The Centralized Access Point

The Centralized Access Point is built around a call center that is available through a toll-free phone line, fax and email. The call center is staffed by care coordinators who connect children and their families to appropriate community-based services and programs. Call centers must have access to a computerized resource directory and must utilize an automated client-tracking system.

The call center serves as the Help Me Grow “go-to” place for family members, child health care providers, and other professionals seeking information, support, and referrals for children at risk for behavioral and/or developmental problems.

Telephone services provide an effective, single point-of-access to community resources. They are cost-effective, easy to promote, efficient in identifying needs, and successful in supporting callers and triaging to appropriate services. New technology such as texting, apps, and online access to referrals, resources, and services can enhance telephone services.

The Centralized Access Point is the Help Me Grow system linchpin. As such, the process of selecting a call center requires due diligence. It also provides an opportunity to share information on the Help Me Grow system and to involve entities that serve as telephone access points in the planning and implementation of the system.

This section of the manual begins with guidance on the process for selecting a Help Me Grow Centralized Access Point. The process has three phases:

1. Establish a Centralized Access Point (or Call Center) Work Group
2. Research existing call centers
3. Make a recommendation to the Leadership Team
Establish a Call Center Work Group

The Call Center Work Group researches call center options and makes a recommendation to the Leadership Team, ideally within a three month timeframe. (See Organizing Entity & Leadership Team for more on creating and staffing Work Groups.)

The following is a partial list of organizations/individuals that have served on similar Work Groups convened by Help Me Grow affiliates. This list is meant to prompt discussion around the type of expertise needed to successfully complete the Work Group’s task.

- United Way & other funders of call centers, e.g., community foundations, hospitals
- Nonprofit agencies that serve young children and their families
- Advocacy groups
- State agencies, such as Departments of Health (Maternal and Child Health MCH-Title V), Early Learning, Child Welfare, and the state agency that administers the state’s Early Intervention program
- Early care and education providers
- Schools and universities
- Parent representative(s)
- Data specialist
- Evaluator

Structurally, the Work Group benefits from having co-chairs, with one chair being a member of the Leadership Team and the other a community representative (not necessarily a Leadership Team member).

The identification and recruitment of Work Group members should be thoughtful and reflective of the knowledge and expertise needed to make an informed recommendation to the Leadership Team. When recruiting Work Group members, be clear about why they are being asked to serve, the purpose of the Work Group, and the expectations of membership, such as the number of meetings they are required to attend.

Research Existing Call Centers

With the assistance of the Help Me Grow Program Manager, compile a comprehensive list of call centers within the targeted geographic area. Examples of call centers that serve Help Me Grow’s target population of young children, their families, and their providers include:

- 2-1-1
- Child Care Resource & Referrals (CCRRs) services
- Maternal and Child Health (MCH) hotlines
- Intake lines for Early Intervention (EI) and/or Early Childhood Special Education (ECSE) services
- Parenting help lines
If a call center(s) in your area already serves young children and their families, partnering with it is the most efficient way, structurally and financially, to create access to services.

Assessing Potential Call Centers

The answers to these questions help determine a call center’s capacity and interest in serving as the access point for Help Me Grow.

- How long has the call center been operating?
- How is it funded?
- What is its reputation with families, providers and stakeholders?
- Would serving as the access point for Help Me Grow be consistent with the call center’s mission and goal?
- What is the call volume?
- What is the target population? (Note: The goal of Help Me Grow is to serve as a universal resource for families with young children.)
- What is the capacity to handle requests for assistance concerning young children’s physical, developmental and/or social/emotional growth?
- To what degree are direct service staff currently trained in this substantive area?
- How would Help Me Grow be embedded into the call center structure?
- Would all direct service staff be trained in child development and the service delivery systems available to support Help Me Grow callers? Or would the call center create a specialized Help Me Grow unit?
- How is information on community resources collected and maintained?
- What information is collected on those who contact the call center?
- Can new fields be added to the computerized resource directory, as well as new data within an existing field?

Checklist: Assessing Potential Call Centers
Keep in mind that a Help Me Grow call center must be able to perform, at minimum, the following functions. Can existing call centers accommodate these functions?

