



Help Me Grow State Lead Network Innovative Strategies for Spread & Scale

November 9, 2023



Part of Connecticut Children's Office for Community Child Health
www.helpmegrownational.org

Help Me Grow State Lead Network

- Hosted by the HMG National Center
- Part of our broader *Building Connections* initiative to convene individuals across the HMG National Affiliate Network around commonalities
- To learn from each other, share tools and resources, jointly address common challenges, and strengthen our collective approaches and impact
- Guided by state lead priorities gathered from the December 2022 report, *Exploring Help Me Grow at the State-Level: An Exploration of Roles, Responsibilities, Strategies & Approaches* and a Learning Interest Assessment completed by members
 - Today's session informed by member priority #3: Spread and Scale

The Why

Fill a gap in our knowledge, codification, and resources.

Create a shared foundation around what it means to be a HMG state-lead

Promote awareness of the array and variety of approaches in state-level leadership

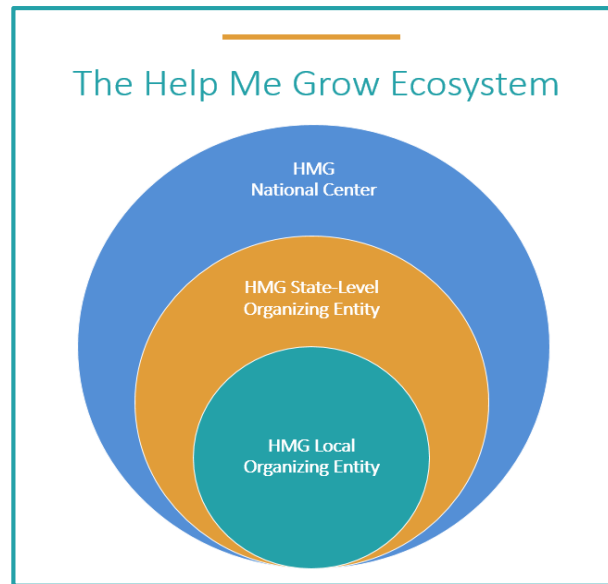
Support existing and future affiliates in leading HMG at the state-level and determining most auspicious structure for HMG implementation within respective states

Provide resources/material to leverage for a broader scope of TA to HMG state leads

Desired Insights

1. How a state lead's organization type/position in the landscape impacts the role
2. 5 strategic areas – What they are, how they are being carried out, variety in approach across the HMG National Affiliate Network
3. Where HMG state leads most desire clarity and support to do their work

Big Rocks



Five Strategic Areas

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

This study finds that a HMG state lead's role and priorities are shaped by three main factors:

- 1) The HMG state-level Organizing Entity's type and sector
- 2) Whether the affiliate state has a single or multiple Centralized Access Points
- 3) The state-level Organizing Entity's role in Centralized Access Point administration. For a full breakdown of state-level Organizing Entities and Centralized Access Point structure across the National Affiliate Network

Spread and Scale



Spread & Scale as a Structural Requirement

- Meaning: Actively creating opportunities for new communities – geographic, cultural, or professional – to join and inform HMG system building efforts
- Communities with buy-in, bandwidth, and traction can cultivate a system that aligns with their needs, as well as offer a cost-effective option for communities with limited resources or service infrastructure
- Objectives and activities conducted by state leads to promote spread and scale vary significantly depending on many factors, with the biggest variable being whether the state has a single or multiple HMG Centralized Access Points

Spread & Scale: Different Examples

- Defining clear opportunities and supports for new partners to join HMG efforts
- Outlining a pathway for new communities to implement the Model or be served by a statewide system
- Generating system-level interest among sectors not yet engaged in HMG
- Dismantling existing racist, biased, prejudiced, and xenophobic structures and actively promoting more equitable representation, decision making power, and resource allocation among HMG partners
- Investing in human or technical infrastructure that promotes economies of scale, so existing resources go farther and are more stable (e.g. trainings, data systems, marketing)
- Building HMG credibility and visibility by promoting best practices and current research
- Scaffolding self-assessment, asset mapping, and community organizing as precursors to HMG implementation

Discussion Questions

- What has been your system's most effective strategy for Spread and Scale?
- What have been some of your biggest issues with Spread and Scale?

