

SFY2021 ANNUAL REPORT

**EARLY CHILDHOOD
CENTRAL INTAKE AND
REFERRAL SYSTEM**

July 2020-June 2021

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But first, thank you!

Bright Beginnings and its subcontracted regional partners want to thank the providers, stakeholders, and families involved with the Help Me Grow system of supports for another successful year.

We continue to provide a coordinated system to ensure that Ohio's young children and their families are connected to supports and services that help achieve their best outcomes.



About



Ohio Department of
Developmental Disabilities



Ohio

Department
of Health



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.

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

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.

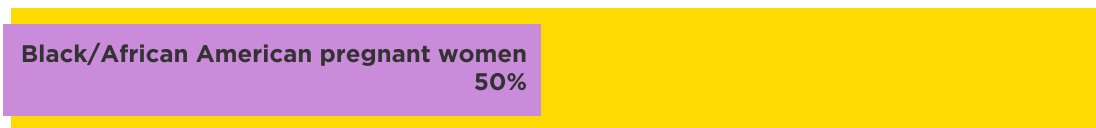
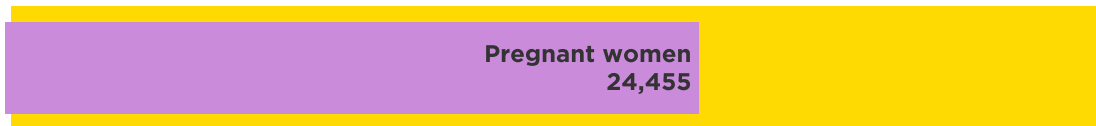
As the statewide contractor for Help Me Grow Central Intake and Referral, Bright Beginnings works with regional partners to connect families to Home Visiting and Early Intervention; conduct communications and outreach to families and professionals; and increase public awareness about the Help Me Grow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



Home Visiting

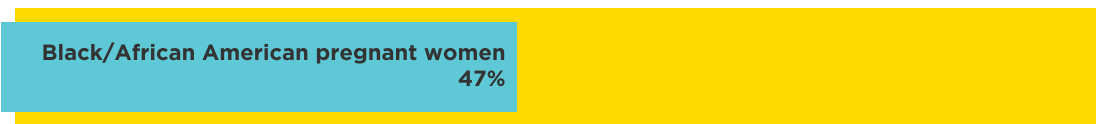
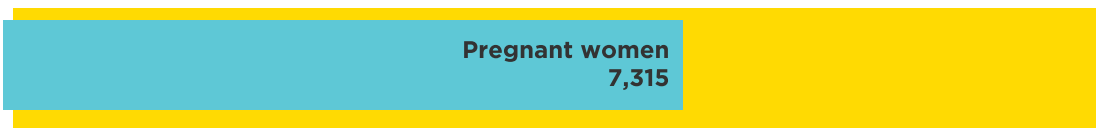
38,049 System referrals received in SFY21

* Note: Families can receive multiple system referrals.



