

Help Me Grow National Forum

Lori J. Fresina
National Vice President, Executive Director
Voices for Healthy Kids
American Heart Association
October 12, 2023



American
Heart
Association.

American Heart Association®


Voices
for **Healthy Kids**



American Heart Association.



Warm-up exercise



American Heart Association.



Who are my people?



American Heart Association.



What is the best way to learn
**about the place I now
live?**



Imagine that a miracle happened and every infant and toddler woke up today with exactly what they need to thrive, what differences might they experience before dinner time?



Mission alignment

Building power through advocacy for infant and toddler development

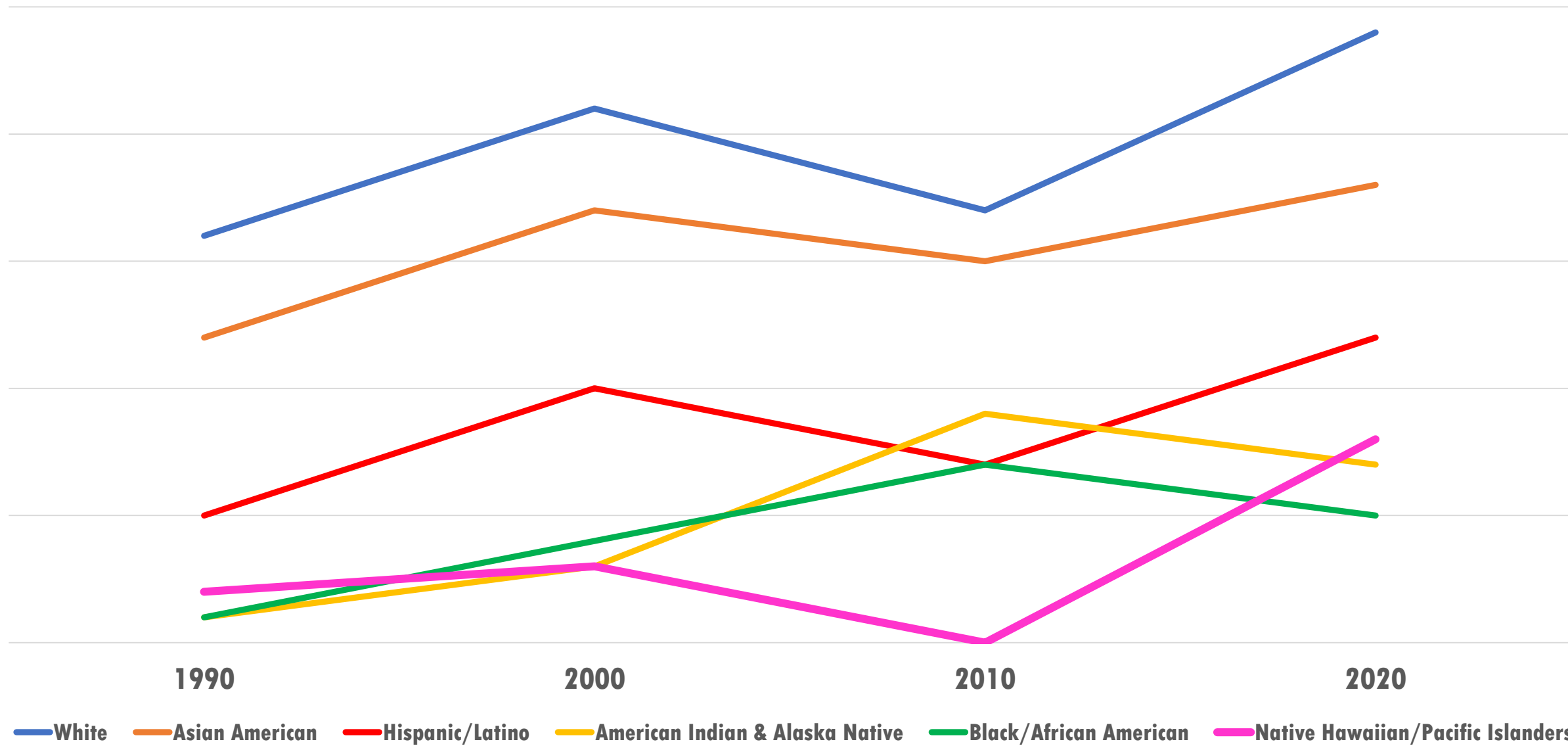


national
collaborative
for infants
& toddlers



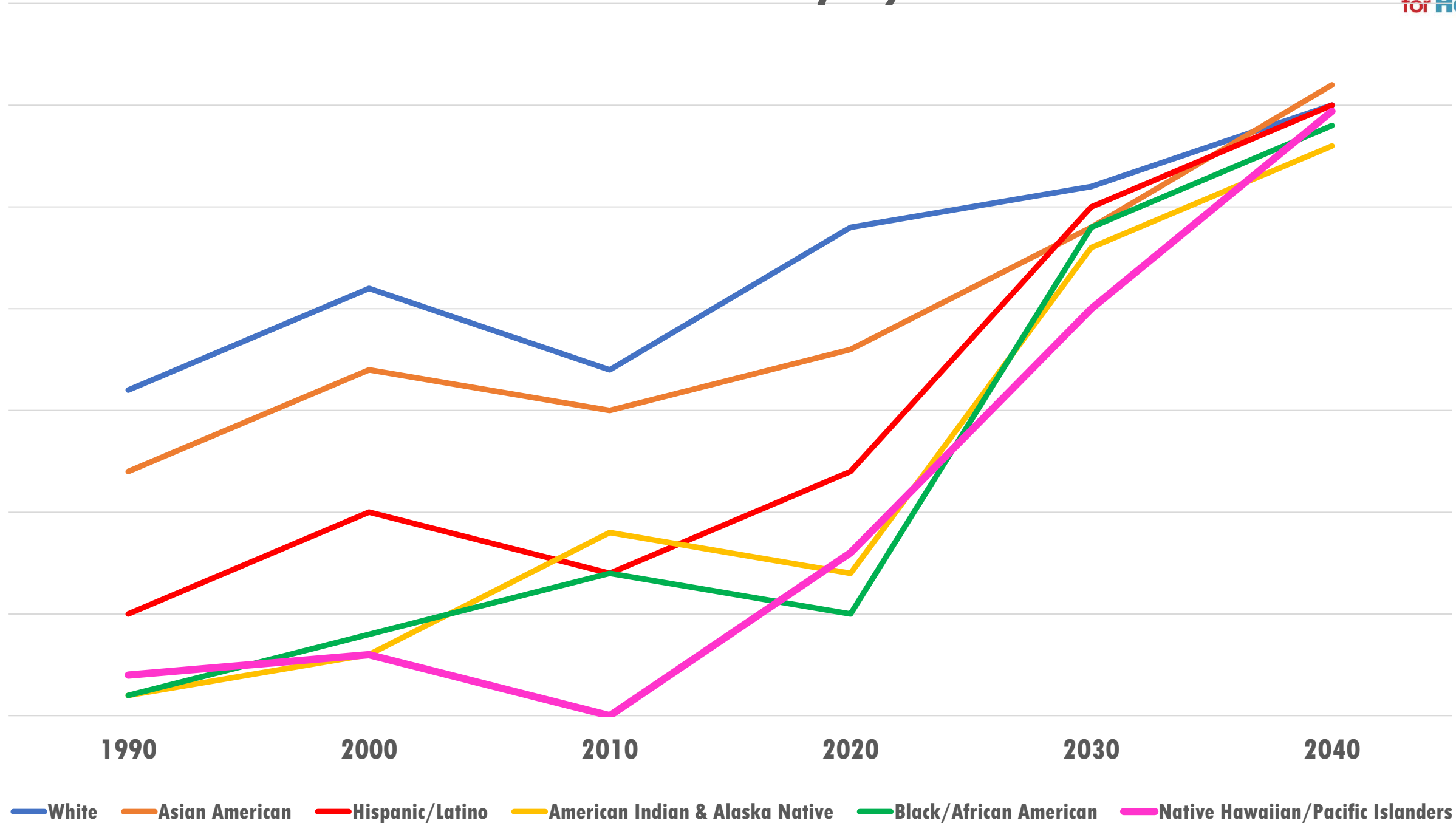
Pretty Much Any Social Determinant of Health and Health Data Point without *Racial Equity*

