

# + Building a Bridge Between Pediatricians and Child Care Resource and Referral Agencies



## Healthy People 2020

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# Webinar Goals



- ❖ To highlight the opportunities for enhanced collaboration between Pediatricians and Child Care Resource and Referral Agencies (CCR&Rs)
- ❖ To share a success story from NY
- ❖ To encourage participants and to provide tools with which to build local collaborations between pediatric health care providers and Early Childhood Education (ECE) professionals



# + Healthy People 2020

- ❖ Grant from the American Academy of Pediatrics
- ❖ HP2020 is a 10-year national agenda for promoting health and preventing disease
  - ❖ For the first time, in 2010, early childhood outcomes were added, they include:
    - ❖ Early and Middle Childhood (EMC)
      - ❖ EMC–1 Healthy development for school readiness
      - ❖ EMC–2 Positive parenting
      - ❖ EMC–3 Quality of sleep in children
      - ❖ EMC–4 School health education
    - ❖ Early brain and child development



# + Healthy People 2020

- ❖ Our grant focuses on linking pediatricians to CCR&Rs in order to:
  - ❖ Promote quality early learning and care
  - ❖ Promote the concept of the pediatric medical home
  - ❖ Pediatricians and ECE professionals working and advocating together

What a GREAT idea!



# + HP2020: Our Main Goals

- ❖ Increase capacity and relationship-building
  - ❖ Pediatricians - AAP
  - ❖ CCR&Rs - Child Care Councils (CCCs)
- ❖ Building a bridge between two systems that should be moving together for a common vision:
  - ❖ Optimizing early brain and child development
  - ❖ Fulfilling the vision of the medical home
  - ❖ Supporting families

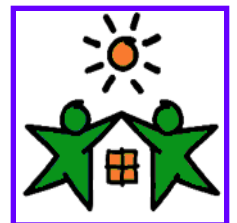


# + Medical Home - A Concept, Rather Than a Building



"A medical home is not a building, house, or hospital...Children and their families who have a medical home receive the care that they need from a pediatrician or physician whom they trust.

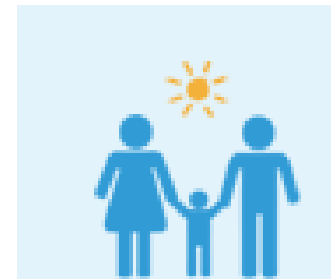
Pediatricians and parents act as partners in a medical home to identify and access all the medical and non-medical services needed to help children and their families achieve their maximum potential."



