

# Engaging communities for meaningful system change

May 8, 2019

Help Me Grow National Forum



# Meeting Objectives

By the end of this session we will:

- Share strategies for diversifying stakeholder engagement in gathering input and data on universal developmental screening and referral and Help Me Grow core components to allow systems developers to better understand strategies for systems improvement
- Report status of King County, Washington's 2-year, 3-phase Developmental Screening and Referral Landscape Analysis and Strategic Plan, including:
  - Data and results from Landscape Analysis (Phase 1)
  - Outreach strategies for Strategic Plan (Phase 2)
  - Implementation preparation efforts (Phase 3)

# Who we are



**Tatsuko Go Hollo**  
**Best Starts for Kids**  
**(Funder)**  
King County  
Developmental Disabilities  
& Early Childhood Supports



**Amanda Winters**  
**Landscape Analysis &**  
**Strategic Planning Lead**  
Cardea



**Arlene Smith**  
**Community Expert**  
**Council**  
Seattle Parents of  
Preemies



**Stephanie Orrico**  
**Help Me Grow Affiliate**  
WithinReach

# Tell us about your community

What have been or will be your community's challenges implementing universal screening & referral?

# King County, Washington

Large, growing, and diverse county

2.1K square miles  
• 78% non-urban

2.2 million residents

132K children under 5

15.6% population ↑  
since 2010



27% speak language  
other than English at  
home

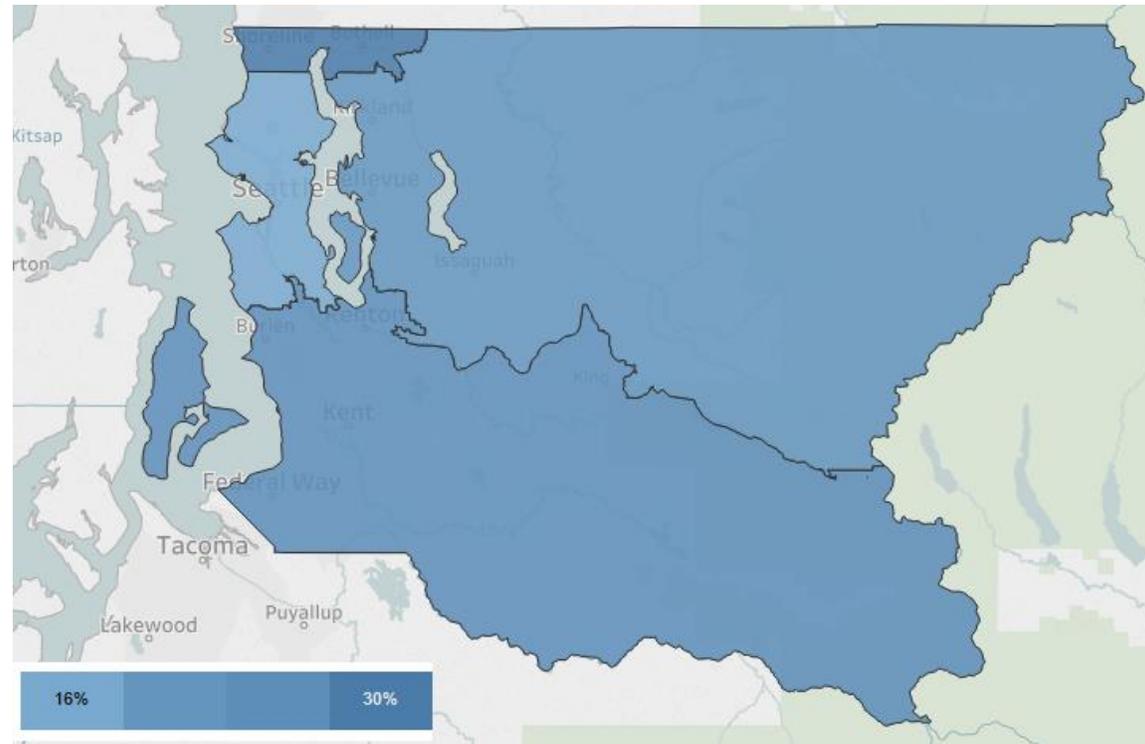
Approx. 40% persons  
of color

- 68% White alone
- 18% Asian alone
- 7% Black or African American alone
- 5% Two/more races
- 1% AIAN alone
- 1% NHPI alone
- 10% Hispanic or Latinx

