



Help Me Grow Florida

Centralized Access Point (CAP)

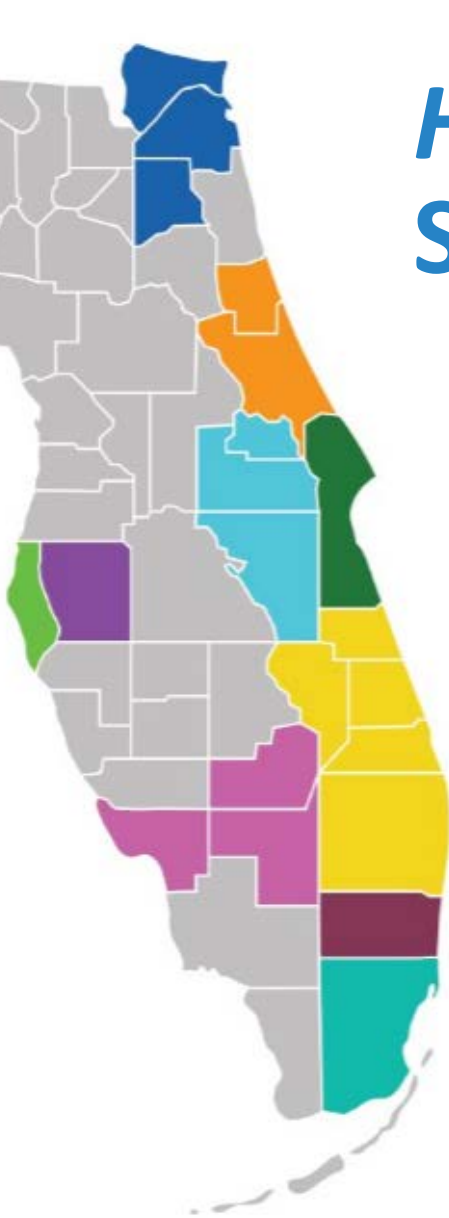
Tamara Price
Help Me Grow 2018 National Forum
Seattle, WA



Help Me Grow Florida Statewide Affiliates

AFFILIATES

- ★ **Affiliate: 2-1-1 Big Bend**
Counties Served: *Franklin, Gadsden, Jefferson, Leon, Liberty, Madison, Taylor, Wakulla*
- ★ **Affiliate: Heart of Florida United Way**
Counties Served: *Orange, Osceola, Seminole*
- ★ **Affiliate: 2-1-1 Brevard**
Counties Served: *Brevard*
- ★ **Affiliate: Jewish Community Services**
Counties Served: *Miami-Dade*
- ★ **Affiliate: 2-1-1 Broward**
Counties Served: *Broward*
- ★ **Affiliate: United Way of Lee, Hendry, Glades, and Okeechobee**
Counties Served: *Lee, Hendry, Glades*
- ★ **Affiliate: 2-1-1 Tampa Bay Cares**
Counties Served: *Pinellas*
- ★ **Affiliate: United Way of North East Florida**
Counties Served: *Duval, Clay, Nassau*
- ★ **Affiliate: 2-1-1 Palm Beach/ Treasure Coast**
Counties Served: *Indian River, Martin, Okeechobee, Palm Beach, St. Lucie*
- ★ **Affiliate: United Way of Volusia and Flagler Counties**
Counties Served: *Volusia, Flagler*
- ★ **Affiliate: Crisis Center of Tampa Bay**
Counties Served: *Hillsborough*



- ❖ HMGF program is currently implemented in 27 out of 67 FL counties with technical assistance and other supports provided to two other HMG sites.
- ❖ Each affiliate site implements HMG program using their own system models to maintain the Help Me Grow core components
- ❖ Statewide affiliates are contracted through the State Coordinating Office (SCO), and some affiliate sites contract services out to subcontractors

Help Me Grow Florida's Centralized Telephone Access Point



The *Help Me Grow Florida* Centralized Telephone Access Point is located within the statewide 2-1-1 system. It can be reached by phone, website, and often text.

People can call 2-1-1 and ask for *Help Me Grow*

- ❖ If *Help Me Grow* is offered in their area/county, they will speak to a Care Coordinator.
- ❖ If there is no *Help Me Grow* in their area/county, 2-1-1 will help provide supports and resources

Links families with local resources to address parents' concerns about health, development, behavior and learning of their children.

