

HMG Study 3: Developmental Screening Program Participant Survey Report

Status (select one)	Completed
Study Focus (select one)	HMG independent
Model Relevance (Select one)	Developmental Screening
Study Framework (Describe each)	<p>Primary research question: Participant feedback on Developmental Screening Program (DSP) participation, benefits, challenges, and program improvements.</p> <p>Target population: Caregivers who signed up for the developmental screening program between January and October 2015</p> <p>Sample size (if applicable): 62 caregivers, 36 who had completed a screening and 26 who enrolled but were unable to complete a screening</p> <p>Study design: Two phone surveys designed, one for ASQ completers and one for non-completers, in English and Spanish</p>
Key Findings	<ul style="list-style-type: none"> • 90% of ASQ completers would recommend the DSP to others • 86% of ASQ completers agreed they had a better understanding of their child's development because of the DSP • Non-completers said time was the biggest limitation to ASQ completion • Survey results indicate the DSP should expand outreach to additional partners such as libraries, parks and recreation departments and family child care providers; and should create more activities to share with caregivers, and should offer the ASQ-SE. The survey confirmed that families found it to be a useful and informative experience.
Other <i>Please describe other relevant information such as budgets, consults, etc.</i>	The evaluation relied on a student intern who completed the telephone surveys and data entry. Data analysis and report preparation was completed by internal staff.



Developmental Screening Program Participant Survey Report

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Executive Summary

In Fall 2015, a survey designed to support program quality improvement efforts was conducted with 62 parents/caregivers who had enrolled their child in Help Me Grow Alameda County's Developmental Screening Program (DSP). The program provides parents and caregivers of children under the age of 5 with an opportunity to complete an Ages and Stages Questionnaire (ASQ) to learn about their child's growth and development. ASQ results are mailed directly to caregivers along with information on age appropriate activities to help support their child's development; if a child's scores warrant a referral, the child is automatically referred to the Help Me Grow (HMG) phone line.

Survey respondents included those who had completed an ASQ (36 caregivers—29 English speakers and 7 Spanish speakers) and those who requested a questionnaire but did not complete it (26 caregivers—18 English speakers and 8 Spanish speakers). Survey results were positive with over 90% of "completers" saying they were likely to recommend the DSP to others and 85% saying they were likely to complete another ASQ on their child in the future. Eighty-six percent of completers agreed that they had a better understanding of their child's development and 83% said they had shared the screening results with others. When non-completers were asked what kept them from completing an ASQ, the most frequent response was a lack of time.

Survey results suggest that the DSP can potentially serve as an effective and convenient complement to conducting developmental screenings in the context of a family's visit to a provider. Next steps for the program include expanding outreach to additional partners such as libraries, park and recreation divisions, and family child care providers; developing additional age-appropriate materials and activities for caregivers; and offering parents the option of completing the ASQ: S-E, a screening for social emotional development.

Introduction

Help Me Grow Alameda County (HMG) is a free service to support the development, learning, and behavior of children birth to five living in Alameda County. HMG's Developmental Screening Program (DSP) provides an opportunity for all parents and caregivers with children 0 to 5 years of age who live in Alameda County to receive the Ages and Stages Questionnaires (ASQ) in English, Spanish, or Chinese at regular intervals to learn about their child's growth and development. The ASQ is a validated developmental screening tool designed to be parent-completed; it covers five domains of child development: gross motor, fine motor, personal-social, problem solving, and communication¹.

The DSP began in June 2013. At parents' or caregivers' request, the program provides, at no cost, the ASQ-3 by mail or by email to families in Alameda County. After the questionnaires are returned to HMG and scored, results are mailed directly to caregivers along with age appropriate activities to help support their child's development. If a child's scores warrant a referral, the child is automatically referred to the HMG phone line and Child Development Care Coordinators contact the caregiver to follow-up with the referral. Families are then engaged with a support person who will make referrals to outside agencies and provide valuable information, activities, and support. The DSP can also provide screening results to providers with parent or caregiver consent.

Participants can enroll in the DSP through their providers, through a referral from the HMG phone line, through participation in a childcare program that is partnering with the DSP, through HMG outreach events and presentations, and through www.alamedakids.org. From 2013-16, parents have enrolled 1,811 children in the program. In total, 1,333 screens have been completed for 721 distinct children.

To solicit feedback from caregivers about their experience with the program and to support program quality improvement efforts, telephone surveys were conducted in Fall 2015 with two participant groups: 1) those who had completed the ASQ through the DSP, and 2) those who signed up with the DSP to receive an ASQ but did not complete one. In 2015, DSP participants were more likely to complete an ASQ if they were: a) English speaking, b) enrolled through their childcare provider, or c) had male children.

¹Squires, J., et.al. (2009). ASQ-3 User's Guide. Brookes Publishing.

Methodology

Survey Development

Separate surveys were designed to elicit responses from each participant group. The survey for those who had completed the ASQ (“Completers”) had 21 questions with both qualitative and quantitative items (see Appendix, Survey A). This survey was designed to explore specific programmatic areas, such as:

- Reasons for completing the ASQ
- Length of time to complete the ASQ, and experience with the process
- Knowledge gained from completing the ASQ
- Understanding of the results
- Benefit of completing the ASQ
- Helpfulness of materials and referrals
- Likelihood of completing another ASQ
- Interest in completing a social-emotional questionnaire
- Suggestions on how to improve the program

The shorter survey for those who did not complete the ASQ (“Non-Completers”) had six qualitative and quantitative questions, exploring reasons why the ASQ was not completed, and how to make the DSP more accessible and more engaging for families (see Appendix, Survey B). The surveys were developed using examples from a similar project evaluation completed by HMG Michigan².

Although all families were initially contacted over the phone, they had a choice of either completing the survey over the phone or completing an online survey. In exchange for their participation, all of the respondents were entered into a drawing to win a \$50 gift card.

