



**Help Me Grow**  
WASHINGTON

# Welcome

01

Our Story &  
Vision

02

Our Impact

03

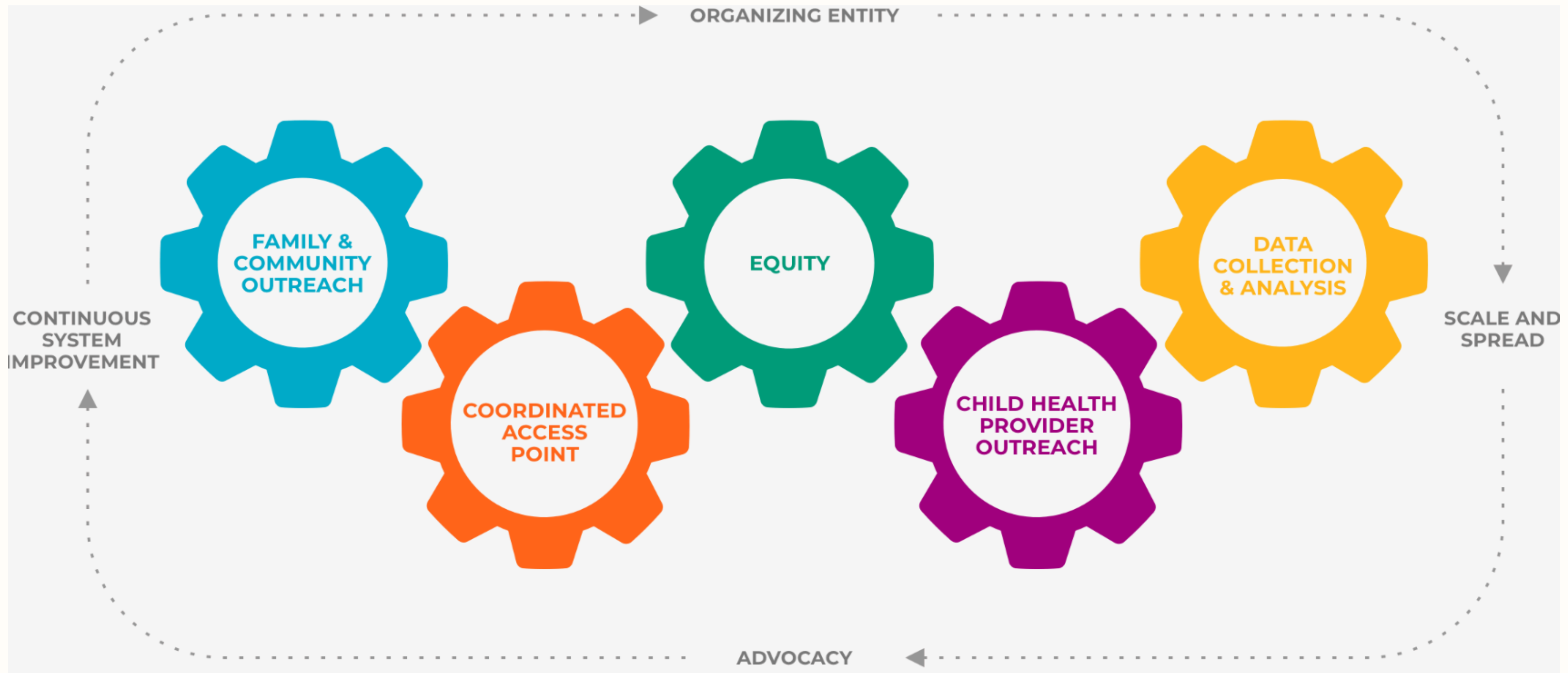
Our Progress

04

Our Horizon



**Help Me Grow**  
WASHINGTON



# Help Me Grow System Model

## What is Help Me Grow?

Help Me Grow is a nationally recognized resource and referral linkage system model that connects young children and their caregivers to the services they need, when they need them and how they need them.

# Our Story & Vision



Vision: All families have access to what they need when they need it, specifically access to essential services (e.g., basic needs, health care, child developmental supports, and family supports) in a timely and appropriate manner.



# Help Me Grow WASHINGTON

Purpose: The HMG Washington Network weaves together state and community systems, providers, and resources to offer a full spectrum of supports to all Washington state families with young children through a coordinated network of entry points.

We are a growing system of nonprofit organizations, tribal nations, regional and county level health and social service organizations, providers and provider organizations, and state agencies all working together to serve families in Washington.



