

Engaging and Empowering Families

Lessons Learned from Metro United Way's Ages & Stages Developmental Screening Hub

Kimberly Broecker, Manager, Developmental Screening,
Metro United Way

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EDUCATIONAL EXPERIENCES DURING THE FOUNDATIONAL YEARS CAN HELP CHILDREN LIVE HEALTHIER LIVES



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OUR COMMUNITY

LOUISVILLE RANKS 5TH IN THE NATION FOR CONCENTRATED POVERTY.

- 43% of our children live at or below 200% of the poverty line.

ACCESS TO HIGH QUALITY EARLY CHILDHOOD EXPERIENCES IS LIMITED

- Home visitation programs have a short enrolment period and are only available until age 2
- Jefferson County's school district relinquished their Head Start contract in 2019 leaving many 3 & 4-year-olds without access to high quality childcare
- Only about 50% of students entering Kindergarten have attended preschool prior to starting school.
- Childcare centers were struggling to survive prior to the pandemic with the closure of more than 45% of centers; an additional 15% are expected to close

RISK FACTORS TO DEVELOPMENTAL DELAYS CONTINUE TO PLAGUE OUR CHILDREN

- In Jefferson County 9.4% of babies are born at low birth weight and 11% are born preterm in Jefferson County
- Kentucky ranks 3rd in the nation for children born with Neonatal Abstinence Syndrome
- 10% or pregnant moms smoking during pregnancy
- KY is 4th highest in the nation for teen birth rates

Sources: [Greater Louisville Project](#), [Brookings Institute](#); Kentucky Youth Advocates; CDC, JCPS. Kentucky Department for Public Health Division of Maternal and Child Health



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MOBILIZING THE COMMUNITY

Fostering
Relationship,
Supporting
Families

Building Our
Community's
Capacity to
Use the
Ages & Stages
Questionnaires

Connecting
Children to
High Quality
Early
Childhood
Experiences

Healthcare
Provider
Outreach

Data
Collection
and System
Tracking



Squires et al, 1996, Courtesy of START

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FOSTERING RELATIONSHIP, SUPPORTING FAMILIES



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METRO UNITED WAY'S DEVELOPMENTAL SCREENING HUB SUPPORTS PARENTS THROUGHOUT EARLY YEARS



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DEVELOPMENTAL SCREENING HUB

- The Developmental Screening Hub is a system designed to **screen, support** and **encourage** families in their children's early education
- The Hub **educates families** on developmental milestones
- **Guides** families through the intervention process
- Helps **break down barriers** to receiving services
- Provides resources and community-based services which **encompass the whole family**



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DEVELOPMENTAL SCREENING HUB

- Any child birth to 5 ½ years of age residing in our seven-county region can participate.
- Emphasis on the zip codes identified as having the most needs
- Target children who do not attend organized care.



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HOW THE AGES & STAGES DEVELOPMENTAL SCREENING HUB WORKS

- Parents enroll their child in the Developmental Screening Hub

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FREQUENTLY ASKED QUESTIONS

Q: What does the developmental screener cost?
A: There is never a fee to complete the Ages & Stages Questionnaires®.

Q: Who is eligible to participate in the developmental screener?
A: Residents of Oldham, Jefferson, Bullitt or Shelby counties in Kentucky, or Harrison, Clark or Floyd counties in Indiana. Any parent or guardian of a child who is two months to five-and-a-half years old.

Q: What happens if my child needs more practice?
A: That's ok! Every child develops differently and has had different experiences. Practice the skill and try again! A trained coordinator will call you to discuss your child's results. You will be provided with activities to strengthen your child's skills, and if necessary, information on agencies who can help.

Q: Why should I complete the developmental screener?
A: Identifying your child's strengths is a critical part of ensuring your child gets the best start. Children who receive early intervention are more likely to be successful in school. You will learn what you can do to help your child be ready to learn, grow, and succeed in school and life.

