Help Me Grow
New York State
Lunch & Learn

Featuring Help Me Grow NYS Affiliate Communities
Long Island | Onondaga | Finger Lakes | Western NY
A better future starts with Help Me Grow

We believe that all children should be able to grow, develop, and thrive to reach their full potential.

A network of community resources works like a power grid. When the grid functions well, families can plug in to an organized flow of resources and easily access the ones they need.
Help Me Grow is a system model that works to promote cross-sector collaboration in order to build efficient and effective early childhood systems that mitigate the impact of adversity and support protective factors among families, so that all children can grow, develop, and thrive to their full potential.

Help Me Grow is not a stand-alone program, but rather a system model that utilizes and builds on things already in place in order to develop and enhance a comprehensive approach to early childhood system building in any given community.
Developmental Trajectory

Graphic Concept Adapted from Neal Halfon, UCLA Center for Healthier Children, Families, and Communities

Healthy Development

- "Healthy" Trajectory
- "At Risk" Trajectory
- "Delayed/Disordered" Trajectory

Factors:
- Lack of health services
- Toxic Stress
- Quality ECE
- Neighborhood safety
- Protective home environment
- Medical home
- Parent education
- Emotional Health Literacy
- Protective home environment

Age:
- Birth
- Late Infancy
- Late Toddler
- Late Preschool
- 6 mo
- 12 mo
- 18 mo
- 24 mo
- 3 yrs
- 5 yrs

Early Infancy
- Early Toddler
- Early Preschool
Parents!

5 protective factors to support healthy children that are ready to learn
About Help Me Grow Long Island

- Full implementation status from National
- Centralized Access Point serves approximately 1000 kids under 5/year
- 80% connection rate with 85% retention rate
- ½ of referrals come from health sector for helping families access developmental supports
- ¾ of all children served through Centralized access point are under 3 years old
- 35+ childcare, homevisiting, and PreK screening partners across Long Island
- COVID19 saw turn towards assisting families with basic needs—continued through 2022
Families Served
2021

Families* served per ZIP code

*each may include multiple children

Map: Hofstra University GIS, 2022
Camryn Gallagher, Craig Dalton

Long Island
Race/Ethnicity of Children Served

- Native American/Alaska Native: 0.10%
- Asian: 4.30%
- Black/African American: 12.40%
- Hispanic/Latino: 13.10%
- Caucasian: 62.70%
- Multiracial: 1.00%
- Unknown: 6.40%

Long Island
Families Served by Centralized Access Point: 2019 - 2021, by Quarter

- **Q1 Jan - March:** 263 (2019), 174 (2020), 89 (2021)
- **Q2 April - June:** 190 (2019), 139 (2020), 74 (2021)
- **Q3 July - Sep:** 230 (2019), 230 (2020), 98 (2021)
CHILDREN SERVED BY CENTRALIZED ACCESS POINT BY AGE GROUP
2021

- Prenatal: 7%
- Birth to 1 year: 25%
- 1 to 2 years: 21%
- 2 to 3 years: 23%
- 3 years: 14%
- 4 years: 10%
in summary...

- Help Me Grow is a evidence based model that communities can leverage to support young children and their families.
- Builds on existing resources!
- Help Me Grow Long Island is excited to bring partners together across the Island to:
  - Strengthen Families
  - Promote child development
  - Build a system that is accessible and equitable for all
Thank you!

Liz Isakson, MD, FAAP
Executive Director, Docs for Tots

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A Win-Win Partnership
Why New York State and Counties Should Fund Help Me Grow
Do you think technology has helped or hindered our ability to communicate with each other? Share your answers with each other.

About Help Me Grow Onondaga
HMG and Early Childhood System Building

- HMG is a cornerstone initiative of the early childhood system building in Onondaga County
- County leadership has been at the table from the start and is a true partner in the work
- HMG is part of the County Executive’s anti-poverty platform
Growth in County Funding for HMG

County Funding for Help Me Grow

- 2019: $114,000.00
- 2020: $240,000.00
- 2021: $260,000.00
- 2022: $285,000.00
- 2023: $500,000.00

County: $500,000.00
HMG’s Value to Onondaga County

❖ Helping families navigate the fragmented system
  ▪ Call Line - 2-1-1/HMG

❖ Helping to meet basic needs
  ▪ Advancing a rapid response to those basic needs – vital during the pandemic but that type of response has continued

❖ Assisting parents & providers with understanding developmental milestones and developmental screening

❖ In a system with limited data, HMG is critical to our efforts in Onondaga County to have data to guide system-level discussions
What Does HMG Data Mean for Onondaga County?

❖ Onondaga County is supporting efforts to expand developmental screening.

❖ HMG provides us with the opportunity to collect meaningful population data and to trend the data over time – at the same time bringing parents into the process.

❖ The more data we have, the more reliable our conclusions about school readiness levels.
This challenge empowers parents to proactively monitor their children’s development and ensure they’re reaching key developmental milestones.”

“Onondaga County is invested in this challenge because we want to support all parents in being their children’s first and best teachers.”

County Executive Ryan McMahon in his 2022 State of the County
Thank you!

