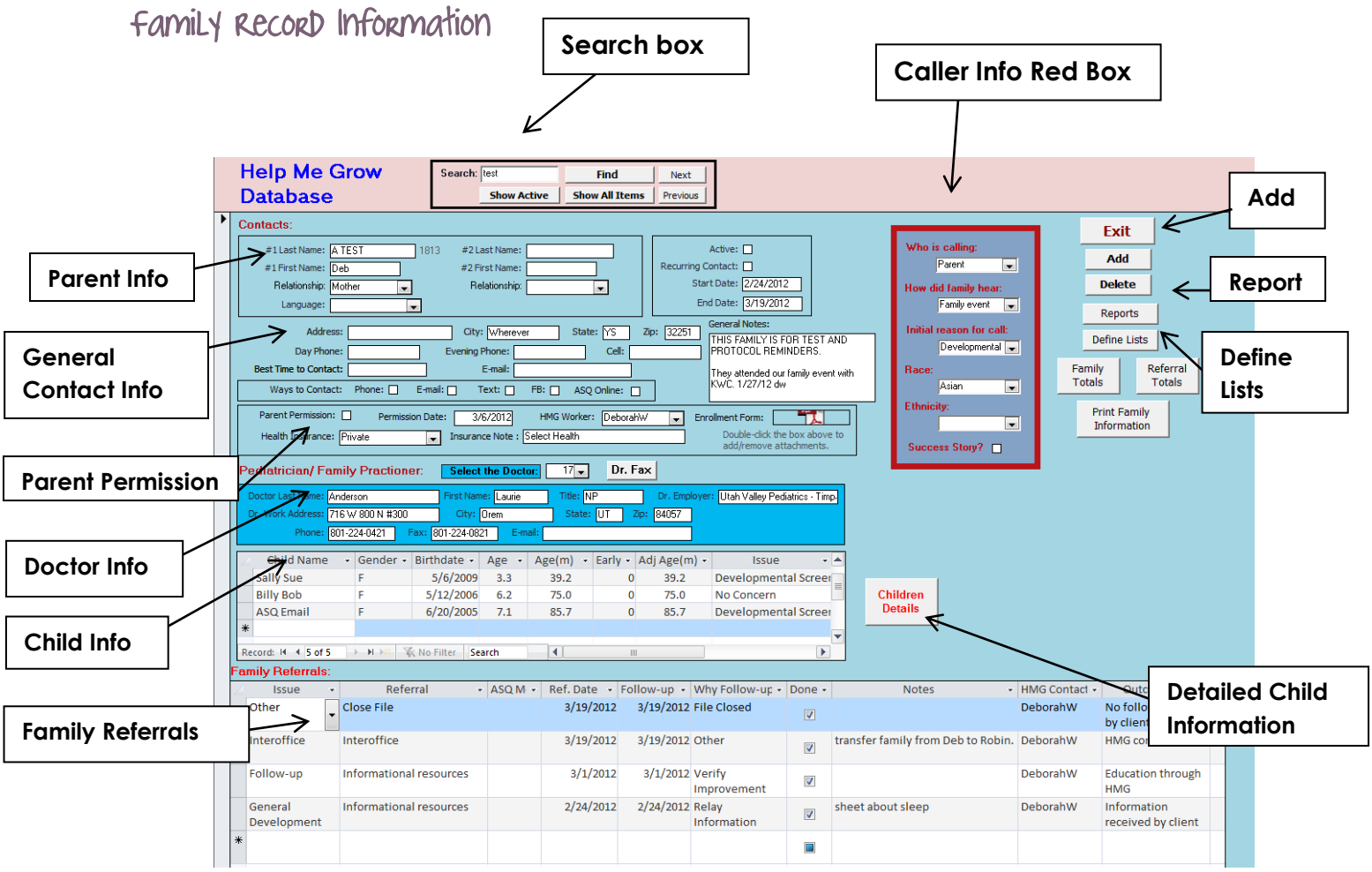
Follow-up

- ❑ Call family
- ❑ Connected to resource?
  - If yes, how did it go? Helpful?
  - If no, why not? What other resources could be useful?
- ❑ Any additional concerns or resources needed?
- ❑ Review assignments with family
- ❑ Update family database

Family Database

The Family Database is where all of our family contact information is kept. It is how we follow the progress of the child and helps us to have reliable follow-up to make sure that a family doesn't fall through the cracks.

Family Record Information



Search Box:

This is where you search for families. It's best to search by last name and then click the "find" button or hit the enter button twice.

Parent Information:

This is where caller's name, relationship and language preference are recorded. This is typically the parent information with the primary contact on the left.

Contact Information:

Make sure to gather as much information as possible! If a caller doesn't want to disclose their complete address, make sure you at least get CITY, STATE and ZIP. Some of these families are very transient and we need to have more than one way to contact them.

Ask the family what is the best way to contact them and make the appropriate boxes.

- **FB:** Facebook
- **ASQ Online:** Want to be emailed ASQ reminders with the online link

Ways to Contact: Phone: ☐ E-mail: ☐ Text: ☐ FB: ☐ ASQ Online: ☐

Parent Permission Section

Parent Permission: ☐ Permission Date: 3/6/2012 HMG Worker: DeborahW Enrollment Form:

Health Insurance: Private Insurance Note : Select Health Double-click the box above to add/remove attachments.

We scan the signed enrollment form and uploaded it into the "Enrollment Form" field. We need an enrollment form to process their personal information and to enter their information into the online ASQ database.

Checking the parent permission box and selecting a date means that the parent has given us permission on their enrollment form to also send the ASQ results to their primary care provider.

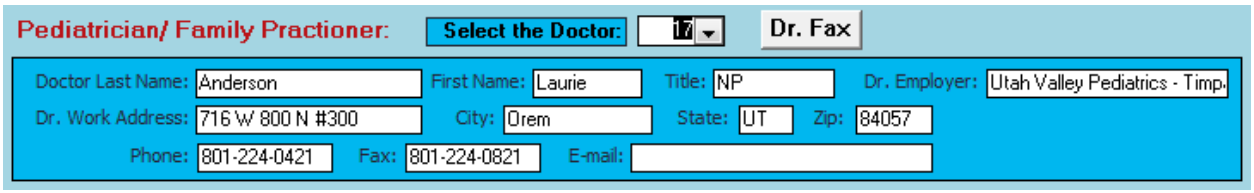
When we open a new record we need to get this permission from the parent through an enrollment form and signature. If the caller doesn't give us permission to send info to the doctor but they do want the ASQ, we upload the enrollment form but DO NOT select the parent permission box and date.

HMG Worker: This is the person that is currently assigned as the care coordinator for that family. If you need to transfer the record from one person to another the proper way to do that is to enter a referral line in the family referral field that looks like this:

Interoffice	Interoffice		3/19/2012	3/19/2012	Other	☑	transfer family from Deb to Robin.	DeborahW	HMG complete

Health Insurance: There is a drop down menu to remind us to ask what type of insurance they have. Our referrals will change depending on if they have Medicaid or private insurance. It's also important to ask this for statistical purposes.

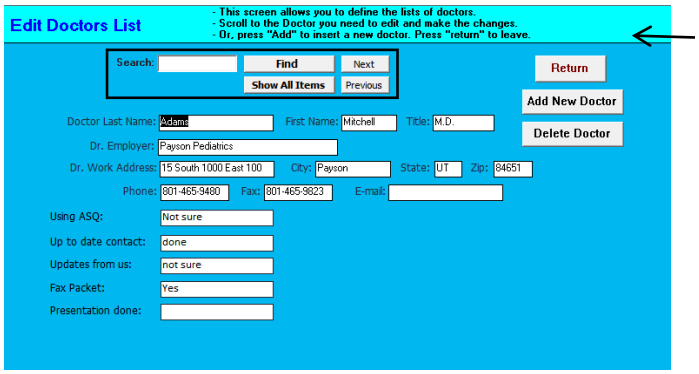
Doctor Information:



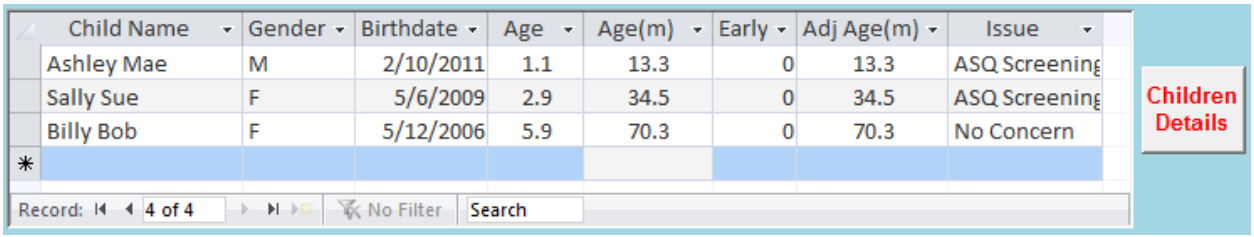
To enter in the family's doctor information, you select the name from the drop down option and their info will auto fill. You cannot type in the information.

If the doctor is not listed, follow the instructions below to add or edit a doctor's information.

1. Open the Family Database and click the button "Define Lists"
2. Click on Edit Doctor List
3. Click on Add New Doctor
    a. To edit a Doctor, search for Doctor, then update his/her information
4. Close out of Microsoft Access and then go back in and the doctor you inserted



Child Information



Child Name	Gender	Birthdate	Age	Age(m)	Early	Adj Age(m)	Issue
Ashley Mae	M	2/10/2011	1.1	13.3	0	13.3	ASQ Screening
Sally Sue	F	5/6/2009	2.9	34.5	0	34.5	ASQ Screening
Billy Bob	F	5/12/2006	5.9	70.3	0	70.3	No Concern

We use this field to record information specific to each child in a family.

Child Name: if the child may have a different last name than the primary contact, be sure to enter their last name as well.

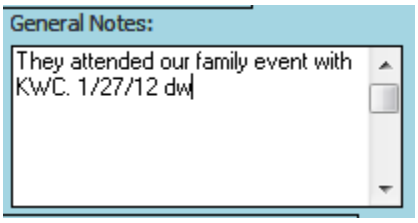
Gender: M is Male and F is Female

Birthdate: If we don't have the birthdate but only the age of the child, enter the birthdate as the first of January. For example, if we know the child is two years old, then we would enter 1/1/2009. After the birthdate is entered, the computer will auto fill age columns. Make a reminder to ask the parent for the actual birthdate.

Early: If a child was premature, enter the amount of weeks early they were born. Then the computer will adjust the age. Then we can send the ASQ appropriate to their stage of development, by the Adjusted Age. **If a child was born only 2 weeks premature, we do not follow the adjusted age. If a child was born premature (3 weeks or more) then we'll follow that age until 24months. By that time they should be caught up.**

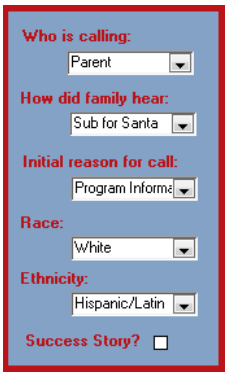
Issue: To keep track of the concerns parents are calling for by child, you must also select from this drop down box what the parent is interested in for each child. If a parent has no concerns for one of their children select "no concern" as the option.

General Notes Section:



The section is used to record how the family came to be in our system, include the date of event or program if needed. **ALWAYS** include a little background info in this box as well as the day's **date** (including the **year**) and your **initials**. You can also use this box to include additional information about the family as needed when you work with the family.

Caller Info Red Box: This is how we can keep track of who is calling and why. It is very important to include this information for purposes of funding and validity to the program. If you edit any of the lists, you must let Bruce know in an email.



- Who is calling
- How did family hear
- Initial reason for call
- Demographics: Ask what race and ethnicity they consider themselves to be.
- Success Story: mark if you think this family would be a good story to remember.

