

# **Breaking Down the Silos:**

**The creation of one unified message on the importance of developmental promotion, early screening and identification, and linkage to services**

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# Today's Presentation

- Learn about how various CT early childhood initiatives targeting screening are working with Help Me Grow Advisory Committee to develop a unified message for families
- Learn about CT's efforts to engage families and other stakeholders in developing the message
- Learn from other states about their strategies for coordinating and integrating messaging about Help Me Grow
- Develop “elevator speech” on Help Me Grow targeted to families, early care and education providers, medical providers and legislators



# Members of the Help Me Grow Advisory Committee

- *State and community partners*
- *Statewide initiatives*
  - *Help Me Grow*
  - *Part C and Part B*
  - *“Learn the Signs, Act Early”*
  - *Project LAUNCH*
  - *State Health Improvement Plan (SHIP)*
  - *CT Behavioral Health Plan*
  - *CT AAP*
  - *Local STRIVE initiatives*



# Help Me Grow Advisory Committee



# Help Me Grow Advisory Committee

Common Goal: To build a coordinated early childhood system that supports:

- developmental screening
- early identification
- linkages to services and supports



# Common Agenda

Early Child Development Agenda

Promotion (same marketing & messaging)

Awareness

Monitoring

Screening

Linking



# Using Data

- Lost to follow up
- ASQ referrals by B-3 providers
- Helped to identify need for better messaging and understanding of services.



# Lost to follow up data

## DCF Referrals to CDI

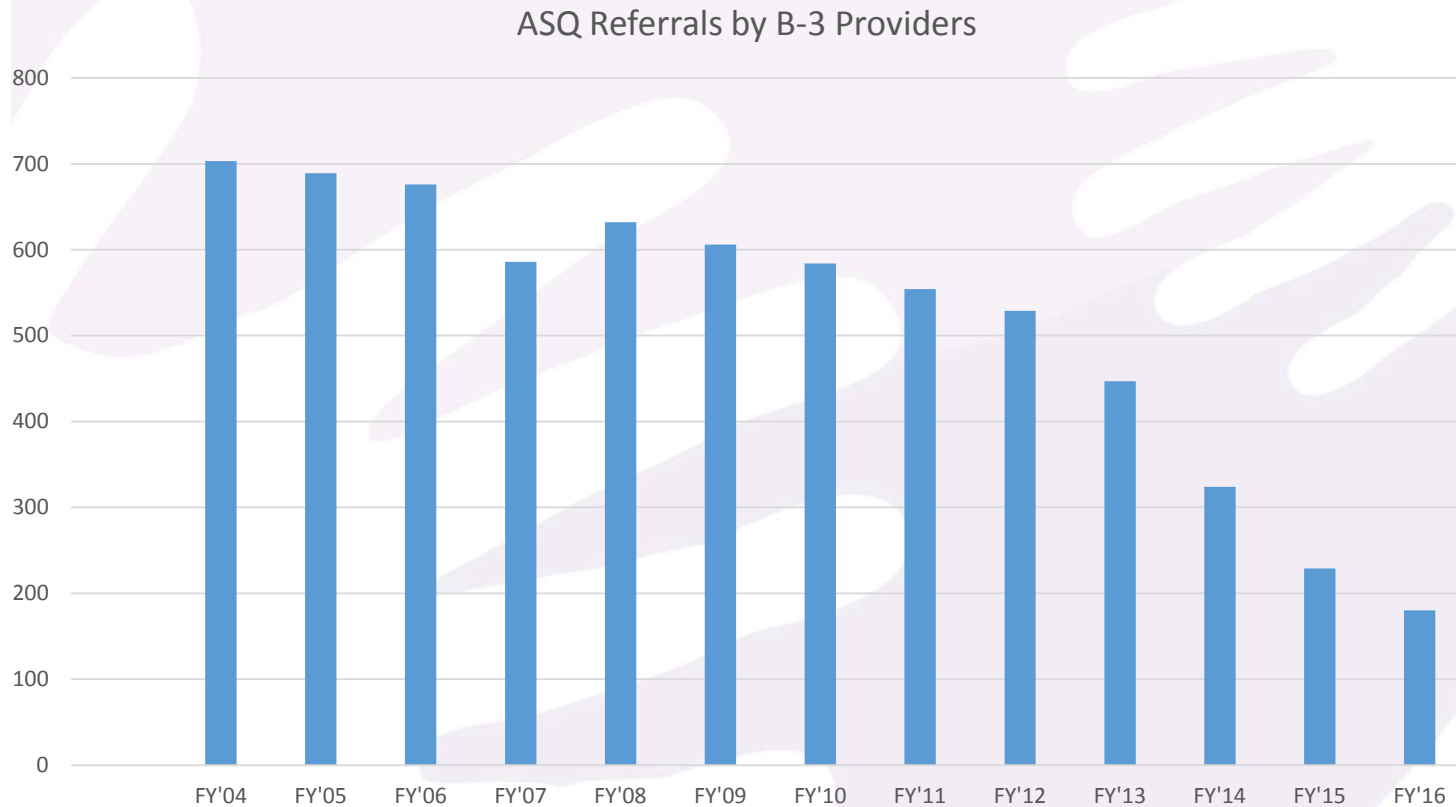
Jan 2012-Sept 2012 compared to Jan 2016-Sept 2016

