



Show Me Bright Futures

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Learning Objectives

- Learn the key issues that necessitate a paradigm shift to a public health model for mental health
- Learn the history and key features of the national and Show Me Bright Futures initiatives
- Learn the basic components of the public health model
- Learn the strategies Show Me Bright Futures utilizes to promote mental health and prevent mental illness.

Some Sobering Facts

- 20% of children suffer from mental health problems
- 190,000 children in Missouri experience mental health problems severe enough to impair functioning
- Less than 50% of children receive adequate services
- Suicide is the third leading cause of death for 10-19 year olds.

New Challenges for the 21st Century

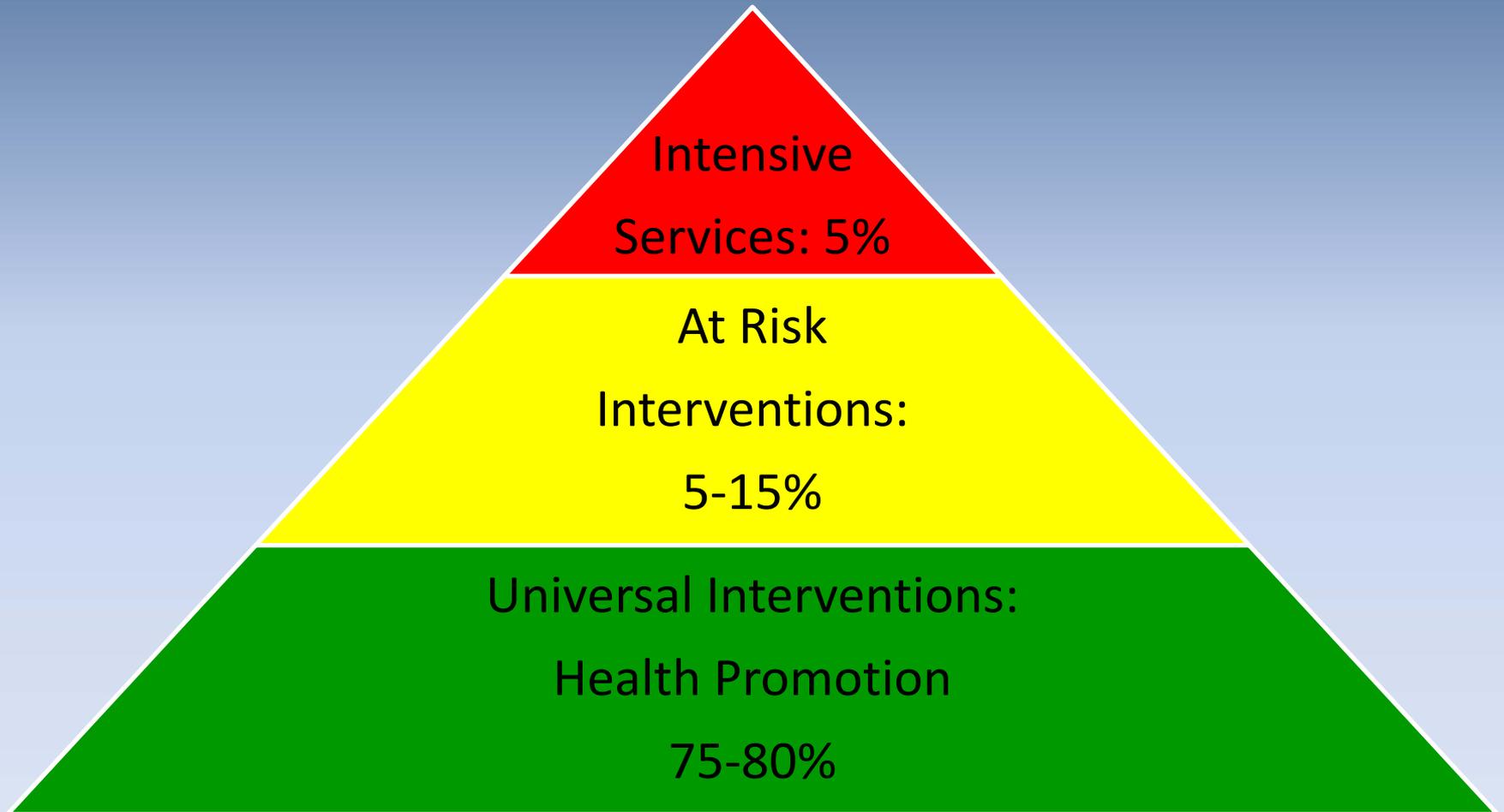
- Changing family structures
- Highly mobile populations
- Health disparities
- Deteriorating neighborhoods and communities
- Substance abuse
- Increasing costs, decreasing resources