11,770 Families accepting Home Visiting in SFY21

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

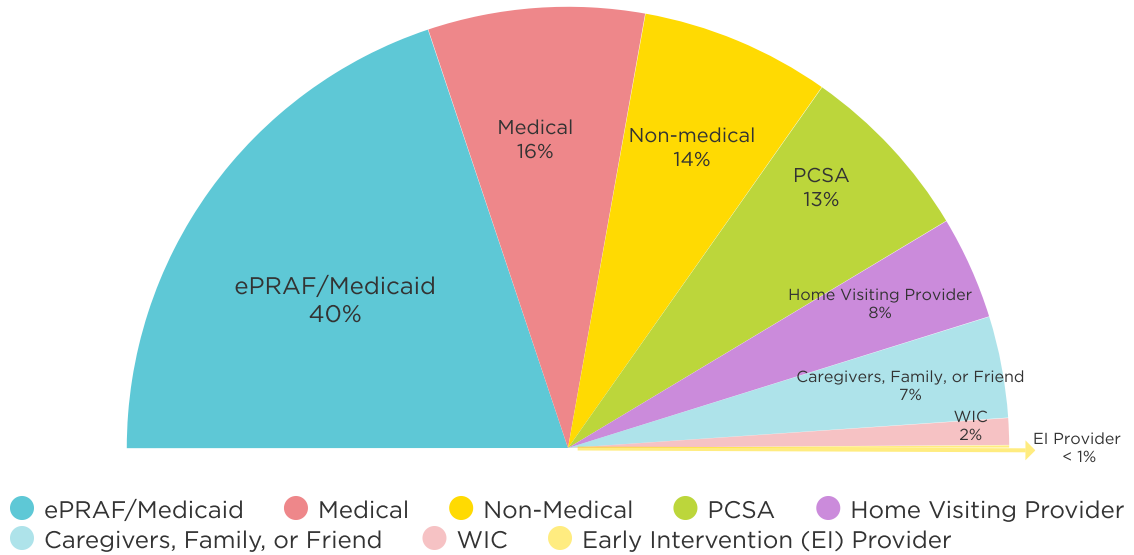


* Note: Data represents those with known information at the time of referral.

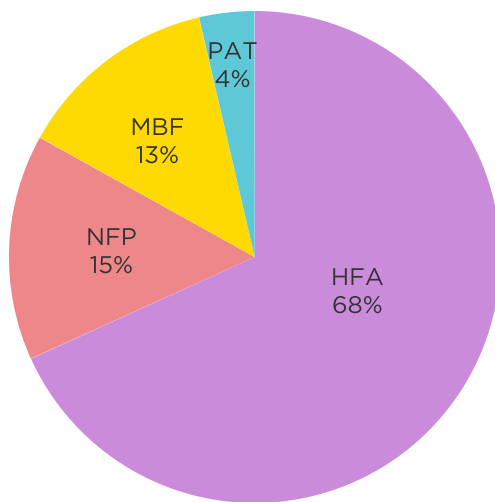


Home Visiting

Referral Sources

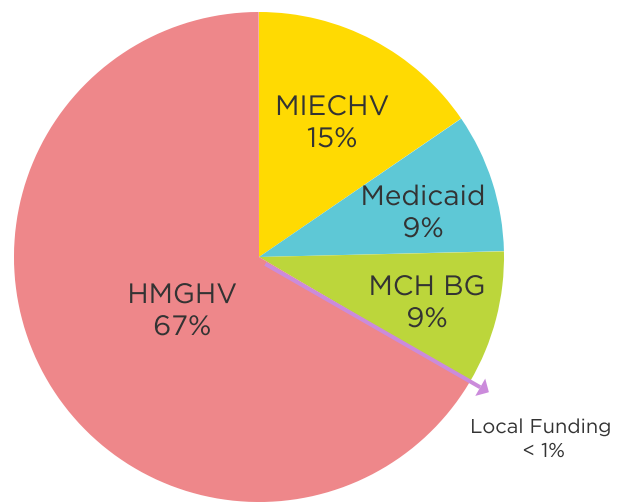


Acceptance by Home Visiting Model



- Healthy Families America (HFA)
- Nurse-Family Partnership (NFP)
- Moms and Babies First (MBF)
- Parents as Teachers (PAT)

Acceptance by Funding Stream



- HMGHV
- MIECHV
- Medicaid
- MCH BG
- Local Funding



Home Visiting

MARKETING AND OUTREACH FOR HELP ME GROW AND HOME VISITING

The Central Intake and Referral outreach staff continued to make every effort to contact professional referral sources and identify ways to engage families in SFY21. As the COVID-19 pandemic continued, many locations throughout Ohio were not open for on-site outreach opportunities. Outreach staff made sure Help Me Grow was represented at conferences, meetings, and presentations for professional referral sources both virtually and in person across the state.

