Leading Help Me Grow at the Local, State, and National Levels: Achieving Collective Goals Through a Nested Backbone Approach

Help Me Grow National Forum

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Presented by
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Our Presenters



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HMG National
Communications & Network
Relations Manager



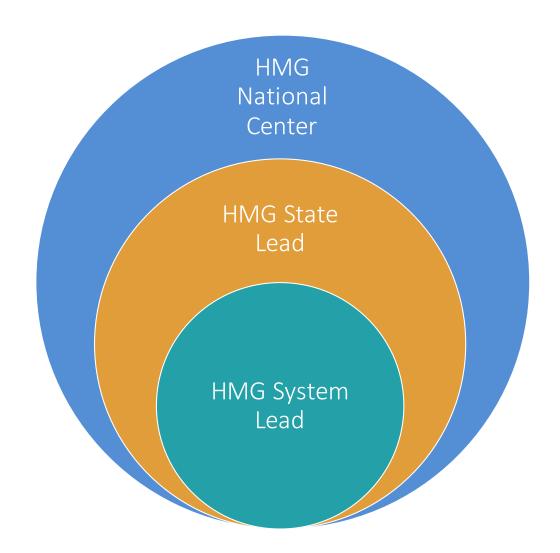
Alexandra Goldberg
HMG Florida
Statewide Director



Liliana Gonzalez HMG Contra Costa, CA Program Coordinator

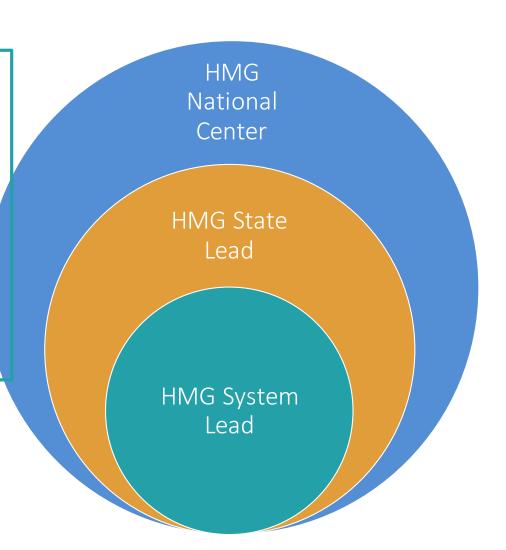
Help Me Grow: A Nested Backbone Structure

The Help Me Grow Ecosystem



5 Functional Categories of a Help Me Grow Backbone Entity

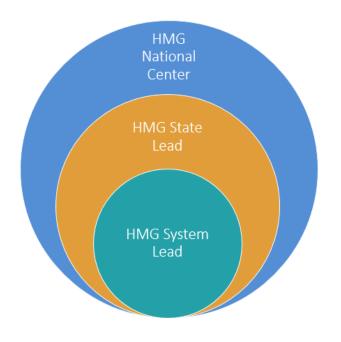
- 1. Funding & Sustainability
- 2. Policy & Advocacy
- 3. Onboarding, Training, and Technical Assistance
- 4. Spread & Scale
- 5. Data Collection & Use



Help Me Grow Leadership at the National Level

National Help Me Grow Leadership

The Help Me Grow Ecosystem



Funding & Sustainability

- Mobilize funding through advocacy and influence to guide funders and federal government towards a structure and approaches that are advantageous for HMG state and local systems
- Provides funding for participation in key technical assistance initiatives to design and test enhancements to the Model
- Secures funding for the identification and testing of innovations that enhance the durability and efficiency of the Model

Policy & Advocacy

- Advocacy for and promotion of smart policy change at the federal-level
- Advances alignment and collaboration among national early childhood initiatives and models
- Produces and contributes to policy briefs and letters of support
- Fosters collaboration among systems in the HMG National Affiliate Network
- Shares data on the gaps and barriers families with young children are experiencing within a given jurisdiction

