



Help Me Grow National Webinar:

Ensuring Family Engagement within
the *Help Me Grow* System

www.HelpMeGrowNational.org

December 5, 2011

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



Webinar Overview



Welcome & Introduction:

- **Paul Dworkin**, Project Director, *Help Me Grow* National, Physician-In-Chief, Connecticut Children’s Medical Center



Presentations:

- **Judy Langford**, National Project Director, Strengthening Families, Center for the Study of Social Policy
- **Barbara Leavitt**, Project Manager, *Help Me Grow* Utah
- **Deborah Weiss**, *Help Me Grow* Call Center Coordinator, United Way of Utah County
- **Rebecca Hernandez**, Manager, *Help Me Grow* Orange County, and *Help Me Grow* National Technical Assistance Consultant
- **Martha Campbell**, Co-Chair, *Help Me Grow* Kentucky



Questions and Answers



Moderators:

- Elsa Jones, Administrator, *Help Me Grow* National
- Tanika Simpson, Clinical Social Worker, Yale Child Study Center, and *Help Me Grow* National Technical Assistance Consultant

Ensuring Family Engagement

The *Help Me Grow* System

1
Child Health
Care Provider
Outreach

2
Community & Family
Outreach

3
Data Collection
and Analysis

4
Centralized
Telephone
Access Point



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A PROTECTIVE FACTORS FRAMEWORK

Common Ground One Approach, Many Partners

Judy Langford

Fall 2011

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Mobilizing partners,
communities and families to
build family strengths, promote
optimal development and reduce
child abuse and neglect

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THE STRENGTHENING FAMILIES APPROACH

- ***5 Protective Factors***: Grounded in research, practice and implementation knowledge from several fields; provides links across multiple disciplines and service sectors
- ***7 Program Strategies***: Through small but significant changes in everyday practice, the SF approach builds on family strengths, buffers risk, and promotes better outcomes.
- ***Multiple partners***: Building on existing strategies and systems, working through powerful connections to local service providers, communities and families.



D O R I S D U K E
CHARITABLE FOUNDATION

In the
beginning....

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PURPOSE: REDUCE CHILD ABUSE AND NEGLECT STARTING WITH CHILDREN 0-5



- The very highest rates of abuse and neglect occur for children under 4. This age group is a third of all children entering foster care and who are likely to stay the longest.
- The brain's primary architecture is developing in years 0-5, when family stability, skills and knowledge have the greatest impact on development.
- Adverse experiences at an early age create lifelong risk for multiple problems; mitigating these traumas early is most effective.

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PRAGMATIC STARTING POINTS

- Find out what *reduces* child maltreatment, to point toward results programs should be *building*
- Assume that all families are included
- Start where families already have comfortable relationships, e.g. child care
- Build on existing programs and strategies; don't invent a new model

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What we know: Families thrive
when protective factors are
robust in their lives and
communities

