



Investments in MCH:

STRENGTHENING



Families and the MCH Workforce

AMCHP Annual Conference March 9-12, 2019 San Antonio, TX

Strengthening Quality Improvement and Innovation through Family Engagement in Collaborative Improvement and Innovation Networks (CollNs)

March 11, 2019

4:30PM – 5:30PM

Workshop Objectives

- Understand the value of investing in family engagement in the CollN model to test and drive improvements.
- Identify examples of how to engage families in all levels of the CollN – community, state and national collaborative levels
- Explore continuums of family engagement
- Identify at least 1 strategy or learning you can apply to your work



Meet the Panel!



Christy Blakely



Parent Partner, Expert and Faculty Member; NICHQ-led Early Childhood Comprehensive Systems CoIN (**Moderator**)

Christy's grandchildren





Sherry Santa, Texas CMC ColIN State Team Family Leader; Texas Parent to Parent, Medical Education Program Coordinator, Family-to-Family Health Information Center Coordinator

Deepa Srinivasavaradan



State Parent Lead for NJ Help Me Grow/ECCS Impact/HV CoIIN 2.0 Initiatives; CDC's "Learn the Signs. Act Early." Ambassador to NJ

Dr. Trina Evans Williams



Trina Evans Williams, ScD, MPH, State Program Coordinator, Louisiana Healthy Homes and Childhood Lead Prevention Program and Adjunct Professor at Tulane School of Public Health and Tropical Medicine

Overview

TRANSACTIONAL

"Community Investment"

Ex: Public Report Card Release
Information/Training sessions
Awareness Campaigns
Social Media

Communication: One-way
partnership to community

Sample Metrics: Number of audiences
reached; Number of reports written
and distributed; Number of
mediums used for media outreach

TRANSITIONAL

"Community Involvement"

Ex: Community Advisory Committees
Community Conversations
Community Calls to Action
Social Media (if done well)

Communication: Two-way
mostly partnership to community

Sample Metrics: Active participation,
turnover, and retention; # of
activities to involve members;
Increased accountability by
decision-makers to affected groups

TRANSFORMATIONAL

"Community Integration"

Ex: Issue Specific Workgroups
Joint decision-making
Co-ownership of outcomes

Communication: Two-way
equal partnership to community
and community to partnership

Sample Metrics: Depth of engagement;
Ownership of the Partnership and
work; Willingness of members to take
action; Transcending organizational
interests for long-term collective
interests

PEOPLE INVOLVED

DEPTH OF ENGAGEMENT

ACTIVE ENGAGEMENT



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Maternal & Child Environmental Health CoIN – Highlighting Family Engagement at the Community Level

**Trina Evans Williams, ScD, MPH, State
Program Coordinator, Louisiana Healthy
Homes and Childhood Lead Prevention
Program**

Maternal and Child Environmental Health (MCEH) CoIIN

- **Goal:** to increase in the number of infants and children that have access to a system of coordinated care to address their needs due to lead exposure.

Who is involved?

9 State Teams:



• Alabama



• Illinois



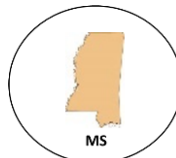
• Iowa



• Louisiana



• Michigan



• Mississippi



• Missouri



• New Jersey



• Pennsylvania

Key Partners



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



National Institute
for Children's
Health Quality




Green & Healthy
Homes Initiative®



MCEH CoIN Aim & Objectives

- **Global Aim:** Decrease exposure to lead from major sources and/or increase access to systems of care in order to:



Decrease by 10% blood lead levels (BLL) in children ages 0- <72 months

Increase by 25% the # of children that receive a screening test for BLL

Increase by 25% the # of children with confirmed elevated BLL that receive care in a medical home

Increase by 25% the # of providers following the CDC recommendations for follow-up of children with confirmed elevated BLL

State Name: Louisiana Healthy Homes and Childhood Lead Poisoning Prevention Program (LHHCLPPP) and WIC Clinic Community Partners!



