



2018 - 2019 FY Annual Report

THE CHILDREN'S FORUM | 2807 Remington Green Circle, Tallahassee, Florida 32308

Sponsored by the Children's Forum and the State of Florida, Office of Early Learning



WHAT IS HELP ME GROW?

MISSION - Our mission is to promote healthy development for every child in our state and for every child to receive routine developmental screenings

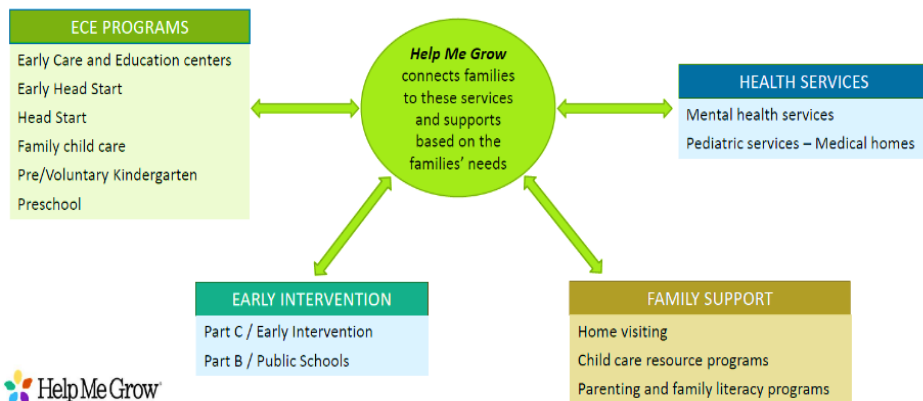
- VISION** - Florida will have a comprehensive system to support the optimal health, development, and well-being of all children in Florida
- VALUES** - We value building collaboration among community programs, providing a centralized access point for information & referral, promoting surveillance & screenings, as well as educating & informing the community

HELP ME GROW® FLORIDA IS DESIGNED TO:

- Help** communities leverage existing resources, maximize existing opportunities, and advance a coalition working collaboratively toward a shared agenda,
- Link** families to community-based services, and
- Empower** families to support their children’s healthy development through the implementation of four Core Components.

Florida Community Services & Supports

that support healthy child development & school readiness



THE FOUR CORE COMPONENTS OF HELP ME GROW

- Centralized Telephone Access Point** assists families with early childhood questions, conducting basic developmental screening, and providing care coordination to connect children & their families to needed services.
- Family & Community Outreach** promotes awareness of *Help Me Grow*, develops associates & partners in the local community, and informs families & the community of the importance of child screening and the available resources in their community.
- Child Healthcare Provider Outreach** educates and motivates physicians & other child healthcare providers to conduct routine child screenings and utilize the *Help Me Grow* centralized telephone access point to support early detection and intervention.
- Data Collection and Analysis** supports evaluation, helps identify systemic gaps, bolsters advocacy efforts, and guides the system to ensure continuous quality improvement.

HELP ME GROW IS AN INITIATIVE ADMINISTERED BY THE CHILDREN’S FORUM

Mission Statement of the Children’s Forum

- Through collaboration, the Forum builds and supports systems to promote positive experiences and outcomes for young children.
...Because Kids Can’t Wait!

AUTHORITY AND FUNDING



The State of Florida, Office of Early Learning provides funding to the Children's Forum, Inc. to implement the Help Me Grow® Florida (HMGF) initiative. For fiscal year 2018-2019, the Florida Legislature allocated \$2,233,957 for HMGF. In addition to two locally funded sites in Duval and Miami-Dade counties, the HMGF State Coordinating Office contracted with 11 affiliate sites to implement *Help Me Grow* and serve Florida children and their families in 32 counties.

STATE COORDINATING OFFICE

The HMGF State Coordinating Office (SCO) has the responsibility for the programmatic, administrative and fiscal activities necessary to facilitate the successful implementation of *Help Me Grow* in Florida and for assisting the Affiliates in implementing *Help Me Grow*. The SCO is located at the Children's Forum, Inc. in Tallahassee, Florida.

