

# EAST MEETS WEST



ENGAGING THE CHILD HEALTHCARE PROVIDER COMMUNITY THROUGH A TOWNHALL-PROVIDER FAIR HYBRID MODEL

## THE GOAL

### IMPROVE PROVIDER OUTREACH

- Pediatricians are first link to early identification.
- Outreach is crucial to maintaining engagement.
- Outreach can be a challenge. Providers may be...
  - » *Difficult to access*
  - » *Unmotivated to participate*
  - » *Not interested in screening and referral*
- We must be creative to maximize outreach.

## THE IDEA

### 1 GATHER THOUGHT LEADERS

- a practicing pediatrician
- a developmental specialist
- American Academy of Pediatrics - CA Ch. 2
- Ventura County Health Care Agency



### 2 BRAINSTORM

We agreed we wanted to **unite both "sides" of our community**. If we could help pediatric providers better understand the role of other professionals in early identification, it may support screening efforts in the medical home.

### 3 CONCEIVE A NEW HYBRID MODEL

One that combined a traditional speaker event with a "Provider Fair" or what we called a **Pediatric Townhall: Promoting Optimal Child Development through Surveillance, Screening and Referral**.

## THE DETAILS

### PLAN FOR DESIRED OUTCOMES

DESIRED OUTCOME	PLAN
CONNECT	Optimize Fair for one-on-one focus.
	Include plenty of networking time.
	Foster interaction with café-style set-up.
SHARE	Presentations give insight into roles.
	Casual Q & A at Provider Fair.
ENGAGE	Source compelling event content.
	Offer continuing education credits.
	Hand-deliver and e-mail invitations to encourage attendance by all staff.
	Create engaging marketing materials.

### PRESENTERS

- Melissa Ruiz, MD, FAAP**  
*Addressing Unmet Social Needs  
Builds the Foundation for a Healthy Child*
- Sarah Hemmer, MD, FAAP**  
*Adverse Childhood Experiences*
- Sun Moon Lee, MD, FAAP**  
*Developmental Screening in a Busy Clinic*

### PROVIDERS

- CalFresh**
- Child Development Resources**
- El Concilio Family Services**
- Early Start/Tri-Counties Regional Center\***
- New Dawn Counseling**
- Pleasant Valley Nfl**
- Rainbow Connection Family Resource Center**
- Ventura County Behavioral Health\***
- Ventura County Office of Education**
- Ventura County Public Health\***
- Children's Health Promotion  
Child Health and Disability Prevention (CHDP)*

\*Presented updates during Townhall



## SUCCESS & NEXT STEPS

### Participants reported feeling:

- ☺ Positive about the opportunity to interact with medical and community-based providers.
- ☺ More confident about future referrals after having made personal contact with medical and community-based providers.

**Next steps:** develop additional events based on this model and collect data on impact of this model.



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