Expected Outcome:

- ❖ Assist more families with early childhood questions
 - As evidenced by the number of calls received
- ❖ Increase the number of families receiving care coordination services
- ❖ Increase the number of child developmental screenings completed
- ❖ Increase the number of families effectively connected to services

Help Me Grow Florida's Key Activities of the Core Components



CENTRALIZED TELEPHONE ACCESS POINT

Centralized telephone access point (2-1-1) available 24 hours per day/7 days a week

All appropriate callers are screened for children under the age of eight (8) and offered HMG services

Families are assisted with:

- *Early childhood questions
- *Child developmental screenings
- *Care coordination and follow-up

2-1-1 telephone counselors answering HMG related calls are:

- *Trained in telephone casework and cultural proficiency
- *Have knowledge of the Help Me Grow initiative

Care Coordinators provide:

- *Assessment of needs
- *Referrals to services
- *Early childhood information
- *Ongoing developmental screenings and monitoring
- *Follow up

Developmental screenings are conducted using:

- *Ages and Stages Questionnaire (ASQ)-3
- *ASQ-Social Emotional (SE)
- *Pediatric Symptom Checklist (PSC)
- *Modified Checklist for Autism in Toddlers (M-CHAT)

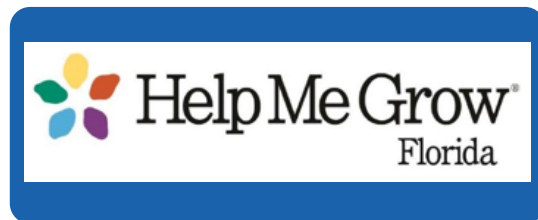
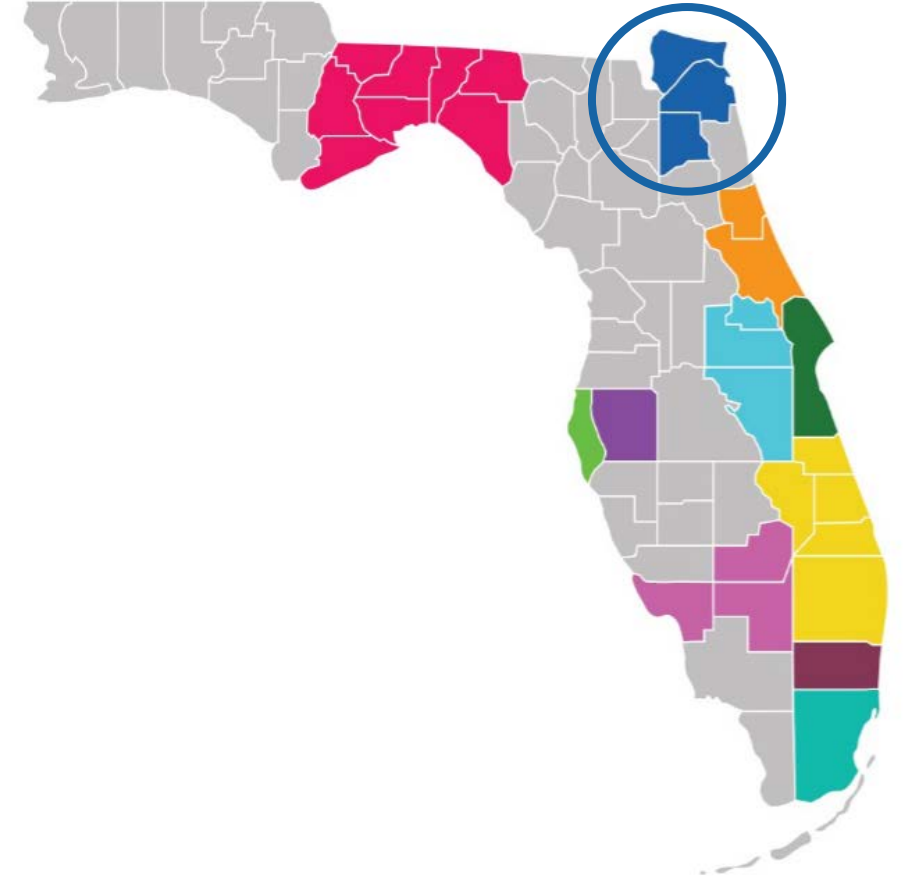
Translation services provided for non-English speaking callers

Example #1:

Affiliate: United Way of North East Florida

Counties Served: Duval, Clay, Nassau

- ❖ United Way houses the area's local 2-1-1 call center
 - ❖ Affiliate subcontracts their Help Me Grow Care Coordination to the local Early Learning Coalition (ELC).
- ✓ So, when someone in the area calls 2-1-1 and asks for Help Me Grow, they are transferred to a Care Coordinator at the ELC



2-1-1 Affiliate:



2-1-1 Affiliate Subcontractor:

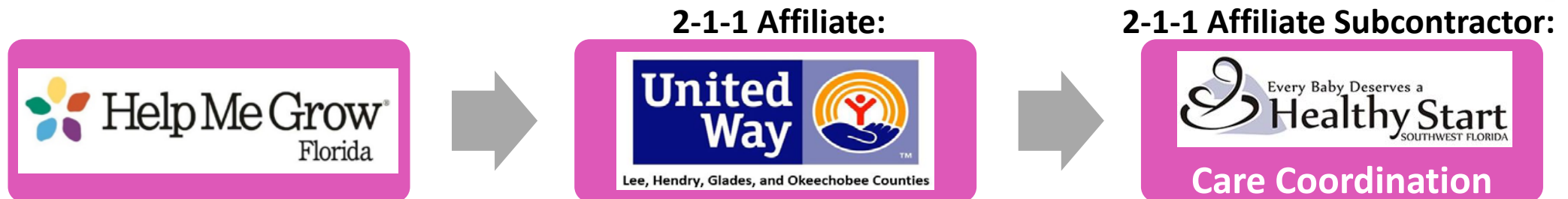
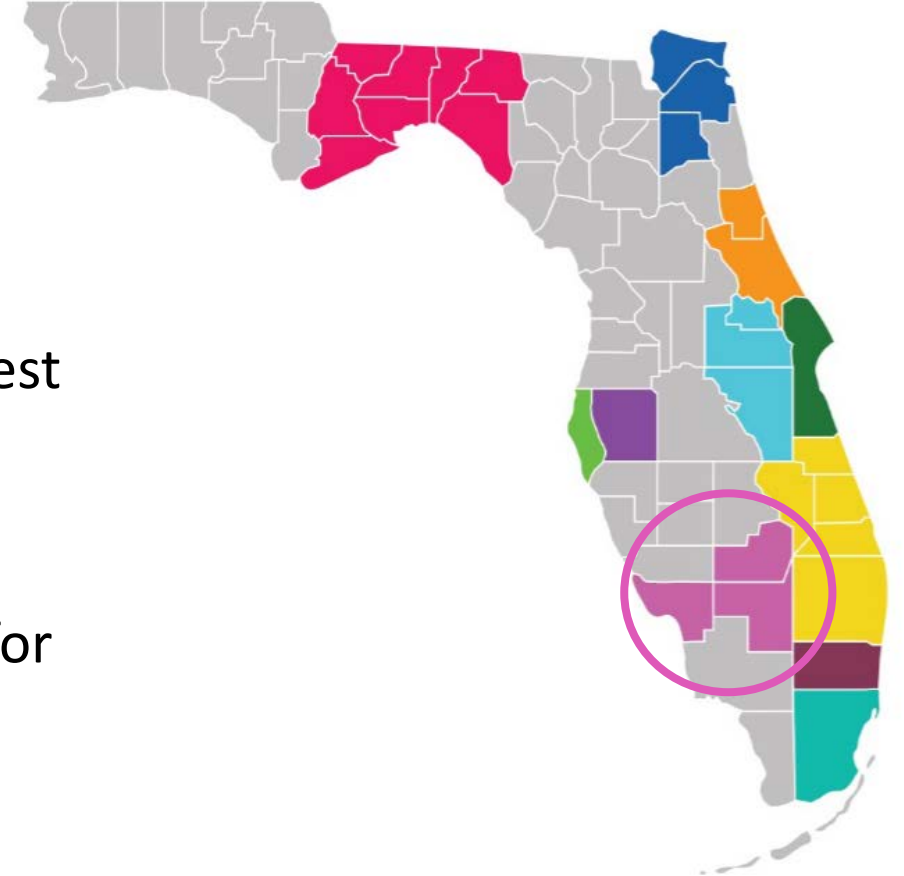


Example #2:

Affiliate: United Way of Lee, Hendry, Glades & Okeechobee

Counties Served: Lee, Hendry, Glades

- ❖ United Way houses the area's local 2-1-1 call center
- ❖ Affiliate subcontracts their *Help Me Grow* Care Coordination to local Healthy Start Coalition of Southwest Florida
- ✓ So, when someone in the area calls 2-1-1 and asks for *Help Me Grow*, United Way 2-1-1 Operators "warm transfer" to HMG Family Advisors at Healthy Start

