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 administered by 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 the creation of a collaborative, comprehensive system of care for infants and their families.

LBCH’s demonstration site in Memphis, Tennessee has utilized LAUNCH funds to train service providers offered by the preceding Early Success Coalition (ESC). In 2018, the ESC was the federal grant for the purposes of building a collaborative infrastructure that would support the implementation and expansion of home visitation programs to prevent child maltreatment. Since its inception, the ESC has engaged over 197 community agencies (over 230 individual participants) and spent approximately $1,000,000 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-needs targeted ZIP codes (38106, 38109, and 38126) through the provision of enriched wrap-around services. Further services will also be provided throughout Shelby County.

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 (YCWC);

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 previous ESC’s collaborative impact practices are being leveraged and strengthened (as illustrated by the results of the Wilder Collaborative Factors Inventory study).
- Action Teams have been developed.
- New community partners were added (as shown through agency representation).
- A shared data entry system named CoactionNet was implemented.

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:

- CoactionNet is an online case management system that allows participating agencies to coordinate services, share client data, make interagency referrals, and accurately collect data for program evaluation.

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 bricks surrounding the neighborhood.

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

- Increase Healthy Births
- Increase Parenting
- Improve School Readiness
- Improve Academic Achievement by 3rd grade

The Following were the critical accomplishments of local Project LAUNCH efforts during the reporting period October 2013 to September 2014:

- County-wide collaboration and coordination
  - 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 23rd, 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 representation adding additional diversity
  - Results from the Wilder Collaborative Factors Inventory (WCFI) baseline scores show that 47 of the 50 factors received a grade of 4 or higher; this indicates that 52% of the factors being met in the WCFI are currently collaborative strategies in place in local YCWC

- Development of a countywide supportive infrastructure
  - CoactionNet is successfully used and being piloted with key ESC partners
  - The local YCWC 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
  - These average attendance rates were maintained, 10 individual YCWC member attended all three YCWC meetings
  - Four Action Teams were successfully created
  - Average Action Team membership is 2.5 individuals who attended an average of two meetings

Conclusion

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

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CoactionNet

Universal Nurse Home Visitation Program

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

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

CoactionNet’s features include:

- Streamline the process of referring families between different programs within the ESC and between local LAUNCH services
- Comply 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

The Project LAUNCH Universal Nurse Home Visitation Program aims to provide women in the target zip codes (38106, 38109, and 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 referral 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.