



Washington State Medical Home Newsletter

SUMMER 2009

Issue Focus: Family Outreach Through the MHLN

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**Inside this
issue:**

Family Outreach Through the MHLN	1
Skagit Reaches Out to Families in Waiting Rooms	1
Detailed Findings from Skagit Digital Frames Project	2
Parent to Parent Medical Home Outreach: Lewis, Kitsap, Grant	3
WA Parent Organizations	3
Medical Home brochure in multiple languages	4
Well Chosen Words in the Doctor's Office	4

About half of the 18 active Medical Home Leadership Network (MHLN) teams have one or more parents as part of their county resource team. Many of the parent participants are Parent to Parent Coordinators and bring not only personal strengths but organizational backing to the teams. Teams speak to the benefits of having parent participation— the energy, good ideas, and motivation that benefit the entire team.

This issue of the Medical Home newsletter looks at some of these teams' activities. In particular, we have focused on family outreach and education around medical home that were discussed by parents on team conference calls earlier this year. A companion newsletter shares tips for both parents and organizations about how to successfully involve parents on MHLN teams and other organizations as we work together to improve care for children and their families.

Skagit Reaches Out to Families in Waiting Rooms

The Skagit County MHLN team has focused this year on educating families about community resources available for young children and children with special needs. Cindy Hubert, parent, Parent to Parent coordinator and Lead Family Resources Coordinator for Skagit County and MHLN Skagit team lead has collaborated with community partners to develop innovative ways to share information with families.

Cindy and her colleagues wanted to take advantage of “down time” that families have while sitting in physicians' waiting rooms or in DSHS community services' office. They developed a powerpoint presentation with 65 slides sharing information about early childhood development, handling stress, fatherhood, car safety, community resources for children with special needs and more. They piloted a version using a 17- inch digital photo frame in a primary care clinic. Based on the positive response, they ordered another 8 digital photo frames to distribute. They also applied for and received an approximately \$11,000 grant from the Skagit Division of Developmental Disabilities Council to purchase 4 26-inch flat screen TVs to place in a DSHS community services office and in primary care clinics and around the county. The project became named the Community Electronic Information and Education Project.

Cindy reports that the group learned a lot from this project (see page 2 for more information). One finding was that clinic staff found the audio component too distracting, so the next version of the presentation will have the audio component taken out. The Skagit DDD manager thought other councils might also be interested in funding something similar but recommended including some information for families about the positive impact of natural environments, such as what it would look like to have someone in your home. Cindy's employer, SPARC, subcontracted with Joy Caldwell, now the new Parent Coalition Coordinator for Skagit, to do much of the work on the project. For more information, contact Cindy Hubert at: cindy@sparckids.org

Final Report: Community Electronic Information & Ed Project

The Community Electronic Information and Education Project provides Skagit County families with information regarding child development and resources for their children and family **via 26” flat screen monitors placed in 4 strategic locations around Skagit County**. Programming emphasis is placed on providing information regarding enhancing early learning and development, early identification of developmental delay and locating community resources.

Relevant DVD programming educates families regarding their children’s overall development, while recommending local community supports and resources available. The DVD is a library disc that compiled various educational and entertaining video segments into a 3½ hour presentation. Presented in both English & Spanish, it contains over 14 one-minute Public Service Announcements interspersed between other longer segments, ranging in length from 5 to 28 minutes long. Topics covered in the presentation include:

- * Early Childhood Development
- * Emergent Literacy – environmental print awareness, story telling & sharing stories
- * Emotions – handling stress & normal development
- * Exploration – imitative behavior & learning through testing
- * Families discussing their children with special needs
- * Fatherhood Involvement
- * Home & car safety
- * Parent/Child Communication – talking to baby (tones, expressions, gestures)
- * Role of Grandparents
- * Skagit County resources & services

Four flat-screen monitors/DVD players were installed in 4 local Skagit County pediatric and family medical practice clinics. DVD programming was provided enabling families in provider waiting rooms to view information as they wait. Project staff measured their on-going success by surveys which were given to clinic staff, families, and the community resources (ie: SPARC) with regards to education and information dissemination to families.

A complete and extensive written report was submitted upon completion of the project which analyzed the impact the service is having on families, clinics, and community resources. After careful analysis, it was determined that the video only (no sound) pieces of the presentation are the most effective for this particular audience/venue. Staff found that the audio interfered with the “overhead house” music and general office operations and as a result the audio was turned off or extremely low in at least 3 of the 4 facilities on a regular basis. In addition, depending on the length of time the video was being watched or at which stage a person started watching it, information was not being received in context and was consequently ineffective.