# HELP ME GROW (HMG) WASHINGTON NETWORK TIMELINE



## 2010: Launch of HMG WA

- WA State adopts HMG as a model to increase child developmental screening and connection to services
- WithinReach selected as State Affiliate



## 2010 - 2014: Early Implementation

- HMG WA adopted the ASQ-3 and ASQ:SE-2 tools, focused on building a developmental screening program
- Existing WithinReach statewide hotline expands to serve as the HMG statewide access point
- Key partnerships included WA State Department of Health (DOH), Department of Early Learning, and University of Washington



## 2014 - 2017: Systems Building

- HMG WA broadened the supports offered beyond child development to be holistic of other social and health needs
- Focus on utilizing statewide infrastructure to support local pathways
- Began serving as the Central Referral line for King County ESIT (2015)
- Launched home visiting referral pathway for King County families enrolled in DSHS's TANF program (2016)



## 2018: Interconnected State and Local Expansion

- Sub-affiliate structure created for local HMG systems with technical assistance provided by State Affiliate
- Pierce County became a HMG WA Sub-Affiliate
- Expanded home visiting referral pathways into Snohomish, Skagit, Whatcom, and Island counties through DSHS's TANF program
- Rebranded the statewide hotline from Family Health Hotline to Help Me Grow Washington Hotline



## 2019: Expansion Through Spread and Scale

- Central Washington and King County/Best Starts for Kids became a HMG WA Sub-Affiliate
- Partnership with Dept of Children, Youth, and Families (DCYF) to work on a coordinated systems approach
- Explored shared leadership structure with Washington Communities for Children, DCYF, and WithinReach



## 2021: Expanded Referral Pathways

- Funding from Early Childhood Comprehensive Systems (ECCS) grant, in partnership with DOH, increases integration of health sectors into early childhood systems
- Launched Plan of Safe Care referral pathway
- Increased supports and service linkages to mental and behavioral health resources
- Northwest Early Learning Coalition becomes a HMG WA Sub-Affiliate



- HMG set of CAP Essential Services adopted
- HMG Tribal Adaptation work launched
- Expanded home visiting referral pathway statewide
- HMG WA network began a 5-year strategic planning process
- Creation of a more formal governance structure
- Creation of a HMG cost model for local to state interconnectivity

## 2022: Strategic Planning

## 2020: Development of Different CAP Models and Key Funding

- Funding from Preschool Development Grant (PDG), catalytic to the growth of the network
- Skagit County became a HMG WA Sub-Affiliate
- Created three Coordinated Access Points (CAP) models to allow for greater community customization
- Piloted local Family Resource Navigators (FRN) in Central WA (Kittitas/Yakima Counties) and Skagit county as community-based satellite CAP



# 2023-2028 Strategic Plan

1

## Background

The HMG WA system has experienced rapid growth in the last couple of years, thanks in part to the Preschool Development Grant received in 2019. Beginning in September of 2022, we embarked on a 9-month strategic planning process to examine and co-design strategy and structure while articulating a shared vision for the network's growth for the next five years.

2

## Purpose

To develop a 5-year strategic plan for Help Me Grow Washington rooted in a systems-approach, racial equity and social justice that places those most impacted at the center of the system.

3

## Guiding Principles

- Equitable Project Design
- Targeted Universalism
- The Delphi Approach



## WHAT IS HELP ME GROW WASHINGTON?

We weave together state and community systems, providers, and resources to offer a full spectrum of supports to all Washington state families with young children through a coordinated network of entry points. We are a growing system of nonprofit organizations, Tribal nations, regional and county level health and social service organizations, providers and provider organizations, and state agencies all working together to serve families in Washington.

For more information, please contact:  
[HMGWA@withinreachwa.org](mailto:HMGWA@withinreachwa.org)

## WHAT DO WE DO?

### With families



- Coordinate access to the essentials (food security, medical care, child development, and family supports)

### With communities



- Provide access to funding, data, and resources to connect to other systems and test innovative ideas

### With partners and funders



- Build cross referral & specialized pathways, resource directories, and data system connections through partnerships
- Advocate on behalf of families, communities and our partners to build for a better future

## WHO DO WE WORK WITH?

### Families with young children

First and foremost, we serve all families in Washington and provide them access to support services when they need them

### Community & local organizations

Early childhood & learning coalitions, local health care providers, caregivers and social service providers & navigators, and others

### Regional & statewide, and Tribal partners

Regional and statewide agencies and initiatives focused on health, child welfare, early learning and development, and family supports<sup>1</sup>

### Advocacy & funders efforts

Coordinate funding requests from regional and local systems; align goals and narratives to reflect localized needs to communicate with funders and legislature



1. Local health jurisdictions (LHJs), county-level Accountable Communities of Health (ACHs), regional Family Resource Centers (FRCs), and early learning coalitions

## WHAT IS OUR PLAN?



### EQUITY-BASED TARGETED UNIVERSALISM

- Based on universal goal that all families in WA have access to what they need when they need it
- Identify targeted populations that experience racial, systemic, or structural barriers to accessing these services



