



# Annual Report SFY20

**EARLY CHILDHOOD  
CENTRAL INTAKE AND REFERRAL SYSTEM**

July 2019-June 2020



# About



Help Me Grow is a system of supports for pregnant women, caregivers with new babies, and families with young children with developmental delays and disabilities. These services are provided through Early Intervention and Home Visiting.



Department of  
Developmental Disabilities

Early Intervention works with families with children birth to age 3 who have developmental delays or disabilities so that they have the best possible start in life.



Department of Health

Home Visiting is a voluntary, evidence-based family support program for pregnant women or new parents that promotes healthy growth and development for babies and young children.



As the statewide contractor for Help Me Grow Central Intake and Referral, Bright Beginnings works with regional partners to connect families to Home Visiting and Early Intervention; conduct marketing and outreach to families and professionals; and increase public awareness about the Help Me Grow system of supports.

## HOME VISITING



**42,743** System referrals received in SFY20

Note: Families can receive multiple system referrals.

Pregnant women  
24,455

Black/African American pregnant women  
60%

Note: Data represents those with a known race at the time of referral.



Pregnant, first-time mothers  
5,757

Note: Data represents information known at the time of referral.

Average Gestational Age



22.2 weeks



**12,168** Families accepting Home Visiting in SFY20

+12.5%  
from SFY19

Note: The assigned number of families does not include those referred or connected to other home-based programs outside the Ohio Department of Health's data system.

Pregnant women  
7,492

Black/African American pregnant women  
60%

Note: Data represents those with a known race at the time of referral.

Pregnant, first-time mothers  
3,777

Note: Data represents information known at the time of referral.

