

Help Me Grow: So All Children Can Shine



Help Me Grow National Messaging & Communications Network (MCN)

Help Me Grow is Collaboration,
Not Competition

November 20, 2024

Today's Agenda

- Objectives
- "Misperception Stories" and discussion
 - HMG Florida
 - HMG Maine
 - HMG Santa Barbara
- Breakout discussion
 - What HMG "Myth" Are Most Prevalent in Your Service Area?
 - Group Discussion and Strategy Mapping
- Closing and What's Next

From the National Center



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Today's Meeting Objectives

- Identify common myths and misperceptions about HMG.
- Learn what three HMG systems (Florida, Maine, and Santa Barbara) are doing to avoid and dispel these misperceptions.
- Discuss your experiences, challenges, and suggestions.
- Brainstorm and identify strategies and approaches that may be impactful and feasible for particular partners and stakeholders.

Messaging & Communications Network Objective

Create a HMG message bank on the Affiliate Resource Hub to share examples, models, materials, and customizable tools.

For existing materials, log into the Hub and select Marketing from the Topic drop-down

The image shows a screenshot of the Affiliate Dashboard and the Resource Finder interface. The dashboard on the left is titled "AFFILIATE DASHBOARD" and lists "RECENTLY UPLOADED RESOURCES". The resource finder on the right has a "MARKETING" dropdown menu highlighted with a red circle.

AFFILIATE DASHBOARD

RECENTLY UPLOADED RESOURCES

- HMG Alabama – Brochures and Physician Resource Folder
☆ 11/18/24
- Measuring Fidelity to Help Me Grow – Resources
☆ 11/13/24
- Bilingual Learners Sheet in English, Spanish, and Chinese

RESOURCE FINDER

Keywords

Marketing

Resource Type

Author

SEARCH

Messaging & Communications Network Objective

Now collecting materials from all affiliates! Share your materials here Examples from HMG Alabama recently uploaded to the Hub:

Developmental Milestones

Here are a few milestones to look for:

- 2 months:** Does your baby hold their head up and begin to push up during tummy time?
- 12 months:** Does your baby repeat sounds or actions to get attention?
- 18 months:** Does your child show interest in a doll or stuffed animal by pretending to feed?
- 36 months:** Does your child walk up and down stairs with one foot on each step?
- 48 months:** Does your child know their first and last name?

Additional developmental questions that Help Me Grow can answer:

- Is my baby eating the correct amount of food?
- Should my child be sleeping more?
- Are tantrums normal at this stage?
- When should my baby begin crawling?
- How many words should my child be saying?

Developmental Monitoring
Call Toll-free (833) 939-0336 or enroll online at HelpMeGrowAlabama.org

Help Me Grow has Regional Care Coordinators across the state that:

- Will find appropriate services and support for children and families.
- Have been specially trained to work with families.
- Will stay in touch until families are successfully connected to those services and supports.
- Are consistently resourceful, caring, and patient.
- Work with families in many languages through the use of an interpreter.

Enroll at HelpMeGrowAlabama.org
We serve all 67 counties!

Help Me Grow Alabama connects families to health and developmental resources so children (birth to age eight) can start school healthy and ready to succeed.

Help Me Grow Alabama Main Office:
Alabama Partnership for Children
2595 Bell Road, Montgomery, AL 36117
Toll-free (833) 939-0336
HelpMeGrowAlabama.org

Help Me Grow Alabama is an affiliate of the Help Me Grow National Network and a program of the Alabama Partnership for Children.

Help Me Grow Alabama

Physician Referral Form

Help Me Grow Alabama (HMG) is a **free** information and referral line connecting families with children (**birth to age eight**) to information about child development and community resources. By completing this form, you are:

- signing up to receive **free** information from HMG on child development and community resources in your area,
- signing up to receive access to a **free** developmental screening tool called the Ages and Stages Questionnaire (ASQ) for each of your children—ages 5 and under, and
- authorizing the exchange of information between the provider and HMG for the child(ren) listed on this form.