Missouri Needs a New Paradigm

The current approach to care focuses on treating illness. It cannot meet today's challenges and is costly in both dollars and suffering.

Missouri is seeking to engage **communities** to implement a public health model to **prevent** mental illness and plan for the healthy physical, social and emotional development of their children.

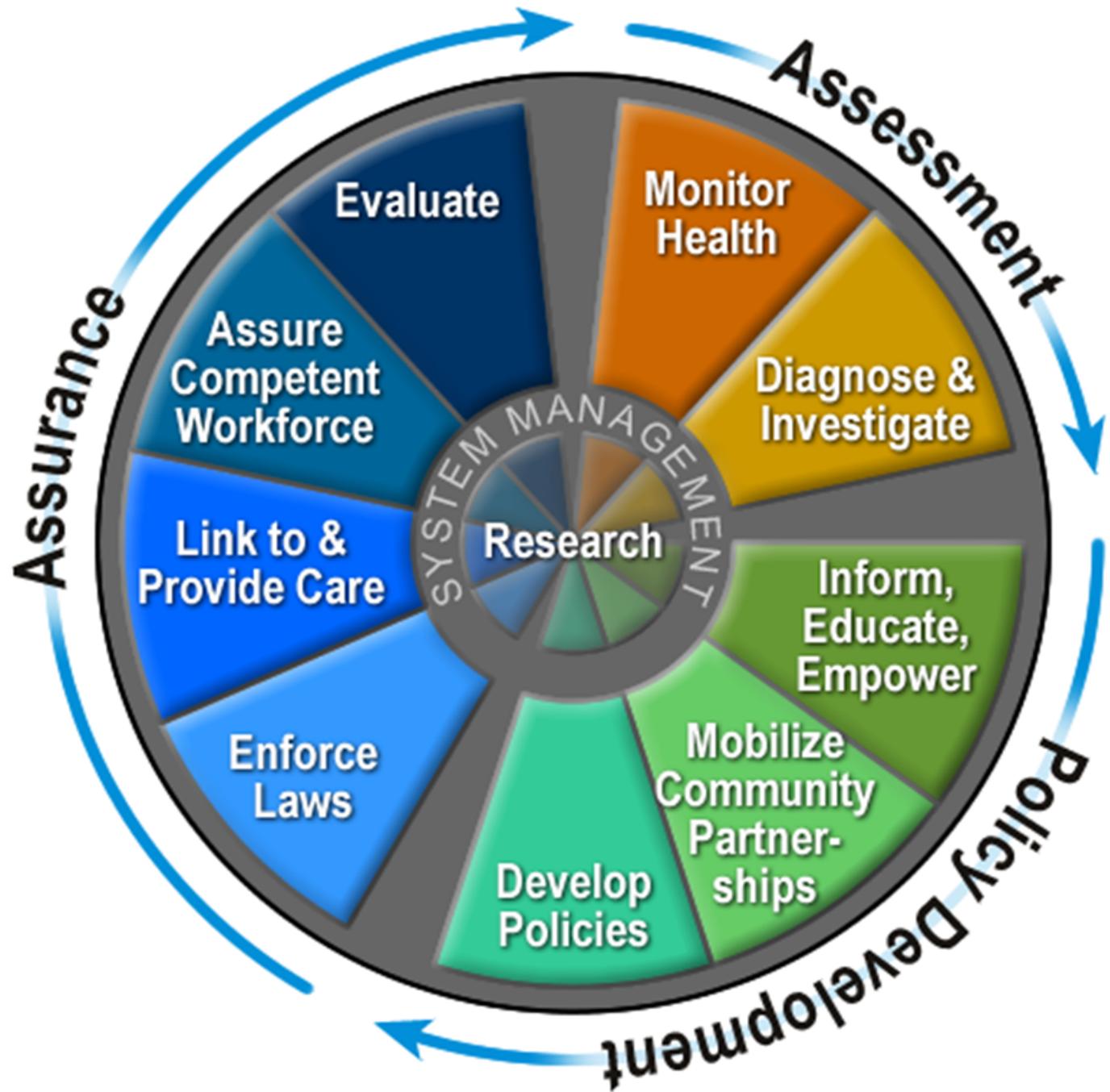
Public Health



Primer on Public Health

- Surveillance and Assessment – What are the needs and resources for children in the community
- Policy Planning and Development – What needs to be different - - changing environments, service priorities, prevention, early intervention
- Assurance – How will we assure accountability and effectiveness.

**CORE
FUNCTIONS**



- Shift in focus from proximal causes to root social, environmental and cultural causes
- Asking “why” something is happening repeatedly until the earliest determinates of a problem are understood.
- Transition from individual service orientation to population perspective

Bright Futures Initial Development



Bright Futures Beginnings

In 1990, HRSA and HCFA launched the Bright Futures for Infants, Children, and Adolescents initiative to improve the quality of health services for infants, children, and adolescents through health promotion and disease prevention.

Bright Futures provided an innovative, developmentally based approach to address children's physical and psychosocial needs within their family and community context.

What Is Bright Futures?

- A Vision
- A Philosophy
- Expert Guidelines
- A Developmental Approach

– For children from birth through 21 years