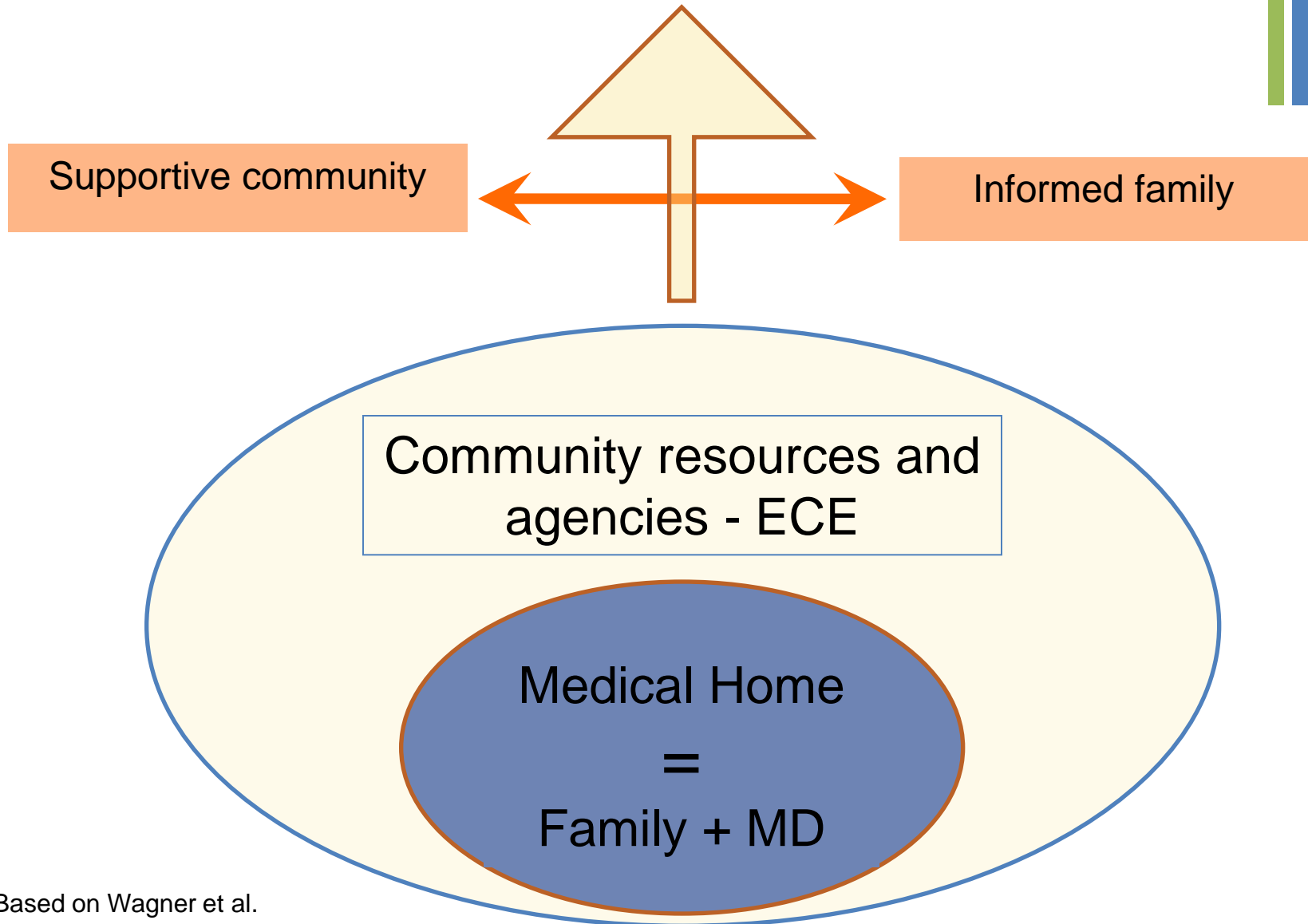
# + Medical Home Care is:



- ❖ Accessible
- ❖ Family-centered
- ❖ Coordinated
- ❖ Compassionate
- ❖ Continuous
- ❖ Culturally effective



# + Successful Care for Children





# + Every Child Deserves a Medical Home!

- ❖ ECE professionals need general medical information
- ❖ Need specific guidance for some children with special needs
- ❖ Many families are not receiving optimal health care
- ❖ Referral mechanism - [www.healthychildren.org](http://www.healthychildren.org)



# + The Case For Collaboration

- ❖ Common vision for children
- ❖ Pediatric primary care as a “portal”
- ❖ Key part of the system
- ❖ Shared resources and economizing efforts

WIN - WIN



# + The Current Relationship Between Pediatrics and Child Care

Results from surveys of 80 pediatricians and a focus group of 6  
CCR&Rs

# + Pediatrician Survey Results

- ❖ When in doubt - ASK!
- ❖ Wide range of experience
- ❖ 50% in practice over 10 years
- ❖ Most in group or academic practices
- ❖ 50/50 urban and suburban
- ❖ Almost all in general practice settings
- ❖ 60% women



# + Pediatrician Survey Results: Do Pediatricians Care About ECE?

- ❖ About 90% of pediatricians feel it is important that they discuss ECE opportunities with families
  - ❖ A little over 50% usually discuss
  - ❖ But....only 26% almost always discuss ECE
- ❖ And yet...only 1.3% almost always give out information on ECE to their families
- ❖ AND 43% NEVER give out information!



# + Pediatrician Survey Results: So, What's the Problem?

The survey says.....

- ❖ 40% - No time
- ❖ 40% - Don't have the knowledge
- ❖ 40% - Don't have the resources
- ❖ Over 80% are unaware of (never heard of) CCR&Rs or CCC
- ❖ 76% have never collaborated with local ECE programs
- ❖ Over 60% don't know who to contact
- ❖ 87.5% have NEVER made a referral to CCR&R



# + Pediatrician Survey Results: Can CCR&Rs Help? YES!

- ❖ Over 90% of pediatricians think CCR&Rs could be important to their families
- ❖ 85% want more information about CCR&Rs
- ❖ 70% would distribute materials about CCR&Rs
- ❖ 74% want to improve communication with CCR&Rs
- ❖ Many want to actually work closely with ECE professionals
- ❖ 88% want to learn more about ECE in their community

