

Community-Based Screening Events: An Evolution

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Help Me Grow National Forum
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Children's Hospital
Greenville Health System
Bradshaw Institute for Community
Child Health & Advocacy



Objectives

- Identify developmental screening events as a core component (family and community outreach)
- Participants will describe and create a community-based developmental screening initiative

AGENDA

- Overview of Books Balls & Blocks origins
- Overview of Read Rattle & Roll
- Strengths & Challenges
- Data Review
- Group Activity

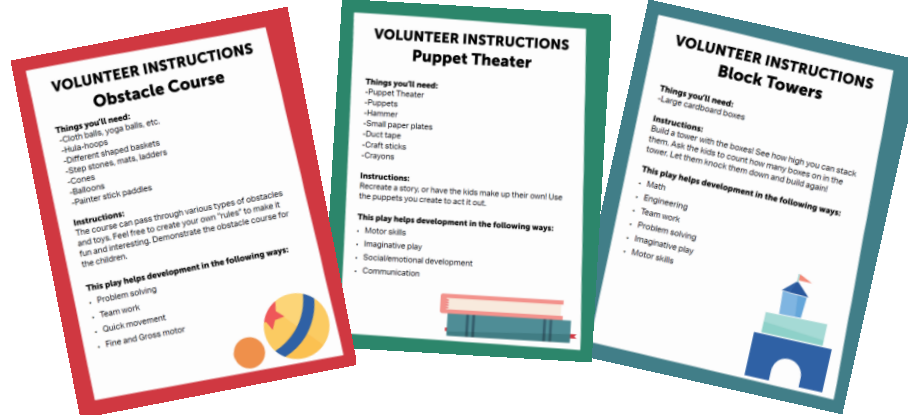
Books, Blocks, & Balls

- Focus on Parent Engagement & Child Led-Play
- Goal is to equip parents with easy ideas they can do at home to support child development
- Introduce and connect parents to Help Me Grow
- Sponsored by community partner or local business

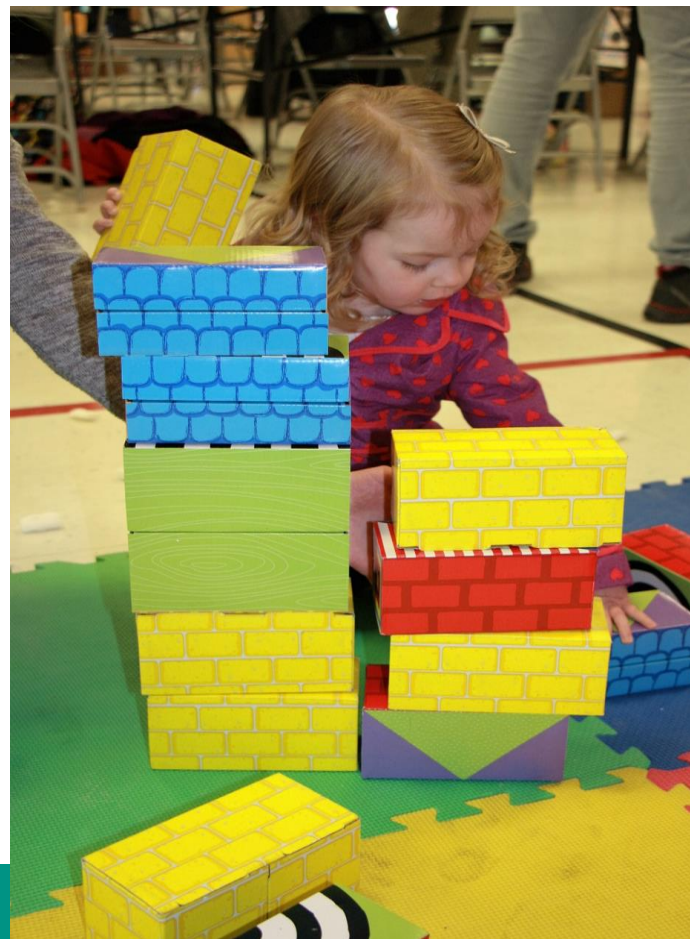


Activity Stations

- Activities focused on Books, Balls, & Blocks
- # of activities depends on the # of expected attendees
- Activities are intermingled throughout the venue, signs are color coded for BBB.









