



HELP ME GROW OF CUYAHOGA COUNTY SFY2016-2018 STRATEGIC PLAN

MISSION STATEMENT

Help Me Grow of Cuyahoga County supports families in helping their young children grow, learn, and develop to their fullest potential.

VISION STATEMENT

All families nurture their young children's health, learning, and development to give them their best start in life.

CORE VALUES

- ❖ **Supporting families:** Children's parents and caregivers are their first and best teachers. We are committed to supporting families with accessing the information and resources needed to help their young children grow, learn, and develop to their fullest potential.
- ❖ **Promoting prevention:** Early developmental opportunities provide the foundation for children's health, general well-being, and future academic success. We are committed to providing services that promote a child's health, learning, and development and also detect and intervene at the earliest possible indication of a developmental delay.
- ❖ **Respecting and valuing diversity:** All children, regardless of gender or gender identity, language, ability, economic status, or ethnic, racial, spiritual, and cultural background, have an equal right to have their needs met. We are committed to providing services that allow all families and children to succeed.
- ❖ **Working collaboratively and building capacity:** When people come together, collective capacities emerge that individual partners do not possess. We are committed to the cultivation of positive relationships between families, the community, and our staff to advocate for all children.
- ❖ **Using evidence-based strategies and measuring results:** Connecting evidenced-based research to practice allows Help Me Grow to design and implement policies and services that are effective in helping children develop to their fullest potential. We are committed to using clearly defined outcome measures to evaluate and guide our efforts.
- ❖ **Adhering to ethics, integrity, and professionalism:** We are committed to providing quality service and being reliable and responsive by developing and nurturing staff and leadership to maintain the highest standard of conduct in the performance of our work.

GOAL AREAS AND SUPPORT

GOAL AREA: PROFESSIONAL DEVELOPMENT AND SUPPORT

Goal: Help Me Grow personnel working with young children and families are well prepared with competencies, skills, knowledge, and awareness of community resources and services necessary to help families promote their children's development within the family context.

Objectives and Action Steps:

1. Provide training and information-sharing opportunities to increase HMG personnel's knowledge and skills to help families access Part C Early intervention services and Home Visiting services consistent with their needs and goals.
 - *Ensure Service Coordinators participate in all required HMG trainings and complete requirements for Service Coordination credentialing.*
 - *Provide training opportunities for Service Coordinators in partnership with CCBDD to enhance evidence-based services.*
 - *Ensure all Parent Educators participate in required PAT and local HMG/Bright Beginnings trainings.*
 - *Plan a comprehensive training series to take place over the course of a year that addresses situations that staff encounter while providing HMG services.*
 - *Establish a standard HMG orientation both for employees and contract staff.*
 - *Develop an EBEI database training webinar.*
 - *Ensure all Central Coordination staff participate in state-sponsored HMG trainings and/or local training opportunities.*
 - *Ensure all HMG personnel understand ODH rules and local procedures.*
2. Develop effective methods and strategies for sharing funding information and community resources with service coordinators, home visitors, and parent educators.
 - *Assess the Family Welcome Packet and Family Transition Packet use and distribution process.*
 - *Provide trainings on health insurance and other funding options.*
 - *Utilize email, newsletters, and other communication methods to disseminate community resource information.*
 - *Update the HMG Directory and disseminate annually.*
3. Provide opportunities to increase cultural competence to be more effective working with diverse families and staff.
 - *Develop and implement strategies to improve cultural competency.*
4. Develop and implement strategies with staff and providers to increase HMG identity and sense of "team".
 - *Provide teambuilding opportunities for staff and providers.*
 - *Include HMG Mission, Vision, and Core Values in staff and provider communications.*

- 5 Implement strategies to support and recognize HMG stakeholders.
 - *Offer an Annual HMG Staff and Provider meeting.*
 - *Provide opportunities to HMG staff and providers for mentoring and cross training to ensure professional growth.*
 - *Develop mechanisms to increase HMG personnel retention.*
 - *Coordinate, collect, organize, and distribute HMG success stories.*
 - *Provide opportunities for HMG staff and partner agencies to meet for networking and resource sharing.*

GOAL AREA: OPTIMIZING THE HMG SERVICE DELIVERY SYSTEM

Goal: Help Me Grow provides services to children and families efficiently, effectively, and consistent with its core values.

