

The *Help Me Grow* Core Components

CHILD HEALTH PROVIDER OUTREACH

to support developmental promotion, early detection, and intervention

Help Me Grow staff conduct targeted outreach to child health care providers through office-based education and training. Trainings help providers:

1. conduct developmental surveillance and screening of children from birth to age five;
2. use the call center; and
3. systematize surveillance and screening and the use of *Help Me Grow* in their practices.

ATTRIBUTES OF CHILD HEALTH PROVIDER OUTREACH

- Identify a Physician Champion
- Use the Academic Detailing Model
- Loop information back to physician
- Establish relationship with state AAP or AFP chapter
- Identify lead for management and coordination
- Use child health provider outreach staff
- Develop and use training curriculum
- Create and use an evaluation tool

FAMILY & COMMUNITY OUTREACH

to promote *Help Me Grow* and bolster healthy child development through families

A community presence encourages support for and participation in the *Help Me Grow* system. It also facilitates the building of a robust resource directory and helps keep the directory up-to-date. Outreach staff engage families by participating in community meetings, forums, and fairs, and facilitating sessions that help families learn about child development and the role of *Help Me Grow*.

ATTRIBUTES OF CHILD HEALTH PROVIDER OUTREACH

- Focus on family strengths
- Support family leadership (Family Champion)
- Meet needs of community
- Work toward cultural competence
- Train community in *HMG* use
- Explore non-traditional outreach (salons, prisons)
- Collect and analyze data

CENTRALIZED PHONE ACCESS POINT

to connect children and their families to services and care coordination

The call center is the “go-to” place for families, child health care providers, and other professionals seeking information, support, and referrals for children. Call center staff are trained in telephone casework, cultural sensitivity, and child development. Call centers use a computerized resource directory and an automated client-tracking system.

ATTRIBUTES OF CHILD HEALTH PROVIDER OUTREACH

- Provide care coordination among multiple service delivery systems
- Offer quick access & live answer for callers
- Maintain comprehensive, easily searchable, up-to-date resource database
- Be responsive to multiple disciplines & languages
- Loop feedback to health care professionals, funders, resources, legislators, referring sources
- Link to networking activities of *HMG* liaisons
- Train staff in excellent listening, interviewing, assessment, empathy and cultural competency skills

DATA COLLECTION & ANALYSIS

to understand all aspects of the *Help Me Grow* system, including gaps and barriers

Call centers are in a unique position to collect data that reflect system-level issues—information not only on who calls and why, but also on what happens to families seeking help. This includes identification of gaps in and barriers to services. Data collection also includes gathering information on how well the other components of the *HMG* system are operating.

ATTRIBUTES OF CHILD HEALTH PROVIDER OUTREACH

- Quantitative and qualitative data
- Organized methodology
- Centralized intake process
- Uniformity and consistency in measurements
 - common language
 - coding, reliability of coding
 - standardization of program descriptions
- Common indicators
- Comprehensive reports linked to outcome and outputs, service activities
- External evaluation of component