

2017-2018 Region 11 Child Find and Public Awareness Work Plan

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	State Responsibilities	Region 11 Responsibilities	Local Responsibilities	Budget Line Items
Birthing Hospitals	--MDH uses Part C dollars to support the outreach work of IEIC's to NICUs and birthing hospitals.	--Provide annual contact with birthing hospitals in the 7 metro counties.	--Local agencies with ongoing hospital relationships will continue their outreach contacts and/or visits.	-IEIC staff -Outreach materials -Contracted presenters
Clinics & Doctors	--MDH receives Part C dollars to support the outreach work of IEIC's to health care providers and clinics, and to provide Part C referral training materials for local public health and health care providers (i.e. script to talk with families on referring).	--Support Public Health Nurses for C&TC & WIC Clinic visits by providing outreach packets and HMG resources for distribution. --Continue partnership with UMN, MN AAP, and MDH in the development and piloting of training modules for primary care clinicians. -Provide annual HMG resource mailings with cover letter to clinics in the 7 counties. -Provide outreach visits to clinics on request.	--Public Health Nurses share HMG information at C&TC and WIC clinic visits. -Report clinics that may have additional outreach needs (i.e. cultural, resources, etc.).	-IEIC staff -Outreach packets and materials, printing and assembly
Childcare	--Childcare Outreach – Department of Human Services (DHS) will distribute Help Me Grow information to licensed centers.	--Partner with Parent Aware, Think Small, and County Childcare Licensing Supervisors, Associations, & Boards to provide outreach and HMG resources for licensed and non-licensed child care providers including family, friends & neighbors network. --Prepare and disseminate newsletter articles for child care licensing and county licensed family childcare associations. --Outreach with e-mail introduction on HMG and HMG Resource Request Form to licensed family childcare providers.	--Continue ongoing relationships with licensed & non-licensed childcare providers and centers, and with nurse consultants at Child Care Agencies.	-IEIC staff -Outreach materials -Marketing firm
Homeless Shelters & Domestic Abuse Shelters		--Partner with MDE state staff and agencies for homeless to provide outreach visits or contacts and materials to homeless shelters, domestic violence shelters, and school district liaisons for the homeless.	--Continue ongoing relationships with homeless shelters and domestic violence shelters; and continue distribution of outreach packets and other materials.	-IEIC staff -Outreach packets and materials, printing and assembly
Outreach Events	--MDE purchases HMG resources from Region 11 for other Regional IEIC's to distribute at state conferences outside the metro area.	--Provide banners, HMG resources, & use of display boards at conferences, resource fairs, or other events. --When available, IEIC staff will attend regional resource fairs, conferences or other events.	--Local fairs and outreach events remain the responsibility of county and local entities.	-Vendor fees -Print resource materials -IEIC staff & staff mileage -Interpreters, as needed -Marketing firm

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Developmental Screening	<p>--State development of an online version of the ASQ-SE screening tool.</p> <p>--MN Dept. of Health (MDH) provides funding for Follow Along Programs (FAP).</p>	<p>--Provide HMG resources to public health agencies and school districts to distribute during screening activities.</p> <p>--Disseminate ECS print materials to encourage screening at age 3</p> <p>--Invite state representatives to Fall IEIC meeting to update members on the online ASQ-SE screening process (Margo Chresand) & funding of Follow Along Programs (Shawn Holmes).</p>	<p>--Local public health agencies provide developmental screening through Follow Along Programs or targeted home visiting programs and make referrals as needed.</p> <p>--Local school districts provide HMG materials at their EC screenings.</p> <p>--Local public health, school districts and human service agencies disseminate EC screening print materials.</p>	<p>-IEIC staff</p> <p>-Printing</p> <p>-Postage</p>
Outreach materials and strategies	<p>--State will maintain and keep current the Help Me Grow website in collaboration with Region 11 & Risdall Marketing Group.</p>	<p>--Develop print, website and social media materials in partnership with a contracted advertising agency (Risdall Marketing)</p> <p>--Disseminate free materials (brochures, posters, handouts, books, stencils, etc.) to metro area agencies for use in Region 11 outreach.</p> <p>--Continue partnerships with Mom Enough and MN Parent magazine.</p> <p>--On request, IEIC staff will present to groups on the HMG initiative and share free HMG resources.</p> <p>--Send yearly emails and mailings to remind targeted providers and influencers about HMG and HMG free resources.</p> <p>--Determine leadership for "Parent Partner Program" (PPP) to train parents on providing parent perspective at meetings, trainings or other events.</p>	<p>--Local districts and agencies are responsible for distributing outreach materials.</p> <p>--Provide feedback on usefulness of materials to evaluate changes, deletions or additions needed to stay current.</p>	<p>-IEIC staff</p> <p>-Printing</p> <p>-Postage</p> <p>-Marketing firm</p> <p>-Parent Partners Program</p> <p>-Translation services</p> <p>-Contracts with partners</p>
Early Childhood Programs	<p>--State staff may purchase and provide HMG resources for statewide activities.</p>	<p>--Provide outreach and free resources to Head Start, ECFE, ECSE and other public & private preschools in collaboration with local partners.</p> <p>--Provide print-ready HMG ads for community education newsletters and school district websites</p>	<p>--Local school districts will continue their linkages between early childhood programs such as ECFE, EC Screening, ECSE, and private preschools.</p> <p>--Assure that HMG information is included in community education and ECFE newsletters and websites.</p>	<p>-IEIC staff</p> <p>-Outreach packets & other HMG materials, printing and assembly</p>
Mass Media Marketing	<p>--State will develop plan for statewide initiatives and approve marketing materials.</p>	<p>--Continue partnership with Risdall Marketing to assist with implementation of our marketing campaign including print, social networking, website optimization, public service announcements, and public relations outreach to community organizations and service providers.</p>	<p>--Provide feedback on marketing campaign and HMG print resources.</p>	<p>-Marketing firm</p> <p>-IEIC staff</p>