Bright Futures Foundations

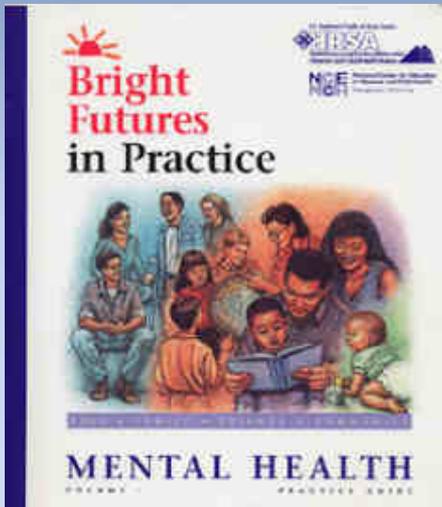
The centerpiece of Bright Futures is a comprehensive set of health supervision guidelines for children from birth through age 21:

- designed to present a single standard of care based on a model of health promotion and disease prevention.
- represents a shift from a strict medical focus to a more expansive view that addresses children's health and development and the important psychosocial factors that influence them.

Interdisciplinary Participation

- **American Academy of Pediatrics**
- **Am. Academy of Pediatric Dentistry**
- **Am. Dental Hygienists' Association**
- **American Dietetic Association**
- **NAPNAP**
- **American Public Health Association**
- **American School Health Association**
- **American Nurses Association**
- **National Center for Health Education**
- **Association of MCH Programs**
- **National Assembly for School-based Health Care**
- **National Association of School Nurses**
- **National Association of WIC Directors**
- **National Mental Health Association**
- **Society of Adolescent Medicine**
- **American Medical Association**
- *and many more...*

Bright Futures in Practice: Mental Health



Emphasis is on:

- Promotion of Mental Health
- Prevention and Early Recognition
- Developmental Issues by Age

Bright Futures Materials



Bright Futures Vision



- Every child deserves:
- ✓ To be healthy
 - ✓ Experience joy
 - ✓ Have self-esteem
 - ✓ Have caring family & friends
 - ✓ To believe that he or she can succeed in life

Bright Futures Core Concepts

- Prevention Works
- Families Matter
- Health Is Everyone's Business



Prevention Works!



