



# Supporting Healthy Children and Strong Families

HEALTHY CHILDREN,  
STRONG FAMILIES

University of  
Minnesota

Hennepin  
County

Increased  
engagement  
of families



Parent Connectors

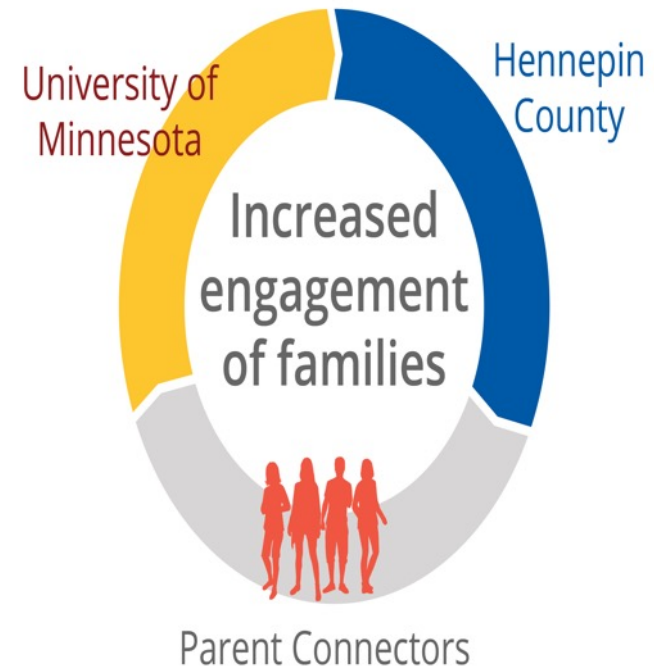
# PROJECT GOALS

Increase rates of engagement with Hennepin County Family Health Programs

Create feedback loop between Hennepin County and communities

Learn better ways to support families in Hennepin County.

Supporting Healthy Children and Strong Families

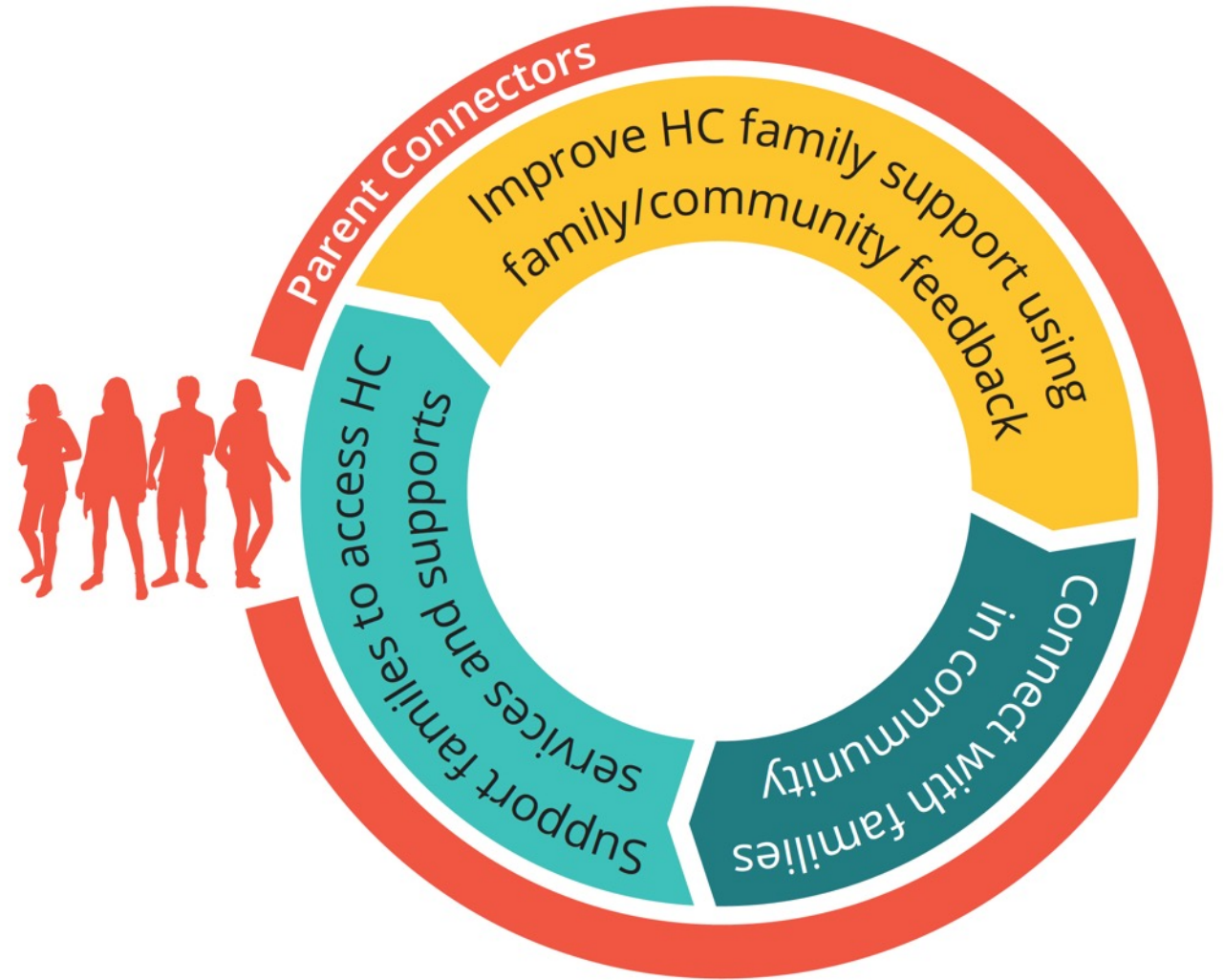




# Data Analysis



# Intervention Pilot





DATA TELLS A STORY....

