



Help Me Grow[®]
National Center



Help Me Grow

2020 BUILDING IMPACT REPORT HEADLINES



Building Impact

This 2020 Help Me Grow (HMG) report synthesizes information collected from 100 HMG systems in 29 states across the country to capture the following:

- The breadth and scope of HMG system implementations and progress since 2019
- Fidelity to each Core Component of the HMG Model across communities
- The capacity of HMG to reach children, families, community partners, and child health care providers
- Novel approaches and system enhancements currently explored by the National Affiliate Network, including those deployed in response to COVID-19

Major Findings from this Report

Throughout the year, HMG systems collect data on the number of interactions between HMG, families, community partners, and medical professionals within their local HMG system. This year:

- HMG affiliates served **102,726** children and families through the Centralized Access Point.
- Of the families that engaged with the Centralized Access Point, an average of **81%** reported that HMG met their identified needs.
- The National Affiliate Network reached **147,884** individuals (families, community members, providers, partners, etc.) through events led by HMG systems to promote awareness of child development and/or HMG.
- HMG systems trained **27,766** non-medical professionals on developmental screening and/or referral and linkage through HMG.
- HMG systems conducted **980 trainings** for child health care providers on the topic of developmental surveillance and screening and **1,769 trainings** on the topic of the HMG Centralized Access Point as a resource to support referral and linkage.

Strengthening HMG Model Implementation

Data from the 2020 Fidelity Assessment suggest the following as priority areas for further development across the HMG National Affiliate Network, based on the observation that these Key Activities are implemented by the fewest overall HMG systems:

- Real-time resource directory maintenance
- Training on screening and surveillance for partners and providers
- Referral and linkage to services
- Closing the feedback loop with child health providers through the Centralized Access Point
- Driving community change through the utilization of data describing barriers families face to accessing existing resources

Several HMG systems reported identifying barriers that families face in accessing available services in their communities and leveraging HMG to help mitigate those challenges. Examples include:

- Expanding on existing partnerships to meet the increasing demand for essential baby items, specifically diapers, as a result of the COVID-19 pandemic
- Providing targeted support to families living in food deserts through partnerships with Women, Infants, and Children (WIC) and local foodbanks
- Utilizing data on barriers to accessing prenatal care in order to institute organization-wide changes and invest in prenatal services for the future
- Improving referral processes for families to ensure connection to needed services
- Providing targeted support to families without internet access or technology to ensure telehealth opportunities can be utilized

Leveraging the HMG Model in the COVID-19 Crisis

Throughout 2020, HMG systems have leveraged the HMG Model to meet the needs of families impacted by the COVID-19 pandemic.

In a HMG National Center survey administered in April 2020 to assess the immediate impacts of the crisis on HMG systems and their communities, 50% of the HMG National Affiliate Network reported an increase in their Centralized Access Point call volume. While most HMG systems utilized existing staff to support the increased need from the community, 28% of HMG systems reported hiring additional Care Coordinators and training volunteers to support the increase in number of calls from families and their needs.

HMG systems across the nation mobilized immediately, leveraging 7 key elements of the HMG Model to support families through COVID-19:

1. Ensuring equity through targeted universalism
2. Connecting to families through outreach efforts
3. Maintaining a comprehensive, up-to-date resource directory
4. Linking families to community-based services
5. Providing ongoing support to families
6. Partnering with physicians through systematic feedback loops
7. Leveraging technology to sustain support for families

Across the country, HMG systems reported families reaching out to their local HMG call line for information on basic needs including but not limited to: food, clothing, diapers, formula, and housing. Eleven HMG systems across the country distributed over 2.6 million essential infant and toddler items to support 33,000 families directly affected by the physical and economic impacts of the pandemic with funding made available The JPB Foundation and HMG National Center.

Trends We Are Watching



Centralized Access Point

- HMG systems across the country are continuously evaluating the mechanisms used to reach families and provide effective support. Technology remains a key strategy to increase efficiency and effectiveness within and by the Centralized Access Point, including through new apps and platforms that expand access for parent engagement. Text messaging, specifically, has emerged as a tool in which HMG affiliates are investing to maximize family engagement in a convenient and accessible way. Exploration around two-way communication between HMG and families has been expressed by HMG affiliates as an area of interest as well.



Outreach Efforts

- Over 2020, many affiliates embraced new ways of strengthening their engagement of families and pivoting to virtual approaches for historically in-person HMG offerings such as Books, Blocks, and Balls events and parent support groups. While this shift is directly related to the COVID-19 pandemic and the preclusion from hosting in-person events, examination of these efforts should continue to assess how technology can be leveraged to support more families even once social distancing restrictions are obsolete.

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