Enroll by visiting www.MetroUnitedWay.org/ASQ or completing and mailing the form at the right.



HELPING CHILDREN REACH THEIR FULL POTENTIAL

A child's brain develops more in the first five years of life than at any other time. During these years, understanding how a child is learning and growing, celebrating their strengths, and having the tools to support their development will help build the foundation for life-long learning.

WHAT IS DEVELOPMENTAL SCREENING?

Developmental screening empowers parents and caregivers in their child's early education by helping them understand how the child is growing and learning. By playing games and answering questions, parents and caregivers can get a quick check on a child's milestones such as smiling, waving, walking, and talking. Developmental screening can also help parents and caregivers know what milestones are appropriate for their child.

WHAT IS THE DEVELOPMENTAL SCREENING HUB?

The Developmental Screening Hub is a free program for children 2 months to 5-½ years. The Hub provides parents and caregivers with the opportunity to complete a developmental screening called the *Ages & Stages Questionnaires®*. If a parent has questions about their child's development, or the screening identifies

a child who needs a little encouragement, trained coordinators connect families to services that can help. If the family needs help in any area outside of education, the coordinators can connect them to other services.

WHAT ARE THE AGES & STAGES QUESTIONNAIRES®?

The *Ages & Stages Questionnaires®* help parents and caregivers identify a child's strengths and any areas that need encouragement and support. They are completed every 3-6 months until the child turns 5 1/2 years old. The questionnaires screen a child's ability to communicate, move, think, help themselves, interact with others, regulate emotions, and adapt to their environment.

HOW DOES THE AGES & STAGES DEVELOPMENTAL SCREENING HUB WORK?

Sign up for *Ages & Stages Questionnaires®* by filling out the form to the right. We'll send a link to complete the questionnaire in your email. Metro United Way will call you if we have questions about your responses.

When it's time, we'll send you the next Questionnaire. We'll keep sending them every few months until your child is 5-½.

MAIL-IN FORM

Child's Name (first and last) _____

Your Name (first and last) _____

Relationship to Child _____

Child's Gender ☐ Male ☐ Female

If Applicable, # of Weeks Premature _____

Child's Date of Birth (ex. MM-DD-YYYY) _____

Phone Number _____

Mailing Address (Street or P.O. Box) _____

City State Zip _____

Email Address _____

How did you find us? _____

Doctor (ex. Dr. Smith) _____

Healthcare Provider (ex ABC Pediatrics) _____

Legal Guardian? ☐ Yes ☐ No

Parent or Legal Representative Signature _____


By signing this form, I attest that I am the above child's legal guardian and I agree to enroll my child in the *Ages & Stages Questionnaires* monitoring program. By providing my child's health care provider information, I agree to allow MUW to share information about my child and my child's ASQ results to my health care provider.

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BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 5880 LOUISVILLE, KY
POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: Ages & Stages Questionnaires®
 Metro United Way
 334 East Broadway
 PO Box 4488
 Louisville, KY 40204-9989



TRACK YOUR CHILD'S DEVELOPMENT LIKE A PRO.

Ready for Alliance

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**SIGN UP BELOW TO RECEIVE YOUR FIRST
AGES & STAGES QUESTIONNAIRE!**



www.MetroUnitedWay.org/ASQ

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AGES & STAGES QUESTIONNAIRES®

- » Do you worry about how your child is growing and learning?
- » Would you like to know more about what you can do to help encourage your child to learn?
- » Complete a developmental screening and receive support, free resources, and a FREE BOOK!

WHAT IS DEVELOPMENT SCREENING?

Developmental screening empowers parents and caregivers in their child's early education by helping them understand how their child is growing and learning. Simply by playing games and answering questions, parents and caregivers can learn about their child's milestones such as smiling, waving, walking and talking. Developmental screening can also help parents and caregivers know what skills to focus on.

WHAT ARE THE AGES & STAGES QUESTIONNAIRES®?