Screening

- Not required, but encouraged
- HMG Staff introduces screening to family
- Paper & Digital
- Offer incentive for completion
 - Books
 - Raffle
 - Food Truck Coupons



Engage volunteers from all areas



Volunteers

- Responsibilities
 - Man activity stations
 - Share developmental information about activities
 - Engage with parents and children
 - Direct families to resource booths and HMG staff
- Day of: Check in with HMG staff and get assignments, answer last minute questions

HMG Utah Staff

- Walk parents through developmental screening
- Answer developmental questions
- Oversee event, take photographs



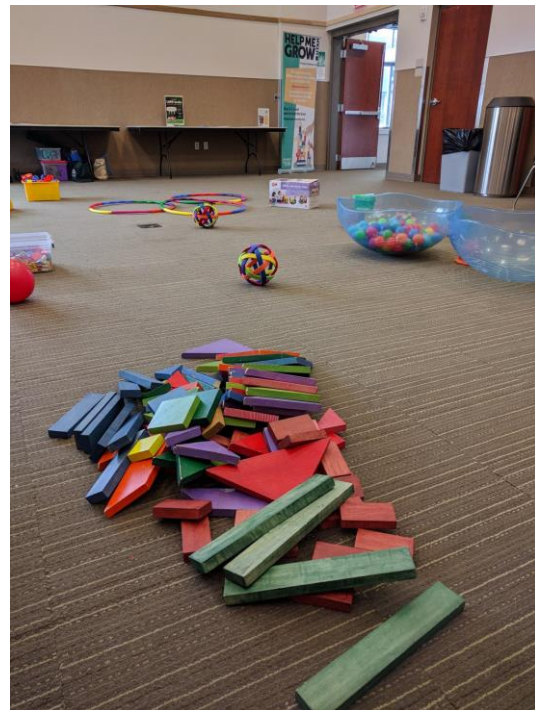
Community Partners

- Invite community agencies to table
- Engage businesses to provide incentives



Transition to Learn & Grow

- HMG Utah went statewide in 2015
- Needed to scale parent engagement events across the state
- Small scale events in partnership with libraries



Learn & Grow Playtime

- Open playtime, no structured activity stations
- Focus on parent child interaction & developmental screenings
- Talk with parents one on one
- Only one HMG staff, intern often used as support



Noticeable Differences

Books, Blocks, & Balls

- Large space
- 7-20 Activity Stations
- 12-15 volunteers
- 3-4 staff
- 2-4 hours event time
- 1 hour set up
- 1 hour break down
- 3+ month planning period and many hours of prep

Learn & Grow

- Small space
- Open playtime
- Location responsible for most toys
- 1 staff
- 1 volunteer
- 1-2 hours event time
- 30 min set up
- 30 min breakdown
- 1 month planning period



Read Rattle & Roll

Inspired by HMG Utah's Books Balls & Blocks

Launched March 2016 on military base

RRR Goals:

- promote parent/caregiver awareness of Help Me Grow SC as a resource
- provide families with the opportunity to complete an ASQ-3 developmental screening tool
- educate families about standardized developmental screening
- promote the Protective Factors by increasing parent/caregiver awareness of developmental milestones; increasing parent/caregiver understanding of age-appropriate expectations
- identify children with a developmental concern, who are not already diagnosed with a developmental delay and/or connected to at least one developmental service
- provide an opportunity for community and sponsoring agencies to engage in and increase awareness of age-appropriate child development