Overall statewide outreach included more than 9,700 in-person and virtual activities. Regional partners provided outreach to food pantries, medical facilities, WIC offices, social service agencies, grocery stores, and other locations where families and professionals gather. Many regions provided Help Me Grow materials at COVID-19 immunization clinics, holiday events, and baby shower events throughout the state.

SFY21 Home Visiting advertising included:

- Audio advertising on public transportation.
- Online advertising on websites and apps.
- Hand and cart sanitizing stations.
- LaMega and LaNota advertising for Spanish-speaking families.
- NPR radio spots.
- Parent magazines.
- Pharmacy bags.
- PBS television spots.
- Social media ads on Facebook, Instagram, and YouTube.

Families now receive OHBaby Kits during their first home visit. The kits provide tools, resources, and information tailored for new and expecting parents. Social media graphics and posters were developed promoting the usefulness of these kits, and were distributed during the latter part of SFY21.



9,711

outreach activities



5,985

locations canvassed



2,372

drop offs



1,085

presentations or meetings



228

events



Home Visiting

MARKETING AND OUTREACH FOR HELP ME GROW AND HOME VISITING



Advertising examples from SFY21

Benefits of Home Visiting Kits

Physicians often need support and tools to ensure families get connected to community resources outside of the medical setting. In response, Central Intake and Referral developed the Benefits of Home Visiting Kits. These kits provide resources that reinforce the practice of offering Home Visiting services to the families they serve and help

providers address the maternal and infant health crises in Ohio. Kits were delivered statewide to OB/GYNs, birthing hospitals, pregnancy centers, pharmacy clinics, social service agencies, mobile sonogram units, and to other community partners. The kits will continue to be distributed throughout SFY22, with modifications for specific audiences, as needed.





Home Visiting

HOME VISITING AND HELP ME GROW MARKET RESEARCH

Central Intake and Referral began working with Level 7, a contracted marketing research firm, in SFY20 to research and develop statewide messaging for the Help Me Grow system of supports and Home Visiting.

A status update on work completed in SFY21 is below:

Q1: Quantitative research started and included 400 online surveys to pregnant women and families with young children across Ohio. Level 7 provided a quantitative analysis of how audiences view Help Me Grow and Home Visiting, how those views can be strengthened moving forward, and what messages resonate with the target population.

Q2: Level 7 conducted qualitative research with focus groups and one-on-one interviews with referral sources about Home Visiting and the name Help Me Grow. Secondary research of key audiences, including a gap analysis and social media audit, began this quarter.

Q3: Five unique brand positioning statements for Home Visiting were presented to both Central Intake and Referral and the Ohio Department of Health's leadership staff. The statements were based on the qualitative, quantitative, and secondary research.

Looking ahead: The Ohio Department of Health will evaluate the brand statements. Approved statements will then transition to partner agencies, Linchpin Strategy and McDougall Communications, who will work with Central Intake and Referral on developing branding, messaging, outreach training, and market strategy for Home Visiting.