The *Ages & Stages Questionnaires®* are questionnaires that help parents and caregivers identify a child's strengths and any areas that they could encourage and support. The questionnaires screen a child's ability to:

- Communicate
- Move
- Think
- Help themselves
- Interact with other
- Regulate emotions
- Adapt to their environment

WHO IS ELIGIBLE?

Children between the ages of two months and five and a half years of age and that live in our seven-county region of Jefferson, Oldham, Bullitt, Shelby in Kentucky and Harrison, Floyd and Clark in Indiana are eligible.

WHAT HAPPENS IF A CHILD NEEDS ENCOURAGEMENT?

That's okay! Every child develops at their own pace. Appropriate resources will be provided to support and encourage a child.

HOW DO I SIGN UP?

Visit metrounitedway.org/ASQ

Did you know...

- 10% of a child's brain will develop before the age of five
- One in four children are at risk for developmental delays
- Less than half the children identified as delayed actually receive services before they start school
- Developmental screens identify 75-80% of children at risk for delays
- Children who complete four or more questionnaires are more likely to be ready for kindergarten
- Intervention is likely to be more effective and less costly when it is provided earlier in life rather than later

What families are saying...

- "I loved having feedback on my child's strengths and areas of growth provided. I feel more empowered as a mom."
- "We were able to incorporate learning into everyday activities to help encourage our son's learning and development. And he had fun doing it with me!"

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HOW THE AGES & STAGES DEVELOPMENTAL SCREENING HUB WORKS

- Parents enroll their child into the Developmental Screening Hub
- Parents receive a link to complete the questionnaire or can request a paper copy.
- Metro United Way contacts parents if there are questions about their responses or if the child needs some encouragement.
- Receive a letter with the results, a FREE BOOK, helpful tips, fun activities and connections to resources.

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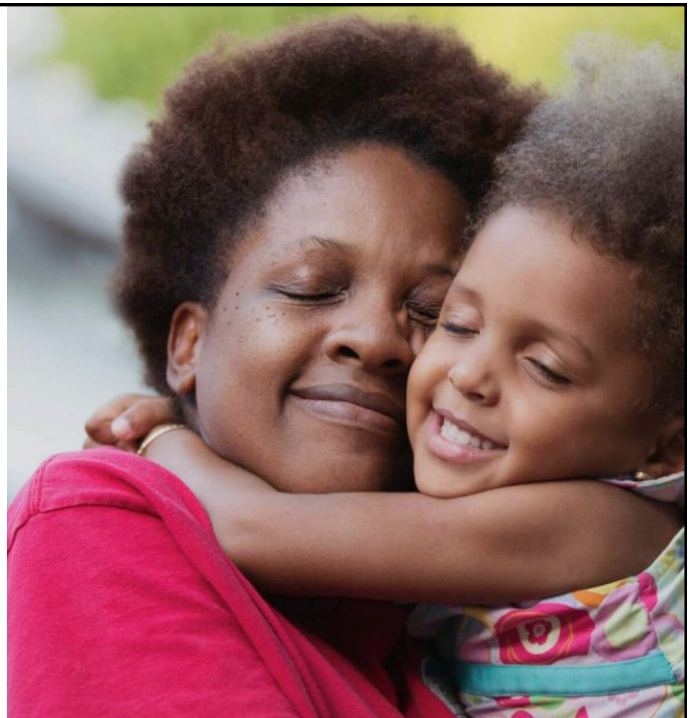
HOW THE AGES & STAGES DEVELOPMENTAL SCREENING HUB WORKS

- Parents enroll their child into the Developmental Screening Hub
- Parents receive a link to complete the questionnaire or can request a paper copy.
- Metro United Way will contact parents if there are questions about their responses or if the child needs some encouragement
- Receive a letter with the results, a FREE BOOK, helpful tips, fun activities and connections to resources.
- Another questionnaire is sent every 3-6 months until the child turns 5 ½.
- A trained coordinator connects with the family in between questionnaires to help with breaking down any barriers or other needed supports.