**Functions of a Help Me Grow Call Center**

- Answer requests for assistance by families, health care providers, child care providers, and others who touch young children and their families
- Maintain, in real time, a community resource directory
- Within the geographic area served, have visibility among:
  - Health care providers
  - Child care providers
  - Other community based agencies
  - Families’ network and communities
- Collect data, via an automated client-tracking system, on calls handled by Help Me Grow care coordinators, including:
  - Caller demographics
  - How caller heard of service
  - Reason for call
  - Actions taken
  - Outcomes as a result of contacting the call center.
  - [Common Indicators](#) established by the National Center

**Checklist: Functions of a Help Me Grow Call Center**

The most direct way to obtain the information sought and engage potential partners is to meet with them. Prior to a meeting with call center administrators, Work Group members should view the call center website, review annual reports and other materials produced and consider calling as a consumer seeking services.

**Building the Help Me Grow System**

**When Meeting with Existing Call Centers...**

Be prepared to explain the Help Me Grow system, particularly the essential role of the call center. Be able to articulate what value Help Me Grow brings to their service. Ascertain the call center’s level of interest prior to leaving the meeting.

Be clear on next steps. What would the call center need in order to serve as the Help Me Grow access point? What could the Leadership Team do to support the call center?
Make a Recommendation to the Leadership Team

Once the fact finding work is completed and there is consensus among Work Group members as well as agreement to pursue this opportunity by the selected call center a recommendation can be made to the Leadership Team.

**Establishing a new call center is usually the costliest and least efficient option. Recommending that Help Me Grow establish a new call center should be a last resort and well-supported with the rationale.**

While the Work Group is responsible for making a recommendation to the Leadership Team, it is the Leadership Team’s responsibility to review the recommendations and make the final decision on where the Help Me Grow call center will be housed.

Transition from Research to Establish & Launch

Once a call center agrees to serve as the Help Me Grow access point (or the Leadership Team decides to start a call center) the collaborative process to establish, launch, and maintain a call center commences. Key to the collaborative process is the Leadership Team’s commitment to support the call center as it takes on the planning and implementation of serving as the access point for the Help Me Grow system.

The Leadership Team’s commitment needs to be concrete, specific, and outlined in a Memorandum of Understanding (MOU) that may need to evolve over time. The Help Me Grow Leadership Team’s responsibilities in this MOU can include, but are not limited to:

- Meeting with staff and/or Board members on a regular basis (internal meetings)
- Researching and sharing funding opportunities to support the Help Me Grow services offered through the call center
- Writing letters of support
- Writing grant applications/proposals
- Meeting with potential funding sources, key stakeholders, legislators, state agency representatives, community-based provider staff and groups that represent parents (external meetings)

**TIP**

**Maintain Positive Relationships with Fellow Call Centers**

If more than one call center was under consideration to serve as the call center, make sure that the one(s) not selected can continue to be involved in the Help Me Grow system. A reciprocal relationship between the call centers would help all to feel included and provide a supportive infrastructure for networking efforts and efficient referrals.
• Assisting the call center in addressing its structural needs for expansion, such as space configuration and equipment
• Posting Help Me Grow call center job opportunities
• Identifying trainers and training opportunities for care coordinators
• Assisting in marketing the service
• Promoting and sharing the data collected

Establish & Launch a Help Me Grow Centralized Access Point

This section provides guidance on how to establish the Help Me Grow access point within the selected call center and launch the service.

Leadership Team responsibilities

The Leadership Team’s collaborative responsibilities in this process include:

• Ensuring that the call center creates an access point that demonstrates fidelity to the model
• Supporting the call center as it identifies its needs—structural, personnel, funding, etc.—in order to serve as the Help Me Grow access point
• Agreeing with the call center on what needs to be added or enhanced and developing a plan to meet the identified needs

The Help Me Grow National Network

Delaware 2-1-1 Help Me Grow

2-1-1 Help Me Grow is a centralized call center that connects families to child development services and other resources within the state. This call center serves to seamlessly link for children and families to community-based programs and services. By calling this one number, parents can be connected to dozens of programs to help their child. This eliminates the need for parents to search for phone numbers on their own, streamlining what was once a complicated system.

When parents call 2-1-1 Help Me Grow, parents are connected with an experienced child development specialist, who answers questions and connects them with the community-based programs and services in their area. All parents need to do is to provide the referral from their primary care provider or describe their everyday observations of their child to the child development specialist. From there parents will be connected with the best resources to address their child’s specific needs.