Onboarding, Training, & Technical Assistance

- Conducts individualized technical assistance promoting Model implementation for new HMG affiliate systems
- Provides universal technical assistance and professional development for the National Affiliate Network
- Leads communities of practice that facilitate interaction between HMG systems and experts and shares approaches to system enhancement that further implementation of the Model
- Hosts annual HMG National Forum to bring affiliates together for networking and learning opportunities
- Researches and Evaluates best practices that expand the evidence base for the Model

Spread & Scale

- Developed and supports progress towards a national HMG strategic growth plan
- · Collects data via annual Fidelity Assessment to guide evidence-based strategic growth
- Builds collaboration among leading national-level partners in the early childhood field
- Provides technical assistance to new and long-standing HMG systems

Data Collection & Use

- Creates and maintains guidelines for affiliates to fully implement fidelity to the Model
- Tracks and monitors uptake, progress, and innovation of the HMG Model nation-wide
- Uses data collected by the National Affiliate Network via the Fidelity Assessment to guide quality improvement, priorities for technical assistance, and areas of opportunity to new strategic partnerships and growth
- Advances new partnerships and identifies strategic initiatives at the national-level based on the unique value proposition afforded by system-level data

Help Me Grow National

Influence the national conversation and movement that will provide the most fertile environment for states and communities to support families' optimal health and well-being

Advocate for more/new/smarter funding from federal agencies

Promote alignment in ideology and strategy among national organizations in adopting as a core principle the importance of systems that ensure developmental promotion, early identification, referral and linkage for all families



Help Me Grow National

Guide evidence-based change that transform systems at the state and local-levels.

• Collect and analyze data from the HMG National Affiliate Network that are used in:



1. National and federal-level funding and policy change efforts

2. The identification of promising practices, and new partners to enhance systems

Help Me Grow National

Support the HMG National Affiliate Network in building comprehensive, cross-sector, integrated early childhood systems that promote development and well-being with family and caregiver goals and values at the center.

 Technical assistance to new and long-standing HMG state affiliates and local systems

Expand coverage of HMG to new states

Advance social and racial equity via HMG

Data Collection & Use

spread &



Alexandra Goldberg, Ed.D.

Statewide Director, Help Me Grow Florida CDC's "Learn the Signs. Act Early." Ambassador to Florida

Help Me Grow State Leads

- Funding & Sustainability
 - Administers and executes the Help Me Grow Contract
- Policy and advocacy
 - Develops and fosters state-level partnerships that can trickle down to local levels
- On-boarding, Training and Technical Assistance
 - Provides technical assistance and professional development opportunities to local affiliate systems to assist in their implementation of the four core components.
 - Develops and procures outreach materials
- Spread and Scale
 - Coordinates efforts to enhance spread of system across the state
 - Including conducting state-level legislative advocacy for increased system awareness and state funding
 - Hosts annual statewide meeting for statewide affiliates and stakeholders
- Data Collection and Use
 - Facilitates a shared set of metrics among affiliate systems and analyses common indicators

