



OHIO DEPARTMENT OF HEALTH

246 North High Street
Columbus, Ohio 43215

614/466-3543
www.odh.ohio.gov

John R. Kasich / Governor

Theodore E. Wymyslo, M.D. / Director of Health

Memo #13-6

To: Family & Children First Coordinators, HMG Contract Managers

From: Lea Blackburn, Chief, Bureau for Children with Developmental & Special Health Needs

CC: ODH HMG Staff, State Partners

Subject: Incentivizing Outreach and Family/Child Find at Central Coordination Sites

Date: April 10, 2013

The purpose of this memo is to discuss an upcoming incentive outreach program for Central Coordination sites to increase their child find efforts for the HMG Home Visiting program. In the current state fiscal year, ODH will be sending each county central coordination site additional funds to increase its child find efforts for the HMG Home Visiting program. In order to make this payment, ODH needs to amend the current Subsidy Agreement. Soon, ODH will distribute to counties a SFY13 Subsidy Agreement addendum. See **Attachment A** for a draft of that addendum. If counties wish to receive these additional funds, they will need to sign the addendum and return the addendum to ODH by May 17, 2013. Counties will also need to submit an update of the central coordination plan originally submitted with the original SFY13 Subsidy Agreement. The update must detail how the county intends to use the incentive funding to increase activities related to outreach and child find for the HMG Home Visiting program. The updated plan must be returned to ODH by May 17, 2013.

The amount allocated to each county in SFY13 was based off the central coordination allocation for SFY13. The total amount we are sending out is \$500,000. If a county received 10% of the SFY13 Central Coordination allocation, then the county is receiving 10% (or \$50,000) with this addendum. See **Attachment B** for the amounts allocated to each county. The additional funds should be reported on your Quarter 4 Subsidy Agreement expenditure report as well as the Final Expenditure report for SFY13.

Additionally, in the upcoming SFY14 Subsidy Agreement, ODH will include an incentive program for county Central Coordination sites to continue their efforts in conducting effective outreach and child for the HMG Home Visiting program. ODH will provide each county \$25 for each system referral created that result in a program referral and eligibility for the HMG Home Visiting program during SFY14 and \$25 for each program referral created that result in eligibility for the HMG Home Visiting program during SFY14. See **Attachment C** for draft language. ODH will use the Early Track data system to determine the number of successful system and program referrals generated for the Home Visiting program and will produce invoices for counties. Payments will be made quarterly.

ODH is setting aside approximately \$500,000 in SFY14 for these incentive payments. These payments will be in effect until the funds are exhausted. In the event these funds are exhausted before June 30, 2014, ODH will pay each county an amount that is proportional to the number of referrals processed as it relates to the funds available.

We will discuss this incentive process on the next monthly county call. In the meantime, if you have questions, please contact your Help Me Grow Home Visiting consultant.

Attachments

ATTACHMENT A – DRAFT ADDENDUM TO SFY13 SUBSIDY AGREEMENT

**SUBSIDY AGREEMENT ADDENDUM
BETWEEN
THE OHIO DEPARTMENT OF HEALTH
AND**

**ADMINISTRATIVE AGENT FOR AND ON BEHALF OF
THE FAMILY AND CHILDREN FIRST COUNCIL OF _____ COUNTY
FOR CENTRALIZED COORDINATION**

This Addendum to the Subsidy Agreement between The Ohio Department of Health (hereinafter “**ODH**”) whose address is 246 North High Street, Columbus, Ohio 43215, and the _____, the Administrative Agent for and on behalf the Family and Children First Council of _____ County, (hereinafter “**County FCFC**”), whose address is _____, is being executed as authorized by Section IV of SFY13 Subsidy Agreement. For the purposes of this Addendum, the term “parties” means **ODH** and the **County FCFC** collectively.

This Addendum is being executed to incentivize outreach and child find to increase home visiting family counts.

I. The County FCFC shall:

- A. Continue to act as the Centralized Coordination contractor for Help Me Grow Early Intervention and Help Me Grow Home Visiting in accordance with rule 3701-8-04 of the Ohio Administrative Code.
- B. Submit to ODH no later than May 15, 2013 an updated plan, as required in section II. M. of the SFY13 Subsidy Agreement, detailing how the County intends to use the incentive funding to increase activities related to outreach and child find for the Help Me Grow Home Visiting program in 3701-8-04(A) and (B) of the Ohio Administrative Code.

II. ODH agrees to:

- A. Forward to the **County FCFC’s administrative agent** incentive funds in the amount of (\$\$ amount). These funds are in addition to the original SFY13 funds provided to the County for Central Coordination in accordance with section 3701-8-04 of the OAC.