Sample Selection

Completer and Non-Completer families were pulled from the DSP enrollment database in ASQ Online. Families who had enrolled in the DSP and completed a screening between January and October 2015 were randomly selected to participate in the evaluation as the Completer sample.

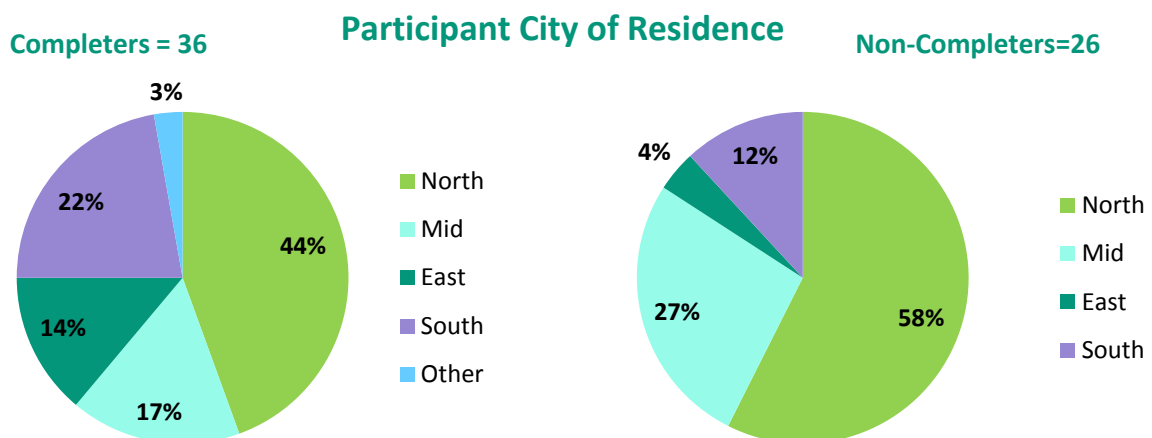
² Help Me Grow Michigan. (n.d.). *Ages & Stages (ASQ) developmental screening project: Parent survey*. Retrieved from <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwjZ8oCI4rHLAhUJ0WMKHxtCAeAQFggdMAA&url=http%3A%2F%2Fwww.helpmegrow-mi.org%2Fs%2FParent-Survey-Final.docx&usq=AFQjCNH-FsuzSOPWIWArWLSlfCbaO2aLu5Q&sig2=Sqfj6YTUBmO4sCv2IRqYwG>

Of the 184 families who had completed a screening during this timeframe, 127 were contacted. Of those contacted, 28% completed the survey, 60% were left a message about the survey, 10% had a disconnected or incorrect number on file, and 2% of families refused to participate.

Non-Completer families who enrolled in the DSP between April and October 2015 were randomly selected to participate in the evaluation. This timeframe was chosen in order to ensure enough time after enrollment for families to complete a questionnaire, but close enough to enrollment so families would recall their experiences. Of the 204 families who enrolled during this timeframe, 75 were contacted. Of those contacted, 35% completed the survey, 53% were left a message about the survey, and 12% had a disconnected or incorrect number on file.

Demographics

Demographic data were compiled for both groups of evaluation participants. The largest group of survey participants resided in North County (44% of Completers and 58% of Non-Completers) had male children (53% of Completers and 58% of Non-Completers), and spoke English (81% of Completers and 69% of Non-Completers). These demographics are similar to the demographics of the 2015 total sample of DSP participants, with the largest group of DSP participants residing in North County (36% of Completers and 47% of Non-Completers) with male children (53% of Completers and 45% of Non-Completers) and speaking English (77% of Completers and 64% of Non-Completers).



*North County: Alameda, Albany, Berkeley, Emeryville, Oakland, Piedmont

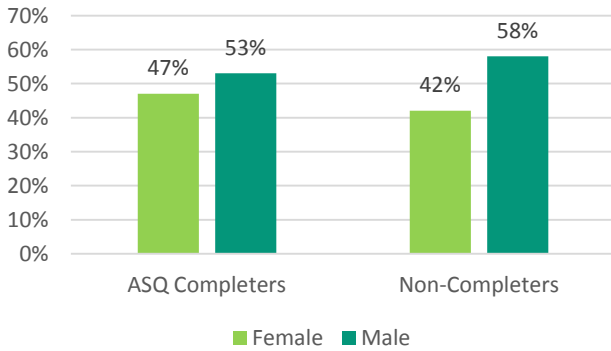
*Mid County: Castro Valley, Hayward, San Leandro, San Lorenzo