- ✿ [Phyllis Kalifeh](#), President & CEO
- ✿ [Tamara A. Price](#), Statewide Director
- ✿ [Alexandra Goldberg](#), Program & Training Manager
- ✿ [Liz Randall](#), Data & Research Manager
- ✿ [Anita Bushnyakova](#), Contracts & Grants Manager
- ✿ [Catherine Hall](#), Contract Compliance Specialist
- ✿ [Allyson Adolphson](#), Contract & Project Manager

OUR IMPACT

If [all](#) of Florida's children had access to *Help Me Grow* \$36.9 million in state resources would be saved over the next three years.

- ✿ *Help Me Grow* promotes healthy development for every child in Florida by promoting the need for early detection and intervention and providing universal access to developmental and behavioral screenings & family education and support.
- ✿ Through *Help Me Grow's* comprehensive physician and community outreach, centralized information and referral centers, and care coordination, families are linked with needed programs and services.
- ✿ *Help Me Grow* saves the state of Florida approximately [\\$2,023.60](#) per child by providing screenings and accurate referrals. This eliminates the need for costly and inappropriate consultations and evaluations. By identifying only those children who truly need help, *Help Me Grow* eliminates expensive and unnecessary services.
- ✿ Approximately [\\$13,251,688.20](#) has been saved in state resources with implementation HMGF services over the last four years.
- ✿ [Fifty-percent](#) of all children served by *Help Me Grow* in 2018-2019 will not need costly additional services due to accurate screening and targeted care coordination services.

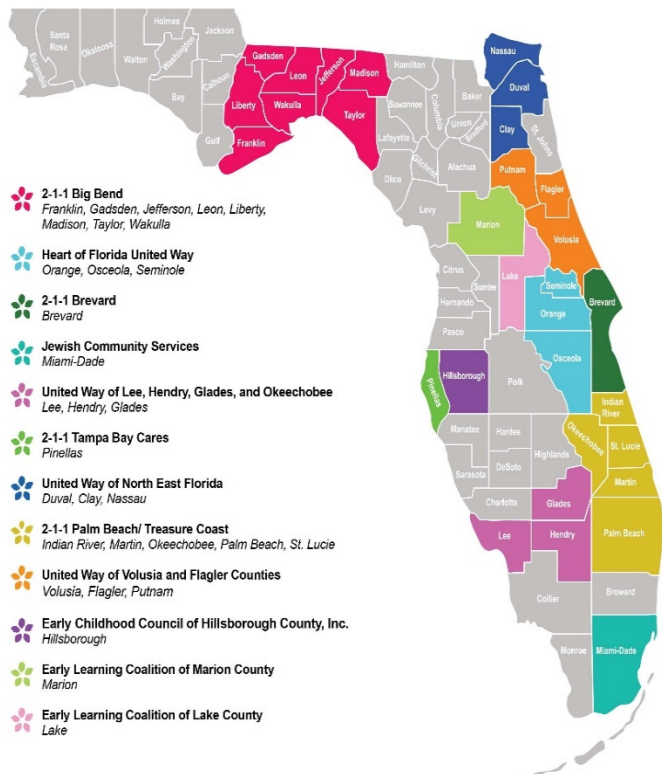


OUR AFFILIATES PARTNERS

HMGF affiliates serve their local communities by implementing the system’s four core components and linking families with local resources to address concerns about health, development, behavior and learning of their children. The local affiliates ensure that the *Help Me Grow* system builds collaboration across sectors, including early care and education, healthcare, and family support. Families can contact *Help Me Grow* by dialing 2-1-1 and asking to speak with a *Help Me Grow* care coordinator. The *Help Me Grow* care coordinators remain in contact with families they serve until they are successfully connected to services. Agencies listed below in blue are organizing entities and were contracted directly with the Help Me Grow® Florida State Coordinating Office to deliver the four core components of *Help Me Grow*. See the Affiliate map for a list of affiliate partners and counties served.