Objectives and Action Steps:

1. Ensure the use of evidence-based approaches.
 - *Monitor use of the Parents as Teachers model through quality assurance/technical assistance and data collection and analysis.*
 - *Monitor use of the EI family assessment tool through quality/technical assistance and data collection and analysis.*
 - *Assess outcome writing using the EBEl 6-point criteria.*
2. Encourage best practice and quality improvement through quantitative and qualitative data analysis.
 - *Create performance measures.*
 - *Ensure the use of electronic data collection systems for program evaluation.*
 - *Share QA Monitoring Compliance Records with staff, providers, and stakeholders.*
 - *Evaluate best practice engagement strategies for families involved in DCFS and work with DCFS and provider agencies to determine service delivery.*
3. Evaluate and develop strategies to improve customer relations.
 - *Create survey to obtain feedback from referral sources on effectiveness of referral process.*
 - *Provide a customer service training to staff and providers.*
4. Provide opportunities for HMG families to give their feedback on how to improve HMG services.
 - *Develop a method for collecting parent experience data.*
5. Implement strategies to increase connections of families with one another.
 - *Evaluate and enhance the use of social media with Bright Beginnings families.*
 - *Evaluate and enhance the use of existing Bright Beginnings face-to-face parent groups.*
 - *Explore opportunities for EI families to connect with each other.*

GOAL AREA: LINKAGES AND COORDINATION

Goal: Help Me Grow partners with public systems and community providers so children and their families receive the support and services they need.

Objectives and Action Steps

1. Strengthen partnerships with public systems and community providers serving families with young children.
 - *Collaborate with the Alcohol, Drug Addiction, Mental Health Services Board to enhance referral protocols, identification of families, and service delivery.*
 - *Reinforce and enhance the Division of Children and Family Services/HMG Interagency Agreement and Staff Liaison position.*
 - *Expand the partnership with CCBDD.*
 - *Enrich the partnership with the Educational Service Center of Cuyahoga County.*
 - *Coordinate with other local home visiting programs to ensure appropriate referrals and sharing of information (i.e., State Home Visiting, MomsFirst, OIMRI, Early Head Start, etc.).*
 - *Distribute HMG public awareness materials to county school districts.*
 - *Develop strategies to increase referrals and coordinate services with Starting Point.*
 - *Identify gaps in service by tracking and analyzing HMG referrals sources.*
 - *Establish additional and augment existing relationships with medical providers.*
 - *Form strong linkages with Head Start and quality preschools.*
 - *Develop a relationship with Frontline Services and other homeless shelters/services.*
2. Develop efficient methods to disseminate information.
 - *Provide quarterly HMG Central Referral updates to external and internal audiences.*
 - *Coordinate, disseminate, and archive consistent information with HMG & CCBDD EBEI staff.*
 - *Contact community partners to include HMG website link and/or HMG overview video on their website.*
 - *Provide quarterly Bright Beginnings updates to external and internal audiences.*
3. Develop effective methods and strategies for sharing community resources with HMG families.
 - *Identify available community resources for ineligible families and make appropriate referrals.*
 - *Implement the Family & Children First Council Service Coordination Mechanism.*
 - *Develop and distribute Family Transition Packet to families.*
 - *Identify gaps in services for young children and explore resources in the community to partner with to provide sustainable services.*

4. Enhance efforts within the medical community to ensure referrals and collaboration.
 - *Meet with Hospital-Based Child Find Specialists quarterly.*
 - *Explore sustainable funding streams for Hospital-Based Child Find Specialists.*
 - *Evaluate and enhance the referral follow-up process to the medical community.*
 - *Distribute HMG information and outreach materials to the medical community.*
 - *Integrate HMG with Population Health Initiatives in Cuyahoga County health systems.*

GOAL AREA: INFORMED COMMUNITY

Goal: Cuyahoga County residents are informed of the importance of early childhood development and Help Me Grow services.

Objectives and Action Steps:

1. Increase the awareness of HMG services in Cuyahoga County.
 - *Organize, implement and evaluate ongoing outreach and public awareness activities to the general public (i.e., newspaper articles, resource fairs, presentations, etc.).*
 - *Engage parents in distribution of public awareness materials and identifying outreach opportunities.*
 - *Engage private sector, grassroots, and faith-based community in supporting HMG services.*
2. Ensure local and state policymakers are aware of HMG successes and benefit to families and the need to fund early childhood services.
 - *Provide policymakers with a concise overview of the HMG program, including statistics and trends, and success stories.*
 - *Communicate with elected local and state policymakers about the importance of HMG services.*
 - *Develop ongoing advocacy strategies to inform public policymakers about HMG and early childhood services.*
 - *Create in-person opportunities with local and state legislators and policymakers.*

GOAL AREA: GOVERNANCE, ACCOUNTABILITY, & SUSTAINABILITY

Goal: Help Me Grow has management and accountability structures that ensure operational effectiveness, fiscal responsibility, and desired results for children and families. Stable funding is available to support the core services of Help Me Grow and to provide the necessary infrastructure essential to the delivery of services.

Objectives and *Action Steps*:

1. Analyze, provide feedback, and implement guidance from governing entities.
 - *Participate in ODH Conference Calls, updates, committees, workgroups, and Q & A sessions, and share pertinent information with stakeholders.*
2. Implement a continuous quality improvement process for all HMG departments.
 - *Using the established performance measures, set indicators, gather data, and review periodically to identify needed improvements.*
 - *Create a Bright Beginnings Advisory Council.*
3. Identify funding sources for program sustainability.
 - *Ensure existing funding streams are sustained.*
 - *Explore additional sources of funding.*