Referral Outcomes	2012	2016
B-3 referral completed	284	557
Family declined referral	8	211
CDI unable to reach family	5	529
No developmental concerns	NA	415
Total referrals not sent to programs	13	1155





# Declining ASQ referrals from B-3 providers



# Developing our message

- Broke down into workgroups targeting families, early care and education providers and medical providers
- Key messages:
  - Celebrate your child
  - Help Me Grow / Ages and Stages
  - Healthy From Day One
  - Milestones Matter
  - You're here for them, we're here for you



# Developing a brochure

- Both Help Me Grow and Project LAUNCH were in the process of developing a brochure
- Working closely with SHIP on a developmental screening dashboard
- Working with Project LAUNCH which has a family advisory group assisting with messaging
- Decided to develop brochure with joint message with input from stakeholders
- Brochure includes Help Me Grow/ASQ, Healthy from Day One, Office of Early Childhood and the CDC Milestone Tracker



# New brochure



## Celebrate Your Child.

Do you have questions about how your child plays, acts, speaks, and learns?

Help Me Grow at Child Development Infoline can help you get the answers you need and connect you to programs, services, information, and more.



### Milestones matter!

Track your child's developmental milestones from age 2 months to 5 years with CDC's (Centers for Disease Control and Prevention) easy-to-use illustrated checklists; get tips from CDC for encouraging your child's development; and find out what to do if you are ever concerned about how your child is developing. Photos and videos in the app illustrate each milestone and make tracking them for your child easy and fun!

### CDC's FREE Milestone Tracker App

- Track Milestones
- Share a Summary
- Get Tips & Activities





The love and care you give your child will strengthen his/her heart, mind, and body.

You're the most important person in your child's life. What you give to your children, he or she will give to others.

### Keep track of your child's development with Ages & Stages Questionnaires (ASQ)<sup>®</sup> Third Edition (ASQ-3<sup>™</sup>, ASQ-SE)

One way you can support your child's healthy growth and development is to use the Ages and Stages Questionnaires made for FREE for families through Help Me Grow.

**It's easy to enroll in ASQ!**

**Enroll online**  
To register to receive the FREE online ASQ questionnaires by email, go to [cdi.211ct.org/asq/](http://cdi.211ct.org/asq/)

**Enroll by mail**  
To sign up to receive your FREE ASQ questionnaires in the mail, complete and return the attached enrollment form. 2-1-1 Child Development Infoline will mail you a questionnaire every few months. After you return each questionnaire, we'll share information with you about the completed questionnaire, send you some fun activities, and may also connect you to programs to support your child's development. If you have questions about your child's learning, behavior, or development, talk with your pediatrician or your early care provider and education provider. Or, contact 2-1-1 Child Development Infoline to get connected to community services related to child health, behavior, development, and learning.

**2-1-1 Child Development Infoline is here for you!** **You're there for them. We're here for you.**  
Call 2-1-1 or 1-800-505-7000 or visit [cdi.211ct.org](http://cdi.211ct.org)



**ASQ Enrollment Form**

Please sign me up to receive ASQ questionnaires by filling out the enrollment form and sending it to Help Me Grow at 2-1-1 Child Development Infoline. We will mail you questionnaires every few months to help track your child's development.