Learn more at dethrives.com/help-me-grow.
**Develop a startup budget and a maintenance budget**

A *Help Me Grow* call center **startup budget** needs to reflect all the essential components of the *Help Me Grow* access point with minimal startup staffing. The **maintenance budget** should reflect the cost of a fully functioning *Help Me Grow* access point that can handle a call volume based on marketing and caller demand.

Typically the Leadership Team and Call Center Work Group, in partnership with the call center, draft the startup and maintenance budgets. As the budgets are developed, the four steps below need to be incorporated into them.

These steps are presented in a logical flow for establishing and launching the call center. In reality, the process is fluid. The tasks described under each step may blend, occur simultaneously, or happen in a different order.

As you work through the steps, revise the budget accordingly. For example, the *Help Me Grow* call center's salary ranges and staffing requirements will need to be consistent with the call center in which it is embedded. For a budget template see [Framework for a Help Me Grow Call Center Budget](#). For a sample of a completed implementation budget see [Help Me Grow South Carolina Proposed Implementation Budget](#).

Once the budgets are finalized and agreed upon by all parties, the organizing entity and the Leadership Team need to be specific about how they will support the call center in securing funds for *Help Me Grow*. (See the [Funding & Expansion Help Me Grow](#) for funding guidance.)

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**Step 1: Assess Staffing Needs & Gather Information on Community Resources**

**Staffing**

- How many staff members (administrators/supervisors and care coordinators) are needed to accommodate the geographic area and racial and ethnic populations targeted?

1. In projecting the number of care coordinators needed, factor in the difference between the staff who answer the phones at the call center and *Help Me Grow* care coordinators. Call center staff are responsible for a broader range of issues and a higher call volume than *Help Me Grow* care coordinators, who have a lower number of cases with an increase in intensity and scope.

*continued on next page*
2. Since the Help Me Grow supervisor/manager will be a new position within the call center, a job description needs to be developed. A job requirement should be knowledge of and a background in child development or a related field.

- What is the scope of systems/resources the Help Me Grow call center will be responsible for knowing? This scope will expand over time.

- What are the expectations of funders? What has the call center been contracted to do? For more information see the Help Me Grow Iowa Centralized Intake Best Practice Guide.

- What is the anticipated volume of calls? This figure will also grow over time. To help with call volume estimates, see Help Me Grow Utah Call Capacity Grid.

**Community Resources**

If the Help Me Grow call center is joining an operating call center, what relevant resources are already being collected and maintained? What is the scope of information collected?

Call centers use a number of data resource systems. Review the system currently used by the call center to determine if Help Me Grow resource information is or could be collected in the system. Keep in mind what types of information you would like made available to call center staff and ultimately to families.

The Alliance of Information and Referral Systems (AIRS) and 2-1-1 LA County offers support and guidance on developing a “human services taxonomy”. The AIRS/2-1-1 LA Taxonomy of Human Services defines this as “a classification system that allows you to index and access community resources based on the services they provide and the target populations they serve, if any. It provides a structure for your information and it tells people what is in your information and how to find it.

*Help Me Grow* requires resource information and knowledge on the following:

- Early intervention (Part C)
- Preschool Special Education (Part B)
- Early care and education
- Primary health care providers
- Mental health
- Parent education and support groups
- State agencies/programs, including
  - Children and Youth with Special Needs (CYSHCNs)
  - Medicaid/Children’s Health Insurance Plan (CHIP)
- Local community-based agencies
- Advocacy groups/legal rights organizations

*continued on next page*
Step 2: Hire Staff and Expand Resource Directory

Staffing

- Using the experiences of affiliates as guidance, develop job descriptions for administrators and care coordinators.
- Use effective vehicles to advertise job openings.
  Strategic advertising will create a pool of appropriate applicants. Promote the openings within the call center and at colleges and universities that offer degrees in relevant areas. Identify agencies in the Help Me Grow resource database that post job openings, and post the positions with them.
- Prepare for interviews.
- Check references.
- Hire staff.

Community Resources

- Decide what additional information is needed for Help Me Grow calls and how it will be incorporated into the community resource directory.

Step 3: Train Staff, Update the Resources & Establish Client Tracking System

Staffing

- Develop an orientation package.
- Develop internal protocols within the call center for transferring calls, coding cases, and following up with callers.