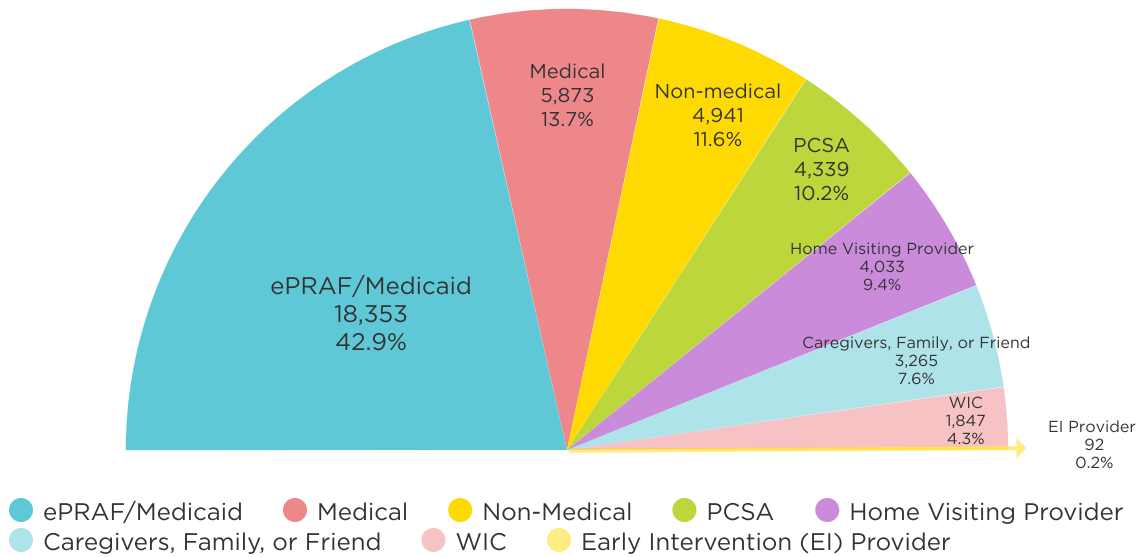
Average Gestational Age



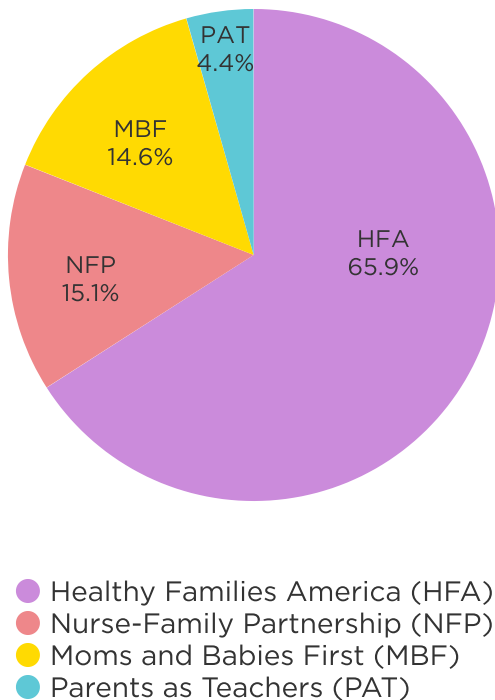
21.5 weeks

# HOME VISITING

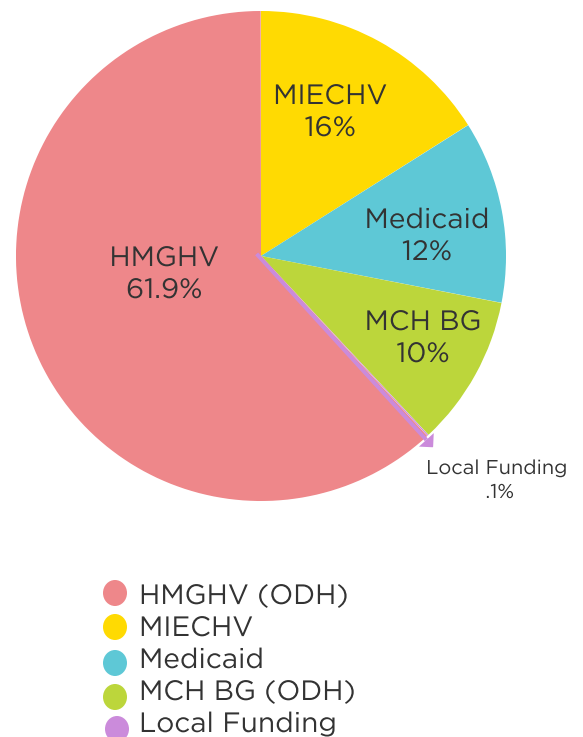
## Referral Sources



## Acceptance by Home Visiting Model



## Acceptance by Funding Stream



## MARKETING AND OUTREACH FOR HELP ME GROW AND HOME VISITING

---

Overall statewide outreach included more than 6,000 in-person and virtual activities. Of these outreach activities, more than 400 were events such as local baby showers, county fairs, family festivals, back-to-school bashes, story times at local libraries, and food or baby supply pickup at food pantries, farmers' markets, holiday events, and more.



**6,000**

outreach  
activities

Central Intake and Referral hosted around 1,200 presentations or meetings for healthcare professionals and social service agencies. Help Me Grow and Home Visiting materials were delivered through canvassing to more than 4,500 locations throughout the state.



**400**

local  
events

Central Intake and Referral continued to advertise through print, radio, and digital media throughout the state to boost awareness of services. Advertising was placed statewide on more than 100 billboards; NPR radio; PBS television; public media websites; in convenience stores; pharmacies; Bureau of Motor Vehicles locations; parent magazines; and on social media. Work also continued with LaMega Media to produce ads in Spanish for Ohio's Hispanic populations in SFY20.