Structure of Help Me Grow in Florida

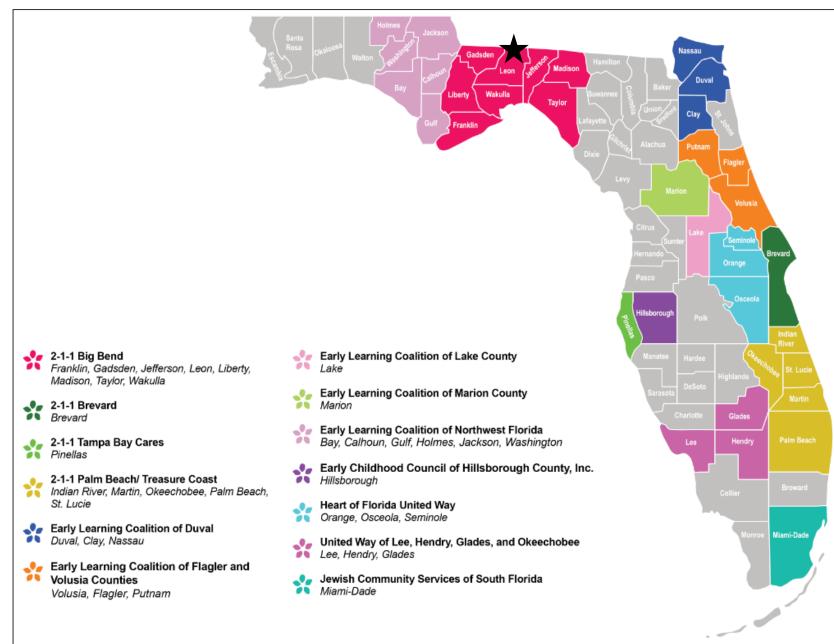


State Coordinating Office (SCO):



HMG Staff at SCO:

- Statewide Director
- Data and Research Manager
- Outreach Specialist
- Contract Compliance Specialist



Structure of Help Me Grow in Florida

Legislative appropriations



State of Florida, Division of Early Learning (DEL)

Children's Forum is subcontracted by DEL to administer HMGF



State Coordinating Office (SCO)

Located at the Children's Forum

Develops and oversees 11 affiliate subcontracts & funding awards (out of 13 affiliate sites)



HMG local affiliate (counties served)

Housed within different agencies



Local partnerships and services

Subcontractors

Memorandum of Understanding (MOU)

In-kind support



I.Administers and executes the HMGF contract (and local affiliate subcontracts)

Contracts:

- Children's Forum has a contract with the Division of Early Learning to administer HMGF and serve as SCO
 - Oversee the legislatively appropriated funding award
 - o Requirements for each core component (# of screenings, children & families served, outreach activities, etc.)
- Children's Forum (HMGF SCO) subcontracts out direct services to local agencies (affiliates)

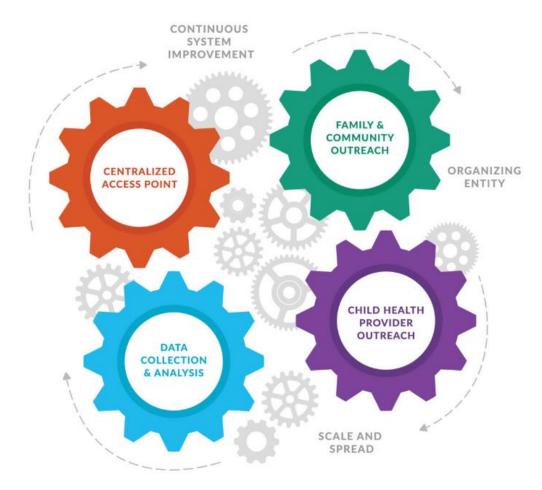
Monthly reports:

- Local affiliates submit monthly reports to SCO
- SCO submits monthly report to DEL

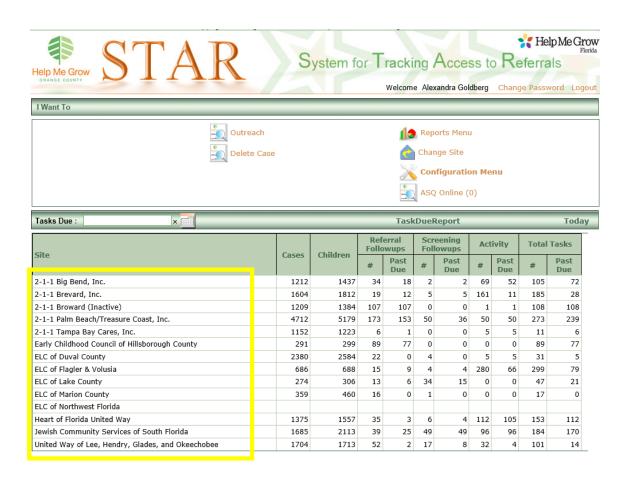
2. Provides technical assistance and professional development opportunities to local affiliate systems to assist in their implementation of the four core components.