FIVE PROTECTIVE FACTORS

PARENTAL RESILIENCE

SOCIAL CONNECTIONS

KNOWLEDGE of PARENTING
and CHILD DEVELOPMENT

CONCRETE SUPPORT in
TIMES of NEED

SOCIAL and EMOTIONAL
COMPETENCE of CHILDREN



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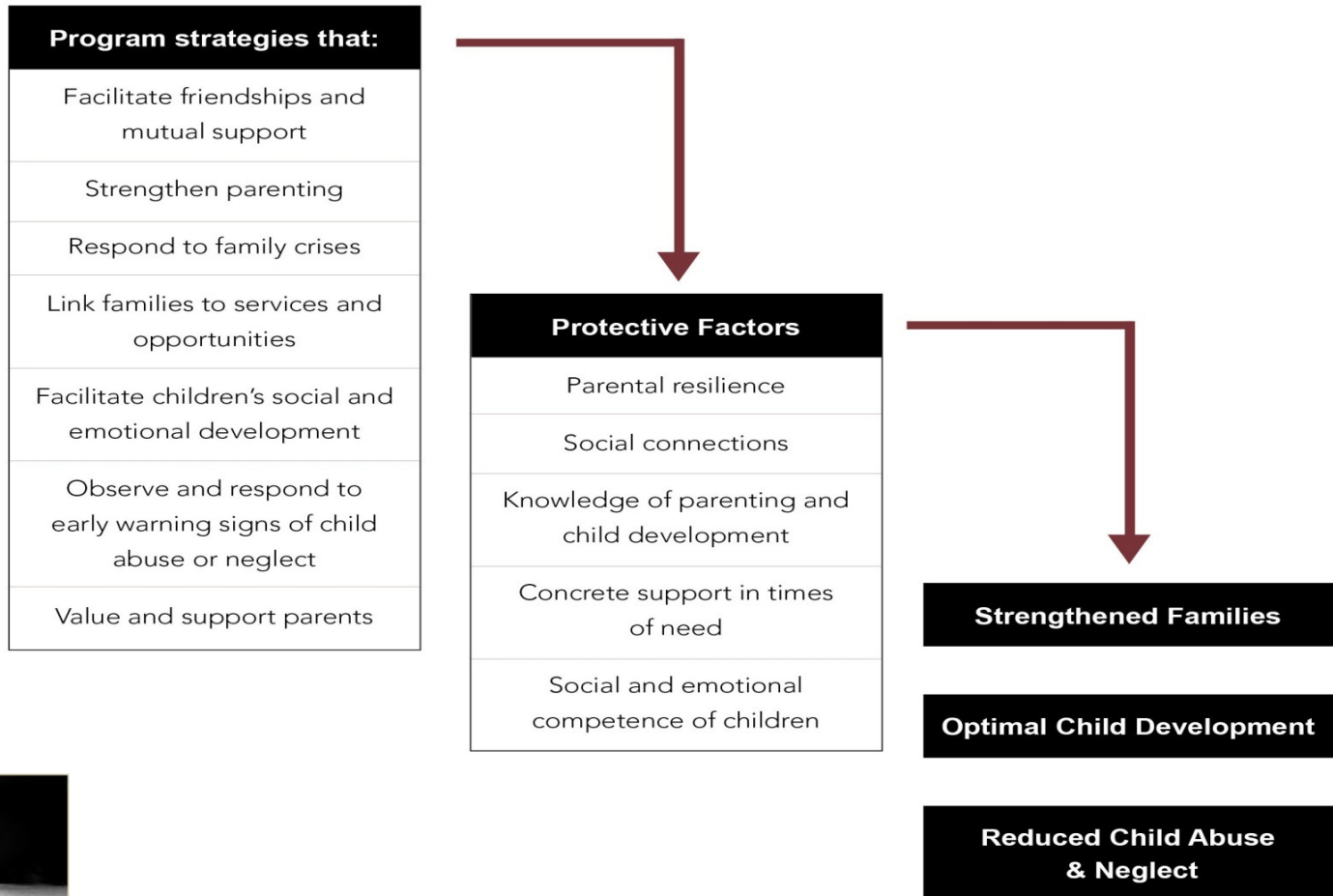
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Learning Network of Exemplary Programs



How programs help strengthen families, promote optimal child development and prevent child abuse and neglect