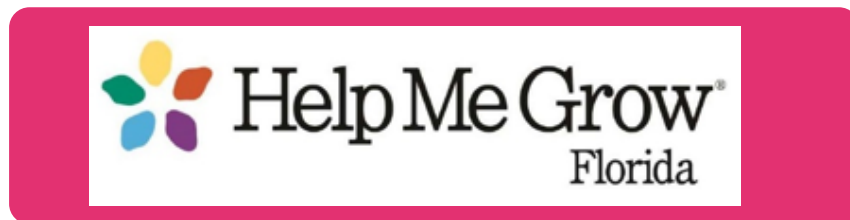
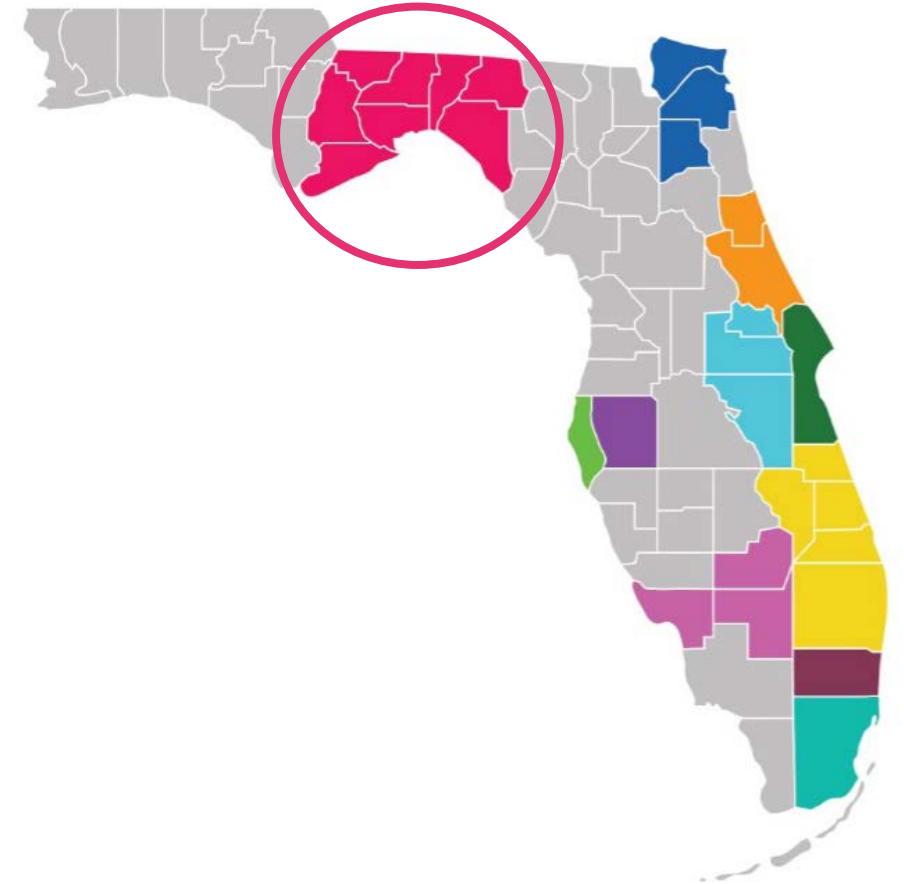


Example #3:

Affiliate: 2-1-1 Big Bend

Counties Served: Franklin, Gadsden, Jefferson, Leon, Liberty, Madison, Taylor, Wakulla

- ❖ *Help Me Grow* Care Coordination occurs directly in 2-1-1 call center



Help Me Grow Florida's Key Activities of the Core Components

CHILD HEALTH CARE PROVIDER OUTREACH

A minimum of one (1) Child Health Provider Outreach activity is implemented each month to physicians and other health care providers to educate and motivate

Pediatrician flyers are mailed to physicians to market HMG and the importance of offering screenings.

A follow-up system is used to offer feedback to health care providers who have referred clients. This includes:

- *screening results,
- *referrals given,
- * outcomes
- *thanking them for the referral.

Each of the child health care providers with whom meetings, office-based education sessions and/or trainings were completed previously (but does not screen or refer to HMG) is provided a minimum of one (1) follow-up via phone calls, email or onsite visit

Engage and maintain one (1) Physician Champion to motivate child health care providers to conduct child screening and use the HMG centralized telephone access point.

Child Health Care Provider Outreach activities are implemented locally to educate and motivate physicians and other child health care providers to conduct child screening and utilize the HMG centralized telephone access point.

Expected Outcome:

- ❖ Increase the health care practitioner community use of the HMG services and conducting of child screening
 - As evidenced by the number of health care providers receiving information about HMG, referring families to HMG, and conducting child screening.