Child Record Information

Next/Previous Child

ASQ Box

Partnership Box

Parent Name

ASQ's Received

Letters to Parents

Child Referrals

Help Me Grow Child Record

- All the children are listed for the #1 Name person
- Press the "next" and "previous" child to get to the right child
- Edit the data, press "Return" when done

#1 Name: Deb A TEST

Child's Name: Ashley Mae

1082

Next Child

Previous Child

Birthdate: 2/10/2011

Age: 1.5

Age in months: 18.0

Weeks Early: 0

Adj. Age in months: 18.0

Notes on this child:

0

ASQ: (green = AAP)

2: 4: 6: 8: 9: 10: 12: 14: 16: 18: 20:

22: 24: 27: 30: 33: 36: 42: 48: 54: 60:

ASQ/SE:

6: 12: 18: 24: 30: 36: 48: 60:

Early Intervention: KWC

Headstart: Not Qualified

Early Headstart:

Welcome Baby:

Return

Print Child Information

Letters to parents:

Preview

- First time ASQ user
- Subsequent ASQs
- First time ASQ user (Spanish)
- Subsequent ASQs (Spanish)

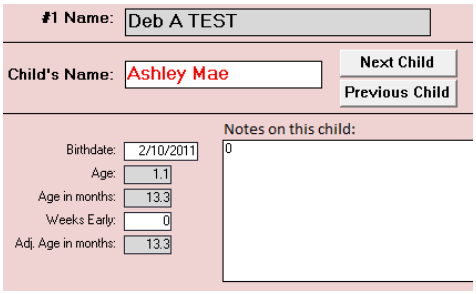
	Month	ASQ Completed	Date Scored	ASQ Online	Sent to Provider	Score	Notes on the Score	
ASQ	12	3/1/2012	3/10/2012	3/10/2012	3/10/2012	Gray	gray in gross motor	0(0)
								0(0)

Record: 1 of 1 No Filter Search

Child Referrals:

ASQ	Ref. Date	Follow-up [	Why Follow-up	Done	Notes	HMG Conta	Outcomes	Gaps	Barrier
	3/15/2012	4/18/2012	Verify Improvement	☑	check to see if KOTM has been helping and the mom is doing well.	DeborahW	Received service		
	3/1/2012	3/15/2012	Connected to Referral?	☑		DeborahW	Received service		
	2/24/2012	3/1/2012	Connected to Referral?	☑		DeborahW	Waiting list		
	2/24/2012	2/24/2012	Relay Information	☑	concerned about her daughter's speech	DeborahW	Information received by client		
	2/27/2012		Relay Information	☑	website, www.autismspeaks.com, res	DeborahW	Information received by client		
			Connected to Referral?				Received service		
			Relay Information			orahW	Information received by client		

Child Information: All the information about the child is brought forward from the family record. We include the date with the **year** and our initials if you write notes.



ASQ's Received:

ASQ's Received:

Type	Month	Date Completed	Date Scored	ASQ Online	Sent to Provider	Score	Notes on the Score	
ASQ	12	3/1/2012	3/10/2012	3/10/2012	3/10/2012	Gray	gray in gross motor	(0)
								(0)

Record: 1 of 1 No Filter Search

Here we record the ASQs that have been returned from the families.

Type: Select either ASQ or ASQ-SE

Month: Month of developmental screening.

Date Completed: Date the parent completed the ASQ.

Date Scored: Date we scored the ASQ.

Score: The color of the **lowest** domain score. If this child is white in everything except for one gray, then select gray as the score and specify in the notes section, "gray in communication." Always specify which domain is a concern in the notes.

ASQ Online: the date the ASQ has been entered into the online ASQ system.

Sent to Provider: Date you fax the ASQ summary (results) sheet to pediatrician.

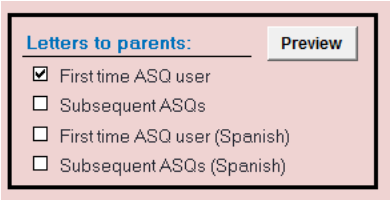
Notes on the Score: Any additional notes on the score.

Paper Clip Sign: Where to attach the ASQ with the score sheet

ASQ Box: When we have received an ASQ from a family we enter the information into the ASQ Received field but ALSO we check the appropriate box in the ASQ box.

The green months show the schedule that the American Academy of Pediatrics' recommends for administering a developmental screening. **When a child is developing normally and is consistently in the white, we will follow this schedule unless a mom requests more screenings. If the child is in the gray or black we will administer the ASQ more frequently until the child is on track and in the white.**

Letters to Parents: Check the box of the letter you would like to send, press the Preview button which shows the letter with the parent's name, and then print it. Make sure to select the appropriate language.



First time ASQ user: When we send out the first ASQ, we include this letter to the caregiver.

Subsequent ASQs: When we send out any ASQ after the first one, we include this letter to the caregiver.

Partnership Box: In this box we keep track of any partnering organizations the child is attending.

Referrals: A "referral" is what we call one of the lines of data entered into the family database. Each line has a particular meaning and protocol and it is very important that you follow the protocol as outlined below. **If you do not understand how to properly record actions made with a family during care coordination, don't put in ANY information until you ask Deb for clarification first!** We have both **CHILD** referrals and **FAMILY** referrals, the difference is that a family referral is any referral not specific to one of the children, i.e. a parenting class, or a caller that didn't want to give specifics but wanted a referral. Any referral specific to one of the children, including ASQs mailed out, should be recorded on the individual child record.

ASQ Monitoring

Issue	Referral	ASQ	Ref. Date	Follow-up [	Why Follow-up	Done	Notes	HMG Conta	Outcomes
Interoffice	ASQ	6	8/6/2012	11/5/2012	Send Online ASQ	☐		ASQ Online	
Interoffice	ASQ	4	8/6/2012	8/9/2012	Give ASQ Results	☑		RachelP	Education through HMG
General Development	Activities, ASQ3 Activities	4	8/6/2012	8/6/2012	Relay Information	☑	Emailed activity sheet	RachelP	Information received by client
Developmental Screening	ASQ	4	7/8/2012	8/6/2012	Verify HMG ASQ receipt	☑		RachelP	Received service
Follow-up	ASQ	4	8/1/2012	8/1/2012	Verify HMG ASQ receipt	☑		RachelP	Parent Pending
Follow-up	ASQ	4	7/20/2012	7/20/2012	Verify HMG ASQ receipt	☑		RachelP	Left Message
Interoffice	ASQ	4	7/8/2012	7/8/2012	Send ASQ	☑		JessicaS	HMG complete

1. When sending, giving results, scanning/faxing, the **ISSUE** is always **INTEROFFICE**.
2. If the family wants a printed ASQ mailed out then put ***Send ASQ*** as the **WHY FOLLOW-UP**. If they want the ASQ online link emailed to them then put ***Send Online ASQ.*** If you want an intern to do the mailing/emailing for you then put ASQ Intern (mail person) or ASQ Online (email person) as the HMG Contract. (After the intern mails the ASQ out the intern will change the HMG Contact to their own name so we know who actually sent it out.)
3. When ***Verify HMG ASQ Receipt*** is the **WHY FOLLOW-UP** then the **ISSUE** is ***Developmental Screening*** and the **OUTCOME** is ***Received Service***.
4. If the family didn't receive our ASQ in the mail, then the outcome is ***Service not received*** and we put in another referral line to ***send ASQ***. Then change the follow-up date for when we are going to ***verify HMG ASQ receipt***. We do not

need to add a new line with Developmental Screening as the issue and verify HMG ASQ receipt as the Why Follow-up. We will only have Follow-up lines as the Issue and Verify HMG ASQ Receipt lines as the Why Follow-up from when we called the family and they said that they did not receive the ASQ. (See example below.)

5. When we ***Give ASQ results***, the **OUTCOME** is ***Education through HMG***.

Issue	Referral	ASQ	Ref. Date	Follow-up [	Why Follow-up	Done	Notes	HMG Conta	Outcomes
General Development	Activities, ASQ3 Activities	22	3/8/2012	3/9/2012	Relay Information	☑	communication and fine motor	DeborahW	Information received by client
Interoffice	ASQ	22	3/8/2012	3/8/2012	Give ASQ Results	☑		DeborahW	Education through HMG
Developmental Screening	ASQ	22	2/24/2012	3/8/2012	Verify HMG ASQ receipt	☑		DeborahW	Received service
Follow-up	ASQ	22	3/1/2012	3/1/2012	Verify HMG ASQ receipt	☑	left message again	DeborahW	Service not received
Interoffice	ASQ	22	3/1/2012	3/1/2012	Send ASQ	☑	didn't receive ASQ - resend paper version	DeborahW	HMG complete
Interoffice	ASQ	22	2/24/2012	2/24/2012	Send ASQ	☑		DeborahW	HMG complete

6. Basically for each questionnaire you have the following lines:
   a. Send ASQ/ Send Online ASQ
   b. Verify HMG ASQ receipt
   c. Give ASQ results
   d. The occasional ***interoffice*** reminder

Interoffice	Interoffice		7/20/2012	8/20/2012	Verify Family Information	☐	ASQ was sent back to us. There is a note that said she moved. Get	JessicaS	
Follow-up	Interoffice		8/10/2012	8/10/2012	Verify Family Information	☑		RachelP	Left Message

Gaps and Barriers: While working with a child, if you see any gaps in services or barriers from receiving services, record them here.

Conta	Outcomes	Gaps	Barrier
rahW	Received service		
rahW	Received service		
rahW	Waiting list		
rahW	Information received by client		

Activities:

General Development	Activities, ASQ3 Activities	22	3/7/2012	3/7/2012	Relay Information	☑	communication and fine motor	DeborahW	Information received by client

When we send out the general activity sheet, select general development as the issue, but if we send out an activity sheet specific to one of the five ASQ domains, select the proper domain as the issue.

Community Referral

Issue	Referral	ASQ	Ref. Date	Follow-up [	Why Follow-up	Done	Notes	HMG Conta	Outcomes
Follow-up	Kids on the Move 801-221-9930 (Eileen Chamberlain)		3/15/2012	4/18/2012	Verify Improvement	☐	check to see if KOTM has been helping and the mom is doing well.	DeborahW	
Follow-up	Kids on the Move 801-221-9930 (Eileen Chamberlain)		3/1/2012	3/15/2012	Connected to Referral?	☑		DeborahW	Received service
Follow-up	Kids on the Move 801-221-9930 (Eileen Chamberlain)		2/24/2012	3/1/2012	Connected to Referral?	☑		DeborahW	Waiting list
Communication	Kids on the Move 801-221-9930 (Eileen Chamberlain)		2/24/2012	2/24/2012	Relay Information	☑	concerned about her daughter's speech	DeborahW	Information received by client

1. When referring a family to a specific agency, always select the appropriate **ISSUE**.
2. When you give the agency information to the family **the WHY FOLLOW UP** is ***Relay Information*** (this could be email, phone, or letter). We assume the parent has the information, therefore the OUTCOME for that referral is **always Information received by client**.
3. After the initial referral, the **ISSUE** for any other lines entered in for that same agency is now ***Follow-Up***.
4. The outcomes should be specific to that family situation – we should RARELY use ***HMG Complete***.
5. As we follow up with families, the main referral line that has an issue listed should be updated in the outcome area to reflect the current status of the referral (i.e. waiting list, parent pending, or received service.
6. Include the following referral lines:
    a. Relay Information
    b. Connected to Referral?
    c. Verify Improvement (depending on the family)

Description of Some of the Unique Referrals

Referrals:

- **Ecclesiastical Leader:** bishop, pastor, or other local church leader
- **Healthcare Provider:** pediatrician or family doctor
- **Library:** some of the larger libraries are listed by their name like "Provo City Library" but if it is not listed then use this general library listing
- **Military Resources:** general military resources
- **Other:** Use is only as a last choice
- **Parent Mentor:** mom to mom referral, for example Katie in the office has talked to parents about how she overcame health challenges with her son
- **Social Worker:** DCFS, hospital, school or any other social worker
- **Specialist:** Pathologist, ENT or any other medical specialist
- **Website:** AAP.org or any other website

Informational Resources

Follow-up	Informational resources		3/1/2012	3/1/2012	Verify Improvement	☑		DeborahW	Education through HMG
General Development	Informational resources		2/24/2012	2/24/2012	Relay Information	☑	sheet about sleep	DeborahW	Information received by client

1. We will often give families informational resources like resource sheets, pamphlets about specific topics, or websites. To record this information we enter the referral lines as outlined above.
2. The **ISSUE** is whatever the parent's concern is about and the outcome is information received by client.
3. Include the following referral lines:
    a. Relay Information
    b. Verify Improvement
    c. Make sure to note what the information was in the notes section.
4. The **difference between EDUCATION THROUGH HMG and INFORMATION RECIEVD BY CLIENT** is that Education implies that we talked to the family over the phone, explained the material to them and answered their questions and Information rec'd by client is that we just emailed them the paper with the information, no quality interaction between HMG and the family.