American Heart Association





Social Determinants of Health...and Good Health *with Racial Equity*



Passing Policy + Advancing Equity

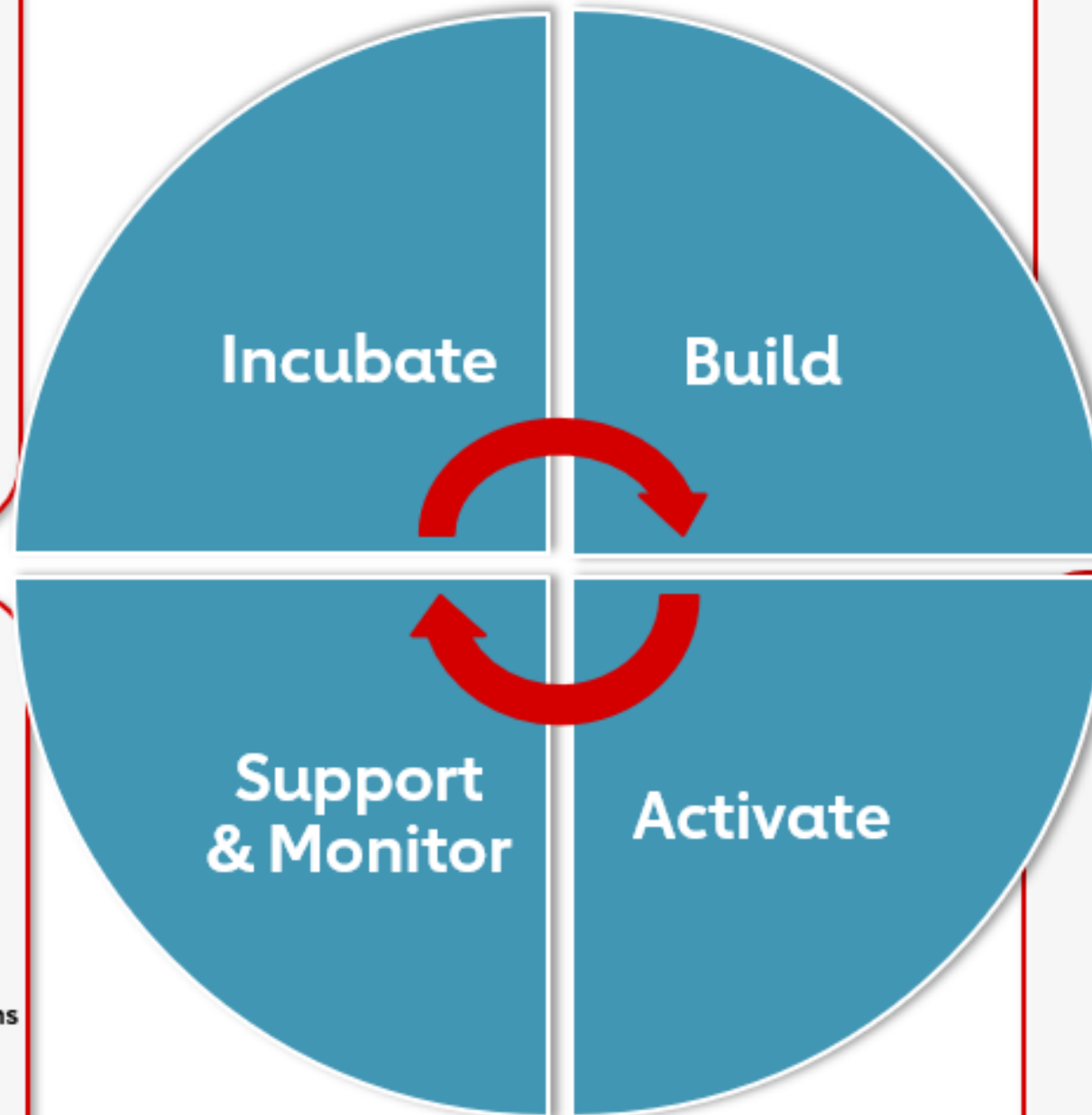
A
dvocacy



O
rganizing

- Needs Assessment: Problem/Solution/Equity
- Seek Data and Research w/ Equity Focus
- Feasibility: Political, Legal, Advocacy, Partner Landscape
- Unique Value Analysis
- Community Driven Process
- ROI/Capacity Analysis
- Anticipate Unintended Consequences
- Spotting Philanthropic Trends
- Tracking Legislative Trends and Threats