# King County, WA

## Prior estimate of developmental screening in King County

- In 2017, **21%** of King County children ages 9 months to 5 years had been assessed by a doctor or other healthcare provider during the past 12 months.



# BEST STARTS FOR KIDS & DEVELOPMENTAL SCREENING



# Why this project?

- **Inform:** successes, gaps, disparities
- **Lay the groundwork:** baseline for evaluation and implementation
- **Collaboration:** engaging stakeholders for the long-term
- **Help Me Grow:** coordinating services for families

# Connection to Local Help Me Grow

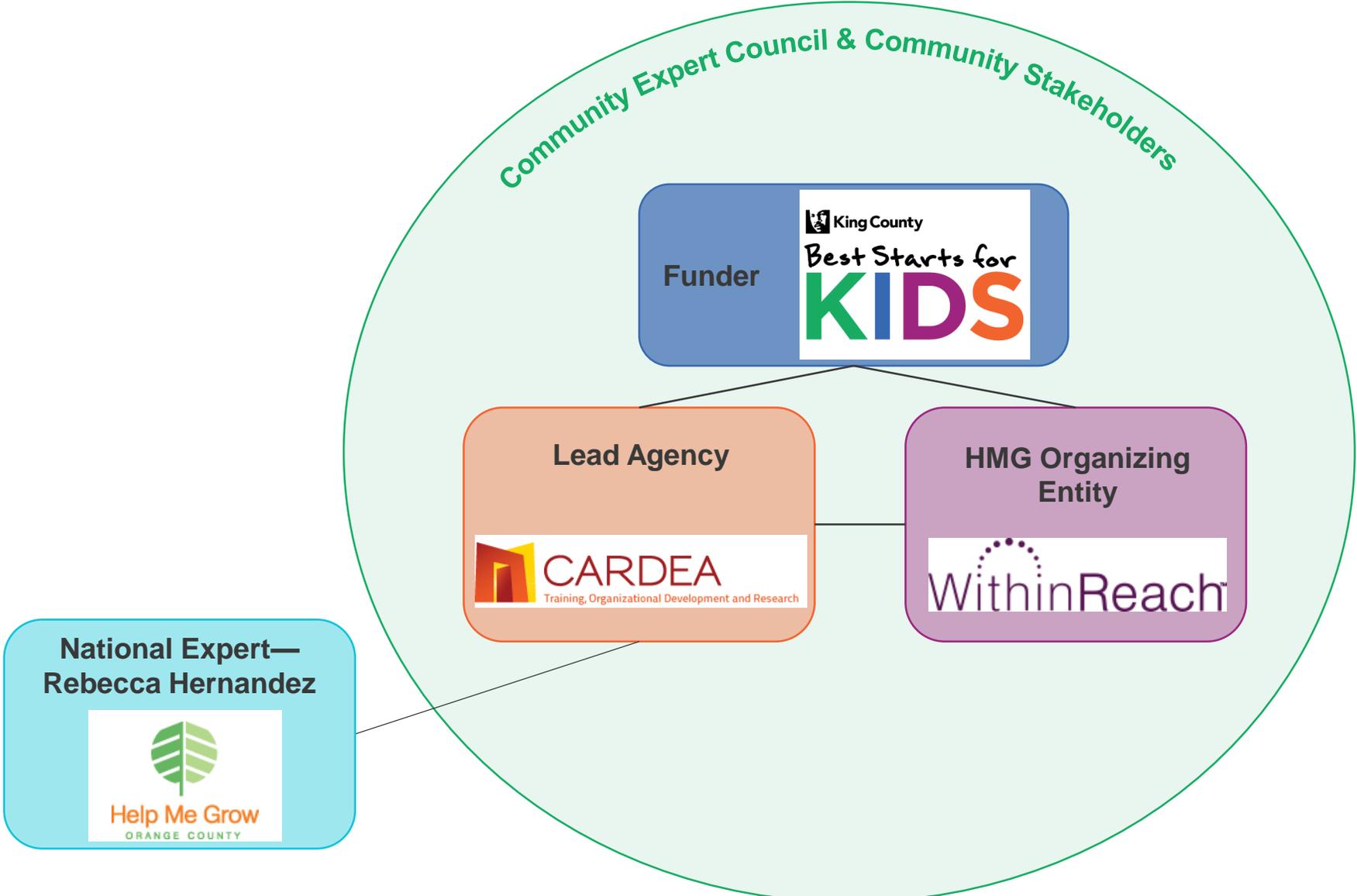
## Local data to inform local HMG system development