Summer Merrick
Program Director, Help Me Grow Onondaga

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Get Ready to GROW

Free comprehensive screening, referral, and follow-up so each child is developmentally on track and healthy

A COMMUNITY INITIATIVE MANAGED BY CHILDREN’S INSTITUTE

www.childrensinstitute.net
GET READY TO GROW A COMMUNITY INITIATIVE PARTNERING ACROSS EDUCATION, HEALTH, AND HUMAN SERVICES

Get Ready to GROW is enabled by contributions from community partners, including direct screening partners, funders, subject matter experts, and suppliers.
COMPREHENSIVE DEVELOPMENTAL CHECKS WITH SUPPORT FOR REFERRAL AND FOLLOW UP SERVICES

- Children ages 12-60-month throughout the Finger Lakes region
- Free screenings and support at no cost for families
- Areas checked by professionals using leading edge tools:
  - Vision
  - Hearing
  - Speech
  - Dental
  - Social & emotional competence
  - Cognitive functioning
  - Physical development
  - Social determinants of health/education
- 50% of children have at least one potential need identified
- Social Determinants of Health/Education -- newest screening
- Referrals for follow up checks and services help ensure each child is ready to learn
COMMUNITY INVOLVEMENT

- Convening of pediatric/family medicine leaders in the community for screening, follow up, and innovation
- Systems integration – Monthly meetings with community members across disciplines – common standards and shared language, problem solving, innovation, strategic planning
- Thorough and comprehensive screening within a variety of settings to raise quality of care across the community
- Insurance reimbursement – Tier 1 CBO Value Based Payments
- Mobile screening unit – Flexibility for focus populations to remove access barriers such as transportation or childcare to ensure screening
- Community awareness plan
SHARING INFORMATION

Screening result cards / Spanish and English

Family Portal
POPULATION HEALTH IMPACT

Overall Numbers

- Initial focus on 3-year-olds, now **12-60 months**
- Current emphasis on children before entering school – **Wellness & School Readiness**
- **2015-2022** screening activity:
  - 7759 children received screening(s)
  - Total of **366,383 screens completed** (1-8 screens/child)
  - 4705 children (56%) received 4 or more screens
    - 925 children reimbursed by insurance
  - 48% of screened children (n=3734) referred for at least one service/assessment based on screening. To date only 1 out of 8 who are referred have received services. Get Ready to GROW continuing to track and follow up.
  - 2,857 children (38%) identified for follow up (no referral, monitoring, later repeat screen)
  - 6119 total referrals for service (children have 1 or multiple indications)
"If you can film an idea in your mind, follow that film idea shot for shot, scene for scene, that idea is worth making."

Craig Mapp
www.childrensinstitute.net
Western New York

Counties of Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, and Wyoming

Home to over 100,000 children under the age of 5

Geographically the size of Connecticut and the first Help Me Grow affiliate in NYS
Outreach & Engagement

Focusing on relationship building, understanding systems in each county, and connecting with trusted organizations throughout WNY.

We are using a Targeted Universalism approach adopted by HMG National which provides a framework to draw actionable methods of ensuring all families of young children have access to early childhood supports to the extent that each family needs despite being affected by racism, poverty, isolation, and other inequities.
Expanding HMG WNY’s reach and impact

Multi-faceted campaign:
❖ Paper materials
❖ Swag
❖ Social Media ads
❖ Billboards
Data to inform action and measure progress

HELP ME GROW WNY COMMUNITY DASHBOARD

Total Screenings 37,039 Unique Children Screened 16,941

THE SCREENINGS
Help Me Grow Western New York (HMGWNY) uses the Ages and Stages Questionnaires, Third Edition (ASQ-3) and the Social-Emotional, Second Edition (ASQ:SE-2) to pinpoint a child’s developmental progress and determine if further assessment, specialized intervention, or ongoing monitoring is needed.

CURIOSITY IS ENCOURAGED
This dashboard is interactive. That means you can click on graphs and maps to highlight data and “drill down” to learn more. Simply click on an open area of any visualization to reset filters. Some visualizations include data from external sources like state and county governments. Information on these sources will be included in case you want to learn more.

HELP ME GROW FOR THE WIN!
If each child screened by HMGWNY and its partners came to a Sabres game, the KeyBank stadium would nearly be full! Evidence shows that the earlier development is assessed - the greater the chance a child has to reach their potential!
Data to inform action and measure progress

CHILD OPPORTUNITY & SCREENING DATA

Overall Child Opportunity by ZIP Code

EDUCATIONAL OPPORTUNITY
- All

HEALTH & ENVIRONMENT
- All

SOCIAL & ECONOMIC
- All

ABOUT THE SCORE
The Child Opportunity Index 2.0 (COI 2.0) is a score that captures 29 different neighborhood resources and conditions that matter for children’s healthy development and puts them into one single measure. Examples of included factors are in one of 3 categories:
- Social & Economic Opportunity (Ex. poverty rate)
- Health & Environment Opportunity (Ex. insurance coverage)
- Education Opportunity (Ex. Pre-K enrollment levels)

ASQ: 3 Results
- Developing typically (above cutoff)
- Monitoring/intervention recommended (below cutoff)

- 94% Personal Social
- 91% Communication
- 93% Problem Solving
- 94% Gross Motor
- 91% Fine Motor

ASQ:SE-2 Results
- Developing Typically (below cutoff)
- Monitoring recommended
- Intervention recommended (above cutoff)

NAVIGATING THE MAP
This map shows the COI score of each ZIP code in WNY. Zoom in and out of the map using your mouse, hover over a ZIP code to see a summary, or click to select a specific zip code and see the ASQ results for children in that area in the graphics on the right.

Very High COI (darkest shade) = lots of opportunity
Very Low COI (lightest shade) = little opportunity
Data to inform action and measure progress

88% of children on track

70% of children on track
Thank you

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