Our Team

- Amy Zapata- Director, Bureau of Family Health
- Gail Gibson, Clinical Services Manager
- Cheryl Harris – Program Administrator/Program Director
- **Dr. Trina Evans Williams– Program Coordinator/Program Manager**
- Ann Johnson Bludsaw–Case Manager/Environmental Coordinator
- Ngoc Huynh – Surveillance Epidemiologist/Data Manager
- Chelsea Carter-Data Collection Specialist/Regional Outreach Specialist
- Jonathan Whipple-Data Collection Specialist/Contractor Relations Specialist
- Key Partner-LaNaya Carter, ECS Integration Specialist, MIECHV
- **Key Partner-Mary Schulthies, Crescent City WIC Program**
- Key Partner-Stephenie Marshal, Daughters of Charity Health Services of New Orleans-WIC Program
- Kahree Wahid-Louisiana Head Start Collaborative
- Mary Williams-Dillard Deep South Environmental Justice Program
- Dr. Howard Mielke-Tulane University Environmental Scientist
- Ashley Politz-Louisiana Chapter of the American Academy of Pediatricians



Our Aim

- **Over the next 18 months, we want to.....**

*Improve screening in children
ages 0-6 by 25%.*

Transactional:

“Community Investment!”

- Examples:
 - ❖ Awareness Campaigns
 - ❖ Social Media
 - ❖ Training Sessions
 - Communication
 - ❖ One-way partnership to community
 - Sample Metrics
 - ❖ # of audiences reached
 - ❖ # of materials distributed
 - ❖ # of mediums used during media outreach
- **2018 National Lead Poisoning Prevention Week-LHHCLPPP Observances and Activities**
 - ❖ Awareness Campaign: Raise awareness about healthy homes and lead hazards and its effects on human health by participating in radio show interviews, presentations, neighborhood association meetings, fire department community canvassing activities to engage families, area WIC clinics events, partner with other state agencies and community-based organizations that serve families.
 - ❖ Partner with the Bureau of Family Health’s (BFH) Maternal Infants and Early Childhood Home Visiting (MIECHV) Program, and Safe Sleep Campaign to raise awareness
 - ❖ **Partner with Crescent City WIC Program to increase lead testing of children ages one and two and to train WIC Staff and WIC Parents on the latest childhood lead poisoning facts and ways to prevent childhood lead poisoning (i.e. LEAD TESTING DAYS);**
 - ❖ Train medical providers at the LSUHSC and Ochsner Health System Grand Rounds on the importance of healthy homes and lead poisoning prevention;
 - ❖ Work with housing partners to promote the Lead Based Paint Hazard Control Grant activities in targeted parishes.



Working with our Community Partners to Engage Families!

Transitional:

“Community Involvement!”

- Examples:
 - ❖ Community Advisory Committee
 - ❖ Community Conversations
- Communication
 - ❖ Two-way partnership to community
- Sample Metrics
 - ❖ Active participation
 - ❖ # of activities to involve members
 - ❖ Increased accountability by decision-makers to affected groups
- Activities Include:
 - ❖ Advisory Team Leads
 - ❖ Plan for Lead Week event (Feedback)
 - ❖ Feedback on PDSA's
 - ❖ Parent Champions for MCEH CoIIN
 - ❖ Input on Issues in Community
 - ❖ Facilitate ways to actively engage more parents
 - Parent Focus Groups
 - WIC Parent Form
 - ❖ Speakers at Local, State and National Events and Conferences

Transformational

“Community Integration!”

- Examples:
 - ❖ Joint Decision Making
 - ❖ Co-Ownership of Outcomes
- Communication
 - ❖ Two-way equal partnership to community and community to partnership
- Sample Metrics
 - ❖ Depth of engagement
 - ❖ Ownership of the Partnership and Work
 - ❖ Willingness of members to Take Action
 - ❖ Transcending organizational interests for Long-term Collective Interests

Key Partnership Building Activities

- **What went well:**
 - ☐ Multiple planning meetings between the WIC Clinic Director and Assistant Director (Key Community Partner-Crescent City WIC Program) and the Lead Program Manager and Regional Outreach Specialist.
 - ☐ Worked well together to determine how and when testing will happen, by who and what resources were needed.
 - ☐ Worked well to develop a detailed plan of action to test children at high attendance time when parents received WIC vouchers.

Changes we have tested and/or implemented so far...