Photo Consents

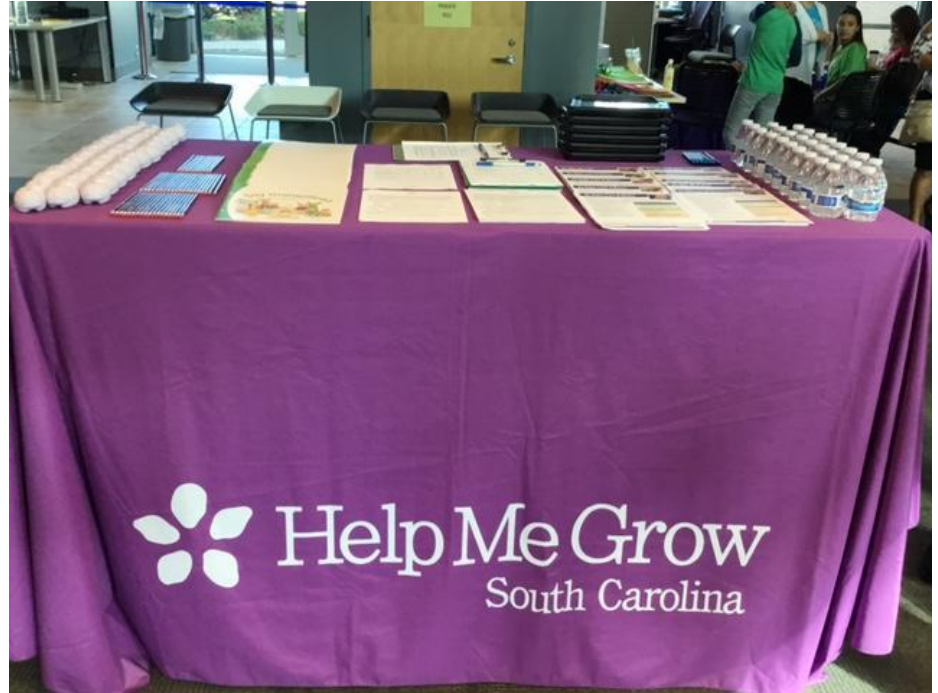
- Permission obtained from families and volunteers at events
- We do not take pictures at each event
- Photos have been beneficial in marketing event to new partners
 - A photo truly is worth a thousand words!

Logo & Volunteer Tee-shirts



Information & Giveaways

- HMG SC information
- LTSAE materials
- Giveaways vary
pencils/pens, tape
measures
- Water (if available)
- iPads are NOT
giveaways



Started with...Full Scale Events



Full Scale Event



Bird's Eye View



Staff Responsibilities

- Partnership building
- Pre-event planning
- Volunteer identification & Training

Day-Of

- Event troubleshooting
- Answer volunteer and caregiver questions



Volunteer Training

Pre-event:

- ASQ completion

Day-of:

- Safety
- No unaccompanied children
- Responsibilities
 - Facilitating screening
 - Engage with children
- Parent/Legal Guardian completes screening
- Pre-screening questions (already diagnosed?)
- Staff assistance to answer questions



Volunteer Navigator



- Navigator assists family from beginning to end of event

Families Engage in Activities



Domain Stations





Fine Motor Motora Fina

Help Me Grow
South Carolina





Sibling Play Area

Full Scale Events

Investment

- \$10,000 grant funding
 - Development of logo
 - Signage
 - Toys/activities
 - 3 iPads
 - Volunteer tee-shirts
- Staff time
 - 6 months advance planning
 - Bi-weekly meetings
 - Volunteer training
 - Set-up/break-down (4 hours)

Return on Investment

- Highest # screenings completed at single event: **34**
- Lowest # screenings completed at single event: **2** (yes, 2! with 18 volunteers!)