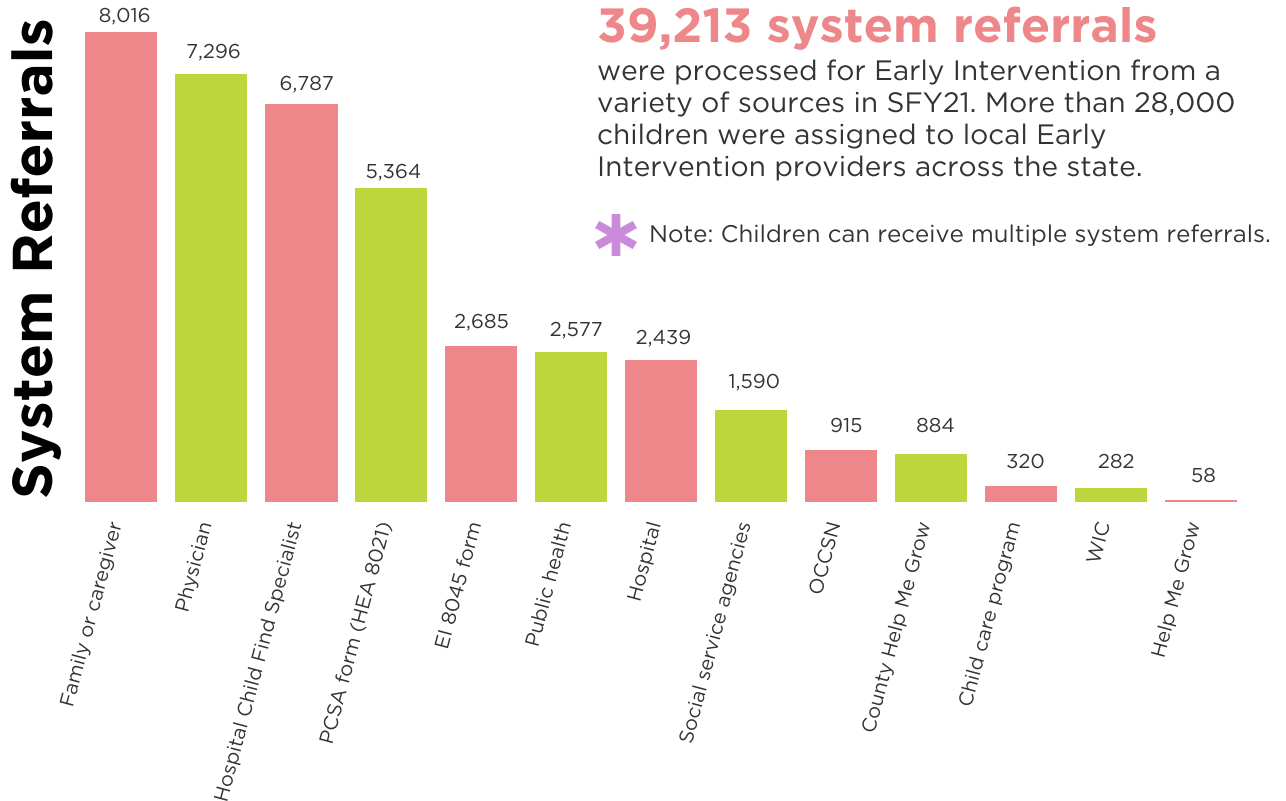
Below are family testimonials from Level 7's research.

Home Visiting was a helpful program because it allowed me to see as a first-time parent that everything was on target.

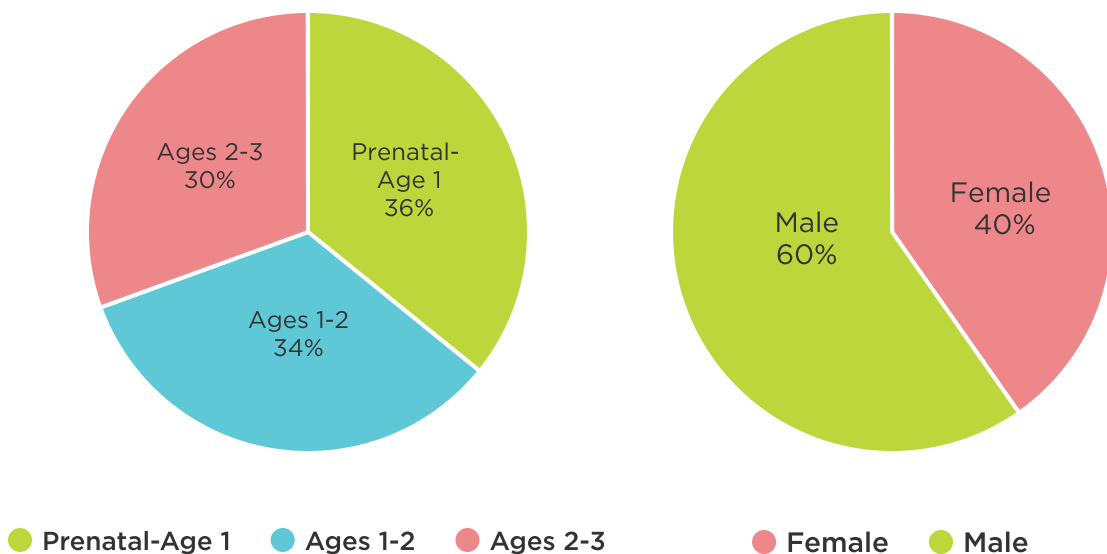
I used Home Visiting because it was highly recommended to me. It was a wonderful program!