# + Pediatric Survey Results: What Can We Do?

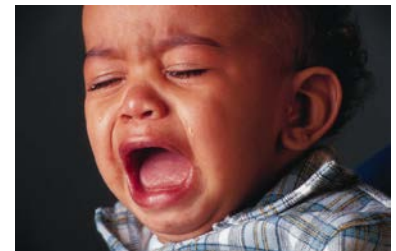
- ❖ Distribute a brochure? About 70% would
- ❖ ECE representatives speak to families? 60% would
- ❖ 85% would use a Web site or link to ECE
- ❖ 90% feel a Web site would be helpful to their families
- ❖ How pediatricians want to receive information:
  - **Web site with online/printable materials**
  - **Written materials**
  - Grand rounds
  - Individual 1 on 1 opportunities
  - Webinars
  - Conference calls





# + CCR&R Focus Group

- ❖ Description of CCR&Rs in NYC
- ❖ Barriers in communication between doctors and ECE programs
- ❖ All CCR&Rs surveyed would like to work more closely with doctors. Four out of 6 of those surveyed have tried and failed in the past.
- ❖ Most are willing to attend events with pediatrician access to share information and distribute resources
- ❖ All are willing to help create and distribute brochures



# + CCR&Rs In NYC

- ❖ All stated that NO referrals were coming from pediatricians!
- ❖ All were interested in providing pediatricians with information about their services
- ❖ All were interested in strengthening relationships with the pediatric community to:
  - Increase referrals to CCR&Rs
  - Improve opportunities for health promotion in child care
  - Improve communication with pediatricians
- ❖ A lot of frustration about medical forms and timeliness of communication was expressed



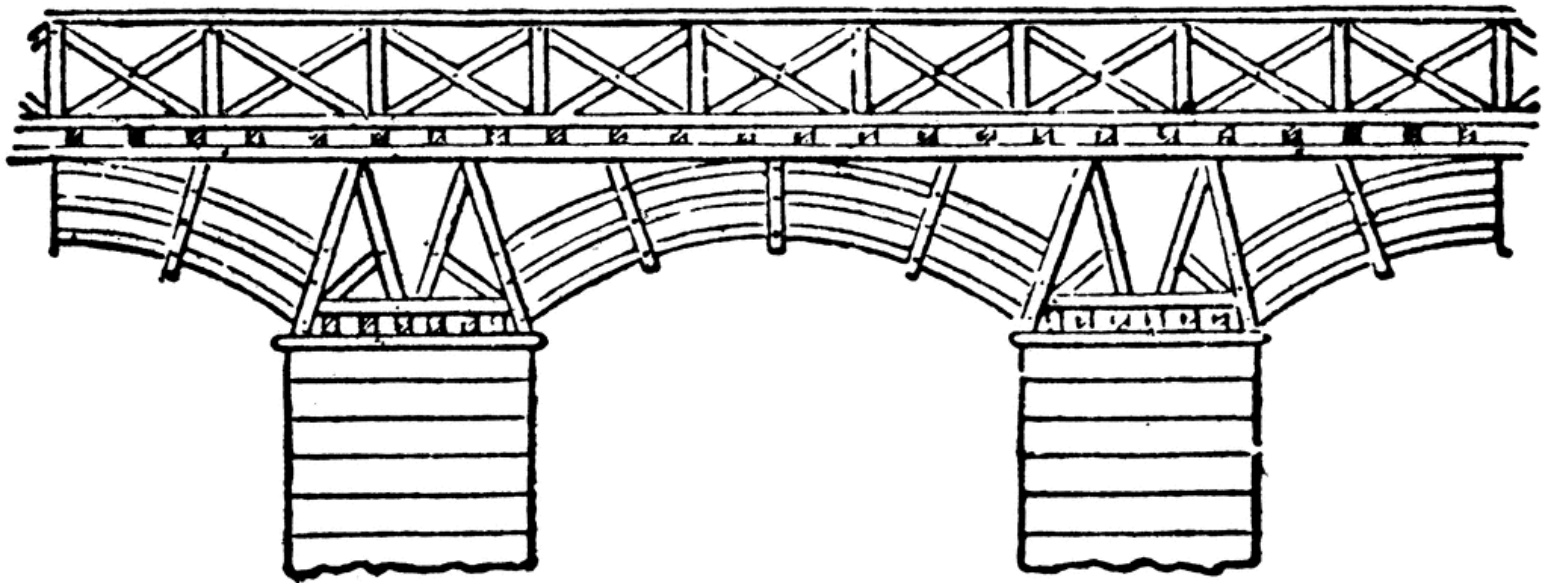
# + CCR&R Survey Results

- ❖ 3 out of 6 CCR&Rs were not familiar with the medical home concept
- ❖ Only 1 out of 6 has mentioned the medical home to clients
- ❖ CCR&Rs rarely linked families with pediatric care
- ❖ Only 1 out of 6 is familiar with Bright Futures guidelines



# + We Wanted a Bridge

To connect!



