



Spotlighting Help Me Grow Florida

OUR STRUCTURE AND STRATEGIC GOALS

Liz Randall

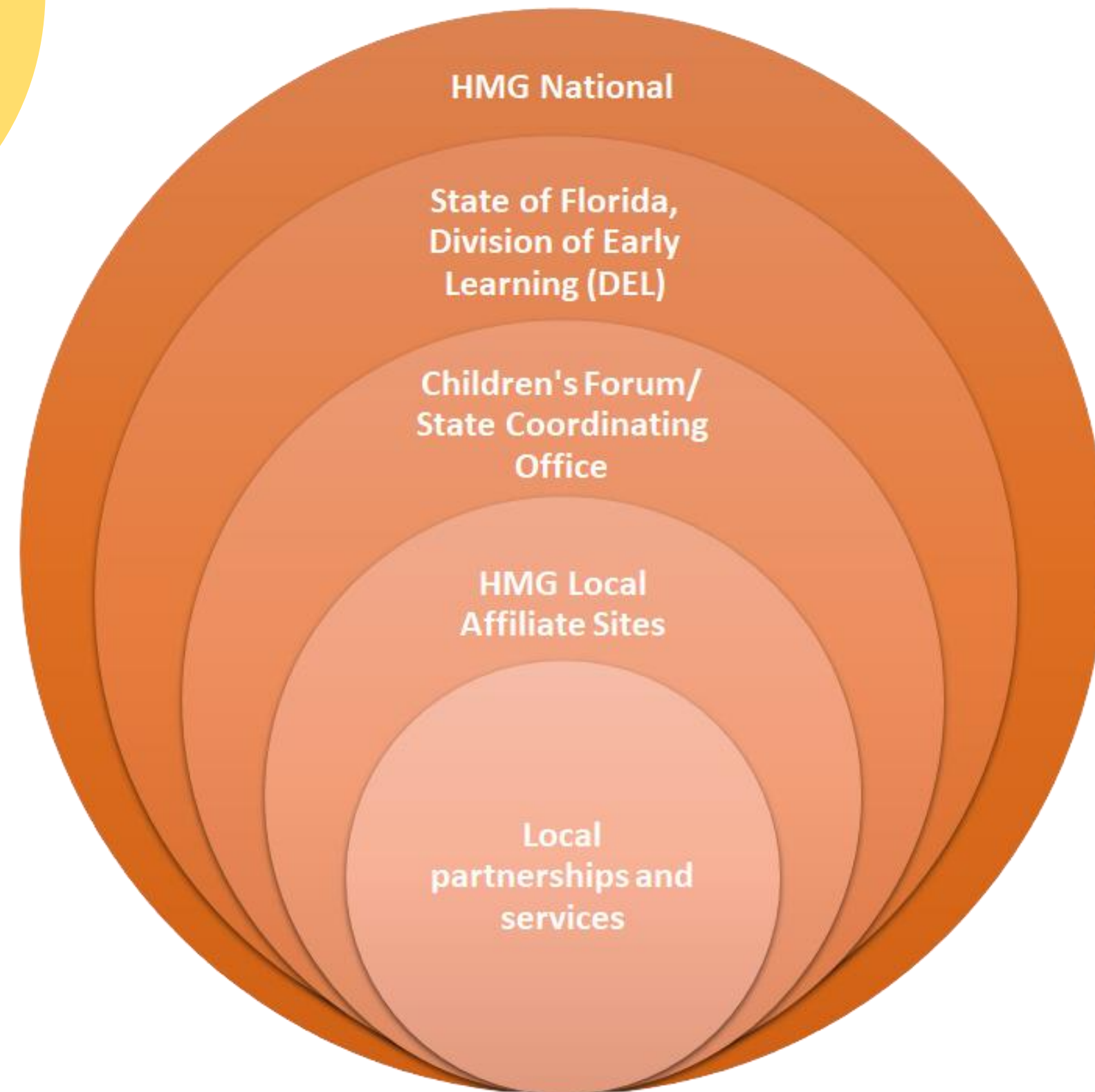
Senior Director, Help Me Grow Florida
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DISCLOSURE

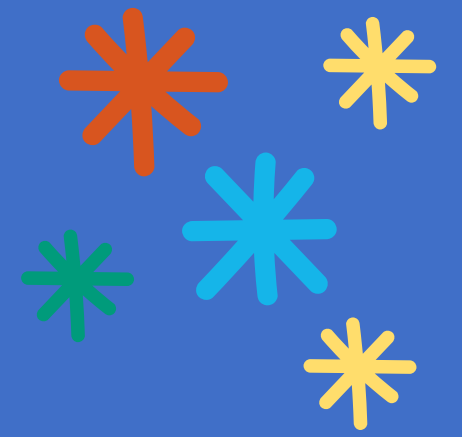
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OUR STRUCTURE