Lessons and Learnings of Using a Community-Based Satellite Coordinated Access Point

Speakers



**Lark
Kesterke, Statewide
Spread and Scale**



**Carina Gonzalez,
Family Resource
Navigator**



**Lyndie Simmonds,
Local HMG System**



**Katharine Alexander,
Evaluation manager**

HMG Washington Network: Coordinated Access Point (CAP) Models

HMG Washington Statewide CAP

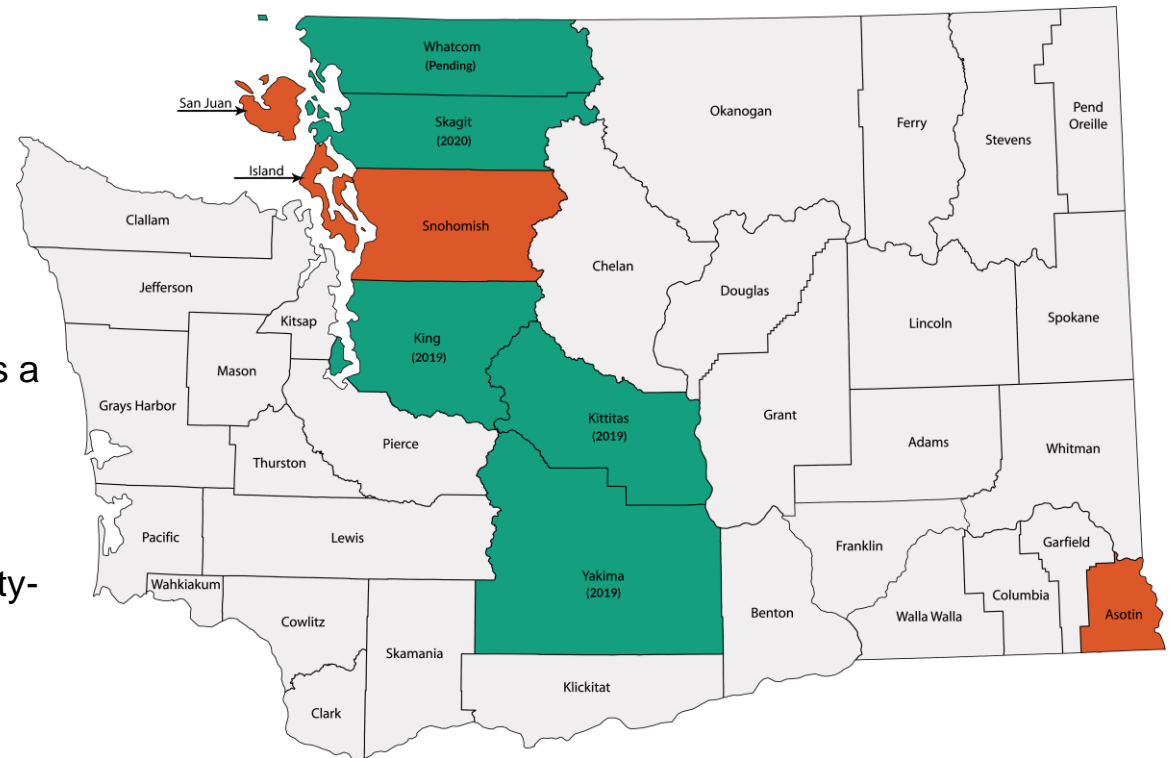
Help Me Grow Washington Hotline, provided and operated by WithinReach. Serves all children and families across Washington State.

Local Coordinated Access Point

A local HMG system may choose a local call center, starting one from baseline or adapting an existing call center. Serves a specific geographic area.

Community-Based Satellite CAP

A local HMG system can also choose to utilize the Community-Based Satellite CAP option, which involves collaborating with WithinReach to hire a local Family Resource Navigator (FRN) who lives in and serves the community and region, while being part of the Statewide CAP team.



Hear from Family Resource Navigator Communities



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SKAGIT

- HMG Family Resource Navigator & the HMG Family Resource Center co-located at the Children's Museum
- Shared data intake system for a more seamless referral process

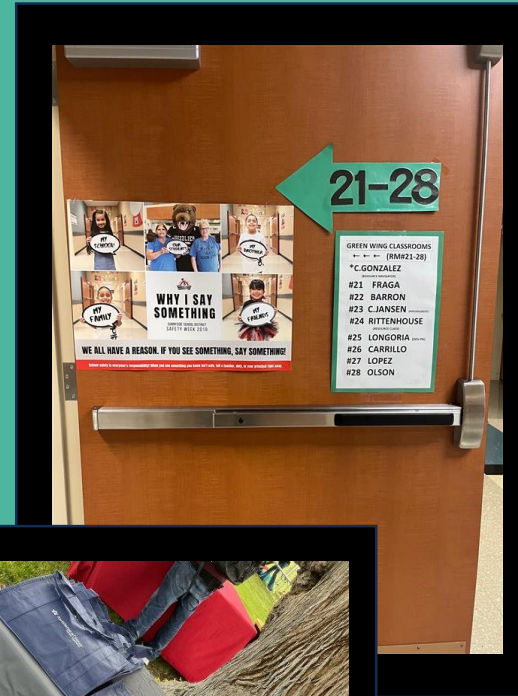




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CENTRAL WASHINGTON

- Brief overview of service area
- FRN in Action
 - Outreach events
 - Housed at Sun Valley Elementary school
 - Client story



Lessons Learned + What Works Well

Evaluation Report Findings

What did we do?

