HELP ME GROW
LONG ISLAND
THE EARLY YEARS MATTER

2025-2029

HELP ME GROW LONG ISLAND

STRATEGIC PLAN

225 Bryant Ave,
Roslyn, NY 11576

516-548-8924

https://helpmegrowny.org
/long-island/

OVERVIEW

Vision

Every young child has access to the resources needed to live in good health.

Mission

Help Me Grow Long Island ensures that all children on Long Island have the best possible start in life by connecting them to resources that help them reach their full potential.

Overview

In 2024 Help Me Grow Long Island embarked on a strategic planning process bringing together its leadership team, over 40 community partners, and input from families to chart the path forward for the next five years. This report communicates the plan so that families, partners, and funders are empowered to join with Help Me Grow Long Island to build a better Island for families with young children.

Goals

1. Serve as a Centralized Resource for Early Childhood Supports on Long Island
2. Establish a Recognized Data Clearinghouse on Child Development
3. Raise Awareness of Child Development Issues and Resources
4. Develop and Maintain a Robust Partnership Model
5. Reimagine Help Me Grow Long Island's Organizational Capacity

GOAL 1: SERVE AS A CENTRALIZED RESOURCE FOR EARLY CHILDHOOD SUPPORTS ON LONG ISLAND

Connect families to range of services that support child development and well-being through a centralized system of resources on Long Island.

Objectives

1.

Develop and maintain a comprehensive centralized child development resource hub for families on Long Island

2.

Grow HMGLI service capability for Long Island families.

Actions

- Deploy an easily accessible web-based, mobile-compatible and/or telephonic technology-based system that includes all relevant service providers categorized by service type, location and language availability.
- Establish 2 full-time positions, one each for Suffolk and Nassau, to achieve objectives.

Measures

- Directory updated continuously with a goal of 95% accuracy in listings.
- Each resource will be reviewed and updated at least 2x per year.
- Platform availability for public access by 2027.
- Grow service capability to a capacity of 2,000 families annually.

GOAL 2: ESTABLISH A RECOGNIZED DATA CLEARINGHOUSE ON CHILD DEVELOPMENT

Provide reliable data to serve data-driven advocacy and inform service delivery at individual and system levels.

Objectives

1.

Streamline and centralize data sources and systems to ensure validity and quality of data.

2.

Coordinate visualization and dissemination of data regionally and statewide.

Actions

- Convene a Data workgroup of the Leadership team.
- Deploy a data solution accessible to partners and providers to support effective service delivery.
- Develop data governance protocols for collecting, reporting and utilizing data.
- Develop partnerships with academic institutions to conduct additional research.
- Establish and publicize benchmarks for outcomes and operational performance measures.

Measures

- Quarterly reports on regional trends and service gaps.
- Data dashboard development within 3 years.
- 2 academic partnerships established by 2029.

GOAL 3: RAISE AWARENESS OF CHILD DEVELOPMENT ISSUES AND RESOURCES

Raise awareness of the importance of child development, benefits of early intervention, and role of Help Me Grow Long Island.

Objectives

1. Build a comprehensive marketing and outreach strategy to increase community awareness of HMGLI's services, targeting families, service providers, partners and other stakeholders.

2. Establish robust communication with community partners and service providers.

Reports

One of our ways to tell the community what we've been up to is sharing our reports. Check out our most recent report by clicking the link here: https://docsfortots.org/help-me-grow-long-island-reports/

GOAL 3: RAISE AWARENESS OF CHILD DEVELOPMENT ISSUES AND RESOURCES

Raise awareness of the importance of child development, benefits of early intervention, and role of Help Me Grow Long Island.

Actions

- Launch a fully redesigned, user-friendly website dedicated to HMGLI that centralizes resources, data, and information with specific information available in multiple languages aimed at families.
- Hire or contract with a dedicated marketing and communications specialist to develop and implement targeted digital campaigns, media outreach and community events.
- Collaborate with local media outlets, community organizations and influencers to broaden reach.
- Develop a regular communication mechanism with partners and service providers through newsletters and meetings.

Measures

- Increase social media presence.
- Launch quarterly HMGLI newsletter.
- Newsletter engagement.
- Participate in community events.
- Quarterly meetings with partners and leadership team.
- Professional videos.
- YouTube channel.