STATE COORDINATING OFFICE



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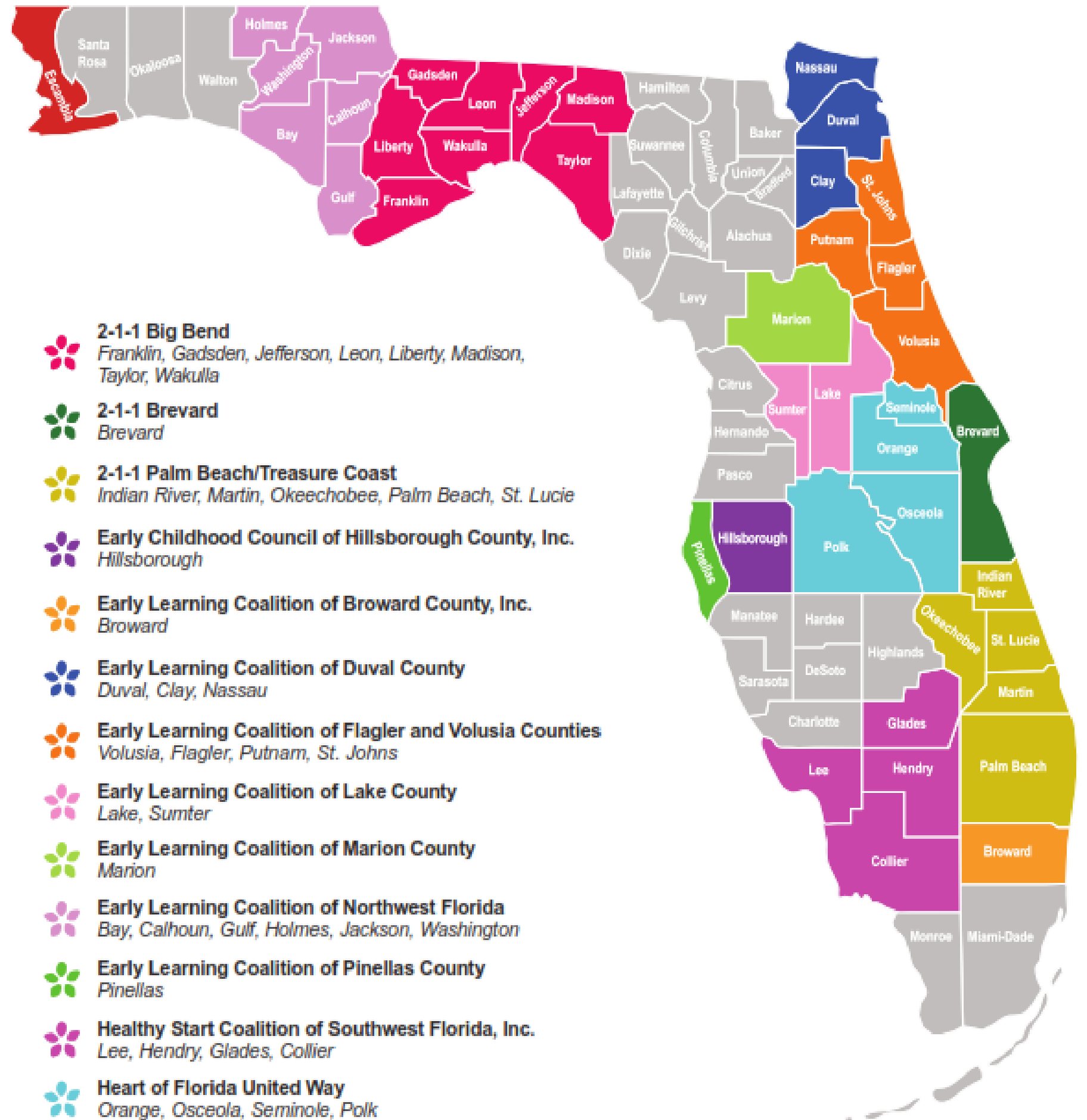
Jaqueline Gilliam
Outreach Specialist,
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SCO RESPONSIBILITIES

