

## Wisconsin Project LAUNCH Developmental Screening

Project LAUNCH seeks to improve the lives of children ages 0-8 years and their families. The SAMHSA-funded program works in 46 communities to “increase the quality and availability of evidence-based programs, improve collaboration among child-serving organizations, and integrate physical and behavioral health services and supports for children and their families.” Wisconsin Project LAUNCH has focused on 12 high-risk ZIP codes in the city of Milwaukee, implementing the five LAUNCH strategies: home visiting, family strengthening, mental health consultation, developmental screening, and integration of behavioral health into primary care settings.

**Wisconsin’s Developmental Screening strategy** focused on five broad initiatives:

1. Parent Focus Groups and Provider Interviews
2. Screening Children through LAUNCH Direct Services
3. Developmental Screening Trainings across Early Childhood Settings
4. Development of Promotional Materials
5. Partnering with Other Collaborative/Systems Change Initiatives



WI Project LAUNCH supports the promotion of developmental screening, focusing on the Ages and Stages Questionnaires (ASQ-3) and a related social-emotional screener, the Ages and Stages Questionnaires: Social-Emotional (ASQ:SE).

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### Parent Focus Groups and Provider Interviews

During Year 1, the Local and State Councils guiding WI Project LAUNCH both discussed the need to better understand the perceptions of parents and providers who have used developmental screening tools. To inform the focus of this LAUNCH strategy, WI Project LAUNCH conducted focus groups with parents, interviews with child care providers, and a literature review focusing on healthcare provider use of developmental screening.

**Key Partners:** *Amy Murphy Consulting; Center for Urban Population Health; Dr. Arianna Keil; La Causa; Children’s Hospital of Wisconsin Community Services; St. Vincent de Paul*

#### Participants Engaged

- Eight focus groups were conducted with parents.
- Two focus groups and seven interviews were conducted with child care providers.

**73** Parents participated in 8 focus groups

#### Key Findings

- Parents felt the ASQ-3 is best introduced by someone the family deems a credible and trusted source.
- Parents want to receive results privately, in writing, and in a caring manner. They want to know about appropriate community resources and developmentally-appropriate activities to address potential delays. They also want support from early childhood providers in accessing follow-up services.
- Some parents reported mixed feelings of excitement and apprehension about the ASQ-3. Results can be seen as a reflection of how children have been raised; some parents were concerned about feeling judged.
- When explaining the screening results to the parents, it is important to start with the child’s strengths, treat the parent as an expert and full partner, and engage parents in planning for treatment.
- Educators using the ASQ-3 said that it made them better teachers and classroom managers, strengthened their relationships with parents, and made routine classroom activities easier.
- Organizations using the ASQ-3 had an infrastructure in place to assure its proper implementation.

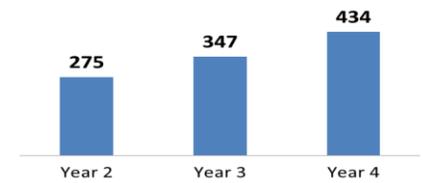
## Screening Children through LAUNCH Direct Services

The four direct services funded by LAUNCH include two evidence-based home visiting programs (Empowering Families of Milwaukee and Nurse Family Partnership), Nurturing Parents, and Play and Learn groups. While both home visiting programs previously included developmental screening in their services, more children were screened as a result of additional LAUNCH-funded staff. LAUNCH added developmental screening as a component of both the Nurturing Parents and Play and Learn groups.

**Key partners:** Empowering Families of Milwaukee (EFM); Nurse Family Partnership (NFP); Children’s Hospital of Wisconsin Community Services; St. Vincent de Paul; La Causa Family Resource Center

\*Total unduplicated number of children screened in LAUNCH Direct Services is not available, in part because of the lack of a coordinated data system to track screening.

Children Screened in LAUNCH Direct Services\*



## Developmental Screening Trainings across Early Childhood Settings

One of the primary activities of WI Project LAUNCH is training providers across a range of sectors serving young children. The trainings started in Year 2 of funding, and focused on the ASQ, although some include the ASQ:SE or the Modified Checklist for Autism in Toddlers (M-CHAT). Trainings focus on how to best engage parents as active partners in screening and best practices related to referral and follow-up.

