

FOR IMMEDIATE RELEASE

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Children's Institute unveils GROW Bus for community screenings

ROCHESTER, NY. (September 28, 2020) Children's Institute recently designed and equipped a bus for our "Get Ready to GROW" program and will soon be providing developmental screening for young children throughout the Finger Lakes region, once it is deemed safe to return to in-person services. Thanks to funding from FLPPS (Finger Lakes Performing Provider System) and partnerships with many community organizations, the GROW bus will allow us to reach families in a variety of settings to support young children's healthy development.

Children's Institute launched GROW-Rochester ('GROW') in 2016 in collaboration with multiple community organizations and Roc the Future. Recently renamed to 'Get Ready to GROW' in recognition of the initiative's evolution, the goal of GROW is to provide comprehensive screening and support for referral, follow up, and services for 1-5 year-old children throughout the Finger Lakes region. The GROW bus will help realize this goal. Each child's vision, hearing, speech, dental health, social and emotional competence, cognitive functioning and physical development are checked by professionals using leading edge tools and technology. All screenings and support are free to families. GROW data reveals that over 45% of children screened have a potential need identified; referrals for follow up checks and services help ensure each child is ready to learn.

The early childhood years from birth to kindergarten are an important time of rapid growth and learning for young children. Since each child is unique, it may be difficult to know if children are reaching developmental milestones. These screenings are done in addition to the annual exam done by a child's doctor. Get Ready to GROW has developed a "virtual" screening process to continue supporting young children during the pandemic, but looks forward to sending our GROW bus out to community events, health fairs, schools and other settings.

To watch a brief video on our screening process, please visit www.getreadytogrow.org. Tours of the bus are also available by contacting Children's Institute.

Children's Institute is a national not-for-profit organization based in Rochester, NY that works to strengthen children's social and emotional health. Through sound research and evaluation, the organization develops and promotes effective prevention and early intervention programs, materials, and best practices for children, families, schools, and communities. Children's Institute is affiliated with the University of Rochester and has served the community for over 60 years. www.childrensinstitute.net

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