EVALUATION GOAL

Identify children & families in Hennepin County that could benefit from follow-ups or a *warm hand-off*



## REFERRAL PROGRAMS



way to grow™



DEMOGRAPHICS

# gender



FEMALE

48%

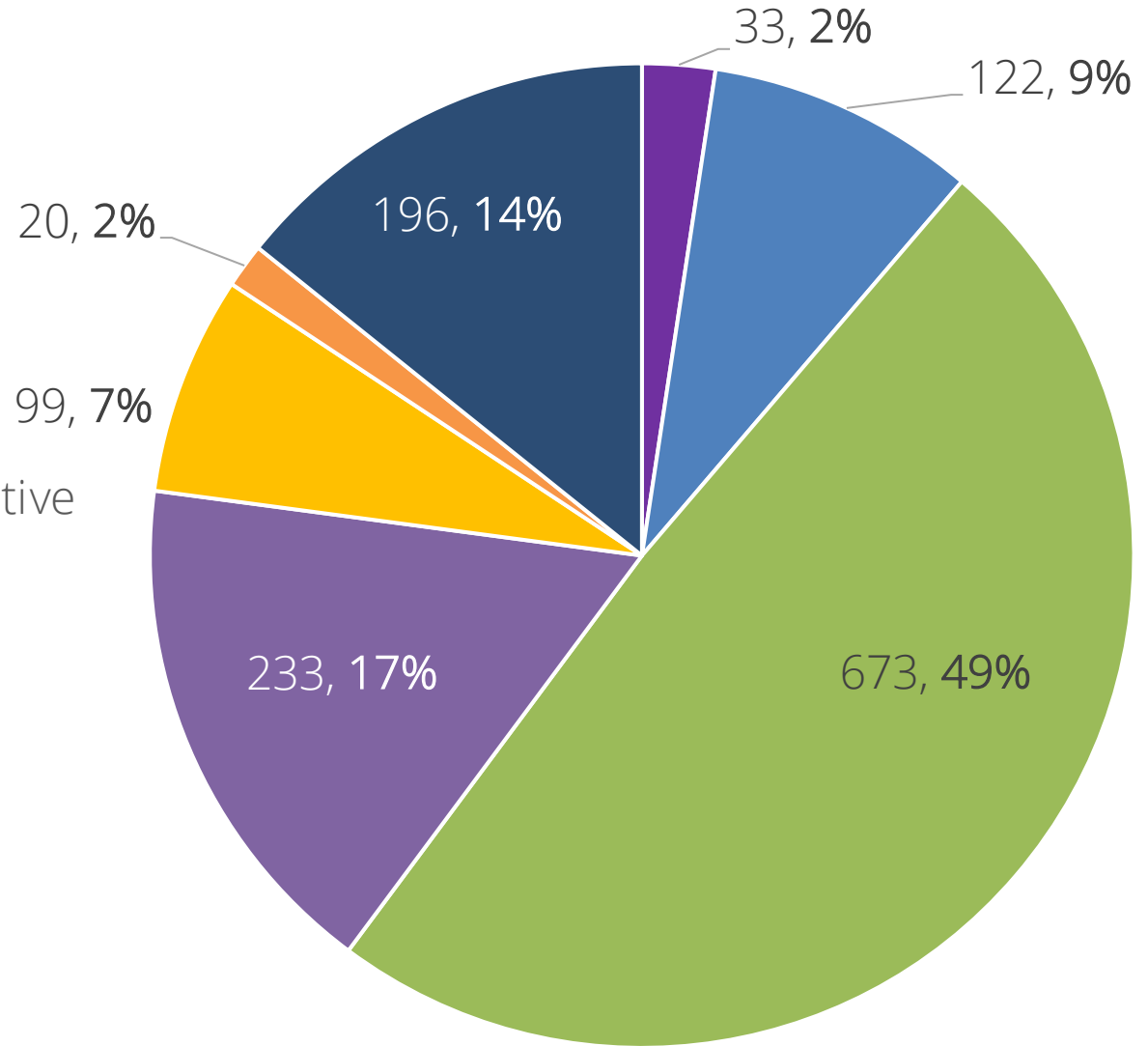
MALE

52%

DEMOGRAPHICS

# race/ethnicity

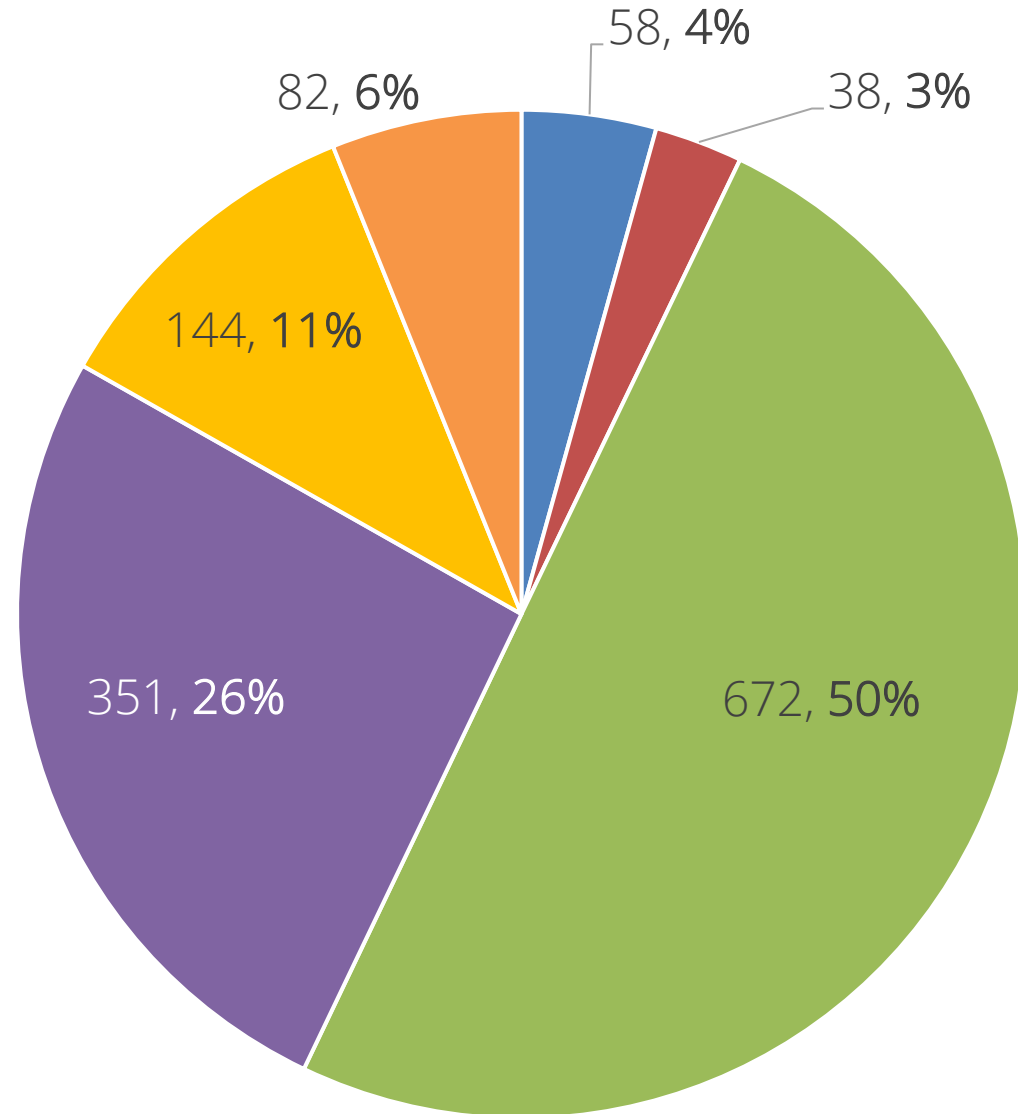
- American Indian/Alaska Native
- Asian
- Black/African American
- Declined
- Multiracial
- Unknown
- White