Training and technical assistance	Statewide promotion of HMG	Data collection and analysis	Materials	Opportunities for networking & professional development	Monitoring
<ul style="list-style-type: none"> • Manuals & Guides • One-on-one support • Weekly Database Tip Virtual trainings on various topics 	<ul style="list-style-type: none"> • Expansion • Sustainability • Governing Team • Onboarding new affiliates • Marketing Campaigns • State level partnerships 	<ul style="list-style-type: none"> • Maintain STAR database • API • Manage Brookes ASQ Enterprise site • Reporting 	<ul style="list-style-type: none"> • Development • Purchasing & Procurement • Shipping 	<ul style="list-style-type: none"> • Distribution lists • Affiliate login • Discussion sessions • PACT calls • Annual statewide meeting 	<ul style="list-style-type: none"> • Administer and execute the HMGF contract • Subcontracts with affiliates • Monitoring • Deliverables

HMGF AFFILIATES

14 affiliate sites
42 counties



STRATEGIC GOALS

Strategic Planning Considerations:

1. Who should be involved in the planning process?
2. What is the timeline for execution?
3. How many strategic goals should be set?

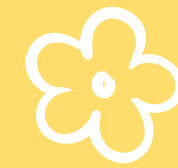


GOAL #1

EXPAND STATEWIDE



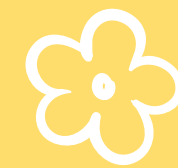
1. Request additional recurring funding for HMG



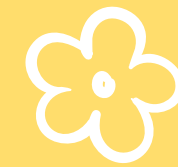
2. Diversify funding base to address sustainability



3. Promote HMGF on a state and national level



4. Develop an outreach plan



5. Gauge interest in non-participating counties

SO FAR...



01

INCREASED LEGISLATIVE FUNDING FROM \$1.8M TO \$4.5M

HMGF was awarded \$1.8M in recurring funding through state general revenue and \$2.6M in non-recurring funding through the Child Care and Development Fund. This is the largest award that Florida has received to implement Help Me Grow.

02

EXPANDED TO 3 NEIGHBORING COUNTIES

Three affiliate sites expanded to a neighboring county. HMGF is now serving St. Johns, Polk, and Sumter counties.

03

ISSUED NON-PARTICIPATING COUNTY SURVEY

19 responses showed interest in HMGF across the state, especially in Escambia and Broward counties.

04

EXPANDED TO ESCAMBIA COUNTY

The Arc Gateway is now implementing HMGF in Escambia County through funding provided by the Childrens Trust of Escambia.



05

SECURED PR FIRM

PR firm assisted with developing marketing strategy to promote HMGF across the state to reach more children and families and to also keep us in the spotlight to continue to secure funding.

06

EXPANDED TO BROWARD COUNTY

ELC Broward is now implementing HMG in Broward County.

07

DEVELOPED PROCUREMENT PLAN

Depending on funding, we will issue a statewide RFA in 2027.

08

EXPANSION TO ALACHUA COUNTY

In discussion with an entity interested in funding HMG in Alachua county.

NEXT STEPS



01

ADVOCATE FOR ADDITIONAL AND RECURRING FUNDING

02

ISSUE STATEWIDE RFA IN 2027

03

KEEP ENGAGING WITH STATE ORGANIZATIONS TO EXPLORE WAYS TO IMPLEMENT HMG IN THEIR REGION

GOAL #2

INCREASE AND SECURE STATEWIDE PARTNERSHIPS



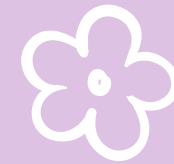
1. Develop a partner outreach plan



2. Secure statewide physician champion



3. Secure at least one statewide parent leader



4. Explore potential statewide partnerships

SO FAR...



01

OPENED NOMINATIONS FOR STATEWIDE PHYSICIANS

Received two nominations, held meeting with them and discussed role. Nominees were not interested at this time.

02

IN PROCESS OF DEVELOPING PARTNER TOOLKIT

Toolkit includes downloadable materials, social media content and captions, and how to promote HMGF.

03

PILOT PROJECT WITH ECC

In March 2024, started 6-month pilot in two counties with Early Childhood Courts.

04

JOINED NATIONAL COLLABORATIVE FOR INFANTS AND TODDLERS (NCIT)



05

PARTICIPATING IN PROJECT ASCEND

Project Ascend nominations, held meeting with them and discussed role. Nominees were not interested at this time.

