



## Memo #13-13

To: Help Me Grow Home Visiting Contract Managers

From: Lea Blackburn, Chief  
Jeffrey Wynnyk, Home Visiting Program Manager  
Bureau for Children with Developmental and Special Health Needs

Copy: Help Me Grow Home Visiting Supervisors, Billing Approvers, Home Visitors, & HMG staff

Subject: Help Me Grow Home Visiting Summary

Date: May 10, 2013

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On behalf of the Ohio Department of Health (ODH) Bureau for Children with Developmental and Special Health Needs Help Me Grow Home Visiting (HMGHV) Program we would like to thank you for your recent participation in the Spring 2013 HMGHV Regional Meetings.

We have conducted nine meetings over the past three months and work has already begun to address many of the barriers that were identified by the Contract Managers, Supervisors and Home Visitors in attendance. These meetings gave us an opportunity to share with you information specific to program implementation and regional data but more importantly gave you an opportunity to share with us specific information regarding the implementation of the HMGHV Program at your agency and the barriers you are encountering.

The purpose of this letter is to: 1) summarize what we heard and learned from you at the meetings; 2) let you know what planning steps are in progress to address issues identified and; 3) update you on actions already begun here at ODH and in collaboration with providers to address program implementation for HMGHV.

The following is a summary of the barriers identified at the nine regional meetings:

- Training needs (what HMGHV offers, how and why)
- Guidance on reimbursable activities
- Early Track (training, errors, development, and ETDS)
- HMGHV has a negative stereotype (referral sources and potential participants)
- WIC not supporting and/or referring to HMGHV
- Providers in communities without birthing hospitals and/or GRADS programs
- Losing families due to the Central Coordination contact rules
- Challenges to “selling” a program without tangible incentives
- Difficulty in providing family-to-family support options
- HMGHV and Early Head Start serving the same population
- Working with special populations (poverty, teens, transient, non-English speaking)
- Providers serving multiple counties and counties where there are multiple providers
- Unable to complete follow up to the referral source
- Demands of HMGHV and Early Intervention/Dual roles
- New agencies being introduced into the HMG system

- Hospital systems not referring to HMGHV
- Identifying needs that cannot be addressed due to lack of local services
- Lack of prenatal activities for families and prenatal development training for Home Visitors

While this list is not exhaustive, it does include issues identified at most, if not all, of the meetings. Individual agency program concerns that came up at the meetings and tabled for further discussion have been followed up by program staff.

ODH program, data and research staff and agency leadership have been working on strategies to address the barriers to program implementation identified at the local level. To date, work in the following areas has already started based on provider feedback:

- Memo 13-10 Guidance: Reimbursement for Services in HMG HV released on 5/10/13
- Memo 13-12 Home Visiting Provider Adjustments released on 5/23/13
- HMG staff provided detailed information to WIC Regional Directors about the HMG HV program, eligibility, and how to generate referrals
- A workgroup to identify and address HMGHV training gaps has been formed
  - Development of statewide HMGHV core competencies for Home Visitors
  - Develop trainings at three levels of competency (awareness, implementation, mastery)
  - Central Coordination modules
  - Outreach, engagement and retention
  - Motivational interviewing
  - Transition
  - Prenatal and child development
  - Supervision
  - Documentation
  - Family Plan and functional outcome development
- Statewide public awareness campaign will begin to address the needs of referral sources and potential program participants
  - OH Baby! Kits have been ordered and will be available soon
  - 2014 calendars have been ordered and will be available soon
  - Age appropriate books have been ordered and will be available soon
- Development of Early Track continues with work based on the recommendations of the Users Group to be released in June and August, 2013
- Working with providers who serve multiple counties and within counties where there are multiple providers
- Continuous quality improvement learning collaborates
- Working with providers individually to address specific concerns raised at the regional meetings
  - Several on-site visits have already been conducted and more are being scheduled

By June 6, the state fiscal year 2014 HMGHV Provider Agreement will be sent to you so that services can continue on 7/1/2013. **This agreement must be signed and returned to ODH no later than June 24, 2013 in order to be processed and become effective by 7/1/2013.**

In the agreement, the following funds to support continued implementation of HMGHV will be included:

1. Implementation Plan, \$2,500
2. Targeted Messaging and Outreach Plan, \$5,000
3. Data Quality Plan, \$5,000
4. Affiliation with an approved Evidence-Based Home Visiting Model (new providers only), \$5,000
5. Each newly credentialed Home Visitor, \$2,760
6. Up to 20 hours of verified training time for each credentialed Home Visitor, \$46/hour

7. Each documented child eligibility start date, \$100/child
8. Each documented annual Family Plan Review, \$100/child
9. Participation in ODH continuous quality improvement Learning Collaborative, \$5,000

Again, we would like to thank you for your insight and honesty at the regional meetings, for your continued dedication to the Help Me Grow Home Visiting Program, and for all the work you do on behalf and for the families we all serve. If you would like individualized technical assistance and/or a site-visit to discuss implementation of HMGHV, please contact your Program Consultant.

Sincerely,



Lea Blackburn, LISW-S  
Chief  
Bureau for Children with Developmental and Special Health Needs



Jeffrey Wynnyk, MPA  
HMG Home Visiting Program Manager