Interoffice Memos

Sometimes we need to put in a reminder about something we're doing on a family's record. These should be entered as follows:

Issue	Referral	ASQ	Ref. Date	Follow-up [	Why Follow-up	Done	Notes	HMG Conta	Outcomes
Interoffice	Interoffice		2/27/2012	2/27/2012	Enter ASQ Online	☑	don't forget to enter the ASQ into the online ASQ database.	DeborahW	
Interoffice	Interoffice		2/27/2012	2/27/2012	Scan/Fax to Doctor	☑	don't forget to scan the ASQ and attach it!	DeborahW	
Interoffice	Interoffice		2/27/2012	2/27/2012	Verify Family Information	☑	double check their address and get doctor's informaiton	DeborahW	
Interoffice	Interoffice		2/27/2012	2/27/2012	Research	☑	talk to robin, research websites, find resource sheets	DeborahW	HMG complete

1. The **OUTCOME** for most of the interoffice referrals will be ***HMG Complete***.

Closing a file:

We will usually close a file when a family is no longer interested in our service, no longer responding to calls or we've attempted three times to contact them we can close a file.

1. The referral is ALWAYS located on the family record and the referral is entered as follows:

Other	Close File		3/19/2012	3/19/2012	File Closed	☑		DeborahW	No follow through by client

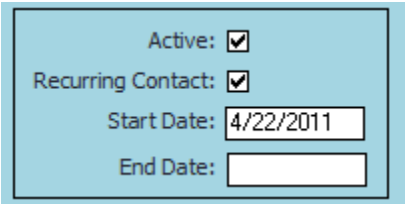
2. Make sure to select the outcome that best reflects the situation with the family.

3. Don't forget that if you close a file is closed then you also need to close it in the ASQ Online database, if an ASQ Online file exists.

Re-opening a Closed a file

If a family that we worked with in the past would like to receive services again then re-open their file b following these steps:

1. Check the "Active" and "Recurring Contact" boxes and delete the "End Date."



2. Add a new referral line on the family record as follows:

Other	Open File		8/6/2012	8/6/2012	File Open	☑		RachelP	Child situation changed

Descriptions of some of the Issues and why follow up options

Issue:

- **Adaptive:** concerns about a disability that requires a machine or apparatus for special care
- **Autism Spectrum:** used whenever a family calls about concerns to do with autism or a child has a diagnosis
- **Basic Need:** basic needs are food, housing, clothing, etc. Usually a 2-1-1 referral.
- **Behavioral:** selected when a family has concerns about their child's behavior for example, no response to discipline and uncontrollable tantrums, excessive shyness, relationships with other children
- **Bonding/attachment:** used for families who adopt or very young parents
- **Childcare:** when a family is looking for a child care center, preschool or babysitter.
- **Cognitive (Learning):** when a family has concerns about the learning abilities of their child, looking for tutors
- **Communication:** parent is concerned that their child isn't speaking well for their age.
- **Developmental Screening:** used only in ASQ monitoring for both ASQ and ASQ-SE

- **Education:** parent has questions about tutors for their kids or how to work with a school district or referrals for completing their own education
- **Expressive language:** concerns about the child not being able to use words to express themselves
- **Family Issues:** this could be marriage issues, custody etc.
- **Fine Motor:** concerns about their child's fine motor skills
- **Follow-up:** selected when follow-up is needed to see if the family was connected to a community referral
- **General Development:** selected when a parent has a basic question about their child's development
- **Gross Motor:** concerns about their child's gross motor skills
- **Health Insurance:** when a family doesn't have insurance and need a program?
- **Health/Medical:** any referral that needs to be made to a health professional or resources. The parents take care of this, we don't make professional referrals
- **Hearing:** concerns about their child's ability to hear
- **Interagency:** selected when we are calling another agency to check on their programs
- **Interoffice:** selected for reminders or memos
- **Living Conditions:** questions or concerns about a family's home environment. Usually a 2-1-1 referral.
- **Mental Health:** concerns a family has about a mental health diagnosis other than autism
- **Other:** used VERY infrequently for unique situations
- **Parental Education:** selected for referrals specific to parenting classes.
- **Problem Solving:** concerns about their child's ability to problem solve or when sending out activity sheets specific to problem solving
- **Receptive Language:** Concerns about their child's ability to understand language
- **Seeking Diagnosis:** selected when we are making a referral to assist a family in finding an agency that will help them to get a diagnosis
- **Social/Emotional:** used only when sending out social emotional activities for the ASQ or issues to do with the ASQ-SE
- **Vision:** concerns about their child's vision

Why Follow-Up: indicate why you are following up with the family (to verify if they were connected to resources, to send an ASQ, etc.) Use only the options in the list. If you need to make additional notes, you can do so in the Notes section. A few definitions:

- **2nd ASQ screening:** some ASQs are scored and show a delay. Depending on the delay we'll provide activities and re-screen in a few weeks or month to check if there is improvement.
- **Connected to referral?** Follow-up to see if they contacted the referral.
- **File Closed:** the final referral when a record is closed.
- **File Open:** if we re-open a closed file
- **Give ASQ Results:** selected when the parent needs to be called to give the ASQ score.
- **Other:** should be used very infrequently
- **Parent Assignment:** selected when we need to follow-up on any specific assignment made to a parent.
- **Relay Information:** once research has been done for a family, this is selected to remind us to relay the information to the parent.
- **Research:** selected when further research needs to be made on a question a parent made or community resource
- **Send ASQ:** Mail the family a printed version of the ASQ to fill out
- **Send Online ASQ:** Email the family a link to fill out the ASQ
- **Scan/Fax to Doctor:** reminder to scan the ASQ and fax the results to their health care provider
- **Still Interested?** Before a file is closed, we call to check if they are still interested or not.
- **Verify Family Information:** when following up on basic contact information
- ***Verify HMG ASQ receipt:*** selected when we want to make sure that we've received the ASQ from the family.
- **Verify Improvement:** a follow-up call to see if the child has improved since the last call.

Things to Remember

- Sometimes we get calls from agencies calling in behalf of a client. They usually will not release the name of their client to you. In these situations, use the Clinic List and Follow-up Database.
- Always fill out the "Who is calling?" Section!
- Unless a family doesn't want us to contact them again, **WE MUST always include a referral that isn't marked "Done."** Otherwise that family will not come up in weekly reports and therefore we won't follow up with them.
- Always keep a record detailed enough so a worker unfamiliar with the family situation would be able to see what has been done for that family.

- Use the "ASQ Intern" as the HMG Contact anytime we need to send out an ASQ. Feel free to use your own name if you plan on sending out the ASQ yourself that same day. When scoring the ASQ: If a child was **not** born premature, then we mark "yes" on the ASQ Summary Sheet when it asks, "was age adjusted"
- Saving a scanned ASQ: the title of the saved file is **Child Name_40moASQ**. Save it to the desktop and then attach it to the database.
- Saving an enrollment form: Save the pdf to the folder "scanned enrollment forms" and you should save it with the title, **Parent Name Enrollment Form**. If a family with multiple children have completed individual enrollment forms for each child, just scan them all together onto one pdf.

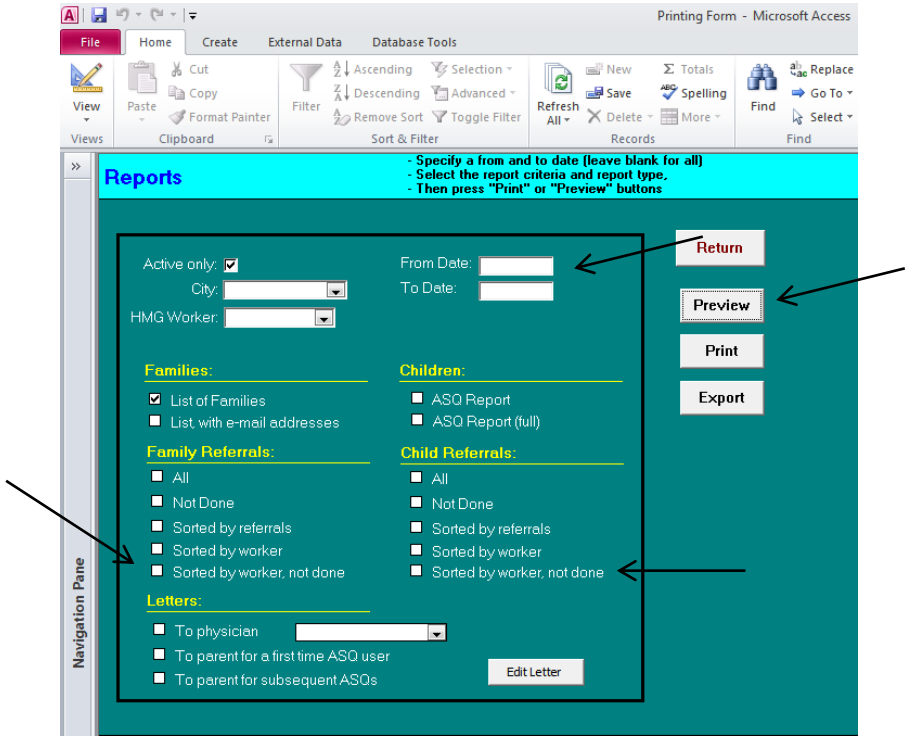
Reports

To pull a report, go to "Reports". Types of reports are:

1. All – All referrals ever made
2. Not Done – all referrals that haven't been completed
3. Sorted by Referrals – list of referrals sorted by agency
4. Sorted by Worker – list of referrals both completed or incomplete by worker
5. Sorted by Worker Not Done – list of referrals sorted by worker that are incomplete
6. By Issue-list of referrals by issue

Every week an intern generates a weekly report for Family and Child Referrals. This gives each worker their follow-up assignments for the week.

1. Click the button "Reports"
2. Add the date of one year ago in the box "From Date" at the top
3. Add the date of the end of the week in the box "To Date" at the top
4. Check the "Sorted by worker, not done" box under Family Referrals
5. Click Preview to preview the report.
6. Print report
7. Repeat these steps again but check the "Sorted by worker, not done" box under Child Referrals
8. Distribute reports to appropriate worker



Mailing out a Printed ASQ

To mail out an ASQ, follow these steps:

1. Print out or use the pre-printed ASQs from the files.
    a. English ASQs: HMG Intern's desk, file drawer on the right.
    b. Spanish ASQs: Rachel's desk, file drawer on the right.
2. If you want to print off ASQs:
    a. Go to V:\WelcomeBaby\Help Me Grow\ASQ\ASQ3 questionnaires
    b. Print the ASQs with no summaries
    c. To print click print then properties and select 2 sided book with one staple and black and white copies
3. Print a cover letter from "Letters to Parents" in the child record part of the family database
    a. Letter for first time ASQ – Explains how to use ASQ
    b. Letter for subsequent ASQs – Explains why we're sending another
    c. If you are having technical difficulties with the database you can also print the letters from here: V:\WelcomeBaby\Help Me Grow\ASQ\Follow up Letters\Database Letter Templates

4. Put the letter, ASQ, a self-addressed HMG envelope and a HMG blog card in a United Way envelope. Supplies are in the HMG intern desks.
5. Enrollment forms (if needed) are located in the same drawer as the envelopes.
6. Seal envelope and put through mail machine in the copy room.
7. Indicate in the database that you sent the ASQ. Make sure that you change the "HMG Contact" to your name, if needed. Also, make sure there is a line to "Verify HMG ASQ receipt." We **NEVER** want to exit a file without leaving an **unfinished line** to follow-up on. Otherwise, the family will never show-up in our 'to-do' reports.