- Campaign, Movement and Data Needs Assessment with Equity Focus
- Draft and Finalize Policy Solutions
- Begin to Fund Pilot Campaigns
- Engage Stakeholders/Experts
- Issue focused Technical Assistance
- Legal Analysis and TA
- Media Scan, as possible/needed
- Message Research, as possible
- Initial Fast Facts and Messaging
- Training Opportunities (CLIs)
- Fundraising
- Financial Analysis and Planning
- Operations Analysis



- Technical Assistance, as needed
- Coalition Support, as needed
- Monitor Literature and Research
- Monitor Unintended Consequences
- Partner and Local Leadership
- Maintain Research Partners
- Success Stories
- Social Media sharing
- Grassroots Support for campaigns
- Document and disseminate best practices and lessons learned
- Communications
- Updating and Maintenance of highly accessed tools

- Strategic Issue Plans (funding %, geography, targeted investment)
- Fund campaigns
- Campaign, Legal and Issue TA
- Tool and Resource Development and Dissemination
- Recruit, Motivate and Retain Grassroots
- Communications and Marketing Plan
- Training Opportunities
- Evaluation
- Align and Mobilize Stakeholders & Build custom coalition approach
- Update research and science
- Update Levers and PBLs with Equity Analysis
- Sustainability: engage and motivate



What is Advocacy?

.....

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.



The 3 Key Questions

.....

Everything (every day) you do as an advocate should be informed and guided by your answers to the 3 key questions



The 3 Key Questions

What do you want?

What is the policy change you are seeking to address your issue?

Why do you want it?

What data make a case for that policy change?

Who has the power to give it to you?

Which specific decision-makers have the power to make that change?



How might the Help Me Grow Network answer the Three Key Questions?

Here's some of what we heard informally...



What do you want?

- All young children and their families have access to developmental promotion, early identification of wants, needs and concerns, system/care navigation/ care coordination and linkage to community-based supports and services.
- *Simply Put:* All young children and their caregivers have access to the resources and supports they want and need, when they want and need them.

But, specifically, what do you want?

Let's get granular!

- Federally funded &/or mandated programs: Child Abuse Prevention and Treatment Act (CAPTA), IDEA (Part C & Child Find), Children & Youth with Special Health Care Needs (CYSHCN), Medicaid, Maternal Infant Early Childhood Home Visiting (MIECHV), Early & Periodic Screening, Diagnosis & Treatment (EPSDT), Plans of Safe Care (Child Welfare) and etc.
- State: federal pass-through, HMG activities inclusion in Medicaid state plans, Managed Care Organizations/Plans, School Readiness, Early Intervention, Child Welfare, Public Health and etc.
- Community: consumer/family advocacy, early childhood provider advocacy, local philanthropy, blending of existing efforts into a HMG system solution

Why do you want it?

- Intervention before kindergarten has huge academic, social, and economic benefits.
- Burgeoning evidence about the importance of family engagement in the process of early identification.
- Children are more likely to receive services if a concern is identified within service delivery models that routinely and actively solicit input from families.
- Developmental delays, learning disorders, and behavioral and social-emotional problems are estimated to affect 1 in every 6 children (16.6 %).
- Estimated that 30-40% of young children are vulnerable or at-risk of a developmental delay. Only 20% to 30% of these children are identified as needing help before school begins

Who has the power to give it to you?



The Power Prism®

.....