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Other Ways of building relationships

- Happy Birthday Cards and Emails



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WISHING YOUR CHILD A HAPPY BIRTHDAY!

2 YEARS MILESTONES

From their first month to six years old, your child is developing skills that set the foundation for lifelong success. Here are some developmental milestones that will help you track your child's progress:

- Walks up or down 1 to 2 stairs without help
- Walks, runs, climbs, and kicks a ball
- Speaks between 20 to 50 words and uses 2 word sentences
- Refers to self by name, or "me" or "I"
- Asks for food or drink when hungry or thirsty
- Turns pages of a book and points to correct picture when asked

Thank you for using *Ages & Stages Questionnaires*! If you have any concerns about your child's development, the ASQ staff is here to help you identify needs and connect you to resources. By helping your child grow now, you're preparing them to be successful in school and in life!



Metro United Way
334 East Broadway
PO Box 4488
Louisville, KY 40204
metrounitedway.org

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U.S. POSTAGE
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LOUISVILLE, KY
PERMIT#1519

WISHING YOUR CHILD A HAPPY BIRTHDAY!

FROM THE AGES & STAGES QUESTIONNAIRES TEAM AND METRO UNITED WAY



GIVE. ADVOCATE. VOLUNTEER.
Metro United Way
metrounitedway.org



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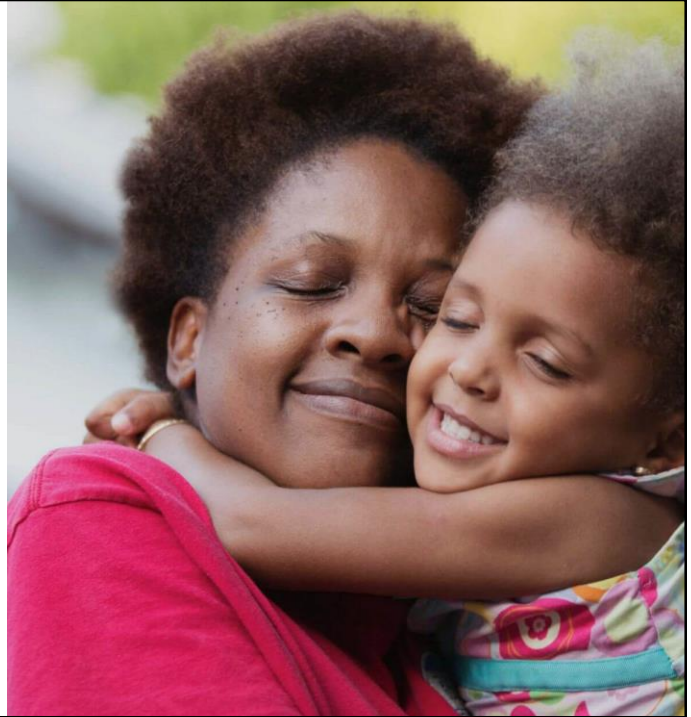
John

From your friends at Metro United Way

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OTHER WAYS OF BUILDING RELATIONSHIPS

- Happy Birthday Cards and emails
- Facebook group
www.metro united way.org/ASQgroup
- Personalized letters to ask about concerns
- Asking about siblings
- Make referrals for families
- “What else can I help with?”