- King County joined HMG WA's new sub-affiliate network
- When local HMG planning team implements components, they'll have recent, local data on current screening and referral practices
- This project's high community engagement raises visibility of these issues; may prime the community to engage in a HMG system once in place

# KEY ROLES



# Overview of Key Stakeholders



# Community Expert Council

## 12 Community Experts from All Over King County

Monthly meetings (remote & in-person):

- Parents & parenting support providers
- Providers from multiple fields (medical, home-based services, early learning, childcare)
- Systems thinkers & health promotion experts
- Geographic representation
- Strive to take off your 'organizational' hat when participating in groups



## Cardea

- **Mission:** support organizations in providing accessible, high quality, culturally proficient, and compassionate services
- **Expertise:** Research and evaluation, systems/organizational development, early care and education
- **Responsibilities:**
  - accomplishing work plan, convening planning team & Community Expert Council
  - developing materials & implementing engagement strategies
  - managing relationships with partner organizations

## HMG WA/WithinReach

- **Content knowledge on screening**
  - Informs lit review and survey questions
- **Knowledge of post-screening referral landscape**
  - Clear picture of current and aspirational pathways
- **Partnership history that crosses sectors**
  - Experience as CAP, connection to HMG network + Nat'l

## King County Developmental Disabilities and Early Childhood Supports Division

- **Foundation:** Equity and Social Justice
- **Vision:** Universal Developmental Screening and Referral
- **Engaging families:** connecting to Help Me Grow
  - Collaboration with King County Help Me Grow Team to ensure strategies, outreach and outcomes measures are aligned

# CENTERING EQUITY





# Expanding definitions

- Recognize that parental/caregiver emotional health and environment matter
- Asked stakeholders about experiences beyond traditional developmental screening
  - Maternal depression
  - ACEs

# Centering children and families

- Know the families and how they use the current system. Ask them: What works well? What doesn't?
- Recognition: Who's not at the table?
- Elevate the voice of parents, caregivers, and advocates across all aspects of the project.
- Listen to experiences: families share their pain; opportunities exist to address common themes.
- Increase parent activation and involvement across systems; promote self-referral and empowerment/advocacy.

# Diversifying outreach

## More than just health care & specialists

- Early learning & child care
- Home visiting
- Major institutions (libraries, schools, community centers, museums)

## Specific cultural and linguistic parent/caregiver groups:

- CEC
- Focus group partners
- Interpretation support at forums

# Community & Stakeholder Engagement

## Strategies included



**15** key informant interviews with **19** key informants



**761** responses to survey shared via **74** organizations



**9** focus/discussion groups with **55** participants



**2** interactive community forums with **42** participants



**3** community discussions & **1** public sector discussion

# Takeaways



# What did we ask?

## Providers

- What does developmental screening look like at your practice?
- How often and how do you refer families to supportive services?
- How and how often do you coordinate care with other providers? How do you know families connected?
- How could the coordination of developmental screening and referral be improved?