- ***List changes tested:***

- *Lead Team and the WIC Clinic Director and staff* scheduled specified lead testing dates on **Tuesdays** and **Thursdays** starting in September and this will continue throughout the duration of the MCEH CoIIN.
- Resources were coordinated in order to promote the Lead Testing Days. The Lead Team distributed lead poisoning prevention educational materials and National Lead Poisoning Prevention Week awareness packets to parents at the Crescent City WIC Clinic.

Changes we have tested and/or implemented so far...

- **List changes implemented**

- Parents were trained on the importance of childhood lead testing and ways to prevent childhood lead poisoning.
- WIC Clinic staff were trained on importance of childhood lead testing and ways to prevent childhood lead poisoning.
- Lead Staff created a spreadsheet of all training events that occurred in September and October and events that occurred during National Lead Poisoning Prevention Week.
 - This spreadsheet was a tool that was used to track the following:
 - Number of people educated
 - Number of educational materials distributed
 - Number of children tested for lead poisoning during the months of September and October.

Since we started the collaborative we have learned . . .

- We learned that at the beginning and end of the month is a much busier time when more parental visits occur due to Voucher Pick-Ups at the WIC Clinic.
- We have learned that Tuesdays and Thursdays are the days when most parents come to the WIC Clinic during the week.
- We learned that adding incentives, distributing awareness packets, incorporating Ted the Lead Care Bear kept parents engaged during educational training events and it increased the number of children tested for lead at this WIC Clinic.

Since we started the collaborative we have learned

- **LHHCLPPP Answer:** Consider next step to ask participating Parents for additional feedback (i.e., Parent Survey and Focus Groups) on what would help draw more Parents to get their child lead testing.
- **Things to Consider for next cycle.** Data, feedback and observations will be compared to the predictions, learning will be summarized into a report and the theory about the objective of the cycle will be updated on an on-going basis throughout this PDSA cycle.
- **Success of this Initiative:** Goal was to reach 25 children tested for lead per month starting in September through January which would have equaled 125 children tested. We have doubled this amount by reaching a total of **263 children who were tested for lead** between September through January.

A Local Family Story and the Coordinated System of Care Approach!

- **This is our Local Family Story.** After this child was tested for lead, her test results showed that she had been exposed to lead poisoning. These results were sent to our Case Manager who assigned one of our certified risk assessors to go to the home to do a full visual assessment of the lead hazards. Then because this family qualified for our Lead Abatement Services Program, our program provided this service at the home where this child resided.
- **What went well:** Before our lead abatement work was done, this child's lead results were 16 $\mu\text{g}/\text{dl}$ (venous). The success of this story was that after our program did the lead abatement work at their home, this child's lead levels have dropped to 5 $\mu\text{g}/\text{dl}$. These are the before and after pictures of this child's home where the lead abatement work was done.



Home **before** lead
abatement



Home **after** lead abatement



Louisiana Children Are At the Heart of the Matter!
Working Together with Communities in Louisiana!
Our Message is Lead Free Kids For A Healthy Future!
One Child At a Time! One Family At A Time!
One Community At A Time!



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Early Childhood Comprehensive Systems CoIN – Highlighting Family Engagement at the State Level

**Deepa Srinivasavaradan, State Parent Lead for NJ Help
Me Grow/ECCS Impact/HV CoIN 2.0 Initiatives; CDC's
“Learn the Signs. Act Early.” Ambassador to NJ**



Highlighting Family Engagement at the State Level – NJ Perspective

Deepa Srinivasavaradan

State Parent Lead for NJ Help Me Grow, ECCS Impact, HV CoIIN 2.0
CDC's "Learn the Signs. Act Early." Ambassador to NJ

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UH3MC30335, Early Childhood Comprehensive Systems, \$5,448,239 (0% financed with nongovernmental sources). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



ECCS CoIN Aim:
achieve a 25%
increase in age
appropriate
developmental skills
of three-year-old
children by 2021

