



Help Me Grow WA Impact Report Lunch & Learn Webinar

August 13, 2025



Help Me Grow

WASHINGTON

Part of the  WithinReach family

A special thank you
to our legislative
champions,
Senator Claire Wilson
and Representative
Julio Cortes!



Welcome

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**HMG WA Horizon:
Looking Ahead**

A photograph of a woman with short brown hair and black-rimmed glasses, wearing a grey knit sweater, sitting and reading a red book. Two young girls are leaning in; one on the left is looking at the book, and one on the right is resting her head on the woman's shoulder and smiling. The background is a bright, out-of-focus living room with a white lattice shelf and a window with sheer curtains.

HMG WA Vision & System Model



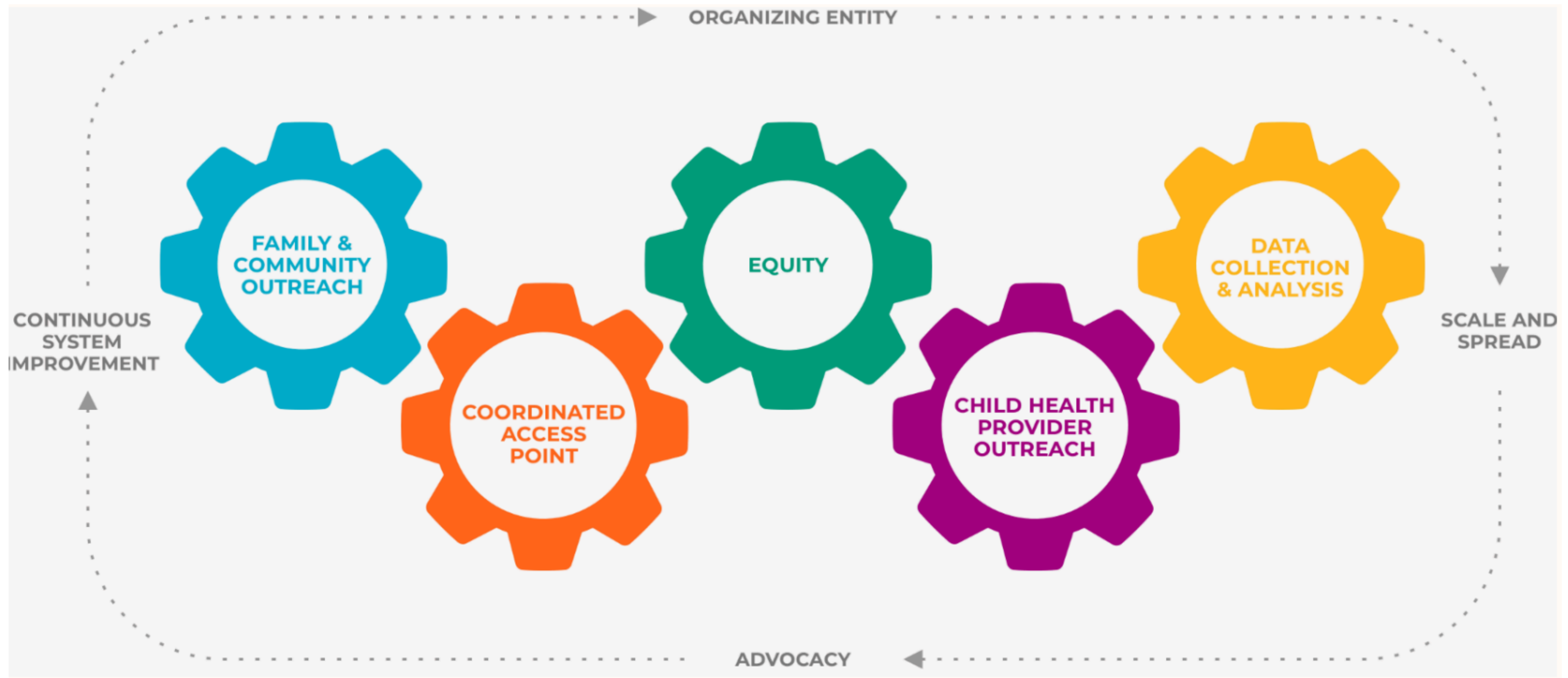
Vision:

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.