06

AWARDED TWO-YEAR CDC ACT EARLY AMBASSADORSHIP

07

JOINED VARIOUS STATEWIDE WORKGROUPS

- Early Steps Child Find
- ECCS Advisory Council
- CCDF Subcommittee
- ECC Statewide Advisory Group

NEXT STEPS



01

SECURE A STATEWIDE PHYSICIAN CHAMPION

02

LEVERAGE PARENT CAFES TO SECURE PARENT LEADER

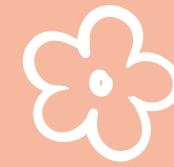
03

CONTINUE TO EXPLORE POTENTIAL PARTNERSHIPS

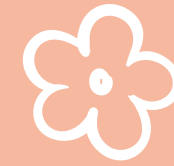
- Pediatric Associates
- Reach Out and Read
- Autism Navigator

GOAL #3

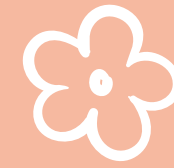
**MAINTAIN INTEGRITY OF
HMGF'S CORE
COMPONENTS AND
ENSURE EQUITY IN
ACCESS TO SERVICES
FOR ALL FLORIDA
FAMILIES**



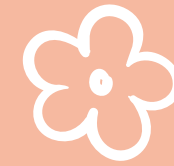
1. Streamline HMGF website to ensure better access for families



2. Develop and release training plan for all new affiliate sites and staff



3. Develop goals to advance racial/social equity and increase access to HMGF



4. Support affiliates while completing HMG National Fidelity assessment



5. Expand HMG to include all counties in Florida

SO FAR...

01

ADDED A CENTRALIZED ACCESS POINT (CAP) TO HMGF WEBSITE

405 submissions through the HMGF website since March 2023

02

MADE PSC ELECTRONIC

269 Pediatric Symptom Checklists (PSC) have been completed through our website since March 2023

03

ESTABLISHED WELCOME PACKET AND ONBOARDING CHECKLIST

04

DEVELOPED FIDELITY ASSESSMENT GUIDE AND HELD OPEN TA HOURS

Resulting 9 of our affiliates being in full implementation status- an increase of four sites from previous year.

05

DEVELOPED DIGITAL TOOLKIT AND FOCUSED MARKETING EFFORTS ON RURAL COMMUNITIES

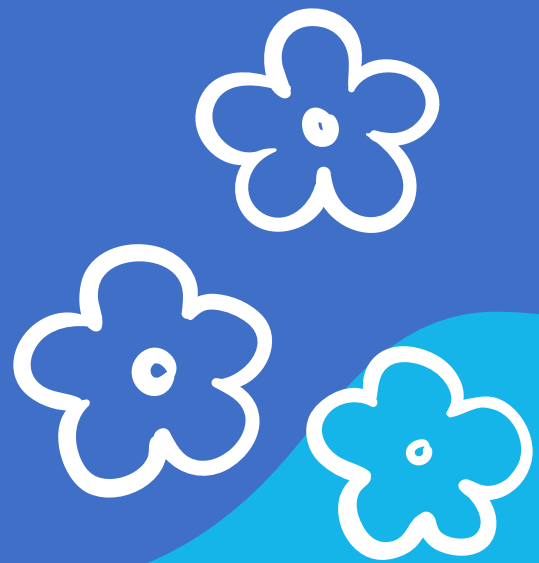
NEXT STEPS



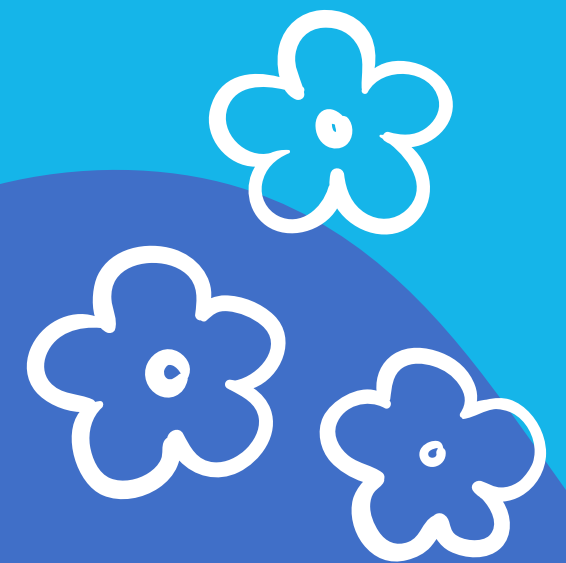
01 GROW GOVERNING TEAM

02 INCLUDE CHAMPIONS IN DEVELOPMENT OF RACIAL AND EQUITY GOALS

03 STREAMLINE WEBSITE



THANK YOU!



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