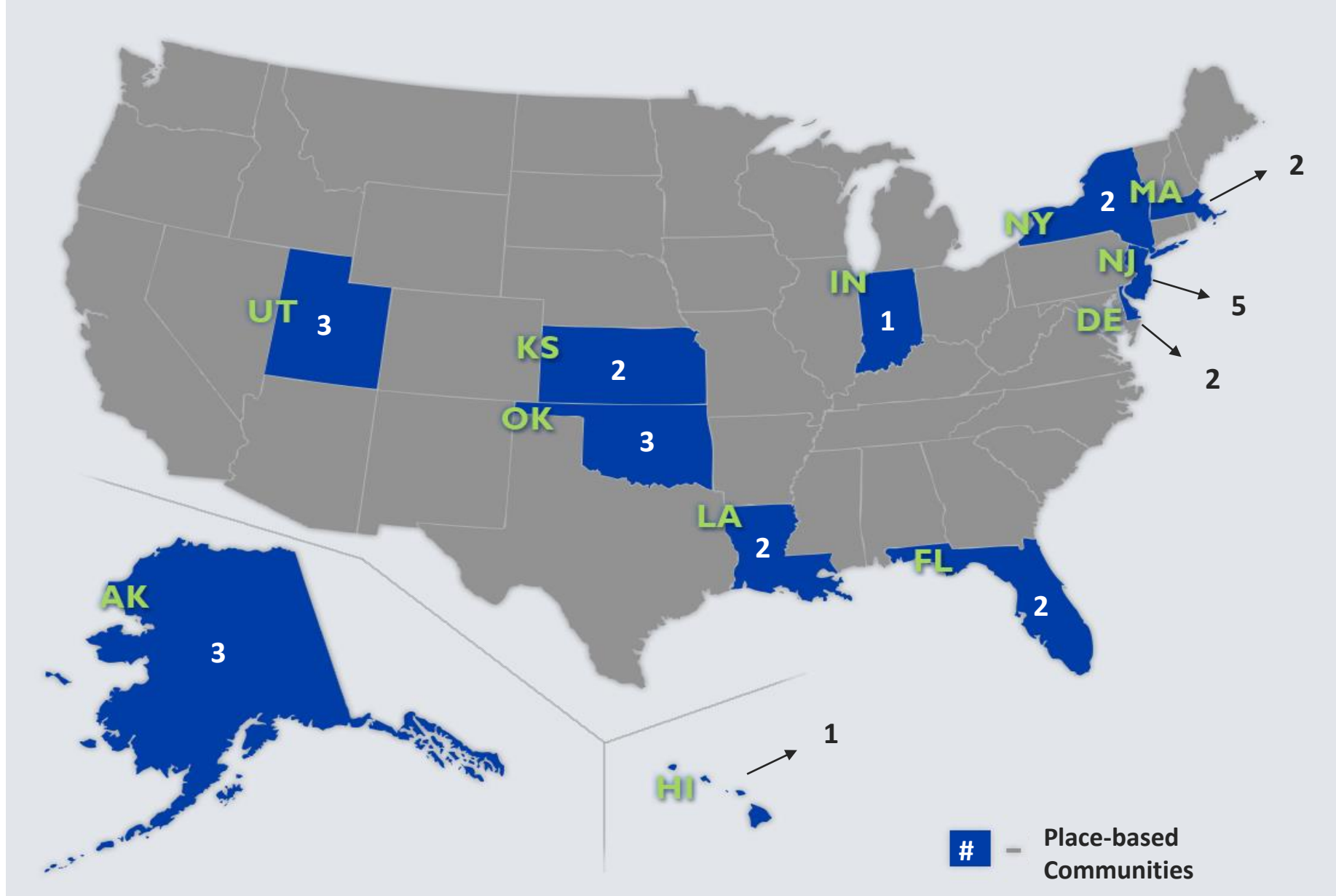


Project Aims

- Strengthen leadership in **continuous quality improvement (CQI) and innovation**;
- Strengthen knowledge and skill level in using the **collective impact framework**;
- Assist with the **development of two-generation approaches** (parent-child dyad) to drive integration of early childhood services vertically (i.e., within a sector) and horizontally (i.e., across sectors);
- Facilitate the development and adoption of core sets of **early childhood indicators**;
- Facilitate the **testing of innovative early childhood systems change ideas**, development of **spread strategies** and adoption of **new early childhood policies** for **sustaining** the systems at the state/territory, county and community levels