Purpose:

The Help Me Grow WA 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.

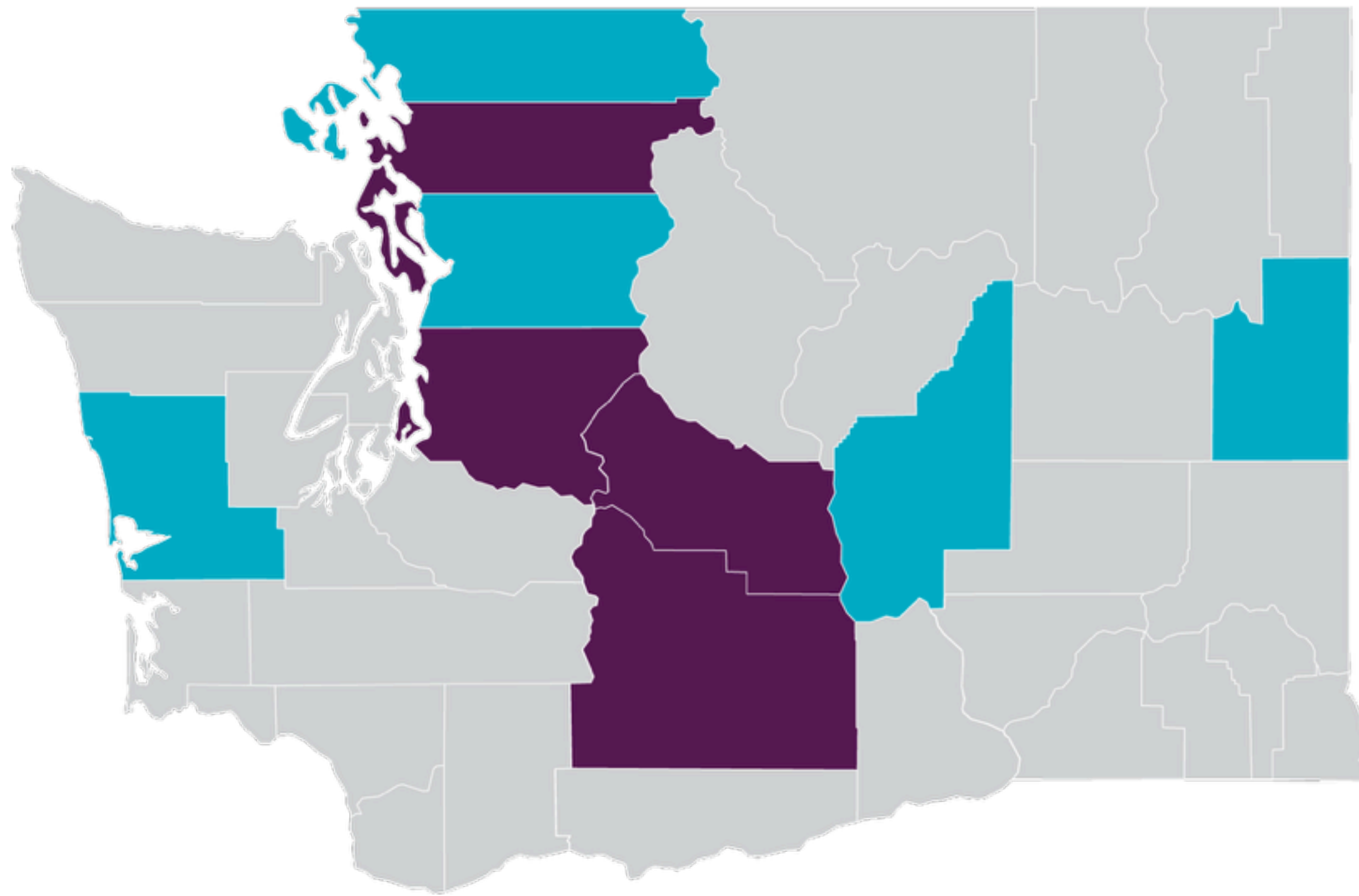
We are a growing system of nonprofit organizations, tribal nations, regional and county level health and social service organizations, providers and provider organizations, and state agencies all working together to serve families in Washington.