### SPECIALIZED REFERRAL PATHWAYS

- Design outreach, navigation, and support services to meet the unique needs of targeted populations
- Develop statewide partnerships to support pathways



### COMMUNITY-LED & TRIBAL PARTNERSHIPS

- Build community-level and Tribal community systems to help families access localized essentials
- Coordinate access with connection points to regional and statewide resources, when needed



### GOVERNANCE & COMMUNICATIONS

- Build a governance model with community partners, parent and caregiver voices, and state/regional leaders
- Establish two-communication channels, peer learning networks, and deep listening



### SPECIAL PROJECTS FUNDING

- Build a process for communities to access catalytic funding, resources, and support to develop local systems (e.g., navigation support, resource directories, outreach efforts)



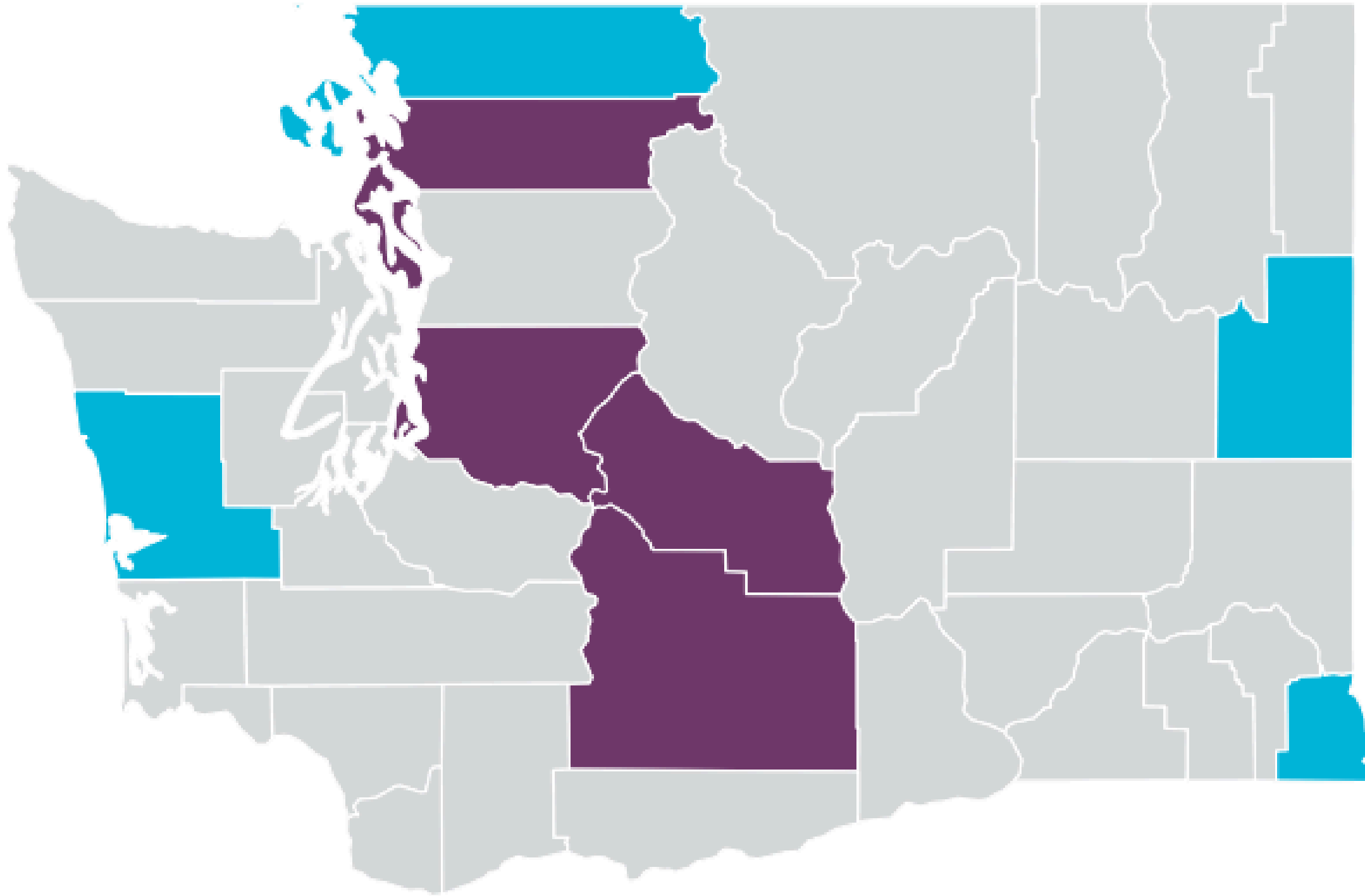
### COORDINATE REQUESTS

- Work with communities to highlight local gaps & needs
- Coordinate a systems wide request for funding based on local, regional, and statewide plans