Who? 12 ECCS CoIIN teams



Partners in Improvement

Backbone Organizations



Key Partners



Enhancing Early Childhood Systems in New Jersey

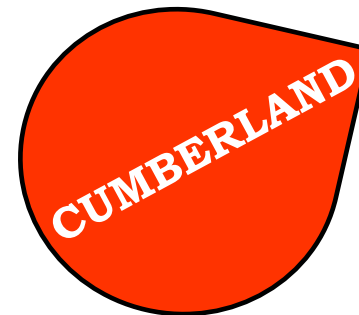
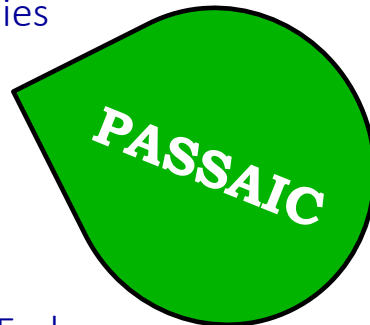
Primary Care
Providers

Prenatal Care
Providers

Community-Based
Agencies

Consumers &
Families

Central Intake



Parent Leaders

Learn the Signs. Act Early.
Ambassador & Materials

Help Me Grow
ECCS Impact

Child
Developmental
Passports

NJ Department of Children
and Families

Home Visiting



County Councils

CoIIN

PDSAs

Collective
Impact

NJ 2-1-1

Quality
Improvement

State Policy
Development



Promoting Developmental Health for Young Children and their Families in New Jersey

Ericka Dickerson, ECCS Impact/HMG Program Manager, NJ DCF & Deepa Srinivasavaradan, CDC's LTSAE Ambassador & State Parent Lead, SPAN

Developmental Health Promotion

What?

Developmental Health promotion supports and ensures development of physical, cognitive, and social and emotional health in young children.

Why?

- 1 in 59 children nationally and 1 in 34 children in NJ is affected by autism.
- 1 in 6 children aged 3–17 has a developmental disability.
- Many children with a developmental disability are not identified until after entering school.
- Early intervention can have a significant impact on a child's ability to learn new skills as well as reduce the need for costly interventions over time.

CDC's "Learn the Signs. Act Early." Ambassador

Helps to Improve early identification of children with developmental delays and disabilities by promoting parent-engaged developmental monitoring and facilitating early action on concerns using evidence-based and family-friendly resources.

Help Me Grow Initiative

Helps unify and coordinate efforts to address the needs of pregnant women, infants, young children, and families by aligning early childhood efforts across Departments of Health, Human Services, Education, and Children & Families.

ECCS Impact

Helps builds and enhance NJ's state and local partnerships as well as its comprehensive, coordinated, preventive health system to demonstrate improved outcomes in population-based indicators that reflect children's developmental health and family well-being.

Work of the Place Based Communities

Developmental Health Promotion Activities:

Camden – Child Care Center and Early Intervention

Cumberland – Library, Federally Qualified Health Center, Pediatrician, and Early Intervention

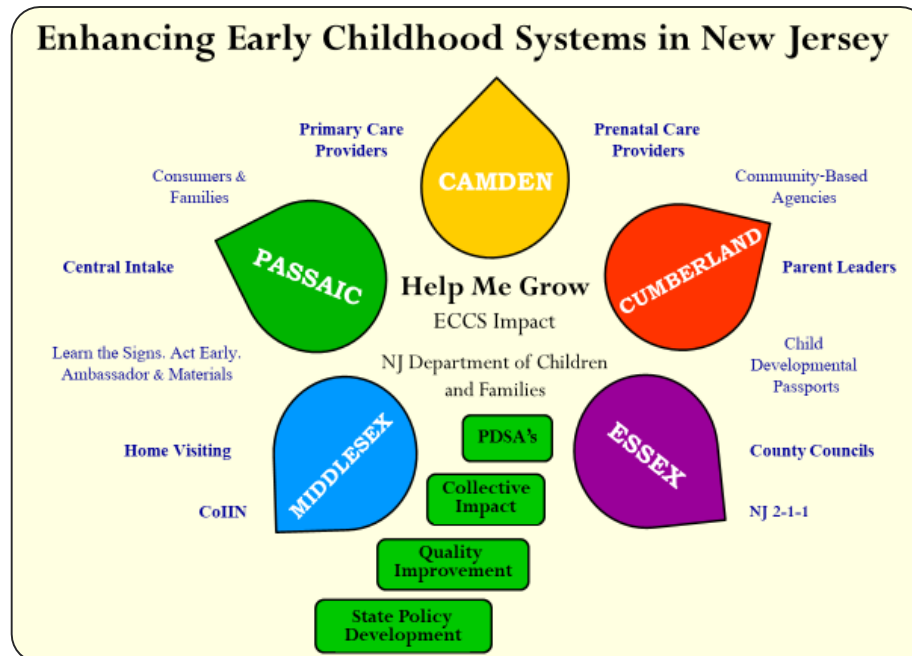
Essex – Ages & Stages Family Access Portal and Books, Balls, and Blocks events