Evolution: Mini Event

Event Space

one single play area with select toys/activities





Outdoor

...not recommended



Mini-Events

Investment

- \$2,500 approx. cost (no new funding-used materials from previous grant)
 - Signage
 - Toys/activities
 - 3 iPads
 - Volunteer tee-shirts
 - Unpaid advertising
- Staff time
 - 1-2 months advance planning
 - E-mail coordination
 - Volunteer training (30 min)
 - Set-up/break-down (1 hour)

Return on Investment

- Highest # screenings completed at single event: **25**
- Lowest # screenings completed at single event: **8**



Event Needs

Full Scale

- Larger space
- MiFi & iPads
- 12-15 volunteers
- 1-2 staff
- 3-8 hours event time
- 3 hour set up
- 2 hour break down
- 6+ month planning period

Mini-Event

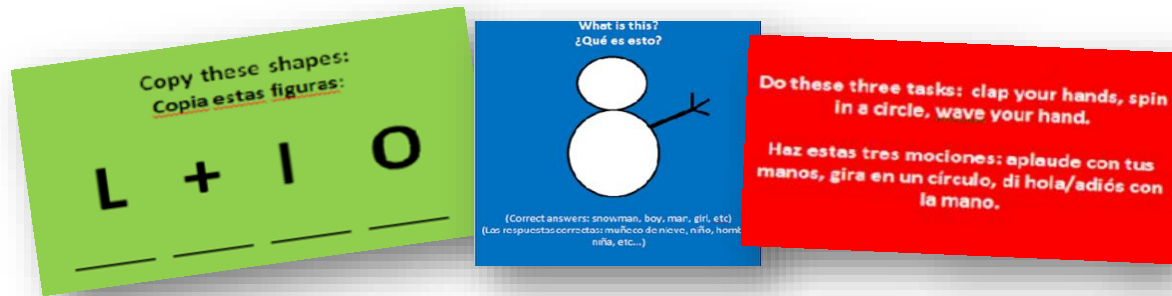
- Smaller space
- MiFi & iPads
- 2-4 volunteers
- 1 staff
- 2-3 hours event time
- 1 hour set up
- 1/2 hour breakdown
- 1-2 month planning period

Note: The Library System has been the primary outreach venue for RRR mini-events.

Alternative RRR

Parent Education Session

- Designed for use in childcare centers in conjunction with ASQ-3 developmental screening
- Applicable for professional development trainings
- Tool for professionals to use with families





Give a hug to the stuffed animal

Dale un abrazo al animal de peluche

Stack one block on top of another block.

Apila un cubo encima de otro cubo.



STRENGTHS & CHALLENGES

Strengths of Dev Sc Events

- Promote HMG with families and community
- Develop new partnerships
- Strengthen existing partnerships
- Promote knowledge of child development
- Encourage community connection

Challenges

Books, Balls, & Blocks

- Staff time required
- Encouraging screenings on smart phones not sufficient
- Communication with hosting location
- Transporting/storing materials
- Screenings mainly to get incentive
- Upfront cost
- Volunteer Training

Read, Rattle, & Roll

- Time commitment
- Financial constraints
- Securing locations
- Volunteer access
- Feedback/Satisfaction surveys
- 3 iPads were not sufficient-use 10 now (but not all will remain with RRR)

Lessons Learned

Books, Balls, & Blocks

- Preparation/clear staff roles are crucial
- Account for diverse populations if they're included in your target
- Market the event LOTS of ways and start early
- Account for the weather
- City Government/Business are great partners
- Both events attract a more affluent crowd

Read, Rattle, & Roll

- Partnerships are key
 - Add-on to existing event
 - Word-of-mouth by families and library system
 - Return no more than 2 times/year
- Location, location, location
- Target desired populations
- Marketing by partners
- Importance of a trained volunteer corps
- Weather (just rain) can impact attendance
- College football games are VERY

Full Scale to Mini Event: Lessons Learned

Learn & Grow

- Greater return for less effort
- Easily adaptable to various locations
- Not intimidating
- Easy to spread across Utah
- Partners see the value
- Encourages more conversation with parents

= greater return on investment

Mini-event version

- has been more productive
- Requires less time to plan fewer volunteers
- Easily adaptable to various community locations
- Ease of material transport
- Ease of set-up
- Parent Education Session as an alternative RRR & training

