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.

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.

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.

**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.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2591</td>
<td>3356</td>
<td>5160</td>
<td>6471</td>
</tr>
</tbody>
</table>

Increase of **53.75%** from 16-17 to 17-18 FY  
Increase of **25.41%** from 17-18 to 18-19 FY

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1734</td>
<td>3087</td>
<td>4619</td>
<td>5731</td>
</tr>
</tbody>
</table>

Increase of **49.63%** from 16-17 to 17-18 FY  
Increase of **24.07%** from 17-18 to 18-19 FY

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1969</td>
<td>2845</td>
<td>5060</td>
<td>6830</td>
</tr>
</tbody>
</table>

Increase of **77.86%** from 16-17 to 17-18 FY  
Increase of **34.98%** from 17-18 to 18-19 FY

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26%</td>
<td>56%</td>
<td>77%</td>
<td>77%</td>
</tr>
</tbody>
</table>

Increase of **21%** from 16-17 to 17-18 FY  
No change from 17-18 to 18-19 FY
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.

| Increase of 147.51% from 16-17 to 17-18 FY |
| Increase of 42.31% from 17-18 to 18-19 FY |

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

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

- Dr. Annette M. St. Pierre-MacKoul, MacKoul Pediatrics

- Dr. Melanie Villarosa, Hendry Regional Medical Center

- Dr. Pierre Loredo, Lee Physician Group

- 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, FAAFP, Halifax Health Medical Center

**Heart of Florida United Way**
- Dr. Alfonso Mireles, Nemours Children’s Health System

- Dr. Kevin Sherin, MPH, MBA, FACP, FAAP, Florida Department of Health in Orange County

**Early Learning Coalition of Marion County**
- Dr. Jadira Irizarry-Padilla, Heart of Florida Health Center
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Events Held</th>
<th>Volunteers from the Community</th>
<th>Families Attended</th>
<th>Referrals made to Community Agencies and Services</th>
<th>Affiliates Staff Participated</th>
<th>Screenings Completed</th>
<th>Screenings resulted in a concern or need for monitoring</th>
<th>232 Children received Care Coordination</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>53</td>
<td>116</td>
<td>693</td>
<td>459</td>
<td>162</td>
<td>850</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>2016-2017</td>
<td>162</td>
<td>1067</td>
<td>693</td>
<td>459</td>
<td>162</td>
<td>116</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>2017-2018</td>
<td>861</td>
<td>1129</td>
<td>53</td>
<td>53</td>
<td>850</td>
<td>116</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>2018-2019</td>
<td>394</td>
<td>1067</td>
<td>53</td>
<td>53</td>
<td>850</td>
<td>116</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

**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.

**181,652**

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

<table>
<thead>
<tr>
<th>5,731 families were served</th>
<th>6,471 unique children served</th>
<th>59% of families reported that their child was not receiving services or support for a diagnosis or developmental delay prior to contacting <em>Help Me Grow</em>.</th>
<th>6,830 screenings were completed using the ASQ -3, ASQ SE/SE-2, PSC, or M-CHAT tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,353 families received care coordination services</td>
<td>24% of caregivers had concerns about their child for 6 months or longer prior to contacting <em>Help Me Grow</em></td>
<td>50% of all screenings completed resulted in at least one concern or need for monitoring</td>
<td>5,538 referrals were made to community services and programs</td>
</tr>
<tr>
<td>88% of children with known outcomes were connected to at least one service</td>
<td>42% of children served by were children not attending any type of childcare or school environment</td>
<td>80% of children served were 4 and younger</td>
<td>78% of children served were Medicaid recipients</td>
</tr>
</tbody>
</table>
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

Call 2-1-1
AND ASK FOR Help Me Grow
THE NUMBER EVERY PARENT NEEDS TO KNOW