Types of technical assistance

- Core components
 - Centralized access point
 - Family/Community outreach
 - Materials
 - Activities
 - Child healthcare provider outreach
 - Materials
 - Activities
 - Physician champions
 - Data analysis
 - STAR
 - Brooke's
 - Annual reports/summaries
- Coordinate or host trainings/webinars



3. Facilitates a shared set of metrics among affiliate systems and analyses common indicators



STAR database:

- Comprehensive database for collection of common indicators
- We have taken HMG National's common indicators and customized them for FL
- SCO pays for annual STAR subscription for each individual site
- Application Programming Interface (API) links Brooke's ASQ Online directly in STAR
- Transfers information captured in Brooke's to STAR

Programs						
Program name	Account name	Administrators	Program phone	Program email	Child profiles	Screens used
		Burke, Cathy Lozano-Castro, Sandra				
2-1-1 Tampa Bay Cares	Childrens Forum Help Me Grow	Randall, Liz Perry, Edward Timothy, Kristine Cartmell, Jeannine Richardson, Sarah	2-1-1	kristinet@211tampabay.org	850	633
Early Childhood Council of Hillsborough County	Childrens Forum Help Me Grow	Waters, Derek VanPelt, Greg Price, Tamara Randall, Liz Mink, Daniela Martaus, Steve Wiley, Kim Reyes, Lori	813-964-1964	dwaters@crisiscenter.com	1791	230
Heart of Florida United Way	Childrens Forum Help Me Grow	Smithwick, Gretchen Crenshaw, Jennifer Randall, Liz	(407) 429-2166	hmg@hfuw.org	395	552
Jewish Community Services	Childrens Forum Help Me Grow	Randall, Liz Lozano, Hortensia Ramirez, Tania	305-740-8998	hlozano@JCSFL.ORG	99	97
Test Program	Childrens Forum Help Me Grow		000000000	Irandall@thechildrensforum.com	0	0
United Way of Lee, Hendry, and Glades	Childrens Forum Help Me Grow	Randall, Liz Beauvois, Susan Longmire, Tina Esquivel, Viola Sotir. Anna	239-425-6920	susan@healthystartswfl.com	2332	1411

ASQ Enterprise account:

- Set-up and manage local affiliate site accounts within Enterprise account
- Collect all ASQ-3 and ASQ:SE-2 screening data
- Most of our local HMG sites are included in our Enterprise account





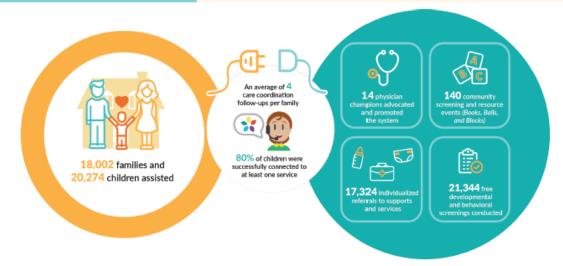
Annual & Impact Reports:

- Data is analyzed and used to create annual Impact Reports
- Reports are used for advocacy efforts, outreach, and legislative discussions.
- Affiliate impact reports



OUR IMPACT

and successfully connecting all children and families to the services they need, when they need them.1



Help Me Grow® is helping children that are not typically supported

- 44% of children served do not attend an early learning program and might not have otherwise received supports.
- 50% of screenings showed a concern or need for monitoring that may not have been otherwise identified.
- 79% of children received services before entering kindergarten.
- 75% of children screened are Medicaid enrollees. Helping children overcome developmental delays early can reduce Medicaid dependency and costs.







Impact Report

Since 2014,*

Help Me Grow® Florida has helped families build the foundations of well-being. The cumulative impact on Florida's families is impressive.



Building a stable structure for Florida's families...

