Respond at **PollEv.com/jacquelynros929**

Text **JACQUELYNROS929** to **22333** once to join, then **A or B**

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erral

Welcome

Today's Agenda

- *Welcome*
  - *Project Timeline Review*
  - *Learning Session 1 Follow-Up*
- *Strategies from Affiliate Innovation Advisors*
  - *TODD ELLIOTT* | HMG WASHINGTON D.C.
  - *DAWANA BROWN* | HMG WASHINGTON D.C.
  - *OMOTUNDE SOWOLE - WEST* | HMG WASHINGTON D.C.
- *National Partner Resources*
  - *KARNESHA SLAUGHTER* | CDC
- *Next Steps*

Q&A and discussion after each speaker

Where are we now?

Phase 1 Planning 03/2020	Phase 1 Activities 04/2020-06/2020	Phase 2 Planning 06/2020-08/2020	Phase 2 Activities 09/2020-01/2021	Data Collection 05/2020-01/2021
✓ Site selection ✓ Learning session development ✓ Curation of resource library ✓ Solidify data metrics	✓ Orientation 04/23/2020 ✓ Learning Session 1 05/14/2020 ❑ ***Learning Session 2 06/04/2020*** ❑ Learning Session 3 06/25/2020	❑ Survey creation ❑ Matching ❑ Resource sharing ❑ Scheduling	❑ Individual TA calls ❑ Collaborative sessions ❑ Project debrief ❑ Outcomes brief	✓ 05/07/2020 - baseline ❑ 07/09/2020 - round 1 ❑ 09/03/2020 - round 2 ❑ 10/29/2020 - round 3 ❑ 01/07/2021 - round 4

Learning Session 1 Review: Capacity Building with WIC Partners

- HMG Sacramento described how they used training and family advocates to strengthen HMG's relationship with WIC and enhance WIC capacity to support developmental promotion.
- HMG Alameda described how they leveraged training and *Learn the Signs. Act Early.* to design systems and processes to integrate developmental promotion into WIC operations.
- The CDC gave an overview of the *Learn the Signs. Act Early.* and resources available on the website.
- HUG Your Baby shared how they help providers and parents understand a baby's body language and developmental milestones to support breastfeeding duration; enhance capacity to navigate challenges around eating and sleeping; and support parent-child interactions and bonding.

Respond at **PollEv.com/jacquelynros929**
Text **JACQUELYNROS929** to **22333** once to join, then **A or B**

I want to learn more about HUG Your Baby and explore how it can strengthen HMG.

Yes

No

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

Utilizing technology & web-based solutions to enhance screening, linkage, and referral to services.

Strategies from Affiliate Innovation Advisors: WASHINGTON D.C.

DC | HEALTH

Utilizing Technology and Web-Based Solutions to Enhance Screening, Linkage, and Referral

Help Me Grow
District of Columbia

GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

UTILIZING TECHNOLOGY AND WEB-BASED SOLUTIONS TO ENHANCE SCREENING, LINKAGE, AND REFERRAL

PLANNING

The Help Me Grow DC (HMG DC) – WIC partnership grew out of the natural convenience of both entities being housed within the same administration at DC Health. HMG DC was receiving a number of calls from Spanish-speaking families seeking supportive services in regards to not only developmental concerns, but access to food and nutritional information; WIC supports. Our Program Manager was very insistent and strategic in our taking advantage of the vast resources within the community and our provider network; in addition to the number of internal partnership options available throughout DC Health. However, this is not considered a formalized initiative of DC Health, rather a collaborative effort between WIC and Help Me Grow DC.

- Part of the goal was to enhance the long-term collaborative efforts between WIC and HMG DC
- Increase the overall WIC numbers through access, awareness, and re-branding throughout the District
- Within re-branding, consider language consistent with WIC as an option ***for women and families*** and not framed as a ***poverty initiative***
- **Reframing eligibility criteria from *low income* to *income eligible***
- Utilize WIC/Care Coordination's existing text messaging platform as a means of opting into program information and shared resources about nutrition and food supports
- Empowering fathers who are the primary caregiver for their children
- Ward understanding and cultural, financial, and empowerment opportunities

Understanding the Wards of DC in Leveraging Technology & Engaging WIC support

Help Me Grow
District of Columbia

WIC DC

DC | HEALTH

Wards 1-4

- Traditionally higher median income and access to education
- Access to multiple grocery stores and farmers markets
- Well established neighborhoods and familial supports
- Diverse immigrant population

Wards 5-8

- Lower median income and academic levels prevalent (Wards 7 & 8 experience high poverty)
- Effected by food desert phenomenon
- Poor health and lack of exercise abound (high rates of diabetes)
- Considered “East of the River” (often an associated stigma)
- Gentrification