AFFILIATE MAP



SUPPORT FOR HELP ME GROW

Over 120 individuals and community agencies contract, support, partner and/or collaborate with HMGF including:

- ✿ 2-1-1 Big Bend
- ✿ Heart of Florida United Way
- ✿ 2-1-1 Brevard
- ✿ Jewish Community Services of South Florida
- ✿ 2-1-1 Broward
- ✿ United Way of Lee, Hendry, Glades, and Okeechobee
- ✿ Early Childhood Council of Hillsborough County
- ✿ 2-1-1 Tampa Bay Cares
- ✿ 2-1-1 Palm Beach/Treasure Coast
- ✿ United Way of Volusia and Flagler Counties
- ✿ Early Learning Coalition of Marion County
- ✿ Early Learning Coalition of Lake County
- ✿ United Way of Northeast Florida
- ✿ Healthy Start of Northeast Florida
- ✿ Early Learning Coalition of Duval County
- ✿ The Crisis Center of Tampa Bay
- ✿ WellFlorida
- ✿ Healthy Start of Southwest Florida
- ✿ Robertson Consulting

- ✿ Early Learning Coalition Of Flagler And Volusia Counties
- ✿ Easter Seals Of Volusia/Flagler
- ✿ One Voice For Volusia
- ✿ Michele Mulak, Consultant
- ✿ Early Steps
- ✿ Senator Kathleen Passidomo
- ✿ Representative Byron Donalds
- ✿ Vance Aloupis (The Children's' Movement of Florida)
- ✿ Dr. Jeffrey P. Brosco (Children’s Medical Services, Florida Department of Health)
- ✿ David Lawrence (The Children's' Movement of Florida)
- ✿ Ted Granger (United Way of Florida)
- ✿ University of Central Florida
- ✿ The Children's Trust of Miami
- ✿ Florida Association of Healthy Start Coalitions
- ✿ The Children and Youth Cabinet
- ✿ Florida Developmental Disabilities Council
- ✿ 2-1-1 organizations throughout Florida
- ✿ The Association of Early Learning Coalitions
- ✿ First 1,000 Days Florida Coalition
- ✿ The Early Learning Consortium
- ✿ The Association of Early Learning Coalitions
- ✿ The State of Florida, Office of Early Learning

GOVERNING TEAM

A dedicated team of early childhood leaders in Florida assist the HMGF State Coordinating Office in making key decisions regarding direction and infrastructure.

- ✿ **Phyllis Kalifeh, Ed.D.**, President and CEO
The Children’s Forum, Inc.

✿ **Courtnie Wheeless, MPA**, Director
Child Care Resource & Referral
State of Florida, Office of Early Learning

✿ **Annik Babinski**, Director of Communications
The Children’s Movement of Florida

✿ **Ted Granger**, President
United Way of Florida
- ✿ **Sharon L’Herrou**, President and CEO
2-1-1 Palm Beach/Treasure Coast
Vice President of FLAIRS

✿ **Ghia C. Kelly, MSW**, ECCS Impact Project
Manager. Florida Association of Healthy Start
Coalitions

✿ **Melissa Clements, PhD**, VP/Chief Research
Officer. The Children’s Forum, Inc.

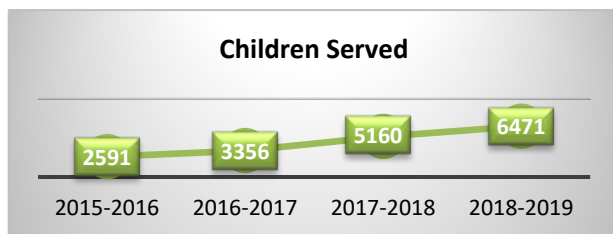
✿ **Rachel Spector**, Senior Program Manager
Early Childhood and Quality Counts
The Children’s Trust
- ✿ **Saralyn Grass, Ed.D.**, Executive Director
Association of Early Learning Coalitions

✿ **Peter Gorski, MD, MPA**, Professor, Herbert
Wertheim College of Medicine; Florida
International University; Miller
School of Medicine University of Miami; and
Help Me Grow Florida Physician Champion