+ What We Did!

# + How We Responded

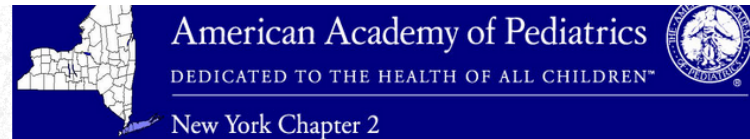
- ❖ We listened
- ❖ We tapped into bridge-building capacity: "opening access" to pediatricians
- ❖ Conducted a series of targeted intensive education efforts
- ❖ Hosted grand rounds meetings
- ❖ Created a Web page for pediatricians:  
<http://www.ny2aap.org/children/index.html>
- ❖ CCR&Rs had tables at grand rounds events in the New York City area
- ❖ Provided materials for pediatricians to hand out in their practices
- ❖ Implemented E-communications with networks of doctors



# + Connecting CCR&Rs to Medical Information

We have also worked to get more pediatric information into child care settings. We have accomplished this by:

- Creating materials, including a brochure about medical home, for CCR&Rs to send out to parents
- Embedding a question about health care and a pediatric referral Web site into the general CCR&R intake
- Linking CCR&Rs to local pediatricians



## Linking with Quality Child Care

by the Committee for Developmental-Behavioral Pediatrics/Children with Disabilities

Navigation Quick Links		
<a href="#">Local CCR and Rs</a>	<a href="#">Well Child Discussion</a>	<a href="#">More Information</a>

**YOU CAN LINK YOUR FAMILIES WITH HIGH QUALITY CHILDCARE IN YOUR COMMUNITY !**

**How? By sharing information about your local CCR and R (Childcare Resource and Referral Agency) with your patients:**

Choosing child care is one of the most important decisions families make, but all too often they must rely on word-of-mouth. Local Child Care Resource and Referral (CCR&R) organizations help parents take the guesswork out of choosing care by providing:

- Referrals to local child care providers.
- Information on state licensing requirements.
- Information on availability of child care subsidies.

CCR&Rs provide guidance by phone, in person, and in other ways, such as the Internet, that are tailored to each family. For More details about More about CCR and Rs in general:

<http://childcareaware.org/parents-and-guardians/parent-information/about-child-care-resource-referral>

**MEET OUR LOCAL CCR AND Rs!**

We are happy to share that we've been working with our local CCR and Rs on trying to improve communication between pediatricians and CCR

# + The Medical Home



Contact Child Care Council of  
Suffolk for help locating  
quality child care that meets  
your needs!

It's *free*,  
it's *personal*,  
it's *important*,  
and it's a call  
or click  
away!

Child Care Council of Suffolk  
631-462-0303  
[www.childcaresuffolk.org](http://www.childcaresuffolk.org)  
[info@childcaresuffolk.org](mailto:info@childcaresuffolk.org)



- ❖ The idea
- ❖ The opportunity
- ❖ We are all part of it





+ Results of Our Efforts

# + Pediatrician Post-Survey Results:



**From our general “intervention”: email blasts and Web page sharing**

- ❖ Those who felt it important to discuss ECE:
  - 88.4% to 98.5%
- ❖ Those who have collaborated with ECE:
  - 23.7% to 32.5%



# + Pre-Post Survey Comparisons



3. Have you every collaborated with ECE professionals in your community?

Yes	23.7%	32.5%
No	76.3%	67.5%

⊕ 4. Are you familiar with your county's Child Care Resource and Referral agency?

Yes	18.2%	33.6%
No	81.8%	66.4%

5. Have you ever contacted or made referrals to them?

Yes	12.3%	82.5%
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# + Results from Our “Intensive” Education

- ❖ Define Intensive
- ❖ 12% knew about CCR&Rs before; 100% knew after
- ❖ Of those who knew, 85% said that they would likely refer families to this resource on a regular basis

NOW THAT'S A CHANGE!!!!!!