UTILIZING TECHNOLOGY AND WEB-BASED SOLUTIONS TO ENHANCE SCREENING, LINKAGE, AND REFERRAL

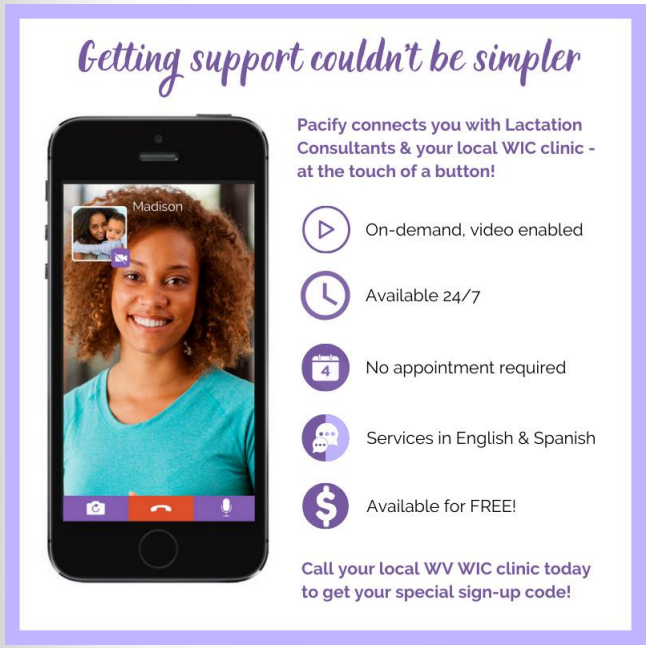
IMPLEMENTATION

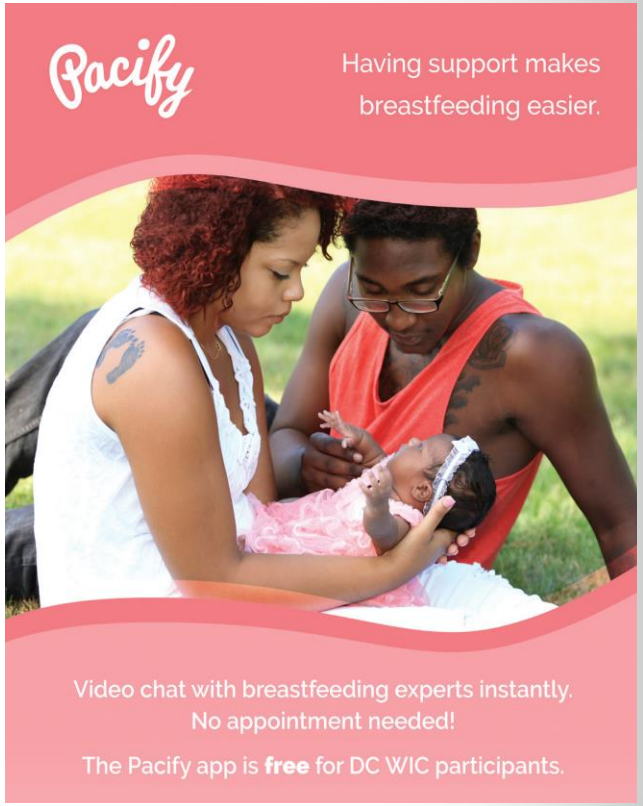
Capacity Building options were centered on strengthening outreach for both WIC participants and Help Me Grow families. As an initial step, a shared outreach schedule/calendar was circulated amongst the two staffs and invitations to Program-Huddles were being coordinated prior to the COVID-19 pandemic, with a training agenda that included joint ASQ milestone testing, collaborative needs assessments on family structure & cultural competence, shared program evaluation/outcomes, and nutrition awareness in meeting developmental milestones. The use of technology, was heavily prioritized as a common opportunity for combined program support and awareness.

Technology as a Gateway to Collaboration

- A basic technological thread is text messaging within the WIC program and Help Me Grow DC's Care Coordination
- On-site ASQ testing (tablets & smartphones) at WIC program offices/Help Me Grow presentations to WIC program participants
- Virtual breastfeeding/lactation support known as ***Pacify***
- ***ParentTV*** as an option for families to engage in virtual support through videos and story-telling around early stages issues

IMPLEMENTATION: TECHNOLOGY AS A GATEWAY- PACIFY





IMPLEMENTATION: TECHNOLOGY AS A GATEWAY - PACIFY

Pacify is a 24 hour app gateway that provides real time video access to on-demand maternal and child health services, with the intent to support geographical, socio-economic and language barriers. Such services include:

- Nationwide Board Certified Lactation Consultants to provide breastfeeding support
- Pediatric telemedicine services with healthcare providers
- Community Resource connection upon organization partnerships
- Calls are answered within an average of 6 seconds

IMPLEMENTATION: TECHNOLOGY AS A GATEWAY - PACIFY

In February 2020, Pacify was deployed by HMG DC to provide access to Board Certified Lactation Consultants to provide HMG DC program participants with:

- Breastfeeding support
- Infant Nutrition
- HMG DC program participants are provided with enrollment guidance and provided with the code HMGDC that will allow free access for 1 year
- April 2020, 1 enrolled participant stated “The service was helpful and appreciate the time”

UTILIZING TECHNOLOGY AND WEB-BASED SOLUTIONS TO ENHANCE SCREENING, LINKAGE, AND REFERRAL

IMPLEMENTATION: ON-SITE ASQ SCREENINGS

With the connection between developmental milestones and nutrition as a primary mission of both WIC and Help Me Grow, the emphasis has been placed on creating opportunities for WIC participants to receive on-site information and ASQ screenings during site visits, at WIC centers where HMG DC has formalized MOUs (MOAs) in place. HMG DC was also in conversation with regards to updating partner agreements to include this technological support. Prior to COVID-19 the schedule was slated to begin in Summer 2020 (late July/early August).

- **Piloted opportunity to provide ASQ screenings with use of tablets/smartphones**
- **On-site discussions regarding results and interpretations**
- **Collaborative training options and ASQ certifications for both WIC/HMG DC staffs**
- **Spanish speaking participants would have bilingual interpretation available (relationship building/breakdown of language barriers – services available)**
- **Connection to appropriate play partners & developmental/behavioral supportive links**
- **Updating HMG DC database with WIC indicators/ASQ outcomes data**

ASQ Ages & Stages Questionnaires®

UTILIZING TECHNOLOGY AND WEB-BASED SOLUTIONS TO ENHANCE SCREENING, LINKAGE, AND REFERRAL

IMPLEMENTATION: PARENT TV

As a means of reaching parents with on-going concerns with regards to traditional early stages questions or awareness, our web-based ParentTV partnership serves as a means for families to get real-time information and virtual storytelling to enhance their understanding of their child's positive development.

