Let's Reach Them! Raising Developmental Screening Awareness in Vulnerable Communities Using Population Data

Help Me Grow National Forum
May 8, 2019

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Help Me Grow Orange County

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First 5 Orange County

Session Objectives:

- Learn the elements of the Early Developmental Index (EDI), a population level measure of children's development and well-being

- Learn how Orange County achieved 100% EDI participation by every school district with a kindergarten population and the findings from this data

- Learn how Help Me Grow Orange County utilized this EDI data to impact the developmental screening rates for children living in vulnerable communities through a geo-targeted and social media public awareness campaign

Lets Discuss…

- Developmental Screening Network and Capacity Building Award
- Identification of Need for Public Awareness Campaign
- Finding a Communication Firm
- Steps in Creating the Campaign
- What is the Early Developmental Index (EDI)?
- Implementation of EDI in Orange County to 100% Participation
- What is the Data telling us?
- Utilizing EDI to Launch a Digital Public Awareness Campaign

Orange County by the Numbers

- 800 square miles
- Population of 3.2 million in 2017
- Approximately 380,704 children birth-five
- 44,026 live births in 2017 (6.3% low birth wt.)
- 16.9% of children live in poverty in 2016
- 15.1% have special health care needs *
- 54.4% of OC parents state they completed a developmental screening **

24rd Annual Report on the Conditions of Children in Orange County

* Kidsdata.org

** 2015 CA Health Interview Survey

Developmental Screening Measures

Surveys of Orange County Physicians

- 2014 AAP survey (N=58) found **74%** were using a tool for development and **68%** using a tool for autism
- 2016 AAP survey (N=53) on well child visits found **52%** screen at 9 mo., **76%** at 18 mo., and **65%** at 24/30 mo. visits
- 2018 survey (N=152) by CHOC found **44%** were conducting developmental screening with an evidence based tool

CA Health Interview Survey for Orange County

- In 2007, **25%** of Orange County parents state they completed a developmental screening
- In 2015, **54.4%** of Orange County parents state they completed a developmental screening

CA Health Interview Survey Statewide

- In 2007, **23%** of California parents state they completed a developmental screening.
- In 2015, **42%** of California parents state they completed a developmental screening

How Did We Address the Challenges?

HRSA: Healthy Tomorrows Partnership for Children Program

- Awarded to Help Me Grow/CHOC Children's, 2014 - 2019
- Goals:
  - Establish a Developmental Screening Network
  - Develop and launch an OC Children's Screening Registry
  - Link Registry to Electronic Health Records
  - Increase value of care coordination by sharing results
  - Increase number of children who are screened and referred through physician engagement

"Collaborative partners ensure all Orange County children receive developmental screenings with evidence-based tools and identified concerns are addressed"

Leveraging the Network

Developmental Screening Network receives 2016 Capacity Building award from First 5 Orange County. Included technical assistance and 50K budget toward identified need. Deliverables:

Landscape Analysis	Theory of Change
Evaluation Framework	Case Statement

Identified the need for a public health campaign related to developmental screening

Finding a Communications Firm

Request for Proposals announced May 1, 2017.

Process:

- Developmental Screening Network workgroup convened to develop and process RFP
- Distributed via Developmental Screening Network partners
- Five firms applied
- Two invited for oral interviews

Westbound COMMUNICATIONS

Public Awareness Campaign

The purpose of the campaign is to inform parents and the public about the value and simplicity of developmental screening and build an expectation that all children are screened for developmental delays.

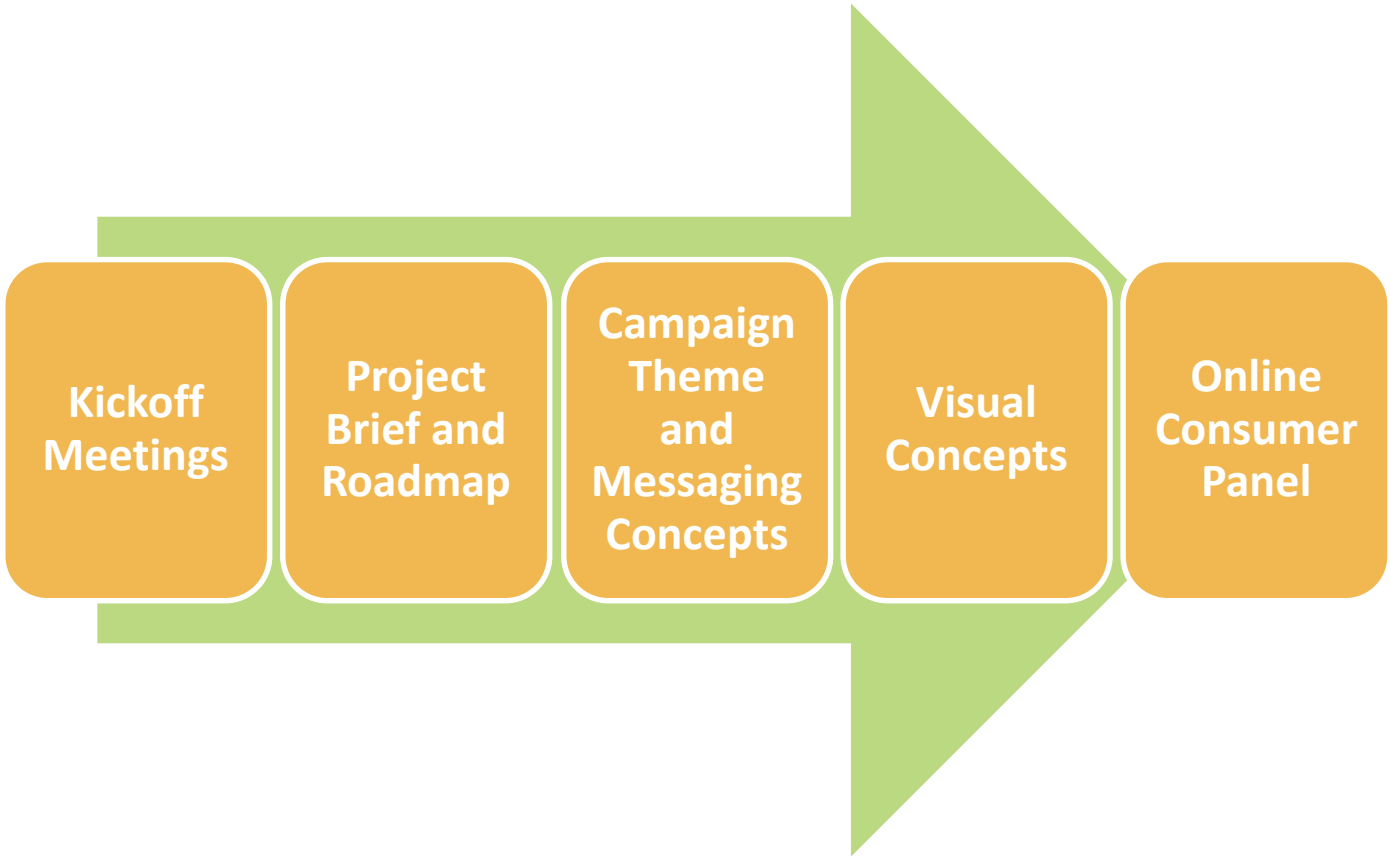
Objectives:

- Increase awareness of the importance of developmental screening
- Increase number of parents that expect and ask for development screening at their child's well child check-ups as recommended by American Academy of Pediatrics
- Provide and ensure consistent methods and messaging that is culturally and linguistically appropriate

Launched social media campaign April 2018

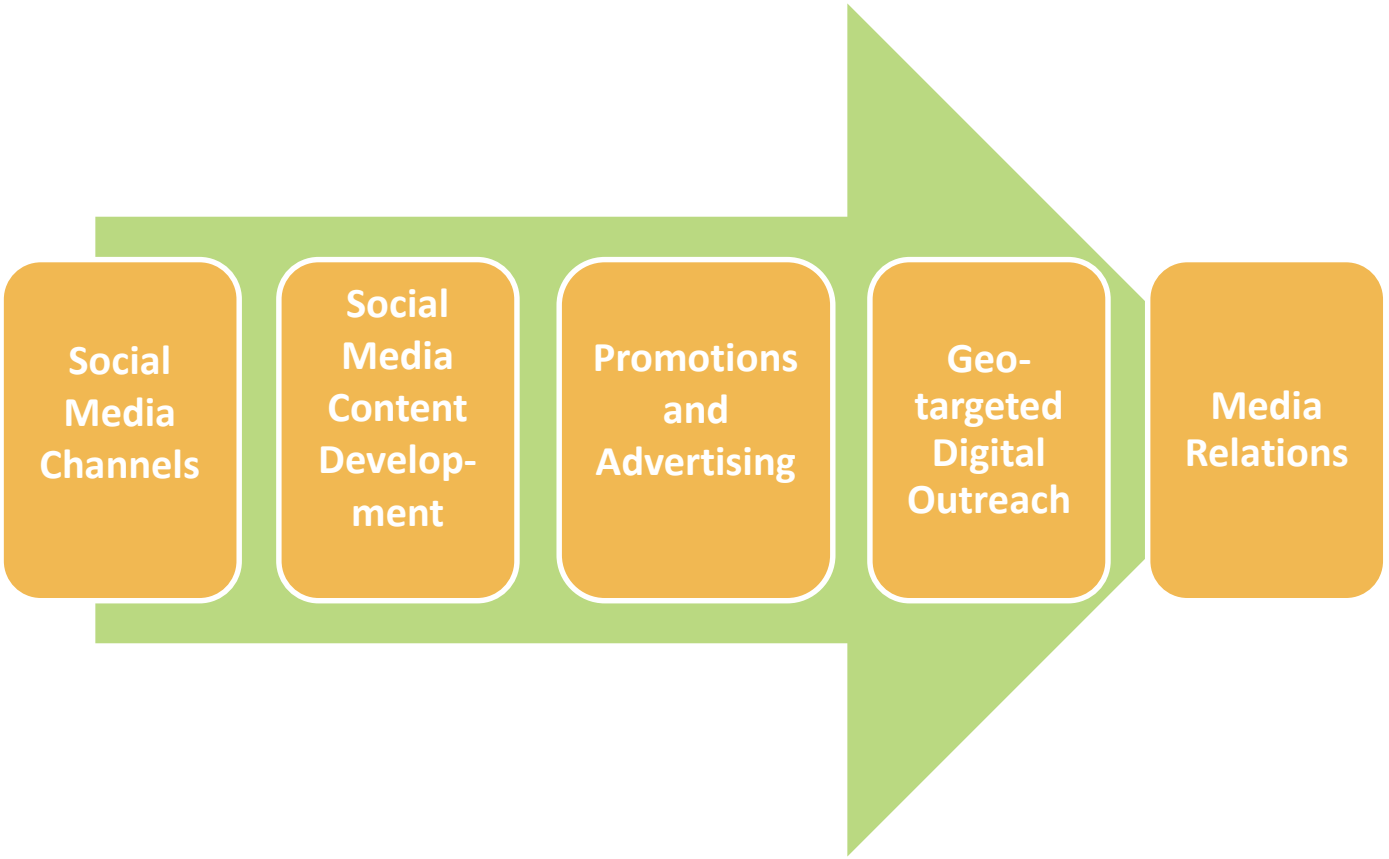
Public Awareness Campaign: Phase I and Phase II

PHASE I:



Public Awareness Campaign

PHASE II:



Online Consumer Panel

Testing Methodology:

- 200 parents or caregivers in greater Orange County
- Must have child 5 years and under
- At least 60% Spanish language
- Top three concepts tested (3 English/3 Spanish)

Survey Results:

- 200 responses from Orange County
- 73% Spanish language and 27% English
- 61% Female and 39% Male
- 93% Ages 18 – 44
  - 54% Ages 25 – 34
  - 28% Ages 35 – 44

Help Me Grow
ORANGE COUNTY

FIRST 5
ORANGE COUNTY
CHILDREN & FAMILIES COMMISSION

Guide My Growth!

As your little one grows, help them reach their full potential.

Learn what to look for when your child plays, learns, talks, acts and moves.

Get your free Development Screening today at [HMG link]. Then, share it with your child's doctor.

¡Guía mi desarrollo!

Ayude a su pequeño a alcanzar su máximo potencial durante su desarrollo.

Observe del modo que su pequeño juega, aprende, habla, actúa y se mueve.

Obtenga su evaluación de desarrollo gratuita hoy en [HMG link], y compártala con el médico de su hijo.

From birth to 5 years, developmental screenings help your child thrive.

Screenings identify how children play, learn, talk, act and move at certain ages.

Screen Early, Act Now!

Learn what to look for!

Get your free Development Screening today at [HMG link]. Then, share it with your child's doctor.

Desde el nacimiento hasta los 5 años, las evaluaciones de desarrollo ayudan a su hijo a alcanzar su máximo potencial.

Las evaluaciones ayudan a identificar cómo los niños juegan, aprenden, hablan, actúan y se mueven en cada etapa de su crecimiento.

¡Examine Pronto, Actúe Hoy!

¡Aprenda acerca del desarrollo de su hijo!

Obtenga su evaluación de desarrollo gratuita hoy en [HMG link], y compártala con el médico de su hijo.

Am I On Track?

From birth to 5, watch how your child plays, learns, talks, acts and moves.

It's up to you to track your little one's development and learn what to look for!