**1,200**

presentations or  
meetings

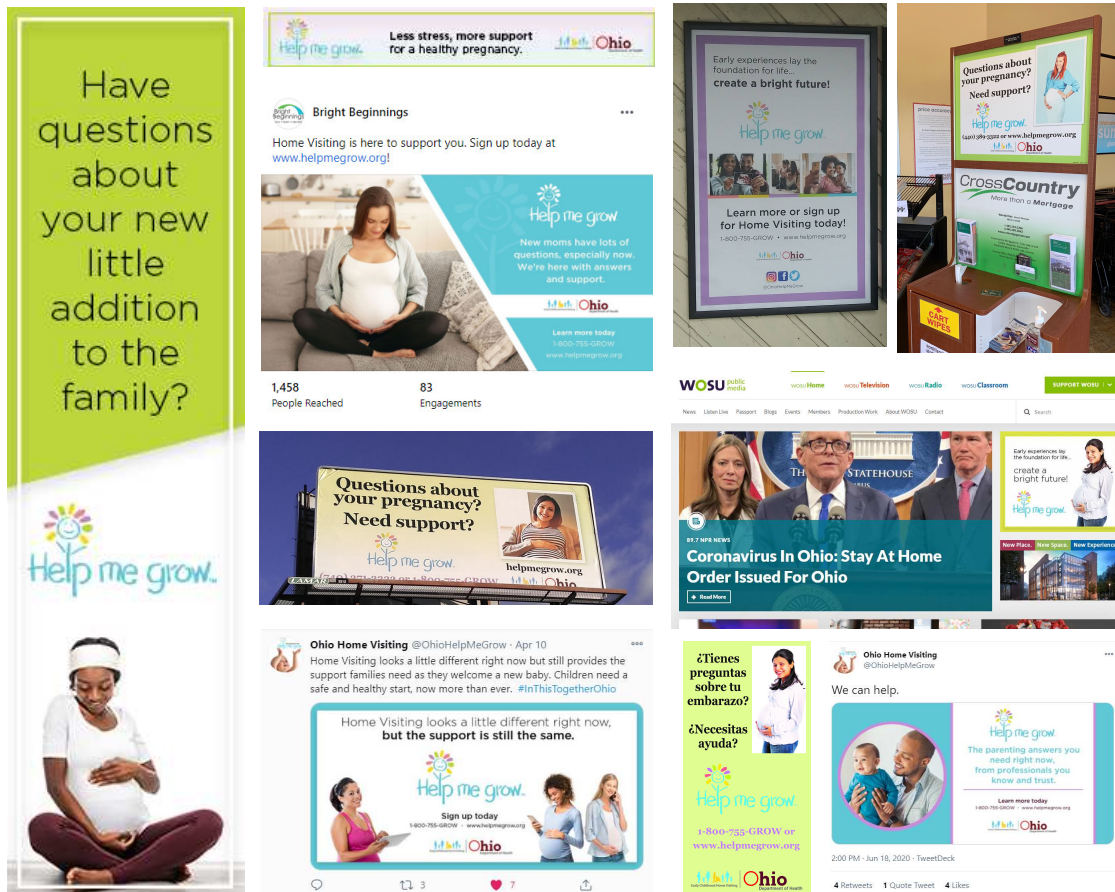
The rise of COVID-19 in spring 2020 called for creative and “out-of-the-box” strategies to continue Help Me Grow and Home Visiting brand awareness. Central Intake and Referral started digital advertising campaigns for Home Visiting throughout the state during the third quarter of SFY20. Other strategies included virtual meetings and presentations; virtual conferences; increased phone calls and emails; and dropping off or shipping printed and promotional items to current and potential referral sources. Outreach to grocery stores, school lunch programs, food pantries and restaurants offering curbside service was provided throughout the final quarters of SFY20.