# What did we ask?

## Families

- What are your experiences with developmental screening?  
Supportive services?
- What did you like and what could be improved about those experiences?
- How can King County improve developmental screening and referral?
- Where do families naturally go?

# What we learned

## At a high level...

*"When families get their diagnosis, there's no one place you can go to find out all the things you have to do. Each family has to figure it out."*

– Focus group participant

*"When a parent brings up a concern about their child, why do providers tend to err on the "wait and see" side of things and not refer? I don't understand why providers or teachers act as these gatekeepers, in essence deciding who needs services and who does not. The scores from formal evaluations are what should dictate which child gets services – not a singular impression of a doctor or teacher!"*

– Focus group participant

- Screening practices vary, but a lot of providers across sectors are screening using evidence-based tools
- Referral/follow-up practices not as strong
- Desire to improve cross-sector coordination—particularly health & edu
- More coordinated access to clear resources & supports would be welcomed by families and providers
- Awareness/understanding of HMG was low

# Screening practices

What type of provider most frequently reported using an evidence-based tool when they screen?

- |  |      |
|--|------|
| A. Primary care providers                  | 75%  |
| B. Early learning and child care providers | 75 % |
| C. Home-based service providers            | 86%  |
| D. Specialists                             | 61%  |

# Referrals

What type of service provider most often provides referrals to Help Me Grow and related supports?

- |  |     |
|--|-----|
| A. Home-based service providers            | 28% |
| B. Primary care providers                  | 21% |
| C. Early learning and child care providers | 25% |

Bonus: What percentage of home-based providers reported referring to Help Me Grow?

**28%**

# Barriers to access

What did parents/caregivers report as the most common challenge during the referral process?

- |                         |      |
|-------------------------|------|
| A. Cost of services     | 19%  |
| B. Language of services | 13 % |
| C. Scheduling           | 32%  |
| D. Long wait            | 46%  |

# COMMUNITY PRINCIPLES







# HOW WILL WE USE WHAT WE'VE LEARNED



# Help Me Grow Subaffiliate

- Informs how King County builds the HMG system out
- Provides strong / important community voice to inform the developmental screening portion of the HMG system, including the type of experience families and providers want to have
- Supports messaging/communication development
- Provides evidence that navigators and coordinated access points are critical
- Highlights how critical it is to use both qualitative and quantitative data sources
- Underscores the importance of partnering to strengthen HMG

# Next Steps

## Strategic planning

- Over the next two months, we will work with the Community Expert Council to **synthesize what we've heard** in discussions to finalize a **report** on the landscape analysis
- Take the community's ideas on priorities for keeping equity centered into a **strategic planning** process
- Go **back to community partners** to see how well we heard them and how well the strategic plan responds to their experiences

# Next Steps

- Phase 2: Strategic planning
  - Continued stakeholder engagement
  - Theory of Change
  - UDSR Strategic Plan
- Phase 3: Implementation readiness
  - Performance Measurement Plan
  - RFP based on strategic plan priorities
  - Accompanying RFP to provide capacity building support to grantees

# LESSONS FOR OTHER COMMUNITIES



# Lessons learned

- Qualitative methods
- Experts
- Community leaders
- Pay people for their time and wisdom
- Iterate

# Lessons learned

- Time
- Flexibility
- Unexpected partners
- Pair outreach with education
- In-person connections

# What can you do?

## Discuss with a partner

- What are some steps you can take to better understand and respond to community needs, given the resources you have right now?
- Think about one or two unlikely allies in this work. How can you initiate a conversation when you get back?
- How does this make you think differently about approaching the work in your community?

# Scaling appropriately

## How can communities do work like this on a smaller scale?

- Short survey for families and providers (at trainings, at community events, on your website)
- Schedule phone calls, coffee meetings
- Build relationships with new stakeholders—Go to staff meetings for diverse types of service providers to talk about HMG and your work
- Talk to families at your community events
  - Have 2-3 key questions to ask each family

# Questions



# Thank You!

Contact us: [DevelopmentalScreening@CardeaServices.org](mailto:DevelopmentalScreening@CardeaServices.org)