Help Me Grow WA 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.



HMG WA Local Systems

- Skagit
- Central WA (Yakima and Kittitas)
- King County
- Island County

HMG WA Engaged Communities

- Snohomish
- Grant
- Grays Harbor
- Whatcom
- Spokane
- San Juan

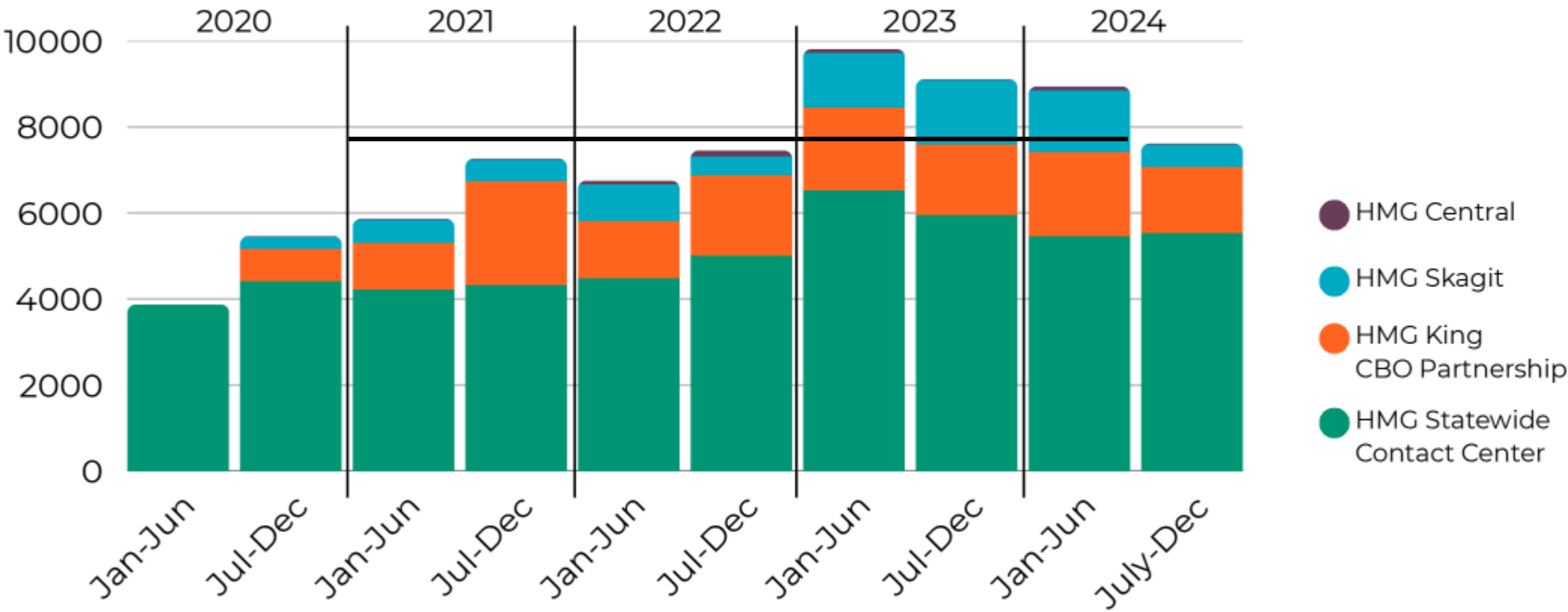
**Help Me Grow WA
Network (2024)**



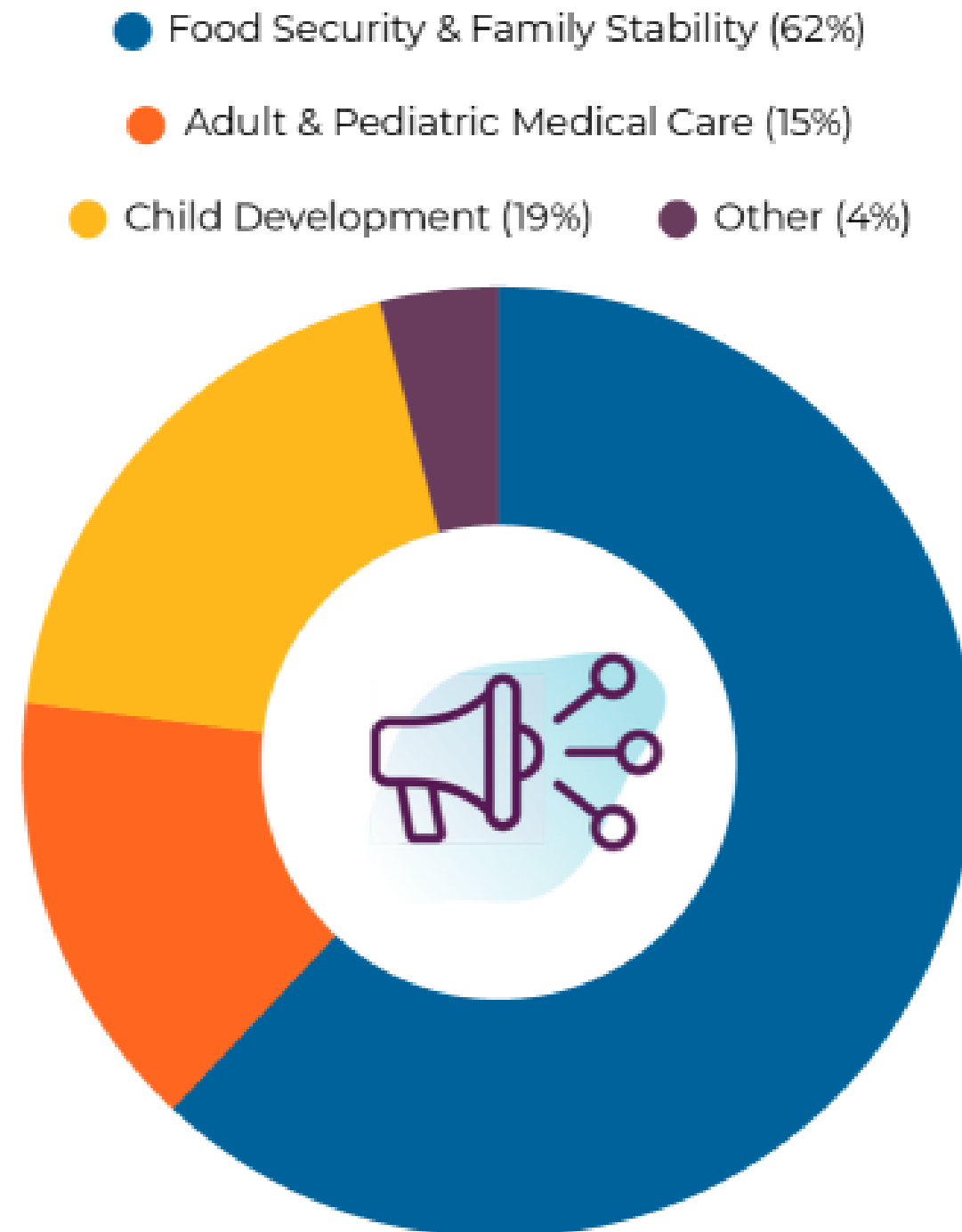
2024 Impact: Data

In 2024, Help Me Grow WA responded to 16,496 requests for support, serving 12,122 children and 892 pregnant people