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Diverse Populations	--State will develop plan for statewide initiatives.	--Provide targeted outreach to cultural and under-served populations. --Contract for cultural liaisons with individuals & agencies that serve diverse populations to provide meaningful HMG outreach activities and connections with racial/ethnic organizations and communities. --Contract with the U of MN LTSAE for training and oversight of cross-cultural outreach. --Develop a coordinated approach to connect with cultural liaisons/delegates for support with outreach activities & events in counties.	--Continue ongoing relationships with diverse populations and distribute HMG resources.	-IEIC staff -Contracts with LTSAE and/or individual advocates. -Outreach packets & other HMG materials, printing and assembly -Marketing firm product development and targeted digital marketing.
CAPTA – Child Abuse Prevention and Treatment Act	--Develop requirements for referral prior to closing a substantiated case.	--Provide guidance to county social workers/child protection on HMG early referral / early intervention, and provide HMG resources for distribution.	--Continue relationships with county social workers to provide info on best practice for working with high-risk populations and understanding terminology and system services. --Assist school district staff in understanding CAPTA referral guidelines.	-IEIC staff -Outreach materials, printing and assembly -Postage
Private Social Service Agencies		--Connect with private agencies that service high-risk populations, and provide HMG resources for distribution (i.e. treatment centers, adoptive/foster care agencies). --Collaborate on efforts for outreach to diverse and/or homeless populations.	--Continue ongoing relationships with private agencies that service high-risk populations.	-IEIC staff -Outreach materials, printing and assembly -Staff Mileage
Workshops/Training on Child Development and Help Me Grow Referrals		--Provide funding to support local districts and agencies in their training efforts on child development and HMG early referral process.	--Local districts and agencies host training workshops for child care providers, professionals, parents/grandparents, etc., on young children’s development and when/how to refer to Help Me Grow.	-IEIC staff -Contracts with local districts and agencies -Interpreters -Parent Partners
Public Libraries		--Continue yearly connections to public libraries with information on HMG and HMG resources for families with young children.	--Continue ongoing relationships with public libraries.	-IEIC staff -Outreach materials, printing and assembly -Staff Mileage
Evaluation		--Continue quarterly collection of ECSE Referral Source data from each school district. Use data to review effectiveness of outreach and plan improvement strategies. --Pull data on HMG resource orders to show effectiveness of outreach by item, by county,	--School district ECSE leaders provide referral source data on a quarterly basis to the Region 11 IEIC.	-IEIC staff -Contracts with IT personnel -Marketing firm -State, county and local partners

		<p>by client type, per year or quarter, etc.</p> <p>--Continue ongoing analysis of marketing, website, social media and public relations efforts using tools such as Google Analytics.</p> <p>--Continue and expand documentation of HMG outreach conducted by staff, cross-cultural consultants, local and state partners.</p>	<p>--Determine with county public health and other local partners what data/documentation on outreach would be useful on behalf of HMG.</p>	
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