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NEIGHBORHOOD OUTREACH



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NEIGHBORHOOD OUTREACH

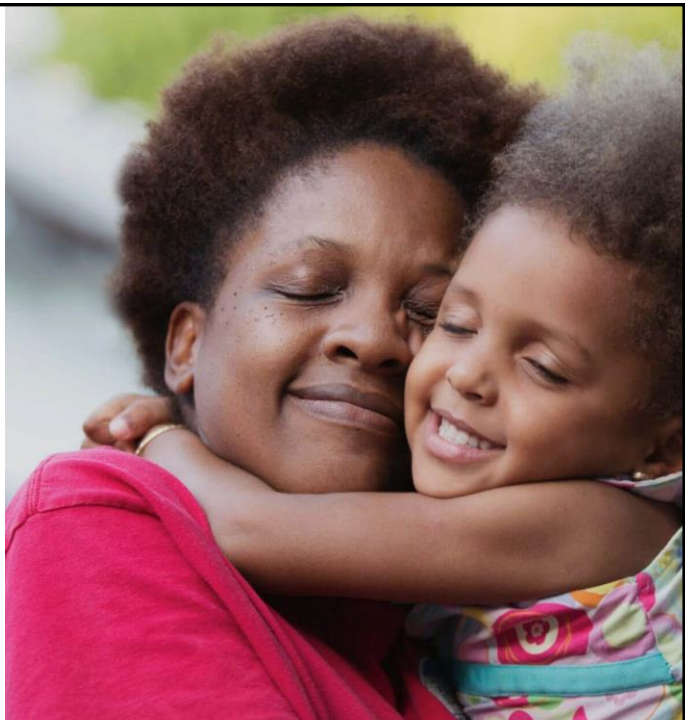
- Focus Group
- Built trust
- Educated families on who we were



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PLAY COUSIN'S COLLECTIVE

- Trusted Neighborhood Advocates
- Builds a bridge between MUW and the Neighborhoods
- Engages families in a strength-based approach utilizing Strengthening Families practices
- Emphasis on the Social Determinants of Health and Ancestral Healing Practices



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PLAY COUSIN'S COLLECTIVE

- Targeted 5 high needs neighborhoods
- Go door to door recruiting families
- Stand at bus stops
- Play Groups/Pot Lucks
- Parent Cafés/Social Networks
- Field Trips
- Cultural events
- Pop Up Play Dates
- Supports basic needs
- Provided \$10 gift card for their participation



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BUILDING OUR COMMUNITY'S CAPACITY



Squires et al, 1996, Courtesy of START

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BUILDING OUR COMMUNITY'S CAPACITY

- Community Landscape Survey
- Provided Community Trainings by Brookes Publishing on ASQ-3 and ASQ:SE-2
- Kit Distribution/MOAs to share data
- Held a best practices forum
- ASQ Online enterprise account
- Home Visitation/Part C



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BUILDING OUR COMMUNITY'S CAPACITY

- Library's story time
- Technical support
- ASQ Online training and documents for support
- Facebook page
- Facebook ads
- KET Bright By Text
- Metro United Way Campaign Trail




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PEDIATRIC OUTREACH

- Best Practices Scan
- Providers Needs
 - Bill for Developmental Screening
 - How to Screen During Well Child Visit
 - Feedback Loop
 - Business Associates Agreement (BAA)
 - HIPAA Compliance



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PEDIATRIC OUTREACH

- Standardize Screening/Testing Coding Fact Sheet
- Developed a process map for how screening could look within a practice
- Developed marketing materials for healthcare providers

01/01/2017

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

Standardized Screening/Testing Coding Fact Sheet for Primary Care Pediatricians: Developmental/Behavioral/Emotional

I. CODING

Developmental screening and assessment are often complemented by the use of standardized instruments, which vary in length. This coding fact sheet provides guidance on how pediatricians can appropriately report standardized developmental screening and testing services.

A. How To Report Developmental Screening/Testing

96110 Developmental screening (eg, developmental milestone survey, speech and language delay screen), with scoring and documentation, per standardized instrument

The use of standardized developmental screening instruments (eg, PEDS, Ages and Stages, M-CHAT) is reported using Current Procedural Terminology (CPT) code **96110** (Developmental screening). Code **96110** is reported when performed in the context of preventive medicine services. This code also may be reported when screening is performed with other evaluation and management (E/M) services such as acute illness or follow-up office visits.