*East County: Dublin, Livermore, Pleasanton

*South County: Fremont, Newark, Sunol, Union City

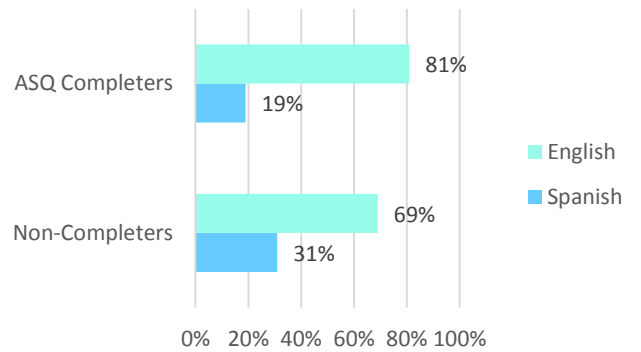
Child's Gender

Completers= 36, Non-Completers=26



Primary Language

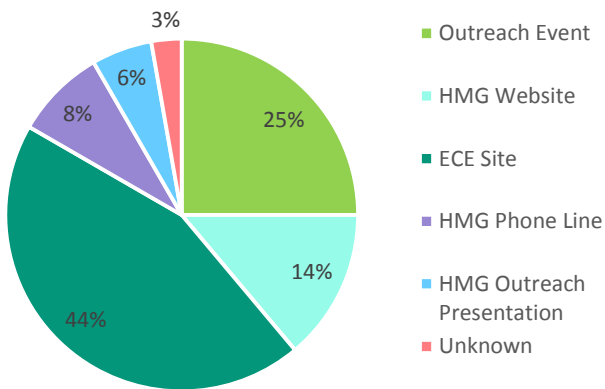
Completers=36, Non Completers=26



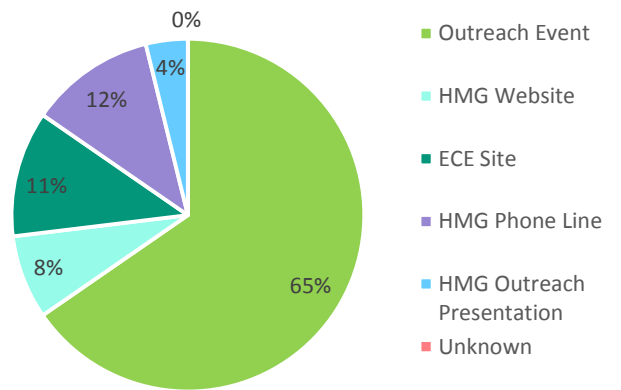
Almost one-half of survey participants who completed the ASQ enrolled in the DSP through their ECE provider, either a center-based program (28%) or through family child care (17%). In contrast, the majority of survey participants who did not complete the ASQ (65%) enrolled in the DSP through an outreach event, such as a Talk, Read, Sing event at Children’s Fairyland.

How Participants Enrolled

Completers, n=36



Non-Completers, n=26



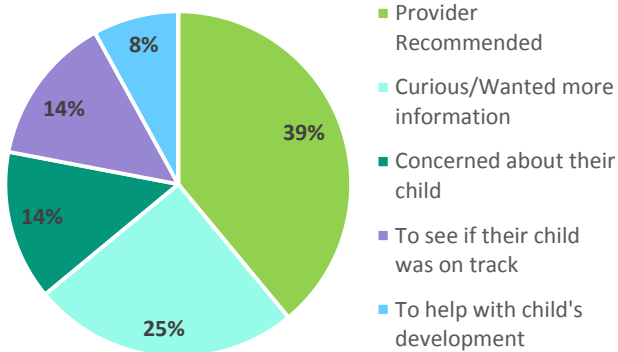
Survey Results- Why Respondents Enrolled in the DSP

Survey participants were asked if they had completed an ASQ before enrolling in the DSP, and what interested them in enrolling. In both survey groups, a minority of participants had completed an ASQ before enrolling in the DSP, although more Completers (31%) had completed an ASQ prior to enrollment than Non-Completers (15%). Of the people who had completed an ASQ before enrolling in the DSP, over half (53%) had completed it at the pediatrician's office.

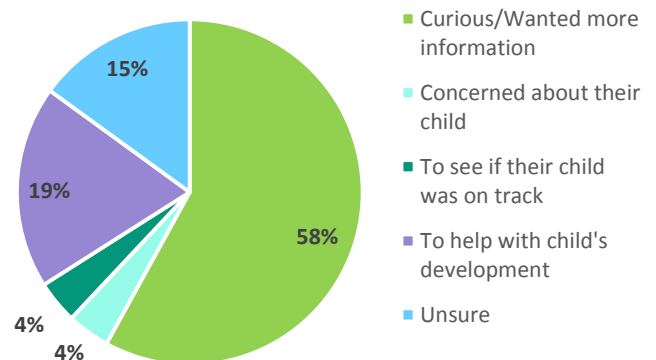
When asked why they enrolled in the DSP, over one-third of Completers said their provider had recommended they enroll (39%), while a majority of the Non-Completers were curious and wanted more child development information (58%). Interestingly, more Completers were either concerned about their child's development or wanted to ensure their child was on track (14% each) than the Non-Completers (4% each) – motivations that, like having received a recommendation from a provider, might help to explain why some caregivers completed the ASQ and others did not.

Why Participants Enrolled

Completers, n=36



Non-Completers, n=26



Survey Results- Experiences with Completing the ASQ

Survey participants who had completed the ASQ were asked a series of 18 questions to explore the level of difficulty in completing the ASQ, the value, if any, in completing the questionnaire, their experiences within the DSP system and with DSP materials, and whether they would be interested in further screening with the ASQ: Social-Emotional tool.

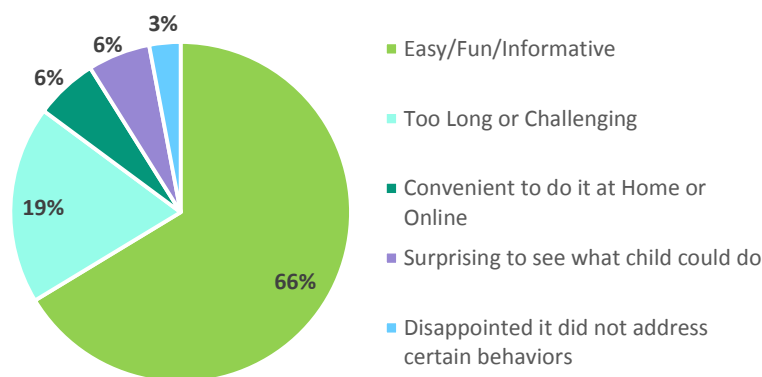
Level of Difficulty

Overall, a majority (80%) of Completers reported that completing the ASQ took 30 minutes or less and that this felt like “just the right amount” of time (75%). Thirty-six percent said it took less than 15 minutes and 44% said it took between 15-30 minutes. Although there was no difference in the time it took to complete the questionnaire as reported by those who completed the ASQ online versus on paper, there was a small difference between English and Spanish speakers, with a higher percentage of Spanish speakers reporting that the screening process took more time. Seventy-one percent of Spanish speakers said it took less than 30 minutes compared to 83% of English speakers. There were no differences between language groups in terms of how they felt about how long it took.