Small but significant changes



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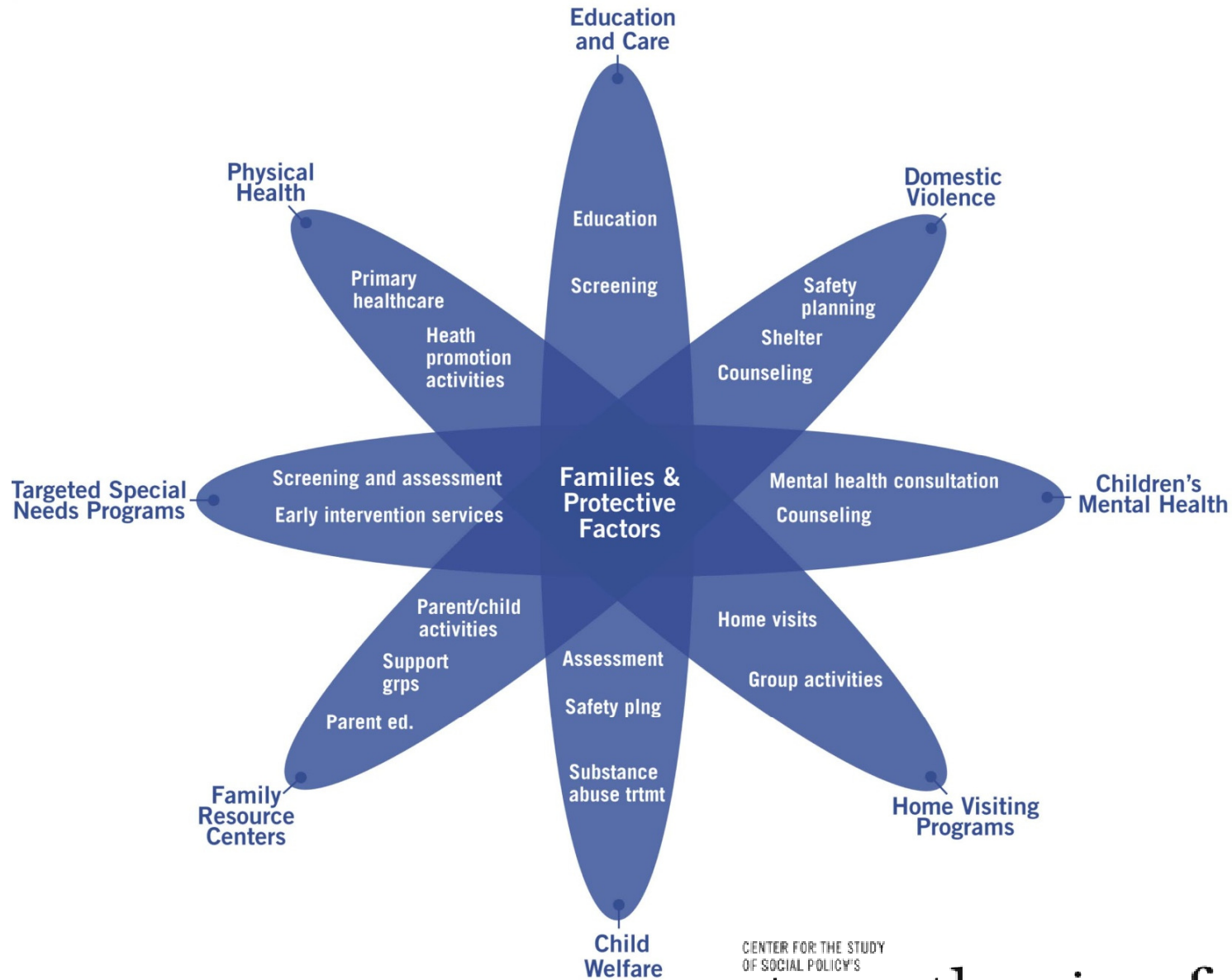
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*Parent leaders, state agencies
and local programs quickly
adapted the framework --
beyond child abuse prevention
for young children --to create a
platform for linkages across
service systems and a way of
engaging informal opportunities
for families.*

ALIGNING RESULTS FOR FAMILIES

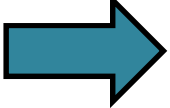
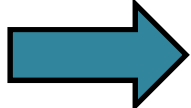
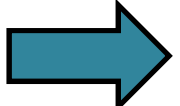