Middlesex – Community Baby Showers and Family Success Centers

Passaic – WIC and Support Group at St Joseph's Hospital

Family Engagement

- Leadership development supported by all 3 initiatives
- Creation of Child Developmental Passports
- Planning and Implementation of Ages & Stages Family Access Portals
- Developmental Health Promotion Champions



Transactional

Community Investment: One-way communication

Collaborative → **Community**

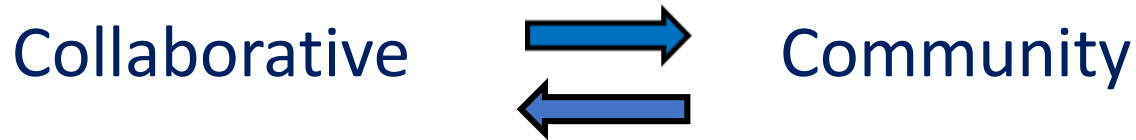
- **Examples of Transactional Activities**

- Developmental Health Promotion
- Receiving Information
 - Books Balls and Block events
 - Family Tool Kits
- Family Surveys
- Parent Education Workshops or Trainings
- Participation in Parent Cafés



Transitional

Community Investment: Two-way communication



- **Examples of Transactional Activities**

- Advisory Team Leads
- Plan for BBB event (Feedback)
- Feedback on Parent Survey Development
- Feedback on PDSA's
- Parent Champions for Act Early/
Developmental Promotion
- Input on Issues in Community
- Facilitate Parent Café
- Speakers at Events/Conferences



Transformational

Community Integration: Two-way equal Communication

Collaborative



Community

- **Examples of Transformational Activities: Systems**

- Linking Protocol Workgroup

- Plan for Family Access Portal Implementation

- Development of Resources

- HMG Child Developmental Passports
- Presentations/Posters/Articles/Flyers/Tip Sheets
- Developmental Health Promotion Webinar/Toolkit
- NICHQ Blogs/Videos

- Co-Develop and Facilitate Trainings

- Represent Team at Meetings/Conferences

- Employment within/by the System

- Encourage Connections and Collaborate on Grant Opportunities

- Participate and present on Network level Family Engagement Community of Practice calls

- Effect change in Policy



Pathway to Parent Leadership Development

Critical Supports:

- Focus on Empowerment
 - Educate
 - Engage
 - Enhance effectiveness
- Contact with other parents in leadership roles
- Opportunities to take on leadership roles, however small, and safe settings to practice them
- Relationship with respected and trusted person who provides feedback and support



Family Engagement:

Key Points to Remember

- Build:
 - Trust
 - Self-confidence
 - Self-efficacy
 - Relationships
 - Support networks
- Listen for the heart, with the heart
- Communicate with honesty
- Start where families are, help them identify where they want to go
- Help families recognize strengths
- Lead together
 - See every parent as a leader
 - Make space for new leaders



Thank you!





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Children with Medical Complexity COLIN – Highlighting Family Engagement at the National Collaborative/Network level

Sherry Santa, Texas CMC COLIN State Team Family Leader

**Texas Parent to Parent, Medical Education Program
Coordinator, Family-to-Family Health Information Center
Coordinator**

CMC CoIN Project Goals

Overall Project Goals:

- Improve the quality of life for **children with medical complexity**
- Improve the **well-being of their families**
- Increase the **cost-effectiveness** of their care