EVALUATION & DATA

- HMG DC and WIC works closely with our Title V team to identify program key performance indicators (KPIs)
- HMG DC Reports: monthly, quarterly and annual data reports
- Cross-collaboration meetings and S.W.O.T analysis between HMG DC and WIC
- Other qualitative and anecdotal measures

TECHNOLOGY AS A GATEWAY: CONSIDER THIS!

- Utilize the technology and don't be used by it (traditional building of relationships is key)
- A smartphone in the home is not the same as being connected – the digital divide is growing wider
- If you build it, it doesn't mean that "they will come" (outreach/marketing is primary)

THANK YOU FOR YOUR INNOVATIONS TO COME!

YOUR HELP ME GROW DC TEAM

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Omotunde Sowole-West, MPH – Program Manager/Early Childhood Division Chief
Omotunde.Sowole-West@dc.gov
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Todd.Elliott@dc.gov
202-821-9663

National Partner Resources: CDC

NATIONAL CENTER ON BIRTH DEFECTS AND DEVELOPMENTAL DISABILITIES

Learn the Signs. Act Early.

CDC's *Milestone Tracker* App: A Developmental Monitoring Tool for Families

Karnesha Slaughter, MPH
Health Communication Specialist

CDC's *Learn the Signs. Act Early.*

Empowering parents and other care providers to '**learn the signs**' of typical development and '**act early**' on developmental concerns so children and families can get the services and support they need, as early as possible.

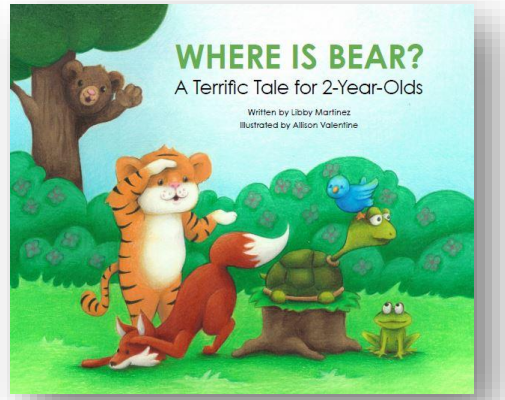
Engagement and Empowerment

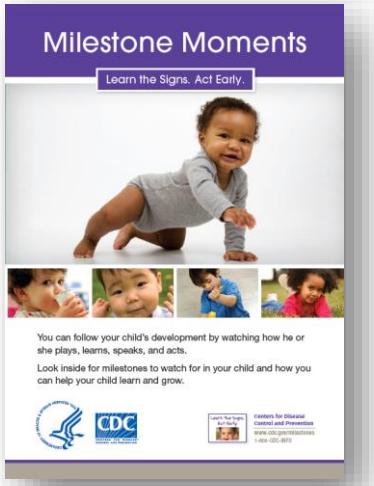
- Develop and disseminate high-quality, research-based, parent-friendly materials to engage parents and providers in ongoing developmental monitoring through age 5 years

- Encourage parents and caregivers to celebrate their children's milestones

- Provide clear, concrete guidance about what to do when there is a developmental concern

Learn the Signs. Act Early. Materials





CDC's Developmental Milestones

- Adapted from AAP's Bright Futures and Caring for Your Baby and Young Child
- Use plain language and everyday examples
- For ages 2, 4, 6, 9, 12, and 18 months and 2, 3, 4, and 5 years
- Include milestones most children reach by each age
- Parent-engaged developmental monitoring tool, not a substitute for a validated developmental screening tool

Your Baby at 9 Months

Child's Name | Child's Age | Today's Date

How your child plays, learns, speaks, and acts offers important clues about your child's development. Developmental milestones are things most children can do by a certain age.

Check the milestones your child has reached by the end of 9 months. Take this with you and talk with your child's doctor at every visit about the milestones your child has reached and what to expect next.

What Most Babies Do at this Age:

Social/Emotional
- May be afraid of strangers
- May be clingy with familiar adults
- Has favorite toys

Language/Communication
- Understands "no"
- Makes a lot of different sounds like "mamamama" and "bababababa"
- Copies sounds and gestures of others
- Uses fingers to point at things

Cognitive (learning, thinking, problem-solving)
- Watches the path of something as it falls
- Looks for things he sees you hide
- Plays peek-a-boo
- Puts things in her mouth
- Moves things smoothly from one hand to the other
- Picks up things like cereal o's between thumb and index finger

Movement/Physical Development
- Stands, holding on
- Can get into sitting position
- Sits without support
- Pulls to stand
- Crawls

Act Early by Talking to Your Child's Doctor if Your Child:
- Doesn't bear weight on legs with support
- Doesn't sit with help
- Doesn't babble ("mama", "baba", "dada")
- Doesn't play any games involving back-and-forth play
- Doesn't respond to own name
- Doesn't seem to recognize familiar people
- Doesn't look where you point
- Doesn't transfer toys from one hand to the other

Tell your child's doctor or nurse if you notice any of these signs of possible developmental delay for this age, and talk with someone in your community who is familiar with services for young children in your area, such as your state's public early intervention program. For more information, go to **www.cdc.gov/concerned** or call **1-800-CDC-INFO**.