A tool for advocacy planning, execution, and evaluation

The Power Prism[®]

Build more power for your mission by using any or all of the six "power tools"

POWERPRISM 



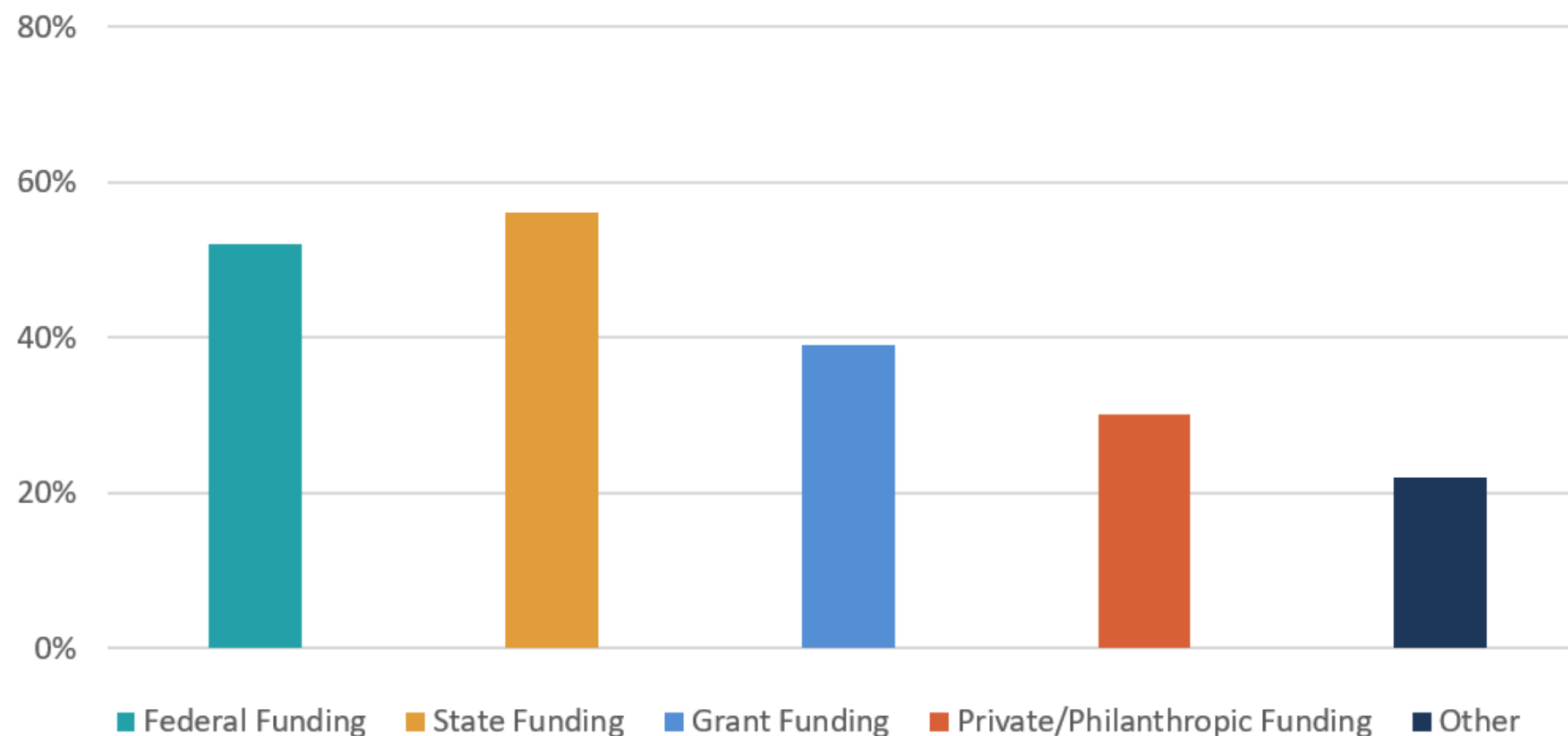
Inside-Outside Game

Relations rule



Make it Rain

Funding Types Used by State Affiliates to Implement & Sustain Help Me Grow





www.ncit.org

The power and beauty of interdependence

nati**👶**nal
collab**👶**orative
f**👶**or infants
& t**👶**oddlers



American Heart Association.