# Our Impact



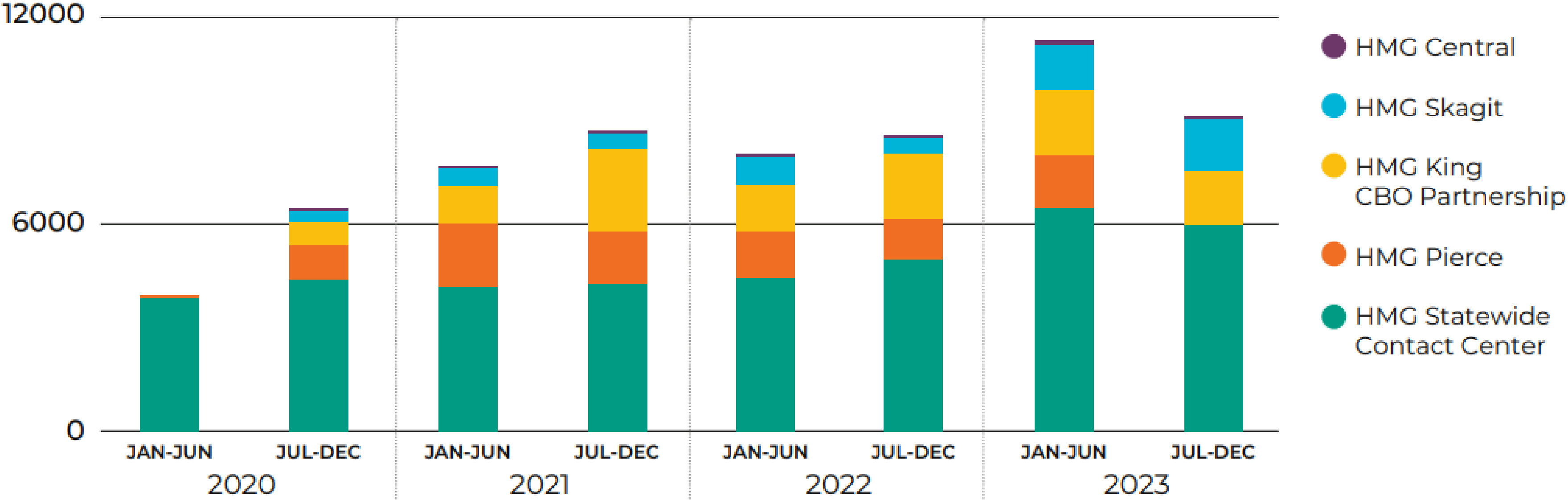


- HMG WA Local Systems**
  - Skagit
  - Central WA (Yakima and Kittitas)
  - King County
  - Island County

- HMG WA Engaged Communities**
  - Asotin
  - Grays Harbor
  - Whatcom
  - Spokane
  - San Juan