Early Intervention



Children assigned in SFY21



* Note: Children assigned are deduplicated for children who may have received multiple referrals during the year.



Early Intervention

Ages and Stages Questionnaire (ASQ) Pilot

In SFY20, Bright Beginnings collaborated with the Ohio Department of Developmental Disabilities and Franklin County Family and Children First Council (the local Early Intervention service coordination agency), to pilot a new way of providing and completing services for certain Public Children Service Agency (PCSA) referrals.

Bright Beginnings offered families the option of completing the ASQ screening independently online or with a service coordinator over the phone. Bright Beginnings assigned families to an in-house, dedicated Early Intervention service coordinator. This ASQ pilot met requirements for PCSA referrals, reduced caseloads for Early Intervention service coordinators, and provided screenings for children referred by the PCSA. Bright Beginnings extended the ASQ pilot into Cuyahoga County in October of SFY21.

There were three major differences between the ASQ pilots in Franklin and Cuyahoga counties:

1. The Franklin County ASQ pilot included the entire county for 12 months. while the Cuyahoga County ASQ pilot only included specific regions of the county for four months.
2. The process for providing consent to participate in Early Intervention services was different in the two counties.
3. The Cuyahoga County ASQ pilot utilized the dedicated in-house service coordinator to complete all Central Intake functions, including offering Home Visiting if indicated on the PCSA referral form.



86 completed screenings (34.1%)

29

Developmental concerns

22

Monitoring zone

35

No development concern

Early Intervention

Young children with **elevated blood lead levels (EBLL)** and those diagnosed with **neonatal abstinence/opioid withdrawal syndrome (NAS/NOWS)** continue to be a priority in Ohio. Along with automatic eligibility for these children as of July 1, 2019, an agreement between the Ohio Department of Developmental Disabilities and the Ohio Department of Health allows information for children diagnosed with EBLL and NAS/NOWS to be provided to Central Intake and Referral to engage families in Early Intervention. Central Intake began receiving referrals in November 2019 for EBLL and in September 2020 for NAS/NOWS. Referral outcomes for SFY21 are below:

EBLL Referral Outcomes

Assigned or already receiving services	830	41.7%
Declined	502	25.2%
Attempts to contact unsuccessful	629	31.6%
Not eligible due to age at time of referral	31	1.6%

Top four counties:



NAS/NOWS Referral Outcomes

Assigned or already receiving services	234	34.7%
Declined	110	16.3%
Attempts to contact unsuccessful	326	48.3%

Top four counties:



Note: NAS/NOWS referrals received by Central Intake from the Ohio Department of Health only includes referrals for children who have a diagnosis of NAS/NOWS confirmed through the Ohio Connections for Children with Special Needs (OCCSN) system.



Early Intervention

Outreach and Communications

All outreach and marketing efforts were supported with the Early Intervention Communications Toolkit, developed by the Ohio Department of Developmental Disabilities, OCALI, and Krile Communications, Inc., in collaboration with Bright Beginnings. The toolkit was shared with Early Intervention providers in September 2020. During the third quarter, Central Intake hosted a webinar for Early Intervention providers on how to use the toolkit to ensure consistent messaging and increase outreach efforts across Ohio. The toolkit was used by providers to secure news coverage and ads in local publications across the state.

