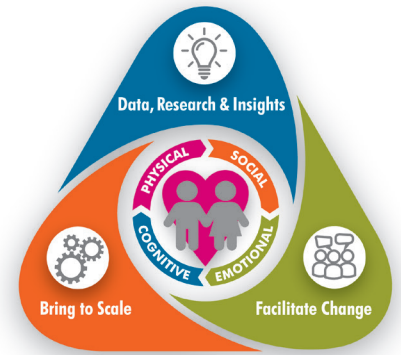


# Children's Institute and the GROW-Rochester Initiative

## Early Childhood Developmental Readiness



CHILDREN'S INSTITUTE  
**Impact Initiative**

### CASE STUDY: Comprehensive Screenings for Timely Referrals and Lifetime Success

GROW-Rochester is a community effort initiated in 2014 by Children's Institute and the ROC the Future School Readiness Outcome Team. At that time the goal was to provide comprehensive developmental screening and follow-up coordination for 3-year-old children. It is now expanding to include children from 0 to 8. Children's Institute assumed the role as managing partner providing leadership, analysis, evaluation, and integration across systems.

#### GROW screening % referred for help:

- 1 in 5 – Vision
- 1 in 4 – Developmental
- 1 in 9 – Dental
- 1 in 16 – Social/emotional development

Identification of children's needs alone was not enough. The process continues until children's needs are met. This includes, when needed, referral for further assessment, connection to services, and follow-up to ensure that the right services were obtained.

**1 in 5 children have behavior problems that prevent learning.**

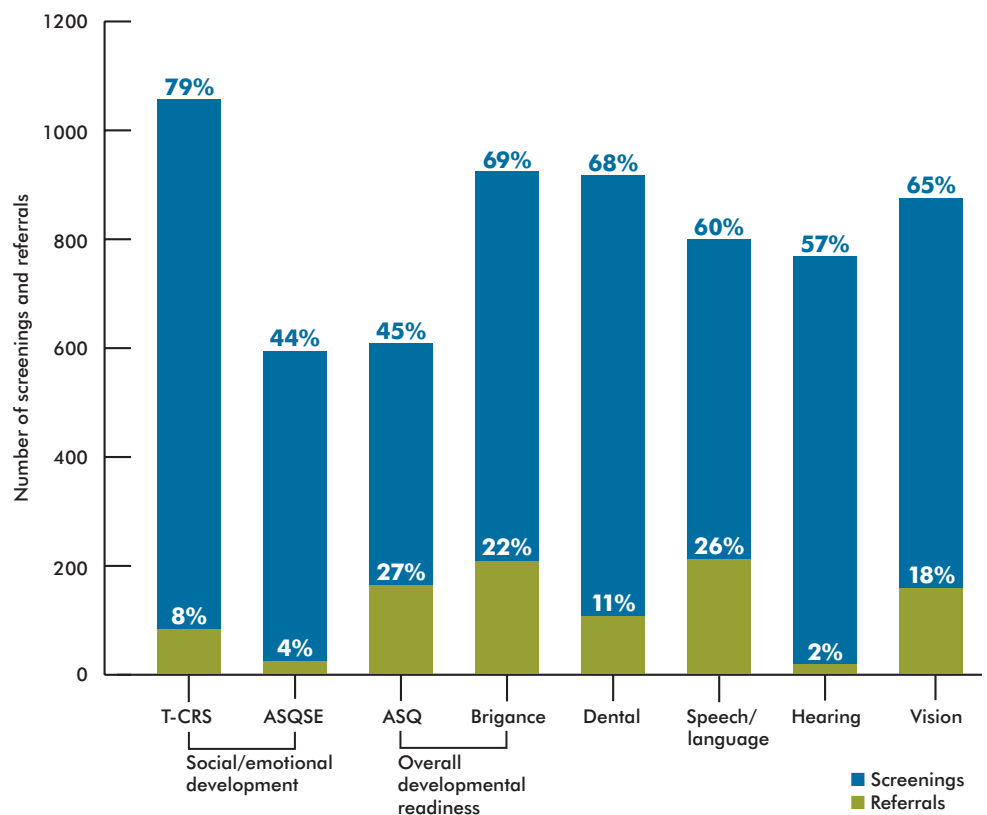
**By age 3 roughly 85% of the brain's core structure is formed.**

### Broad Community Support

As evidence of the value, GROW-Rochester has grown and financial support was obtained from the Rochester Area Community Foundation, Greater Rochester Health Foundation, United Way of Greater Rochester, City of Rochester, Rochester City School District, and most recently, the Finger Lakes Performing Provider System (FLPPS). In total, over \$2.5 million has been allocated for GROW-Rochester through 2019.

GROW-Rochester has focused on the City of Rochester. It has screened over 3,990 3-year-old children to date and has identified needs in multiple domains including: vision; thinking, language, and communication skills; dental; hearing; movement skills; and social/emotional development.