Help Me Grow Florida's Key Activities of the Core Components

FAMILY & COMMUNITY OUTREACH

A minimum of twelve (12) outreach activities are conducted per year.

Activities average (3) activities per quarter, with a recommendation of one (1) per month, with the understanding certain quarters of the year may have greater outreach opportunities.

A minimum of four (4) unique social media posts required per month.

Updates include but are not limited to new resources, testimonials, sharing of a HMGF post, or successes of the HMGF Affiliates.

A minimum of one (1) community screening event is conducted annually.

Screening events include Books, Balls, and Blocks with activities for the children and may be held at community fairs, local agencies like local Department of Health, churches, housing developments, and daycares.

Public awareness and marketing of HMG three (3) times annually to include but not limited to local newspapers, radio, websites or community partner presentations.

Distribution of information and marketing materials each month that:

- Promotes parent and community knowledge of HMG, child developmental issues, and resources to support the health and development of young children, including but not limited to developmental milestones and the importance of child screening

Family & Community Outreach activities develop associates and/or partners in the local community, promote HMGF and inform the families and community of the importance of child screening and the role of HMGF

- (i.e., public awareness, print and social media, HMGF presentations, HMGF participation at health and resource fairs and related activities and the distribution of HMGF promotional materials).

Expected Outcome:

- ❖ Increase the families and members of the community provided information about child screening and HMGF
 - As evidenced by the number of individuals reached through community outreach activities.

Help Me Grow Florida's Data Collection, Reporting, & Use

Data is collected monthly to determine the effectiveness of HMGF's implementation of the core components.

Most HMGF data is collected using the System for Tracking Access to Referrals (STAR) database.

- ❖ STAR system
 - ❖ Designed to capture Help Me Grow National common indicators
 - ❖ Has been customized to include the Florida common indicators and allowing for a multi-site tenant
 - ❖ Site is used for case management by the care coordinators



- ❖ Data collection
 - ❖ Data reports can be pulled in STAR
 - ❖ Statewide affiliates submit Monthly Data Reports to the HMGF SCO

Help Me Grow Florida's Data Collection, Reporting, & Use

Data pulled from STAR for affiliate Monthly Reports:

❖ Demographics

- ❖ Total number of children served
- ❖ Total number of families served
- ❖ Age of child at time of initial entry
- ❖ Child's learning environment

❖ Developmental Screening

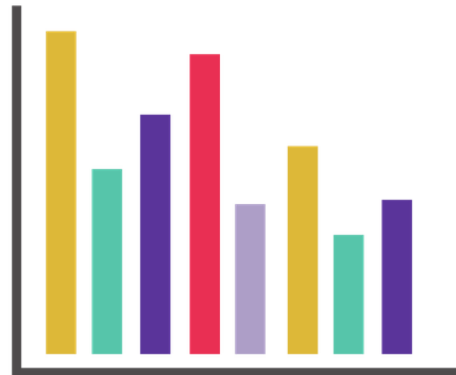
- ❖ Number of screenings by type

❖ Referrals by HMG to Service/Programs

- ❖ Types of services to which referrals were made

❖ Outreach

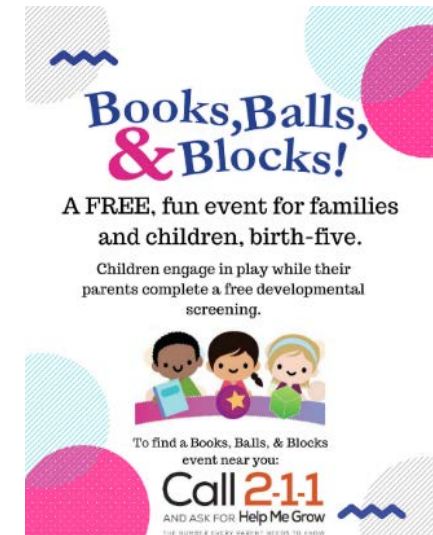
- ❖ Count of outreach activities by event category



HMGF is implementing new initiatives, in which data is currently being collected to determine the effectiveness of success.

Initiatives:

- Books, Balls, & Blocks screening events
- ECCS
- WIC
- iPad Initiative
- Well-visit Planner



Help Me Grow Florida's Data Collection, Reporting, & Use

Data is analyzed and used to create annual Impact Reports

- ❖ Impact Reports are used for advocacy efforts, outreach, and legislative discussions



Help Me Grow[®] Florida **IMPACT REPORT** July 1, 2016 – June 30, 2017

The goal of Help Me Grow[®] Florida is to promote healthy development for every child in our state.



www.helpmeflowfl.org



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