Community Resources

- Implement system(s) for collecting additional information needed for Help
Me Grow calls. Be aware of possible legal issues related to referring to for-profit services or private practices. If those are important resources for families in your area, think about how that information can be shared.

Sample Call Center Protocols and Forms
Further Resource Directory Information

Establish & Maintain an Automated Client Tracking System

Notes on Data Collection

Call centers are in a unique position to collect data that reflect system-level issues—information not only on who calls and why, but on what happens to families seeking help. Many call centers also have the ability to track barriers experienced by families referred for services.

A client tracking system captures the issues families are experiencing, the actions taken on their behalf, and outcomes as a result of contacting the call center.

All Help Me Grow call centers collect data for generating external and internal reports. External reports are shared with the Help Me Grow Work Groups, funders, legislators, providers, advocates, and the media. They help identify best practices, needs, gaps, and barriers.

Internal management reports ensure the accuracy of information given, referrals made and coding consistency among the care coordinators.

Help Me Grow data collection falls into five broad categories:

- How the caller heard about Help Me Grow
- Demographics on the child (or family) in need of assistance
- Assistance sought
- Action taken by the Help Me Grow care coordinator
- Outcomes as a result of contacting the call center

The Help Me Grow National Center has established Common Indicators to assist with data collection. All Help Me Grow affiliates are required to collect and report data on this set of indicators. Data collected will help you monitor your progress and share lessons learned with other states and the National Center. Additionally, collected data enables you to:

- Contribute to the national dialogue on promoting early detection and intervention and the role of Help Me Grow systems in doing so
- Learn how your system data compares to aggregate national data
- Have the National Center advocate on behalf of the National Network more effectively
- Serve, with the National Center, as leaders in the child development field

See Data Collection & Analysis
continued on next page
Steps to establish and maintain an automated client tracking system

- Determine if Help Me Grow’s data requirements can be collected within the call center’s current automated client tracking system.

- If not, research the viability of using the automated client tracking systems developed by Help Me Grow Orange County or Help Me Grow Utah.

- Write and maintain a manual for coding cases in the automated client tracking system.

  A manual ensures consistency of coding among the care coordinators and provides a frame of reference for coding questions. The manual needs to address coding from both a technical and substantive perspective. It is imperative that it is maintained. Having a coding committee with responsibilities that include maintaining the manual will help to ensure that it stays current.

Help Me Grow California Orange County: STAR Database
Help Me Grow Utah Family Database

Step 4: Launch the Call Center

Soft Launch

A soft launch is an opportunity to test the Help Me Grow call center’s operational readiness. By “going live” on a limited basis, this field test allows the call center to experience actual calls that often provide insight to needs that were not identified or addressed in the planning process.

Official Launch

Once issues identified through the soft launch have been addressed, the call center is ready for the official launch. A more comprehensive strategic plan supports a successful official launch, including the marketing and public awareness efforts of the Outreach Work Group.

When other organizations market Help Me Grow, their efforts must be coordinated with the call center. Care coordinators need to know what kinds of potential calls they may receive as a result of the marketing efforts.

Once these calls are received, the information collected through the automated client tracking system, particularly how callers heard about Help Me Grow, can inform ongoing marketing efforts. This information is helpful not only to the call center, but also to the Provider Outreach and Community Outreach Work Groups and staff. ☀️
Developing care coordinator training curriculum & identify trainers

There are two levels of care coordinator training:
- Orientation for newly hired staff
- Ongoing training

There are a range of vehicles for training care coordinators, including, but not limited to:
- Reading material
- Staff meetings and in-service days
- Pre/post tests
- Conferences
- Online courses
- Webinars
- Role-playing
- Case studies
- Job shadowing
- Peer-to-peer mentoring
- Call listening
- Case discussion
- Meetings with collaborators
- Eco-maps

There are a number of resources for identifying and recruiting trainers, including:

- Help Me Grow call center supervisors
- Seasoned care coordinators from both the Help Me Grow call center and the call center in which it is embedded (or with whom there is a formal relationship)

TIP

While each Help Me Grow affiliate call center is unique, there are common components among all. The Help Me Grow National Center offers guidance on those common components and shares examples of call center trainings, curriculum, and other products and suggestions from affiliate sites.