As a result, the DVD has been edited to comprise of video-only programming that makes sense for 1 minute up to 20 minutes viewing time, with no sound or audio track at all. The new programming is functional in both DVD/TV units and digital frames making it more efficient. The new programming consists of approximately 150 different “slides”/still frames, which highlight both local and state resources and services along with their contact information. Developmental milestones are also included and highlighted. The compilation DVD will continue to run in the DSHS Community Service Office as this unique audience allows for longer viewing times and it is more effective as an educational tool in this particular venue.

Parent to Parent Medical Home Outreach

Lewis County: Paula Zamudio, Lewis County MHLN team and Parent to Parent Coordinator reports a couple of different medical home outreach strategies to families. Lewis County adapted the Skagit **digital frame** model of educating families about community resources and medical home and developed their own local powerpoint presentation to be displayed in a large digital frame in local doctors' offices.

The Lewis County MHLN team has also expanded their distribution of **Child Health Notes** beyond the typical primary care providers' offices. In Lewis County, parents of children enrolled in B-3 programs and developmental preschools through the public school system receive the CHNs in their children's back packs. Parents have commented that they like the CHNs. Approximately 1400 copies of the CHN are distributed. A large proportion of these are hand delivered to health providers' offices, the school district, and parks department. Each of these offices or programs is given multiple copies of the CHN for the purpose of handing out CHNs to parents/families. In addition some number of CHNs are distributed electronically and the CHN is posted to a website www.reliableenterprises.org/ChildHealth.html.

Kitsap County: Parents Suzanne Somers and Sherry Charlot provide family input to all the activities of the Kitsap MHLN team. They provide personal perspective as well as link to Parent to Parent through Sherry's work as the coordinator of the Kitsap County P2P program. The **Child Health Notes** sent by the MHLN team through the Kitsap County Health District are extended further to parents through their reproduction in the Kitsap P2P newsletter. P2P also offers **workshops** on organizing your medical records to be a prepared medical home partner. Additionally, team members have been involved in the Arc of Kitsap County's 2008 grant from the WA Dept of Early Learning. The organization was 1 of 16 projects around the state to receive this funding and is working on **supporting successful transitions to public school** for families with children in special education early intervention.

Grant County: The lead for the Grant County MHLN team is the County Parent to Parent Coordinator, Jennifer Newhouse. The P2P program incorporates medical home into their activities by orienting families, especially with new diagnoses, to what a medical home is, the importance of keeping all your records in 1 place, and choosing a doctor who's the right fit for your family. In addition, they do some more general outreach to families through an occasional insert into the P2P newsletter about what a medical home is and bringing it up as a topic each year at support meetings.

Key Statewide Parent Support Organizations in Washington

- **Parent to Parent** - Statewide parent network providing emotional support and information to parents who have children with disabilities or developmental delays. www.arcwa.org/parent_to_parent.htm 1-800-821-5927
- **Fathers Network** - Advocates for and provides support and resources for all men and families who have children with special needs. www.fathersnetwork.org
- **PAVE (Parents Are Vital in Education)** - Statewide parent training and information center providing assistance to families who children with disabilities, ages birth through adulthood. 1-800-5 PARN'T www.washingtonpave.org
- **National Alliance for the Mentally Ill (NAMI) - WA State and Local Chapters** - provide support, education, information and referral and advocacy for consumers, families, and friends of people with severe mental illnesses, panic and other severe anxiety disorders, autism and pervasive developmental disorders, attention deficit/hyperactivity disorder, and other severe and persistent mental illnesses that affect the brain. www.nami.org/Template.cfm?section=your_local_NAMI

The Washington State Medical Home Project



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Center on Human Development and Disability
Phone: 206-685-1279
E-mail: info@medicalhome.org
www.medicalhome.org

Funded by the Washington State Department of Health Children with Special Health Care Needs Program
www.doh.wa.gov/cfh/mch/cshcnhome2.htm

Medical Home Brochures Available in Different Languages

A practical understanding of what a medical home is can be hard to grasp. Washington State has a free brochure available for parents explaining the concept for all children, though the resources section focuses primarily on special needs.

Printed copies of the brochure in English and Spanish are still available from the Dept of Health CSCHN Program (cshcn.support@doh.wa.gov or 360-236-3571) MHLN team members can also request English copies from the Medical Home Project (info@medicalhome.org or 206-685-1279).

The brochure is available in multiple languages online:

- * English and Spanish www.medicalhome.org/leadership/brochures.cfm
- * Chinese, Korean, Russian and Vietnamese (a shorter version of the brochure)

www.medicalhome.org/resources/other_lang.cfm



Personal Health: Well Chosen Words in the Doctors Office

What do you want from your doctor, especially if you have a serious or life-threatening illness? Jane Brody, New York Times Columnist reviews recent research and gives tips for doctors and patients.

www.nytimes.com/2009/06/09/health/09brod.html