**Help Me Grow  
Washington Network  
(Sept 2024)**

# Requests for Support



\* The five-year HMG pilot in Pierce County ended in June 2023



## Referrals Provided by HMG WA

Help Me Grow Washington provided 59,776 referrals

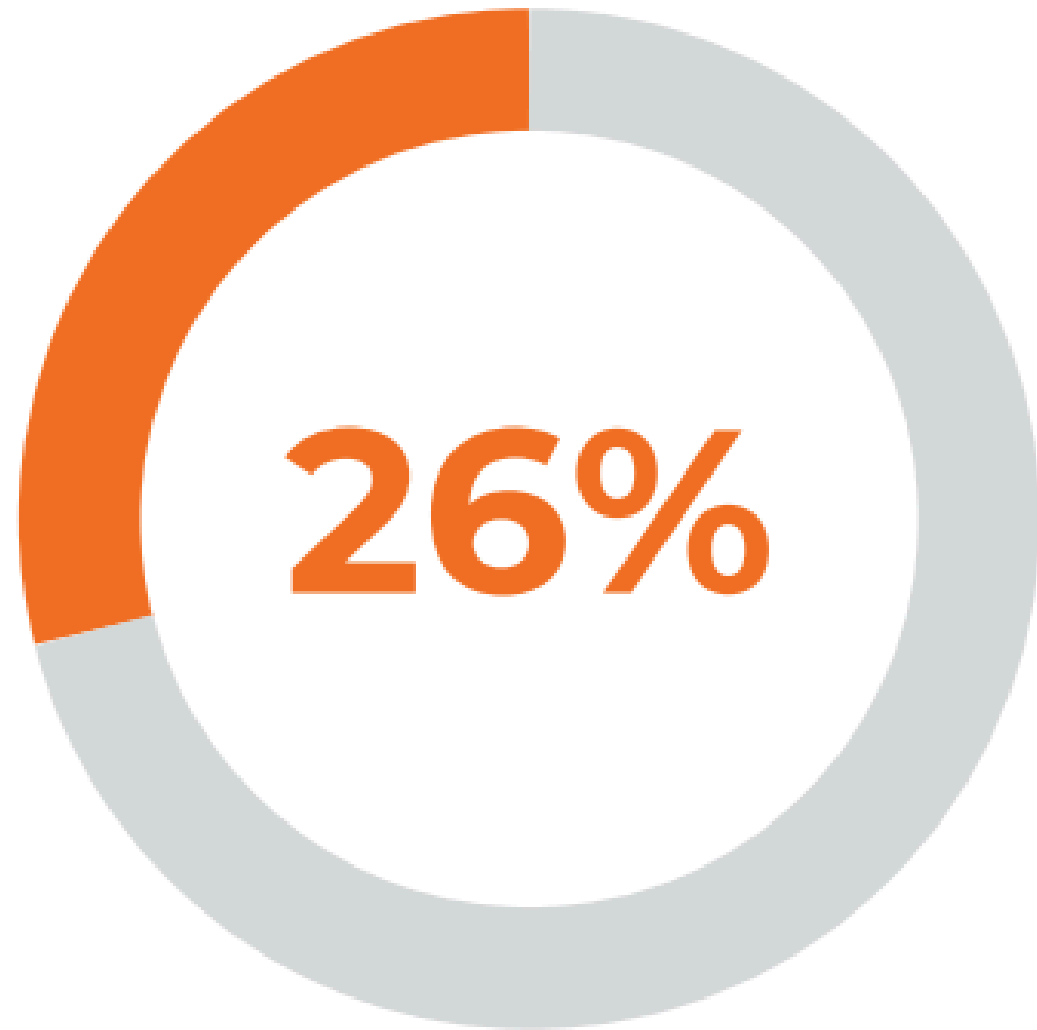
**Basic needs support** was the most common type of referral

- Basic needs support (51%)\*
- Developmental supports (7%)
- Other (17%)\*\*
- Family and community support (14%)
- Health (10%)

(n=59,776) \*Basic needs support includes food; special supplemental nutrition program for women, infants, and children (WIC); financial, housing, or utility assistance; clothing; diapers; and transportation

\*\*Other includes a wide variety of resources such as childcare, emergency assistance, legal services, and financial





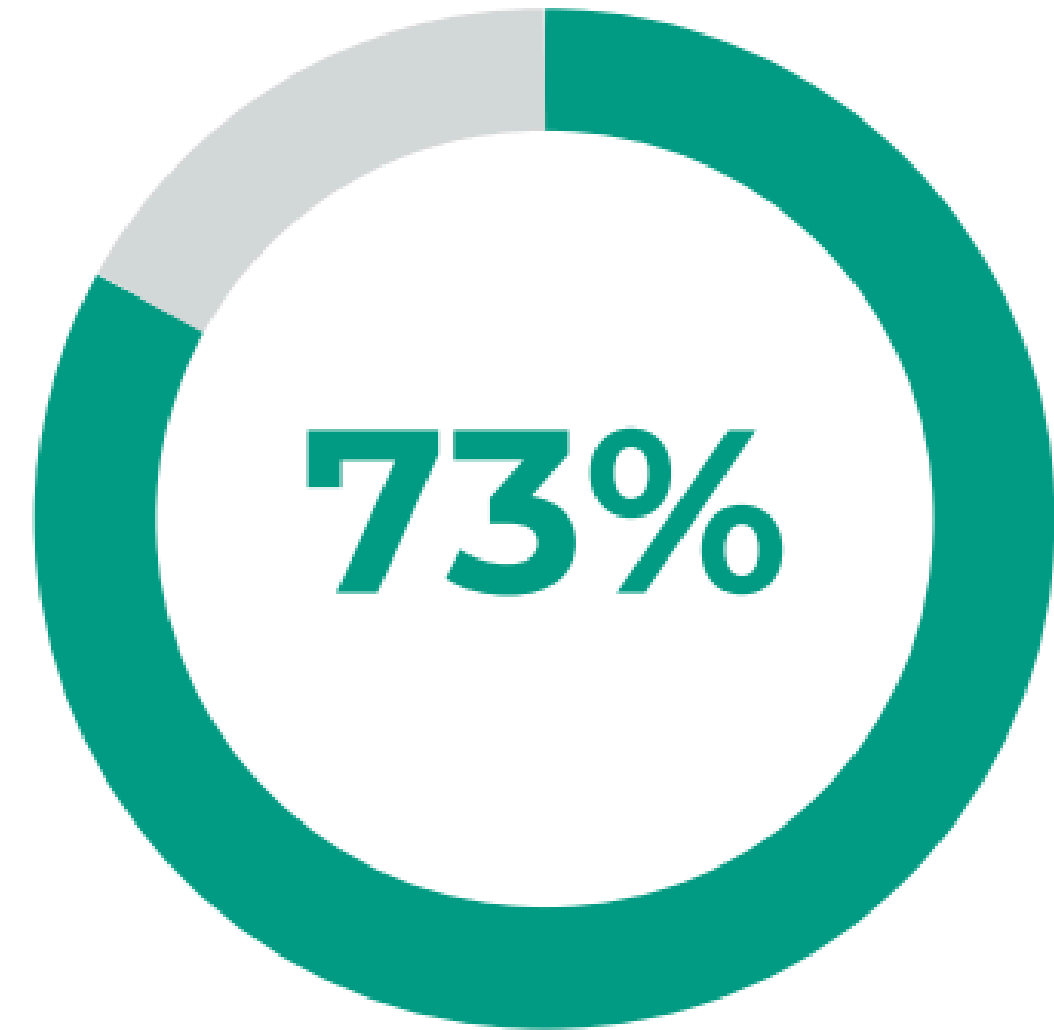
**1 in 4 people** preferred a language other than English