Central Intake and Referral outreach staff continued to collaborate with local Early Intervention providers to explore opportunities for outreach. Via an online order form on helpmegrow.org, providers could order marketing materials to be delivered by outreach staff. Materials included new family-facing brochures, family referral cards, guidance documents for professionals, posters, and more.

In partnership with local Early Intervention providers, Central Intake and Referral's outreach activities included virtual meetings and presentations; calls and emails to current and potential referral sources; drive-thru resource fairs for families; and dropping off or shipping printed and promotional items to referral sources. Promotional emails to referral sources were sent during the second, third, and fourth quarters, including one specifically for child care providers across the state.

Multiple advertising channels were used in SFY21 for Early Intervention messaging, including:

- AM/FM radio spots via iHeart Media.
- Billboards.
- Online advertising on websites and apps.
- NPR radio spots.
- Parent magazines.
- PBS television spots.
- Podcast ads via iHeart Media.
- Social media ads on Facebook, Instagram, and LinkedIn.

Central Intake and Referral launched three community engagement campaigns to boost awareness of Early Intervention:

1. Don't Wait, Act Early! targeting families and pediatricians.
2. Outreach related to elevated blood lead level referrals.
3. Outreach related to neonatal abstinence syndrome referrals.



Early Intervention

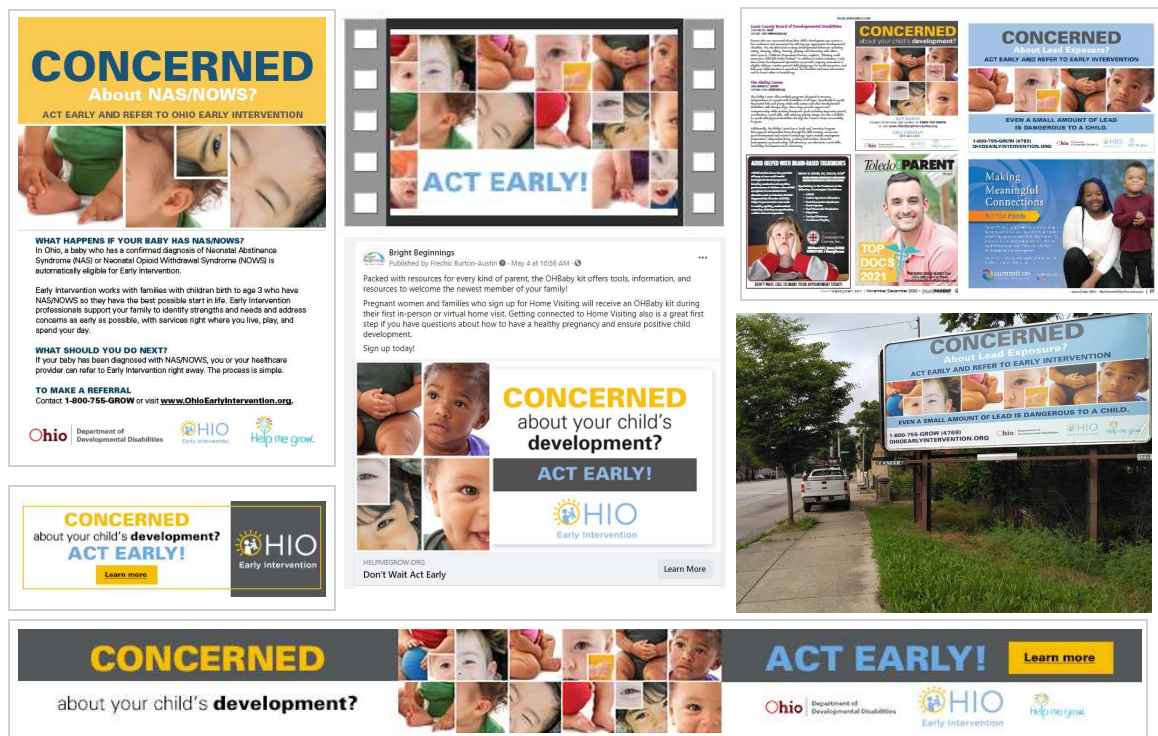
Community Engagement Campaigns

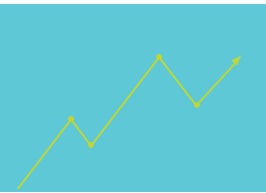
The "Don't Wait. Act Early!" campaign used language and branding provided in the Communications Toolkit. Year-round efforts included a successful digital advertising effort that generated 7.5 million impressions and more than 13,000 clicks to the Early Intervention page of helpmego.org.

Central Intake and Referral collaborated with OCALI and Krile Communications on message development for outreach campaigns related to children with elevated blood lead levels (EBLL) and neonatal abstinence/opioid withdrawal syndrome (NAS/NOWS). Materials developed include:

- Family-facing flyers on both NAS/NOWS and EBLL and how Early Intervention can help
- Handouts for medical professionals that explain automatic qualification for children with EBLL and NAS/NOWS and how Early Intervention can help the families they serve
- Stress management and infant massage cards for families

EBLL advertising included billboard, public media, digital display, and social media advertising directed to families and medical providers. The NAS/NOWS campaign included distributing new printed materials to birthing hospitals, federally qualified health centers, and medication-assisted treatment centers. Both campaigns will continue throughout SFY22.





Central Intake and Referral

www.helpmegrow.org