Why?



Evaluation Report Findings

Key findings:

The importance of building trust

Benefits of FRN in the community

Recommendations for new communities

Evaluation Report Findings

Key findings:

The importance of building trust

Benefits of FRN in the community

Recommendations for new communities



Setting up a local number



Bridge connections and help welcome the FRN role in the community

Evaluation Report Findings

Key findings:

The importance of building trust

Benefits of FRN in the community

Recommendations for new communities



Understand the community



Can easily identify resource gaps and quality of services



Protocol process guide



Support and encourage

Evaluation Report Findings

Key findings:

The importance of building trust

Benefits of FRN in the community

Recommendations for new communities



Find an FRN that is reflective of who they will serve in community



Establish a strategic plan



Consider a hybrid remote/in-person office set up for the FRN

Questions? Contact us:



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HMG Washington: Discussion/Questions

- When you think about spread and scale within your own system, are there certain populations that might benefit from having a Family Resource Navigator?
- Are there existing goals and visions in your HMG state related to Spread & Scale efforts?
- How do you see your HMG as a partner, leader, collaborator, or driver in achieving those goals?



Help Me Grow

South Carolina

SC INFANT MENTAL HEALTH ASSOCIATION

INCREASING DEVELOPMENTAL
SCREENING ACCESS THROUGH
COMMUNITY PARTNERSHIPS

Speakers



Susan Callahan
HMG SC State Director



Help Me Grow
South Carolina

SC INFANT MENTAL HEALTH ASSOCIATION

Tiffany Howard
HMG SC
Pediatric Support
Network Manager



COMMUNITY SCREENING PARTNERS

- Medical practices and early care and education partners
- Partners are given unique link and assignment within HMG SC Brookes Enterprise system
- T/TA support provided by HMG SC team



lessons LEARNED



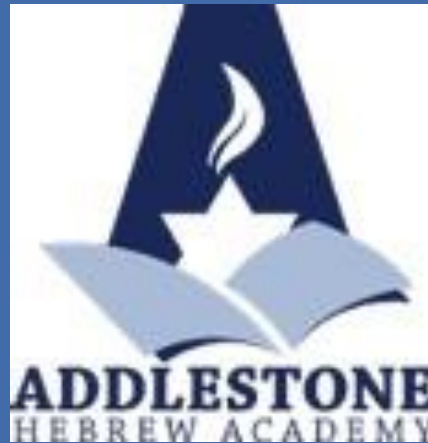
Implementation



Sustainability



partner EXAMPLES



NETWORK PARTNER PROGRAM

- Community agencies committed to promoting developmental monitoring, screening and connection to HMG SC
- \$10,000 grants to each agency to implment a project that addressed their community's unique needs and challenges
- Initial and ongoing training provided by HMG SC outreach staff



lessons LEARNED



Implementation



Sustainability



Screening DATA

400% increase in the screenings HMG SC processed from FY 20-21 to FY 21-22.

28

Screening
Partners

20

Early Care and
Education Partners

4

Medical Practice
Partners

4

Community Agency
Partners



LOOKING FORWARD

- Family and Community Outreach Coordinator
- Full Statewide Expansion
- Developmental Screening Registry
- Integration of additional screening tools





Susan Callahan
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CONNECT
WITH US!



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South Carolina

SC INFANT MENTAL HEALTH ASSOCIATION

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HMG South Carolina: Discussion/Questions

- What strategies have you used to gain and maintain partnerships to scale up efforts?
- What successes have you had in reaching more families and partners via things like community-based events?
- How have data/technology systems like the ASQ Online/Brookes Enterprise system helped or hindered your scaling efforts?

Wrapping Up

- What did you think of today's session? Take the poll!
- Coming up: Other opportunities for connections
 - Forum workshop follow up Office Hours
- Connect and continue the conversation with someone you met, heard from, or spoke to during today's session
- Visit the [HMG State Lead Network resource page](#) for all session recordings, slides, and the state lead report
- Have suggestions for the HMG State Lead Network?
Reach out to Chelsea Neelon, cneelon@connecticutchildrens.org

