

# Summary of Central Intake Activities

**July 1, 2020 through September 30, 2020**

As the Help Me Grow Central Intake and Referral (CIR) contractor, Bright Beginnings (BB) and its subcontracted regional partners strived to maintain a proficient single point of entry with standard procedures, quality controls, and consistent messaging during the first quarter of SFY21 in the midst of the COVID-19 pandemic.

## **Referral Data**

During the first quarter of SFY21, CIR processed **9,172** system referrals in EIDS and assigned **7,284** program referrals to Early Intervention (EI).

CIR received **597** referrals for children with an elevated blood lead level of 5 or greater micrograms per deciliter across **70** counties of the state from the Ohio Department of Health's (ODH) generated lists. Of those referred, **252** were assigned to EI and/or already receiving EI services.

In September 2020, the Ohio Department of Developmental Disabilities (DODD) began receiving lists of children diagnosed with neonatal abstinence syndrome (NAS) from ODH. These lists will be provided to CIR every two weeks to connect these children to 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 Franklin county. The pilot will run from February 2020 through January 2021. In the first quarter of SFY21, 143 children were assigned to the pilot and 57 accepted the developmental screening option.

**Community Resource Directories** - During the first quarter of SFY21, revisions to all 88 Community Resources Directories were made including additions and/or edits to the Hearing, Audiology, and Sign Language; Vision; Pregnancy and Parenting Supports; and Home Visiting sections. The directories can be found at [helpmegrow.org](http://helpmegrow.org).

**Help Me Grow Website** - BB continued working with eSchoolView throughout the quarter to develop the new [helpmegrow.org](http://helpmegrow.org) website, which will include 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** - DODD contracted with BB to complete a statewide EI needs assessment. BB engaged The Center for Community Solutions to conduct the needs assessment. The final report was generated and shared with DODD in the first quarter of SFY21 providing insights into needs around the state related to increasing the awareness of EI services and improving the quantity and quality of EI referrals where needed.

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

**EI Communications Toolkit** - The toolkit was finalized and shared with EI providers in September 2020. In addition to its availability on the Ohio Early Intervention website, it has also been made available at [helpmegrow.org](http://helpmegrow.org). EI marketing materials can be ordered through CIR by EI providers from the [helpmegrow.org](http://helpmegrow.org) website.

**Email Communications** - The SFY21 first quarter Early Intervention Central Intake Bulletin e-newsletter for EI providers and stakeholders was drafted and shared with DODD at the end of September. Upon approval, the e-newsletter was emailed on October 1, and is now available on [helpmegrow.org](http://helpmegrow.org).

On September 30, BB received joint approval from ODH and DODD to send two promotional emails to referral sources. The first of those emails was sent October 5 to more than **7,600** referral contacts provided by OCHIDS and EIDS.

**Advertising Strategies** - During the first quarter of SFY21, BB advertised EI services via the following channels: PBS, NPR, parent/family magazines, interstate billboards, and radio through iHeart.

**Marketing Campaigns** - In July 2020, BB developed the SFY21 Central Intake and Referral Community Engagement Plan for Early Intervention including three campaigns:

1.) *Don't Wait, Act Early! targeting families and pediatricians* - This campaign will include digital display ads, social media ads, PBS, NPR, streaming radio spots, and parent/family magazines using messaging from the EI Communications Toolkit;

2.) *Outreach to families and medical providers related to lead referrals* - This campaign will include development of messaging specific to what is elevated blood lead levels (EBLLs) and how EI can help. Kits will be developed for families, in addition to, messaging shared via billboards, social media ads, digital display ads, and PBS. A handout for medical providers will be developed focused on how EI can help with EBLLs and messaging will be shared via NPR and radio spots; and

3.) *Outreach to birthing hospitals related to NAS referrals* - This campaign will include development of a kit for professionals within the birthing hospitals with a fact sheet on EI for children born with NAS and transitioning to home. It will also include a kit for families with a handout on how EI can support their child and family, a NAS family handbook, information on the benefits and techniques of infant massage, and information on stress management.

**Outreach** - The ever-changing climate due to the COVID-19 crisis required ongoing use of “out of the box” strategies. The Help Me Grow one-page flyer including Early Intervention and Home Visiting information continued to be distributed at **over 2,000** outreach activities conducted by Central Intake and Referral throughout the state of Ohio during the first quarter of SFY21. The outreach activities included virtual meetings and presentations; virtual conferences; canvassing by calling and emailing referral sources and potential referral sources; and dropping off or shipping printed and promotional items to referral sources.