Completers were asked to describe the process of completing an ASQ in their own words.

- Sixty-five percent of Completers described the process as easy, fun, and informative. One parent said, “The times I completed it were easy. I asked my spouse every question and we worked on it as a team. It really helped me think about my child’s development.” A couple of parents felt the process was convenient because they could complete the

Screening Process Experience
n=36

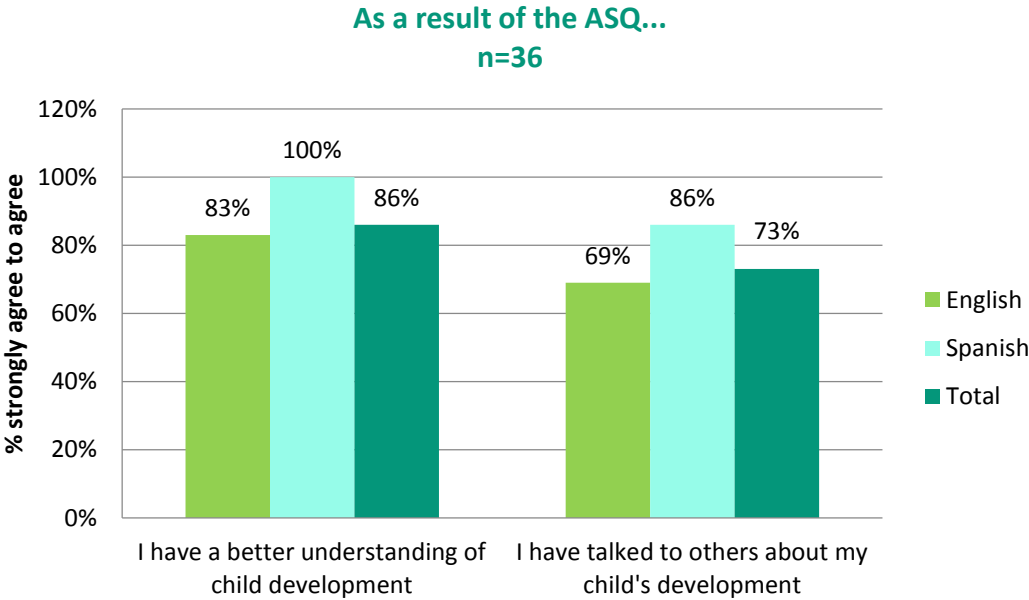


screening at home or online (6%), while two parents were surprised at the skills their child could do and the response they received from HMG (6%).

- All of the Spanish-speaking Completers reported having a positive experience; they felt the process was easy (72%), convenient (14%), or surprising to see what their child could do (14%). One parent said, “Process is important. It asks to conduct activities. There are things you believe your child cannot do and then they surprise you when you notice that they can do it.”
- Nineteen percent of parents felt the screening was too long or challenging (19%) due to the screening not being in their primary language, the activities took longer than expected, they were not sure how to answer questions, or they were not able to recall their child’s skills. One parent was disappointed the screening did not cover her behavioral concerns.

Value of Completing the ASQ

Two goals of the DSP are to increase parental understanding of child development and to empower parents to discuss their child’s development with others. Completers were asked if, as a result of the ASQ, they had a better understanding of their child’s development. Overall, 86% “strongly agreed” or “agreed” with this statement. In addition, a majority of ASQ Completers “strongly agreed” or “agreed” that they have talked to others about their child’s development as a result of the ASQ (73%). As demonstrated in the chart below, more Spanish than English Completers either “strongly agreed” or “agreed” with both statements.



Receiving, Understanding and Sharing ASQ Results

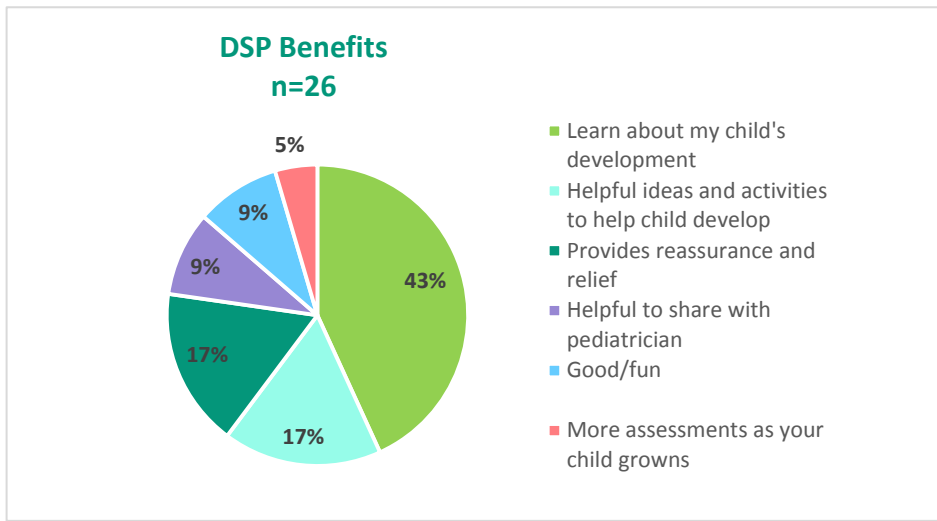
One goal of the evaluation was to explore the functionality of the DSP; in other words, is it an effective way to complete developmental screenings as compared to completing them in the context of a family’s visit to a provider? Completers were asked if they received the results of the ASQ, if they understood the results, and if they shared the results with others. A majority of Completers (81%) said they did receive their child’s ASQ results, and all but one participant understood the results. Those who said they did not receive their results were asked to update their contact information and were sent a copy of their results with an apology. One parent who did not understand their results was referred to the HMG Phone Line.

As previously mentioned, a DSP goal is to empower parents with information to talk with others about their child’s development. When asked whether or not they shared their child’s results with others, 83% of the participants who received their results reported they had. Of the 24 Completers who reported sharing their child’s ASQ results with others, over half had shared with their spouse or co-parent (54%), and about a third had shared the results with their child’s ECE provider (33%).