In 2012, the **96110** code descriptor was revised to differentiate it from the "testing" that is referenced under code **96111**. Screening asks a child's observer to provide his/her observations of the child's skills, which are then recorded on a standardized and validated screening instrument. Screening is subjective and only reports the assessment of the patient's skills through observation by the informal observer. On the other hand, testing measures what the patient is actually able to do on a standardized psychometric instrument at that time. Screening does not imply a diagnosis; only the means by which information is collected on the patient.

Because clinical staff typically performs the **96110** service, the Medicare Resource-Based Relative Value Scale (RBRVS) relative values reflect only the practice expense (clinical staff time, medical supplies, medical equipment) and professional liability insurance – there is no physician work value published on the Medicare physician fee schedule for this code.

On the less common occasion where a physician performs this service, it may still be reported with code **96110** but the time and effort to perform the screening itself should not count toward the key components (history, physical exam, and medical decision making) or time when selecting an E/M code for a significant, separately identifiable service performed during the same patient encounter. When a screening test is performed along with any E/M service (eg, preventive medicine or office outpatient), both the **96110** and the E/M service should be reported and modifier **25** (significant, separately identifiable evaluation and management service by the same physician on the same day of the procedure or other service) should be appended to the E/M code to show the E/M service was distinct and necessary at the same visit or modifier **59** (distinct procedural service) should be appended to the developmental

Current Procedural Terminology® 2016 American Medical Association. All Rights Reserved.
Note: Health Risk Assessments are not coded here and have their own fact sheet

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TRACK YOUR CHILD'S DEVELOPMENT LIKE A PRO.

Learn your child's strengths by completing a developmental screener with your healthcare provider. The screener will show you how your child is developing and connect you to services if they need a little help. Either way, you will be equipped with the knowledge and the resources to support your child.


GETTING STARTED IS EASY AND EVERYTHING IS FREE

- With the help of your healthcare provider, you'll complete a developmental screener, the Ages & Stages Questionnaires®
- Once you complete the questionnaires, a trained coordinator will contact you to help address any concerns, connect you to people who can help, and provide you with activities to enhance your child's learning.
- With your permission, your child's developmental screener results will be shared with your healthcare providers to help them better address your family's needs.
- To help your child continue to learn and grow, you will receive additional questionnaires every three to six months.

FREQUENTLY ASKED QUESTIONS

- Q: Why should I complete the developmental screener?
- A: Identifying your child's strengths is critical to ensuring your child gets the best start. Children who receive early intervention are more likely to be successful in school. You will learn what you can do to help your child get ready to learn, ready to grow, and ready to succeed in school and in life.
- Q: How much does the developmental screener cost?
- A: There is never a fee to complete the Ages & Stages Questionnaires®.
- Q: Who is eligible to participate in the developmental screener?
- A: Residents of Oldham, Jefferson, Bullitt, or Shelby counties in Kentucky, and Harrison, Clark, or Floyd counties in Indiana. The person completing the questionnaires must be a guardian of the child and spend 20+ hours a week with the child.
- Q: What happens if my child needs more practice?
- A: That's ok! Every child develops differently and has had different experiences. Practice the skill and try again! A trained coordinator will call you to discuss your child's results. You will be provided with activities to strengthen your child's skills and, if necessary, information on agencies that can help. With your permission, we will provide the results to your healthcare provider.

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EARLY IDENTIFICATION AND INTERVENTION IS KEY.

Studies show that children who receive early intervention are more likely to be successful in school, hold jobs, and live independently. The developmental screener is designed to help you screen and identify children at risk for developmental delays. It then provides families with resources and connections.

HOW IT WORKS

1. Parents or guardians fill out a FREE 15-minute Ages & Stages Questionnaires®.
2. On completion, a trained coordinator will follow up to address concerns.
3. The Metro United Way coordinator then connects the family with various agencies who can help.
4. The referring healthcare provider is provided with information on the status of the child's development and the family's progress in connecting to services.
5. A new screening will be scheduled every three to six months, then periodic screenings until the age of five.