DEMOGRAPHICS

# school district

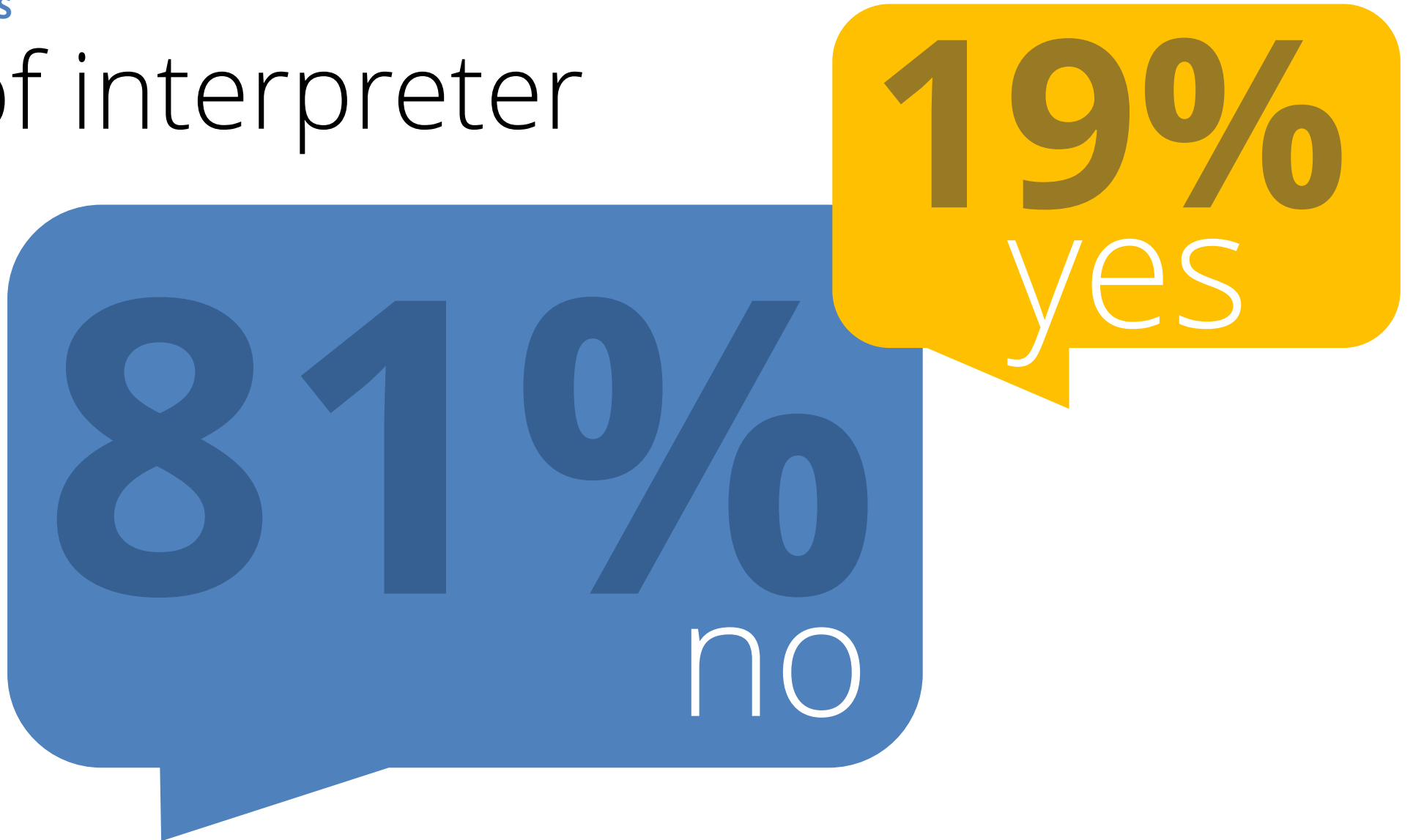
- Anoka-Hennepin
- Brooklyn Center
- Minneapolis
- Osseo
- Robbinsdale
- Unknown