Parents Shared Results of the ASQ with:		
	n	%
Spouse/Partner	13	54%
ECE	8	33%
Family	4	16%
Friends	4	16%
Pediatrician	3	12%
Regional Center	1	3%
Playgroup teacher	1	3%

*Results may equal more than 100% because participants were able to select multiple items

Participants were asked about the benefits of completing the ASQ as an open-ended question.



- Although some participants had no comment, 43% of the Completers who responded felt the benefit of completing the ASQ was learning about their child’s development. Parents mentioned learning what their child should be doing at their

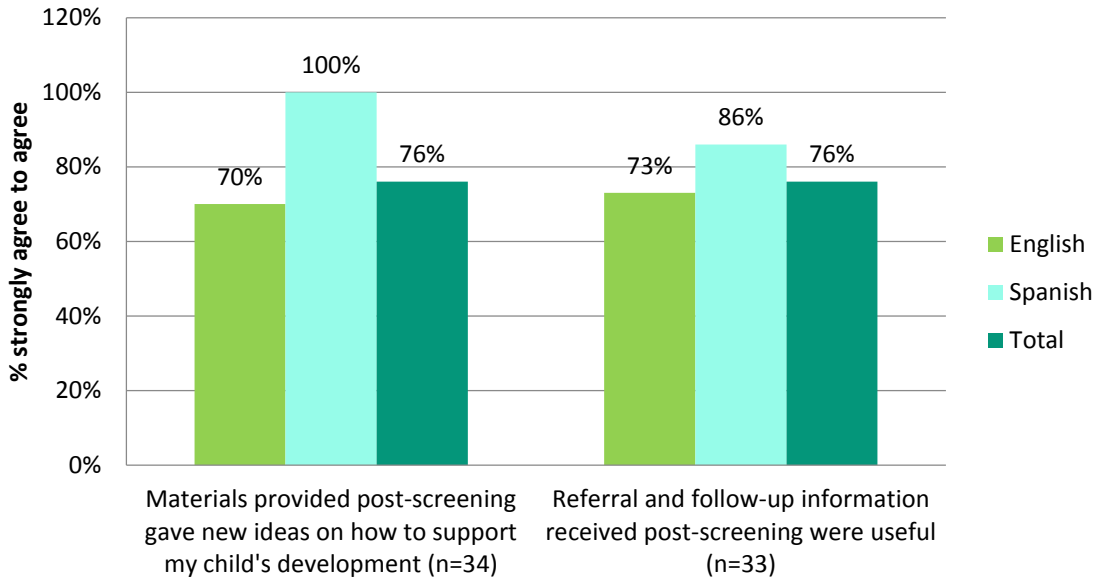
age, what “normal” or “typical” development is, and the importance of detecting possible areas of delay. For example, two parents mentioned that it was good to fill out the ASQ because it helped them look at aspects of their children’s development that they usually did not notice.

- Completers also felt the activities, ideas, and materials to help support their child’s development at a specific age was a benefit (17%).
- Some Completers felt the screening tool provided relief and reassurance that their child was developing typically (17%).

Materials & Activities

Completers were asked to consider their experience post-screening with mailed follow-up information and/or HMG referral. Over 75% of participants “agreed” or “strongly agreed” that the materials provided post-screening gave them new ideas on how to support their child’s development and that the referral and follow-up information they received post-screening was useful. There were no differences between participants who completed the ASQ online or on paper. Spanish speaking participants were more likely to “agree” or “strongly agree” with both statements than their English speaking counterparts.

Post-Screening Follow-Up Provided to Participants



Participants were asked if there was anything they needed from HMG that they did not receive; the majority of participants said “no” (93%). Seven percent said they had not received the results of their child’s ASQ, which were promptly sent.

Future Relationship

Completers were asked how likely they were to complete another ASQ for their child in the future and 85% of the participants stated that they were either “very likely” or “somewhat likely” to do so. Those who were not interested in completing another ASQ (15%) stated that their children were going to kindergarten or were too old, they were waiting on evaluations to be completed, or that there was little value or no need. When asked why participants would complete another ASQ, of those who responded, 58% stated that the ASQ provides them with a better understanding of their child’s development and helps them monitor their child’s development. For example, one parent said “I like to know how well he’s developed. It’s a pleasure to see him grow not just visually and through my own experiences, but through screenings as well.” Another said, “I want to continue ensuring that my son is on the right path with his development. Should we notice any delay then I want to get on that immediately.” Other participants said they would complete another ASQ because they appreciated the materials, activities, and follow-up (19%), they felt the information was useful (12%), or because a provider recommended it (12%).

Over 90% of completers said they would be interested in completing a separate screening focused on their child's social and emotional well-being.

An overwhelming number (over 90%) of completers stated that they were "very likely" or "somewhat likely" to recommend the DSP to others. When asked why, 60% indicated the DSP provides parents the opportunity and resources to learn more about their child's development. Some also felt the program is helpful (17%), best supports new or concerned parents (20%), or is fun (3%).

Ways to Improve

Participants were asked if they had suggestions to improve the program. Only 38% had suggestions for improvement, with some asking for changes to the DSP communication process, such as offering text or email communication with the HMG phone line. Participants also asked for more activities or age appropriate toy/book recommendations, and in-person activities or opportunities to meet other parents. One person suggested recruiting more families through pediatricians. Some parents had concerns with the tool itself, stating that the information was too general, or they wanted more comparison data in the final results, or more response options besides "yes," "no," or "sometimes."

Finally, participants were asked if they had any suggestions as to how HMG can encourage parents to screen their child. Participants made suggestions to increase HMG outreach at events, through social media, and through partner agencies such as pediatricians, childcare centers, or libraries. Others suggested providing incentives such as books or gift cards, offering in-person opportunities to complete the screening, or making more follow-up calls to parents to see if they need support.