**Language**

- English (74%)
- Non-English (26%)

(n = 17,183)

Families that accessed Help Me Grow WA represented 44 different languages

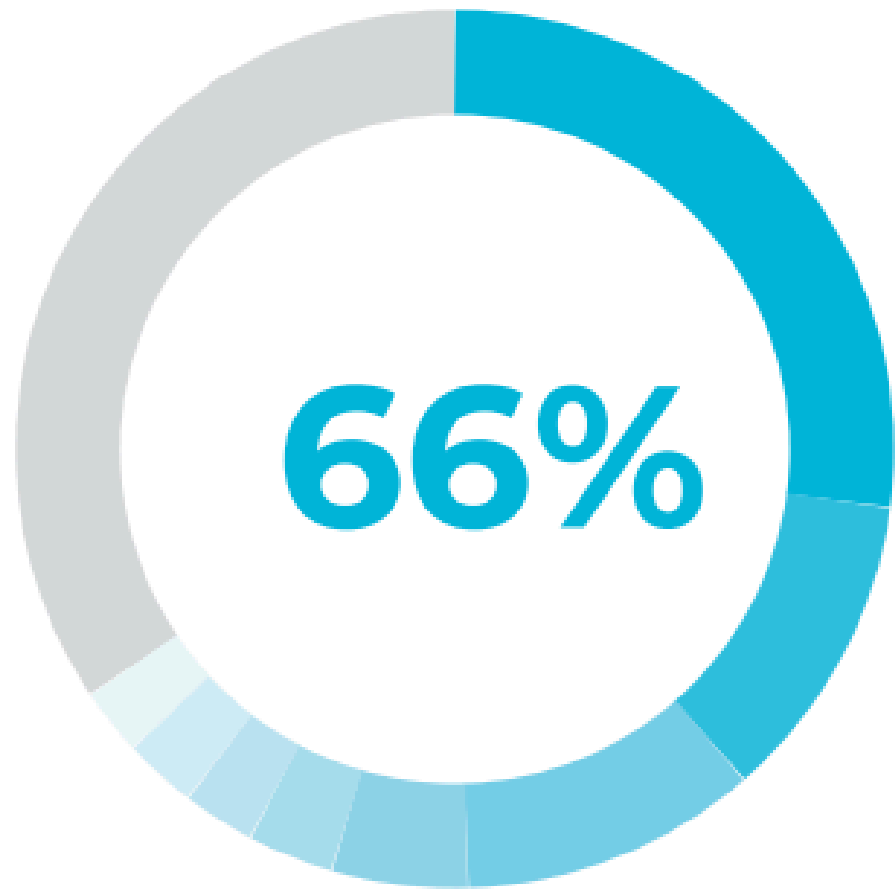


Most children **were under age 3**

**Number of children served**

- Ages 0-2 years (73%)
- Ages 3-5 years (27%)