In addition to the resources available through the National Center, it is advisable to tap local resources to assist in training and supporting call center staff.
### Training Topics for Care Coordinators

<table>
<thead>
<tr>
<th>Topics</th>
<th>Orientation</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job description, role &amp; responsibilities, and the support/resources available</td>
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</tr>
<tr>
<td>Skills needed for handling a Help Me Grow call:</td>
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<td>X</td>
</tr>
<tr>
<td>• active listening skills</td>
<td></td>
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<tr>
<td>• interviewing techniques</td>
<td></td>
<td></td>
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<tr>
<td>• being non-judgemental</td>
<td></td>
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<tr>
<td>The questions to ask and how to ask them</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Overview of relevant state-level systems and formal relationships with these systems, in any</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Cultural competence and sensitivity</td>
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<td>X</td>
</tr>
<tr>
<td>Child development &amp; Developmental Screening</td>
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<td>X</td>
</tr>
<tr>
<td>Medical information privacy regulations (HIPAA)</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Chronic health conditions and behavioral health issues of young children</td>
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<td>X</td>
</tr>
<tr>
<td>How to handle difficult callers</td>
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<td>X</td>
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<tr>
<td>Protocols for handling crisis calls</td>
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<td>X</td>
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<tr>
<td>Using the resource directory</td>
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<td>X</td>
</tr>
<tr>
<td>How to code cases in the automated client-tracking system</td>
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</table>

Help Me Grow affiliate states have learned many valuable lessons as they designed and implemented their call centers. It is strongly recommended to reach out to Network peers for models, advice, and lessons learned.

Help Me Grow Directory of Expertise Call Center Specialists
• Staff with expertise from direct service agencies, universities, parent and advocacy organizations

• Physician champion

• Representatives from relevant state systems, such as Early Intervention; Preschool Special Education; Early Childhood Comprehensive Systems (ECCS) grant; home visiting programs, including the federal Maternal, Infant and Early Childhood Home Visiting (MIECHV) program; Project LAUNCH; Race to the Top

Recruiting and utilizing volunteers and student interns

Given the amount of work needed to maintain a well-functioning call center, consider using volunteers and/or student interns to supplement the work of the call center staff.

For volunteers, AmeriCorp VISTA is a reliable national resource. Check with local United Ways on other resources for recruiting volunteers. Be thorough and thoughtful in determining how volunteers will be used and supported.

For interns, research schools within the geographic area of the call center to identify those that offer degrees in relevant areas. Review their requirements for student placements, community projects and internships. Contact schools that are a potential match for Help Me Grow’s intern needs and offerings.

Prior to securing student interns, make sure that the call center can meet the requirements needed to be a student placement and has the administrative infrastructure and time to support interns.

Help Me Grow Utah Volunteer Training Curriculum
Help Me Grow Utah Intern Manual
Help Me Grow National Webinar: Enlisting Volunteers & Interns

The Help Me Grow National Network

Help Me Grow Connecticut: Child Development Infoline

“Every day, the Child Development Infoline care coordinators amaze me. They work with families whose children have disabilities or other behavioral issues, with families struggling with financial issues or other stressors, and with families who just want more information so they can help their child develop as healthfully and happily as possible. Each call is important to the staff and they take care to do the best they can for every family. This is the heart of Help Me Grow.”

—Kareena Duplessis, Child Development Infoline Director
### Framework for a *Help Me Grow* Call Center Budget