The American Academy of Pediatrics recommends that children be screened for general development at the 9-month visit. Ask your child's doctor about your child's developmental screening.

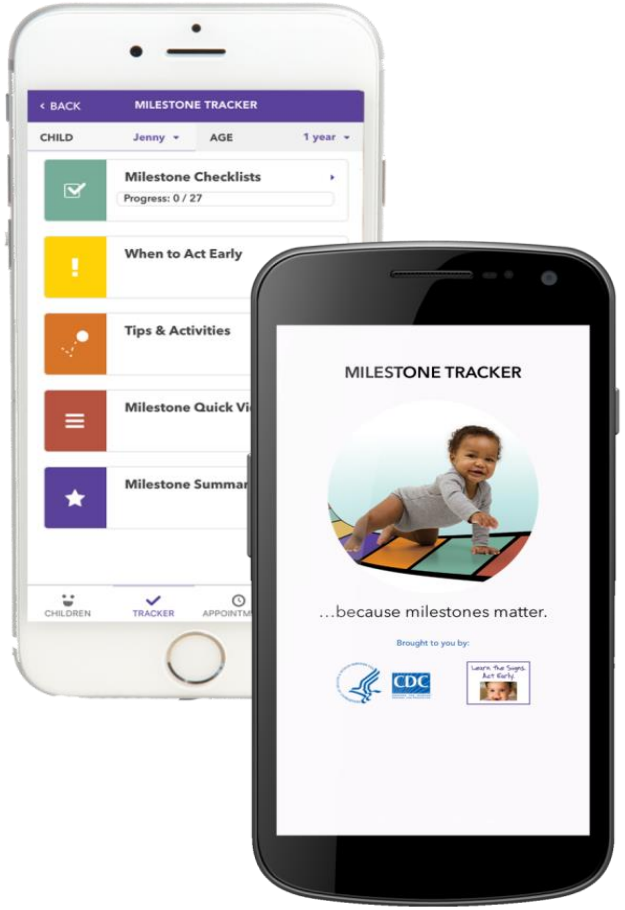
www.cdc.gov/actearly | 1-800-CDC-INFO

Learn the Signs. Act Early.

Why Monitor Development in WIC?

- WIC staff are likely to encounter the **1 in 6 children** with developmental disabilities.
- Children with **nutritional risk** factors are at increased risk of developmental delay and need close monitoring.
- Making referrals for potential developmental delay **supports the WIC framework** of monitoring children's growth and development and making referrals to community resources, like Help Me Grow.

CDC's *Milestone Tracker* App



"This CDC Milestone Tracker app gives parents tips to help their child learn and grow, a way to track developmental milestones, recognize delays, and the ability to share this information with their healthcare provider."

– Dr. Jen Zubler, Pediatrician

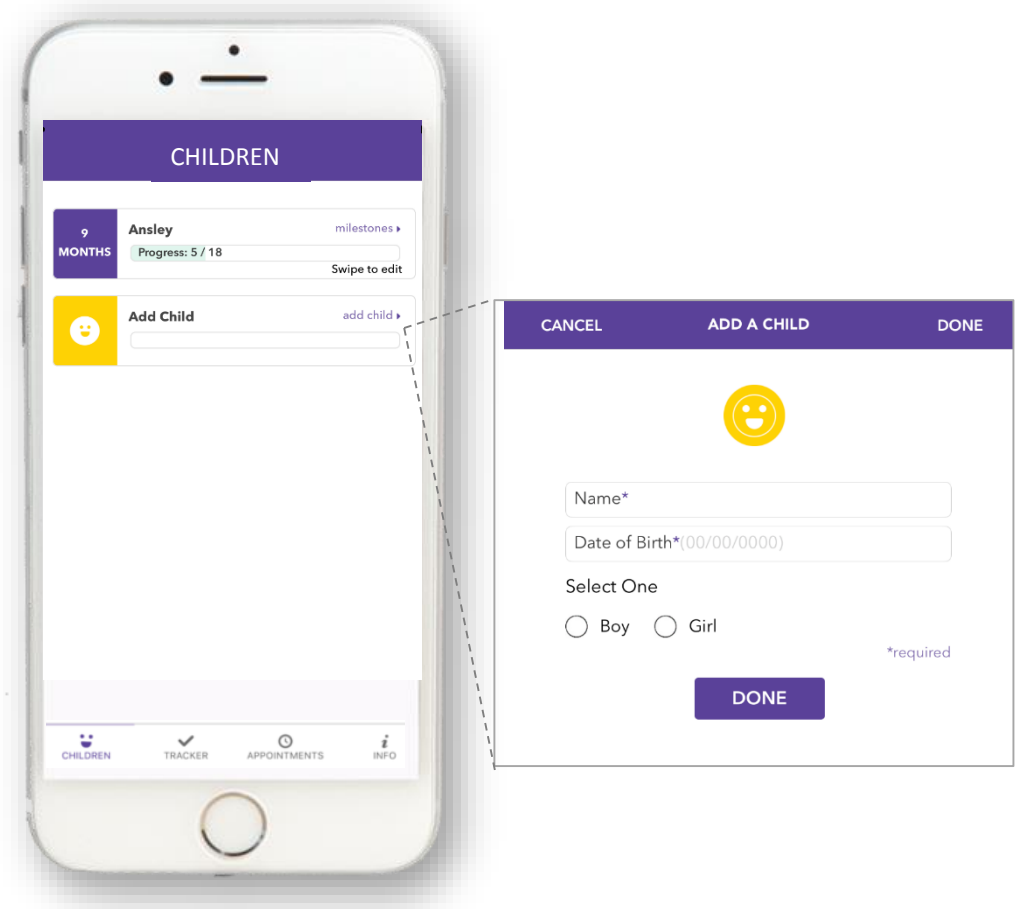
www.cdc.gov/MilestoneTracker

Getting Started

- Interactive milestone checklists illustrate each milestone and make tracking them easy and fun!
- User-friendly and easy to navigate.
- English and Spanish
- Available for iPhone and Android
- Free (and no ads!)

