



Help Me Grow Partner Outreach Toolkit

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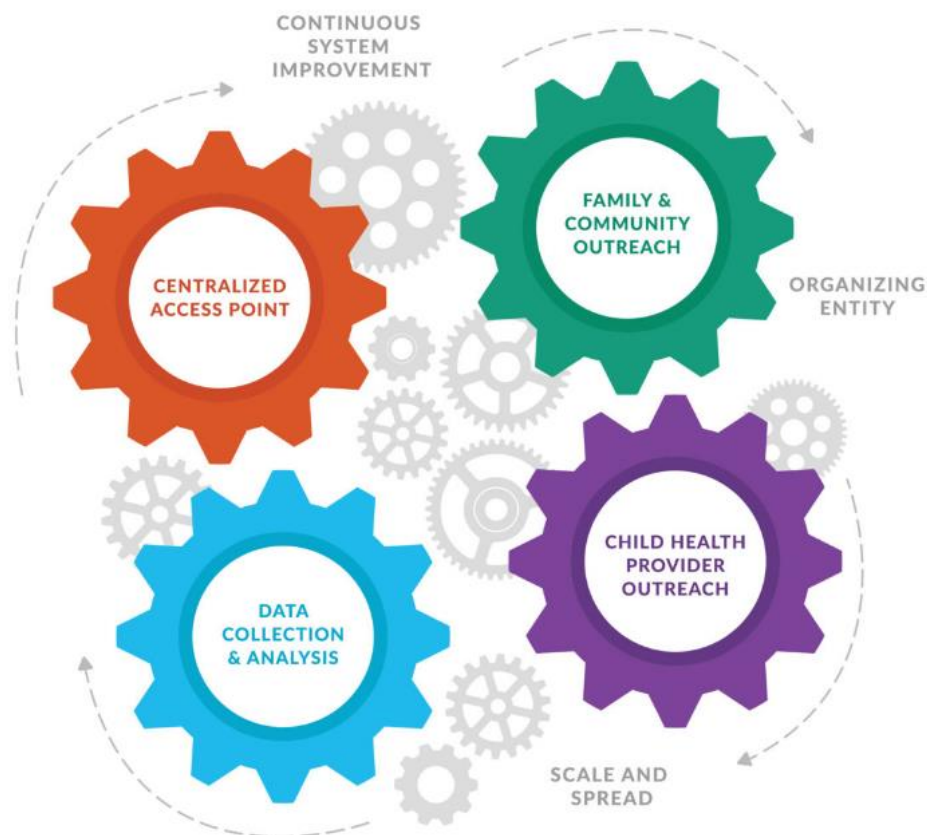
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Introduction

The Help Me Grow Model

Help Me Grow (HMG) is a national model that promotes the development of a coordinated system to help families identify and treat developmental and behavioral concerns of young children. The HMG model does not provide direct services, but rather is designed to leverage existing resources within communities to identify vulnerable children; link families to community based services and empower families to support their child's healthy development.

The HMG national model outlines four core components:



- **Centralized Access Point** - provides a centralized resource and referral hub to assist families in understanding the developmental needs of their children and to identify community resources that will provide appropriate intervention services.
- **Family and Community Outreach** – builds parent and provider understanding of healthy child development, supportive services available to families in the community.
- **Child Health Provider Outreach** – supports early detection and intervention efforts and connects medical providers to community resources to best support families.
- **Data Collection** – supports evaluation, helps identify systemic gaps, bolsters advocacy efforts, and guides quality improvement.

Why Help Me Grow?

A child's brain develops faster in the first three years of life, more than at any other time. As a result, 0-3 is a critical time for identifying and addressing physical, cognitive or behavioral delays in development. The growing recognition of the importance of early identification of potential developmental delays has resulted in the creation of systems within communities to identify those delays and provide necessary interventions and support for young children and their families.

Undetected and untreated behavioral and developmental problems in children can have profound impacts. If these issues go without intervention, children may have a greater risk of performing more poorly than their peers and experiencing ongoing delays and poorer outcomes in education. Waiting until a child actually misses a developmental milestone, such as walking or talking, may result in delayed identification and/or intervention. For certain developmental skills, a delay in addressing the issue can be compounded because that skill can allow for the diagnosis of other developmental problems in a more timely and effective manner.

Despite these findings, according to recent studies, approximately 25% of children 0-5 are at risk for developmental delays and approximately seventy percent (70%) of those with delays go undetected until they reach Kindergarten. In California, only 28.5% of children receive the recommended developmental screenings and, as a result, 12,000 three-year-olds who are eligible to participate in California's special education system do not.