Community screening

events (Books, Balls,

and Blocks)

18

Physician Champions

*Advocates who motivate other physicians to conduct routine surveillance and screening of children

Our partners are fundamental to

identify the need for additional materials

and to reinforce the structure

115+

Community partners

260+

Healthcare provider

partnerships

15,737

Referrals to needed services

including behavioral services, home visitation, early intervention, basic needs, and mental health counseling An average of

77%

of children received services before they entered kindergarten

An average of 70% of children were

successfully

connected to at

least one service

Children served

15,360

*includes free developmental and behavioral screenings, parenting support, linkage to needed services, and follow-up to confirm successful connection to services



16,914 Developmental and

behavioral screenings



*Cumulative data through June 30, 2019 Sponsored by the Children's Forum and the State of Florida, Office of Early Learning



4. Coordinates efforts to enhance spread of system across the state

- Seek additional funding
- Conduct state-level legislative advocacy for increased system awareness and state funding
- Onboard new affiliates

5. Develops and fosters state-level partnerships

• That can trickle down to local partnerships

6. Hosts annual statewide meeting for HMGF affiliates and stakeholders

Opportunity for professional development and networking

7. Development and procurement of outreach materials

Development

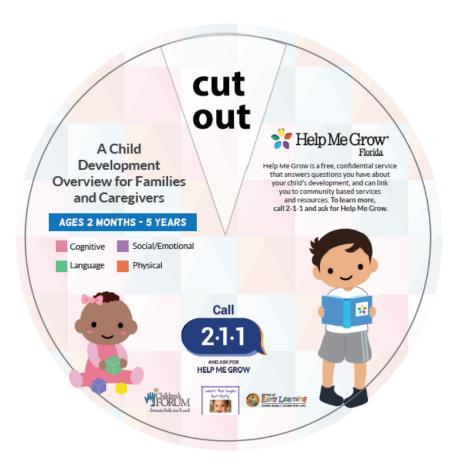
- SCO and Children's Forum Outreach team develop content/language for materials
- Children's Forum graphic designer creates artwork
 - Local affiliate logos

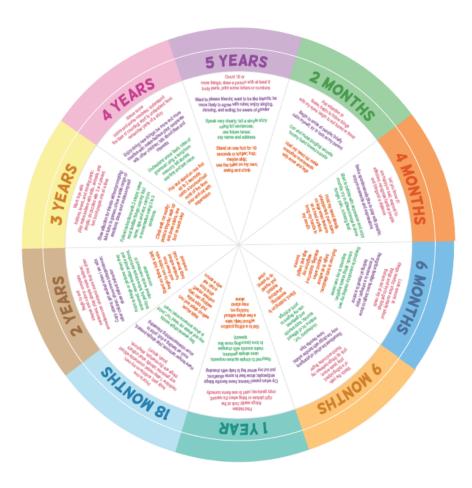
Purchasing/Procurement

- Comply with state policies for making purchases with state funds
- Contact vendors for quotes
- Lead communication with vendors
- Purchase printing and shipping of all materials

Shipping/delivery

Organize shipping locations and tracking





Milestone wheels















Help Me Grow® Florida

is a FREE over-the-phone resource that helps connect children, families, and caregivers with local services and supports to help them thrive.

- Answer any questions and concerns about your child's development
- Guide you through our free developmental and behavioral screenings
- Provide parenting tips, activities, and other useful information
- Follow-up support to ensure your child receives the right services

Interested in Help Me Grow?

Is your child:

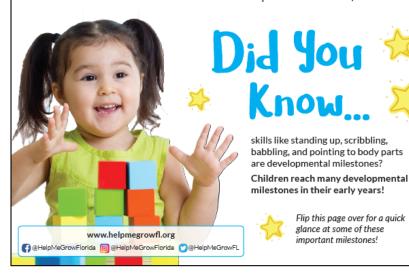
- A Florida resident?
- Between the ages of birth through eight?

Call

2:1:1

Get Connected, Get Help.™

and ask for Help Me Grow!