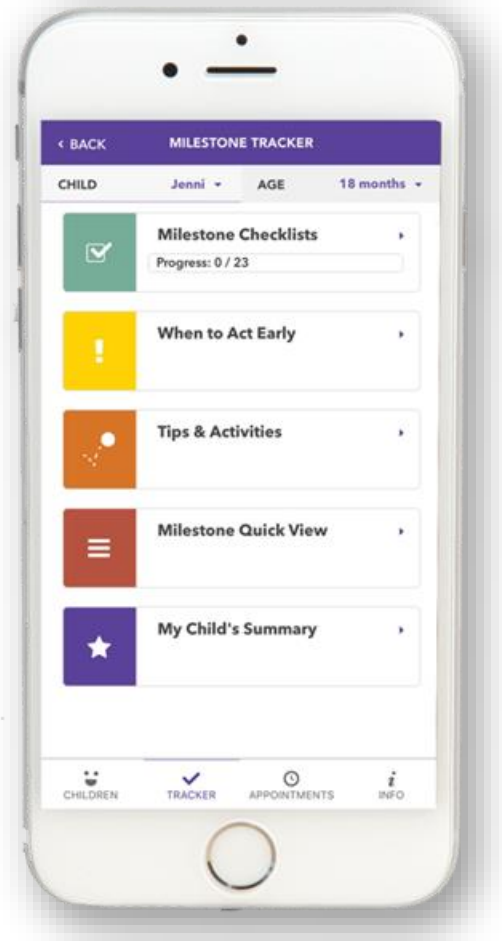
Add A Child – or More!

- Parents and other care providers can add personalized information about multiple children.
- The app's content is tailored to match each child's information (name, age, sex).
- The *Children* page allows users to easily switch between each child's profile.



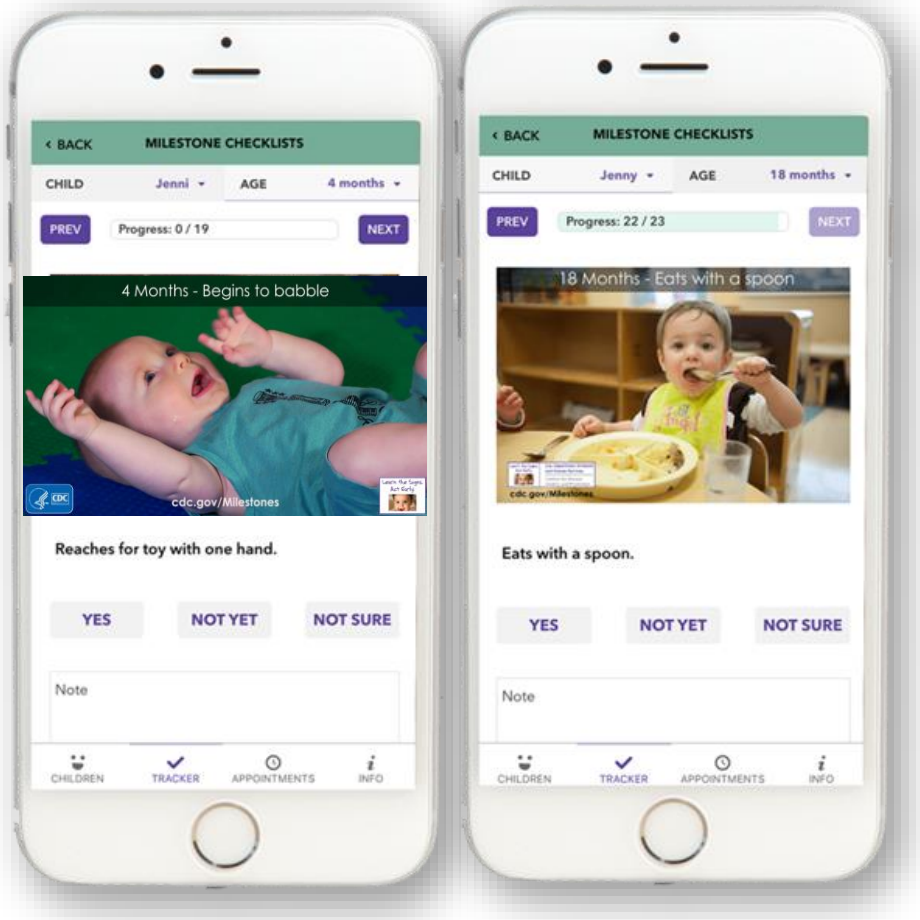
Milestone Tracker –Home Screen

- Easily navigate to all of the app's features from the home screen.
  - **Milestone Checklists**
  - **When to Act Early**
  - **Tips and Activities**
  - **Milestone Quick View**
  - **My Child's Summary**
  - **Appointments**



