



Child Find Coordinator Pilot Annual Report

July 2010- June 2011

Prepared by Rachel Morgan, President
Consultants For Children, LLC



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 2010 through June 2011. 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, send out a mailing to over 650 child care facilities in the Region as well as a "Doc Walk" for the medical community. In conjunction with the Child Find Committee the CFC attended and/or presented to over 20 programs with the intent of educating our local community on the FS Program. The goal was to educate current referral sources and target the parents as teachers, child care & medical communities in order to generate more appropriate referrals.

Public Relations Material

Early Intervention Connections Website Update

The local website: eiconnections.org has been updated throughout the year. It was decided by the EIC Executive Committee to purchase an additional two years on the domain. The eiconnections.org website will remain up and active through Oct. 30th of 2013. SPOE region one will maintain the website and be responsible for any updates through this date. 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 Community Resource Fair marketing materials

It was decided to purchase two table cloths with the First Steps Logo on them, digital photo frame and digital camera to be used at local community resource fairs and other events that First Steps would have a table at. We also purchased a flip video camera to be used to take short videos to be posted on the local website. Videos at fairs, during provider visits, inclusion supports, etc... will be taken as examples of what the program provides to families.

First Steps Table Tents, Laminated Posters & Brochure Holders



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. We have decided to put together a packet for a "Doc Walk" this year. The packets will include a table tent or two for the main lobby of the Pediatricians & Specialists offices with two brochure holders (First Steps stickers on them) one holding the EIC brochure and the other holding the developmental checklists. There will also be several Laminated First Steps Posters to be posted in the individual patient waiting rooms with the general information about First Steps on them.

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 power point presentation is still being utilized by the CFC and the child find committee. 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, colleges & universities as well as 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. The developmental checklists have been an incredible success over the past year and is being used by many in the community. This particular educational tool has generated many referrals and is very user friendly and effective.

St. Louis Area First Steps Brochure

The St. Louis Area First Steps Brochure from last year is still being utilized and gives a soft touch to the sensitive concerns that the First Steps program addresses with families. 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

Pens, Pencils, 4-Pack of Crayons, Magnets & First Steps Stickers were purchased as give away items for the Resource Fairs as well as to other referral sources to help promote the FS Program in our community.



Public Relations Material Data Analysis

Over the past year the CFC and/or Child Find Committee has presented to over 20 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 Checklists, Updated Brochures, SPOE Map, State Diagnosis Form, Flow Chart, Directors & CFC Business Cards & Pens, Pencils and Magnets. 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 reach out to over 800 different referral sources in our community. Since we were very active in the community last year with presentations we took a different approach this year to reaching out to our referral sources. The three biggest projects that took place consisted of the Child Care Mailing project, the Physician's DOC Walk, and Child Advocacy Day. 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" – 129 Offices

This year the "DOC WALK" is going to be implemented in the summer of 2011 by the new Early Intervention Teams (EIT) with the Service Coordinators on each individual team being responsible for coordinating the delivery of the marketing materials. All of the marketing materials have been purchased and are ready for distribution to the 129 different Pediatrician offices. A plan to distribute to the Specialists offices will be determined in the near future. Materials to be distributed to each office are:

1-2 table tents

2-4 brochure holders with the FS stickers on them

8-10 laminated FS posters for the individual patient rooms

Pens, pencils, magnets & crayons

With the CFC pilot coming to an end on June 30th 2011 it was decided by the EIC to focus on getting marketing materials for our referral sources that can have a longer lasting impact versus having another seminar for the community.

First Steps Child Care Mailing – 679 Facilities

We have sent out a packet of information about the FS Program to 679 child care facilities in the St. Louis City, County and St. Charles County geographical areas. We were able to purchase the child care listing from the Child Care Aware organization. The packets included a sample of each of the developmental checklists, EIC brochure, letter, business card(s), state definitions page, non-laminated first steps poster and a magnet. In the letter we offer a free presentation for their staff and/or an opportunity to come out to meet with the Director to discuss the materials and to bring additional developmental checklists.



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 – 2**
- 3) **Francis Howell School District – 25**
- 4) **Fort Zumwalt School District – 25**
- 5) **Wentzville School District - 20**
- 6) **St. Louis City School District – 25**
- 7) **PAT National Office – 40**

Medical Community

- 1) **St. John's Mercy Hospital**
 - a. **Neurology Department – 2**
- 2) **St. Louis Children's Hospital**
 - a. **NICU Department – 10**
- 3) **St. Mary's NICU – 2**



4) Wall Street Pediatrics - 4

Child Care Facilities/Head Start Program

1) YWCA Head Start

- a. **HS Fair had FS Table – St. Louis City – Pagedale Location**

2) Child Care Facilities

- a. **United Services East & West Locations – 25**

3) RBAEYC Conference @ St. Charles Community College - 30

Social Services Agencies

1) Queen of Peace Program - 15

2) Department of Mental Health – 20

3) FACT – 20

4) Ronald McDonald House – 2

5) Youth In Need - 20

Universities/Colleges

1) Lindenwood University Special Education Class (3 different Classes) – 40

2) UMSL Transition Class - 15

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

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.

Fiscal year July 2010 – June 2011

The third & final year of the CFC pilot SPOE Region 1 reported serving 2.04% of the population as of June 2011. (See attached report for more specific information on region one data)

Recommendations for the child find committee

Over the past three years of the CFC Pilot being in effect the number of active children in the program has increased by over 20%. SPOE Region one is currently serving 2.04% of the population which is over the required percentage of 2% that the State Mandates. 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 this past year throughout the state (which is the FS programs greatest referral source) SPOE region one has risen above the challenge and met its goal of serving over 2% of the population. With continued community education on the FS program SPOE Region one has done an excellent job with child find in our community. Due to budget cuts the pilot for the CFC position is coming to an end on June 30th



2011 and I believe that it is critical that the child find committee continues to educate the community on the FS program and continues to find ways to promote the program within the medical, child care, social services and educational communities. Region one still 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.

I want to thank everyone at the SPOE Region one and two offices for supporting my efforts these past two years as well as the EIC Executive Committee members and all who are on the EIC advisory council. I would also like to send a big thank you to the child find committee whose members are so resilient in making sure that all the requests for presentations were taken care of and for sharing their passion for working with the FS families each and every day. The person that I want to send a special thank you to is Juli Darlington (Chair of the child find committee & Family Service Coordinator) for her incredible enthusiasm, passion, drive and most of all her amazing commitment to each and every family that she meets. I have never met anyone quite like Juli and admire her for all that she is able to give others in our community! Thank you for this opportunity to work with each and every one of you and as I look forward to the new endeavors I have lying before me I will never forget all the wonderful memories, amazing individuals and the passion each of you have for working with all of our children with special needs.

Sincerely,

Rachel Morgan - CFC