Developmental Screening	ASQ	4	7/8/2012	8/6/2012	Verify HMG ASQ receipt	☐		RachelP	
Interoffice	ASQ	4	7/8/2012	7/8/2012	Send ASQ	☑		JessicaS	HMG complete

Phone Calls for ASQ Follow-up

Don't be nervous calling a family about an ASQ. Most people will already have had exposure to Help Me Grow and will know what program you're calling from. You will probably not need to explain the program. Make sure you have access to their file and you can remind them of their previous calls and concerns discussed in the past. Speak clearly and confidently and listen to how the client is really doing. Focus on them.

Beginning a Call:

May I speak with (first name)?

My name is (your first name). I'm calling from United Way of Utah County's Help Me Grow program. We would like to ……

Follow-up after sending an ASQ:

This call should be made about three weeks after the ASQ has been sent to the family. You will need to find out if the family received the ASQ and remind them to mail it back to us.

I was calling because we sent an ASQ for your child (name of child) about (amount of time) ago. I am calling to make sure that you received the ASQ in the mail. Did you receive it?

If they have received the ASQ in the mail, ask: *Have you been able to complete it? Do you have any questions?*

If they did not receive the ASQ in the mail, ask: *Would you like us to send you another one?*

If they are not interested then ask: *Would you like us to close your file (or take you off our list)? We'll take you off our list and you won't receive the ASQs, but you can always call whenever you have any questions.*

Leaving a generic message:

Hi, my name is _____. I'm calling from United Way of Utah County with the Help Me Grow program. I was calling because we sent an ASQ for your child_____about (amount of time) ago. I am calling to make sure that you received the ASQ in the mail. If you have received the ASQ in the mail, we invite you to fill it out and send it back to us if you are still interested. If you did not receive the ASQ or lost it, we can send you another one in the mail if you let us know. You can contact us by dialing 2-1-1 and asking for Help Me Grow or calling me at 801-691-____. Feel free to call us with any questions. Thank you!

Follow-up with Normal ASQ:

We received the ASQ for your child in the mail and scored it. We are calling to let you know that the results are above the cutoff and it appears that your child's development is on schedule. Keep up the great work you are doing. We will send out the next ASQ for your child in a couple months. Do you have any questions?

White: above the cutoff and the baby's development appears to be on schedule, they're right on target! Giving lots of opportunities!

Gray: close to the cutoff, may need a little more support or opportunity, he/she are doing the tasks sometimes rather than most of the time, when on the cutoff we recommend they get more practice with those skills, provide learning activities and monitor. If the score improves after another screening, ask *Why do you think the score moved up? Have you been practicing the activities at home?*

Black: below the cutoff, child needs further assessment, do ASQ again or assessment with a professional may be needed (like early intervention), at risk of delay

Do not use judgmental words like good, bad, good job, or wonderful.

Could ask: *How was your experience doing the ASQs?*

Remind them that the validity and reliability of the ASQ increases the more consecutive the ASQs are being completed.

*This is a good time to double check that we have their permission to send the ASQ report to their pediatrician and that we have correct contact info. We at least need the doctor's name and name of his practice. We can look up the address, phone and fax number.

Also, we like to keep your pediatrician informed of the ASQ's that you fill out about your child. Can we have your permission to send the ASQ report to your child's pediatrician? Can you give me his/her information?*

Leaving a message for a normal ASQ follow-up

Hi (first name). My name is _____ from United Way's Help Me Grow program. We're just calling to let you know that we received the __ month ASQ for your child in the mail and scored it and it looks like your child is doing wonderfully. We will send out the next ASQ for your child in a couple months. If you have any questions, please give us a call at 801.691-____. Thank you!

Follow-up on referrals

As care coordinators, or child development specialists, it's essential to follow-up with families and make sure that they have been connected into the appropriate resource. Examples of follow up phone calls include:

I'm calling to make sure you were able to get connected to (name the resource). How is that going? Do you need any other resources?

If more resources are needed, feel free to give them out at this time, or make a note in the database to do further research. **Unless a family doesn't want us to contact them again, WE MUST always include a referral that isn't marked "done." Otherwise that family will never come up on our weekly reports and therefore we won't follow up properly with them. Always keep a record detailed enough so that a worker unfamiliar with the family situation would be able to see what has been done to help that family.**

Closing a file

We don't want people to feel like we are an annoyance and we don't want to waste time on people that are not interested in the program. Because of this we don't call someone more than three times for a follow-up. In the last call we want to let them know that this is the last time we will try to contact them and if they are still interested, they can always give us a call back.

What to include in the final message:

We don't want to keep bothering you so if we don't hear back from you we'll assume you are not interested and will close your file. If you would like to receive ASQs in the future, let us know. You can contact us by dialing 2-1-1 and asking for Help Me Grow. Feel free to call us with any questions. Thank you.

Listening Training

1. Listening to the Story

   Listen carefully **without** letting your mind wonder off into **solving the problem** right off the bat. Listen for **key words** and **tone voice**. Is this a crisis to the parent? Are they overwhelmed?

2. Questions to Ask

   Ask questions to make sure that you fully understand the situation. Questions can also help the parent prioritize their concerns. You might ask:

   i. What is your **biggest concern**?
   ii. How are you **feeling right now**?
   iii. What kind of help do you want right now? **Just to talk**? **ASQ** with a follow u? **Emergency or urgent referral**? Other?

3. Closing the Call

Always end the call by **reviewing the solutions** you discussed. Then **establish** with the parent a good time for you to **follow up**. In a week? Two weeks? A month? Or maybe the parent will call us if they need more help.

ASQ-Online

The ASQ online is designed to allow us to have a replicated database, allow families to access the ASQ through an online form and show the State Health Department (that has purchased the ASQ for us) what it is we are doing and how effective we are. **It is very important that you keep this information up to date!** This includes archiving a family in the ASQ-Online if you have closed the file in our family database. When you add any new information to our family database, immediately add it to the ASQ online or put a reminder line into the family database to do it. If you have questions, check with Kami.

Vocabulary

ASQ-Online

The online system used to store information and send an emailed ASQ.

Our Family Database

The database saved in our folder, maintained by Deb and written by Bruce.

Website

https://www.asqonline.com

1. Use your login and password to sign-in
    a. If Kami set it up it is:
    b. Username: firstnamelastinitial
    c. Password: uway2011
    d. If you don't remember your log-in, check with Kami
2. Before you add a family you ***MUST*** have an enrollment form!!!!!

Home Screen

1. This is the main screen you will see upon entering the ASQ online
    a. It includes four areas on the main page
    b. *Child Profiles* is where you can see all of the children that you are assigned to. If you do not see someone that should be assigned to you, check with Kami to make sure that they are not already added (If they are she can connect you to them) and if they are not add them according to the directions below
    c. *Events* are the events associated with the children you are assigned to or the ones you are assigned to
    d. *My Screenings* is where you see all of the ASQ and ASQ-SE screenings you have entered
    e. *Help* is where you can get answers to questions or take an online tutorial
    f. As well as sections at the top for each area you might use

g. *My Profile* is the area where you can see and change information about yourself**.** This includes contact information, name, notes, documents and your available access granted
h. *Program* is where you can see all of the information about our program, including who the other users are in the program
    i. If you select one of their names you can see who their associated families are
i. *Child Profiles* is where you can see a list of all of the children that are assigned to you
j. *Events* is where you can see any of the events assigned to you (these are items such as follow-up or other concerns that need to be addressed with a child's file)
k. *Campaigns* is where you can set up a campaign that will allow a family to use the ASQ online – training on this to come soon
l. *Reports* is where you can access a report on your families
m. *Family Access* is where you can reject or approve the associated campaigns that a family has completed

Adding a new child

1. To add a new child click the "Add" button next to *Child Profiles*
    a. You should have all of the families that are in the database assigned to you. If you don't talk to Kami, she can fix it
    b. Enter in any and all information that you have about the family. The boxes with the red asterisk next to it are required fields
    c. Make sure when you fill in the *Week Premature* box that you put in 0 for those that are less than three weeks early, or the number for those that are 3 or more weeks early (if you do this wrong it calculates the ASQ wrong, which causes issues when you enter the data)
    d. For the *Date of admission to monitoring program* put the start date found on our family database
2. Adding an enrollment form
    a. Find the enrollment form on our family database and save it to the desktop, or find the proper enrollment form here: V:\WelcomeBaby\Help Me Grow\HMG Family Database\Scanned Enrollment forms
    b. In the *Upload consent form* section select "Choose file" and then add the correct enrollment form from the desktop or folder from above
    c. After it is uploaded the name of the file will show up
    d. Click "Save" after you have entered in all of the information
3. **If a family is de-activated in the family database (no longer in the program):**

a. When you are in the child's profile, to the right of *Child Profile Details* find the button that says "Edit"
    i. The line that says *Status* (this does not have a red star next to it) is a drop down menu, and you can change that from "Active" to "Archived"

Adding a caregiver

1. A caregiver must be added to a child in order to add any ASQ information
2. Select *Add New Caregiver* or *Add Existing Caregiver* in the child profile
    a. If the caregiver is already added DO NOT duplicate the file, select *Add Existing Caregiver*

New Caregiver

1. Add all of the appropriate information. A lot of this is a repeat from the child profile, but it has to be entered
2. Make sure to select the box of the connected child under *Primary Caregiver Profile for*
3. Click the "Save" button after you have entered in all of the information

Existing Caregiver

1. You can either search for the caregiver in the *Caregiver Profile Search* or find them in the list under *Caregiver Profile Search Results*
2. Once you have found the caregiver click the "Add" button from that line

Adding an ASQ

1. Select the child profile that you want to add an ASQ to by clicking on their name
2. Find the *Child Screenings* box directly under the *Child Profile Details* box and click "Add"
3. Under *Caregiver who completed the screening* choose the appropriate person from the drop down menu (it should be the connected caregiver, if the person isn't listed you will need to add that person as a caregiver to the child)
    a. If there is anyone else that helped with the ASQ you can type in their name under *Names of other assisting in screening completion*
4. Make sure to select the appropriate ASQ from the *Questionnaire type* drop down menu
5. In the *Long/Short form* area
    a. The long form is the entire ASQ, you to add in each individual question

b. The short form is the optional box (section 5) from the scoring sheet we use. You can add in the individual answers from longer questions associated with the ASQ

6. The *Screening date* is the date that the ASQ was completed by the parent and you can use the calendar box to the right (make sure that you have it selected from the correct year)
7. The website will provide the adjusted age and interval suggested for the child
8. In the *Interval* section you can select the month used at that time for the child if it is different from what was suggested by the website
    a. If you change this month then you will have to enter in an explanation below
9. Click the "Save" button, then the ASQ form that you selected (Long or Short form) will come up, allowing you to enter in the appropriate information
10. If you do not have the ASQ in hand, then any scanned ASQ can be found in the family database

Short Form

1. Under *Questionnaire Responses* area you can enter in the answers to each question just like the box on the the scoring sheet we use in the office (it uses the same y, s, n responses as we do; the x is for unanswered responses)
2. Under *Overall Responses* these are the open-ended questions in the middle of our score sheet. Fill them in exactly how they were written by the parent.
3. After you have filled in all of the appropriate information click the "Save in Progress" button
    a. Then review what you have entered and change anything you need
    b. After you have reviewed the form click "Finalize" (this is very important!)
        i. You will receive a prompt about whether the information is correct, click "Ok" if it is appropriate
        ii. You cannot change an ASQ after it has been finalized
4. The score sheet will then show up, including any notes from the parents and you can see any of the individual questions under the appropriate section, the program has entered in the responses for you

Long Form (non-preferred version)

1. Make sure to select the long form when filling out the preliminary information to add the correct ASQ
2. You will then have to add each individual response from each section
    a. After you have finished a section click "Save in Progress" and the next section will become available for you to select and complete

b. The *Overall* section is where you can fill in the parent's responses to the open-ended questions

3. After you have completed each section select the "Save in Progress" button
    a. You can then go back and review the ASQ and when you are done click the "Finalize" button (very important!)
    b. When you are prompted to finalize the questionnaire click "Ok"
    c. You cannot change an ASQ after it has been finalized
4. The scoring summary sheet will then show up for you, allowing you to look at each section and its score

Adding an Event

1. Next to the *Events* tab select the "Add" button
    a. Fill in the appropriate information in the sections and drop down menus and then select the "Save" button
2. After you have created an event you can find it under that child's profile
3. To edit the event
    a. Select the appropriate event from the child's profile
    b. Next to the *Event Details* tab select "Edit"
        i. You can then change the event as complete, adding in the completion date with the item and any description you want to add
        ii. Make sure to click the "Save" button when you are finished
4. To delete the event
    a. In the event next to *Event Details* and *Edit* select the "Delete" button
        i. You will then be prompted if you are sure, click the appropriate response

Community outreach

To be able to help the families in our community we need to be able to create and reinforce connections with the various agencies and organizations in our community. We also recognize that often families will hear about Help Me Grow through other members of the community. As we build better relationships within the community, we can focus on helping families together. Help Me Grow does not provide any new service; we are a system enhancer. We improve the currently established network of community resources.