**Child Safety
Seats**



Fluoridation



Immunizations

**Mental
Health**



Home Safety

Families Matter!



- Families as partners
- Families as caregivers
- Families as teachers
- Families as resources

Community Partnerships

- Where families & youth are!
- Health Providers
- Early Childhood Programs
- Local Health Departments
- Child Care
- Community Centers
- Schools
- Dental Offices



What is Show Me Bright Futures?



Show Me Bright Futures Evolution

- The Show Me Bright Futures state planning team has been meeting since 2005 to disseminate and advance Bright Futures in Missouri
- Diverse departments and organizations have worked to define common needs and purpose.
Example: Healthy kids can achieve more in school!
- Evolved from content training to a focus on building community capacity to implement a public health model.

Show Me Bright Futures

State Planning Team Members

- Department of Mental Health
- Department of Health and Senior Services
- Department of Elementary and Secondary Education
- Department of Social Services
- Missouri School Board's Association
- Practical Parenting Partnerships
- Head Start State Collaboration Office
- Children's Trust Fund
- Missouri Student Success Network
- Center for the Advancement of Mental Health Practices in Schools (MU)



Show Me Bright Futures Objectives

- Build teams of community stakeholders who are committed to collaboration and share a vision for healthy children
- Foster the ability to collect and analyze valid data and information to drive strategic planning and decision making
- Facilitate the creation and implementation of a strategic plan which addresses key factors impacting healthy development of all children in the community

What Will Show Me Bright Futures Provide?

- Training and technical assistance for:
 - Implementation of public health model for healthy social and emotional development
 - Developing collaborative relationships
 - Bright Futures materials
 - Developing indicators of child and family health and surveillance processes
 - Strategic planning and decision support
 - Project design and implementation



What Will Show Me Bright Futures Provide?

- Close collaboration with Community Based Child Abuse Prevention (CBCAP) initiatives
- A three year commitment to foster development of community capacity
- Ongoing communication with the state team to address common needs that call for statewide solutions
- Support from state agencies and organizations to facilitate implementation and sustainability
- Modest funding for community selected training needs and project implementation

What must Communities Provide?

- Buy in from the community; i.e. key child serving agencies and organizations, business leaders, etc.
- A commitment to
 - Health prevention and promotion
 - Community collaboration
 - Systematic, evidence based decision making
- Some time and effort
- Willingness to consider a new way of working

Phases of Implementation

1. Form/augment a broadly inclusive team of community stakeholders including service providers, business, faith, health and government leadership
2. Meet regularly!! Relationships are key!
3. Attend Training Academies – two per year
4. Develop/augment a systematic community assessment process

Phases of Implementation

5. Identify and prioritize needs
6. Develop/augment a strategic plan to address them
7. Identify training and consultation needs
8. Design and implement two focused prevention projects with measurable outcomes

Three Pilot Communities

- Rolla – Lisa Kean
- Moberly - Shelly Freeman
- Joplin – Linda Seevers



Typical Team Composition

- Phelps County Regional Medical Center
- Phelps County Health Department
- Community Mental Health
- Children's Division
- Prevention Consultants of Missouri
- School personnel
- Family Members
- MOCA/Head Start
- NAMI
- Schools Special Education
- Local Counselors
- The Community Partnership
- Community members
- Leadership Dyad

Training and Support Activities

- 2009 Summer SMBF Training Academy
- 2009 Fall Community Information Management (CIM) Orientation
- 2010 Winter SMBF Training Academy
- 2010 CIM Version 2.0 Update Training
- Leadership Dyads: District Nurse Consultants and Department of Mental Health Designees



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Show Me Bright Futures Working Group

(Provided by CARES)

What's New in CIM

3/16/2010 - New National Dataset! United Way Locations, Nationwide

2/28/2010 - New National Dataset! Food Hardship Rates by Metropolitan Statistical Areas, 2008-2009!