**Key partners:** Dr. Arianna Keil, UW Extension, Children’s Hospital of Wisconsin Southeast Region Children and Youth with Special Health Care Needs, HIPPY (COA and Parenting Network), Milwaukee Public Schools

### Providers Trained in Development Screening

Year	Health Care	Child Care	Child Find	HIPPY	Outside LAUNCH Target Area	Total
Year 2	40	122	0	16	0	178
Year 3	43	176	28	0	45	292
Year 4	20	117	0	5	42	184
<b>Total</b>	<b>103</b>	<b>415</b>	<b>28</b>	<b>21</b>	<b>87</b>	<b>718</b>

# 65%

Surveyed providers who reported “A lot” or “Some” change in screening because of the training

### Emergent Challenges and LAUNCH Responses

Surveys revealed that few trained child care providers were able to begin using the ASQ-3. **Top reasons for not implementing included:**

- Expense of purchasing the kit and other supplies.
- Competing priorities – most notably, the new YoungStar quality rating system was a challenge for many centers trying to understand and meet the requirements of the new system.
- Need for more training or help with tool implementation.

**To respond, LAUNCH made the following modifications:**

- Funds were allocated to purchase a set number of ASQ-3 kits for trained child care providers who could not afford the materials.
- LAUNCH contacted YoungStar about incentivizing developmental screening within their rating criteria (see page 4).
- A Train the Trainer program was launched (see page 3) to sustain efforts beyond LAUNCH and build capacity of Registry ASQ-3 Trainers.
- A technical assistance program was piloted with MPS Early Care. The new MPS ASQ-3 trainer now provides mentoring to other newly trained MPS child cares.
- A Readiness Checklist was developed to help child care providers assess their readiness for ASQ-3 implementation. Technical assistance is then offered to those centers wishing to implement the tool.

**629+** Additional Milwaukee children screened because of provider training

### ASQ:SE

The ASQ:SE is a screener similar to the ASQ that specifically focuses on social and emotional development. WI Project LAUNCH has engaged in several activities to promote the ASQ:SE.

#### Providers Trained in the ASQ:SE

- 80 child care providers trained in 2012
- 14 HIPPY Parent Partners trained in 2012
- EFM and NFP continue to train new home visitors and conduct ASQ:SE screenings

**Emergent Challenges:** Feedback suggested providers faced capacity issues with implementing the ASQ:SE. HIPPY was the only newly trained group where ASQ:SE administration was tracked: no ASQ:SEs were completed (329 ASQs have been conducted to date).

**Plans for the Future:** To address these challenges, HIPPY will use a targeted approach with the ASQ:SE. Children with concerning/monitoring scores in the social-emotional domain of the ASQ-3 will be offered the ASQ:SE, as will families who express a concern related to a child’s behavior.

## Trainings – Systems-Focused

Three additional initiatives focused on developmental screening and the ASQ at a more systemic level.

### **Easter Seals Make the First Five Count**



MAKE THE  
**FIRST FIVE  
COUNT**

In 2013, Easter Seals launched *Make the First Five Count*, an initiative that included the development of a free online interface allowing parents to use the ASQ-3 with their children. This project was supported by the CVS Caremark Charitable Trust. When WI Project LAUNCH learned about this project, they identified several areas where they could add some additional

support to make the program more useful to parents. Most importantly, they realized that letters sent to families where a score indicated a concern directed the parents to contact the state Birth to Three administrator. Working in collaboration with Easter Seals, LAUNCH provided revised language directing families to contact local resources, with a focus on Wisconsin’s Maternal and Child Health program’s First Step hotline, staffed by parents of children with special needs. LAUNCH then supported training for all First Step hotline staffers to ensure they were familiar with the ASQ and would be able to offer relevant resources to callers.

**Key partners:** Wisconsin Easter Seals, Wisconsin First Step Hotline (Gundersen Health), Dr. Arianna Keil

The free online ASQ is available at [www.makethefirstfivecount.org](http://www.makethefirstfivecount.org). **18** First Step Hotline Staffers trained in the ASQ

### **Child Care Train the Trainer**

To enhance the sustainability of its initiatives, LAUNCH partners developed a “train the trainer” program. This program was offered to professionals in administrative or educational roles who regularly engage with early childhood providers, and would have opportunities to offer training to a specific group of providers (e.g., MPS Early Care, Birth to Three) or within a specific geography (e.g., the Lindsay Heights neighborhood).