Ecclesiastical outreach (not a current focus)

Another valuable source for connecting to families is through their ecclesiastical leader. We have yet to explore this avenue of outreach. We plan to have presentations or meetings to answer their questions. Physicians seem to already have a lot of resources to use, but ecclesiastical leaders are really interested in having resource sheets to use for referrals. In appointments with an ecclesiastical leader we leave a folder with them containing:

- HMG Community Resource Sheet
- HMG Community Health Resource Sheet
- HMG Brochures
- WB Brochures
- 2-1-1 business cards/HMG business cards
- FAQ sheet for Eccl. Leaders
- Follow up letter for Eccl. Leaders that want more information

This material can be found at V:\WelcomeBaby\Help Me Grow\Community Outreach\Ecclesiastical Leaders. Also in that folder is a list of non-LDS ecclesiastical leaders and churches in our area.

1. For non LDS ecclesiastical leaders the Idea is to contact the churches and get the name of the leader we need to contact.
2. Mail or fax Help Me Grow introduction letter (V:\WelcomeBaby\Help Me Grow\Community Outreach\Ecclesiastical Leaders\HMG Intro Letter)

Networking Breakfasts

Networking breakfasts are held quarterly. It's an opportunity to help various organizations in the community create and develop strong connections and discuss

how they can better work together. Currently the Help Me Grow AmeriCorps VISTA is in charge of planning and delegating preparation work.

Family Events

Family events are a great opportunity to spread the word about the value of the Help Me Grow program. They are currently planned in the spring/summer. Your role at events is to go over ASQs with parents.

Welcome Baby

Welcome Baby is a home visitation program for first time parents. Since Welcome Baby is sisters program of Help Me Grow, we try to collaborate in various ways.

Play Groups

Welcome Baby is expanding playgroups in Utah County and getting groups of mothers together to participate in weekly playgroups. Interested mothers become the host and lead a weekly playgroup. At the first meeting, in collaboration with the Welcome Baby Intern, the Help Me Grow intern will explain our program and for one of the activities, perform the Ages and Stages Questionnaire (ASQ) with the mothers and their children.

To prepare for this first-time playgroup:

1. Prepare to explain the purpose of the ASQs
2. Find out the age of the children participating and bring age appropriate ASQs.
3. Bring toys to use to answer the questions of the ASQ
    a. A list can be found (V:\WelcomeBaby\Help Me Grow\ASQ Playgroup)
4. Brochures, magnets, business cards and enrollment forms for any family that wants to sign up to receive periodic ASQs
5. Extra material for the family to distribute to other friends and family
6. Be sure to document all families in the database that are interested in enrolling in the Help Me Grow program.

Evaluation Phone Calls

After Welcome Baby visits a family there will be a follow up evaluation phone call made. An intern will be assigned to call these families each month and evaluate how their visit went.

Follow these steps:

1. File each family sheet into the folder month you will call them (90 days after they filled out a request).

- Separate Medicaid vs. non-Medicaid for each month.
- There is a folder for the blank evaluation forms.
- There is a folder for when you complete an evaluation.
- There is a folder for those families that cannot be reached.

2. Take current file and select a family sheet.
   - Check WB GoogleDoc called "Prenatal Worksheet" and review notes.
   - Check WB database and review notes.
   - Check if the family received a visit.
     - This will be for non-Medicaid families only. We will not have notes on Medicaid families. You must call all Medicaid families assuming they have had a visit.
3. If they received a visit then do the following:
   - Staple evaluation sheet to the family form.
   - Call the family and ask evaluation questions.
   - Once completed, file evaluation in the "Finished Evaluation" folder.
   - If family doesn't answer then leave a message and record the date.
   - After 2 attempts then place form in the "Not Reached" folder.
4. If they have not received a visit then do the following:
   - In the GoogleDoc there should be a reason why they were not visited (not interested, couldn't get a hold of them, wrong number, etc.)
   - In this case shred the family form.
   - If there are no notes in the GoogleDoc or in the WB database ask Stephanie about the family.
5. For all families do the following:
   - Open excel sheet (HMG/Community Outreach/Partnerships/WB Collaboration/WB Evaluations/WB Evaluation Notes).
   - Click on the tab for the corresponding month.
   - Enter family name, family responses, and dates of phone calls.

WB Evaluation Call Script

If they answer:

Hi (parents name) this is (your name) from United Way of Utah County. I was calling because I saw that you were enrolled in our Welcome Baby program and had recently received a visit from a volunteer (nurse for those on Medicaid) and I wanted to get some feedback from you on how that visit went. We wanted to make sure that all your questions were answered and see if there is any way we can improve our Welcome Baby program. Would it be alright if I asked you just a couple of questions to get some feedback?

Great.

So you received a visit from a Welcome Baby volunteer (nurse for those on Medicaid). How did that go? Was it helpful/useful?

Did the visitor talk to you about Help Me Grow? (If they don't know what HMG is then explain about it).

Would you be interested in this program? (If interested then verify baby's birthday and ask if they were premature. Then enter them in HMG database after phone call is over).

Are there any other needs you may have as a parent?

Alright thank you for your responses and if you ever have any questions feel free to call 2-1-1 and ask for Help Me Grow/Welcome Baby.

If there is no answer:

Hi (parents name) this is (your name) from United Way of Utah County. I was calling because I saw that you were enrolled in our Welcome Baby program and had recently received a visit from a volunteer (nurse for those on Medicaid) and I wanted to get some feedback from you on how that visit went so that we can make sure all your questions were answered and see if there is any way we can improve our Welcome Baby program. If you wouldn't mind calling me back at 691-5322, so that I can get your feedback, that would be great. If I don't hear from you I will try again one more time next week and hopefully we can touch base. Thanks so much and I hope all is going well with your new baby.

Mailers

Welcome Baby gets many family referrals for their program. Many parents sign up for home visits, playgroups, parenting classes or their newsletter. Help Me Grow receives a list of all the people that sign up for Welcome Baby so we can send out "mailers" to them. Every month an intern will be assigned to send out these mailers. To send out these monthly mailers:

1. Go through the list of WB sign ups located in the top drawer of the HMG Vista desk.
2. Select the families whose infant is currently two months old from the birthdate.
3. Open up the letter to send (explaining that we work with WB and would probably be interested in HMG too). It can be found at V:\Welcome Baby\Help Me Grow\Community Outreach\Welcome Baby Collaboration\Timp Regional HMG ASQ Sign Up Letter
4. Adjust the name on the document for every family
5. Write their name and address on an United Way envelope

6. Put inside the envelope: the letter, HMG self-addressed envelope, enrollment form and blog card
7. Then go to the copy room to weigh the envelope and send it off

Newsletter

Welcome Baby is mainly responsible for the newsletter. Help Me Grow has a Resource Spotlight section on the back of each month's newsletter. It is your responsibility to find out what the month's topic is and research community resources that relate to the newsletter topic. An intern will be responsible for the newsletter spotlight.
Follow these steps:

1. Get the newsletter topic. Do this by emailing the WB intern who is over the newsletter or look at the current newsletter on the computer (Welcome Baby/Newsletter/2012 Newsletter/"month").
2. Research resources to go along with the topic.
3. Add the resource you choose by opening the WB newsletter on the computer and add content to the "Help Me Grow Resource Spotlight" section. Give a brief explanation of the resource and make sure to engage the parent.
4. Include contact information, schedule, eligibility for resource, price, etc.
5. Save the file.
6. Send an email to the WB intern and let them know you have added the resource.
7. Complete by the 25th of each month.

Zumba Classes

Specifically for outreach to Hispanic mothers, it can be worthwhile to attend the Zumba classes offered by Centro Hispano. Classes are offered most days of the week. Check Centro's agency listing on Volunteer Solutions for the latest schedule.

This form of outreach is still under evaluation to see if it's worth the effort. Participating with them for the Zumba class is fun and builds good relationships. We go about once a month.

Preparations:

1. Brochures
2. Magnets
3. Zumba attire

Sub for Santa Workshops

Every year United Way organizes Christmas Volunteer opportunities for families to help other families. In order to participate and apply to the programs, the applicant must

attend an hour long orientation and bring certain forms of identification. A lot of low-income families attend so that they can try to receive help during the holiday season. It's a great opportunity to spread the word about the program to those that would need it the most.

Preparation includes:

1. Sign-up sheets in Spanish/English that ask for their contact information and determine their interest. (V:\WelcomeBaby\Help Me Grow\Community Outreach\Sub4Santa)
2. Brochures, magnets, informational business cards to hand out.

There are 12 evenings of workshops and usually each night has two different sessions, two in Spanish and two in English. It makes for 4 sessions each night. Provide material for 60-80 people and signups for half that. We either attend ourselves so we can be there to answer questions following the session, or relay the information on to the workshop presenters to have them explain the program and then pass around the clipboard.

Post Workshop Follow-up Calls

All the Sub for Santa follow up sheets are in the black box. There is a folder that has English calls that need to be made and Spanish follow up calls. Deb and Kami can tackle the Spanish calls. When making a follow up call, look over the Sub for Santa application to familiarize yourself with the family before you call them. If they have kids over 60 months, you still will want to call them! The parent may need resources, not just the ASQ. Follow the Sub for Santa Call Back Script. That can be found in Help Me Grow\Community Outreach\Sub4Santa\Call Back Script.

What to Do with the Applications?

- **If a family is interested:** Enter them into the database for either ASQ's or other resources they need. Put application in the **COMPLETED** folder.
- **If a family is not interested:** Make sure you to remind them about calling 2-1-1 for any future needs. Also, ask them if they would be interested in being put on our email list to receive information about upcoming family events in the area.
    - **If totally not interested:** Put application in **NOT INTERESTED** folder.
    - **To be on the email list:** Put application in the **EMAIL LIST** folder. They will be emailed about family and other events going on in the community.
- **If a family doesn't answer:** When you call a family and they do not answer, leave a voicemail and explain what Help Me Grow is. Let them know that if they are interested to feel free to call 2-1-1 and ask for Help Me Grow. We are only calling families once. After you have left the voicemail, you need to add their email to the **EMAIL LIST.** Help Me Grow\Community Outreach\Sub4Santa\Sub for Santa

Email Follow Up List. Make sure to be on the correct tab, both English and Spanish lists are on the same file.

- **If number is bad or invalid:** Put application in **BAD NUMBERS** folder.
- **Remember: You are in charge of any family you call!**

Sub for Santa Call Script

Hi! I'm calling from Help Me Grow. We're calling because you marked you're interested on the S4S application. I'm calling to tell you more about HMG and see what kinds of resources you're looking for.

Help Me Grow is

- A parent information line (simply dial 2-1-1 and ask for HMG)
- We provide a developmental screening tool called the Ages and Stages Questionnaire, it teaches you about normal child development and activities
- We refer parents on to other agencies or organizations in the area that you might need for your child.
- We have Family Events in various areas of the community where you can play with your child and ask questions to child development specialists

With that in mind, how can we help you? What resources are you looking for?

If interested: sign them up in the database and get the resource information they need.

If not interested: you can always call HMG for any help if you need it in the future. Just dial 2-1-1 and ask for HMG. Would you be interested in being put on an email list to receive information about upcoming family events in your area?

Thank you for your time! Just call us anytime you have a question!