Next Steps

Books, Balls, & Blocks

- Continue to expand Learn & Grows across the state
 - Utilize state Library System
 - Investigate other partners
- Partner with Autism Screening program
- Give partnering organizations data review
- Developing a model somewhere in between

Read, Rattle, & Roll

- Online volunteer training-in development
- Trained volunteer cadre
- Volunteer recruitment via systems
 - Americorps
 - Junior League
 - Friends of the Library
- Partner with vision & hearing screening programs

DATA

Data Review

Books, Balls, & Blocks

- # of events in 2017: 68
 - BBB: 0
 - L&G: 68
- # of families: 744
- # screenings: 168*
- Individual children with BBB entry point: 218
- # of events in 2018 to date
 - BBB: 2
 - L&G: 35
- 58% of families enroll

Read, Rattle, & Roll

- Individual children with RRR entry point: 162
- # of events: 12
 - Full scale: 2
 - Mini: 8
 - Scheduled: 4
- # screenings: 210
- 60% of families DO complete follow-up screening

Screening Data

Books, Balls, & Blocks

- On average, 55-65% of cases are transferred to care coordination (scores & parent concern)
- High of 80% and Low of 30% sent for care coor. fol-up
- Low interest by caregivers to ACCEPT care coordination (8)

Read, Rattle, & Roll

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Domain	Above	Monitoring	Below
Communication	78.8	11.9	9.3
Gross Motor	85.1	11	3.9
Fine Motor	75	11.2	13.8
Problem Solving	75.7	11.8	12.5
Personal-Social	78.1	15.2	6.6

Satisfaction Surveys

Books, Balls, & Blocks

- Only send surveys for Full Scale BBB
- Who
 - Family
- Method
 - Online

Read, Rattle, & Roll

- Who
 - Family
 - Volunteer
 - Host
- Method
 - Paper
 - Online

Partner Follow-up

Books, Balls, & Blocks

- Thank you email
- Share anecdotal stories of experiences we had with parents at the event
- # of Families that attend
- # of Screenings completed

Read, Rattle, & Roll

- Thank you gifts @ event
- Thank you e-mails
- De-identified ASQ-3 results shared with host site & encourage specific activities

Screening Interval	Communication			Gross Motor			Fine Motor			Problem Solving			Personal-Social			Comments	Pre-Coordination
	A	M	B	A	M	B	A	M	B	A	M	B	A	M	B		
4m	1		1				1			1		1	1				1
6m	1		1			1			1				1				1
8m	1		1						1					1			1
9m	1		1						1						1		1
10m	1				1		1			1			1				1
12m	1		1							1		1			1		1
12:10	1		1			1			1				1				1
14m		1							1				1				1
14:10	1		1									1	1				1
15m		1				1					1	1					1
15:10	1		1						1						1		1
16m		1				1			1				1				1
16:10		1				1			1				1				1
18m	1		1									1	1				1
18:10		1							1				1				1
21m	1		1							1							1
24m	1		1			1			1						1		1
27m	1		1						1				1				1
27:10	1		1						1				1				1
30m	1		1						1				1				1
33m	1		1						1				1				1
43m	1		1			1			1				1				1
54m	1		1										1				1
54:10	1		1						1								1
TOTALS	18	4	7	21	0	1	21	0	1	16	3	0	16	7	3	1	18

SCORE CONCERNS: personal-social and problem solving (cognitive). GATE-QUIVER CONCERNS: speech, gross motor, behavior, shy/ness

Group Activity

- Please use guide to help plan your developmental screening event
 - Identify potential partners
 - Who to include/not include in events
 - Staff and volunteer needs
 - Technology needs
 - Supporting materials
 - Budget
 - Thinking outside the box
 - What are your original ideas...your flair!

Contact Information

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Help Me Grow
South Carolina

Please complete a brief survey!