Except as provided herein, all terms and conditions of this Subsidy Agreement remain unchanged and in full force and effect.

ATTACHMENT B

SFY13 Central Coordination Increase			
County	SFY13 CC Total Original	SFY13 CC %	SFY13 Increase
Adams	\$11,914	0.30%	\$1,479
Allen	\$50,163	1.25%	\$6,225
Ashland	\$11,500	0.29%	\$1,427
Ashtabula	\$33,527	0.83%	\$4,161
Athens	\$25,013	0.62%	\$3,104
Auglaize	\$15,181	0.38%	\$1,884
Belmont	\$22,245	0.55%	\$2,761
Brown	\$19,580	0.49%	\$2,430
Butler	\$100,354	2.49%	\$12,454
Carroll	\$12,491	0.31%	\$1,550
Champaign	\$14,512	0.36%	\$1,801
Clark	\$57,963	1.44%	\$7,193
Clermont	\$70,867	1.76%	\$8,795
Clinton	\$23,634	0.59%	\$2,933
Columbiana	\$42,716	1.06%	\$5,301
Coshocton	\$19,365	0.48%	\$2,403
Crawford	\$20,241	0.50%	\$2,512
Cuyahoga	\$647,069	16.06%	\$80,303
Darke	\$13,005	0.32%	\$1,614
Defiance	\$11,809	0.29%	\$1,466
Delaware	\$20,959	0.52%	\$2,601
Erie	\$26,680	0.66%	\$3,311
Fairfield	\$39,775	0.99%	\$4,936
Fayette	\$15,710	0.39%	\$1,950
Franklin	\$375,417	9.32%	\$46,591
Fulton	\$17,993	0.45%	\$2,233
Gallia	\$10,358	0.26%	\$1,285
Geauga	\$16,166	0.40%	\$2,006
Greene	\$46,749	1.16%	\$5,802
Guernsey	\$33,651	0.84%	\$4,176
Hamilton	\$334,651	8.31%	\$41,531
Hancock	\$14,636	0.36%	\$1,816
Hardin	\$10,674	0.26%	\$1,325
Harrison	\$12,938	0.32%	\$1,606
Henry	\$12,926	0.32%	\$1,604

SFY13 Central Coordination Increase			
County	SFY13 CC Total Original	SFY13 CC %	SFY13 Increase
Highland	\$24,076	0.60%	\$2,988
Hocking	\$12,251	0.30%	\$1,520
Holmes	\$13,939	0.35%	\$1,730
Huron	\$40,707	1.01%	\$5,052
Jackson	\$13,648	0.34%	\$1,694
Jefferson	\$14,111	0.35%	\$1,751
Knox	\$12,119	0.30%	\$1,504
Lake	\$20,832	0.52%	\$2,585
Lawrence	\$25,841	0.64%	\$3,207
Licking	\$46,200	1.15%	\$5,734
Logan	\$25,110	0.62%	\$3,116
Lorain	\$93,525	2.32%	\$11,607
Lucas	\$149,135	3.70%	\$18,508
Madison	\$13,754	0.34%	\$1,707
Mahoning	\$93,183	2.31%	\$11,564
Marion	\$32,031	0.80%	\$3,975
Medina	\$33,573	0.83%	\$4,167
Meigs	\$11,355	0.28%	\$1,409
Mercer	\$17,443	0.43%	\$2,165
Miami	\$22,735	0.56%	\$2,821
Monroe	\$6,306	0.16%	\$783
Montgomery	\$189,465	4.70%	\$23,513
Morgan	\$5,947	0.15%	\$738
Morrow	\$10,972	0.27%	\$1,362
Muskingum	\$43,957	1.09%	\$5,455
Noble	\$10,204	0.25%	\$1,266
Ottawa	\$9,688	0.24%	\$1,202
Paulding	\$6,564	0.16%	\$815
Perry	\$14,184	0.35%	\$1,760
Pickaway	\$11,024	0.27%	\$1,368
Pike	\$11,725	0.29%	\$1,455
Portage	\$40,558	1.01%	\$5,033
Preble	\$16,502	0.41%	\$2,048
Putnam	\$9,227	0.23%	\$1,145
Richland	\$73,939	1.84%	\$9,176
Ross	\$31,427	0.78%	\$3,900
Sandusky	\$24,862	0.62%	\$3,085