Health Care Provider Outreach

Physicians are essential in connecting into families. Families trust them and will follow their advice. As we establish good relationships with pediatricians and physicians, we will be able to better service them and their patients. We do this through lunch presentations given during their office's regular in-service hour to the entire staff, especially the doctors, nurse practitioners and head nurses.

Setting up the Appointment

Relationships must be established first. Consult with Robin/Barbara as to which offices we should target. Verify with the office manager:

1. Date, time, location
2. Do they have a projector, wall or screen to use?
3. Number of attendees
4. Number of new "Well Baby" checks they have per month
5. Do they currently use the ASQ in their office?
6. Do they use an Electronic Medical Record? Is it compatible with ASQ software?

Academic Detailing

Academic detailing is a different way of approaching doctors. It happens in the doctors own office. The information is provided interactively between the academic detailer and the doctor. This allows the educator to understand the doctor's position in his knowledge, attitudes, behavior, and his environment. By understanding this, the educator can then tailor the presentation to the doctor's needs. Most importantly, this will keep the doctor engaged in the topic and wanting the product/service. At the end of the visit, the detailer will give specific recommendations for the doctor. Working together will strengthen the relationship between the doctor and academic detailer

Ordering Lunch

The budget is $10 per attendee. We try to stay under budget. If it's a small group we can do sandwiches, if a larger group we usually do pizza. Include the Help Me Grow presenters in the total number of attendees. Have the food delivered to the office fifteen minutes before the presentation is to start. Ask Barb about payment method. If you use a new caterer, file their menu in our Doctor Presentation folder in the bottom drawer on Kami's left side of her desk so we can keep a running file. Some doctor's offices prefer water. Also, when you are placing the initial order, ask what discount you can get being with United Way. Papa John's gave us 30% off just because we asked, it doesn't hurt to ask!

what to gather

1. Patient Packets. Help Me Grow folders that the doctor's office can give to their patients interested in the program. To calculate how many to bring, Take the number of "well baby" you verified with the office and multiply by 6, it's usually around 100-150 packets
2. Brochures, Business cards for the receptionists/Doctors to hand out to patients
3. Material for the presentation (found V:\WelcomeBaby\Help Me Grow\Community Outreach\Physicians and Providers\Packet to Physicians):
    a. ASQs
    b. How to search for community resources (V:\WelcomeBaby\Help Me Grow\Resources\HMG Resource Sheets\Searching Community Resources)
    c. FAQs for Health Care Providers
    d. Evaluation forms
    e. Attendance sheet
    f. Projector/Laptop (Schedule on Outlook. See basic office procedures)

Resource Database

Once a family has completed the ASQ, delays might appear that will show the need for families to be connected to resources in the community. We act as that central access point for families, healthcare providers to be connected to various resources in the community. Because of this, we need to be the most informed on the different resources so that we can offer the best answer to the caller's concerns.

Building Relationships

The relationships that we have with community organizations are what make Help Me Grow such a valuable resource. We build these relationships so that we can feel confident in whom we send our callers to and also so that those organizations can trust us to give appropriate resources to their clients.

Researching Community Resources

Good research can enhance our relationships with community members. We want to know how a particular organization can best help our Help Me Grow clients. Listed below are guidelines for obtaining useful community information.

Suggestions for Researching

1. Check Volunteer Solutions or the Community Resource Directory to see what agency information we already have on a particular topic.
2. Check the computer files under V:\WelcomeBaby\Help Me Grow\References & Resources\Resource Sheets to see what HMG resources sheets have been created on that topic.
3. Check the computer files under V:\WelcomeBaby\Help Me Grow\References & Resources to see what information has already been gathered.
4. Google various key words and attach "Utah County" in the search to come up with lists of agencies.
5. Check the agency websites to get as much information about them as possible and then contact them to get further information. If it is a new agency or an agency that we almost have no information about you may want to use an Agency Questionnaire found on the computer at V:\WelcomeBaby\Help Me Grow\References & Resources\Resource Templates for a full list of questions to ask the agency.
6. If the agency is one that would be a strong partner for our cause and program, we should consider doing a personal interview.
   Note: as you get the information you need, make sure to ask parent focused questions. We want to know what the *parents* will have to do if they call them.

Personal Interviews

When we decide on a resource that would be valuable to partner with we want to consider a personal interview with someone in their agency. Feel free to search their online information to discover who the best contact would be to gather this information. The dialogue for setting up an appointment could go something like this:

> *"Hello {person's name}. My name is {your name} and I am with the United Way of Utah County. We are currently working on a program called Help Me Grow. It is an information line that parents can call if they have questions about their child's development. We are constantly building our database of resources that we can refer parents to. We would like to include your organization in our database. Would there be a time that we could come and discuss the details of your program?"*

Make sure to briefly explain the Help Me Grow program. Even though these agencies have heard about Help Me Grow before, repetition is key.

Conducting the interview (in person or over the phone)

1. Explain Help Me Grow in more detail to gauge how familiar the agency is with our program and how we could help them.
2. Explain how the relationship is mutually beneficial.
3. Use the Agency Questionnaire form to get basic information about the agency. (V:\WelcomeBaby\Help Me Grow\Resources\Agency Questionnaire)

Volunteer Solutions

Volunteer Solutions is United Way's online database of resources and volunteer opportunities. For Help Me Grow, this is where we keep all our community resources. This is open to the public and offers great information for anyone willing to do a little research.

To open Volunteer Solutions:

1. Go to www.unitedwayuc.org.
2. Click on "Volunteer."
3. Click on "Login" right under "Volunteer."
4. You will need to create your own username and password. Temporary you can use this username and password:
    a. User name: "Help Me Grow"
    b. Password: "helpmegrow"

5. Go to the bottom of the page under "Site Administrator" and click on "United Way of Utah County." You are now in the admin. portion of Volunteer Solutions.

Searching for Resources

The Volunteer Solutions search engine struggles. **Be aware that it scans the agency or program name and description to find the word you entered in the search.** You might need to perform a few searches to find a specific agency or program.

1. Go to unitedwayuc.org
2. Under the "Find Help" tab click on "Search Resources"
3. Type in the name of the program or agency that you are looking for

Editing Information in the Resources Database

Chiara, the 2-1-1 Lead, manages the resource database. If you find anything that needs to be corrected or added then tell Chiara and she will make the changes.

Marketing and Branding

Keeping our logo and brand uniform is important so people recognize who we are and what we can offer. United Way has very specific guidelines to use their logo, fonts and colors. Make sure to run printed material by Deb, Barb, or the director of communications so it follows policy.

United Way Branding

All printed material must go through the director of communications.

Logo: When using the logo, put it on the far-right side of the page. If other agencies request a copy of the United Way of Utah County logo, refer them to the director of communications.
Font: The United Way font is Meta Book Roman. It's not a very common font, so our secondary font is Century Gothic. But material that will be printed should use Meta Book Roman.
Colors: Ask to see the specific United Way Colors
Photos: United Way has an inventory of stock photography that can always be used. Talk to a team leader before purchasing or looking for new photos.

Help Me Grow Branding

Help Me Grow is becoming its own brand and has its own protocol.

Help Me Grow Logos

The Help Me Grow logo of all file types can be found at N:\Photos\Help Me Grow\Logos. Logos from other partner organizations can be found at N:\Photos\Logos

Help Me Grow Font

The Help Me Grow font is Joyful Juliana Pro. We use Century Gothic for body text.

Help Me Grow Colors

We use three basic colors for Help Me Grow: **Purple**, **Green** and **Yellow**. These RGB and CMKY numbers are used when you want to customize the color.

Purple	RGB	121, 97, 118
	CMYK	49, 60, 24, 13
Green	RGB	152, 162, 0
	CMYK	35, 13, 98, 5
Yellow	RGB	225, 178, 46

	CMYK	1, 25, 100, 0

Elevator Speech

People will often ask you questions about what you do. Being prepared with a short explanation of the programs that you work for and with will greatly help you to be prepared to talk knowledgeably about these programs. Below are explanations of Help Me Grow, Welcome Baby and EveryDay Learners. Take the time to know these well because you will talk about them and very often!

Help Me Grow

Help Me Grow is a complex system with multiple parts. It's hard to define. One way to solve this problem is to know the audience to whom you are speaking. This helps to explain it in a way that is applicable to them and not get bogged down with trying to explain all the nuances. We have three main audiences. Learn how to represent Help Me Grow to these main audiences well enough that you are able to easily adjust this elevator speech based on your audience's needs and interests.

Families

Families want to know about:

1. The ASQ and how it can help them be better prepared as a parent
2. Community resources and what is offered
3. How to contact Help Me Grow
4. The "commitment" level of signing up

Here is an example:

> Help Me Grow is a parent information line designed to connect families to information about child development and community resources. You can simply dial 2-1-1 (like 4-1-1 but for non-profits and governmental agencies) and ask any question(s) they might have about their child's development. To help parents know what normal child development is we have a free developmental questionnaire that a parent can complete based on the age of their child. The questionnaire focuses on the five developmental areas of development: communication, fine and gross motor, problem solving skills and personal-social skills, and is very useful for parents. We'd like to have you participate in the program so that you can better support your child…

Healthcare Providers

Healthcare providers want to know about:

1. Community resources and what is offered to them and their patients
2. The ASQ and how it can help their patients and office staff
3. How to contact Help Me Grow

Here is an example:

> Help Me Grow is a parent information line designed to connect families to information about child development and community resources. Any parent is welcome to dial 2-1-1 and ask any question they might have about child development, parenting, etc. As a healthcare provider you work with so many families that need to be connected to various resources, not just medical resources. Help Me Grow supports you by making referrals and then following up with the families to make sure that they received help appropriate to their concerns and circumstances. We also provide parents with a developmental screening tool that helps them understand normal child development. To strengthen the relationship between you and your patient, we always will fax a copy of the summary sheet of those questionnaires and the connected resources (contingent upon family's permission) to you so you can see how the child is doing.

Service Providers

Service Providers want to know about:

1. How Help Me Grow works with any family referrals
2. The resource database and how they can list their programs
3. How to use the resource database
4. How to contact Help Me Grow

Here is an example:

> Help Me Grow is a parent information line designed to connect families to information about child development and community resources. Any parent is welcome to dial 2-1-1 and ask any question they might have about their child's development. As a service provider you work with so many families that need to be connected to various resources in addition to the services you provide. If you make a referral to Help Me Grow we will follow up with the family to make sure that the received the proper information. We keep track of these community resources on our online

database and would like to include you and your programs on there, so that we can make appropriate referrals. Can we get more information from you about your agency?

Welcome Baby Elevator Speech

- Welcome Baby is a home visitation program primarily for first-time parents.
- Mothers, grandmothers and other experienced, trained volunteers visit parents. These volunteers provide information about child development and answer any questions the parent might have.
- A family can sign up for either a one time or a monthly visit.
- Welcome baby also provides newsletters, connection to HMG, a blog, website, playgroup curriculum and ASQ parties in order to support the parent.

EveryDay Learners Elevator Speech

EveryDay Learners focuses on the community rallying around our children to help them succeed in school and beyond. EveryDay Learners are Utah County residents who are committed to making education a top priority in their own lives, their families and their neighborhoods. EveryDay Learners believes that learning opportunities are everywhere, we just need to help children realize and take advantage of the opportunities

United Way of Utah County has set a goal to recruit 10,000 EveryDay Learners in the next 3 years. **Sign up on www.everydaylearners.org**

- Many people are already EveryDay Learners! We ask that they sign up
- Advocates—informal way to be involved
    - Start a homework club
    - Learn the children in your neighborhood's names
    - Ask a child about his/her favorite book
- Volunteers—More formal commitment
    - Read with children at schools, daycares and other organizations
    - Tutor homework, reading, math, usually 3-6 month commitment
    - Mentor a child weekly for at least 1 year or mentor new parents on how to raise healthy children

United Way Elevator Speech

- United Way advances the common good by creating opportunities for a better life for all.
- Our focus is on education, income and health—the building blocks for a good quality of life.

- United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done.
- We invite you to join us. You can give, you can advocate, you can volunteer. That's what it means to LIVE UNITED.