Child's Name: \_\_\_\_\_ (Last, First, Middle Initial)  
 Date of Birth: \_\_\_\_\_  
 Weeks Pregnant: \_\_\_\_\_ (if your child is not premature)

Parent/Guardian Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Town: \_\_\_\_\_ CT Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_

Do you wish to receive ASQ questionnaires in English or Spanish? Please check one:  
 English  Spanish  None

How did you hear about Help Me Grow?  
 Online  In-person  Other \_\_\_\_\_

**Optional** If you wish, ASQ will be mailed to your home. Please provide your home address and phone number. If you do not wish to provide this information, please check the box below.  
 Primary Health Care Provider Name/Practice: \_\_\_\_\_  
 Address: \_\_\_\_\_ CT Zip: \_\_\_\_\_  
 City/Town: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Parent/Guardian Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

You can also fill the form to 800-571-0833, or register online at [cdi.211ct.org/asq/](http://cdi.211ct.org/asq/)

Mail the completed enrollment form to:  
 2-1-1 Child Development Infoline  
 1344 Hill Street, Danbury, CT 06810  
 Danbury, CT 06810-1120  
 If you have questions, call 1-800-505-7000.



# Other collaborative efforts

- Conference on developmental promotion, monitoring, screening and linkage to services
- Developmental screening workgroup received funding from LEND – part of the University Center for Excellence in Developmental Disabilities
- Partners coming together to put on conference targeted to families, early care and education providers and medical providers



# Developmental Screening Conference

## Message and Key Content Elements:

- A Call to Action to excite conference participants to take the next steps, get inspired and bring back the message and tools shared during the conference to the community.
- Equipping communities to increase Developmental awareness and promotion, developmental screening, and connecting to services by providing families and providers with the knowledge, resources, and tools for effective coordination and community wide implementation:
  - Developmental Screening is part of a continuum.
  - Overview of various screening tools.
  - Examples of community best practices.
  - Linkage to resources.



# Other states' efforts

- What have you been working on in your state to integrate and coordinate initiatives and messages?
- Group discussion



# Creating a HMG Message: Elevator Speech 101



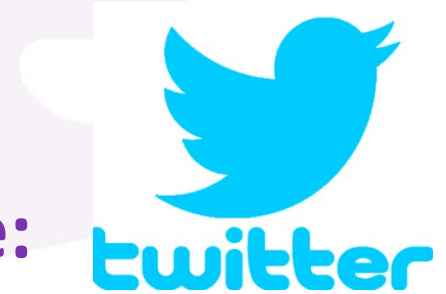


# What is an Elevator Speech

- A clear brief message used to spark interest in your organization
- Should be no longer than 20-30 seconds-the typical elevator ride



# Create an Elevator Speech With a Message Map



## 1. Create a twitter friendly headline:

- ✓ A single overarching message that you want people to know about HMG
- ✓ Be specific
- ✓ **Who:** What is your name and relation to HMG
- ✓ **What:** Brief description of HMG
- ✓ **Where:** Where is HMG located and where is the impact focused
- ✓ **Why:** Why should the person speaking care about HMG



# Create an Elevator Speech With a Message Map

## 2. Support your headline with three key benefits:

- ✓ What are the three most important benefits of HMG?



# Create an Elevator Speech With a Message Map

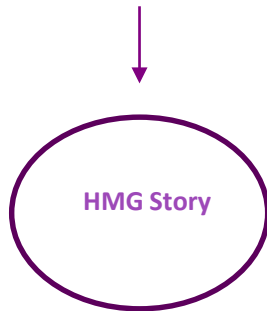
## 3. Reinforce the three benefits with stories, statistics and examples:

- ✓ Use examples
- ✓ Be personal
- ✓ Be passionate
- ✓ Tell a story
- ✓ Sprinkle statistics in to back your story



# CREATING AN ELEVATOR SPEECH

# MESSAGE MAP



# LUSH Elevator Speech



# Questions



Please complete a brief  
survey!