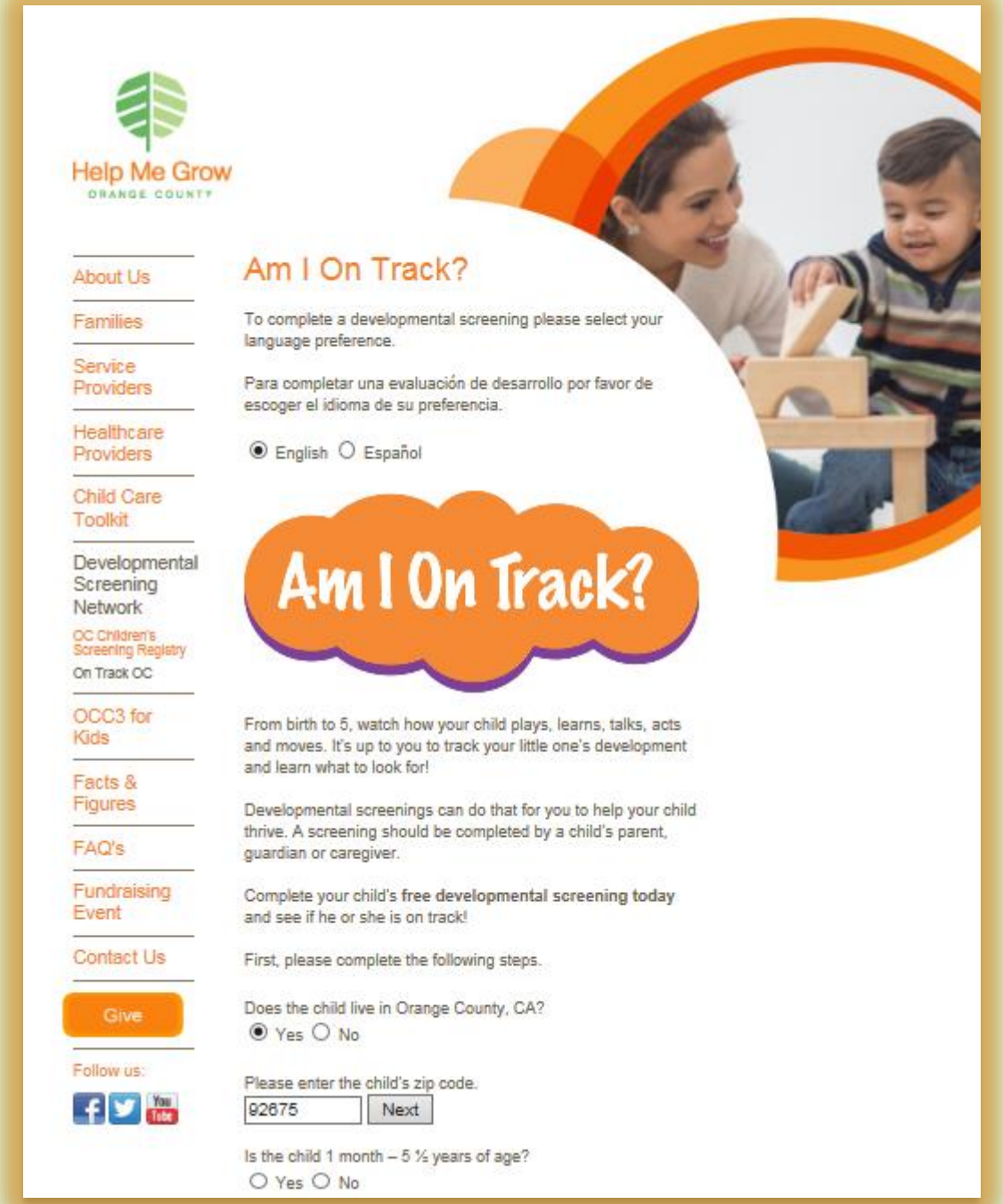
Get your free Development Screening today at [HMG link]. Then, share it with your child's doctor.

¿Estoy haciendo lo correcto?

Desde el nacimiento hasta los 5 años, observe cómo su hijo juega, aprende, habla, actúa y se mueve.

¡Usted es la mejor persona para observar el desarrollo de su hijo y prestar atención a las etapas importantes de su crecimiento!

Obtenga su evaluación de desarrollo gratuita hoy en [HMG link], y compártala con el médico de su hijo.



- Landing page after click-thru
- English or Spanish
- Series of questions to filter for age and location
- Next - goes directly to ASQ Online and HMG Orange County Subscription
- Links to STAR for care coordination and referrals to services

Am I On Track?

Developmental
SCREENING NETWORK

To ensure children are on track with their growth, their parents–or guardian–should obtain developmental screenings that are performed by a medical care provider at the American Academy of Pediatrics recommended ages of 9, 18 and 24 or 30 months of age.

As children grow, they should achieve certain milestones, skills marking stages of development for a given age range. Examples of milestones include:

1. Responding to his/her name between 5 and 7 months
2. Crawling between 6 and 10 months
3. Walking between 9 and 18 months
4. Waving "good-bye" between 10 and 12 months
5. Speaking in short sentences between 18 and 24 months
6. Cooperative play with other kids between 24 and 36 months

Parents who want to go beyond what their child's medical care provider offers can complete a free developmental screening on their own.

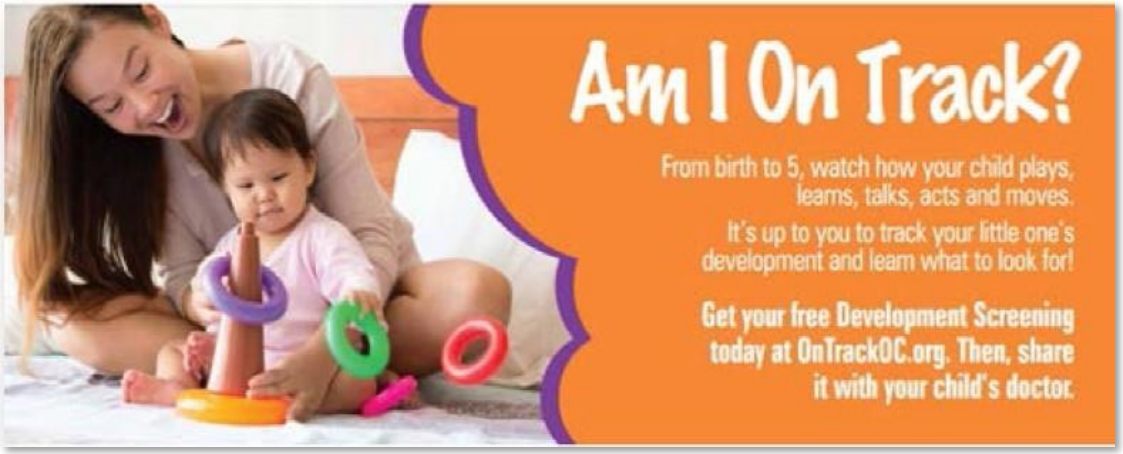
The screening can be filled out online for children who are one month old up to 5 ½ years of age and only takes a few minutes to complete.

Once parents complete a developmental screening, they will receive the results. If the screening indicates concerns or questions about a child's development, parents will have the option of talking with a developmental screening coordinator to discuss the results. Parents will receive additional resources and/or referrals to address any concerns. These results can also be shared with the child's medical care provider.

For more information or to perform a developmental screening, visit www.OnTrackOC.org.

The **Developmental Screening Network** was established in 2014 as a part of a US Department of Health and Human Services: Healthy Tomorrows Partnership for Child Program award. The DSN hopes to ensure all Orange County children receive developmental screenings with standardized and validated tools and identified concerns are addressed. For more information, please visit http://www.helpmegrowoc.org/developmental-screening-network.html.

- Branded Fact Sheet
- English or Spanish
- Series of questions to filter for age and location
- Links directly to "On Track OC" Facebook page
- Offers webpage to complete a developmental screening


Am I On Track?
From birth to 5, watch how your child plays, learns, talks, acts and moves.
It's up to you to track your little one's development and learn what to look for!
Get your free Development Screening today at OnTrackOC.org. Then, share it with your child's doctor.