GET ON BOARD

Join thousands of other physicians who have integrated the developmental screener into their practice. Our screenings are compliant with the American Academy of Pediatrics Guidelines and getting started is easy. Just complete the enrollment form, train up on the developmental screener and referrals, order your materials, and incorporate the program into your office system.

FREQUENTLY ASKED QUESTIONS

Q: How can our Developmental Screening Hub help you and your patients?
A: Our Developmental Screening Hub is a FREE service for families. It connects healthcare providers and their patients (ages birth to five) to information about child development and community resources and allows you to spend more time focusing on your patients' medical needs instead of making referrals.

Q: What screening tools are used?
A: The Developmental Screening Hub utilizes the Ages & Stages Questionnaires® (ASQ3 & ASQSE-2).

Q: Do you provide direct services?
A: The Developmental Screening Hub does not provide direct services. It is a service designed to assist you with adherence to the AAP recommendation that all infants and young children be screened regularly for delays.

Q: What are the AAP Guidelines?
A: The AAP recommends the use of surveillance at all well-child visits and the use of a formal screening tool at 9, 18, 24/30 month well-child visits.


Q: How does the program work in my office?
A: Pediatric practices can choose how best to integrate distribution of screening tools and / or prescriptions into their office. Screenings can be completed online or in office. If a child requires referral to services, our staff can coordinate. The Hub will follow up with families and communicate with the referring healthcare provider.

Q: What follow up actions from the Developmental Screening Hub can families expect?
A: Once a child is entered into the Developmental Screening Hub Database, families will be contacted by a trained coordinator connecting them to needed non-medical services. Families will automatically receive reminders of future screenings (every three to six months) with access to appropriate online screening tools and coordinators will check in with families periodically to address any barriers to service.

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PEDIATRIC OUTREACH

- Standardize Screening/Testing Coding Fact Sheet
- Developed a process map for how screening could look within a practice
- Developed marketing materials for healthcare providers
- Developed prescription pads
- Updated permissions to include healthcare providers information
- Developed a form for a feedback loop
- Updated our data collection system to a HIPAA compliant system
- Became HIPAA fully compliant



**Parent/Legal Guardian
Consent to Screen, Obtain, and
Release Information**

Parent/Legal Guardian Consent to Screen, Obtain, and Release Information

As your physician or caregiver, I, _____, give my permission to obtain and release necessary information to/from other agencies/individuals listed below to assist in receiving appropriate services for _____ (child's name) (date of birth: ____/____/____).

How ASQ Information is Shared:

Your child's ASQ™ results through Metro United Way's Developmental Screening Hub are shared only with you and the provider(s) you indicate below. By selecting an agency you are agreeing to allow Metro United Way to provide information on your child's ASQ results and referrals to the agency listed below.


CHECK ALL THAT APPLY	
Obtain	Release
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Metro United Way's Developmental Screening Hub: _____	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Play Cousins Collective: _____	
<input type="checkbox"/>	<input type="checkbox"/>
First Steps: _____	
<input type="checkbox"/>	<input type="checkbox"/>
Child Care Provider: _____	
<input type="checkbox"/>	<input type="checkbox"/>
Local Head Start: _____	
<input type="checkbox"/>	<input type="checkbox"/>
Local School District: _____	
<input type="checkbox"/>	<input type="checkbox"/>
Health Care Provider: _____	
Healthcare practice name: (in, not written) _____	
Healthcare provider's name (in, not written) _____	
Address: _____ Phone Number: _____	
Other: _____	
Name of provider (in, not written) (in, Grandparent, Aunt, etc.) _____	

Parent/Guardian Signature _____ Date _____

Print Parent/Guardian Name _____ Phone _____

This consent is valid until child reaches age six or until notified by parent/guardian.