GOAL 4: DEVELOP AND MAINTAIN A ROBUST PARTNERSHIP MODEL

Strengthen Help Me Grow Long Island's partnerships and relationships to maximize collective impact.

Objectives

1. Strengthen current partnership model.

2. Develop new partnerships with libraries.

Actions

- Establish MOUs with existing community service providers.
- Identify potential partners, negotiate formal MOUs and conduct regular partner meetings.
- Provide partners with training, shared access to resources and collaboration opportunities.
- Develop and launch a partner ambassador program.

Measures

- Formalize 10 partnership agreements per year.
- Onboard a minimum of 10 new partners annually.

GOAL 5: REIMAGINE HELP ME GROW LONG ISLAND'S ORGANIZATIONAL CAPACITY

Build Help Me Grow Long Island's internal capacity to support a growing demand for services and sustainable partnerships.

Objectives

1.

Improve operational efficiencies to support program and service effectiveness.

Measures

- 30% reduction in time spent on case administration.
- 20% increase in the number of families served.
- Achieve a base Net Promoter Score (NPS) of 50 or above for partner engagement.
- Target an 85% staff satisfaction rate in post-implementation surveys.
- Increase enrollment in Bright by Text by 50%.
- Achieve a 90% family satisfaction rate with SMS communication in feedback surveys.

Actions

- Implement a robust case management system that streamlines service coordination, client tracking and data management, reducing manual administrative tasks and improving response times for families and service providers.
- Explore usage of AI tools for case management with consideration of privacy, accuracy, and family acceptance.
- Optimize the use of text/SMS services integrated into operational workflows to enhance communication with families, providing timely information, resources and support.
- Implement a robust post-service survey system.

info@hmgli.org
tel: 516-548-8924
fax: 516-217-1351
helpmegrowny.org/long-island

225 Bryant Ave Roslyn, NY 11576
dft@docsfortots.org
tel: 856.362.4868
docsfortots.org

Help Me Grow Long Island is a collaborative partnership modeled after a national framework designed to connect and organize existing agencies, ensuring more efficient and effective support for at-risk children. Coordinated by Docs for Tots, HMGLI serves as a safety net for vulnerable children by uniting organizations dedicated to their well-being. Foundations and individuals committed to strengthening young children's cognitive, emotional, and social development can invest in the growth of this collective impact partnership, helping to expand its reach and effectiveness.

Contact Docs for Tots Executive Director Liz Isakson for more information about funding and partnering opportunities: liz@docsfortots.org

Acknowledgments

- HMGLI Family Resource Specialists Fabella Decema, Katherine Fuentes, and Rachel Navarro for their tireless dedication to helping families with young children thrive.
- Kathryn Tarner, Docs for Tots Manager of Quality Improvement Initiatives, for her leadership in guiding the HMGLI team.
- Rajiv Lajmi, for his oversight and guidance in developing HMGLI's strategic plan.
- Ashley Morais-Perez, Docs for Tots Outreach Coordinator and Office Assistant, for her support of the HMGLI team and preparation of this strategic plan.
- The HMGLI Leadership Team and participating families whose insights and contributions helped shape this strategic plan.

Our 2025 Funders

The Mother Cabrini Health Foundation - Pritchard Charitable Trust - NYS Office of Children and Family Services - Northwell Health

Leadership Team Members

Child Care Council of Nassau - Child Care Council of Suffolk -Children's Medical Center at NYU Winthrop Hospital - Choice for All - Cohen Children's Medical Center - Docs for Tots -Family and Community Engagement at LIU - Family Place Libraries - Family Support Long Island at Molloy College - Health and Welfare Council of Long Island - Healthy Steps Program at Nassau University Medical Center - Hofstra University Department of Health Professions - Institute for Parenting at Adelphi University - Long Island Federally Qualified Health Centers - Long Island FQHC WIC Program - Long Island Pre-K Initiative - Nassau BOCES - Nassau County Department of Health Division of Maternal Child Health - Nassau Library System - Northwell Health - Northwell Health Visits-Family Connects Long Island - NYS Council on Children and Families - Postpartum Resource Center of New York - QUALITYstarsNY - Reach Out and Read - St. Mary's Health Care System for Children - Stony Brook Children's Hospital - Stony Brook WIC - Suffolk County Department of Health Early Intervention - Suffolk County Executive - Sun River Healthcare