n = 8,786

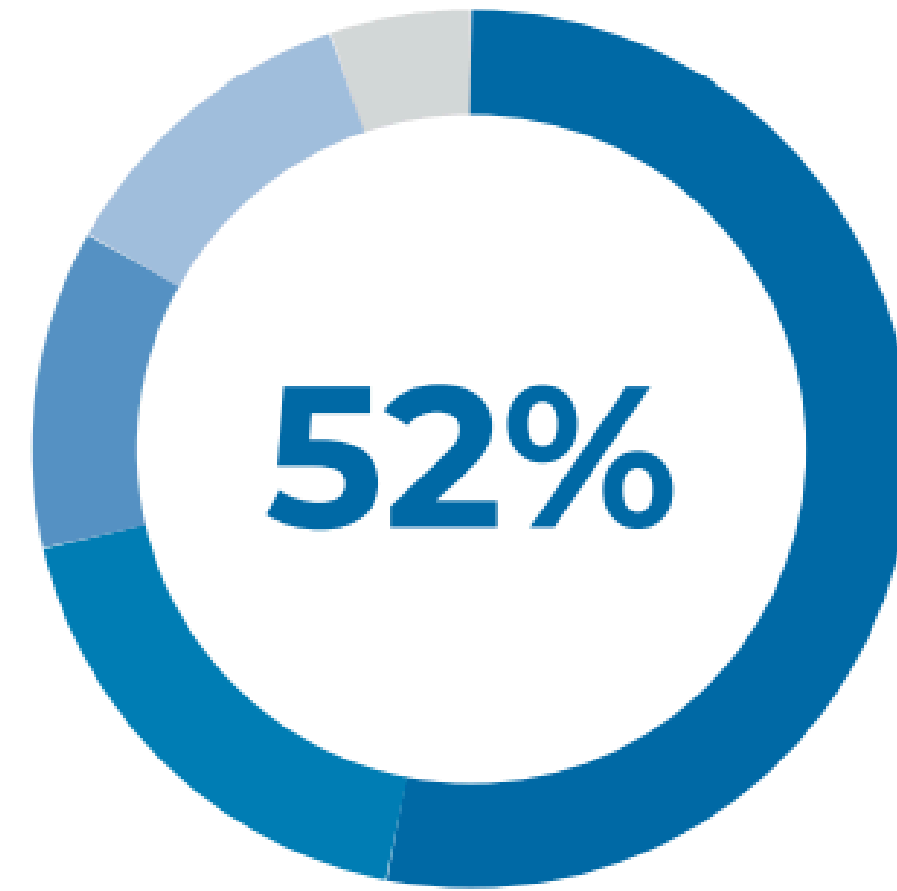


**The majority of Help Me Grow clients** identified their race or ethnicity as BIPOC

**Race or ethnicity**

- Black/African American (24%)
- Latinx (19%)
- Asian (10%)
- Multiple races/ethnicities (4%)
- Middle Eastern or North African (3%)
- American Indian/Alaska Native (2%)
- Native Hawaiian/Pacific Islander (2%)
- Other (2%)
- White (34%)

\*BIPOC = Black, Indigenous or Person of Color



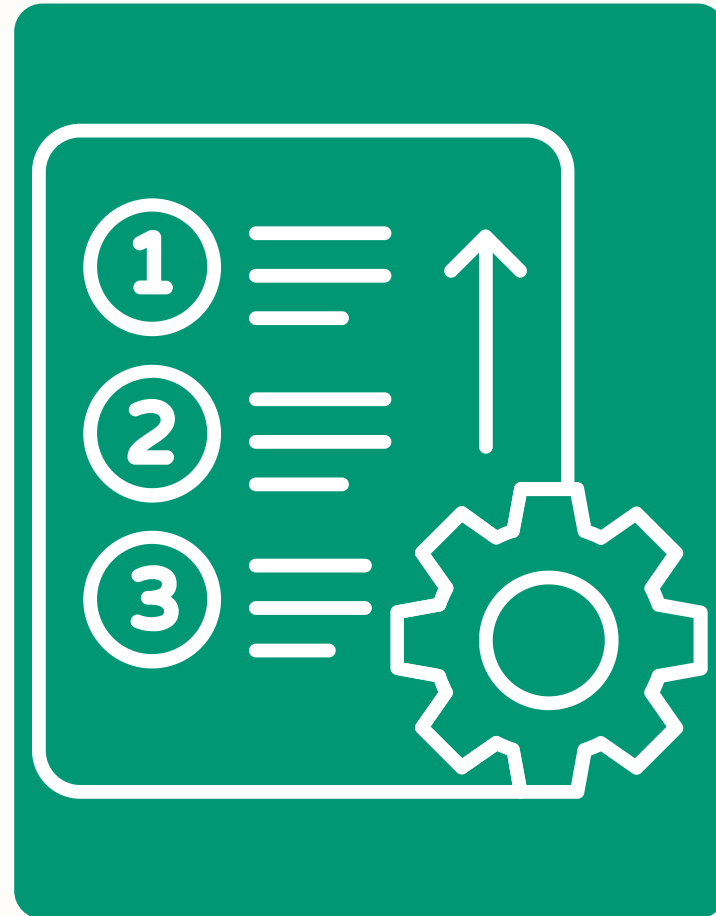
More than half of people requesting support **were on Medicaid insurance**