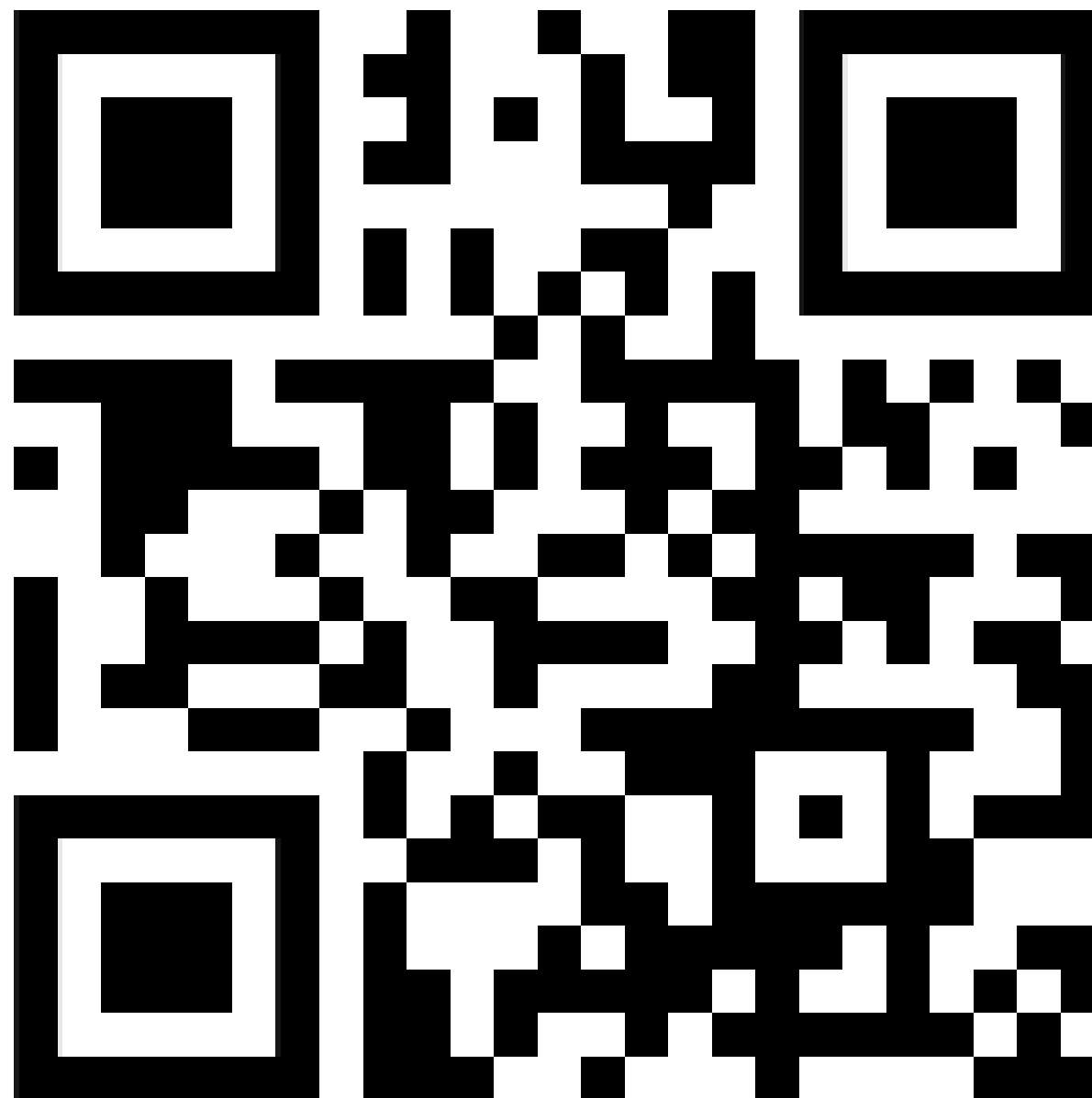
American Heart Association.





Individual Members

Please join and spread the word!





Power-Building

Every constituent counts

1:35
Camera

ncit.org

make a difference:

First Name*

Last Name*

Email Address*

Zip Code*

Yes! Please send me email action alerts.

Yes! Please send me emails that may include newsletters, training announcements, new

39

American Heart Association.