Metro United Way, 334 East Broadway, Louisville, KY 40202
 Helpline: 502-292-6119 Email: info@unitedway.org metro@unitedway.org

**help me
grow** 

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HIPPA COMPLIANCE

- Establish a HIPAA Compliance and Security Officer
- Create Organizational Privacy and Security Policy's
- Implement Security Safeguards (Administrative, Physical, and Technical)
- Conduct Risk Assessments and Self-Audits
- Create and Maintain Business Associate Agreements
- Establish a Breach Notification Protocol
- Establish a way to capture documentation



Squires et al, 1996, Courtesy of START

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DATA COLLECTION AND SYSTEMS TRACKING



Squires et al, 1996, Courtesy of START

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STAR

System for Tracking Access to Referrals




In Partnership With:

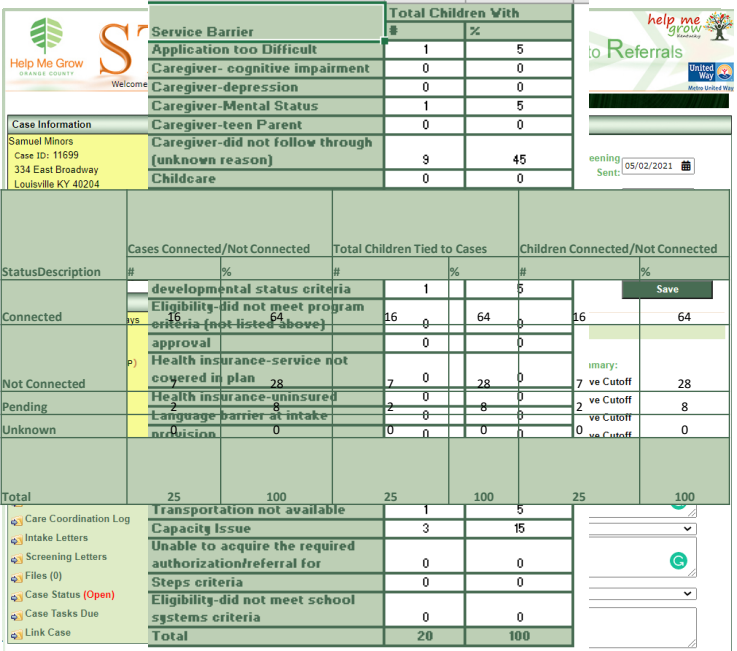




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STAR

- Fully HIPAA Compliant
- Cloud Based
- Customizable with automatic tasks
- Tracks:
 - Child and Family Demographics
 - Screening Information
 - Referrals and Outcomes
 - Gaps and Barriers
- Provides Care Coordinators w/task lists
- Interfaces with ASQ Online
- Robust reporting capabilities
 - Connection Rates
 - Number of ASQs completed
 - Results by Domain
 - Gaps and Barriers
- Templates for customizable letters



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DEVELOPMENTAL SCREENING HUB'S IMPACT

7,700+

children have
been screened
with the ASQ

13,000+

books have
been
distributed

2,900+

children
screened in the
highest needs
zip codes

1,600+

children have
completed 4 or
more
questionnaires



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QUESTIONS?

Kimberly.Broecker@MetroUnitedWay.org

502-292-6159



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Access the wealth of
resources on ASQ website!

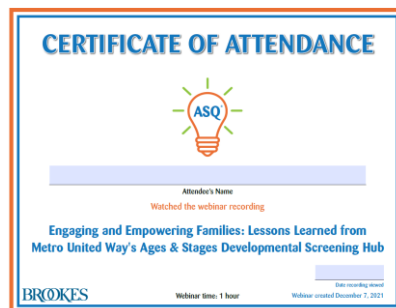
Register for free



www.agesandstages.com

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Get your certificate



bpub.fyi/ASQ-Innovators-Engaging

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