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FAMILIES TOOK LEADERSHIP

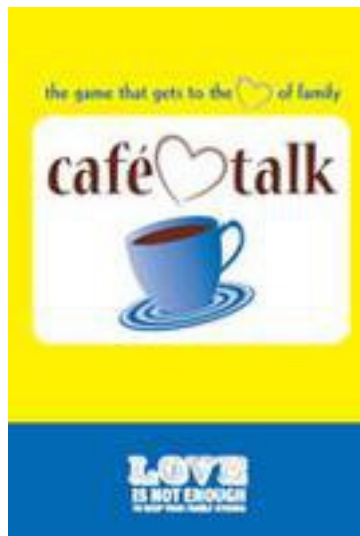
- “at risk” families  all families
- risk factors  protective factors/buffers
to toxic stress
- prevention  promoting strong families
and healthy development

Parental Resilience = Be strong and flexible



Social Connections = Parents need friends

Knowledge of Parenting = Being a great parent is part natural and part learned



Concrete Support = We all need help sometimes

Social and emotional development for children = Help your children communicate and give them the love and respect they need

COMMUNITY CAFES - WASHINGTON

- ***Parental Resilience*** = Courage
- ***Social Connections*** = Community
- ***Knowledge of Parenting*** = Health
- ***Concrete Support*** = Freedom
- ***Children's Social and Emotional Development*** = Compassion

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This surprising “self-organizing” tipping point was quickly supported by key national organizations, nimble federal partners and a small amount of foundation funding.

FEDERAL PARTNERS

Administration for Children, Youth and Families:
Children's Bureau, Office on Child Abuse and Neglect

Administration on Children and Families, Office of
Child Care and Office of Head Start

Maternal and Child Health Bureau (ECCS)

Substance Abuse and Mental Health Services
Administration (SAMHSA), local Project Launch sites

Department of Defense, New Parents Program and
Family Advocacy Program



STRENGTHENING FAMILIES NATIONAL NETWORK

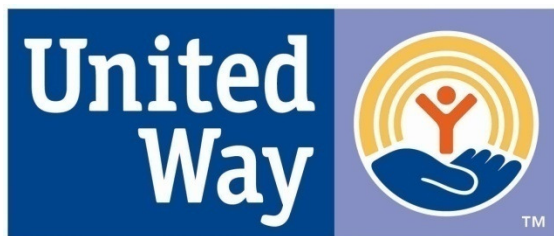


Parents as Teachers



ZERO
TO
THREE®

National Center for Infants, Toddlers, and Families



The **FINANCE** PROJECT

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Strengthening Families: Creating a New Normal



A New Normal

Families and communities, service systems and organizations:

- Focus on building protective and promotive factors to reduce risk and create optimal outcomes for children, youth and families
- Recognize and support parents as decision makers and leaders
- Value the culture and unique assets of each family
- Are mutually responsible for better outcomes for children, youth and families

NEW “FAMILY VALUES”

- Recognition of importance of families
- Diminishing stigma and labeling
- Acknowledging diversity among families
- Reducing the distance between professionals and families
- Partnerships among services and between services and people are essential
- Everyone has a role and can play it!

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www.strengtheningfamilies.net

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Help Me Grow Utah Family Engagement

Barbara Leavitt
Deborah Weiss



To view HMG Utah's slides and video, please follow link:
<http://prezi.com/4dk4f7ufdji2/help-me-grow-overview/>



Help Me Grow
ORANGE COUNTY



Help Me Grow National Webinar: Ensuring Family Engagement with the Help Me Grow System

December 5, 2011

Rebecca Hernandez, MEd
Program Manager, Orange County, CA

CHOC/UCI NEURODEVELOPMENTAL PROGRAMS
Supported by the Children & Families Commission of Orange County



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Overview of Orange County Strategies for Family Engagement

1. Community outreach
2. Securing champions
3. Measuring satisfaction



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Community Outreach

- Community Liaisons conduct presentations directly to parent support groups, meetings and classes
 - Coordinated through early childhood providers
 - Occurs at their location during the day or evening
 - Conducted in parent's language of choice (English, Spanish or Vietnamese)



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Community Outreach (cont'd)