Partnerships

Help Me Grow Fresno County is a cross-sector partnership, with a Leadership Team of representatives from a wide-range of agencies serving young children and their families. Help Me Grow is not a stand-alone program, but rather a system model that utilizes and builds on existing resources in order to develop and enhance a comprehensive approach to early childhood system building in any given community so that all young children can thrive. Successful implementation of the Help Me Grow model requires identification of existing resources, thinking creatively about how to make the most of existing opportunities, and building a coalition to work collaboratively toward a shared agenda.

Vision and Mission

Vision

Children in Fresno County reach their optimal developmental potential

Mission

HMG FC strengthens and supports a collaborative system to assist the developmental growth of children through:

- Linking and providing care coordination to families to find appropriate services
- Increasing public awareness of the importance of early identification and intervention
- Assisting the capacity of health care and early education providers to identify and address children's development
- Providing continuous quality improvement of its services

Help Me Grow Messaging

The following messages are put together to help describe a system based approach to child development, including: how resources are distributed, the importance of a coordinated network, enabling families to access resources as needed, and the ability to maintain and improve resource distribution and flow. Use the talking points below to communicate the value of Help Me Grow to various stakeholders:

A Broad Approach to Child Development

Our county has already taken steps in reaching its full potential. We have, for example, made investments so that more families can have access to quality child care. We know that early learning experiences help build a strong foundation in children's early years. But we also know that early learning is only one piece of what kids need for healthy development. Kids also need access to quality health care and other supports. Help Me Grow aims to build a coordinated grid of resources and supports that is accessible to all families. We can work together to expand the resource grid to ensure that all children grow up in healthy environments.

Connecting Service Providers

When the services that touch families' lives work together to make the most of every resource and opportunity, we get better outcomes. The agencies that provide things like health care, home visiting, and early learning opportunities recognize that we share a responsibility to ensure all children develop to reach their full potential. However, it is both challenging and duplicative for these agencies to identify all of the current available services for young children in their community. Help Me Grow provides support to service providers by ensuring the grid of resources is connected by maintaining an accurate, wide-range listing of early childhood resources. Rather than taking on the task of forging connections to all other existing services, agencies working to support children and families can contact the Help Me Grow Centralized Access Point to access the full grid of resources on behalf of their clients.

Equal Access to Organized Resources

All children benefit from an organized system of community resources to help them thrive, like health care, quality early learning opportunities, healthy nutrition, and parent support. However, it can be challenging for families when the flow of resources is unreliable or patchy: confusing eligibility requirements, a changing service menu, and obsolete information can pose barriers to accessing services.

Help Me Grow is available to all children, including those whose families may have concerns or simply want to learn more about their child's development. Help Me Grow encourages a well-functioning resource grid where resources are equitably distributed so all children are put on a path to success.

An Interconnected System

In any given community, a grid of resources exists to support brain construction early in life. When the grid is not interconnected, it can become difficult for families who need the support of a seamless system to access multiple resources. An unreliable flow of resources can have long-lasting consequences for children's health and wellbeing. HMG affiliates identify existing resources and build a collaborative coalition that creates a well-functioning grid so that families can access resources when they need them.

Website and Online Resources

The Help Me Grow Fresno County website is a helpful resource with tips to learn more about child development. Below are a few sections included on the site:

<https://helpmegrow.fcoe.org/>

The screenshot shows the website's header with the Fresno County Superintendent of Schools logo and navigation links. The main content area features a large image of a young child and a dark blue box with the text: "Welcome to Help Me Grow Fresno County. Supporting children in Fresno County to reach their optimal developmental potential through:" followed by a bulleted list of goals. Below this are sections for "How to find us" (with contact information) and "About Help Me Grow" (with a photo of children and a list of partners). The footer contains sections for "LCAP Local Control Accountability Plan", "Doing Business with FCSS", "SITE LINKS", "EMPLOYEE LINKS", "RESOURCES", "PARTNERSHIPS", "Employment Opportunities at FCSS", "Title IX", "The Foundation at FCOE", and "FRESNO COUNTY SUPERINTENDENT OF SCHOOLS".

Help Me Grow Fresno County Home Page



HOME ABOUT HELP ME GROW CHILD DEVELOPMENT DEVELOPMENTAL SCREENING INFORMATION REFER A CHILD

Developmental Screening

Developmental Screenings can help support your child's learning and social emotional growth. Help Me Grow uses the Ages and Stages Questionnaire (ASQ-3) and Ages and Stages Questionnaire Social Emotional (ASQ:SE).

Developmental Screening helps to:

- Track your child's development
- Learn about your child's developmental strengths
- Learn if your child needs extra support in an area
- Help prepare your child for school
- Receive personal assistance and referrals

The first screening Ages and Stages Questionnaire-3 (ASQ-3) screens your child in the areas of communication, fine motor, gross motor, problem solving and personal social. It is recommended to start with this questionnaire as it provides an overview of several areas of your child's development.