Survey Results- Program Experiences for Non-Completers

Twenty-six parents who signed up for the DSP and did not complete the ASQ participated in this evaluation. First, non-completers were asked what aspect of the program or the ASQ kept families from completing it. The most popular responses from those who answered were that participants did not have time (44%); there were too many questions, they forgot, or were lazy (31%); they did not receive the ASQ or lost it (13%); they had difficulty accessing the ASQ (internet access challenges or did not see online link) (13%); or their provider required it but they were not interested (6%).

Next, the DSP follow-up process was explained to Non-Completers and they were asked if they received a follow-up call. This question was designed to evaluate the follow-up process, to check if participants were getting reminders, and determine if the reminder had any influence. Most (90%) of the participants who answered this question had received a follow-up call.

Lastly, Non-Completers were asked if there was any way HMG could make it easier for them to complete and return the ASQ in the future. Of those who responded, the most popular response was a suggestion to send the screening via email or make the tool available online (41%). Although this option is available to all participants, it is possible that participants were unaware of the options when they completed the registration form at an outreach event (67%) or at their childcare center (33%). The remainder of the participants said they did not have suggestions (23%), just did not have the time (9%), would prefer to complete the ASQ over the phone (9%), or would like it to be mailed to them (5%). A few parents (14%) asked if they could be sent a screen again.

Summary of Results and Implications for Improvement Efforts and Future Planning

Over 90% of the caregivers who completed an ASQ said they were likely to recommend the DSP to others, and 85% said they were likely to complete another ASQ in the future. Eighty-six percent agreed that they had a better understanding of their child's development and 73% said that they had talked to others about their child's development as a result of the ASQ. Eighty percent reported that completing the ASQ took 30 minutes or less and 75% said that this felt like "just the right amount" of time. The survey results suggest the DSP can potentially serve as an effective and convenient complement to conducting developmental screenings in the context of a family's visit to a provider.

Outreach and Messaging

Several of those who completed an ASQ said their provider had recommended that they complete one. Data would suggest that the DSP should continue to partner with ECE providers and pediatricians, and expand to other providers, such as libraries.

HMG is working to shape the messaging around developmental screening to reinforce the idea of screening being appropriate for all children, and to normalize screening and developmental questions or concerns for parents. Although many parents come to the DSP with concerns, one main benefit to completing a survey, as indicated by the data, is that families learn more about their child's development. Data suggests that HMG should continue to publicize the DSP as a way not only to identify concerns but also learn about their child's development.

Enhancing Access

Some parents indicated that language was a barrier to completing a screening. Recognizing the current language capacity and limitations of the ASQ tool and the HMG staff, HMG could work with agencies with additional language capacity to offer families screenings (and referral to HMG) in languages other than English, Spanish, and Chinese.

Survey participants also indicated they would like more options in terms of how they access the screening tool, receive results, and communicate with the HMG phone line. The DSP should find ways to help parents be more aware of email and online access to the ASQ, as well as offer an option to receive results via email.

Providing Additional Materials and Activities

Parents also requested more activities and age appropriate toy or book recommendations.

Expanding Screening to Social-Emotional Development

Over 90% of completers said they would complete a screening on social-emotional development. The DSP could consider offering this to families in the near future.

Next Steps

In response to data received through this evaluation, the DSP has already begun making programmatic changes in the following areas:

1. During 2016-2017, outreach to libraries, park & recreation departments, and additional family childcare providers has increased access to the DSP and HMG for families in Alameda county. HMG staff are developing innovative ways to partner with these providers to offer screening access to a larger pool of families. These partnerships may increase the reach of the DSP to populations not currently being connected to screening and/or the HMG phone line.
2. The DSP is developing a plan to offer the option of receiving results by email when families complete a screening online. This should be ready to launch in September 2017.
3. The DSP will begin a Facebook ad campaign messaging screening as a way to learn more about children's development and milestones, and to increase parent knowledge of their child's development. These ads are aimed at directing parents to the DSP and to text HMG to complete a screening on their phone. The ad campaign will be released in June 2017.
4. HMG is currently developing more age-appropriate materials and activities aimed at addressing specific concerns. These activities will be shared with parents who complete a screening through the DSP and with parents who contact the HMG phone line.
5. The DSP began offering the ASQ: SE-2 in English and Spanish in January 2017.

Appendix

Survey A: Administered to participants who completed and submitted the ASQ

[GOES TO VOICEMAIL]: *Hello, my name is Ariana and I am calling from Help Me Grow. I would like to get your feedback about your participation in our Developmental Screening Program so that we can improve the way we support families. This survey is confidential. If you complete this survey you will be entered into a raffle for a chance to win a \$100 gift card. Please give me a call back at your earliest convenience at 510-227-6978, thank you.*

Hello, my name is Ariana and I am calling on behalf of Help Me Grow, a program of First 5 Alameda County. I am calling to get your feedback about your participation in our Developmental Screening Program. We want to improve the way we support families. This survey is confidential, your responses will not be shared with anybody, and your name will not be associated with your responses in any reports. If you complete this survey, you will be entered into a raffle for a chance to win a \$100 gift card. Do you have 15 minutes to complete this telephone survey?

[NO TIME] → *Okay, can I call you back at a better time?*

[NO] → *Okay, thank you for your time and remember all parents have questions; Help Me Grow has answers. If you have any questions about supporting your child's development, please call us at 1-888-510-1211.*

[YES] → *Great! It looks like you enrolled in our Developmental Screening Program at the [SITE THEY ENROLLED AT].*

1. Do you remember enrolling?

[YES] → Proceed to #2

[NO] → *Okay, well it looks like you enrolled while you were at [SITE THEY ENROLLED AT]. The developmental screening program through Help Me Grow offers parents an opportunity to complete a developmental screening for their children aged 0-5 either through the mail or email. You completed a screening in [MONTH THEY COMPLETED IT].*

(a) Do you remember participating?

