

# The Early Success Coalition's Project LAUNCH: Innovative Infrastructure Building for the Advancement of Collective Impact within Home Visitation

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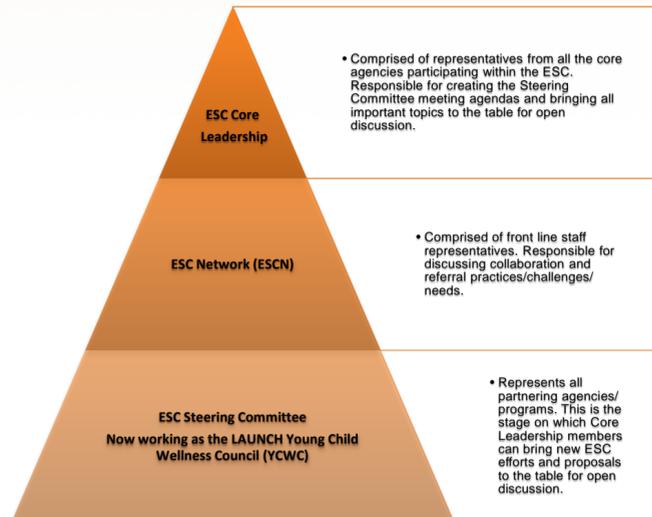
## Introduction

In September 2013, the Tennessee Department of Health received a five-year federal grant funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) and selected Le Bonheur Children's Hospital (LBCH) to implement the local demonstration project. This award was part of the national Linking Actions for Unmet Needs in Children's Health (LAUNCH) initiative, which aims to promote the wellness of young children (from birth to age eight) through the development of infrastructure that supports the expansion of quality programming (to include home visitation) and creation of a collaborative, comprehensive system of care for young children and their families.

LBCH's demonstration site in Memphis, Tennessee has utilized LAUNCH funds to expand services offered by the preexisting Early Success Coalition (ESC). In 2008, the ESC won a federal grant for the purposes of building a collaborative infrastructure that would support the creation and expansion of home visitation programs to prevent child maltreatment. Since its inception, the ESC has engaged over 107 community agencies (over 200 individual participants) and won approximately \$13,000,000 in grant funding (including support from local foundations).

The ESC will oversee the Memphis pilot project that will address the LAUNCH core strategies within three high-need-targeted ZIP codes (38126, 38109, and 38106) through the provision of enriched wraparound services. Blanket services will also be provided throughout Shelby County.

## Preexisting ESC Structure



## Project LAUNCH Program Goals

The three overarching goals of the Memphis LAUNCH initiative are:

**Goal 1)** Strengthen and sustain the Early Success Coalition infrastructure to serve as Shelby County's Young Child Wellness Council;

**Goal 2)** Strengthen comprehensive early childhood system across Shelby County to better foster cognitive, physical and social-emotional development of young children;

**Goal 3)** Demonstrate an effective comprehensive neighborhood young child wellness system model for eventual dissemination across Shelby County.

## Program Description

In laying the groundwork for the local LAUNCH infrastructure:

- The preexisting ESC's collaborative impact practices are being leveraged and strengthened (as illustrated by the results of the Wilder Collaborative Factors Inventory survey)

- Action Teams have been developed

- New community partners were adopted (as shown through agency representation); and

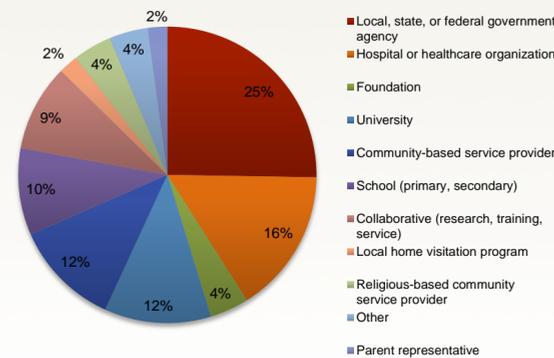
- A shared data entry/referral system named CoactionNet was created

This foundation will be used to provide enriched wrap-around services to the residents of ZIP codes 38106, 38109, and 38126; with select services being provided county-wide.

The following items illustrate the innovative infrastructure building strategies working toward these goals within the Memphis area...