Click link below to complete the Ages and Stages Questionnaire-3 (ASQ-3)

<https://www.asqonline.com/family/6d9b5e>

The second screening Ages and Stages Questionnaire-2 Social Emotional (ASQ:SE) screens your child in social emotional development, including behavior, relationships and managing emotions. This screening is recommended if you have specific concerns about your child's behavior or interactions with others.

Click link below to complete the Ages and Stages Questionnaire Social Emotional (ASQ:SE)

<https://www.asqonline.com/family/f1efc9>

All screenings are FREE and CONFIDENTIAL.

If you have any questions please call 1-866-KIDS-HMG (1-866-543-7464)

Español

Para llenar un evaluación gratis y confidencial de ASQ:3 y ASQ:SE en Español haga click aquí <https://www.asqonline.com/family/f91199>

[Free confidential developmental screening tools](#) can be completed on this page. Help Me Grow Call Line Care Coordinators follow up with family on next steps and follow up.



HOME ABOUT HELP ME GROW CHILD DEVELOPMENT DEVELOPMENTAL SCREENING INFORMATION REFER A CHILD

The Help Me Grow System

Help Me Grow is a system used throughout the United States to help children reach their optimal development by kindergarten. Help Me Grow streamlines existing services in ways that makes them easier for families to use. The goal is to identify more children with developmental concerns and link families to helpful services as early as possible in a child's life. Help Me Grow systems include a centralized intake and referral, community outreach to promote early intervention systems, targeted outreach to child care and child health providers, and the collection and analysis of data to improve the system.

Help Me Grow Fresno County can answer your questions about your child's development from birth to age five. Services are free and confidential. Our trained Call Line Care Coordinators will listen and follow your family's questions. Call 1-866-KIDS-HMG (1-866-543-7464) anytime of the day.

Help Me Grow Fresno County Outreach Materials

Outreach materials are made accessible for our community partners to download, print and share with families.



Help Me Grow Fresno County English Postcard



Help Me Grow Fresno County Spanish Postcard



Help Me Grow Fresno County Hmong Postcard



[Easy to download and accessible Help Me Grow Fresno County Outreach Material](#) to share with families you serve.

Social Media

Help Me Grow Fresno County is active on social media. In addition to distributing Help Me Grow Fresno County materials at community events and sharing with families about services available, engaging with us on social media is one of the most impactful ways to promote Help Me Grow Fresno County and services to early intervention.



<https://www.facebook.com/HelpMeGrowFresno>



<https://www.instagram.com/helpmegrowfresno/>



<https://twitter.com/HelpMeGrowFC>

Like, share, and retweet Help Me Grow Fresno County's posts. Below are sample posts to promote Help Me Grow Fresno County services.

Help Me Grow offers services to help children from birth to age five reach their optimal development. By identifying more children with developmental concerns, Help Me Grow helps partner families with the appropriate services to benefit their growth. Help Me Grow offers developmental screenings and a FREE call line. Contact Help Me Grow at the number below with any questions you may have!



Help Me Grow's services are always free and confidential. If you know of a child or family in need of our assistance, or are looking for some educational guidance, please call us at the number below. Our trained Call Line Care Coordinators are ready to help!

Milestones matter! Download the CDC's Milestone Tracker App to track your child's milestones. The app features checklists, tips, activities and appointment reminders to help you along your child's developmental journey. Have questions for us? Call our FREE hotline at 1-866-543-7464 anytime! <https://www.cdc.gov/ncbddd/actearly/milestones-app.html>

If you are a caregiver or a professional and have concerns about a child that may benefit from Help Me Grow services, do not hesitate to reach out. Call or fill out a form at <https://loom.ly/R6meHJE> and Help Me Grow Call Line Staff will see how to help. All calls and forms will be kept confidential. #HelpMeGrow

Every parent has questions. Help Me Grow has answers to those questions. Call Help Me Grow's free information and referral helpline to get answers to everyday parenting questions about your growing child. No question is too big or too small a. Call Help Me Grow's FREE hotline at 1-866-543-7464

Community Outreach

As a community partner, you can help parents receive the information and tools they need to give their children the best start possible. Help to share the word about Help Me Grow Fresno County when you're out in the community promoting your organization.

In addition to the resources on our website, we have other outreach materials available contact us for more information or to request specific items.

- Help Me Grow Fresno County Pens
- Help Me Grow Fresno County Lanyard
- Help Me Grow Fresno County Handbags
- Help Me Grow Fresno County Refrigerator Magnets

Questions?

Please contact

Help Me Grow Fresno County

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Fresno CA, 93721

hmg@fcoe.org

1-866-KIDS-HMG

1-866-543-7464