[YES] → Proceed to #2

[NO] → *Okay, thank you so much for your time.*

That concludes the interview. Now I just need you to verify your contact information to enter you in the raffle for a \$100 gift card. Can I have your address and phone number please?

Thank you again and remember, all parents have questions; Help Me Grow has answers. If you ever have any questions about your child's development, please call us at 1-888-510-1211!

2. **Have you ever completed a developmental screening for your child before you joined our program?**
[NO]
[YES] → *When and where did you complete it? Was it the Ages and Stages Questionnaire?*
3. **What interested you in enrolling in our program?**
[OPEN ENDED]

It looks like you completed a screening from us on [DATE]. I would like to ask you a couple of questions about your experience completing the Ages and Stages Questionnaire. From now on throughout the survey I will refer to the questionnaire as the ASQ.

The first set of questions has to do with how easy or difficult it was to complete the ASQ.

Level of Difficulty

1. **How long did the ASQ take you to complete?**
[LESS THAN 15 MINUTES]
[15-30 MINUTES]
[MORE THAN 30 MINUTES] → *How much longer?*
2. **You mentioned it took you [ANSWER TO #1] to complete the ASQ, did that feel:**
[LIKE JUST THE RIGHT AMOUNT OF TIME]
[A LONG TIME]
[NEUTRAL] (Neither too long nor too short)
3. **In your own words how would you describe the process of completing the ASQ?**
[OPEN ENDED]

Thank you. The next questions are about the value of completing the ASQ and what you learned or gained, if anything, from completing it.

Value of Completing the ASQ

For the following two questions your answer choices will be:

[STRONGLY AGREE]
[AGREE]
[NEUTRAL]
[DISAGREE]
[STRONGLY DISAGREE]

4. **How much do you agree with the statement: As a result of completing the ASQ, I have a better understanding of child development.**
5. **How much do you agree with the statement: Completing the ASQ has helped me talk to others about my child's development.**
6. **Do you have any comments about the benefit for you of completing the ASQ?**

[OPEN ENDED]

Great, thanks! The following questions are about the materials and the activities given to you from Help Me Grow.

Materials/Activities

- 7. Did you receive the results of your child's ASQ? You would have received a feedback letter in the mail.**

[YES]

[NO] → Proceed to #12

- 8. Did you understand the results?**

[YES]

[NO] → *Can you explain why you didn't understand the results?*

- 9. Did you share the screening results with anyone?**

[NO]

[YES] → *Who did you share the results with?*

For the following two questions your answer choices will be:

[STRONGLY AGREE]

[AGREE]

[NEUTRAL]

[DISAGREE]

[STRONGLY DISAGREE]

- 10. How much do you agree with the statement: The referrals or the follow-up information I received after completing the ASQ were useful.**

- 11. How much do you agree with the statement: Based on the materials I received after completing the ASQ, I have new ideas on how to help my child's development?**

- 12. Was there anything you needed from Help Me Grow that you did not receive?**

[OPEN ENDED]

You're doing great we are almost done! This last set of questions has to do with your future relationship with Help Me Grow.

Future Relationship

For the following two questions your answer choices will be:

[VERY LIKELY]

[SOMEWHAT LIKELY]

[NOT SURE]

[PROBABLY NOT LIKELY]

[NOT LIKELY AT ALL]

13. ASK THIS QUESTION ONLY IF THE CHILD IS UNDER 5
Now that you've completed one or more ASQs, how likely are you to complete another ASQ screening for your child in the future?
Please explain why.

14. How likely are you to recommend the Help Me Grow Developmental Screening Program to others?
Please explain why.

15. Do you have any suggestions on how to improve this program?
[OPEN ENDED]

16. Is there anything you can suggest we do or change to encourage parents to screen their children?
[OPEN ENDED]

For the following two questions your answer choices will be:

[VERY INTERESTED]

[SOMEWHAT INTERESTED]

[NOT INTERESTED]

[NOT SURE]

17. The ASQ focuses on general development for example how your child walks, talks, and solves problems. We are planning to add a second screening focused on your child's social and emotional wellbeing for example, how they behave and how they get along with others. Would you be interested in completing this screening?

18. We estimate that the new screening will take about 20 minutes to complete. Next time you screen your child would you be willing to complete both the ASQ and the social emotional screening?
[YES]
[NO] → Can you please explain why not?

We have reached the end of our survey. I would like to thank you again for your time. Now I will just need you to verify your contact information to enter you in the raffle for a \$100 gift card. Can I have your address and phone number please?

Thank you and remember, all parents have questions; Help Me Grow has answers. If you ever have any questions about your child's development, please call us at 1-888-510-1211!

Survey B: Administered to participants who did not complete and submit the ASQ

[GOES TO VOICEMAIL]: *Hello, my name is Ariana and I am calling from Help Me Grow. I would like to get your feedback about your participation in our Developmental Screening Program so that we can improve the way we support families. This survey is confidential. If you complete this survey you will be entered*

into a raffle for a chance to win a \$100 gift card. Please give me a call back at your earliest convenience at 510-227-6978 thank you.

Hello, my name is Ariana and I am calling on behalf of Help Me Grow, a program of First 5 Alameda County. I am calling to get your feedback about your participation in our Developmental Screening Program. We want to improve the way we support families. This survey is confidential, your responses will not be shared with anybody, and your name will not be associated with your responses in any reports. If you complete this survey, you will be entered into a raffle for a chance to win a \$100 gift card. Do you have 15 minutes to complete this telephone survey?

[NO TIME] → *Okay, can I call you back at a better time?*

[NO] → *Okay, thank you for your time and remember all parents have questions; Help Me Grow has answers. If you have any questions about your child's development, please call us at 1-888-510-1211.*

[YES] → *Great! It looks like you enrolled in our Developmental Screening Program at the [SITE THEY ENROLLED AT].*

1. Do you remember enrolling?

[YES] → *Proceed to #2*

[NO] → *Okay, well it looks like you enrolled while you were at [SITE THEY ENROLLED AT]. The developmental screening program through Help Me Grow offers parents an opportunity to complete a developmental screening for their children ages 0-5 either through the mail or email.*

(a). Do you remember enrolling?