6640
Am I On Track?
THIS VEHICLE STOPS AT ALL RAILROAD CROSSINGS
octa

OCACCESS
OCTA
8646
OCbus.com
Am I On Track?
Orange County Transportation Authority
OCACCESS
THIS VEHICLE STOPS AT ALL RAILROAD CROSSINGS

Early Development Index

- What is the Early Developmental Index (EDI)?
- Implementation of EDI in Orange County to 100% Participation
- What is the Data telling us?

Early Development Index

How do we measure kindergarten readiness?

The Early Developmental Index (EDI) is a school readiness measurement tool. It provides information about children in five developmental areas that are known to affect well-being and school performance.

Physical Health & Well-Being
The child can hold a pencil and sustain energy throughout the full school day.

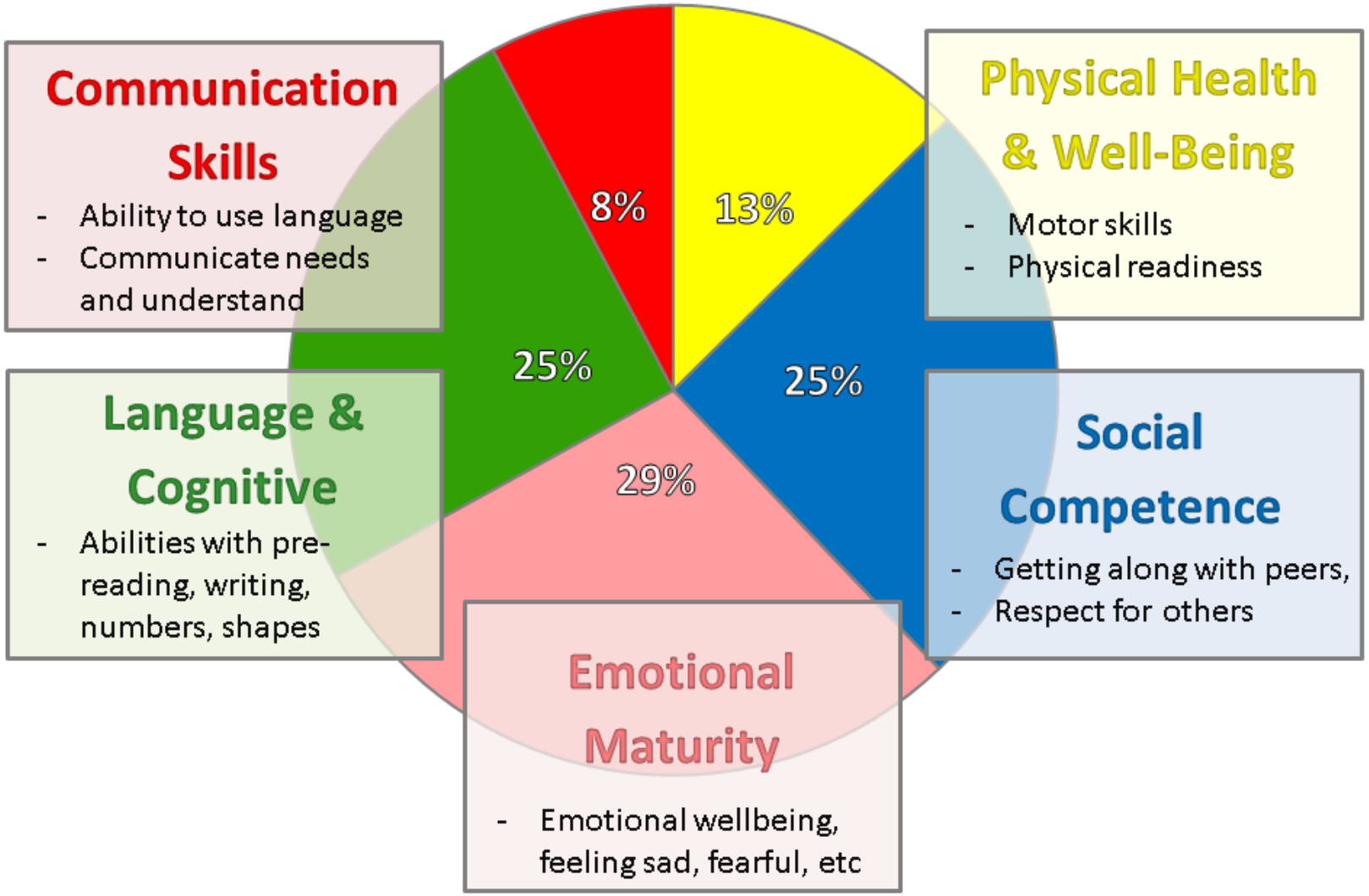
Language & Cognitive Development
The child knows how to handle a book and can attach sounds to some letters.

Emotional Maturity
The child pays attention to directions and is willing to help others.

Social Competence
The child gets along with others and follows rules and instructions.

General Knowledge & Communication
The child can communicate his or her needs and takes part in imaginative play.

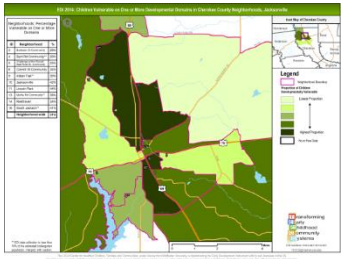
Developmental Domains & Distribution of Survey Items



EDI a Population Focus

- A community snapshot of children's healthy development and school readiness
- Informs place-based efforts to optimize the healthy development for all young children

Look Back



Look Forward

- Results are used to
  - Look back to help collective efforts to prepare children for school
  - Look forward to optimize children's success as they progress through school

Early Development Index (EDI)

- Orange County is the Vanguard site for EDI implementation in the US

- Piloted the EDI in 2008 (5 schools in Newport Mesa)
    - Community planning meetings to “map” the EDI neighborhoods.
    - Consider details of implementation, e.g., teacher incentives, schools to target first, etc.

- First 5 Orange County has contracts with each of the 24 school districts in the county.

