



Butler County Help Me Grow & Every Child Succeeds

Sarah Barnett, Program Supervisor



- **B.A. English Literature @ Miami University**
- **M.Ed. Elementary Education @ Xavier University**
- **3 children**
- **2 cats**
- **1 dog**
- **Started with HMG/ECS in 2007**

Measure, Key Driver, and Intervention



MEASURES

- *Decrease discharge rate for moms enrolled after 11/1/14*
 - *Baseline data is 12.9% discharge rate by 6 mos.*
- *Increase LOS for moms enrolled after 11/1/14*
 - *Baseline data is an average LOS of 259 days*

Measure, Key Driver, and Intervention



HYPOTHESIS

- *Effective initial engagement and retention of parents until 6 mos. will increase length of stay (LOS) in the program*

Measure, Key Driver, and Intervention



KEY DRIVERS

- *Best practice to engage and re-engage women in the program*
- *Increase maternal perception of value*

Measure, Key Driver, and Intervention



Help Me Grow & Every Child Succeeds

The first six months after your baby's birth are a critical time for both you and your baby. During this time, you are making a major transition to become a first time Mother and will have many new experiences and challenges ahead. Additionally, your baby will need love, nurturing, guidance, stimulation and more from you to foster optimal brain development.



Our visits will focus on:

- ☆ Realistic expectations of normal child growth and development.
- ☆ Understanding your child's developmental stages and how to promote healthy development.
- ☆ Understanding your own experience of parenting in terms of how you were raised as well as cultural and religious heritage.
- ☆ Developing your bond and attachment with your baby.
- ☆ Providing appropriate toys/activities and creating a safe home and play environment.

Visit Tracking Card

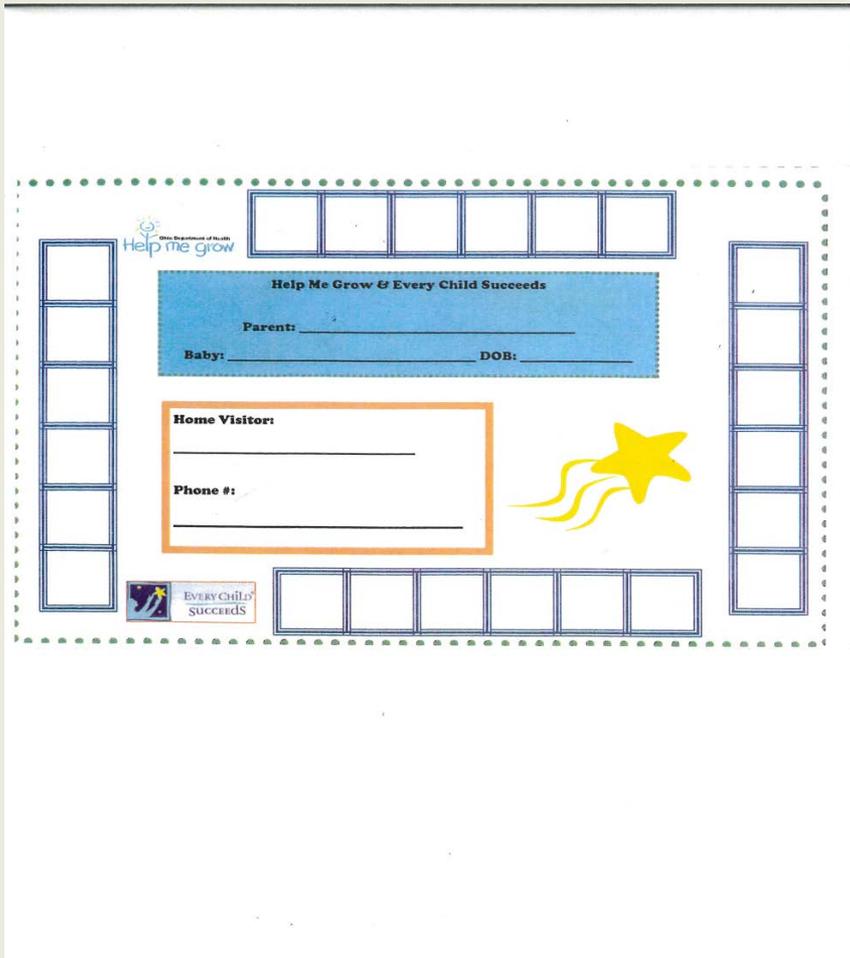
- ☆ We will track our visits by marking each visit on this card.
- ☆ Please keep this card in a place that you can find it each time we meet. I will ask you to show it to me so we can punch the visit.
- ☆ We will mark today's visit as the first visit towards reaching our goal of visits before your baby turns 6 months old. I will also keep track in my file of the number of time we meet.
- ☆ We will celebrate our progress towards completing our goal at each visit!