[YES] → *Proceed to #2*

[NO] → *Okay, thank you so much for your time.*

That concludes the interview. Now I just need you to verify your contact information to enter you in the raffle for a \$100 gift card. Can I have your address and phone number please?

Help Me Grow's goal is to have all children in Alameda County under the age of 5 screened at least once before they start school. Please visit our website, www.alamedakids.org, if you would like to complete the screening, or for more information on the ASQ. Thank you again and remember, all parents have questions; Help Me Grow has answers. If you ever have any questions about your child's development, please call us at 1-888-510-1211!

2. Have you ever completed a developmental screening for your child before you joined our program?

[NO]

[YES] → *When and where did you complete it? Was it the Ages and Stages Questionnaire?*

3. What interested you in enrolling in our program?

[OPEN ENDED]

It looks like we sent you a developmental screening on [DATE]. I would like to ask you a couple of questions in regards to the tool we sent you known as the Ages and Stages Questionnaire. From now on throughout the survey I will refer to the questionnaire as the ASQ.

- 4. We noticed that some families who enroll don't send back the questionnaire. What aspect of the program, or the ASQ itself, kept you from completing it?**

[OPEN ENDED]

- 5. We usually make follow-up calls or send emails to remind parents about completing the ASQ. Did you receive a follow-up call or an email from us?**

[YES]

[NO]

- 6. Is there any way that we could make it easier for you to complete and return the ASQ?**

[OPEN ENDED]

We have reached the end of our survey. I would like to thank you again for your time. Now I just need you to verify your contact information to enter you in the raffle for a \$100 gift card. Can I have your address and phone number please?

Help Me Grow's goal is to have all children in Alameda County under the age of 5 screened at least once before they start school. Please visit our website, www.alamedakids.org, to complete the screening or for more information on the ASQ. Thank you again and remember, all parents have questions; Help Me Grow has answers. If you ever have any questions about your child's development, please call us at 1-888-510-1211!

**Screening in Pediatric Practices
Pediatric Confidence Survey Results
2014**

In 2014, a confidence survey was distributed to all Help Me Grow clinic and office pediatric practices. Help Me Grow practices are currently providing universal screening at least at the 18 month well child visit. 55 providers returned surveys from all 37 practices. In 12 practices, more than one provider submitted a completed questionnaire.

Results indicate that providers are confident in both screening and Help Me Grow.

- All 55 providers indicated that they understood the importance of developmental screening to identify children with developmental concerns.
- 89% of providers use a specific tool when conducting surveillance and 76% believe their screening practices are routine and habitual.
- 89% of respondents disagreed with the statement that they are reluctant to screen because of a lack of resources for families.
- 91% of respondents are familiar with Help Me Grow and 91% indicated that Help Me Grow is more effective than their internal referral practices.
- 96% of respondents indicate that they will refer to Help Me Grow when parents need support with system navigation or when children have higher needs.
- 89% of respondents felt that Help Me Grow improves the likelihood that children will receive important services.

The table below provides a summary of all survey responses.

Statement	N (%) Yes	N (%) Some- times	N (%) No
1. Our practice has a pediatric screening “champion” who can tap into resources and overcome barriers to screening ¹	29(56%)	13(25%)	10(19%)
2. I understand the importance of developmental screening in identifying children with developmental concerns	55 (100%)		
3. I use a specific tool or checklist when conducting surveillance ¹	48 (89%)	4 (7%)	2 (4%)
4. I believe that screening tools (ASQ and M-CHAT) contribute to my ability to detect concerns beyond clinical judgment	50 (91%)	5 (9%)	
5. I feel our screening protocol and practices are now routine and habitual ¹	41 (76%)	13 (24%)	
6. I feel that our office staff understand the importance of screening and how to support screening in our site	46 (84%)	8 (15%)	1 (2%)
7. I have a tracking procedure in place for ensuring families return for re-screening ¹	20 (37%)	16 (30%)	18 (33%)
8. Time limitations continue to prevent me from conducting developmental screening ¹	4 (7%)	21 (39%)	29 (54%)
9. I am reluctant to screen because agency referral processes pose many barriers to access ¹	1 (2%)	2 (4%)	51 (94%)
10. I am comfortable discussing the results of screening and possible referrals with families ¹	49 (91%)	4 (7%)	1 (2%)
11. Children who score in the monitoring range of the ASQ should be followed closely but do not need to be referred ¹	16 (30%)	35 (65%)	3 (6%)
12. I am reluctant to screen because resources may not be available to parents, if needed		6 (11%)	49 (89%)
13. Language (physicians and staff cannot speak languages of families) is a barrier to screening in this practice	3 (6%)	19 (35%)	33 (60%)
14. Our practice provides families with materials to encourage the growth and development of their children ¹	40 (74%)	14 (26%)	
15. I am less likely to refer a child if I believe the concern is due to a lack of exposure to skill-building experiences	5 (9%)	18 (34%)	32 (58%)
16. Help Me Grow improves the likelihood that children will receive important services	47 (89%)	6 (11%)	
17. I am less likely to refer to Help Me Grow because our existing referral process works as well as or better than HMG ¹		5 (9%)	49 (91%)
18. I am familiar with Help Me Grow and how to access it	50 (91%)	5 (9%)	
19. I am likely to refer to Help Me Grow because of positive feedback from families about the Help Me Grow experience ¹	38 (72%)	15 (28%)	
20. I am more likely to refer to Help Me Grow when I feel parents need assistance navigating the system or when children score of concern in multiple domains	53 (96%)	2 (4%)	

¹ Missing 1 to 3 responses