Help Me Grow Social Media Policy

The purpose of the Help Me Grow Social Media Policy is to establish protocol for how we will use social media to support our program. Multiple people contribute to our blog and Facebook and these guidelines are to establish what we are committed to do. The following is a monthly calendar that shows when posts generally need to be made to the blog and Facebook.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Blog post Facebook: Link blog post	**Facebook:** Tuesday Toddler Tip	**Blog post Facebook:** Link blog post		**Blog post Facebook:** Link blog post	
	Blog post: Facebook: Link blog post	**Facebook:** Tuesday Toddler Tip	**Blog post Facebook:** Link blog post		**Resource Spotlight Facebook:** Link blog post	
	Blog post Facebook: Link blog post	**Facebook:** Tuesday Toddler Tip	**Blog post Facebook:** Link blog post		**Blog post Facebook:** Link blog post	
	Blog post Facebook: Link blog post	**Facebook:** Tuesday Toddler Tip	**Blog post Facebook:** Link blog post		**Resource Spotlight Facebook:** Link blog post	

The Help Me Grow Blog

The blog, if done correctly, can be a powerful tool for recruitment, family support, and community connection. The blog is something that should be updated three times a week. Each intern is assigned one day/week to make a post. Search engines favor sites that are frequently updated. This will allow more traffic which means more people knowing about Help Me Grow. Topics are flexible, as long as it relates to Help Me Grow and child development. No matter where you get your information from, make sure that you cite it well so we avoid any copyright issues.

Do's:

- Write about yourself, your family or a project you are passionate about as long as it pertains to advancing the common good of Help Me Grow
- Include upcoming events and projects that you are working on but without sounding like a press release or an advertisement
- Write with your voice
- Have fun writing your post
- Include at least two pictures or a video that adds interest to your post (be sure to cite the source and provide a link back to the source in a caption)
- Include at least one link in your post
- Think about how to interact with the audience, ask questions or end with a call to action
- Label your posts with your name and the categories it falls under using at least 5 labels
- Remember the "Rule of the Miniskirt": long enough to cover the essentials, short enough to be interesting. Keep your posts between 400-500 words or shorter
- Link your finished post to Facebook using a bit.ly link (see Facebook section)

Don'ts:

- No swearing/ crude language
- No negativism about United Way, other organizations, businesses, certain people, or groups of people
- No press release sounding posts
- Don't give medical advice (i.e. immunizations, breastfeeding, etc.). We want to stay away from extremes.
- Don't specifically mention clients without their express consent.
- We want it to be real writing by you, the writer. Don't stress about perfect writing, but we still want you to take pride in your work and to do your best. Brainstorm with others if you have any ideas, suggestions, or concerns.
- Don't directly copy another blog or website post. You can summarize and reference another post (just remember to link back to the source!).

Guidelines:

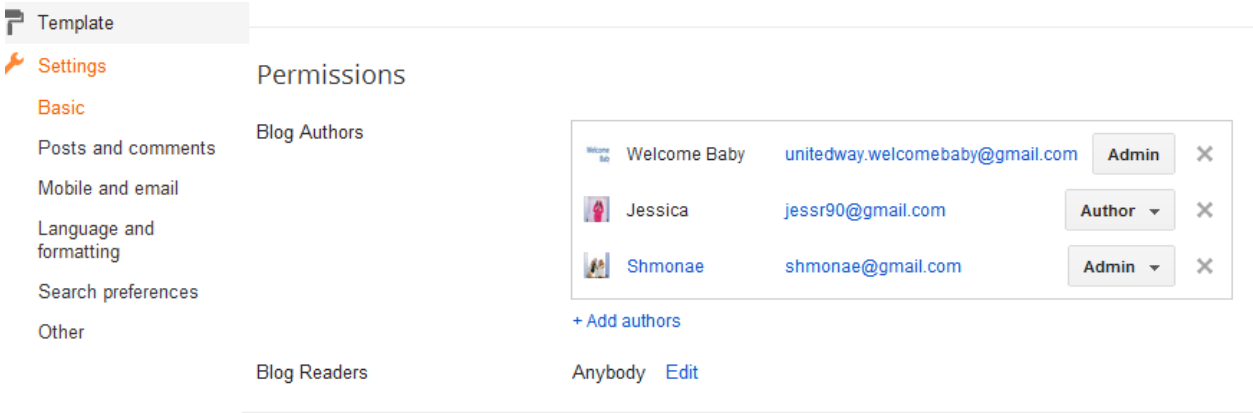
- The first five posts that you write up for the blog need to be reviewed by Deb or Barb. Whenever we have a guest blogger, their contributions should also be reviewed before being posted.
- Try to know what you are going to write about a couple of days before your assigned time to post. We want you to have time to research your topic thoroughly and be able to give accurate information to our readers.

- Once a month we will have a post dedicated to a general topic, like social-emotional wellness or literacy. These posts shouldn't be long and drawn-out, just long enough to give a good piece of information that will be helpful to parents.
- Every other Friday we will have a resource spotlight. This can be something that you found while helping a parent, or something you came across on Volunteer Solutions. This should motivate you to keep your research ongoing. Rachel Dutson is responsible for those.
- For the rest of the posts, you can highlight a fun family activity, share a success story, focus on an aspect of child development, share parenting tips, or invite someone to be a guest blogger.

Guest Blog Posts

The most popular posts on the HMG blog have written by outstanding residents of Utah County. Once a month, we invite a professional/specialist to write a blog post about an area in their expertise. This could include autism and other spectrum disorders, potty training, ADHD, and more! Although it is fairly easy, there are some important steps that cannot be overlooked.

1. Write a professional email at least 2 weeks in advance, giving them information about HMG blog, benefits of guest blog posts, and the topic we would like them to write about.
2. After they reply, give them a more detailed description of the desired topic, the date we need it posted, and any other pertinent information.
3. Guest blogger can post by either sending you a copy in Word format, or you can send them an invite to be a blog author through the blogger dashboard: settings→permissions



4. Once blog post is edited and posted, post on Facebook and Pinterest and include either "professional" or "specialist" in the description. People are

attracted to these words when looking for child development and parenting advice.

5. Two weeks after blog post has been posted send thank you email/card to author and give a summary of the # of views and comments that their post received.

Good Blog Post Example:

Bottle Weaning

As a mother of a toddler, any accomplishment in the developmental arena is a huge deal. Just this week I began a "no bottle in bed" policy, which I have been a little wary of addressing. I had previously worked up to this stage (for the last six months-*sigh*) by making bottles a nap-time/night-time only thing, and to move up to a "no bottle at all" world, my husband and I had our daughter personally throw away each of her bottles. Results of this new policy have been excellent, however, the first night was awful. My daughter continuously asked for her "baw-el" -heartbreaking-, but we firmly reminded her that she had thrown away her bottles, and there weren't any left. Since that first night last week, we have had no problems with night-time or nap-time sleeping. Before we initiated this change, I made sure that she had another object that she could use as comfort for those times, such as a baby doll or a blanket. That has made the transition easier by far. Other recommendations for making an easy transition are:

- Communicating with your child about what is going on. Tell them why or remind them of what you've done to move to this stage. Create a relationship of trust with your child now, where they can feel able to come to you with questions and concerns and know that you will help them.
- Allow them to find another object for comfort, like a favorite toy or blanket.
- Gradually eliminate one use at a time. For example, if your child uses a bottle at nap-time and at night, get rid of the nap-time bottle first, then get rid of the night-time bottle once they've adjusted.

I know it's a daunting task, but you can do it! As a side note, here is a link to an article about the advantages of bottle weaning: http://www.aapd.org/upload/articles/Koranyi-13-01.pdf.

Good: This blog has great personal voice. It is fun to read and informative. It's not only personal opinion and experience, but it also has a link to a reliable and valid website.

Close to good: To improve the blog post we would mention the reliability of the website and its name (American Academy of Pediatrics) and shorten the link to a bit.ly link so that we can follow how many viewers click on the link (see bit.ly section for instructions).

Facebook

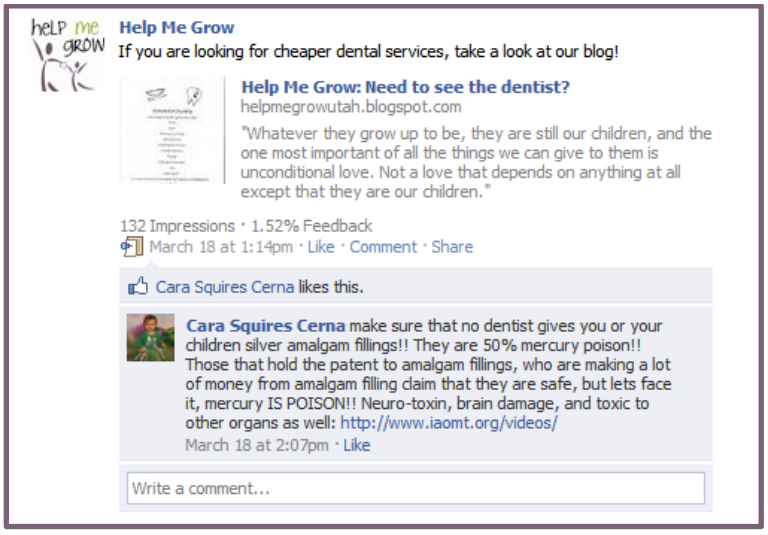
Facebook is a great way to keep our name circulating. Every post that we make on our Facebook page passes through the newsfeeds of those that have 'liked' our page. We try to post something new on Facebook three to four times a week. Be careful not to post too often. If we show up too often on newsfeeds then there is more of a chance that the individual will 'hide' all our posts from their newsfeed which we don't want to have happen. **Each new intern should invite their friends to like our Help Me Grow Facebook page.**

Types of Facebook posts:

- Link to a new Help Me Grow blog post (see image below)
- Tuesday Toddler Tip: Parenting tips/facts about development
- Success Story/ Friday Factoid
- Promoting a parenting blog via BlogFrog

Suggestions for good Facebook posts:

- Post an interactive question or thought that encourages people to respond.
- Keep it short and sassy!
- Post developmental tips
- Post short family/kid friendly activities



Example of a Facebook link to a blog post.

Make sure to use bit.ly

A great post that encourages interaction with the reader.

Boring links to the blog that should have the bit.ly link and the picture that comes with it.

BlogFrog

BlogFrog is a recent addition to our social media responsibilities. The main purpose for us using BlogFrog is to increase awareness of Help Me Grow, and to increase traffic to the Help Me Grow blog. You will be trained on how to use BlogFrog in more detail during your shadowing, but you will need to spend some time going through the communities and responding to relevant discussions. Go to www.theblogfrog.com

Remember: when you reply to a discussion, be sure to sign your first name. It is good for us to share personal stories and opinions with other bloggers in these communities, but we don't want to share them as official Help Me Grow policies and opinions.

Pinterest

Pinterest is a great tool for marketing the Hel p Me Grow blog posts as well as sharing ideas from other blogs and websites. Our account consists of "boards" that are focused on different topics of child development, parenting, and family activities. Each Help Me Grow post that includes useful parenting advice or activities should be pinned onto one of our HMG Pinterest boards. In order to marketing the new blog post, make sure the pin's description is simple, yet intriguing. The more repins a pin has, the more it will show up on followers newsfeed. So work on getting the pin repined as many times as possible.

Blog Lovin'

This social media tool is a lot like Blog Frog; it is a used to organize blogs you are following and check the newsfeed on a daily basis and comment on any posts that are relevant to child development, parenting, or activities. Occasionally, search in the different blogs to find new and interesting blogs to follow. This social community is a lot like Blog Frog, but is more organized and user-friendly.

bit.ly

Bit.ly is a site that shortens URL links, allows us to follow the traffic to our blog and determine where the interest in our readers lies. The purpose of our blog is to be a support to parents. We want to have information that they find valuable available to them, even if they don't feel the need to call in for a referral. Help Me Grow is all about empowering parents and our blog is another way we do that.

Creating a bit.ly Link

1. The webpage is bit.ly
2. The login information is found in the "password" section of this manual
3. Copy the URL from the website are linking
4. Paste the URL in the big blue box at the top of the Bit.ly page
5. Bit.ly will generate a shorter link, which you will then copy and paste to the site that you are sharing the link from, i.e. Facebook
6. On the bit.ly page you can see how many clicks have been made on your link

Social Media Reports

An intern will be responsible for keeping the Help Me Grow team aware of the blog and Facebook stats using Google analytics and Facebook Insights. This includes taking time **once a week** to explore Google Analytics and look at the trends and stats for both the blog and Facebook and putting together **a monthly report** on how we're progressing with social media.