GROW-Rochester 2017-2018 (% of children screened by domain and % referred)



**Depending on the area, up to 27% of those screened were identified with potential concerns and referred for rescreening and/or further assessment.**

## Scalable and Sustainable

It is anticipated that as GROW-Rochester expands, so will the evidence that the initiative will create savings for schools, health care, the community, and families. As the value of early identification and coordination with existing service providers has become more visible, so has community interest beyond the initial founders and funders.

## Healthcare Industry Support

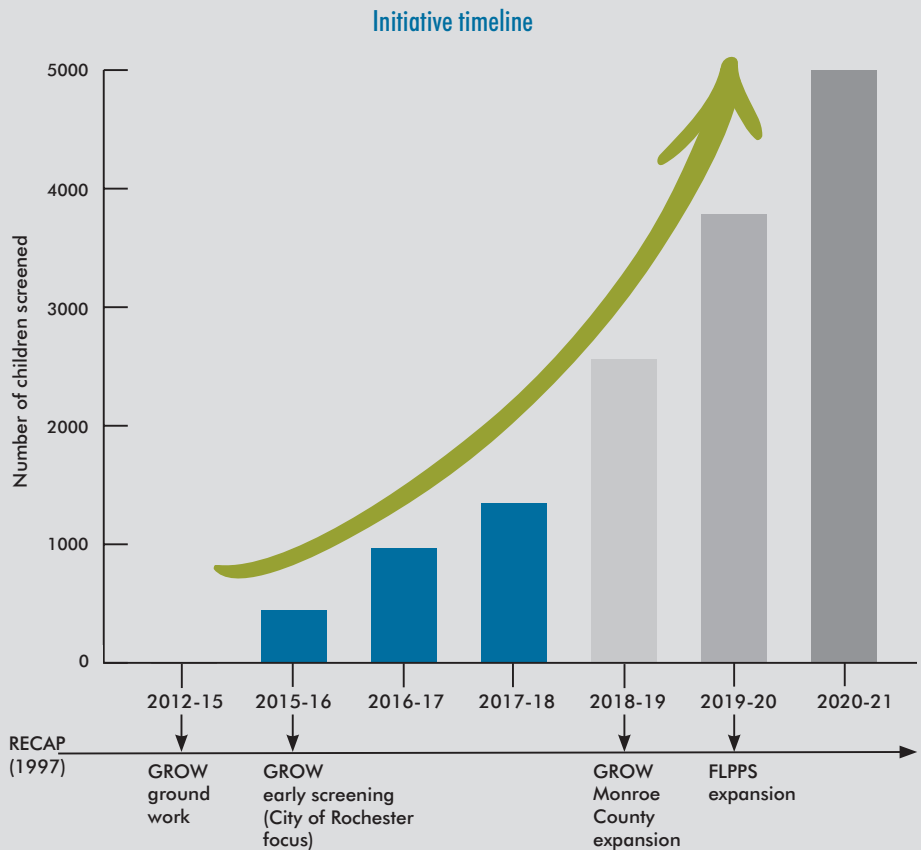
During 2018, two insurance carriers, signed contracts reimbursing the cost of screening 3-year-olds covered by their policies; AHP (Associated Health Partners) followed with an arrangement to collaborate with Children's Institute to support their "First 1,000 Days Care Optimization for Children" initiative.

## Systems Transformation for Value-based Payments

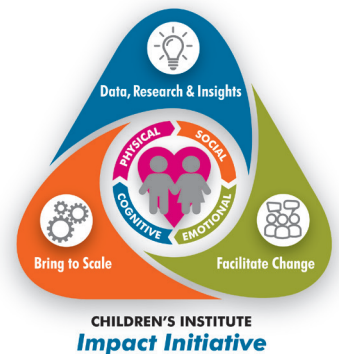
The third and very significant commitment was the recent (2019) decision by FLPPS to engage Children's Institute to expand the reach of GROW-Rochester by improving the process, the technology being deployed, and enabling mobile screening to go where children live all with the objective of reaching up to 20,000 children/year in a 13 county area. This is a significant step for FLPPS to pave the way toward paying for healthy individuals rather than costly procedures.

## GROW-Rochester: An Initiative with Proven Impact

Altogether, GROW-Rochester's progression over the past five years provides an excellent illustration of how an Impact Initiative can evolve into systemic adoption of an evidence-based program, providing improved outcomes for thousands of children.



The Impact Initiative Fund will enable the research, adoption, and scale-up of additional evidence-based programs, providing outcomes that help every child to succeed.



children's  
institute

STRENGTHENING SOCIAL AND  
EMOTIONAL HEALTH

### For more information, contact:

Lauri Strano, MS, Director, Programs and Services

(877) 888-7647, ext. 229

[Istrano@childrensinstitute.net](mailto:Istrano@childrensinstitute.net)

274 N. Goodman Street, Suite D103, Rochester, NY 14607

[www.childrensinstitute.net](http://www.childrensinstitute.net)

Children's Institute is affiliated with the University of Rochester