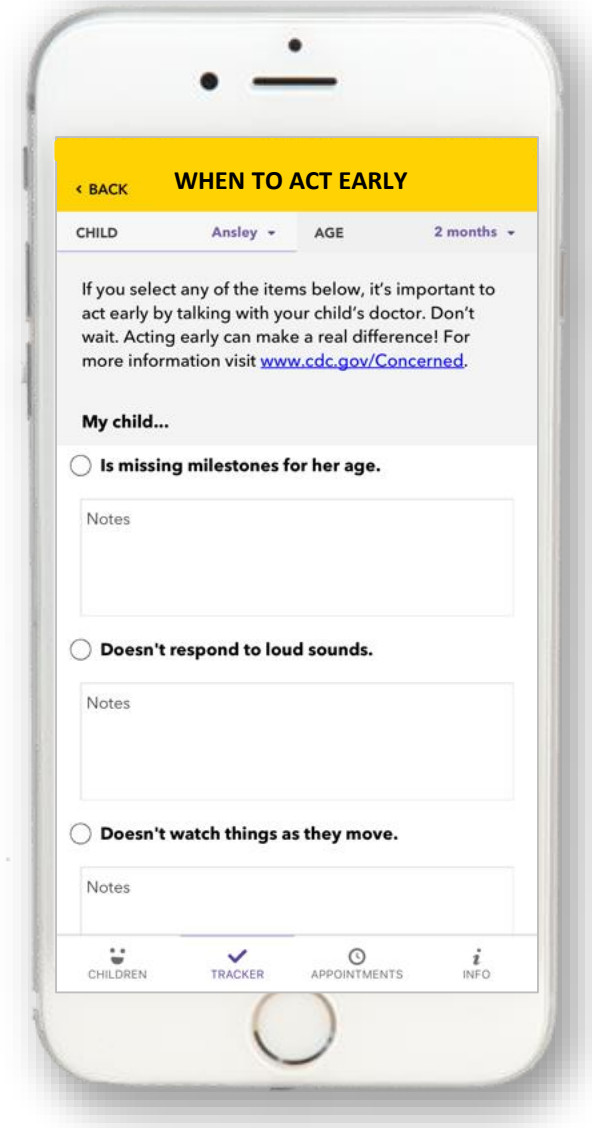
Milestone Checklists

- Checklists are illustrated and interactive, allowing users to view photo and video examples of each milestone.
- Users can easily indicate a child's developmental progress.
  - Yes
  - Not Yet
  - Not Sure
- Users can insert notes under each milestone.



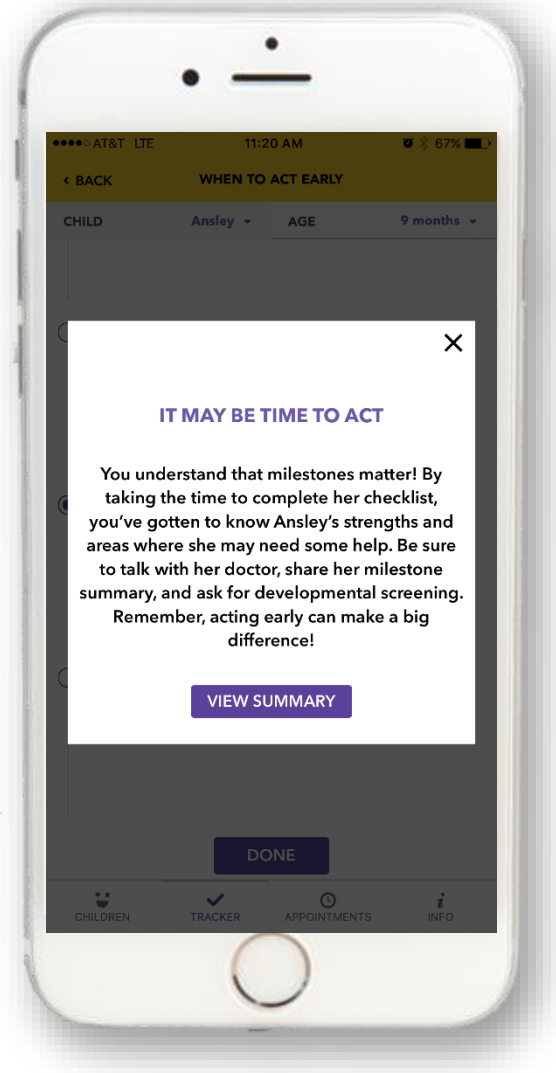
When to Act Early

- This page lists possible developmental “red flags” that, if selected, indicate the need for a possible referral to the child’s doctor.
- A link to the cdc.gov/Concerned page is included for parents seeking more information on what to do if they have concerns.



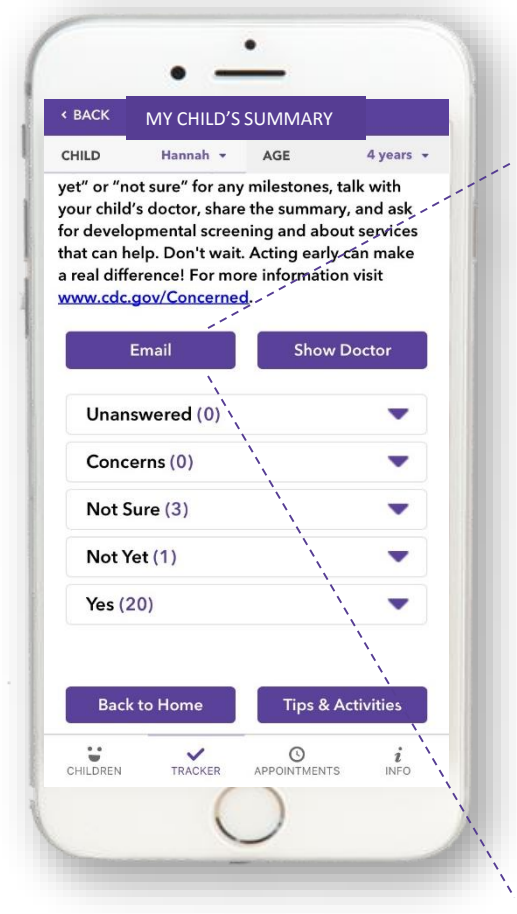
When to Act Early – Indicating a Concern