2/15/2010 - New National Dataset! Percent of Households with No Car Living More than 1 Mile from Store, by County

[See all items...](#)

[Take a Tour of CIM](#)

[What Can You Do With CIM?](#)

[What Our Users Say...](#)

Announcements

Governor's Quality Award

Missouri's Bright Futures Team recently received the 2009 Governor's Award for Quality and Productivity for their efforts in addressing a public health approach to mental health.

[read more ...](#)

CIM Training

Bright Futures CIM Training - Columbia, MO. February 16-17, 2010

Community Issues Management

- Library - Issue Notebooks
- Maps – create local geo maps from national, state, and local data
- Reports – generate reports based on your maps
- Partners – communicate with other sites
- Tools –Calendar, email

Current Status

- Focus on Team and Network Development for broader community engagement
- Ongoing community assessment/surveillance of issues, needs and gaps
- “Travel teams” and “home teams”
- Identification and implementation of year one projects and preparing for year two projects
- Refining and integrating activities with strategic planning

Team Examples

- Rolla – teen pregnancy, school drop out, juvenile substance use
- Moberly – increasing parent and provider knowledge regarding social and emotional development in pre-school children
- Joplin – addressing the impact of witnessing trauma or abuse



The big issues in Phelps County are:

- Teen Pregnancy
- Drop out rates/School success
- School violence
- Juvenile Drug and Alcohol Offenses



Programs currently addressing mental health prevention in Phelps County:

- NAMI classes, programs at Pathways, Parenting and Anger Management at Prevention Consultants, CASA trainings
- Drug and Alcohol prevention training for kids
- Child Sexual Abuse prevention training
- Positive Behavior support and character education in Elementary Schools
- TOP and Girl Power in St. James and Rolla
- Yellow Ribbon Campaign and QPR training on Suicide Prevention in kids and adults



Gaps identified by the group:



- Program for Middle School Boys similar to Girl Power
- Early identification program for mental health issues
- Training for parents and professionals on warning signs of mental health issues
- Mental health providers for kids in Phelps County (Have to go out of area for services)

Randolph County facts

- Of population 24,663, 1,708 are children under 5 years of age
- 16.9% of County population living below poverty compared to the state average of 13.3%
- Unemployment rate of 5%
- Only 77.1% of persons age 25 or older earned a high school diploma. State rate is 81.3%
- In 2003, 246 children were receiving SED (Severe Emotional Disturbances) mental health services
- In 2005 this number rose to 295

Root Cause

- The team went through a root cause analysis
- The process confirmed that lack of knowledge for both the childcare providers/teachers and parents is the base cause of the stigma and lack of understanding of the issue of mental illness in children

Initial Project

Parent & Professional Enrichment

- Focus 0 – 5 years
- Training for early childcare providers
- Parental knowledge of mental illness issues in children
- Provider and Parental resource knowledge
- Data collection in specifically identified gap areas