- Use of Social Media: Facebook & Twitter
- Weekly posts of:
 - Articles regarding child development topics
 - Activities to encourage parent/child interaction
 - Current issues requesting a “call to action”
 - Announcements of HMG community events
 - “Family Showcase” stories of actual children and families who were connected





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Community Outreach (cont'd)

- Family Fun Events held in the community
- Promoted events through “Mom Bloggers”, Facebook and Twitter
- Partnered with other family friendly organizations that offered a reduced fee for HMG participants
 - Pumpkin Patch in October
 - Zoomers Petting Zoo in March
 - Metro FOR MEN: Father/son haircuts during the month of June



Help Me Grow Presents

Family Fun Event at



****Please bring flyer for discount****

Friday March 4th 2011

2:00 – 5:00 pm

Location

ZOOMARS PETTING ZOO

31791 Los Rios Street

San Juan Capistrano

For More Information:

www.helpmegrowoc.org

1-866-GROW-025

helpmegrow@hs.uci.edu

Join Us!

Spend the afternoon with Help Me Grow and some fantastic farm animals!

Bring this flyer to receive family admission and 1 fun pack* for \$10, normally \$32!

*Fun pack includes one pony ride, one train ride, and a basket of carrots to feed the animals. (additional fun packs just \$5 each)

Activities Include:

Craft table provided by Lakeshore Learning
Animal-themed story time!

Proceeds from this event benefit:



Help Me Grow
ORANGE COUNTY

About Help Me Grow

Help Me Grow Orange County connects children and their families to developmental services to enhance the behavior, learning and development of children birth through five years of age.

By calling the toll free number 1.866.GROW.025, (1.866.476.9025), parents, caregivers, child care providers, early educators and health care providers have a single point of access to developmental services for all young children who live in Orange County.

Celebrate Father's Day

With **Help Me Grow Orange County**
at **metro FOR MEN**

Date:
Saturday
June 4, 11, & 18
Time:
8am-4pm



For three Saturdays in June...

Support a great cause and treat dad to a day of grooming!!

Metro FOR MEN, OC's premier men's only salon is offering a father son duo haircut for only \$50 if you mention Help Me Grow (\$58 value).

Participate in a Father's Day raffle! **WIN one of these prizes!**

- **Gift Certificates**
- **Hair and Skin Products**
- **Sports Tickets**
- **And More!!**

Proceeds from this event benefit:

Help Me Grow Orange County

We connect children and their families to developmental services to enhance the behavior, learning & development of children birth to 6 years of age.

For more information:

www.helpmegrowoc.org
866.GROW.025

m metro FOR MEN
THE GROOMING ENVIRONMENT
FOR TODAY'S MAN
15382 Alton Pkwy, Irvine, CA 92618

Call **949-450-0150** and mention
Help Me Grow to make an appointment!
Walk-ins Welcome





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Community Outreach (cont'd)

- Partnership with Pretend City Children's Museum to promote developmental screening
- Children visiting the museum can receive an ASQ that is returned to HMG for connection to services
- Care Coordinators distribute free admission tickets with our HMG referral letters to the children who meet low income criteria
- Pretend City has signage throughout the museum encouraging connections to HMG (i.e. doctor's office)