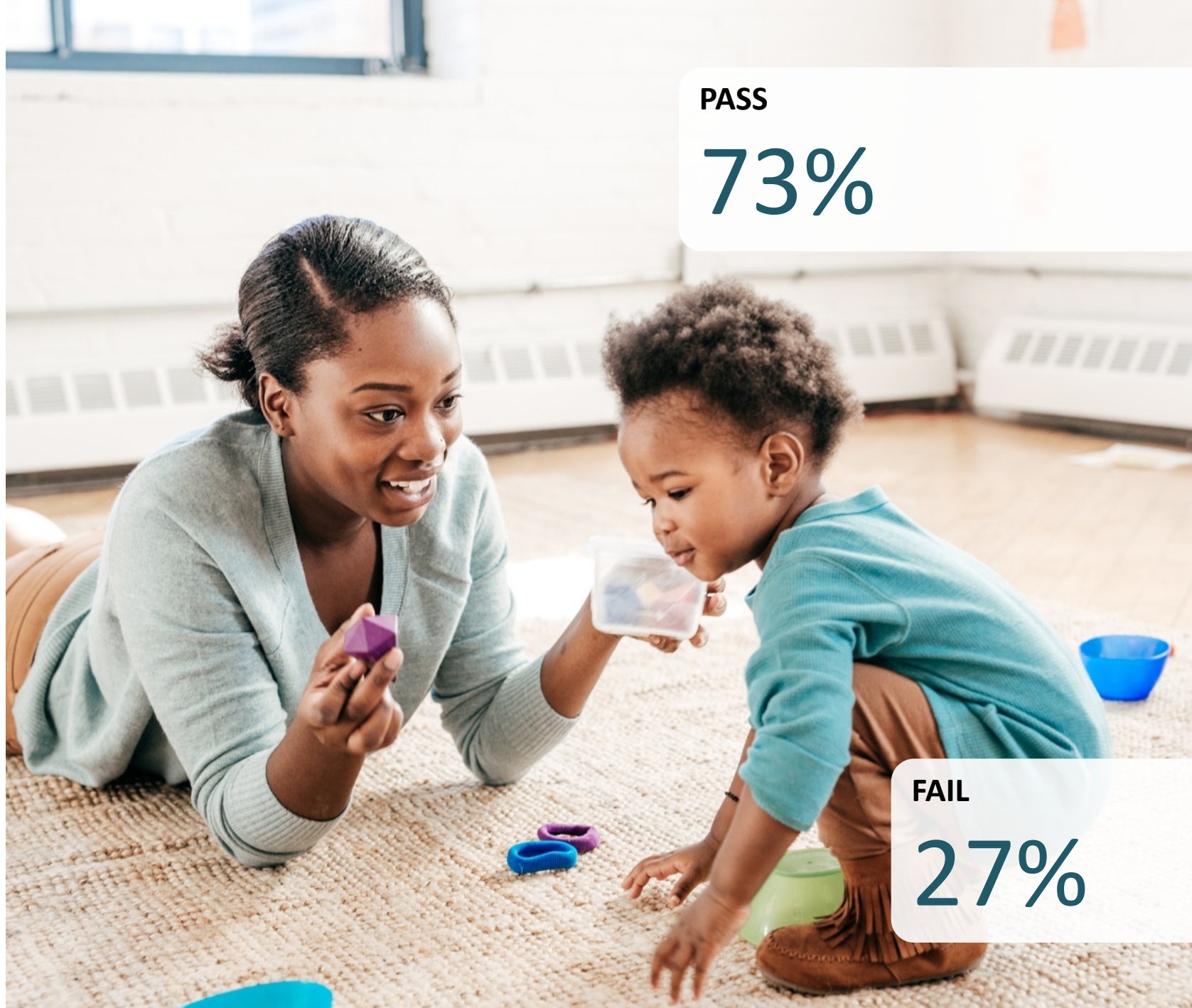
DEMOGRAPHICS

use of interpreter



DEMOGRAPHICS

# ASQ result



PASS  
**73%**

FAIL  
**27%**

## SUCCESS CODES

SCREEN AT 3	HELP ME GROW	WAY TO GROW
Appointment set up	Appointment set up	Appointment set up
Screened and Passed	ECSE evaluation	Qualified for services/family accepted
Screened/Needed further evaluation	HMG screened/passed – no ECSE eval needed	Receiving Services
Screened/Needed rescreen	HMG screened/proceeding to ECSE eval	Screened/Needed rescreen
Referred but child already screened	Qualified for ECSE/family accepted	Waitlist
	Receiving ongoing ECSE services	



# Referral Success



- Does NOT differ based on *race*, *ethnicity*, *ASQ result*, or need for *interpreter*
- DOES differ based on *culture* and *school district*

# Referral Success

help me



- Does NOT differ based on *race*, *ethnicity*, *culture* or *school*
- DOES differ based on *ASQ result* and *need for an interpreter*

# Referral Success

The logo for "way to grow" is displayed in white text on a solid orange rectangular background. The word "way" is in a lowercase sans-serif font, followed by "to" in a smaller lowercase sans-serif font, and "grow" in a lowercase sans-serif font. The letter "o" in "grow" is replaced by a yellow smiley face icon. A small trademark symbol (TM) is located to the right of the word "grow".

way to grow™

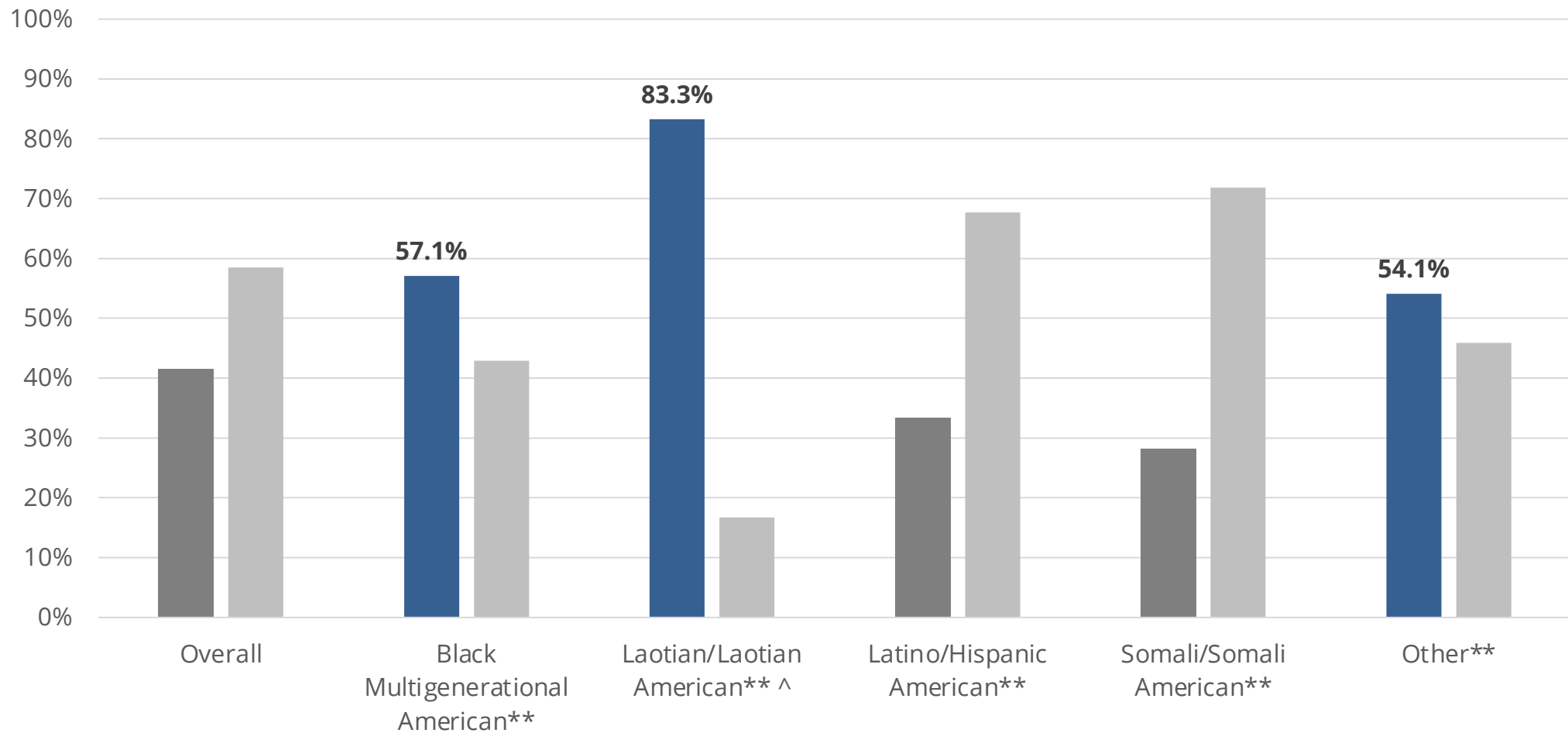
- Does NOT differ by *race, ethnicity, school district, ASQ* results, or need for *interpreter*
- DOES differ by *culture*