Developmental Amilestones at a Glance



YOUR CHILD'S AGE	SOCIAL-EMOTIONAL	LANGUAGE/ COMMUNICATION	COGNITIVE (LEARNING, THINKING, PROBLEM-SOLVING)	MOVEMENT/PHYSICAL DEVELOPMENT	
6 Months*	Knows familiar faces; Likes to look at self in mirror	Responds to name; Strings vowels together when babbling ("ah," 'eh," "oh")	Brings things to mouth; Looks around at things nearby	Begins to sit without support; Rolls over in both directions	
1 Year*	Cries when mom or dad leaves; Has favorite things and people	Uses simple gestures, like shaking head "no" or waving "bye-bye"; Says "mama" and 'dada' and exclamations like "uh-oh!"	Explores things in different ways, like shaking, banging, throwing, Follows simple directions	May take a few steps without holding on; Pulls up to stand; May stand alone	
2 Years*	Shows more and more independence; Copies others; Gets excited when with other children	Says sentences with 2 to 4 words; Knows names of familiar people and body parts	Begins to sort shapes and colors; Might use one hand more than the other; Builds towers of 4 or more blocks	Stands on tiptoe; Kicks a ball; Begins to run; Makes or copies straight lines an circles	
3 Years*	Dresses and undresses self; Shows affection for friends; Shows a wide range of emotions; Takes turns in games	Talks well enough for strangers to understand most of the time; Follows instructions with 2 or 3 steps	trangers to understand host of the time; Follows instructions with 2 or 3 host of the time; Follows instructions with 2 or 3 host of the time; Follows in th		
4 Years*	Plays 'Mom' and 'Dad'; Cooperates with other children; Is more and more creative with make- believe play	Tells stories; Can say first and last name; Knows some basic rules of grammar	Uses scissors; Starts to understand time; Draws a person with 2 to 4 body parts	Catches a bounced ball most of the time; Pours, cuts with supervision, and mashes own food	
5 Years*	Wants to please friends; More likely to agree with rules; Likes to sing, dance, and act	Speaks very clearly; Tells a simple story using full sentences; Uses future tense; Says name and address	Counts 10 or more things; Copies geometric shapes; Knows about things used every day, like money and food	Can do a somersault; Use a fork and spoon; Can use the toilet on her own; Swings and climbs	
6 - 8 Years	Thinks about the future; Is concerned for others and his/her friendships; Displays increased independence	Understands more complex grammar and vocabulary	Increased reading abilities; Holds and uses a pencil easily; Copies designs, shapes, letters and numbers	Rides a 2-wheel bicycle; Skips; Plays jump rope; Walks on a straight line	

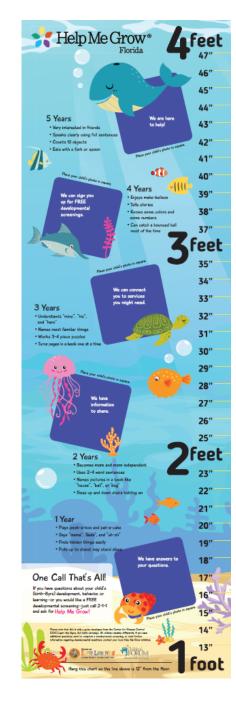


"Please note that this is only a guide developed from the Center for Disease Control's (CDC) "Learn the Signs. Act Early" campaign. All children develop differently, if you have additional questions, want to complete a developmental screening, or need further information regarding developmental questions, contact your local Help Me Grow initiation.





Sponsored by the Children's Forum, Inc. and the State of Florida, Office of Early Learning.





How Can Help Me Grow Support You and your Practice?

As a healthcare professional, you understand the critical importance of early detection and intervention in the patients you serve. Help Me Grow supports you in caring for your patients by providing the following services:

- Free developmental and behavioral screenings
- · Parenting tips, activities, and useful information
- · Referrals and connections to available community resources
- Follow-up with families to ensure children receive the services they need
- · Shared outcomes of our care coordination efforts to strengthen the relationship between you and your patient



How does HMG work?

family to HMG

HMG provides child information and offers developmental

HMG refers families to local child development and

HMG follows-up with family to ensure successful connection to services and offer additional screenings

If necessary, HMG makes additional referrals

DID YOU KNOW?