Google Analytics

We have our blog linked to Google Analytics, an internet program hosted by Google to analyze the traffic to our blog. There is a lot of information that they gather and it can be confusing. Read through the list of definitions so that you know what "organic searches" or "visitor loyalty" could mean. To create the report of the blog:

- Print out the home page "Dashboard" with the general information about page visits, traffic sources and anything else that seems interesting.

- On the left hand side of Google Analytics, you'll see other pages (visitors, traffic sources, content, etc.) Pay attention to how these change within the week and what seems to be going well, i.e. top referral sites, top blog posts, top visitors etc.
- Report anything that maybe of interest to the Help Me Grow team and make suggestions for how we can improve.

Facebook

We've tried to link our Facebook page to Google Analytics as well, because the analytic information is SO much more detailed. However, those kinks are still to be worked out. In the meantime, we are using Facebook's insights to pull reports for the Help Me Grow page.

- The link to "Insights" is on the left hand column of the Help Me Grow page. Click on this link.
- There are four divisions of these insights: Page Overview, Likes, Reach, Talking about This, and Check-ins.
- After clicking "Insights" you are shown an overview of the monthly stats. We enjoy viewing which posts have generated feedback. We want to interact with our viewers. This is why we want our posts to encourage feedback and responses. We are not some company trying to rake in the money. We sincerely want to help families and children. Reflect that in your posts. Respond when people ask questions or voice concerns. Be a real person, not just Help Me Grow.
- In the "Likes" and "Reach" pages, the information we are interested in is the number of "Likes" and page views for the past month. Our Facebook page is one of the top referrals to our blog, and we would like to cultivate this line of traffic. Another main thing we are looking at is the demographics. Who is looking at our page? Our biggest demographic is women 25-39 (young mothers). Make your posts relate to these women.

Basic office Procedures

Location of Marketing Materials

Extra material is stored down in the basement.

1. English Brochures – above Deb's desk, extras above Kami's desk
2. Spanish Brochures – above Deb's desk
3. Magnets – Basement
4. Business Cards – Intern desk/basement
5. HMG Thank You Cards – above Deb's desk
6. Banners/Stands – above the gifts in kind shelves in the employee entree way
7. English Enrollment Forms – file drawer by East intern desk
8. Spanish Enrollment Forms – file drawer by East intern desk
9. Return Self-Addressed Envelopes – file drawer by East intern desk
10. United Way Envelopes – file drawer by the East intern desk, copy room if empty
11. Health Care Provider Brochures – above Kami's desk
12. Prescription pads – above Kami's desk

Notes about the Printer/Copier

If the printer is not printing for some reason check to make sure the user number (35533) is entered in the properties of the printer.

1. Properties
2. Job Handling tab
3. User Number 35533
4. User Name helpmegrow

using the bypass tray:

1. Select in printer properties the bypass tray
2. Send item to printer
3. Go to the copy machine and it will be stalled waiting for you to manually select the bypass tray on the machine.
    a. Press "job status" button
    b. On the touch screen select your print job on the list
    c. Touch the "details" button
    d. Paper select button
    e. Select bypass tray
    f. The job should automatically start printing

How to copy

1. Login at copier with ID#35533 then click Okay on screen

2. Enter number of copies to be made
3. Press either the color or black and white "go" button.

Note: If what you're copying is a two-sided page, be sure to select that option.

How to Scan

1. Login at copier with ID# 35533 then click Okay on screen
2. Select the "Scan" tab.
3. Place paper on copier glass.
4. Select Address of who/what computer to send the scan to.
    a. Deborah-email
    b. Help Me Grow Intern-email
    c. Robin
5. Press either the color or black and white "go" button.

Note: If what you're scanning is a two-sided page, be sure to select that option.

How to Fax

1. Login at copier with ID# 35533, then Okay on the screen
2. Select the "Fax" tab.
3. Place paper to fax into top tray.
4. Pull out keyboard and type in destination fax number. Be sure to type "9" before you put in the fax number.
5. Press the black and white "go" button.

    Note: If what you're faxing is a two-sided page, make sure to select that option.

    Note: Fax coversheets for United Way are found in the copy room. Fax coversheets for Help Me Grow are found at Robin's desk or printed off from the file V:\WelcomeBaby\Help Me Grow\ASQ\Follow-up to doctors\Help Me Grow Fax sheet.6.2010

Using the Mail Machine

1. Turn on mail machine.
2. Scroll down to Welcome Baby and press enter.
3. Place envelope on scale.
4. Once the scale reads the weight, you can lift off the envelope and then run it through the machine if it isn't too thick.
5. If the envelope to send is too thick (aka a package), get a label from the desk near the far wall, run it through with the larger label on the top right corner and the "stamp" will print.
6. Attach label to envelope.
7. Place envelope in the mail box next to the stamp machine.

8. **Any letters or packages that are stamped with the mail machine must be mailed out the same day. The volunteer center will take the mail out to the blue mail box at 4:30 daily, if you miss this deadline, you must take the mail you need to send out to the blue mailbox on the street.**

Using the Paper Folder Machine

1. There is a paper folder machine to fold your brochures into thirds!
2. Check settings to make sure the correct folds will be made. Ask Deb or someone in the volunteer center.
3. Turn on machine.
4. Slide paper down the chute one at a time
5. Collect tri-folded papers and insert into envelope.

Burning a DVD/CD

To burn a DVD, for example Dr. Dworkin's Presentation, do the following:

1. Go to Start, My Computer, V: Drive, Welcome Baby, Help Me Grow, Networking Breakfasts, Dworkin, Dworkin_edited
2. Keep that opened, then go to Start, My Computer, CD Drive D:
3. Then drag the Dworkin_edited video to the CD Drive D:
4. Insert CD
5. Write Files to CD
6. Don't worry about what to label it as, just click Next, then Finish
7. Using a thin Sharpie, name the CD, "Dr. Dworkin Presentation - Help Me Grow"

Using the Phones

1. **Phone lines:** Lines 1-3 are calls coming into your direct line. There are two United Way lines and three 2-1-1 lines.
    a. The Volunteer Center will answer these lines. However, if the phone starts ringing in the back then you know that everyone in the Volunteer Center is busy and they **NEED** you should pick up the line.
    b. If you pick up a United Way (UW) call then you can answer the call by saying:
        i. United Way this is (your name)
        ii. United Way of Utah County this is (your name)
        iii. Thank you for calling United Way how can I help you?
    c. If you pick up a 2-1-1 call then you can answer the call by saying:
        i. United Way 2-1-1
        ii. United Way 2-1-1 this is (your name)

iii. Thank you for calling United Way 2-1-1 how can I help you?

2. **Placing someone on Hold:** To do this, hit the Park 1-4 buttons after telling them that you'll be placing them on hold.
    a. Park vs. Hold: If you answer a call and push the "hold" button, it will be on one of your own lines (1-3). That's fine to do if you plan to pick it up and talk to the caller again. If you want someone else to be able to pick up that line, you must press one of the "park" buttons.
3. **Voicemail:** You have a voicemail when the red light is lit at the top right hand side of your phone.
    a. To check voicemails either press the "Message" button and then your password followed by # or dial 165 and use password 892010.
4. **Paging co-workers:** Pick up the phone and dial their extension. Make sure to talk to them first, they won't usually know that you are paging them.
5. **Be aware** that if your caller is on park for too long, it will automatically come back to one of your lines and your phone will start to beep. Don't keep people on park for too long, but if you need to stop the beeping, you can pick up the line and press "park" again.

Using Microsoft Outlook

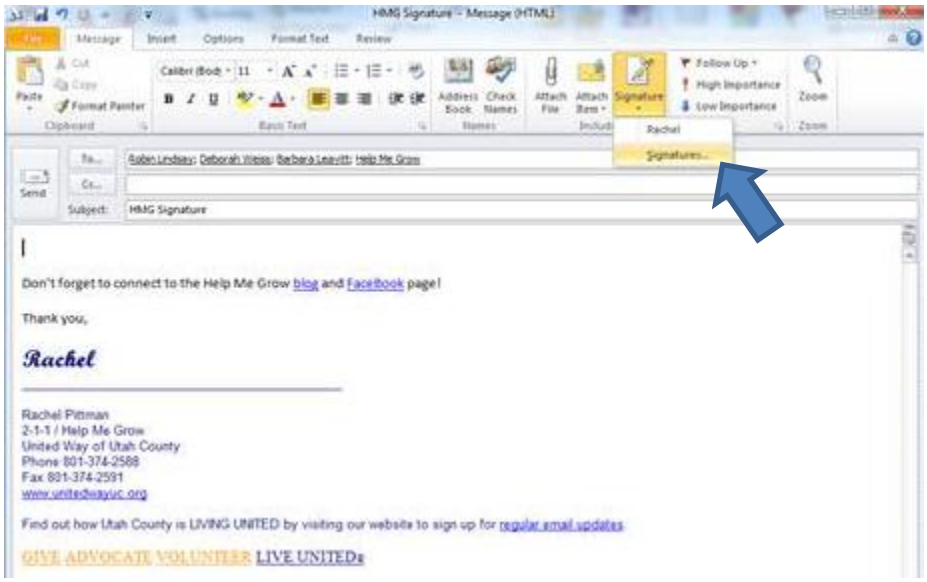
Once signed into your computer you can open Microsoft Outlook and it should immediately connect directly to your email, contacts and calendar. Outlook allows you to set up meetings and email them to those on our office server. You can also look at other's schedules. If you want to sign in remotely to your email use this link: https://uwsbserv.unitedwayuc.org/owa/

Email signature

This is an example of an email signature. Each intern will create their own to attach to any email sent out to others in the community.

1. A team member will email you a copy of this signature.
2. Open a new email
3. Click on heading tab that says "signatures"

4. In the drop down box, click signature



5. Click "New"
6. Enter name for new signature i.e. "Deb's HMG Signature"
7. Copy and paste the signature that someone emailed to you into the text box and edit it as needed, including your title and direct phone line and email.
8. Also include a line above the signature that says, "Don't forget to connect to the Help Me Grow blog and FaceBook page!" with the appropriate links. To create a link highlight the word(s) you want linked then right click and select hyperlink. Then add in the website address. This sentence should be the default "Calibri" size 11 font to match the rest of your email.

Other Tips and Reminders

When answering United Way of 2-1-1 Calls

We are often asked to help out with the United Way and 2-1-1 phone calls. When you answer those calls please answer with one of the following responses:

- United Way this is (your name)…
- United Way of Utah County this is (your name)…
- Thank you for calling United Way, how can I help you?
- United Way 2-1-1…
- United Way 2-1-1 this is (your name)…
- Thank you for calling United Way 2-1-1, how can I help you?

Frequent Contacts

Marla (Welcome Baby, Health Dep.)	801-851-7059
Welcome Baby (United Way)	801-691-5320
Community Action	801-373-8200
Help Me Grow	801-691-5322

Passwords

Please see the passwords list on pg. 60 for reference.

ASQ Database

- On the children's details page, make sure to check the box that corresponds to the ASQ you received and scored. That helps us keep a record of what ASQ's each family has sent in
- HMG worker will always be the person who is in charge of the family, not just the initial person who entered the data
- Don't forget to fill in the red box! Especially with new families or one's that call in!
- Don't forget to ask if a child was premature when first entering a new family
- After you have scanned the ASQ, save it to the desktop as Child's Name_12mo ASQ (put what month the ASQ is) then attach it to the database. After you know it is attached you can delete it off the desktop
- After you have scanned the enrollment forms make sure to save it to V:\WelcomeBaby\Help Me Grow\HMG Family Database\Scanned Enrollment forms as "Parent Name Permission Form."
- If you call to "Verify HMG ASQ Receipt" and they don't answer or you leave a message, make sure to add a new line that sets the call back for a few days, don't just change the date on the initial line
- When you actually send an ASQ, make sure to go and change it from ASQ intern to your name in the database