

**Project LAUNCH:  
Child Well-Being 0 to 8 years,  
A National, State and Local Initiative**

**California Screening Collaborative  
December 2009**





# **Project LAUNCH Community**

- **The LAUNCH Community includes**
  - **SAMHSA and grantees**
  - **Technical Assistance Team**
  - **Cross-site Evaluator**
- **18 states/tribes funded**
  - **Six in 2008 –Cohort 1**
  - **Twelve in 2009- Cohort 2**

# Project LAUNCH Core Concepts

**Guided by three core concepts for promoting young child wellness, 0 to 8 years**

1. A **public health approach**: prevention & promotion
2. A **holistic perspective**: all developmental domains
3. An **ecological framework**: healthy stable safe and supportive families & communities & cultures

# **Overarching LAUNCH Strategies**

- **Evidence-based prevention/promotion activities**
- **Cross-training, workforce development, and communications activities**
- **Cross-sector collaboration and systems integration efforts**
- **Family-centered and culturally competent practices**



# Five Core LAUNCH Activities

1. Mental health consultation
2. Increased developmental assessments across service settings
3. Family strengthening and parent training
4. Home visitation programs
5. Integration of behavioral health into primary care

# State and Local Expectations

- State and Local “Wellness Councils”:
  - Oversee LAUNCH implementation
  - Participate in infrastructure reform and policy development activities
- Environmental Scan and Strategic Plan (updated annually)
- Service implementation within first six months of grant award
- Policy issues: address as identified at the local and state level
- Participation in local, state and cross-site evaluation

# State and Local Linkages

- **One targeted community to:**
  - Focus resources on the wellbeing of young children
  - Use lessons learned to influence future policy for promoting young child wellness in the entire state
- **Alignment of state and local plans**



# State Wellness Council State Screening Collaborative

## Key Partners

- ARC of California
- Advancement Project
- CA Academy of Pediatrics
- CA Academy of Family Physicians
- CA Association of Health Plans
- Center for Families, Children and the Courts
- First 5 Association and County Commissions
- Lucile Packard Hospital
- UC Davis and UCLA
- University Centers in Excellence for Developmental Disabilities
- WestEd

## State Departments

- Alcohol and Drugs
- Developmental Services
- Education
- First 5 CA
- Health Care Services (Medi-Cal, CMS)
- Managed Health Care
- Managed Risk Medical Insurance Board
- Mental Health
- Public Health
- Social Services



**Goal is for Statewide policy changes be informed by local experience, for example:**

- **Reimbursement for developmental screenings**
- **Funding for mental health consultations**
- **Promotion and incentives for integrated services at the state level**

## Policy Area 1:

### Reimbursement for developmental screening

- **Adequate reimbursement/incentives to conduct maternal depression, developmental and social-emotional and autism screenings at well-child visits**
- **Medi-Cal Managed Care**
  - **Require complete screenings rather than surveillance at well-child visits**
  - **Work with MCMC to craft an effective Staying Health Assessment tool that meets its goals while meeting goals of professional recommendations for pediatric preventive care**



## **Policy Area 2:**

**Identification of an integrated funding stream for mental health consultation for child care including**

- **Department of Mental Health**
- **Department of Education**
- **Other**

## **Policy Area 3: Promotion/incentives for integrated services at the State level**

- **Departments of Developmental Disabilities, Education, and Mental Health to accept common screening/assessment tools and forms**
- **Create common home visiting program standards that integrate multi-disciplinary teams**



## **Project LAUNCH Local: Alameda County**

- **Total population – 1.5 million (2000 census)**
- **Approx. 20,000 births per year (1,000 in NICUs)**
- **125,000 children birth to 5 years**
- **One of most diverse counties in the US**
  - **64% of households speak English in the home**
  - **Over 50 languages spoken by entering kindergarteners**

# **East Oakland, Alameda County**

- **Concentration of health disparities, poverty and crime**
- **27% of county teen births and 17% of county Low Birth Weight babies**
- **68% of free/reduced lunch children**
- **45 per 1,000 E. Oakland children under 18 are referred to CPS compared to county average of 35 per 1,000**
- **Children 0-5 years represented 24% of ER visits for asthma, 17% of ER visits for unintentional injuries and 21% of ER visits for assault**
- **77% of elementary schools have low API scores**



# East Oakland, Alameda County

## One of 14 California Endowment “Building Healthy Communities”



- Place-based approach
- Assuring well-being of children, health, safety and readiness to learn 0-18 years

# **East Oakland LAUNCH Services**

- **Home visitation**
- **Mental health consultation for child care**
- **Developmental/social-emotional screening in pediatric and child care sites**
- **Quality child care**
- **Strengthening families**



# **Local Child Wellness Council**

- **Sub-committee of SART leadership Council will provide oversight of LAUNCH and Early Connections**
- **Representatives from Public Health, Regional Center, Behavioral Health, Schools, Private Pediatric Providers, Pediatric Hospital, Medical Managed Care, Social Services, Child Care Planning Council, etc.**

# **Project LAUNCH: Local Collaboration**

- **CA Endowment: *Building Healthy Communities Projects* for children**
- **Alameda County Public Health Dept**
- **Alameda County Children's Mental Health System of Care (SAMHSA Early Connections)**
- **First 5 Alameda County**
- **Alameda County Children's SART**
- **Other service providers targeting children 0-8 years**



# Cross walk Between LAUNCH & Statewide Screening Collaborative

- **Focus on integration of services across state & local departments for young children and families**
- **Same goals**
  - Prevention and early intervention, focusing on development
  - Removing systemic and regulatory barriers
  - Building capacity to promote positive outcomes for families and children
  - Maximizing funds for shared populations, programs and services
  - Accountability for shared outcomes, data collection and analysis

# **Cross walk Between LAUNCH & Statewide Screening Collaborative**

- **Common membership**
- **Target areas and populations: access to care, maternal/ child health, FASD, child welfare, children with special needs, etc.**



## **State LAUNCH: Next Steps**

- **Hire state wellness coordinator**
- **Develop MOU with state partners (education, health, mental health, public health, social services, substance abuse, Governor's office) by January 31, 2010**
- **Develop state environmental scan**

# **Alameda County LAUNCH: Next Steps**

- **Hire local wellness coordinator**
- **Develop MOU with local partners**
- **Develop local environmental scan**
- **Expand service contracts**
- **Develop Social Marketing campaign**
- **Integrate Strengthening Families into training etc.**



# LAUNCH Cross-Site Evaluation

- **Document overall implementation and outcomes across sites**
- **Provide evidence on the effectiveness of large-scale health promotion efforts addressing children 0 – 8 years**

## Major research questions:

1. Does Project LAUNCH reduce risk and improve protective factors in the community?
2. What are the improved physical, social, emotional, and behavioral health outcomes of children 0 - 8?
3. Is there a well-coordinated, sustainable early childhood system in place?