Orange County 100% School Participation

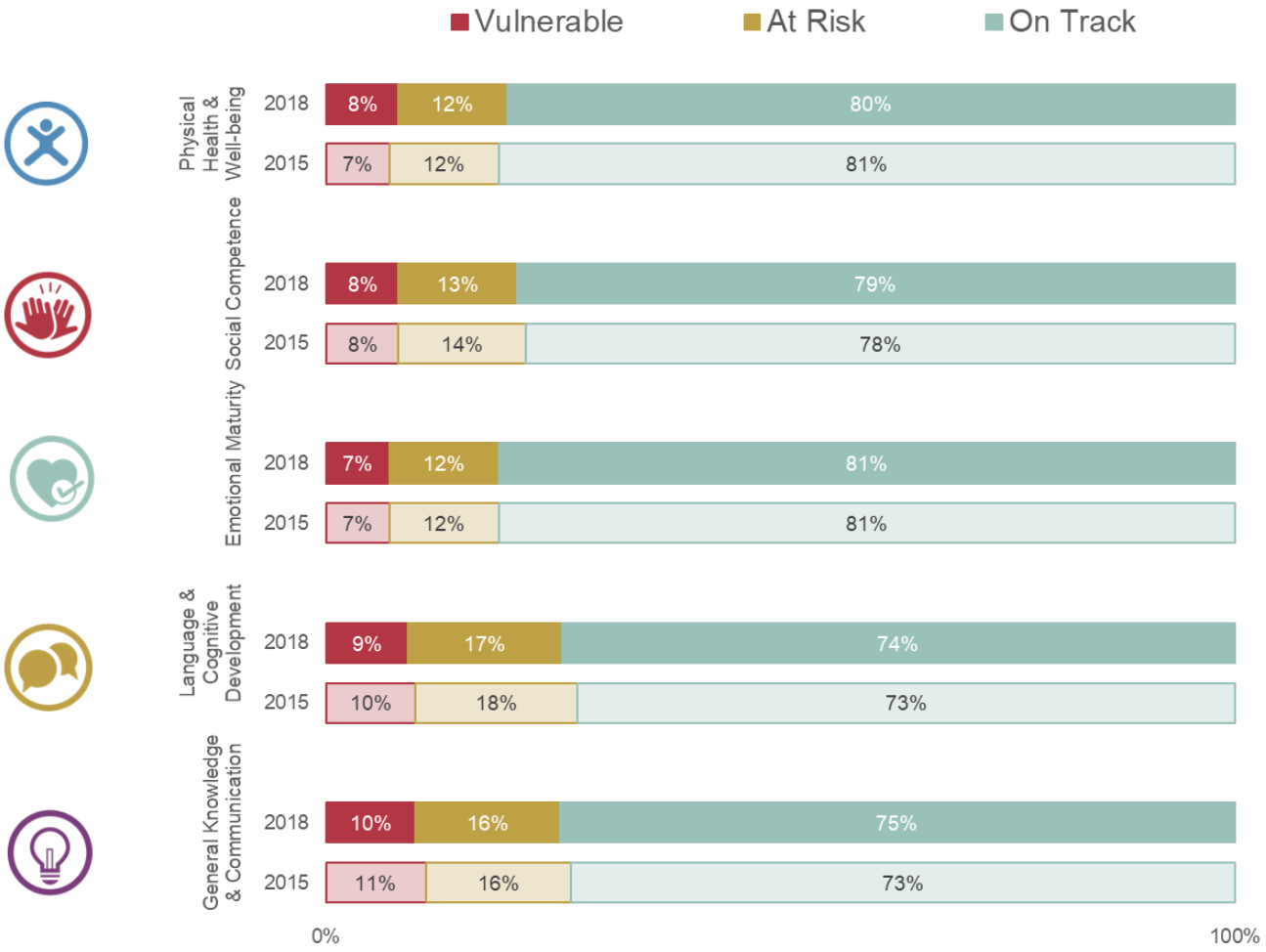
First year 2007-08 Pilot EDI (5 schools in Newport Mesa)

Year	# of districts	# of schools	# of EDI records**
2007-08	1	5	422
2008-09	4	21	1,872
2009-10	6	45	4,010
2010-11	4	12	1,305
2011-12	11	61	6,163
2012-13	15	75	6,398
2013-14	20	153	14,674
2014-15	15	153	13,884
2015-16	8	65	5,593
2016-17	16	162	12,406
2017-18	13	196	14,870
TOTAL	**24**	**379***	**81,597**

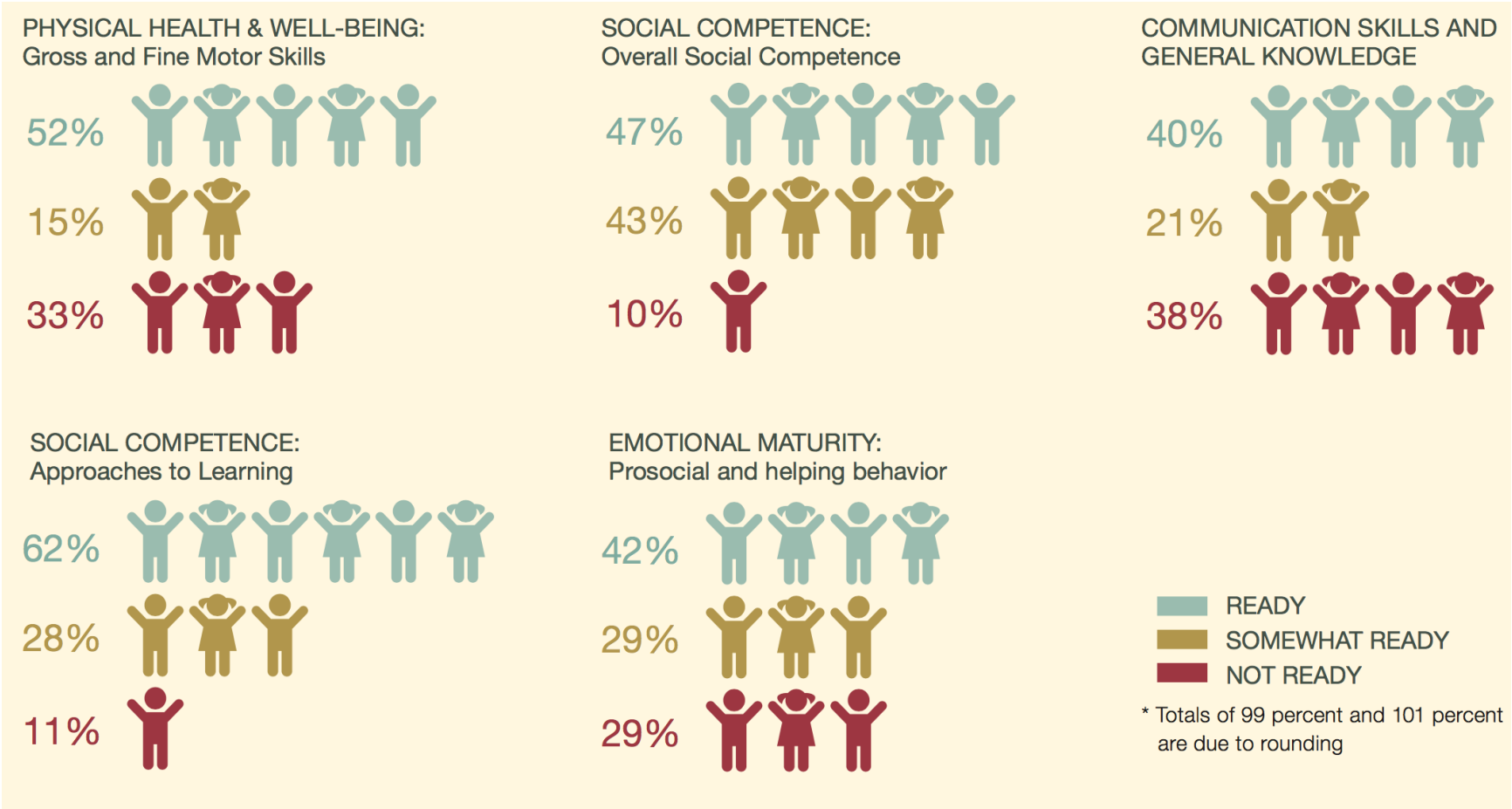
- In 2013, Commission made the commitment to achieve 100% school participation by 2015
- 2015-present, have 100% public school participation