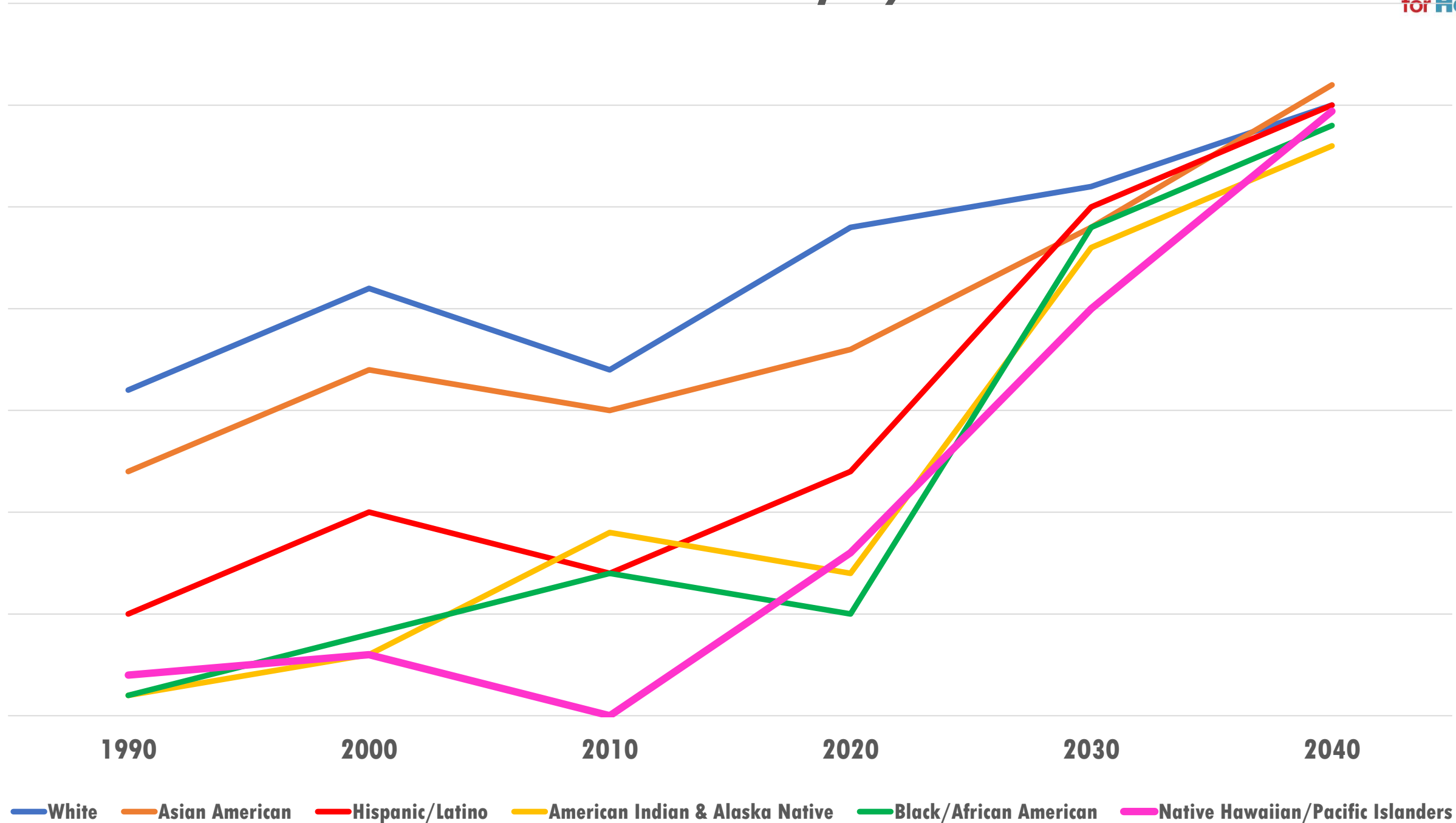
Organizational Members

Please sign up & recruit your partner





Social Determinants of Health...and Good Health *with Racial Equity*





American Heart Association.



Questions?



Thank You.