✿ **Marisa Macy, Ph.D.**, PI-Florida Technical
Assistance and Training System, School of
Teacher Education, Early Childhood
Development & Education, College of
Community Innovation and Education,
University of Central Florida

GOALS & OUTCOMES

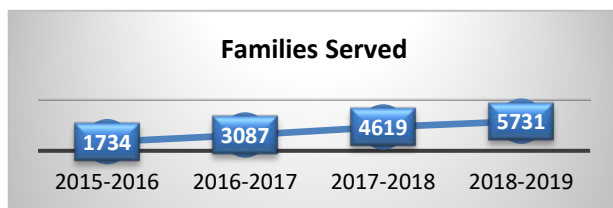
HMGF State Coordinating Office’s major goal is to fund the affiliates and to connect children and families with information, resources, and developmental services to enhance the health, behavior, learning and development of young children.



Increase of **53.75%** from 16-17 to 17-18 FY

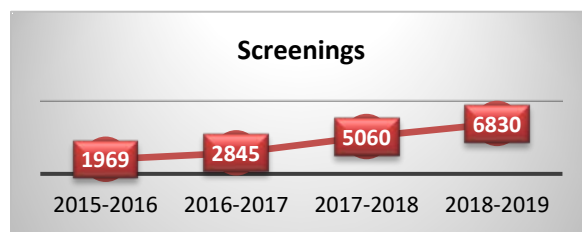
Increase of **25.41%** from 17-18 to 18-19 FY

Centralized Telephone Access Point & Care Coordination: Assists families with early childhood questions, conducting basic developmental screening, providing care coordination and connecting children and their families to needed services. **Expected Outcome:** Increase in the number of families assisted with early childhood questions, receiving basic child developmental screening, and receiving care coordination services as evidenced by the number of families served, number of children served, number of child developmental screenings completed and the number of families effectively connected to services.



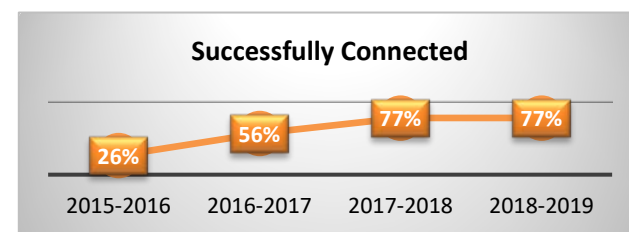
Increase of **49.63%** from 16-17 to 17-18 FY

Increase of **24.07%** from 17-18 to 18-19FY



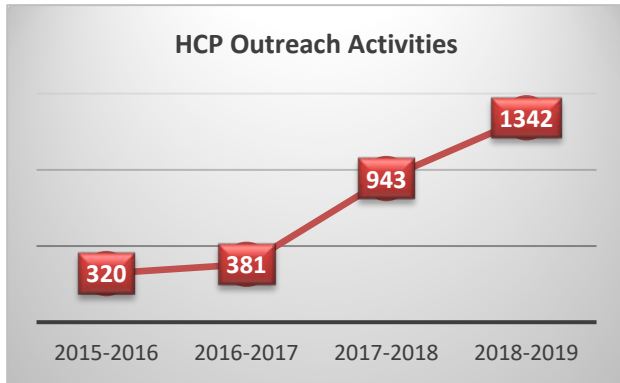
Increase of **77.86%** from 16-17 to 17-18 FY

Increase of **34.98%** from 17-18 to 18-19 FY



Increase of **21%** from 16-17 to 17-18 FY

No change from 17-18 to 18-19 FY



Increase of **147.51%** from 16-17 to 17-18 FY

Increase of **42.31%** from 17-18 to 18-19 FY

18
Physician Champions partner with local *Help Me Grow* Affiliates

6,123
healthcare providers received information on *Help Me Grow* and the importance of developmental screening & surveillance

121
new Healthcare Provider partnerships were established with *Help Me Grow* to provide developmental screening and ensure effective linkage to appropriate programs and services