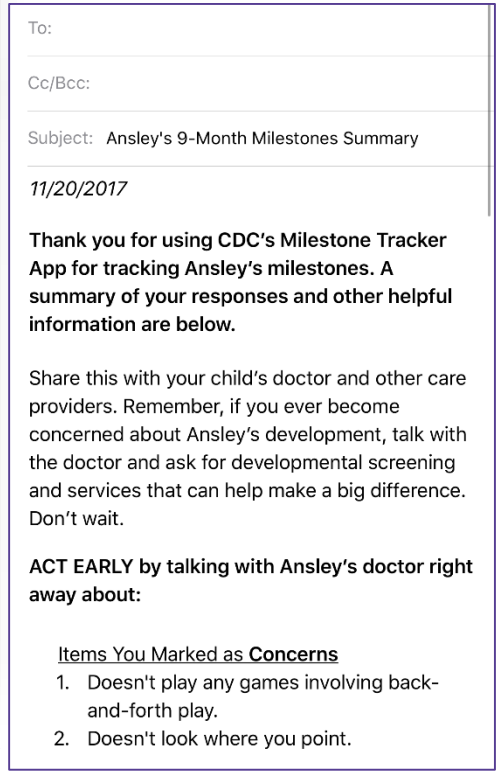
- If the user indicates a concern on the *When to Act Early* page, they will get a tailored pop-up notification encouraging them to talk with the doctor about the concern and to ask for developmental screening.
- If no concerns, the user is taken to the *My Child's Summary* page.



My Child's Summary

- View a summary of each child's milestones after all sections have been completed.
  - Click the "Email" button to populate an email with the summary information.
  - Click the "Show Doctor" button to view the full summary on screen within the app.




To:

Cc/Bcc:

Subject: Ansley's 9-Month Milestones Summary

11/20/2017

Thank you for using CDC's Milestone Tracker App for tracking Ansley's milestones. A summary of your responses and other helpful information are below.

Share this with your child's doctor and other care providers. Remember, if you ever become concerned about Ansley's development, talk with the doctor and ask for developmental screening and services that can help make a big difference. Don't wait.

ACT EARLY by talking with Ansley's doctor right away about:

Items You Marked as **Concerns**

1. Doesn't play any games involving back-and-forth play.
2. Doesn't look where you point.

- Summary can be emailed to the child's doctor or other important care providers to help communicate a child's developmental progress or to discuss concerns.

Milestone Tracker –
Facilitating Connection Between WIC and HMG

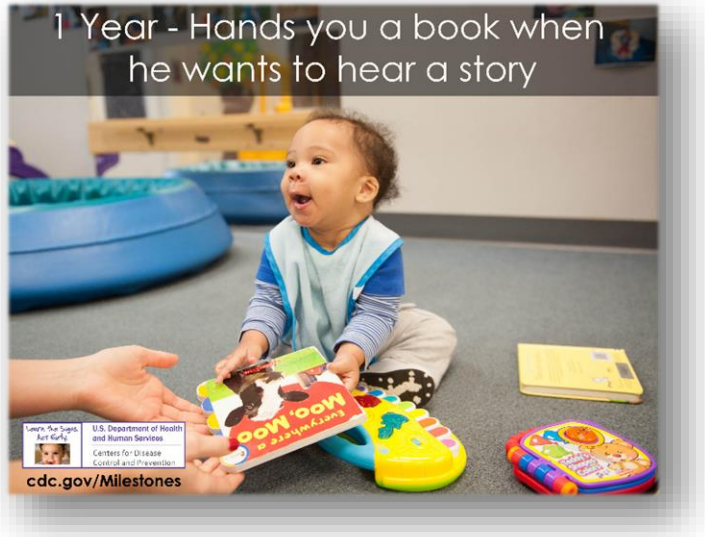
- *Milestone Tracker* can be used to
  - Help parents track a child's development and share concerns with WIC or other providers.

    How?

    - Parent uses the app to complete the checklist before or during the WIC appt and shows or emails the app-generated milestone summary for WIC staff review during the visit.

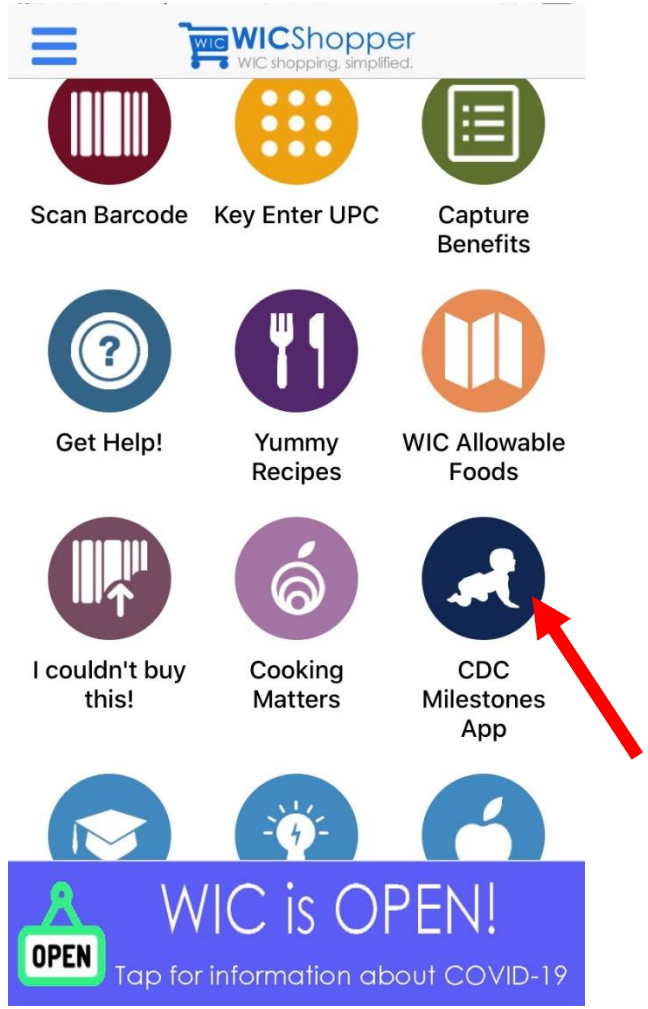
    Concerns noted?