The American Academy of Pediatrics (AAP) recommends that developmental surveillance be incorporated into every well child visit.

Children see the doctor up to 12 times during the first two years of life for well care.

Research shows 12-16% of children are at risk for developmental and/ or behavioral problems which can impact their health and wellness.



Developmental surveillance and screening together are more likely to identify the 1 in 6 children with a developmental disability than either one alone.

> The AAP recommends that standardized developmental screening tests be administered to all children at the 9,18, and either the 24 or 30 month visits.

www.helpmegrowfl.org



@HelpMeGrowFlorida



Does Your Practice Promote Developmental Monitoring and Surveillance?

Help Me Grow's milestone checklists make developmental surveillance easy. Our checklists:

- Utilize CDC's Learn the Signs. Act Early. milestones, based on milestones from the American Academy of Pediatrics (AAP)
- Help you systematically conduct developmental surveillance as recommended by the AAP
- Correspond with health supervision visits for ages 2 months to 5 years
- Are completed by parents, preparing them for more accurate responses to developmental screenings



Does Your Practice Offer Developmental Screenings?

Help Me Grow can assist with...

- Follow up support for families
- Updated resource directory for referrals and connections to services
- · Enrollment assistance for families
- Parenting tips, activities, and other useful information
- Trainings for staff on developmental monitoring/screening

Help Me Grow can assist with everything mentioned PLUS...

- Incorporating developmental monitoring in well-child visits
- Assistance in conducting developmental and behavioral screenings on-site
- Establish a formal screening process for the practice

How can you connect your patients to HMG?

INSTRUCT a family to call 2-1-1/Help Me Grow during a well-child visit.

CALL 2-1-1 and ask for Help Me Grow. Our Care Coordinators will then contact the family. SEND a referral form through our website (www.helpmegrowfl.org, "Request a Screening")

WRITE a "prescription" to call 2-1-1 and ask for Help Me Grow after the visit.



We'd love to support you to achieve our shared goal of promoting healthy development for every child in Florida.

Sponsored by the Children's Forum, Inc. and The Florida Department of Education, Office of Early Learning









Physician Flyer



Is your child's development on track?

Try our virtual milestone checklist

...because milestones matter!

- ★ Milestone checklists for 2 months to 5 years
- Receive a summary of your child's milestones
- ★ Download, print, and save summary to your desktop and/or mobile device
- ★ Automatically send summary results to Help Me Grow® Florida for a follow-up







To complete a milestone checklist, visit: https://www.helpmegrowfl.org/complete-a-checklist/

Milestone Checklist postcard









HMG COVID-19 tri-fold brochure



Liliana Gonzalez Help Me Grow Coordina

Help Me Grow Coordinator First 5 Contra Costa



Local Help Me Grow Leadership



Funding & Sustainability

- Supports program leadership in relation to grant applications and data collection
- Frames HMG value proposition to the local community
- Collective innovation within community partnerships

Policy & Advocacy

- Tells the story of the community to advocate for policy change, services, and funding
- Active and close collaboration with community partners to advocate for families

Onboarding, Training, & Technical Assistance

- Provides technical assistance and professional development opportunities to HMG contractors, and HMG staff (e.g. Care Coordinators and Outreach personnel)
- Provides training to community-based child health care providers
- Conducts networking events for community-based early childhood organizations

Spread & Scale

- Develops protocols and procedures to ensure high quality service delivery
- Develops and maintains community-level partnerships
- Coordinates planning and expansion efforts of HMG system at community-level
- Assists in contract development and executes contracts (e.g. developmental playgroups, Child Health Care Provider Outreach, Centralized Access Point, Marketing, evaluation, etc.)