Child Healthcare Provider Outreach: Child healthcare providers are uniquely positioned to identify developmentally vulnerable children. They have near universal access to young children and provide ongoing monitoring of children’s development through periodic screening. The *Help Me Grow* system supports community-based pediatricians by enhancing their effective developmental promotion and early detection activities for all children and families. This support is provided by educating and motivating providers to conduct systematic surveillance and screening of young children, as well as providing pediatricians with access to a centralized access point that can serve as a care coordination arm for busy pediatric primary care practices. **Expected Outcome:** Increase the health care practitioner community use of the *Help Me Grow* services and conducting of child screening, as evidenced by the number of health care providers receiving information about *Help Me Grow*, referring families to HMG, and conducting child screening.

Physician Champions: Physician Champions are devoted, passionate physicians who give the system credibility and authority, particularly for the physician community. The following are our Affiliate physician champions who are working in communities across Florida in partnership with the HMGF initiative:

Help Me Grow® Florida

- Dr. Peter Gorski, Professor, Herbert Wertheim College of Medicine; Florida International University; Miller School of Medicine, University of Miami

Jewish Community Services

- Dr. Carmen Molina, FAAP, Amedica Children’s Center

2-1-1 Big Bend

- Dr. Julia St. Petery, Tallahassee Pediatric Foundation

2-1-1 Brevard

- Dr. Preeti Bimbrahw, Viera Pediatrics

- Dr. Julio Pajaro, Nemours Children's Primary Care

2-1-1 Tampa Bay Cares

- Dr. Sarah Kelley, Community Health Centers of Pinellas, Inc.

United Way of Lee, Hendry & Glades

- Dr. Annette M. St. Pierre-MacKoul, MacKoul Pediatrics
- Dr. Melanio Villarosa, Hendry Regional Medical Center
- Dr. Pierre Loreda, Lee Physician Group

2-1-1 Palm Beach / Treasure Coast

- Dr. Jeanmarie Conner, Premier Pediatrics
- Dr. Irma E. Romero, Kid’s Place Pediatrics

- Dr. Michael Sonenblum, Pediatric Associates

United Way of Volusia & Flagler Counties

- Dr. Edwin E. Prevatte, FFAFP, Halifax Health Medical Center

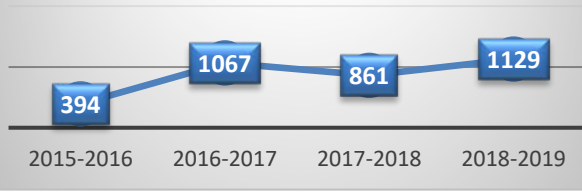
Heart of Florida United Way

- Dr. Alfonso Mireles, Nemours Children’s Health System
- Dr. Kevin Sherin, MPH, MBA, FACPM, FFAFP, Florida Department of Health in Orange County

Early Learning Coalition of Marion County

- Dr. Jadira Irizarry-Padilla, Heart of Florida Health Center

Family & Community Outreach Activities



Decrease of **19.31%** from 16-17 to 17-18 FY
 Increase of **31.13%** from 17-18 to 18-19 FY