COMBINED SUCCESS OF  
ALL REFERRAL TYPES

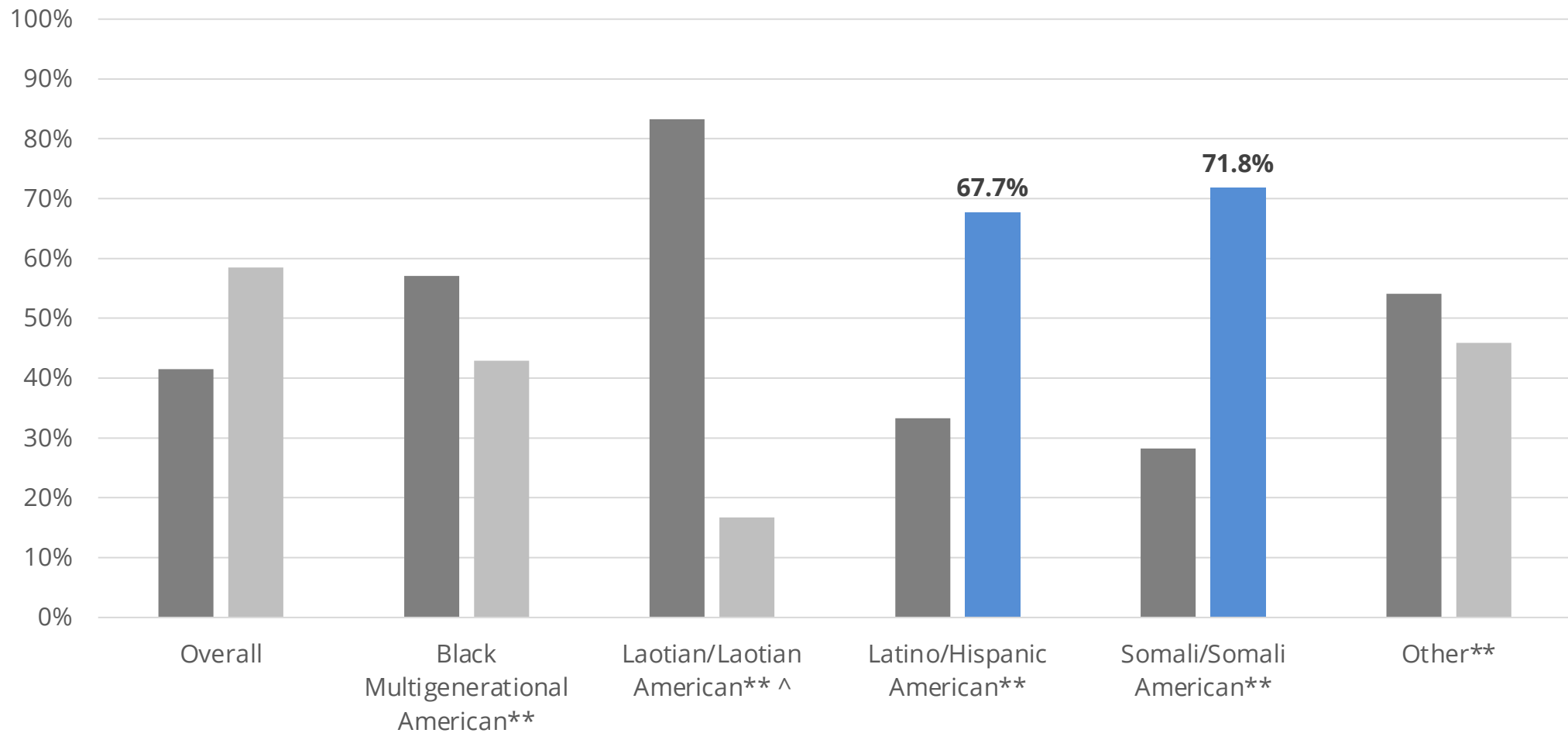
## LOW REFERRAL SUCCESS

# culture



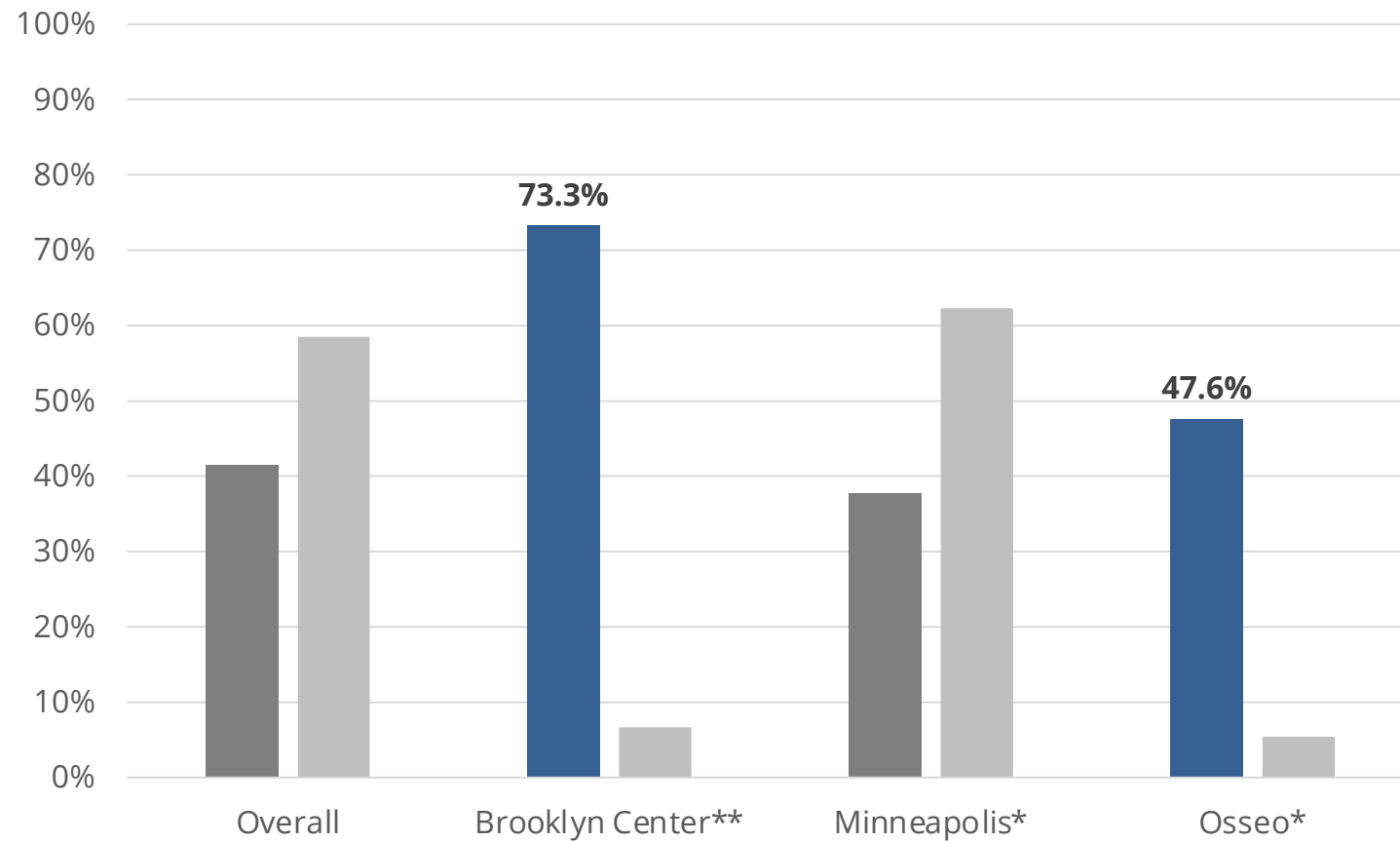
## HIGH REFERRAL SUCCESS

# culture



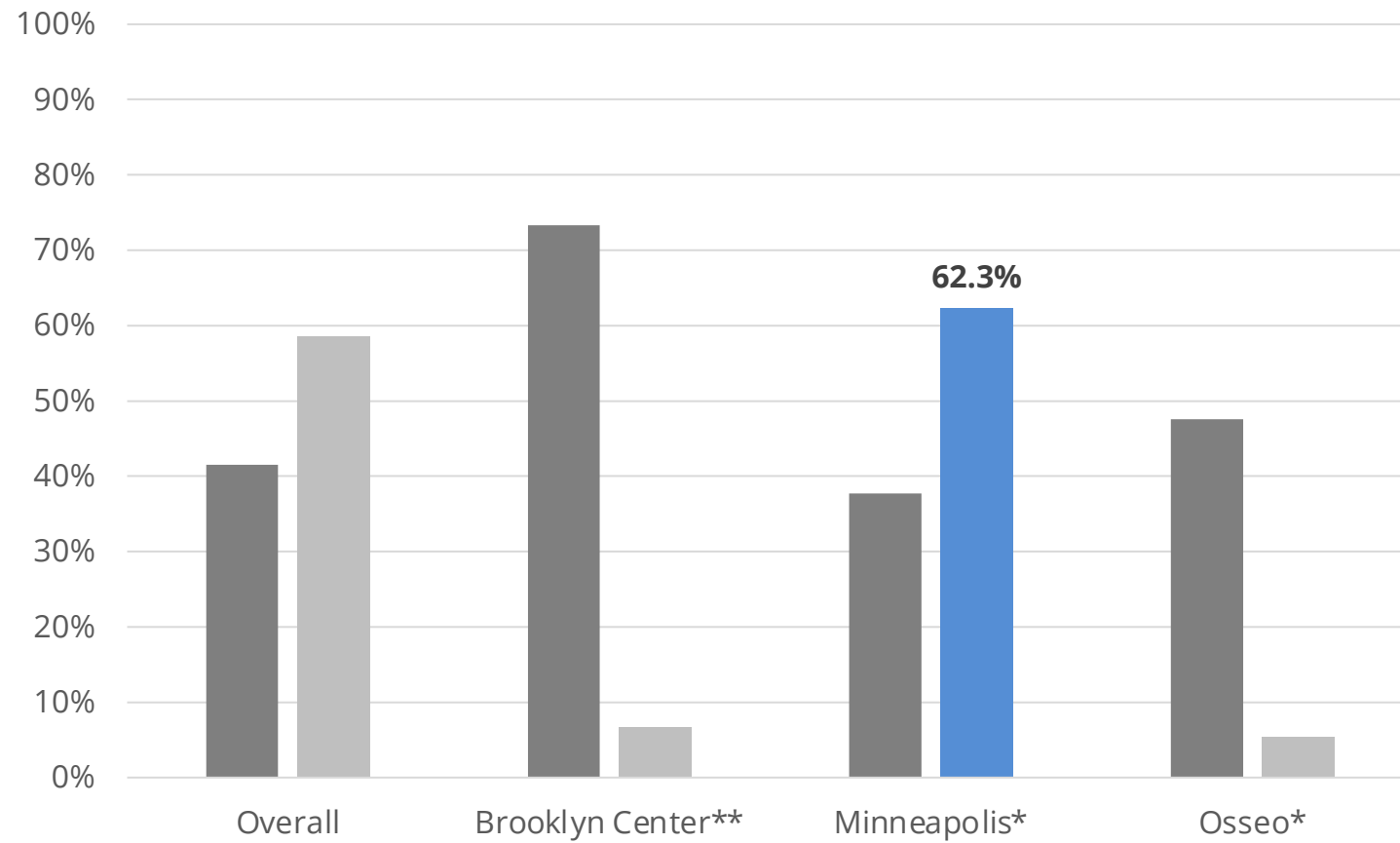
LOW REFERRAL SUCCESS

# school district



HIGH REFERRAL SUCCESS

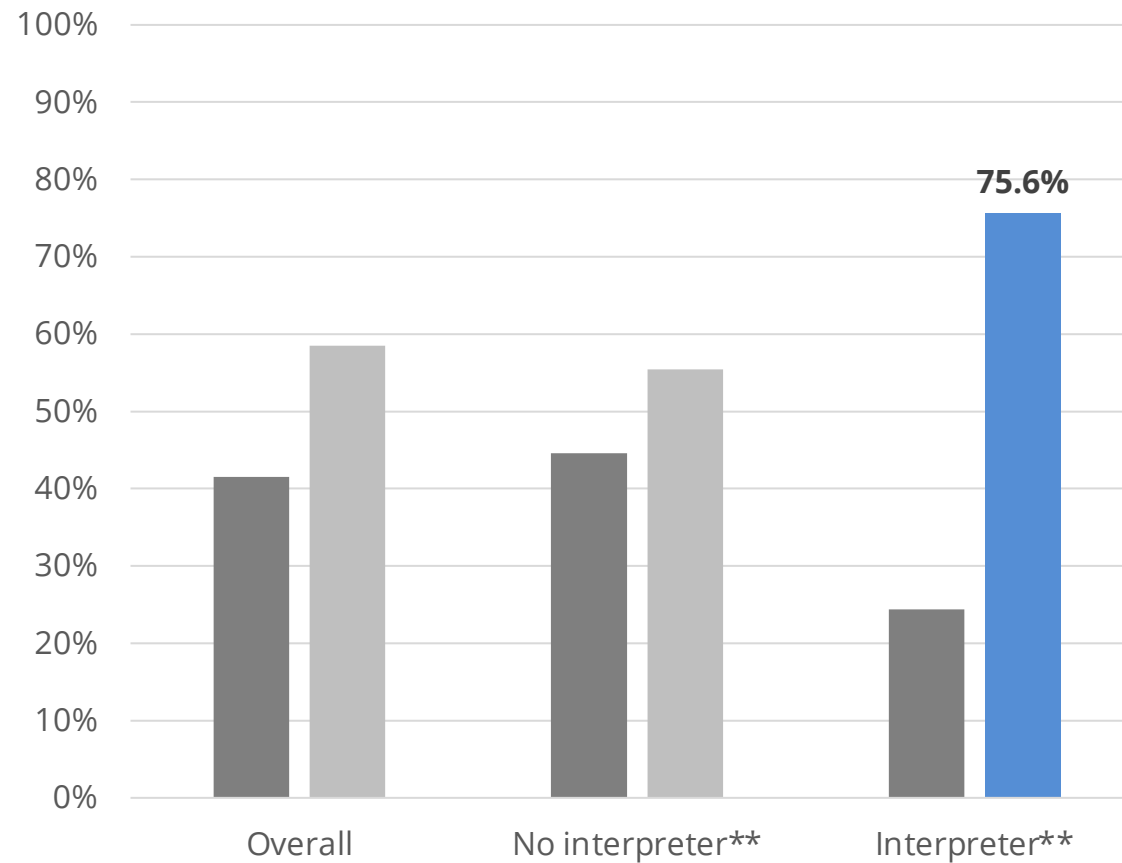