**4,500**

locations  
canvassed

# MARKETING AND OUTREACH FOR HELP ME GROW AND HOME VISITING



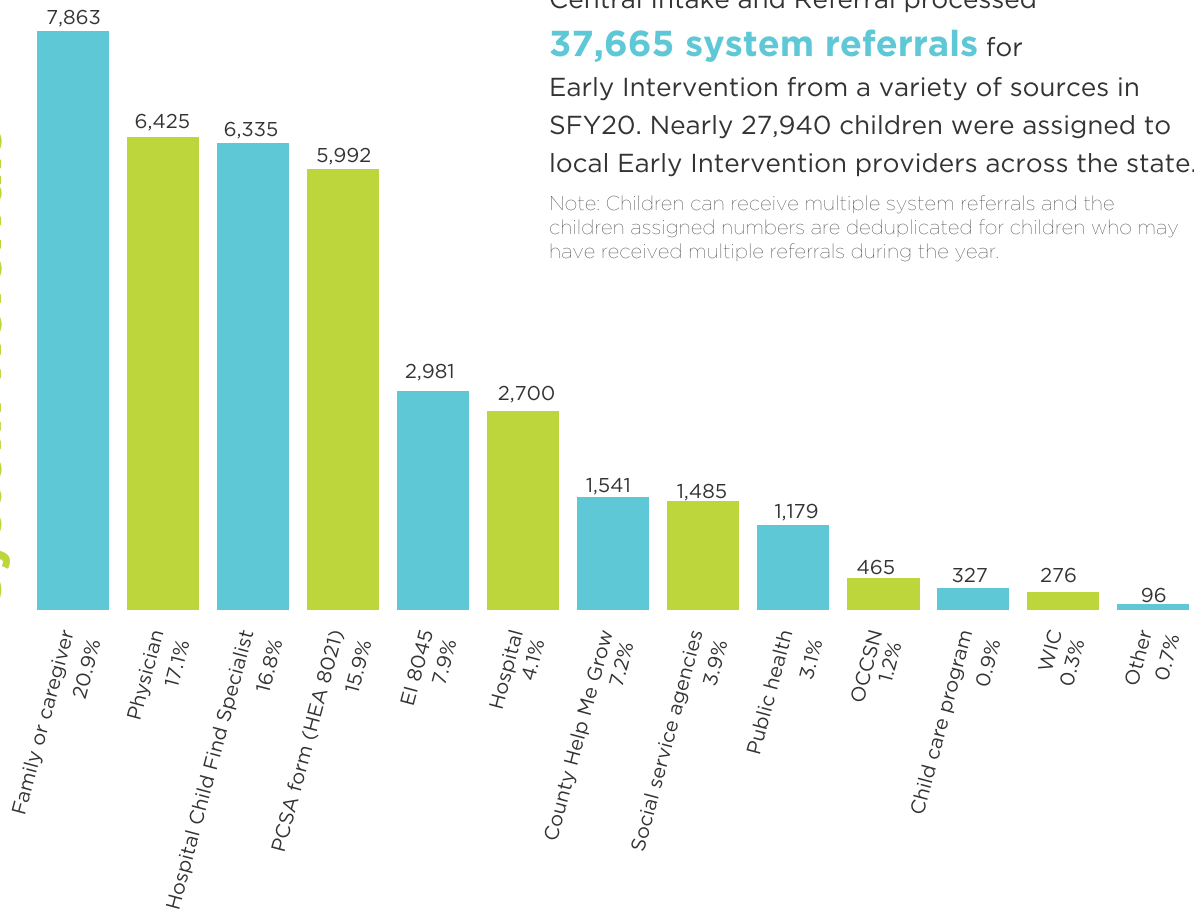
Advertising examples from SFY20

## Home Visiting and Help Me Grow Market Research

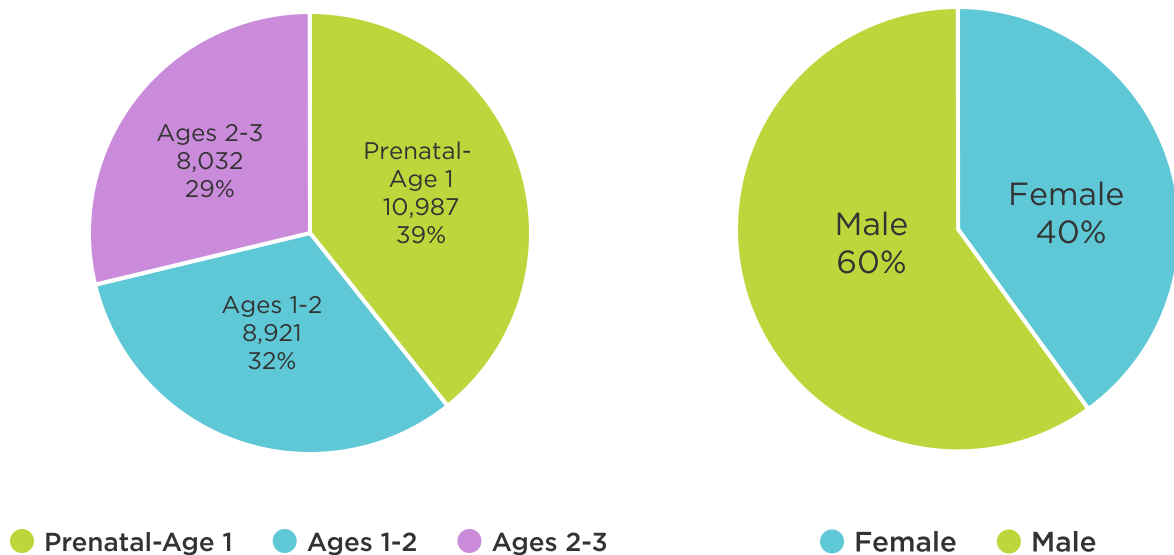
In SFY20, Bright Beginnings began working with Level 7, a marketing research firm, to develop statewide messaging for the Help Me Grow system of supports and Home Visiting. The initial research phases of the project, including internal and structural research on the populations served to determine the needs and messages that might be relevant to key audiences, began in the third quarter of SFY20. The next stages of the plan, which will be the focus of the work in SFY21, include both quantitative and qualitative research and message development for families and referral sources.