    - WIC providers can make a referral to HMG.



Featured in the WIC Shopper App

- Five states are currently linking families to *Milestone Tracker* via their state's WICShopper app.
- Quick and convenient way to connect WIC families to *Milestone Tracker*.
  - Iowa
  - New Hampshire
  - Arkansas
  - Massachusetts
  - Missouri

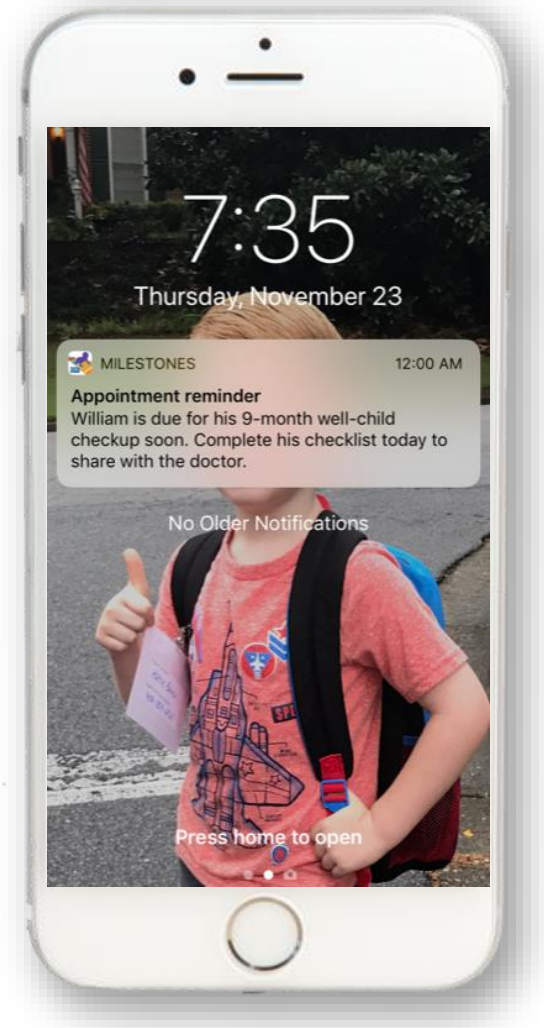


Milestone Tracker – What Parents Should Know

- Tracking developmental milestones is important; CDC's *Milestone Tracker* app makes it easy!
- Sharing developmental progress with providers at WIC and other visits is important.
- If a "Not Yet" or "Act Early" is selected, it is important for families receive a referral or call the doctor and ask for a developmental screening

Additional Features to Engage Families

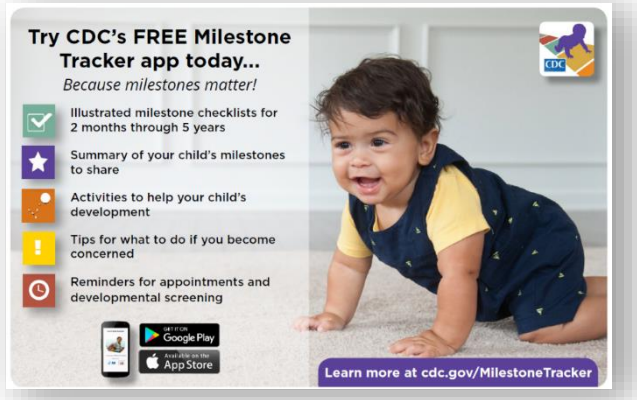
- Appointments
  - Enter upcoming appointments and receive reminders as the dates approaches
- Reminders
  - Checklist incomplete
  - Developmental concern
- Notifications
  - Ready for next age checklist
  - Due for well-child checkup
  - Due for developmental screening



Promotional Materials

Promotional materials available at www.cdc.gov/MilestoneTracker

- Print materials
  - 8.5” x 11” printable poster
  - Half sheet flyer
- Web button
  - Link your website to ours!



Marketing toolkit

- Sample social media posts
- Newsletter blurbs
- High quality graphics
- Promotional videos

Request from ActEarly@cdc.gov

Questions?

www.cdc.gov/ActEarly
ActEarly@cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Discussion

Next Steps

Next Steps

- Continue to track data for key metrics
- Explore technology & web-based solutions to enhance screening linkage, and referral
- Learning Session 3

LEARNING SESSION 3

Improving access to WIC services among eligible families through system building efforts

June 25, 2020 | 2:00 – 3:30 pm ET

Where are we now?

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If additional questions arise, please contact Jacquelyn Rose at jrose0 l @connecticutchildrens.org for assistance.

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National Center