

# Summary of Central Intake Activities

October 1, 2020 through December 31, 2020

As the Help Me Grow Central Intake and Referral (CIR) contractor, Bright Beginnings (BB) and its subcontracted regional partners maintained an efficient single point of entry with standard procedures, quality controls, and consistent messaging during the second quarter of SFY21 while COVID-19 cases continued to rise across Ohio.

## Referral Data

During the second quarter of SFY21, CIR processed **8,804** system referrals in EIDS and assigned **6,719** program referrals to Early Intervention (EI).

CIR received **546** referrals for children with an elevated blood lead level of 5 or greater micrograms per deciliter across **69** counties of the state from the Ohio Department of Health's (ODH) generated lists. Of those referred, **212** were assigned to EI and/or already receiving EI services.

During the second quarter of SFY21, CIR received **173** referrals for children diagnosed with neonatal abstinence syndrome (NAS) across **31** counties of the state from the ODH generated lists. Of those referred, **66** were assigned to EI and/or already receiving EI services.

## Operational Updates

**ASQ Pilot** - DODD contracted with BB to provide developmental screenings via the phone and/or online for children referred by the public children services agency in one county. Franklin County was chosen and the pilot will run from February 2020 through January 2021. In the second quarter of SFY21, 139 children in Franklin County were assigned to the pilot and 58 accepted the developmental screening option. Cuyahoga County was also added to the pilot during the second quarter with 58 children assigned to the pilot and 29 accepting the screening option.

**Community Resource Directories** - BB launched the new interactive Community Resource Directories on [helpmegrow.org](http://helpmegrow.org). The directories are now hosted through Knack, an online database software that can be updated in real time. The new directories are more ADA compliant than before, and users can now search for providers by service area, service category, county, keyword, or zip code.

**Help Me Grow Website** - The new [helpmegrow.org](http://helpmegrow.org) was approved and launched during the second quarter. The website has a new colorful design and layout; dynamic, user-friendly navigation both on desktop and mobile; refreshed copy; and new webpages for families, potential referral sources, and providers, all with relevant information and resources for those

audiences.

**Statewide EI Needs Assessment** - BB met with DODD to discuss sharing information from the statewide needs assessment with external stakeholders including local EI providers.

### **Messaging, Marketing, and Outreach**

**EI Communications Toolkit** - During the second quarter, BB developed an EI Communications Toolkit Webinar to be presented to local EI providers during the third quarter of SFY21. Information on how to use the toolkit to ensure consistent messaging and increase outreach efforts across Ohio will be provided.

**Email Communications** - The Central Intake Bulletin eNewsletter for the second quarter was emailed to EI providers on December 31. Providers can access the eNewsletter and its previous editions at [helpmegrow.org/Providers](http://helpmegrow.org/Providers).

BB also drafted and received joint approval from ODH and DODD to send a New Year's email to referral sources on January 5 to more than 8,000 referral source contacts.

### **Marketing Campaigns/Advertising Strategies -**

- *Don't Wait, Act Early!* targeting families and pediatricians - This campaign is fully underway using messaging from the EI Communications Toolkit. Public media, parent magazine, and digital display advertising have been implemented as of the second quarter. Third quarter endeavors will include advertising on social media, iHeart media streaming, and AM/FM radio.
- CIR is collaborating with OCALI and Krile Communications on message development for outreach campaigns related to children with elevated blood lead levels (EBLL) and neonatal abstinence syndrome (NAS). Full campaign implementation is planned for May and June 2021. Outreach will engage families and medical providers.

**Outreach** - During the second quarter of SFY21, BB and its regional partners continued to seek and implement virtual opportunities to extend the Help Me Grow and Early Intervention message to families. The Help Me Grow one-page flyer including Early Intervention and Home Visiting information continued to be shared at over 1,500 outreach activities throughout the state including virtual meetings and presentations; virtual conferences; canvassing by calling and emailing referral sources, drive-thru resource fairs, and dropping off or shipping printed and promotional items to referral sources.

The American Academy of Pediatrics (AAP) conference and the National Association of Social Workers (Ohio Chapter) conference were held virtually in November. The Help Me Grow system of supports was represented at these statewide virtual conferences.