**Key partners:** UW-Extension

**17** Professionals engaged in the “Train the Trainer” process in 2012 (10) and 2013 (7)



**8** New Trainers Completed Process in 2013 (6 Registry Trainers)



**16** Trainings Led by New Trainers

### **Developmental Screening Tip Sheet Webinars**

At the state level, Project LAUNCH partnered to develop screening Tip Sheets available to early childhood providers. This series of ten sheets offer suggestions on each aspect of screening, from choosing a tool to sharing results with community partners, as well as culturally responsive screening practices. To disseminate these Tip Sheets, a series of webinars were conducted, drawing on various experts to speak to different aspects of screening.

**Key partners:** Wisconsin Early Childhood Collaborating Partners, Dr. Arianna Keil, UW Extension



**5** Developmental Screening Tip Sheet Webinars Held (October 2012-April 2013)



**54** Average number of providers attending each webinar

The Developmental Screening Tip Sheets and archived webinars can be found at <http://www.collaboratingpartners.com/screening-early-identification-howtoworksheets.php>.

## Development of Promotional Materials

From its earliest stages, WI Project LAUNCH realized the importance of sharing information about the ASQ and developmental screening with parents and the broader community.

**Key partners:** *City of Milwaukee Health Department, Milwaukee County UW-Extension, Well Child Connections Council, Wisconsin Early Childhood Collaborating Partners*

One of the first LAUNCH projects was the development of the **Well-Child Screening and Immunization Record**, a portable record of immunizations and screenings. The booklets were made available to local Project LAUNCH partners for distribution to families. **A total of 7,500 (1,500 in Spanish) were printed, and are still available from the local LAUNCH coordinator.** A printer-friendly version is available at [www.collaboratingpartners.com](http://www.collaboratingpartners.com).



To promote the ASQ, two informational **ASQ One-Pagers** have been developed. One is geared to parents, and the other is for child care providers seeking to learn more about the ASQ. Using plain language, the fliers describe the ASQ and how it is used. Much of the content was derived based on the focus groups and interviews conducted with parents and providers. Success of the parent sheet led to the development of the provider resource. The parent version is available at <http://milwaukee.uwex.edu/files/2012/05/ASQ-3-flyer-2-121.pdf>.

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## Partnering with Other Collaborative/Systems Change Initiatives

Focused on sustainability, WI Project LAUNCH has continued to develop relationships with existing and new collaborations in hopes of shaping the face of early childhood in Wisconsin well beyond the five year grant.

**Key partners:** *Milwaukee Public Schools, Wisconsin Early Childhood Collaborating Partners, Milwaukee Succeeds, Governor's Early Care and Education Advisory Council, YoungStar*

### **ASQ Community of Practice**

While working closely to implement the ASQ as part of MPS Child Find, an idea emerged to create a cross-sector "Community of Practice" (CoP) to promote strategies for implementing best practices, including use of the ASQ. The result has been the development of an ASQ CoP for trainers and champions of the ASQ in Southeastern Wisconsin. The ASQ CoP has convened as part of three quarterly "Early Childhood Days of CoP."

### **Milwaukee Succeeds**

Milwaukee Succeeds is a "communitywide collaboration that aims to improve educational outcomes for every child in Milwaukee, in every school, from cradle to career." LAUNCH partners are engaged across the four project goals; the local LAUNCH coordinator has co-lead the Parent Education and Support Network under Goal 1 (Early Childhood/School Readiness). Based in part on LAUNCH feedback, the Network is seeking funds for a pilot project to promote universal developmental screening and establish a common community screening database.

### **Governor's Early Care and Education Advisory Council**

Many state council members have been active participants in the various committees convened under the "ECAC" for years. The State LAUNCH co-chairs the Screening and Assessment Project Team. Currently, the team is working to develop priority recommendations and opportunities to expand and improve screening and assessment throughout Wisconsin. They are currently developing a work plan to guide their activities for 2014.

### **YoungStar**

YoungStar was created to improve the quality of child care for Wisconsin children. It established a quality rating system for child cares, assigning a rating from 1-5 stars. The ratings incentivize programs to improve their services through subsidy reimbursements. LAUNCH has advocated for the screening evaluation criteria to be strengthened and is currently working with YoungStar to draft language to change screening-related criteria in 2015, the next planned revision of the rating system.