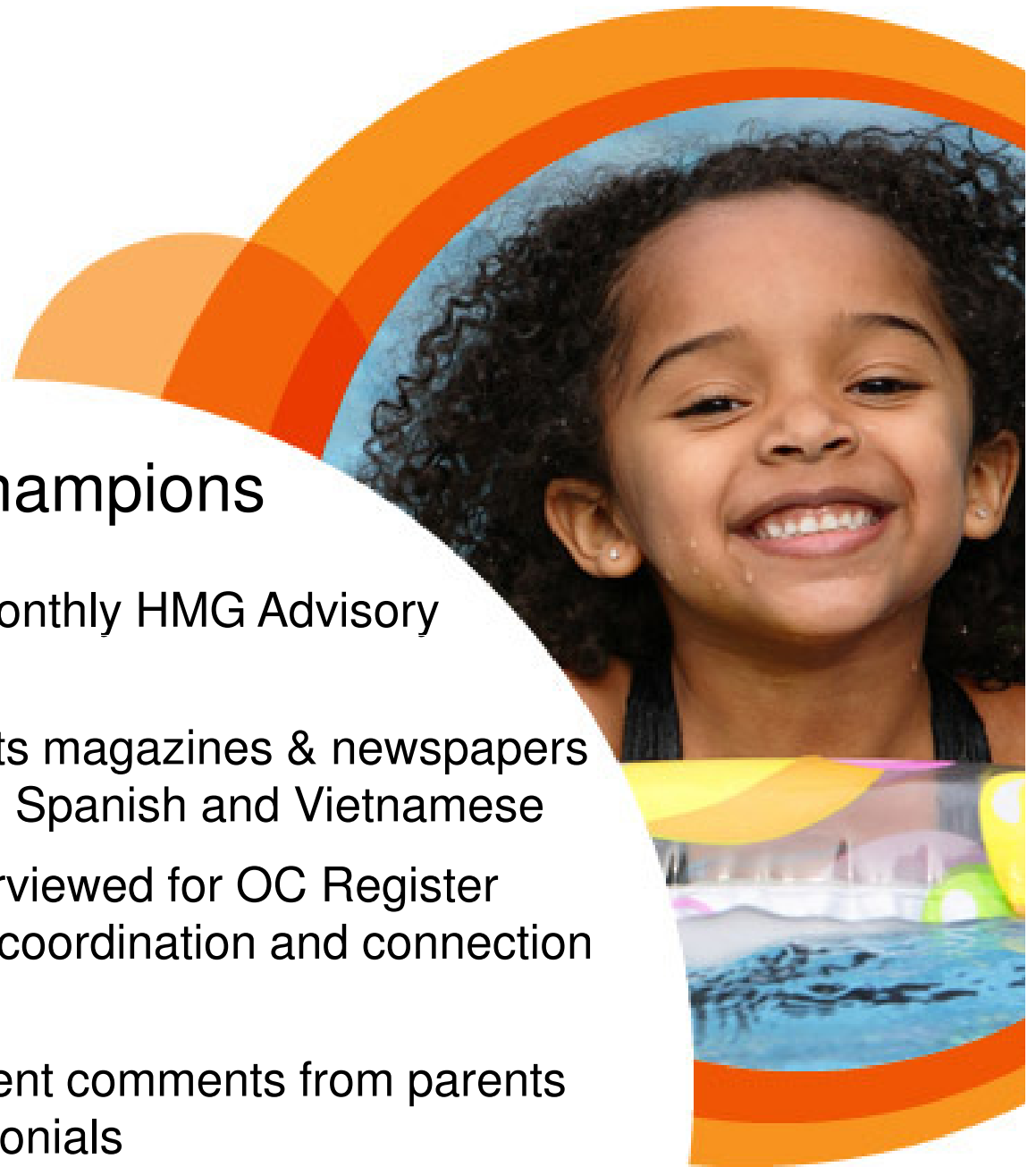




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Securing Family Champions

- Parents participate in bi-monthly HMG Advisory Committee Meetings
- Marketing campaign targets magazines & newspapers read by parents in English, Spanish and Vietnamese
- Parent champion was interviewed for OC Register article after receiving care coordination and connection to services through HMG
- Care Coordinators document comments from parents that can be used for testimonials





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Measuring Satisfaction

- Recruited 100 parents immediately after the completion of the follow-up call. Transferred parent to another person to conduct the survey.
- Measured the parents' satisfaction with the referrals provided and the care coordination they received
- Conducted in Spanish and English
- 74% of all parents asked participated in the survey
- 100% of all participants agreed that they had enough time to talk about their concerns during their initial call





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Lessons Learned

- Use multiple methods to conduct outreach and engage families
- Be culturally sensitive
- Get out in the community
- Seize opportunities
- Be tenacious