**Insurance**

- Medicaid (52%)
- Uninsured (18%)
- Medicare (11%)
- Private (13%)
- Other (6%)

n= 3,602

# Progress on Our Priorities





• **Establish governance**



• **Define goals & targets**



• **Establish new partnerships** ★



• **Specialized referral pathways** ★



• **Strategic communications & conversations**



• **Technology & reporting build-out (infrastructure)** ★



• **Analysis & evaluation**



• **Special projects funding** ★



• **Funding & advocacy**



**Help Me Grow**  
WASHINGTON

**Our Priorities -  
2023-2028  
Strategic Initiatives**





### Priority Highlight:

- Building referral pathways with healthcare providers
  - Partnership with the Washington Chapter of the American Academy of Pediatrics (WCAAP)



Helping you give the best start to your child.



### Priority Highlights:

- Statewide resource directory improvements
- Supporting early care and education providers with developmental screening infrastructure





**Priority Highlight:**

- Local HMG system funding

**Our Priorities -  
Special Projects  
Funding**





### Priority Highlight:

- Partnership with Washington State Hospital Association (WSHA)



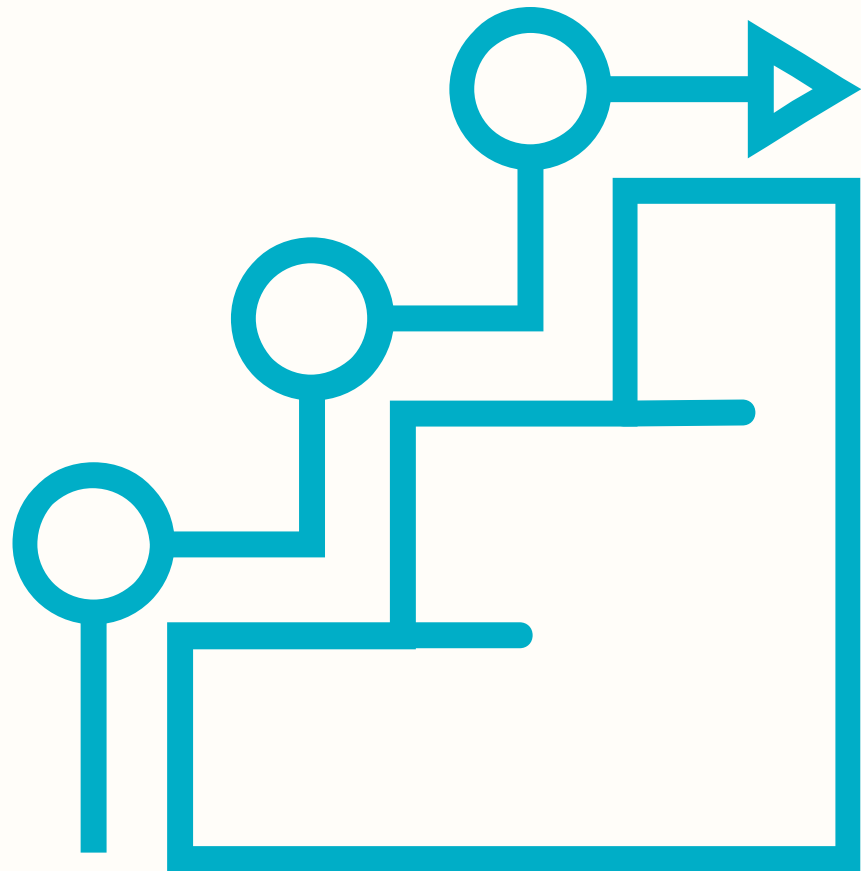
**Our Priorities -  
Establish New  
Partnerships**



# Our Horizon



# Highlights of What's in the Works



- Targeted Universalism
- Governance
- Infrastructure for concrete supports
- Cost model

Our Horizon -  
Next Steps



The Help Me Grow Washington network includes parents, caregivers, service providers and professionals. We welcome all who are interested in joining us and who support building an organized system of community resources to help children grow up healthy.

- Check out the 2023 Impact Report (link in chat)
- Subscribe to the Help Me Grow WA Newsletter
  - Stay up to date on news and get helpful resources by signing up for our HMG WA Newsletter <https://helpmegrowwa.org/join-the-network>
- Interested in your community joining the Help Me Grow Washington system?
  - Reach out to us so that we can connect with you to learn more about your community's goals and how the Help Me Grow Network help support. Email: [HMGWA@withinreachwa.org](mailto:HMGWA@withinreachwa.org)
- Stay tuned for future updates!
  - Attend future Lunch and Learn events to hear about progress made on our strategic priorities
  - Respond to our Communications Preference survey

**Our Horizon -  
Invitation to Join Us!**



# Questions?

For more information, please contact:

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