<table>
<thead>
<tr>
<th>LINE ITEMS</th>
<th>START UP BUDGET</th>
<th>MAINTENANCE BUDGET</th>
<th>NOTES</th>
</tr>
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<tbody>
<tr>
<td><strong>STAFFING &amp; BENEFITS</strong></td>
<td></td>
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</tr>
<tr>
<td><em>Help Me Grow</em> Supervisor</td>
<td></td>
<td></td>
<td>Could be a % of another call center staff member.</td>
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<tr>
<td>Care Coordinators</td>
<td></td>
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<td>These are the direct service staff who answer the calls and work directly with families and providers.</td>
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<tr>
<td>Resource Data Manager</td>
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<td></td>
<td>This person is responsible for maintaining the resource inventory. Could be a % of another call center staff member.</td>
</tr>
<tr>
<td>Data Collection Technical Support</td>
<td></td>
<td></td>
<td>This person is responsible for ensuring that the data collected through the automated client tracking system generates valid and reliable data required for the Common Indicators and internal management reports as well as external reports that document needs of children and families who call the <em>Help Me Grow</em> access point. Could be a % of another call center staff member.</td>
</tr>
<tr>
<td>Administrative Support</td>
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<td></td>
<td>Could be a % of another call center staff member.</td>
</tr>
<tr>
<td>Benefits</td>
<td></td>
<td></td>
<td>Calculated based on the call center’s benefit rate.</td>
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<tr>
<td><strong>NON PERSONNEL</strong></td>
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<tr>
<td>Space</td>
<td></td>
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<tr>
<td>Renovations (if needed)</td>
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<td></td>
<td>This is a one-time cost.</td>
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<tr>
<td>Furniture</td>
<td></td>
<td></td>
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<tr>
<td>Equipment (phones, computers, etc.)</td>
<td></td>
<td></td>
<td>Adding a separate line for <em>Help Me Grow</em> will involve one-time start-up costs and an ongoing monthly expense.</td>
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<tr>
<td>Supplies</td>
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<tr>
<td>Staff training &amp; development</td>
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<td></td>
<td></td>
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<tr>
<td>Travel</td>
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</table>
Developmental screening is an indispensable tool for detecting children at developmental risk. However, it is of value only to the extent that it is paired with developmental surveillance and with linkage to appropriate and effective programs and services. The Help Me Grow system is designed to be that necessary link between screening, surveillance, and connection to community resources.

“Screening and surveillance are too often viewed as separate activities,” writes Paul Dworkin, M.D., on The Help Me Grow Blog. “This perspective minimizes the effectiveness of both. Surveillance without screening is likely to contribute to children eluding early detection, while lofty expectations for the isolated use of screening tools may result in over- or under-identification.” (See the July 2006 AAP Policy Statement for recommendations on how child health providers can use developmental surveillance.)

When accurate detection does occur, linkage to appropriate services must follow. Ellen Perrin, M.D., Director of Research at the Center for Children with Special Needs and professor at Tufts University School of Medicine, questions the ethics of detection without the provision of services. She states, “Detection without referral/intervention is ineffective and may be judged unethical.”

The following examples show how four Help Me Grow affiliates use their centralized access point to provide families and child health providers both screening and surveillance tools and linkage to community resources.

**Help Me Grow Connecticut Ages & Stages Monitoring Program**

*Help Me Grow* Connecticut offers the [Ages & Stages Child Monitoring Program](https://www.cdilinc.com/) via Child Development Infoline (CDI). The program is voluntary, free, and designed for families with infants, toddlers, and/or preschoolers.

To begin the process, a family completes the online program enrollment form or fills out a paper form to send to CDI. CDI then mails a developmental questionnaire and postage-paid envelope to the family as the child reaches the appropriate age. The family returns the completed questionnaire to CDI, where the staff score it. If the questionnaire shows that the child is developing on schedule, CDI sends a letter saying such to the family and encloses suggestions for fun parent-child activities. CDI mails the next age-level questionnaire to the family at the appropriate time.

If a questionnaire leads to a concern, a CDI Care Coordinator contacts the family for further discussion. This process may result in a development evaluation completed by [Connecticut Birth to Three System](https://www.birthtothreect.org/) if the child is under age three, or by the local school district if the child is between the ages of three and five. With the parents’ consent, the results of the questionnaires are sent to the child’s primary health provider.

**Help Me Grow Michigan Regional ASQ Developmental Screening Project**

Michigan uses state funds along with a grant from United Way for Southeastern Michigan to support the [Regional ASQ (Ages & Stages Questionnaire) Developmental Screening Project](https://www.michigan.gov/michigan/0,5347,7-262-12647_401--0.html) in the Metropolitan Detroit area.

Other counties have begun to use this screening tool and as a result, Help Me Grow Michigan is leveraging the regional efforts into a statewide approach. Help Me Grow Michigan has also created [annual regional and county data profiles](https://www.michigan.gov/michigan/0,5347,7-262-12647_401--0.html) based on the ASQ results; a [one-page FAQ](https://www.michigan.gov/michigan/0,5347,7-262-12647_401--0.html) on the project; and a [comprehensive list of ASQ project partners](https://www.michigan.gov/michigan/0,5347,7-262-12647_401--0.html).
Help Me Grow Delaware PEDS Online

PEDS Online is a web-based tool that allows parents to complete a free developmental screening assessment. The tool is electronically scored and the results are available for the child’s health provider to review with the parent at the next well-child visit.