Orange County EDI Data

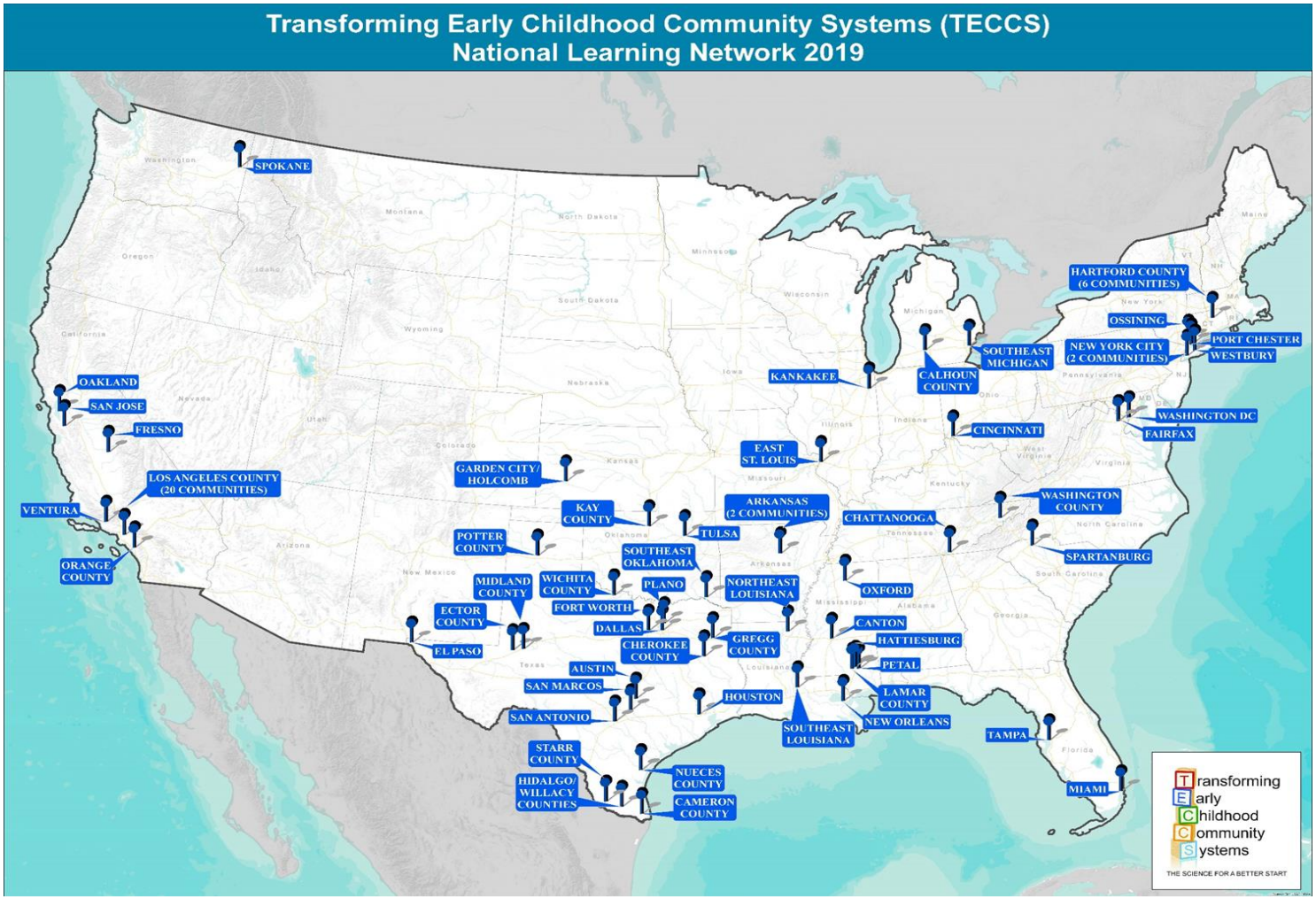
EDI Results by Developmental Area
2015 and 2018 Comparison



Orange County EDI Data

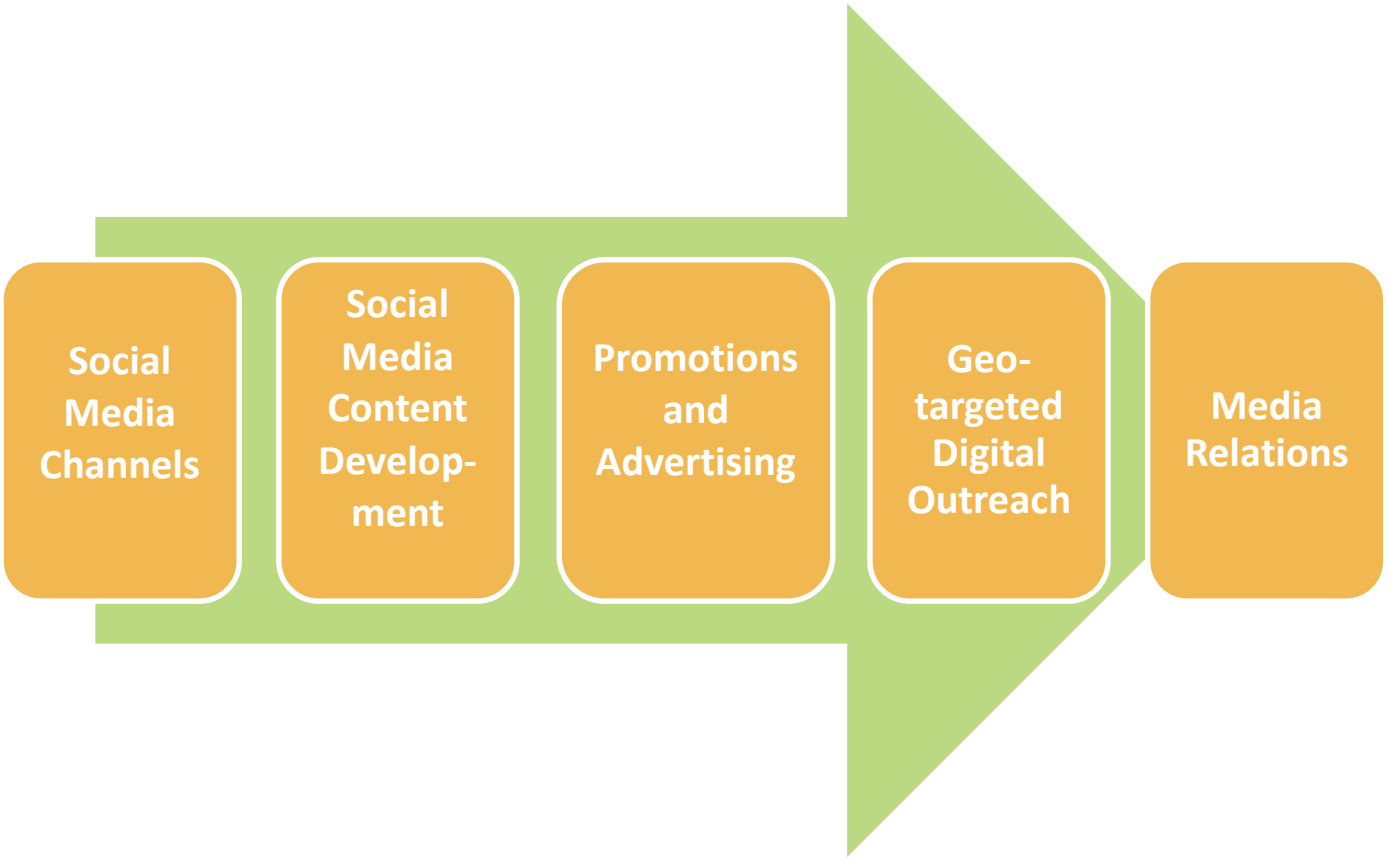


National EDI Data Collection Sites



Using EDI to Launch a Digital Public Awareness Campaign

PHASE II:



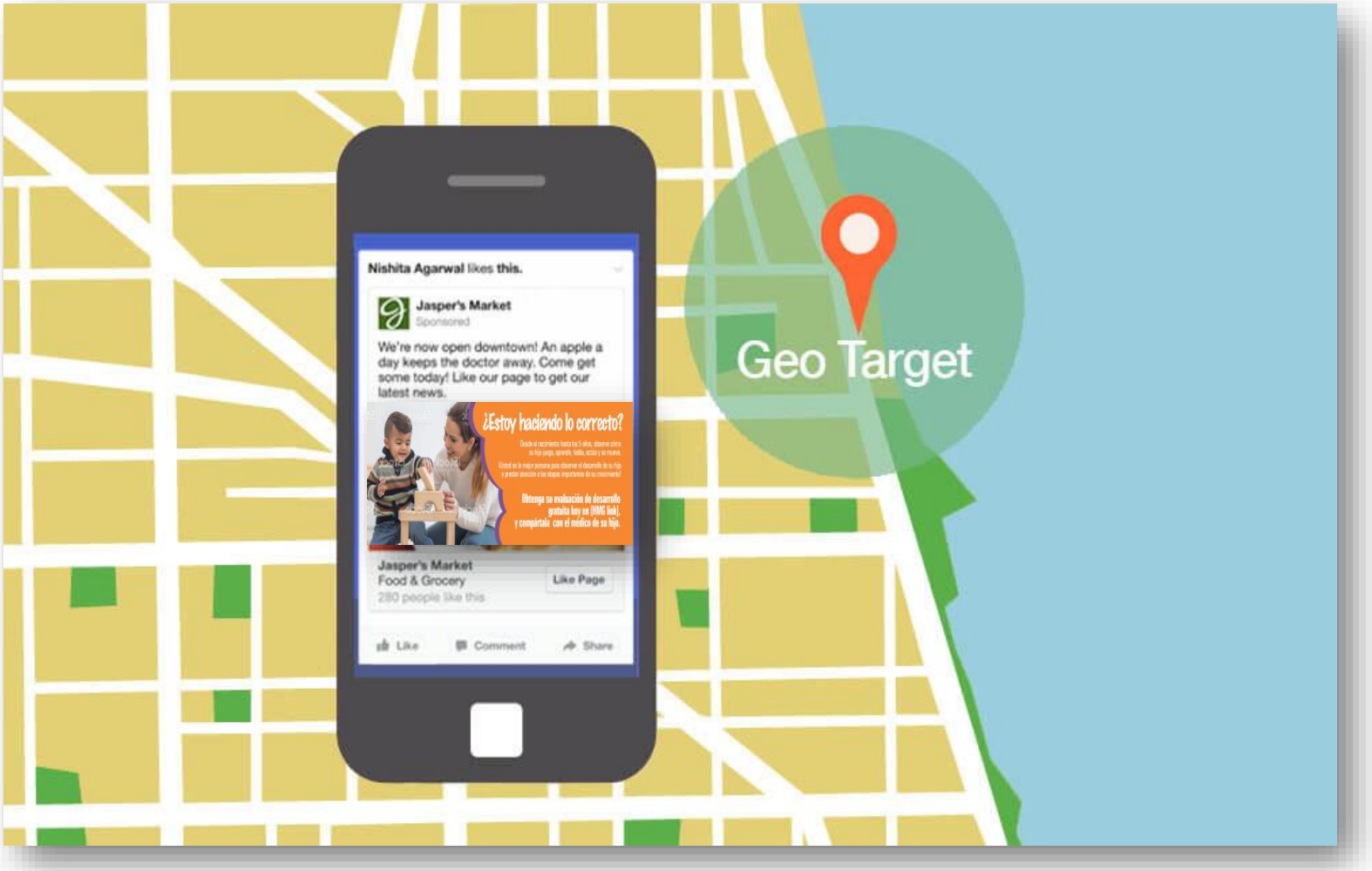
Social Media Outreach

Campaign Channels

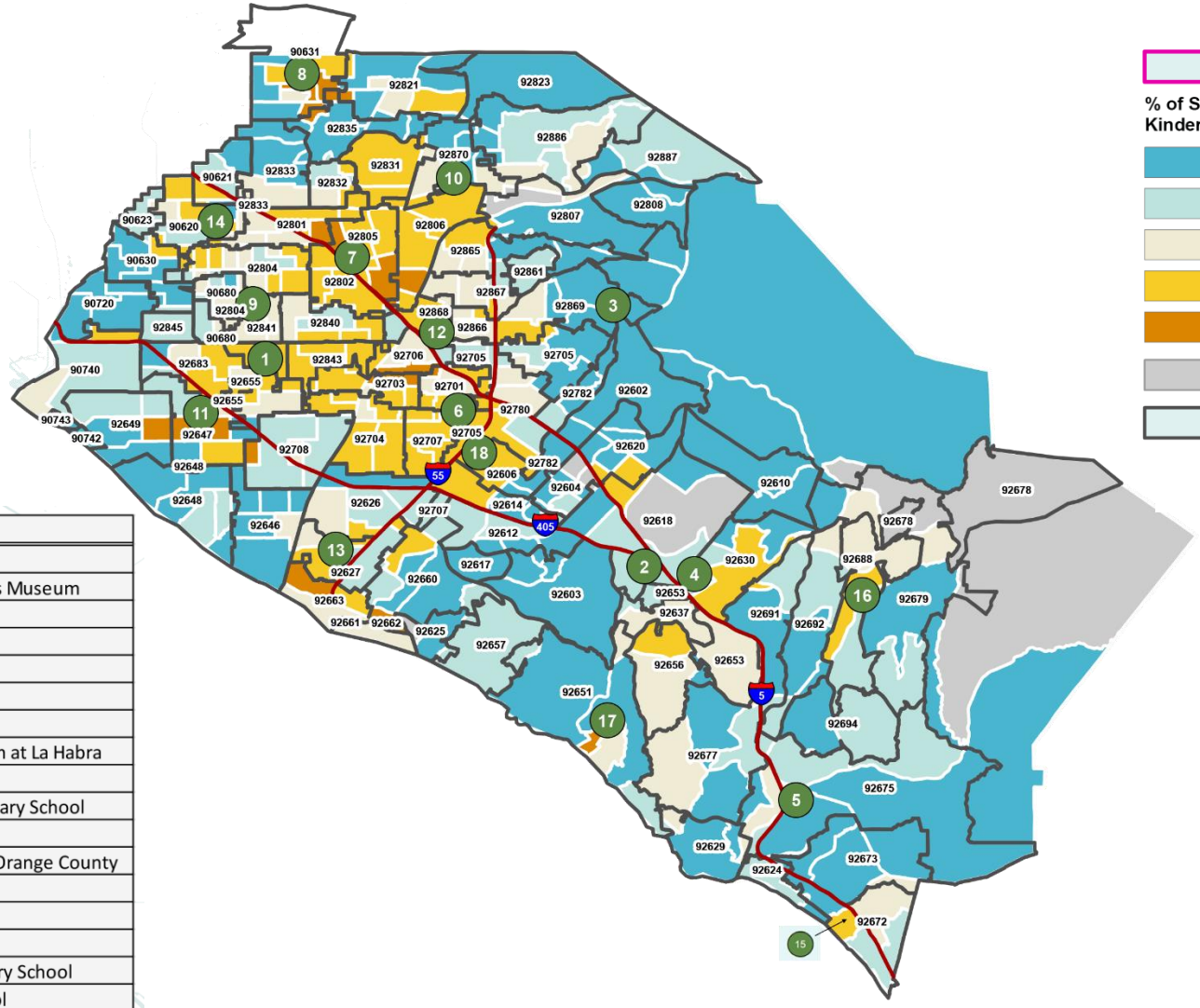
- Create and develop Facebook and Instagram channels
- Posted weekly in Spanish and English