181,652

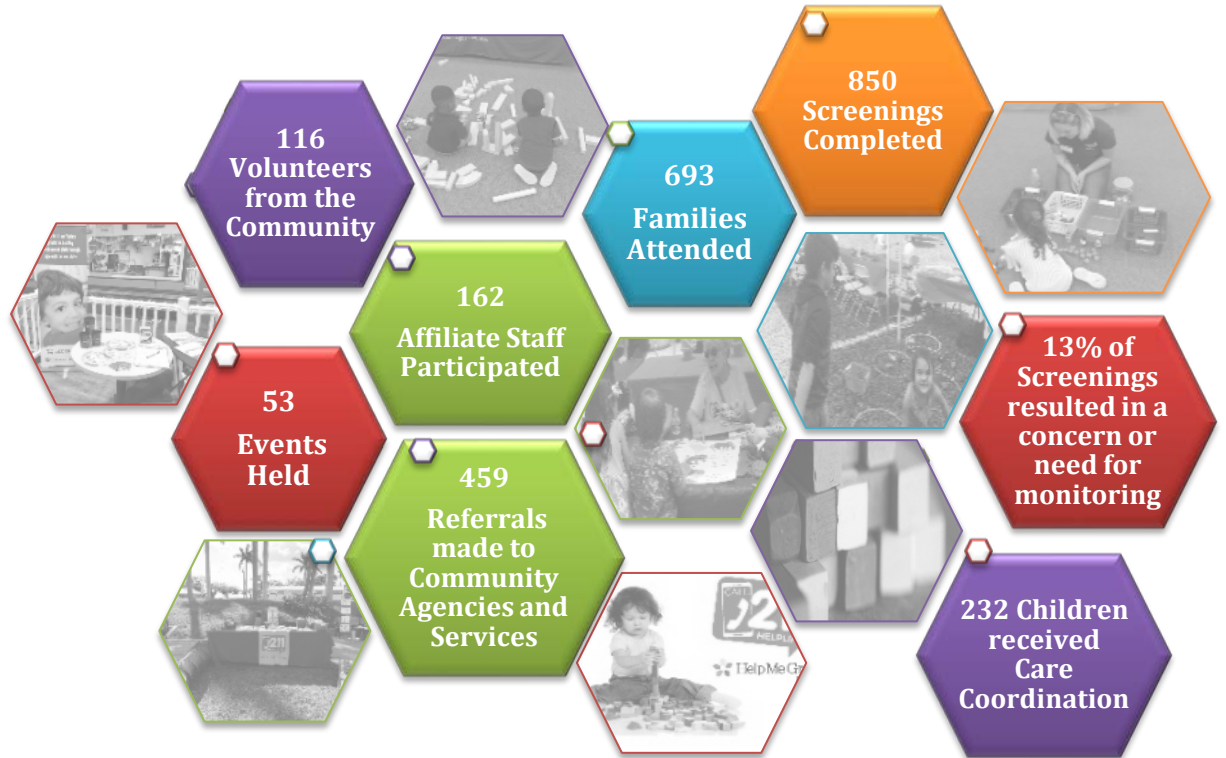
families & community members were exposed to information about child development, developmental milestones and the importance of developmental screening

Books, Balls, & Blocks

HMGF Books, Balls, & Blocks (BBB) Community Screening events are free, fun, events for families and their children ages birth to five. These events are held by implementing a minimum of five different volunteer-led activity stations in which children can engage in developmentally appropriate play while their parents complete an Ages & Stages Questionnaire (ASQ-3 and/or ASQ:SE-2) screening tools. During this time, parents are strongly encouraged to engage in the activities with their child.