## EARLY INTERVENTION

### System Referrals



### Children assigned in SFY20





## EARLY INTERVENTION

---

### Ages and Stages Questionnaire (ASQ) Pilot

Beginning in the third quarter of SFY20, Bright Beginnings collaborated with the Ohio Department of Developmental Disabilities and local Early Intervention service coordination agency, Franklin County Family Children First Council, to pilot a new way of completing intake activities for certain PCSA referrals. The Ohio Department of Developmental Disabilities was interested in learning more about how changes to the intake process for these referrals could be made more family friendly and streamlined.

For referrals to Early Intervention made by Franklin County Children Services that met the pilot criteria, Bright Beginnings offered families the option of completing an ASQ screening online independently or over the phone. Bright Beginnings assigned families to an in-house, dedicated Early Intervention service coordinator and provided the developmental screening. This met requirements for Public Children Service Agency (PCSA) referrals, reduced caseloads for Early Intervention service coordinators in Franklin County, and provided screenings for children referred by the PCSA.



**29 completed screenings (35%)**

**10**

Developmental concerns

**10**

Monitoring zone

**9**

No development concern

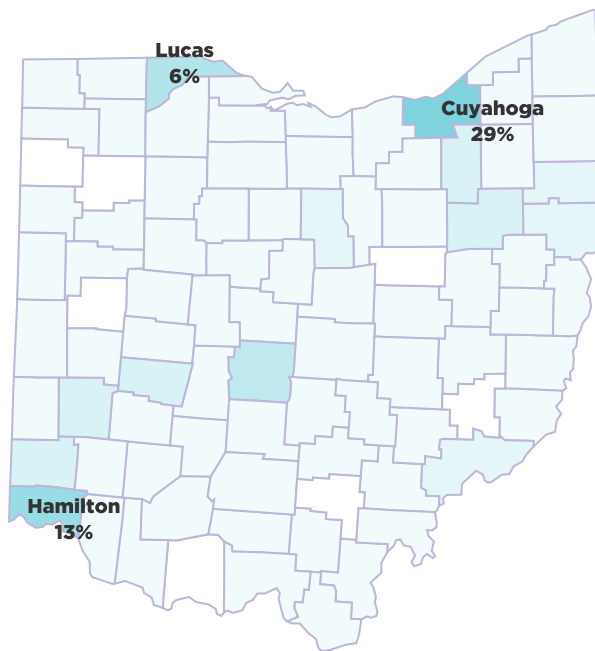


## EARLY INTERVENTION

### Initiative to Address Elevated Blood Lead Levels

Early Intervention for young children with elevated blood lead levels continues to be a priority in Ohio. As of July 1, 2019, automatic eligibility for Early Intervention was expanded to include children diagnosed with neonatal abstinence syndrome (NAS) and children with elevated blood lead levels ( $\geq 5\mu\text{g}/\text{dL}$ ).

An agreement between the Ohio Department of Developmental Disabilities and the Ohio Department of Health allows information for children diagnosed with elevated blood levels to be provided to Central Intake and Referral to engage them in Early Intervention. These referrals started arriving in November 2019, totaling 821 and representing 81 counties. There was a decrease in referrals from March to June 2020 due to the impact of the pandemic.



#### Referral Outcomes

Assigned or already receiving services	323	39.4%
Declined	219	26.7%
Attempts to contact unsuccessful	263	32.0%
Not eligible due to age at time of referral	16	1.9%

### Statewide Needs Assessment

The Statewide Needs Assessment for Early Intervention was conducted by Bright Beginnings and The Center for Community Solutions during SFY20. Its results will provide insight on Early Intervention challenges and successes across Ohio. The assessments are intended to help state leaders examine practices and understand needs in each county when it comes to increasing the awareness of Early Intervention services and improving both the quantity and quality of referrals.