Facebook Page

Geo-targeted Digital Mobile Media



EDI 2017: Percentage of Children Ready for Kindergarten and Potential High Traffic Areas



#	Location
1	Atlantis Play Center
2	Pretend City Children's Museum
3	Irvine Park Railroad
4	SOC FRC
5	CHEC FRC
6	Minnie Street FRC
7	Anaheim Harbor FRC
8	The Children's Museum at La Habra
9	Magnolia Park FRC
10	John O. Tynes Elementary School
11	Golden West College
12	Children's Hospital of Orange County
13	Costa Mesa Playhouse
14	Knott's Berry Farm
15	Max Berg Plaza Park
16	Arroyo Vista Elementary School
17	Thurston Middle School
18	Help Me Grow Orange County

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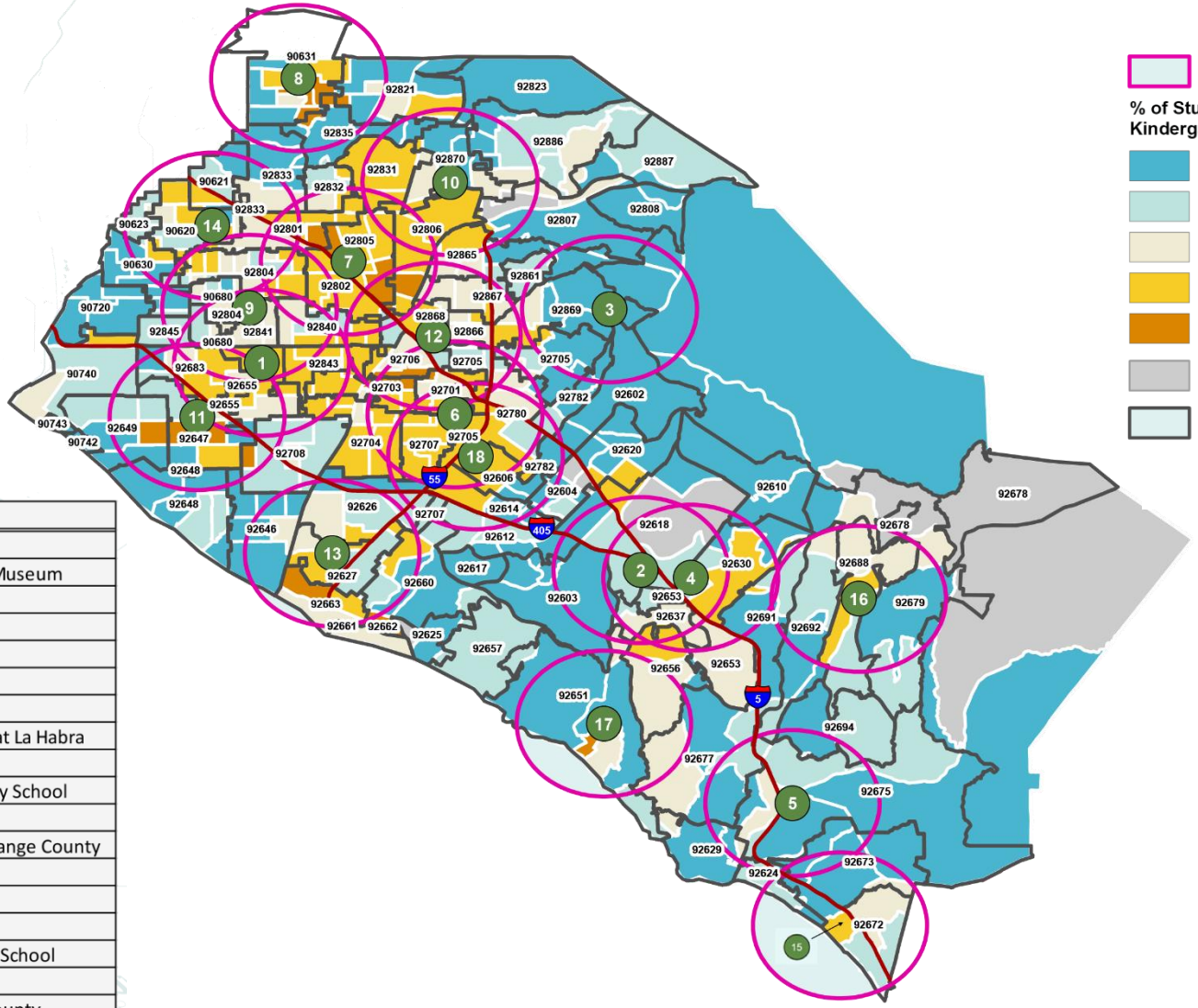

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Digital Media Results Wrap-up

April 9, 2018 – July 1, 2018

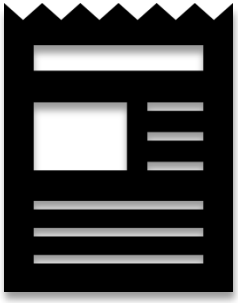
Impressions	Click-Throughs	CTR%
927,071+	6,804+	.73%

*Full Flight: April 9, 2018 – July 1, 2018
*CTR% = click-through rate

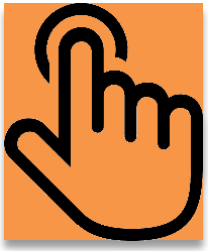
Final Snapshot

Bus Ad Impressions:
2,136,000

Digital Media Impressions:
927,071+



Media Impressions:
Parenting OC



Click-throughs:
6,804+

Click-through rate:
.73%

Instagram Impressions:
10,853
Facebook Impressions:
8,956

Questions

Contact Information:

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