SFY13 Central Coordination Increase			
County	SFY13 CC Total Original	SFY13 CC %	SFY13 Increase
Scioto	\$30,794	0.76%	\$3,822
Seneca	\$18,351	0.46%	\$2,277
Shelby	\$27,030	0.67%	\$3,355
Stark	\$92,896	2.31%	\$11,529
Summit	\$140,710	3.49%	\$17,463
Trumbull	\$73,529	1.83%	\$9,125
Tuscarawas	\$27,361	0.68%	\$3,396
Union	\$14,588	0.36%	\$1,810
Van Wert	\$12,048	0.30%	\$1,495
Vinton	\$11,150	0.28%	\$1,384
Warren	\$31,719	0.79%	\$3,936
Washington	\$24,397	0.61%	\$3,028
Wayne	\$35,133	0.87%	\$4,360
Williams	\$12,894	0.32%	\$1,600
Wood	\$24,110	0.60%	\$2,992
Wyandot	\$7,637	0.19%	\$948
STATEWIDE	\$4,028,898	100.00%	\$499,997

ATTACHMENT C – DRAFT SFY14 PORTIONS OF SUBSIDY AGREEMENT RELATED TO INCENTIVE PAYMENTS

The County FCFC shall:

- A. By August 15, 2013, submit a plan detailing how the county will provide centralized coordination for the Help Me Grow Home Visiting and Early Intervention programs. Failure to submit the required plan shall result in delay of payments for all services listed herein until the plan is received. Plan must include how the county intends to implement all activities of centralized coordination found in section 3701-8-04 of the OAC. Additionally, the plan must include the following specific information regarding child find and outreach efforts for the Help Me Grow Home Visiting program:
- a. Submit one SFY14 Targeted Messaging and Outreach Plan for Home Visiting to the Department. This plan shall consist of two distinct sections:
 - i. Plans for ensuring consistent and appropriate messages are provided to potential program participants to increase referrals, engagement and retention in the program:
 - 1. Describe all targeted program and participant outreach plans for the HMG HV program;
 - 2. Specify the areas (census track, zip code, neighborhood, community) within the service area being targeted for messaging and outreach;
 - 3. Provide a detailed justification as to why the areas were identified and selected;
 - 4. Identify what sources of messaging materials will be utilized in each of the areas identified and where materials will be obtained;
 - 5. Provide a timeline for the plan which includes: obtaining materials, developing contracts/agreements for dissemination/distribution, responsible agency staff and how agency intends to track efforts. The timeline should describe the “who, what, when, where and how.”
 - ii. Plans for ensuring consistent and appropriate messages are provided to referral sources that refer into HMG Home Visiting to increase referrals, engagement and retention in the program:
 - 1. Name, type of agency, contact information and name of specific contact person for each referral source the Provider receives referrals from;
 - 2. Describe the organization, the nature of relationship (formal or informal agreement), types of services provided and any shared funding or resources (in kind, facilities, etc.);
 - 3. Date of Memorandum of Understanding or Agreement with other agencies, organizations, or service providers in the service community (if applicable);
 - 4. Identify what sources of messaging materials will be utilized for each referral source identified and where materials will be obtained;
 - 5. Provide a timeline for the plan which includes: obtaining materials, developing contracts/agreements for dissemination/distribution, responsible agency staff and how agency intends to track efforts. The timeline should describe the “who, what, when, where and how.”

- a. Referral sources shall include (at a minimum): WIC leadership and staff, OB/GYN clinics, prenatal clinics, hospitals, and other medical facilities, teen pregnancy programs, GRADS.
- 6. Describe organizations that the Provider desires to partner but have not yet done so; describe the organization, what services they provide, whether you have a plan for collaborating in the future, as well as any challenges to collaboration with this organization;
- 7. Describe community leaders you have engaged; detailing the individual's role, how you have established this relationship and how you maintain this relationship;
- 8. Describe community leaders that the Provider desires to partner but have not yet done so; identify the community leader, role of the community leader, whether you have a plan for establishing a relationship in the future, as well as any challenges to collaboration with this individual;
- 9. Describe and attach any outreach materials developed for the program. Include a description of the materials' intended audience, purpose and distribution plans;

III. ODH agrees to:

- A. Forward to the **County FCFC's administrative agent** in quarterly installments central coordination Home Visiting incentive payments.
 - a. \$25 for each system referral created that results in a program referral and eligibility for the HMG Home Visiting program during SFY14 and
 - b. \$25 for each program referral created that result in eligibility for the HMG Home Visiting program during SFY14.
 - c. These payments will be in effect until such time as the funding set-aside by ODH for purposes of incentivizing Home Visiting child find and retaining Home Visiting families is exhausted. In the event these funds are exhausted before June 30, 2014, ODH will pay each **County FCFC's administrative agent an amount** that is proportional to the number of referrals processed as it relates to the funds available. ODH will update **County FCFC's administrative agents** on the monthly Help Me Grow update calls conducted by ODH.
 - d. ODH will generate an invoice for each **County FCFC's administrative agent** based on data found in the Early Track Data System.