The Help Me Grow Delaware Health Provider Outreach staff coordinate efforts to promote the use of PEDS Online, including Grand Rounds at all major hospitals in the state; Meet and Greets within the state’s three counties; and speaker sessions by PEDS author Frances Page Glascoe, Ph.D. To date, approximately 11,000 developmental screens have been administered in Delaware with the participation of 28 pediatric and family practice centers.

Recently the PEDS referral system was streamlined to ensure that physicians utilize the 2-1-1 Help Me Grow call center as a referral source for families. The outgrowth of this effort has been the development of a PEDS promotional kit that includes an algorithm on the PEDS referral process and an intake form for physicians.

Help Me Grow Washington Child Development Screening

Washington State’s Within Reach Call Center provides the Ages & Stages tool both online and by telephone. The state’s first Help Me Grow call from a parent resulted in the care coordinator using the ASQ to complete a screening over the phone with the mother, who worried that her young daughter might not be getting the services she needed. The screening results prompted referrals made for the child, who did receive effective and appropriate help. Help Me Grow Washington created a powerful video about the experience. (See also the Help Me Grow Washington PowerPoint.)

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The Help Me Grow system can also support screening in other sectors, such as child care settings. See Community & Family Outreach and Child Health Provider Outreach for more information.

See the Administration for Children and Families’s Thrive by Five Initiative for detailed information on screening tools and further resources for child health providers and families.

Building the Help Me Grow System

The Health Insurance Portability and Accountability Act (HIPAA)

Questions regarding HIPAA compliance often arise when a health provider contacts the Help Me Grow Call Center.

The Federal HIPAA Standards for Privacy of Individually Identifiable Health Information, or Privacy Rule, address the disclosure and use of individual’s protected health information. The Privacy Rule permits a Covered Entity to disclose protected health information for the purposes of treatment, payment, and health care operations, including care coordination. A Covered Entity refers to a health plan, health care provider or health care clearinghouse. A Help Me Grow centralized access point is not considered a Covered Entity.

A summary of the HIPAA Privacy Rules can be found here.

Help Me Grow Centralized Access Point

PLANNING

☐ Select a Help Me Grow Centralized Access Point
  ☐ Establish a Call Center Work Group
  ☐ Research existing call centers
  ☐ Make a recommendation to the Leadership Team

☐ Transition to Design & Implementation
  ☐ Partner with a call center & establish an agreement
  ☐ Outline a Leadership Team Memorandum of Understanding

IMPLEMENTATION

☐ Establish & Launch the Call Center
  ☐ Develop a Help Me Grow Call Center budget
  ☐ Clarify Leadership Team’s responsibilities
  ☐ Assess staffing needs & gather information on community resources
  ☐ Hire staff and expand the resource directory
  ☐ Train staff, update the resources, and establish & maintain an automated client tracking system
  ☐ Launch the Help Me Grow Call Center
Sample Job Descriptions

Help Me Grow California-OC Care Coordinator
Help Me Grow California-OC Supervisor
Help Me Grow Connecticut: Care Coordinator
Help Me Grow Delaware: Child Development Specialist
Help Me Grow Louisiana: Care Coordinator
Help Me Grow South Carolina: Program Manager
Help Me Grow Washington: Program Lead
Help Me Grow Utah: Care Coordinator
Help Me Grow Utah: Call Center Manager

Resources for Hiring Call Center Staff

Help Me Grow Utah: Interview Form/Care Coordinator Interview Questions
Help Me Grow Utah: Interview Form/Second Interview Email
Help Me Grow Utah: Interview Form/Second Interview Prep Sheet
Help Me Grow Utah: Interview Form/Second Interview Case Scenarios
Help Me Grow Utah: Interview Form/Questions for References
Help Me Grow Utah: Overview of Weekly Hours

Sample Call Center Protocols and Forms

Help Me Grow Connecticut: CDI Call Center Case Examples
Help Me Grow Connecticut: CDI Intake Sheet
Help Me Grow Connecticut: CDI Notes from Parents
Help Me Grow Utah: Early Intervention Referral Form

Further Resource Directory Information

Help Me Grow Utah: Resource Database
Help Me Grow Utah: Inclusion Policy for Resource Database