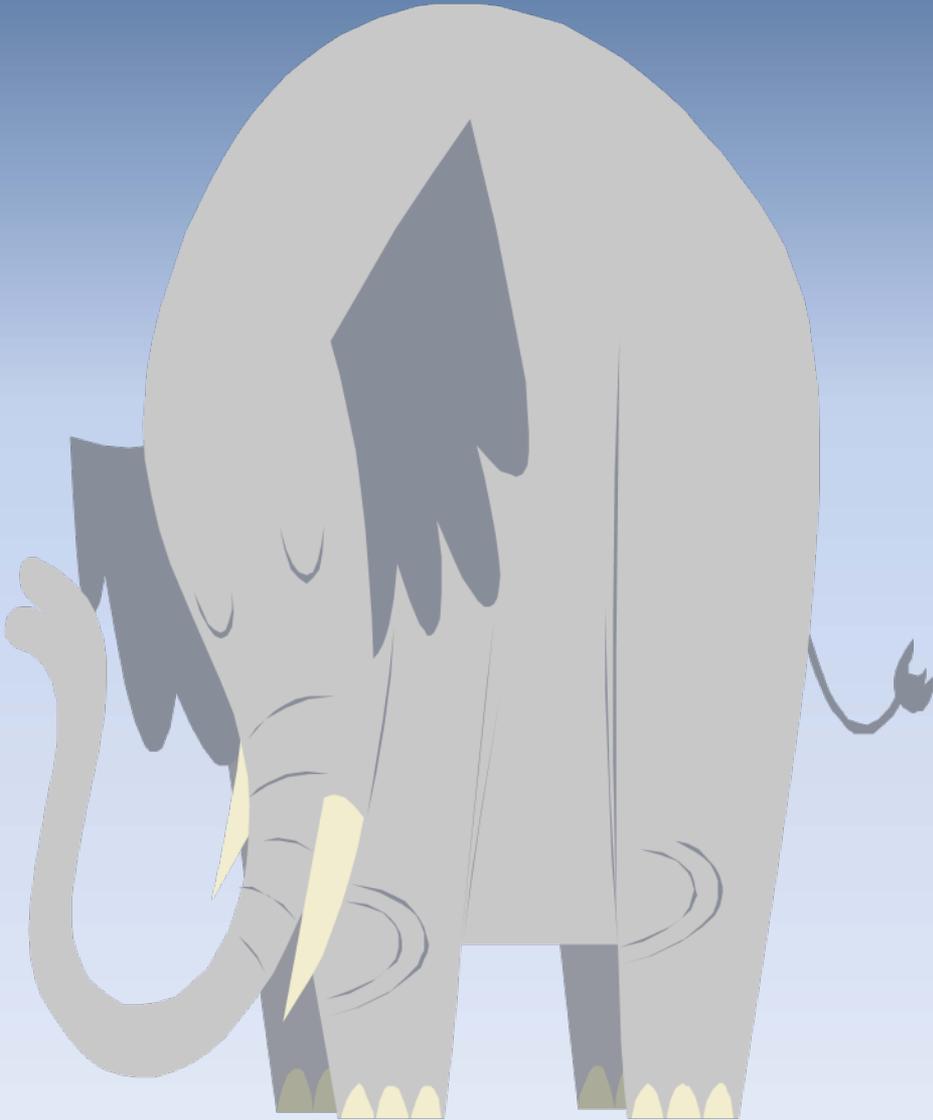
Where is the Jasper County Project?

- Third CBCAP Generation, 2nd year
- Transition period due to interruption of leadership
- Team Building
- Collecting data from Posing Question & County statistics

Data for Jasper County

- Composite Rank in Missouri is 95
- Poverty – students enrolled in lunch program (62)
- Juvenile law violation referrals –ages 10-17 (69)
- Births to mothers w/o diploma (87)
- Births to teens ages 15-19 (95)
- Annual high school dropout rate (113)

Jasper Preliminary Conclusions (or the elephant in the room)



Parental Issues

- Chaos in home
- Witnessing of Abuse
- Lack of resources

SMBF Evaluation

- Multifaceted and multidimensional
- Across site outcomes
- Within site outcomes
- Specific project outcomes
- Qualitative and quantitative
- Summative and formative
- Fostering reciprocal (peer to peer) learning and hierarchical learning (local to state)



Show Me Bright Futures

- **Funding for this project was provided by The Missouri Foundation for Health.**
- **The Missouri Foundation for Health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves.**



- For more information, please contact:

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