Provider's Information

Office/Clinic Name: _____

Contact Person: _____

Address: _____ City: _____ Zip Code: _____

Phone: _____ **Fax:** _____ **Email:** _____

Has the family given direct permission to be contacted by Help Me Grow Alabama? YES NO

Has the family given direct permission for the provider and Help Me Grow Alabama to have ongoing communication about the services provided to the family? YES NO

Parent or Guardian Name(s): _____

Street: _____ City: _____ Zip Code: _____

Phone: _____ **Email:** _____

Best time to contact: Between _____ & _____ Anytime | **Best form of contact:** Phone Email Text



Physician Talking Points/Frequently Asked Questions

Ages and Stages Questionnaire

What is the difference between the ASQ-3 and ASQ:SE-2?

The ASQ-3 measures a child's general development in the following domains: communication, gross motor, fine motor, problems solving, and personal-social skills. The ASQ:SE-2 measures a child's social-emotional development.

Can the ASQ be used to diagnose developmental delays?

No. The ASQ is a developmental screening tool used to identify children at risk for a developmental delay but is not intended to diagnose developmental delays. If a child scores "below cut-off" on the ASQ-3, it could mean that the child needs to be referred for further evaluation to determine a possible diagnosis, and/or connected to a resource to meet the identified concern or need.

What are some of the benefits of using a reliable screening tool vs. relying solely on observation?

The ASQ is a parent-completed questionnaire. Oftentimes completing the questionnaire can highlight important developmental milestones that parents should be looking for based on their child's age and can encourage parent-child interaction when completing together. It also serves as a conversation starter, especially for our Care Coordinators, to identify or address concerns the parent might have and to have more information to better make the appropriate referral.

ASQ Enterprise

What is the cost to the provider?

Setting an Intention

Drop into the chat

What would be the ideal takeaway or result from this meeting that would be most helpful to you in your role with HMG?

Help Me Grow Systems: Avoiding & Dispelling Misperceptions about HMG

Common Misperceptions of HMG	Most Often Held by	Challenges Encountered in Addressing Misperception	Successful Strategies for Dispelling Misperception
<p>Misperception #1: <i>It duplicates/competes with existing programs or services.</i></p>	<ul style="list-style-type: none"> Community partners Policymakers 	<p>Engaging the right audience and platform to facilitate discussions that clarify and dispel this misunderstanding</p>	<ul style="list-style-type: none"> Foster discussions highlighting the unique value of our program HMGF complements rather than compete Use this message: <i>“HMGF is not aiming to replace other programs; rather, it focuses on helping families connect to the right resources. This approach will enhance the utilization and effectiveness of programs across Florida.”</i>
<p>Misperception #2: <i>It’s a screening program.... and screening is already happening here.</i></p>	<ul style="list-style-type: none"> Community partners 	<p>Presence of more influential voices in the discussion with larger platforms and bigger sway, making it difficult to shift the narrative</p>	<ul style="list-style-type: none"> Actively engage with those voices Collaboration with more prominent programs (bring them into the system) Use these messages: <i>“While screening is being conducted in other programs, there are restrictions such as eligibility requirements and insurance limitations that prevent them from reaching all children. HMGF can address these gaps.”</i> <i>“Many screening initiatives don’t take the time to discuss results with families. In contrast, HMGF care coordinators provide detailed reviews of the results with each family.”</i>
<p>Misperception #3: <i>It’s solely an information and referral service.</i></p>	<ul style="list-style-type: none"> Community partners Policymakers 	<p>See above.</p>	<ul style="list-style-type: none"> PR Campaign Sharing success stories Use this message: <i>“Although there are other referral agencies, they often do not offer the follow-up or assurance of connection for families, nor do they help navigate barriers to accessing services.”</i>

