



Child Find Coordinator Pilot Annual Report

July 2009- June 2010

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Introduction

Consultants For Children, LLC was contracted by Early Intervention Connections to implement the Child Find Coordinator Pilot as outlined in Senate Bill 112 for the fiscal year July 2009 through June 2010. The role of the Child Find Coordinator, hereinafter referred to as CFC, is to generate appropriate referrals for the System Point of Entry (SPOE) in Region 1 by increasing general awareness of the First Steps (FS) program.

The CFC was given a budget to work with to help promote the FS program in the community. The CFC used this budget to create several PR materials and to hold a Seminar for the Medical Community. In conjunction with the Child Find Committee the CFC attended and/or presented to over 40 programs with the intent of educating our local community on the FS Program. The goal was to educate current referral sources and target the medical community in order to generate more appropriate referrals.

Public Relations Material

Early Intervention Connections – EIC

A logo was created for the EIC this year due to the inability to use the First Steps Logo. A local website: eiconnections.org was also created to give families, the community & referral sources a place to go to access local and State information about FS. This website includes easy access to First Steps Forms, the power point presentation, developmental checklists, SPOE map, State Definitions, Physicians informed clinical opinion, multiple brochures, as well as a complete resource list. The website has resources listed per county and/or city and lists the Parents As Teachers Contacts for each school district and the contacts for the age's 3-5 program for each district.

First Steps Folder

The folder compliments the developmental checklists & new brochure. It is a two pocket folder with the local FS contact information on the back. The folder also features photos of children that are or have been in the FS program.

SPOE Map, State Definitions form & Flow Chart

While the CFC pilot is specific to SPOE Region 1, its referral sources are not. Therefore, the CFC continues to use the SPOE Map (laminated) created by the first CFC Carissa Mattern. The State Definitions form (laminated) & the Flow Chart (gives a visual on how the 45 day eligibility process is completed) was added to the packets that go out to the community.

Referral Pad

The CFC continues to use the referral form pads that were created by the first CFC. The community loves the pads as they are very convenient and helpful for the referral sources.

Power Point Presentation

The CFC finished creating the power point presentation that had been started by the first CFC. The presentation includes information on the goal of FS, eligibility, referral process, DAYC, what happens if a child is not eligible for services and touches briefly on development. The intended audience is child care centers, physician



offices, hospitals, Early Head Start staff trainings and any other referral source who requests it. A copy of the power point presentation goes into every packet that is handed out at presentations and to the community.

Developmental Checklist

The developmental checklist is an educational tool that was created to raise general public awareness about FS and generate more appropriate referrals. The three individual checklists (broken up into 0-12 months; 13-24 months & 25-36 months) was taken from a previous brochure and takes in consideration the ½ age delay and is a helpful tool for FS referral sources to use with the parents. If there is concern then the checklist has the FS local contact information on the back. This checklist is intended for Pediatricians & Specialists offices as well as PAT programs and other referral sources that may find it helpful.

St. Louis Area First Steps Brochure

A new St. Louis Area First Steps Brochure was developed with pictures of local children in the program on it as well as the local contact information. This brochure is very family friendly and informative while giving the family peace of mind of having the correct local contact information to make their referral for their child.

Swag items purchased

Messenger tote bags, water bottles, pens & magnets were purchased as give away items for the Lumiere Symposium as well as to other referral sources to help promote FS as well as the new website: eiconnections.org.

Public Relations Material Data Analysis

Over the past year the CFC and/or Child Find Committee has presented to over 40 programs that are referral sources for FS and approximately 700 packets of information have been handed out. Every program was offered the FS Power Point Presentation or Explanation of Materials in the folders. The PR materials included: Folders, Developmental Wheel or Developmental Checklists (new 2010), Updated Brochures (new 2010), SPOE Map, State Diagnosis Form, Flow Chart, Directors & CFC Business Cards & Pens & Pencils. All of the PR materials were well received and are helpful tools when discussing the programs with families.