Data Collection & Use

- Maintains and synthesizes information, data, and records
- Reports key data to HMG National Center via the Fidelity Assessment
- Evaluates and reports on the effectiveness of current programs and services
- Identifies system barriers with community-level partners
- Shares data with community partners including policy change leaders
- Recommends programmatic improvements

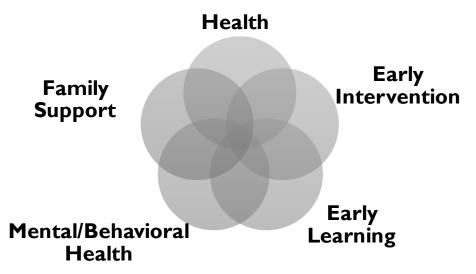






1. Cultivation and Facilitation of Community Partnerships and Stakeholder Engagement

- Developing and maintaining county-level and cross-sector partnerships
 - Direct outreach
 - Attend local interagency meetings and collaboratives
 - Host and facilitate HMG Networking cafes
- Identify opportunities for collaboration, funding and advocacy
- Facilitate better collaboration and networking of different sectors, agencies and service providers





2. MOU and Contract Monitoring

Develop, implement, and monitor MOUs with local partners

Routine quarterly meetings

3. Data Collection and Reporting

- Monitor and ongoing review of data collection process
 - Data from CAP, HMG Developmental Playgroups, external developmental screening efforts
- Collect data and synthesize information for reporting
 - Internal commission reports
 - External partners meetings
 - HMG CA and HMG National
- Identify trends, system barrier, and opportunities for system improvement





4. Champion Early Identification and Intervention

- Provide training and technical assistance for implementation of developmental screening
 - Co-Facilitate and co-host training sessions with Health Provider Outreach contractor and early childhood educator partners
 - Ongoing technical assistance
- Identifying and promoting promising/best practices and strategies

5. Communications and Messaging

- Disseminate research and best practices/strategies
 - local partners and contractors
 - local government and stakeholders
- Develop outreach material and content, and ensure aliment with National and State level framing and messaging efforts

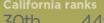








WHEN A CHILD'S PARENT HAS A
DEVELOPMENTAL
DISABILITY



44th

Developmental screening at AAP

recommended well-child visits

will catch delays earlier,

making treatment

more effective.

Too often developmental delays go undetected.









1 in 68 children are at risk for an



ISTRICT e disability may ation services

OGRAM



•

HOW to REFER

ANYONE can refer to Early Start with parents consent for further evaluation

800-515 BABY earlystart@dds.ca.gov www.dds.ca.gov/earlystart

PARENTS must

Contact the child's local school district office or SELPA

Visit www.dds.ca.gov/RC for



Visit www.helpmegrowca.org







Adapted from materials by Help Me Grow Ventura County and First 5 Ventura County



- Says sentences with 2 to 4 words
- Gets excited when with
- ☐ Follows simple instructions
- ☐ Kicks a ball Points to things or pictures when they're named
- Copies adults and friends (like running when other children run

- ☐ Plays make-believe with dolls,
- without prompting



Tells stories

Draws a person with 2 to 4

body parts

Plays cooperatively

I Knows what ordinary things are for, for example, telephone,

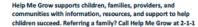
Points to show others some

feeding a doll



Help Me Grow Contra Costa





For program information: helpmegrow@first5coco.org www.helpmegrowcoco.org

6. Actively engage with HMG California Network

- Yearly fall HMG CA Affiliate Network convening
 - Attend, facilitate sessions, present, and support planning efforts
- Network, share and troubleshoot with other network affiliates
 - Promising practices, successful efforts and strategies
 - Challenges and barriers
- Develop common policy agenda and alignment across state network and National Center
 - Participate in Learning Communities from National Center
 - Participate in state Advocacy Day legislative visits and outreach





PROPOSITION 10

Established state and local infrastructure to support the development of comprehensive early childhood systems building in California















THANK YOU!

Liliana Gonzalez

Help Me Grow Coordinator, First 5 Contra Costa

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