## YCWC Agency Representation

Local YCWC Agency Representation, October 2013 to September 2014

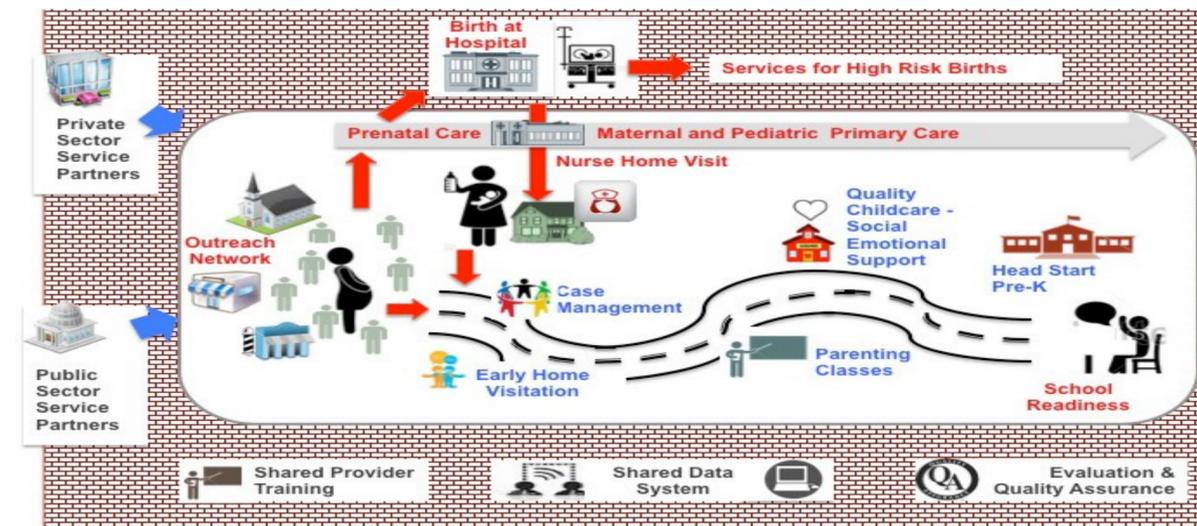


## Action Teams

Local Project LAUNCH Action Teams

Name	Goal
Parent Involvement Action Team	To engage preexisting parent groups, as well as parent representatives from the three target zip codes (38109, 38106, 38126) to create a permanent parent group to consistently attend local YCWC meetings and provide their input
New Member "On Boarding" Action Team	To determine a standardized process for "on boarding" new members into the Core Leadership, the YCWC, and the ESC as a whole
Professional Development Action Team	To research and create a draft layout for the Professional Development Portal, which will be part of the CoactionNet system
Online Communication Action Team	To update and innovate the current online communication processes used by the ESC and the local YCWC to increase overall effectiveness of online communication

## Coordination of wrap around services... the Project LAUNCH Neighborhood Strategy



The image above shows the "journey" of a mother/family enrolled in the ESC program. The red arrows show the services that all participants will receive; depending on individual need, participants might access different resources on their "road to school readiness". Neighborhood services are shown in the middle; supportive ESC infrastructure is shown in the solid foundation of brick surrounding and supporting the neighborhood.

The ESC Project LAUNCH Neighborhood Strategy will be implemented in three zip codes (38106, 38126, 38109) and is intended to:

- Increase Healthy Births
- Increase Nurturing Parenting
- Improve School Readiness
- Improve Academic Achievement by 3<sup>rd</sup> grade

## CoactionNet

CoactionNet is an on-line case management system that allows participating agencies to coordinate services for shared clients, make interagency referrals, and accurately collect data for program evaluation.

CoactionNet is intended to:

- Streamline the process of referring families between different programs within the ESC and between local LAUNCH services
- Comprise all partnering agency listings/current capacity and other pertinent agency information
- Record family and individual client information, to include personal records, past appointments, and past referrals

## Universal Nurse Home Visitation Program

The Project LAUNCH Universal Nurse Home Visitation Program aims to provide women in the target zip codes (38109, 38106, 38126) with a nurse home visit 2-3 weeks after they have given birth.

During this visit nurses will:

- Administer initial assessments for the new mom and baby
- Connect moms' to a pediatric medical home (or provide referrals to other services)
- Deliver a "welcome baby box" (a resource box provided through partnership with the Shelby County Health Department)

The overall goal of Project LAUNCH is to provide Universal Nurse Home Visitation to at least 50% of all new moms within the target zip codes.

## Conclusion

## The Wilder Collaborative Factors Inventory

Local YCWC Baseline Scores, 2014

Factor	Average	SD
Favorable political and social climate	4.6	0.51
Skilled leadership	4.5	0.63
Members see collaboration as in their self-interest	4.4	0.51
Shared vision	4.4	0.55
Open and frequent communication	4.3	0.54
Established informal relationships and communication links	4.2	0.65
Concrete, attainable goals and objectives	4.2	0.66
Unique purpose	4.2	0.73
Flexibility	4.2	0.59
Adaptability	4.0	0.64
Ability to compromise	4.0	0.51
Members share a stake in both process and outcome	4.0	0.65
Mutual respect, understanding, and trust	4.0	0.61
Collaborative group seen as a legitimate leader in the community	3.9	0.73
Development of clear roles and policy guidelines	3.8	0.61
Appropriate pace of development	3.8	0.68
Multiple layers of participation	3.5	0.66
Sufficient funds, staff, materials, and time	3.5	0.80
Appropriate cross section of members	3.4	0.93
History of collaborative or cooperation in the community	3.0	1.15

Averages are based on a 5-point scale in which 1 = "Strongly Disagree", 2 = "Disagree", 3 = "Neutral", 4 = "Agree", and 5 = "Strongly Agree".

## Accomplishments

The following items represent the critical accomplishments of local Project LAUNCH efforts during the reporting period October 2013 to September 2014:

- County-wide coordination and collaboration**
  - 300 participants contributed to data collection methods for the LAUNCH Environmental Scan
    - Data from the Environmental Scan was then used to create the LAUNCH Strategic Plan (approved September 30<sup>th</sup>, 2014)
  - YCWC agency representation has diversified from the April to October 2013 period to the October 2013 to September 2014 reporting period
    - From April 2013 to October 2013, 56% of membership represented either local/state/federal government agencies or hospital/healthcare organizations. From October 2013 to September 2014, representation from schools, community-based service providers, and foundations all increased, with parent representatives adding additional diversity
  - Results from the Wilder Collaborative Factors Inventory (WCFI) baseline scores show that 13 of the 20 factors received a grade of 4.0 or higher
    - This indicates that 53% of the factors listed in the WCFI are currently collaborative strengths of the local YCWC
- Development of a county-wide supportive infrastructure**
  - CoactionNet is officially under development and being piloted with key ESC partners
  - The local LAUNCH Administrative Team (LAT) met 30 times in person and three times over conference call
    - Meetings were scheduled weekly and had an average attendance rate of seven members
  - The local Young Child Wellness Council (YCWC) held three meetings
    - The average attendance rate was 45 members, 95 individual (de-duplicated) members attended one or more of the three YCWC meetings
  - Four Action Teams were successfully created
    - Average Action Team membership is 2.5 individuals who attended an average of two meetings