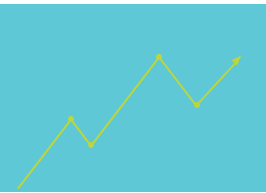
After a full year of planning and development, Central Intake and Referral launched the new helpmegrow.org website at the start of calendar year 2021. The website has a new colorful design and layout; dynamic, user-friendly navigation both on desktop and mobile; updated texts and graphics; and new webpages for families, potential referral sources, and providers. As of June 30, 2021, the newly designed helpmegrow.org had 55,000 visits.

Community Resource Directories

Central Intake and Referral launched a new, interactive version of the Community Resource Directories on helpmegrow.org. The directories are now hosted online and can be updated in real time, so families and professionals access the most current provider information in their area. Users can now search for providers by service area, service category, county, keyword, or ZIP Code.

The directories continue to connect both families and providers to local resources available in their community that support pregnant women and families with young children.

All sections of the Community Resource Directories are updated each fiscal year as resources, services, and contact information may change.



Central Intake and Referral

Statewide Outreach Needs Assessment

Central Intake and Referral identified additional research questions for enhancing the SFY20 Early Intervention Statewide Needs Assessment. Upon obtaining additional data from the Ohio Department of Developmental Disabilities and other sources, the data points were analyzed and incorporated into a full Statewide Needs Assessment report. The report is 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. Statewide Needs Assessments for both Early Intervention and Home Visiting are planned for SFY22.

The Impact of COVID-19

Service delivery for both Home Visiting and Early Intervention continued to evolve as the COVID-19 pandemic continued into SFY21. Central Intake and Referral adjusted its outreach, marketing, and intake procedures to reach and serve families effectively.

The pandemic restricted the number of in-person outreach activities, but staff made every effort to connect with professional referral sources and identify ways to engage families. Marketing and communications efforts were adapted to reach target audiences. Intake staff continued to process referrals and connect pregnant women and families to the services and resources they needed.

Central Intake and Referral looks forward to new opportunities in SFY22, and continues its dedication to providing families with resources and services to support healthy growth and development of their young children.

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 Brighter Futures
- Lucas County Family Council
- Mahoning County Educational Service Center
- Noble County Health District
- Pike County Board of Developmental Disabilities



Ohio Department of
Developmental Disabilities



Ohio Department
of Health