Referral Source and Community Education

This past year has been a very busy & successful year with being able to present to over 40 different referral sources in our community. Four of the biggest events that took place consisted of the Physician's DOC Walk, the Lumiere Symposium, Child Advocacy Day & the Channel 2 news interview on the Stl Mom's segment. I have included a summary of these events as well as a list of all the other presentations for the rest of the year for your review.

Physician Offices – DOC Walk

The "DOC WALK" consisted of the Family Service Coordinator's (FSC) volunteering to help out and hand deliver the folders with the marketing materials in them to each pediatrician's office in the St. Louis & St. Charles areas (which included approx. 126 offices). The FSC's also dropped off a personal invitation to the upcoming Medical Community Only First Steps Seminar at Lumiere Casino on June 25th.



All of the packets were delivered to all of the offices on the list with the invite. The CFC also delivered packets of FS information and the invite to approximately 100 specialist offices and hospital departments. We received a very positive response to the packets of information as well as to the invite to the FREE Seminar.

First Steps Seminar at Lumiere Casino - Medical Community Only – 66 in Attendance

We had an excellent turn out for the first ever First Steps Seminar! We had a Breakfast Session and a Lunch Session that were offered and had 66 people attend between the two sessions. In attendance were staff from Children's and Cardinal Glennon's NICU departments, two Neurologists, Geneticist, Pediatricians, Nurses, Administrative Staff, Therapists, etc... The Seminar focused on the overall First Steps Program (Power point presentation) with an emphasis on Eligibility and Informed Clinical Opinion (ICO). There were four examples of ICO's presented and we opened up the floor to questions and comments. The CFC provided the power point presentation for the overall program and Marcy Morrison (Area Director) provided a power point presentation on the new EIT model of service delivery. Howard Smith (Region 1 Dir.) and Ashlie Klopper (Region 2 Dir.) were also on the panel to address any questions specifically about their areas. The new brochures and developmental checklists were distributed and the new website eiconnections.org was announced and shown off. We received 23 feedback questionnaires back with these results:

Question 1 - The material was presented in a clear and understandable way - 4.69 out of 5

Question 2 - The material used (handouts) were understandable & helpful - 4.86 out of 5

Question 3 - The topic is helpful in your practice with young children - 4.86 out of 5

Question 4 - There was enough time for questions & discussion - 4.82 out of 5

Question 5 - Overall what appeared to be most help per question number 5 was the handouts, ICO discussion, eligibility info. & new website

Question 6 - Overall the recommendations to improve the training were more information on the trans-disciplinary model and to hear from other providers on how this looks and works in the home & the need for better communication between referral sources and First Steps.

Whole Community – Live Interview on Fox 2 News

The CFC was interviewed by Margie Elisor for the St. Louis Mom's Segment on Fox 2 morning news about the FS program. There was a lot of great feedback from the interview and I was able to add a personal touch to the story with Margie recognizing that I not only work for the program but I have a son with special needs who took part in the program from 8 months until he was 3. I discussed how beneficial and vital the program was to not only our son but to our whole family.

Legislative Child Advocacy Day

Juli Darlington (FSC & Chair of the Child Find Committee) took part in Child Advocacy Day at the Capitol.

Complete List of Presentations & Community Education

I have included a complete listing of all the presentations and/or community education opportunities to the referral sources in SPOE region one over the past year. This list contains the following information: referral source, individual program name and the number of people in attendance and/or packets delivered.



PRESENTATIONS & COMMUNITY EDUCATION

Parents As Teachers

- 1) St. Charles School District – 15
- 2) Orchard Farm School District – 10
- 3) Francis Howell School District – 25
- 4) Fort Zumwalt School District – 40
- 5) Wentzville School District - 20
- 6) St. Louis City School District (2 separate presentations) – 60
- 7) PAT Birthday Party Fair – St. Charles Convention Center – Had a FS Table

Medical Community

- 1) Pediatrician DOC Walk – 126
- 2) Cardinal Glennon Hospital
 - a. Knights of Columbus – 10
 - b. Therapy Services – 5
 - c. Audiology Department – 5
 - d. Genetics Department – 5
 - e. Neurology Department – 5
 - f. NICU Department (2 separate presentations) – 20