# EARLY INTERVENTION

## Message Development and Toolkit



Bright Beginnings worked with the Ohio Department of Developmental Disabilities, the Ohio Center for Autism and Low Incidence (OCALI), Krile Communications, and other statewide stakeholders to develop consistent language about Early Intervention that will be used to describe services and encourage referrals. The key message is “Concerned? Act Early!” A family referral card (along with a guidance document for how to use it) was developed, and a Messaging Toolkit will be released in September of SFY21 to guide communications about Early Intervention. The toolkit will be used by Central Intake and Referral and local Early Intervention providers to ensure consistent messaging for outreach purposes.

Families and professional referral sources are the primary audiences for a related communication campaign that will launch in SFY21, with the message “Don’t Wait. Act Early!” Additional marketing and communication campaigns in SFY21 will focus on increasing awareness and referrals for children with elevated blood lead levels and neonatal abstinence syndrome.

## Outreach and Marketing

Central Intake and Referral made strides in its SFY20 advertising to ensure Ohio families and professionals knew about Early Intervention along with the Help Me Grow system of supports. Those efforts included billboards in targeted areas; public radio and television advertising; digital display advertising; and print ads in regional parent and family magazines and trade conference materials.

In addition, social media advertising through Facebook and Instagram was launched statewide. As of June 30, the Early Intervention ads had generated more than 95,000 impressions and more than 10,200 post engagements in the fourth quarter alone.

**Bright Beginnings**

Ohio Early Intervention is here for you, especially now. Act early! As Help Me Grow Central Intake, we are here to connect you to services. Contact us today!

**HIO** **Help Me Grow**  
Early Intervention

Children move, play and develop at their own pace... but if you're concerned, **don't wait!**

Ohio Early Intervention is here for you, especially now.

**Contact us today**  
1-800-755-GROW • [www.helpmegrow.org](http://www.helpmegrow.org)

**Bright Beginnings**  
Community Organization

[Learn More](#)

7,095  
People Reached

487  
Engagements

## CENTRAL INTAKE AND REFERRAL

---

### The Impact of COVID-19

March 2020 saw the rise of the COVID-19 pandemic, but the need for high-quality Help Me Grow supports and services did not go away. As the method for service delivery changed from primarily in-person to virtual visits, Governor DeWine enthusiastically mentioned Help Me Grow services during his daily press conferences on multiple occasions, and also tweeted about his continued commitment to serving Ohio's youngest children.

Central Intake and Referral developed a Q&A for its audiences and delivered an email blast to referral sources to reinforce that services were still available as well. It also adjusted outreach, marketing, and intake processes to effectively reach and serve families.

### Community Resource Directories

Community Resource Directories for each of Ohio's 88 counties provide families and service providers with lists of local resources that support pregnant women and families with young children. The directories include home visiting programs; hearing, vision, health and nutrition services; psychological and therapy supports; parent groups, school district information; parenting and pregnancy supports; and other local resources. The directories provide easy access to information and resources available in one's community. Sections of the Community Resource Directories are updated quarterly as resources and services change in each county, and posted to both the Help Me Grow and Bright Beginnings' websites.

### Budget Summary

The work of the Help Me Grow Central Intake & Referral System by Bright Beginnings and its regional partners was funded by the Ohio Department of Health in the amount of \$3,441,375, and the Ohio Department of Developmental Disabilities in the amount of \$2,292,525. Regional Partners contracted through Bright Beginnings include:

- Action for Children
- Butler County Educational Service Center
- Help Me Grow Bright Futures
- Lucas County Family Council
- Mahoning County Educational Service Center
- Noble County Health District
- Pike County Board of Developmental Disabilities

## THANK YOU

Bright Beginnings and its subcontracted regional partners want to thank the Help Me Grow system of supports providers, stakeholders, and families for another year of success as we collectively navigate the pandemic and its effects.

We continue to provide a coordinated system to ensure that Ohio children and families are connected to supports and services that help them achieve the best outcomes.



Bright Beginnings operates under the Educational Service Center of Northeast Ohio as its administrative and fiscal agent.