# school district





HIGH REFERRAL SUCCESS

# need for interpreter



# Promising Practices in Strategies

- Latino/Hispanic American families and Somali/Somali American families
- Families in Minneapolis School District
- Families who need an interpreter



# Conclusion and Recommendations:

Who would benefit from a warm hand-off approach?

## SCREEN AT 3

Children in Brooklyn Center and  
Osseo School Districts

Younger white children

## HELP ME GROW

Children from families who do  
NOT need an interpreter

Children who FAILED an ASQ

Younger black children

## WAY TO GROW

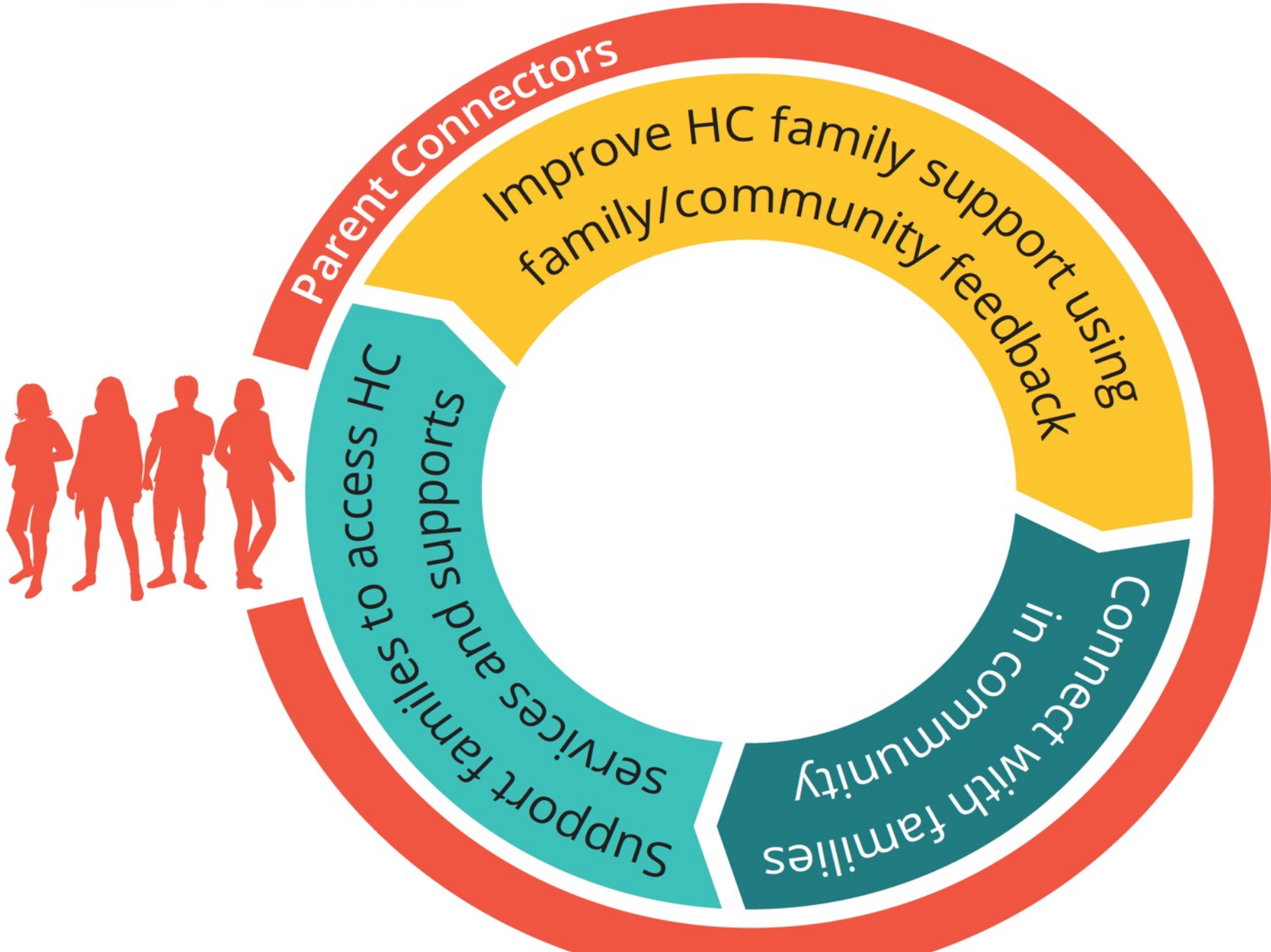
Black Multigenerational American  
children