3) St. John's Mercy Hospital

- a. NICU Department – 5**
- b. Ophthalmologist Dr. Goodrich – 2**
- c. Neurology Department – 5**
- d. JFK Clinic – 10**
- e. Women's Services – 5**
- f. OB & Assoc. Group - 5**
- g. St. John's Development Center - 20**

4) St. Louis Children's Hospital

- a. NICU Department – 10**

5) St. Luke's Hospital

- a. Special Care Nursery - 5**
- b. Social Workers – 5**

6) Ranken Jordan - 40

Child Care Facilities/Head Start Program

1) YWCA Head Start

- a. HS Fair had FS Table – St. Louis City – Garfield Location**
- b. HS Fair had FS Table – St. Louis City – W. Florissant Location**
- c. HS Fair had FS Table – St. Louis City – Manchester Location**



2) Child Care Facilities

- a. The Morgan School – 5**
- b. CDCA Workshop for Child Care Staff – 40**

Social Services Agencies

- 1) Women's, Infant's & Children (WIC) offices**
 - a. WIC office off of Delmar – 15**
 - b. WIC office off of Kingshighway – 30**
- 2) Children's Division – 11**
- 3) Department of Family Services – 40**
- 4) Foster/Adoptive Parents Training – 12**

Universities/Colleges

- 1) Lindenwood University Special Education Class – 30**

First Steps Symposium – Lumiere Casino – 66

Jefferson City – Child Advocacy Day – 1 FSC attended to educate Legislators

Fox Channel 2 News – 3 minute interview about First Steps on Stl. Mom's segment



Referral Source and Community Education Data Analysis

Fiscal year July 2007 - June 2008 – As of 8/1/2008

The year prior to the CFC pilot going into effect showed that SPOE Region 1 reported serving 1.58% of the population which was below the standard average. The goal for each region of the State is to serve at least 2% of Missouri's population.

Fiscal year July 2008 -- June 2008 -- As of 7/20/2009

The first year of the CFC pilot SPOE Region 1 reported serving 1.80% of the population which is a great improvement from the previous year. There is no specific data from the SPOE to look more closely at ineligible referrals so to focus on appropriate referrals and those referral sources.

Fiscal year July 2009 – June 2010 – As of June 2010 (preliminary data)

The second year of the CFC pilot SPOE Region 1 reported serving 2.03% of the population as of June 2010. SPOE Region 1 is now serving the highest percentage of children out of any other area in the state. Currently we do have more specific data from August 2009 through March 2010 (8 months). I have included five graphs: The first graph shows numbers of referrals, active, inactive and ineligible children for each month. The second graph shows total referrals, active & inactive children for the eight months. The third graph shows the ineligible children for St. Charles County and who made those referrals to the program. The fourth graph shows the ineligible children for St. Louis City and who made those referrals to the program. The final graph shows the ineligible children for the whole SPOE Region 1 and who made those referrals to the program. By focusing in on the ineligible children and who made those referrals this gives us an idea of who still needs more education on the FS program and what referral sources are not making many referrals so we can continue to build on those relationships. This will also help us to determine what new referral sources we can target in the future.

Recommendations for third year of the CFC Pilot

Over the past two years of the CFC Pilot being in effect the number of active children in the program has increased by over 20% and now SPOE Region 1 is leading the state in Active IFSP's. The CFC Pilot in conjunction with the Child Find Committee has shown tremendous leadership and has worked well together to make sure that the appropriate referrals are being made and that children are getting the much needed supports. With the budget cuts to the Parents As Teachers programs throughout the region and state the third year of the CFC Pilot needs to focus its attention on continuing to build better relationships with the Medical Community, Child Care Facilities, Social Service Agencies and new referral sources that are not aware of the FS programs.

Per the data in St. Charles County the focus will be the medical community (especially Pediatricians), some of the smaller child care facilities (newer referral source) & the social service agencies. Per the data in St. Louis City the focus will be updating the social service agencies on the eligibility criteria, medical community (especially Pediatricians, clinics and ER Dept. (newer referral source), child care facilities (new referral source).

Total Referrals - SPOE Region I

- Total Referrals
- Active IFSP
- Inactive
- Part C Ineligible