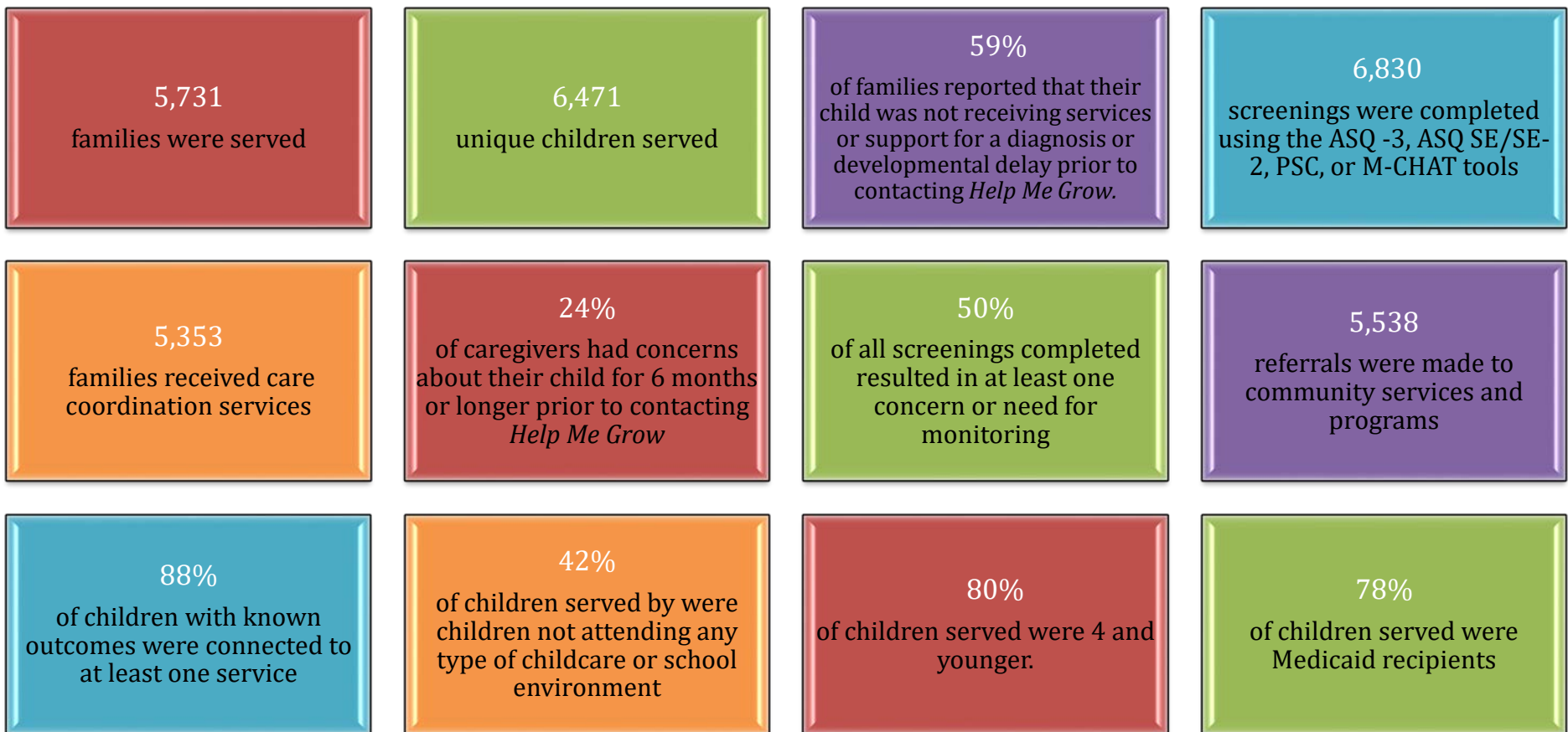
Family and Community Outreach: Family and Community Outreach activities develop associates and/or partners in the local community, promote *Help Me Grow* and inform families and the community of the importance of child screening and surveillance. They help to raise public awareness of *Help Me Grow* through posting on print and social media, giving presentations, participating in health and resource fairs, and distributing promotional materials. **Expected Outcome:** Increase the families and members of the community provided information about child screening and *Help Me Grow*, as evidenced by the number of individuals reached through community outreach activities.

2018-2019 FY BBB DATA SNAPSHOT



Data Collection & Analysis: Data informs and improves each Affiliate’s practice through quarterly data analysis. Data collection enables communities and the state, as a whole, to examine our successes as well as gaps and barriers. All users receive intensive training on how to use and operate the STAR system (common database for tracking screenings and referrals) for care coordination and reporting. As tools are developed relating to data collection and analysis, sites are informed and trained by the State Coordinating Office.

Help Me Grow® Florida Data Summary - We have seen a significant increase in seven of twelve of our outcomes over the past three years. *Help Me Grow* is successfully connecting parents to resources and informing the communities that the health and well-being of Florida’s children remain a priority. According to our 2018-2019 data, 6,830 screenings were completed directly from *Help Me Grow* and 50% of those screenings demonstrated concerns or a need for monitoring and were provided referrals by a *Help Me Grow* Care Coordinator. Additionally, 42% of the children with reported learning environments were not attending a school or early education setting. These children may never attend a childcare center or school environment and therefore may not have had access to the services they received from *Help Me Grow*. *Help Me Grow* continues to focus on serving all children, birth to eight, no matter where they learn or play.



INITIATIVES AND GRANTS

The following are initiatives implemented by HMGF in the 2018-2019 fiscal year.