Common Misperceptions of HMG	Most Often Held by	Challenges Encountered in Addressing Misperception	Successful Strategies for Dispelling Misperception
<p>Misperception #1: <i>It duplicates/competes with existing programs or services (especially early intervention/0-3).</i></p>	<p>Community Partners Healthcare Providers</p>	<p>Provider schedules</p> <p>Provider buy-in for another new initiative</p> <p>Lack of understanding of model and how it works for them</p> <p>Concerns re: longevity</p>	<p>Meet them where they're at (i.e., conferences)</p> <p>Recommendations from physician champion/other HCPs successfully utilizing the resource</p> <p>Targeted presentations by audience (when to refer and what to expect; primarily distance service; data)</p> <p>Explanation of funding sources and authorization under state law</p>
<p>Misperception #2: <i>It's a direct service program.</i></p>	<p>Families Community Partners Healthcare Providers</p>	<p>Unique model</p> <p>Marketing challenges</p>	<p>Using metaphor to aid understanding</p> <p>Getting creative (utilizing partners, Maine Access Guide, elevator speeches, and more!)</p>

HMG Santa Barbara County, CA

Common Misperceptions of HMG	Most Often Held by	Challenges Encountered in Addressing Misperception	Successful Strategies for Dispelling Misperception
<p>Misperception #1: <i>It only focuses on children with developmental delays or ongoing health issues.</i> <i>“My child is normal”</i></p>	<ul style="list-style-type: none"> Families Healthcare Providers 	<ul style="list-style-type: none"> Families often disengage once they believe the issue doesn't apply to them. Limited time with providers to offer detailed explanations and answer questions. 	<ul style="list-style-type: none"> Reframe the message--Shift from asking 'Do you have concerns about your child's development?' to 'Would you like to learn more about child development?'
<p>Misperception #2: <i>It duplicates/competes with existing programs or services (e.g., Early Intervention)</i></p>	<ul style="list-style-type: none"> Healthcare Providers Community Partners 	<ul style="list-style-type: none"> Resistance to change from those accustomed to long-standing practices. 	<ul style="list-style-type: none"> Use analogies and visuals (e.g., “the easiest door with no lock or key”) to help clarify what HMG is and how it works. Reinforce with supportive statements: “If your process works, keep it up! But if families struggle with access, referrals, or resource navigation, we're here to help.”
<p>Misperception #3: <i>It's solely an information and referral service/One-time service</i></p>	<ul style="list-style-type: none"> Families Healthcare Providers Community Partners 	<ul style="list-style-type: none"> Difficulty conveying the importance of systems change and demonstrating tangible results. 	<ul style="list-style-type: none"> Provide data to demonstrate impact and change. Emphasize the follow-up and closed-loop process. Highlight efforts toward community-wide universal referral. Show how HMG SBC builds trust, with data revealing that follow-up often encourages families to ask more questions, benefiting both families and providers. Explicitly address common "myths" in presentations to providers. Ensure every conversation includes explanations of program and systems improvements.

Questions? Thoughts?

Poll:

What misperceptions about HMG are most prevalent in *your* service area?

Group Discussion: Strategies

Breakout Discussion

1. What actionable strategies have you used (or could you use) to avoid or dispel these misconceptions?
2. Which of these strategies are likely to work best with which stakeholders?
3. What does your HMG system need to implement these strategies?

Parting Thoughts

Feedback and satisfaction poll



What to Expect Next: MCN

- Building a HMG messaging Hub
Now collecting materials from all affiliates
[Share your materials here](#)
- Visit the [MCN webpage](#) for more
- Next MCN session in the spring

Join Us!



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National Center

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**HELP ME GROW
NATIONAL
FORUM 2024**

VIRTUAL EVENT

Tuesday, December 10, 2024

3 Weeks Left to Register
\$100
One-day virtual event

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Save The Date

**HELP ME GROW
NATIONAL
FORUM 2025**

IN-PERSON EVENT
July 14-16, 2025
Hartford, CT

Apply to Be on the Forum Planning Committee
Applications due November 27