Help Me Grow
ORANGE COUNTY

For more information visit:
www.helpmegrowoc.org

Like us on Facebook at:
Help Me Grow Orange County

Thank you
Rebecca Hernandez
Rhernan2@uci.edu

CHOC/UCI NEURODEVELOPMENTAL PROGRAMS
Supported by the Children & Families Commission of Orange County



Help Me Grow Family Champions



Help Me Grow
Kentucky

KENTUCKY HELP ME GROW

A Member of the Help Me Grow National Network

KY identified 2 demonstration sites where the HMG model will be implemented and designed for replication

Strategies and Ideas for Integrating
Family Champions
into the *Help Me Grow* System

The *Help Me Grow* System in Kentucky

Program Leaders: Co-leadership between Kentucky Chapter of the American Academy of Pediatrics (AAP) and Kentucky's DPH Early Childhood Comprehensive Systems (ECCS) Initiative. The two entities build upon their strengths and collaborate by linking providers and families/communities to resources.

Development of Two Demonstration Sites: Urban and Rural
Louisville and Corbin regions

PARENT/FAMILY INVOLVEMENT

I. *HMG* Leadership includes:

- ❖ **Key Stakeholders:** More than 50 early childhood service agency/program representatives across KY
- ❖ **Leadership Team: Comprised of 16 Key Stakeholders**
 - One parent member with a child under 5 with developmental disabilities
 - Two early childhood program staff members with young children with developmental disabilities.
- ❖ **Call Center Care Coordinators as Consultants to Leadership Team**

Each of KY's *HMG* Coordinators has a child with a developmental disability. They are familiar with navigating the health systems and services and can readily identify gaps and barriers for families.

II. *HMG* Community Outreach Component includes:

- Maintaining communication with the community teams who endorsed *HMG* proposal; promoting family involvement on councils (RIAC/ CECC); encouraging/ modeling parents as critical members of child's community team.
- Partnerships which have strong connection to families include Early Intervention /Home Visiting / Faith-Based/ Child Care/ Head Start/ Early Head Start/ etc.

III. Collaboration with the Early Childhood Family Network (ECFN) Committee (established in 2010)

- ECFN's Goal is to ensure that the social, emotional, and developmental needs of young children and their families are better served.
- ECFN is an ancillary committee, which operates under the Kentucky Partnership for Families and Children, Inc. (KPFC) which serves as the state chapter for the National Federation of Families for Children's Mental Health and is the Center for Mental Health Services Statewide Family Network grantee in Kentucky.
- ECFN consists of a network of family advocates, parents and state early childhood program staff, including the ECCS project director.

ECFN Activities in 2011:

- Developed the **Early Childhood Services Guide** which outlines all statewide programs available to serve the population prenatal through age five; over 8,000 guides have been distributed to parents, healthcare providers, early childhood providers, key stakeholders, legislators, and numerous other organizations. *Help Me Grow* will utilize these guides with providers.
- Added Parent/ Guardian workgroup sessions focused on early childhood services to the **Annual 2-Day Infant Toddler Institute** in August. *Help Me Grow* Leadership collaborates with several of these families as consultants.
- Sponsored the **3-Day Early Childhood Family Conference** in October at no cost to families. Workshops included activities that empowered families. The *Help Me Grow* System was presented during the parent workshops.

IV. *HMG* Leadership will monitor the work of the KY Early Childhood Advisory Council (ECAC) regarding:

- The establishment of a Center for Community and Family Engagement in the Office of Early Childhood ;
- The proposed effort to coordinate various family engagement partners across the state.

Martha Campbell

Department for Public Health
Early Childhood Comprehensive Systems
Project Director

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martha.campbell@ky.gov

Mary York

Kentucky Chapter
American Academy of Pediatrics
Executive Director

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maryyork@kyaap.org



Help Me Grow
Kentucky

Questions and Answers

Closing Comments



Upcoming Webinar:

Child Health Care Provider Engagement

Date: Wednesday, January 18, 2012

Time: 3:45 – 5:00 PM Eastern



Survey:

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

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