“Learn the Signs. Act Early.” Initiative

2018-2019 Funding to HMGF- \$8,000 YTD

Alexandra Goldberg, Program and Training Manager for Help Me Grow® Florida is the “Learn the Signs. Act Early.” Ambassador for Florida.

The “Learn the Signs. Act Early.” campaign was created by the Centers for Disease Control and Prevention through the National Center on Birth Defects and Developmental Disabilities to improve early identification of developmental delays and disabilities, including autism, by promoting developmental monitoring and screening and facilitating early action on concerns. “Learn the Signs. Act Early.” strengthens *Help Me Grow* by improving the system of engagement with families and communities, providing care coordinators opportunities for professional development and informational resources, supporting our Books, Balls, and Blocks community screening events and providing resources for our physician community.

Act Early State Systems Grant

2018-2019 Funding to HMGF - \$10,000

Project Term: Year 3

The Act Early State Systems Grant, funded through the Association of Maternal and Child Health Programs (AMCHP), was awarded to increase awareness of “Learn the Signs. Act Early.” (LTSAE) materials through *Help Me Grow* existing outreach to families, physicians and community providers. We customize LTSAE informational materials for parents and pediatricians to use as well as providing knowledge on developmental milestones and where to call if they have a question or a concern. We also promote the LTSAE materials through our screening campaign “Don’t Wait and See. Check and See!” – Book, Balls, and Blocks Community Screening events.

Early Childhood Comprehensive Systems Impact Funding

2018-2019 Funding to HMGF - \$13,047

The Florida Association of Healthy Start Coalitions is the recipient of the Early Childhood Comprehensive Systems (ECCS) Impact Funding grant from the

US Department of Health & Human Services, Health Resources and Services Administration and they contract with the Children’s Forum to include HMGF as an implementation partner for ECCS.

ECCS Impact Funding are federal grants to states and communities designed to enhance early childhood systems building and demonstrating improved outcomes in children’s developmental health and family well-being using a Collaborative Innovation and Improvement Network (CoIIN) approach. An additional goal of the ECCS Impact Funding grants is the development of collective impact expertise, implementation and sustainability of efforts at the state, county and community levels.

iPad Initiative

HMGF purchased iPads with funding from AMCHP. These iPads were distributed to our Affiliates allowing their staff to complete screening using an innovative online approach. The iPads are programmed in kiosk mode allowing the user to securely enter screening information directly into the screening platform. Once the information is submitted, it is sent directly to the *Help Me Grow* affiliates for processing and follow-up. The iPad initiative is currently being used at outreach events, in childcare and healthcare provider offices, and health departments.

Colgate

HMGF collaborated with Colgate’s Bright Smiles, Bright Futures program to provide oral health education and prevention to under-served children. Annually, the Bright Smiles, Bright Futures program exposes eight million children and their families to positive oral health education messages and/or free dental screenings to children ages 1-12. Colgate’s Bright Smiles, Bright Futures Mobile Dental Van attended Books, Balls & Blocks Community Screening events during the 2018-2019 fiscal year.



CONNECTING WITH FAMILIES

MATTHEW

“I would recommend *Help Me Grow* to others because, as of one year, Matthew has come out of his shell. He is talking so much better and is completely different from where we first started. I’m very thankful for all the help that was given to me and my children.” – A HMGF Family (UWLHG)

ANONYMOUS

“If it wasn’t for *Help Me Grow*, I never would have gotten connected to services. Thank you for your help.” – A HMGF Family (2-1-1 Tampa Bay Cares)

JOHNNIE

“Thank you, Viola for your nice words. My experience with *Help Me Grow* is amazing, they have been helping me with many resources so I can find the right therapy for my son Johnnie. This agency is so good that I don’t feel alone in this difficult journey as a parent with a special needs kid.” - A HMGF Family (UWLHG)

Visit our website at www.helpmegrowfl.org/success-stories/ to see more amazing stories from our *Help Me Grow* families.



Help Me Grow[®] Florida Connects Families to Resources to Give Children Their Best Start