Younger white children

## OVERALL

Laotian/Laotian American children

# Parent Connectors





# Parent Connectors Pilot

Create relationships, build trust and connect people with resources they need.

Connect parents who are in need of support and resources through outreach and relationships.

Go out in the community and meet people where they are

Connect families (warm handoff) to services





“Often people who need services the most have the most barriers to do so... I can relate to people... I am coming from a peer place.”

“By connecting parents to important services, everyone in the family is helped.”









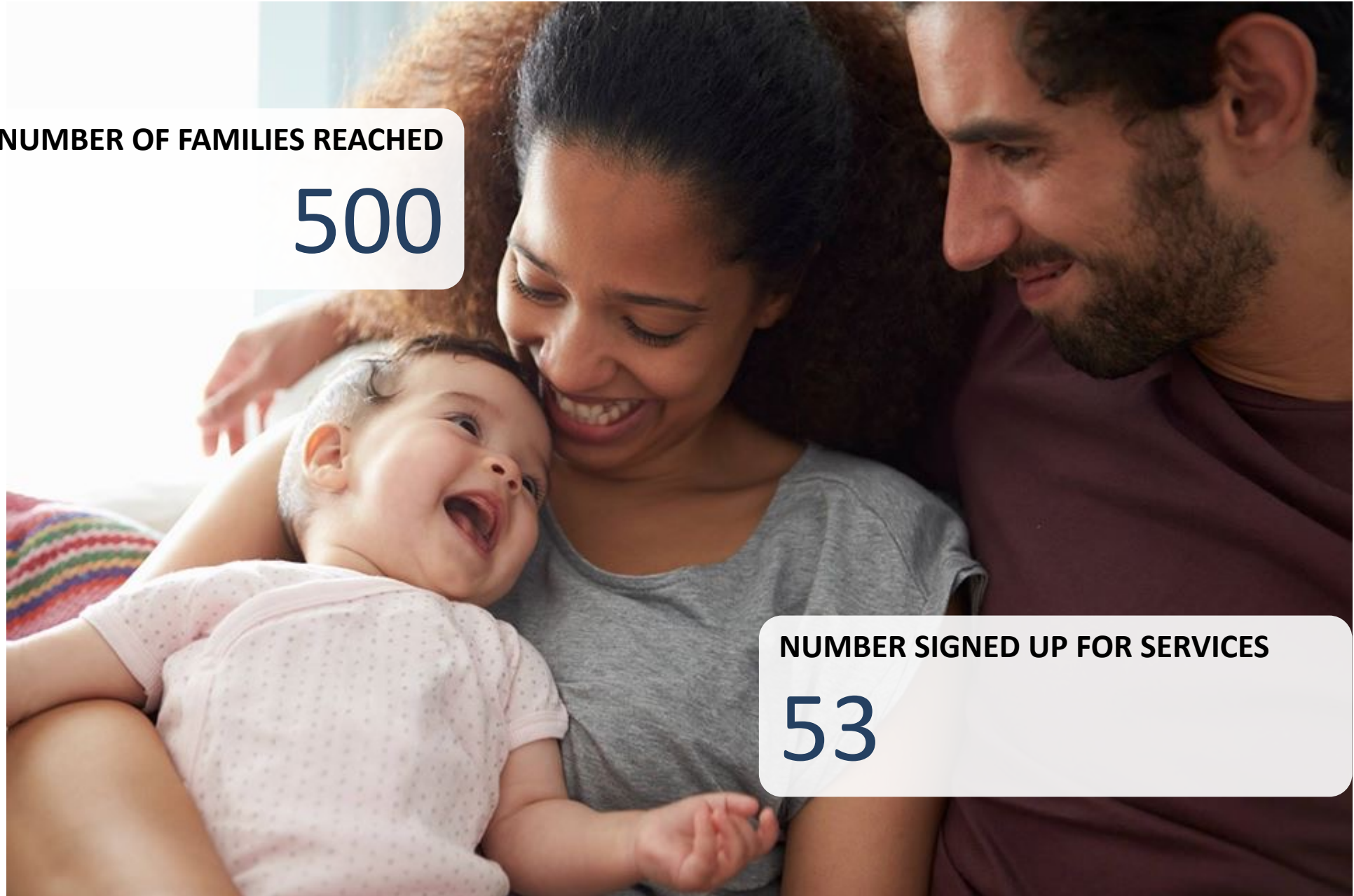
**SUCCESS IN NUMBERS**

**NUMBER OF FAMILIES REACHED**

**500**

**NUMBER SIGNED UP FOR SERVICES**

**53**



# Key Successes

Better understanding of which families need a warm hand off to connect to services

New and strengthened relationships between Hennepin County departments serving children

Promising pilot of parent connectors to use for other Hennepin County programs

Developmental milestone books in the hands of hundreds of at-risk families

Strong relationship between U of M and Hennepin County



# Promising Practices

- North Point
- National Night Out
- C&TC Health Fairs
- Toys for Tots
- Cultural Events/Festivals
- Collaboration with Hennepin County Library (pop ups)





# Next Steps

- Hennepin Workhouse
- People Serving People with WIC
- Community Health Grants
- Continue our partnerships





Thank you