The Docs For Tots Story

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# + Some Take Home Messages

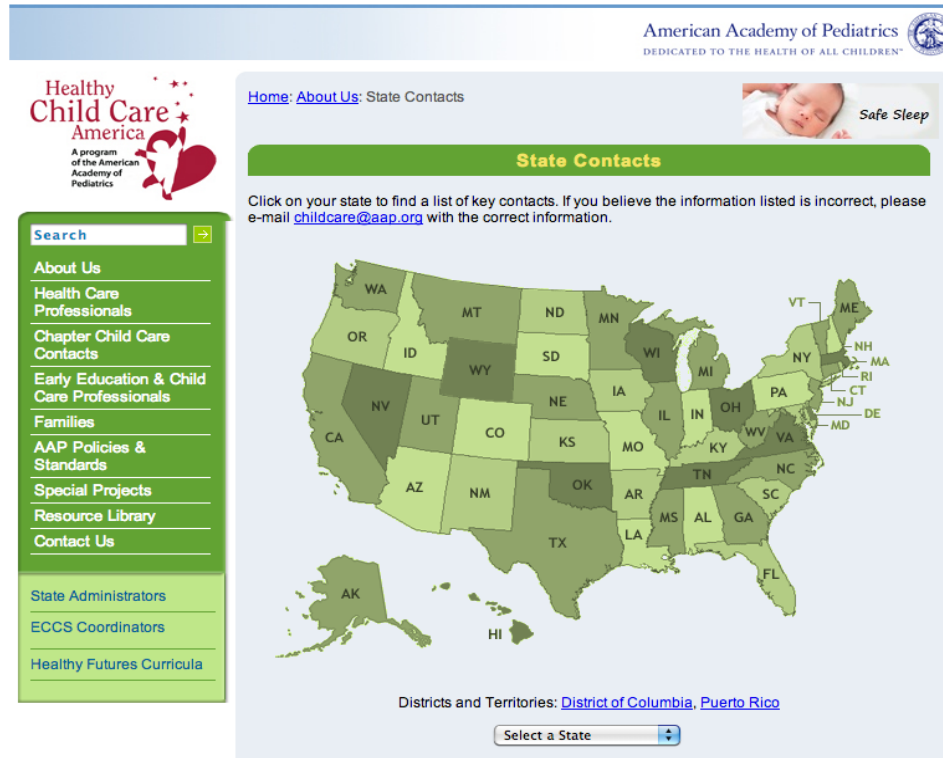


- ❖ It's about a common vision for children
- ❖ Cutting through jargon is important: alphabet soup!
- ❖ Infrastructure: passion and a project assistant make a difference!
- ❖ Even a little effort matters (e.g. e-blasts)
- ❖ More focused efforts = more outcomes!



# + How You Can Replicate This

- Build a bridge
- Connect
- AAP Chapter Child Care Contact
- Other points of Contact



The screenshot displays the 'Healthy Child Care America' website, which is a program of the American Academy of Pediatrics. The page features a navigation menu on the left with options such as 'About Us', 'Health Care Professionals', 'Chapter Child Care Contacts', 'Early Education & Child Care Professionals', 'Families', 'AAP Policies & Standards', 'Special Projects', 'Resource Library', and 'Contact Us'. Below the menu are links for 'State Administrators', 'ECCS Coordinators', and 'Healthy Futures Curricula'. The main content area is titled 'State Contacts' and includes a search bar, a map of the United States with state abbreviations, and a dropdown menu to 'Select a State'. A text prompt asks users to click on their state to find key contacts and provides an email address ([childcare@aap.org](mailto:childcare@aap.org)) for reporting incorrect information. The American Academy of Pediatrics logo and tagline 'DEDICATED TO THE HEALTH OF ALL CHILDREN' are visible in the top right corner.

<http://www.healthychildcare.org/Contacts.html>

# + What We Learned

- ❖ The interest is there!
- ❖ The barriers are consistent
- ❖ We were able to overcome the barriers
- ❖ Overcoming them takes a "bridge" and some capacity
- ❖ Once the bridge is built, there is a level of sustainability
- ❖ There is more to be done!



# + Feel Free to Contact Us!

- Email: [didijoy@yahoo.com](mailto:didijoy@yahoo.com)
- Child Care Aware of America  
<http://childcareaware.org/>
- Healthy Child Care America  
<http://www.healthychildcare.org/>



"The journey of 1000 miles begins with a single step!"

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**THANK  
YOU!!!**



***Any Questions?***