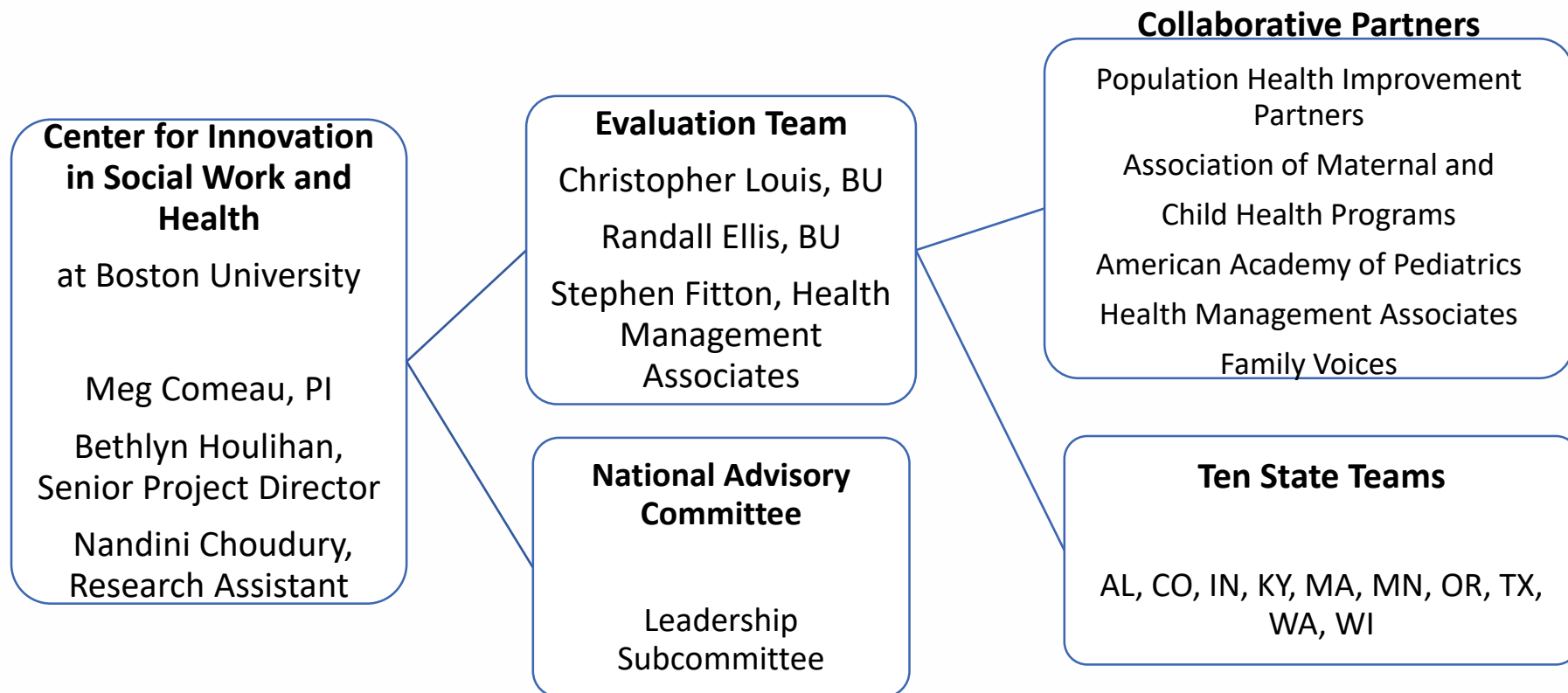


Project Objectives:

- Increase by 50%
 - Cohort-enrolled CMC who have a single locus of care in a **medical home** and a **shared plan of care**
 - Families of cohort-enrolled CMC who report **family engagement** on individual clinical level
- Increase by 25%
 - Families of cohort-enrolled CMC who report previously **unmet needs** being met
- 25% of state teams will have piloted an **innovative payment model**



CMC CoIN Project Structure



CMC CoIN: Collaborative and Network Level Family Partnership



- National Advisory Committee and leadership sub-committee
- Family-Led orgs as Collaborative Partners
- “Mini Family leader CoIN”
- Measurement Workgroup
 - Focus Group Work Group
- eNewsletter
- Participation on state teams- clarity and expectations
- Push to partner “outside the box”



Thank you!

Contact Information

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Questions? Comments?



Thank You!

For more information:

- **CMC CoIIN:** <https://ciswh.org/project/CoIIN-CMC>
- **ECCS CoIIN:** <https://www.nichq.org/project/early-childhood-comprehensive-systems-collaborative-improvement-and-innovation-network-eccs>
- **MCEH CoIIN:** <http://www.amchp.org/programsandtopics/CHILD-HEALTH/projects/Pages/Lead.aspx>