INTERVENTION

- Commitment Tool: ***Home Visit Punch Card***
- Introduced at enrollment or when baby is born, whichever comes first
- Covers 6 mos. of visits (HFA Level One: weekly visits)

Measure, Key Driver, and Intervention

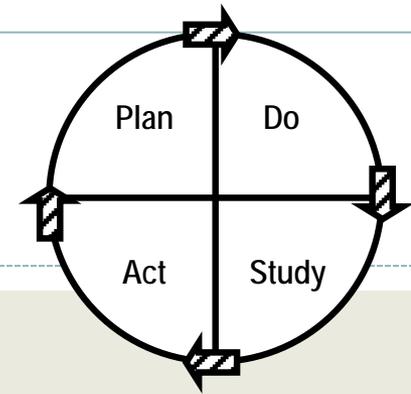


The image shows a 'Home Visit Punch Card' form. At the top left is the 'Help Me Grow' logo with the text 'Ohio Department of Health Help Me Grow'. Below the logo is a blue banner with the text 'Help Me Grow & Every Child Succeeds'. Underneath the banner are fields for 'Parent: _____' and 'Baby: _____ DOB: _____'. To the right of these fields is a yellow star with wavy lines. Below the star is a section for 'Home Visitor:' with a line for a name and 'Phone #:' with a line for a phone number. At the bottom left is the 'EVERY CHILD SUCCEEDS' logo. The form is surrounded by a dotted green border and has several empty rectangular boxes for punch marks: a row of six at the top, a column of six on the left, a column of six on the right, and a row of six at the bottom.

INTERVENTION

- Home Visit Punch Card is laminated with a magnet on the back
- Incremental incentives given in 6 visit intervals, as needed
- When reach 6 mos. mark with or without full dosage (24 HVs), accomplishment is celebrated

PDSA Cycle



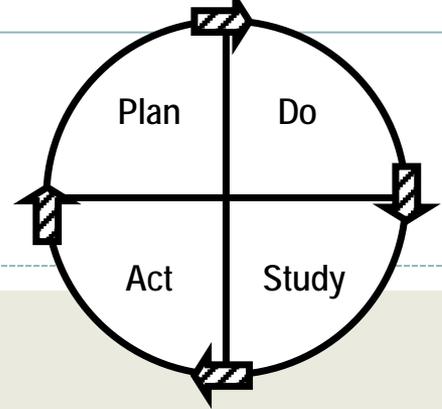
● Plan

- Chose 11/2014 as the start date for intervention
- Created multiple iterations of the Punch Card and Parent Handout with Staff, Parent, and Advisory Board (includes parents & community stakeholders) feedback

● Do

- Prepared Punch Cards (laminated with magnets)
- Copied Parent Handout
- Each Home Visitor got a “star” hole punch
- Put both in Enrollment folders
- Introduced to parents @ enrollment visit

PDSA Cycle



- **Study**

- Looked at enrollment, engagement, and discharge data for families enrolled after 11/1/14
- Discussed parent feedback & anecdotal data in supervision, Team meetings, and with Advisory Board

- **Act**

- Added incremental incentives, as needed
- Created closed Facebook Group for enrolled families and graduates
- Will highlight those who completed the Punch Card on FB Group, at Annual Graduation in June, etc.

Annotate the Journey



11/1/14- 3/1/15 Data

- 44 referrals received
- 10 unable to contact; 1 moved out of county
- 22 enrolled
- 2 exited after enrollment (cannot contact)
- 9% exit rate



Early Track *Program Referral Extract*

- Choose date parameters
- In the report, delete all columns except:
 - Parent Name
 - Referral Date
 - HMG HV Eligibility Date
 - Exit Date & Reason

Engagement & Retention



- Intentionality @First Home Visit: What brought you to this program? What do you hope to get out of it? What hopes & dreams do you have for your child? For yourself?
- Touching base periodically: Are things going the way you'd hoped? How can we make sure you gain the most benefit from our program?
- Active and reflective listening to gauge mom's true thoughts and feelings about what she needs from our program.

Engagement & Retention



- Promoting FB Group & engagement of members with our program and with each other.
- Continue to use Punch Cards as a dynamic tool to schedule/reschedule visits/celebrate progress.
- Individualize each family's services and increase their connectedness to the community.
- Recruit more parents to join the Advisory Board.
- Invite program alumni to annual Graduations.

A Mom texted this photo to her Home Visitor (why we do what we do!)



Comments & Questions



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SUCCEEDS