

Help Me Grow™

National Technical Assistance Center

Executive Summary: Business Plan for Growth & Impact



In 2010, the W.K. Kellogg Foundation funded the development of a business plan to support the expansion of *Help Me Grow*™ (*HMG*) systems from 7 to 17 states, and the creation of an *HMG* National Technical Assistance Center (National Center) to build a foundation for nationwide expansion.

National Center's Mission: *To enable and support the building of HMG systems across the country so that states can implement effective, universal, early surveillance and screening for all children and link those at risk for developmental and behavioral problems to appropriate programs and services*

The Problem

Experts Agree – Early detection and connection to services lead to the best outcomes for children *with* developmental or behavioral challenges. Identifying and linking *at-risk* children to community-based supports as early as possible is essential to optimal child development.

However – Families, child health care providers, and other professionals often have difficulty recognizing when children show early signs of developmental delays or behavioral health issues. Even when needs are identified, accessing programs designed to address those needs can be confusing and time-consuming.

Our Solution:

The *Help Me Grow*™ System

A comprehensive, efficient, and effective system of early detection and care coordination, the *HMG* system includes the following:

Four Core Components:

1. **Centralized telephone access point** for connecting children and their families to services and care coordination
2. **Community outreach** to promote the use of *HMG* and to provide networking opportunities among families and service providers
3. **Child health care provider outreach** to support early detection and intervention
4. **Data collection & analysis** to understand all aspects of the *HMG* system, including the identification of gaps and barriers

Three Structural Requirements:

1. An **organizing entity**
2. A strategy for **expanding statewide** over time
3. The implementation of a **continuous quality improvement** process

HMG Systems at Work:

A Profile

Connecticut *HMG**

Connecticut *Help Me Grow*, the first *HMG* program in the nation, was launched in Hartford in 1998 and began operating as a statewide system in 2002. CT *Help Me Grow* successfully **identifies at-risk children and effectively and efficiently links** them and their families to services. This is accomplished through a **state-level partnership** with CT's Department of Public Health, Department of Developmental Services, Department of Education, the CT Children's Trust Fund/Department of Social Services, and a call center housed at the CT United Way/2-1-1.

This partnership supports grassroots involvement of pediatric primary care practices, early care and education professionals, families, and community providers.

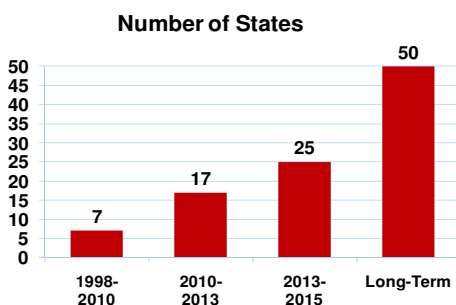
RESULTS (2007-2008 Program Year):

- 4,000 referrals
 - 26% increase from prior year
 - 100% increase from three years prior
- Callers were 70% parents, 30% professionals
- 68% of families reside in urban periphery and core (lowest income, highest poverty and population density)

80% of service needs addressed

**CT *HMG* is a program of the CT Children's Trust Fund,*

Building *HMG* Systems Nationwide



Building on the success of the Connecticut pilot program and statewide expansion (see above), *HMG* Orange County became the first site to replicate the *HMG model* – with technical assistance support from Connecticut *HMG*. In 2008, The Commonwealth Fund supported replication in five additional states, bringing the total to seven. The W.K. Kellogg Foundation has funded growth to an additional 10 states. Upon expanding the *HMG* national network from 7 to 17 states and demonstrating its effectiveness, the National Center will be poised to support additional states – with the long-term vision of having *HMG* systems in all 50 states.

National Center Strategies

The National Center strategies are designed to:

- Generate social impact and ensure the best support for states
- Ensure the sustainability of the National Center

Strategies to Generate Social Impact and Ensure the Best Support for States

- **HMG National Network:** Develop and expand the national network of states that build *HMG* systems, using a rigorous application process to select states with the best potential
- **Technical Assistance:** Provide technical assistance (TA) to help states implement the core components and structural requirements, and enable them to make improvements based on data and lessons learned from their experiences and the experiences of other states
- **Data Monitoring, Evaluation and Research:** Demonstrate the effectiveness of state *HMG* systems and the National Center for purposes of ongoing learning and to generate support, focusing on: implementation of a set of common measures across states; evaluation of the role and impact of the National Center; and research on how *HMG* systems contribute to the development of coordinated, efficient, and effective services for children and families
- **Public Policy:** Inform federal policy and pursue joint initiatives with federal agencies in order to generate support for the expansion of *HMG* systems and the operations of the National Center, incentivize care coordination, and encourage cross sector collaboration and blended funding
- **Marketing/Communications:** Effectively communicate the benefits of the *HMG* model and the role and impact of the National Center, and motivate target audiences to support national replication
- **Partnerships:** Build relationships with partners who will enable the National Center to drive the replication of *HMG* systems nationwide

Strategies to Ensure the Sustainability of the National Center

- **Team and Oversight:** Develop and implement a leadership and staffing model to advance the National Center's growth and sustainability
- **Financial Sustainability:** Develop and implement a financial sustainability model to support growth and create a strong financial foundation for the National Center, focusing on a mix of private and public sector supports

HMG National Center Vision

The *HMG* National Center envisions a future in which:

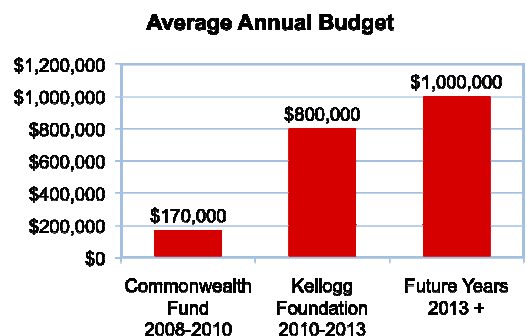
- ALL states have comprehensive *HMG* systems in place so that:
 - **Families** have knowledge of and easy access to a statewide system that supports them in learning about their children's developmental needs and connecting to appropriate services
 - **Child health care, early care and education, and human service providers** have the knowledge, skills, and resources to identify children at risk for developmental and behavioral problems early and can partner effectively with families to promote children's healthy development
 - **Public officials and other key stakeholders** understand the gaps in available supports and services and know how best to ensure adequate capacity to meet the needs of children and families
- The National Center is able to provide technical assistance in the building, sustaining, and continuous improvement of *HMG* systems for any states that need it, and is a recognized leader in the promotion of optimal child development.

Investing for Impact

With experience managing an increase in its annual operating budget from \$170,000 (2008-2010, The Commonwealth Fund Grant period) to \$800,000 (2010-2013, the W.K. Kellogg Foundation Grant period), the National Center anticipates eventually growing its annual budget to nearly \$1 million to implement its strategies.

The National Center is seeking to raise \$1.9 million to support its operations and the growth of the *HMG* National Network to 25 states over two years (May 2013 – April 2015).

This investment will enable the National Center to move toward the goal of nationwide replication.



Taking lessons learned from early success and experiences to date, the National Center is now poised to move forward with the long-term vision to have comprehensive *HMG* systems in all 50 states.