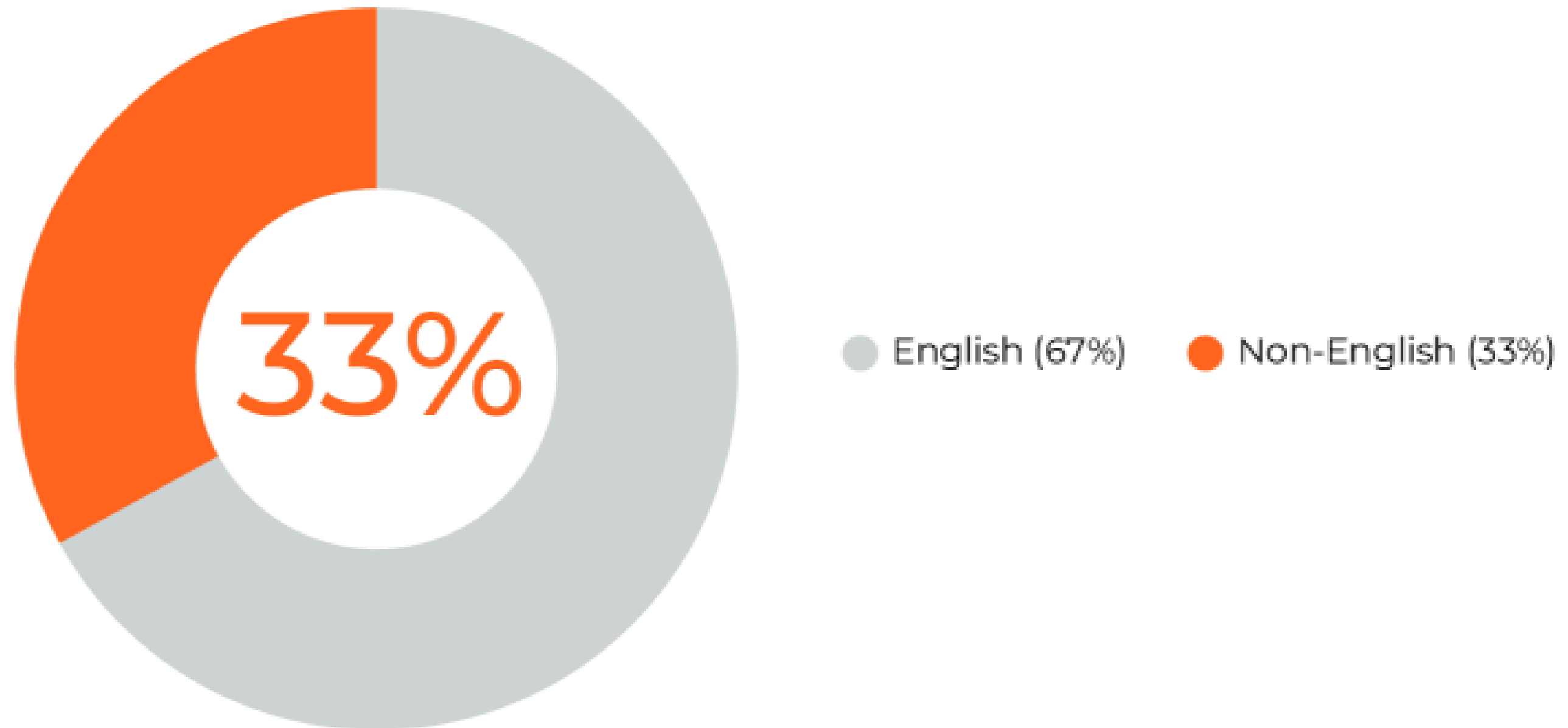
Requests for Support



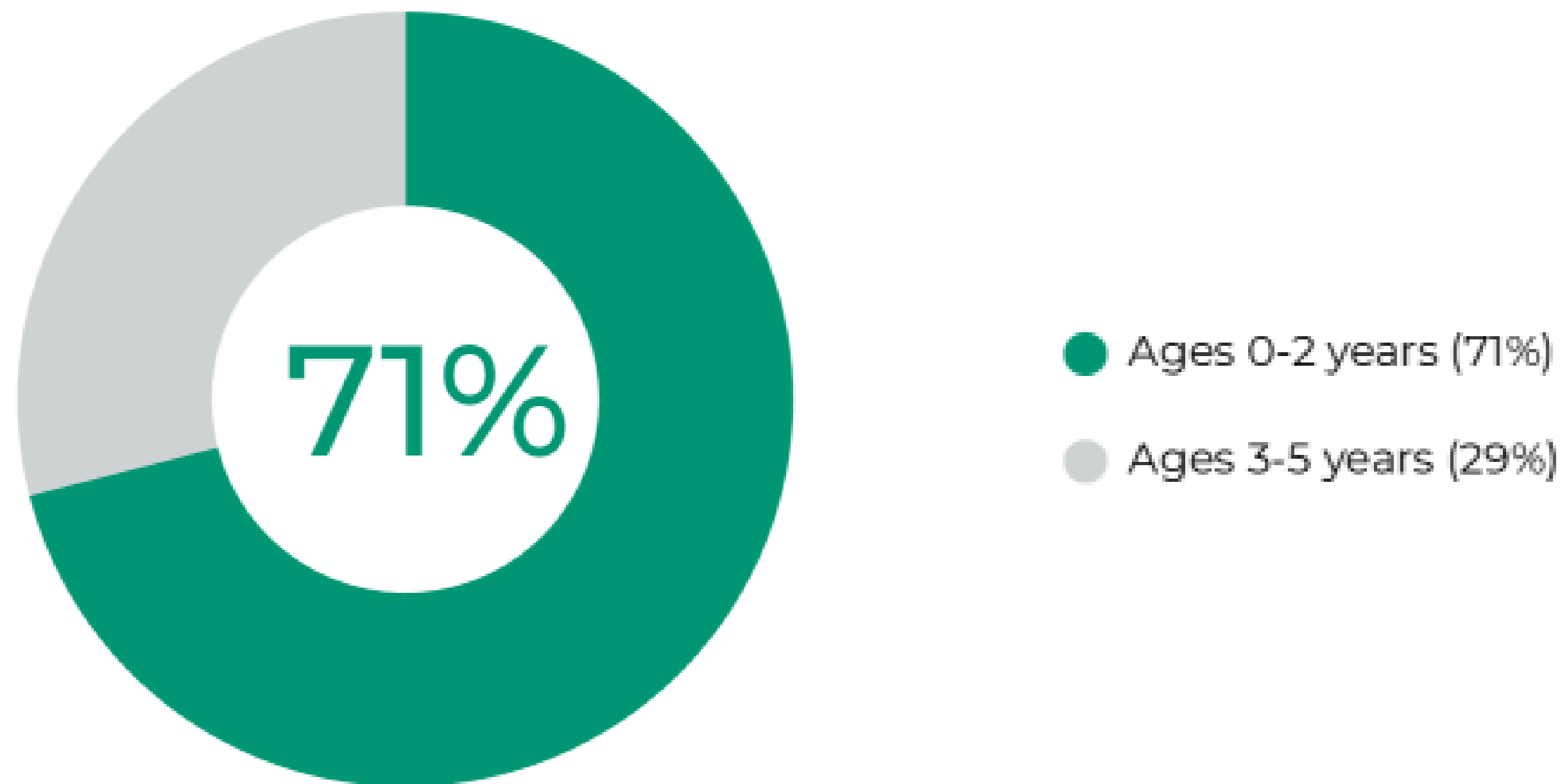
Help Me Grow Washington provided 133,742 resources and referrals
Food security and family stability resources were the most common referrals



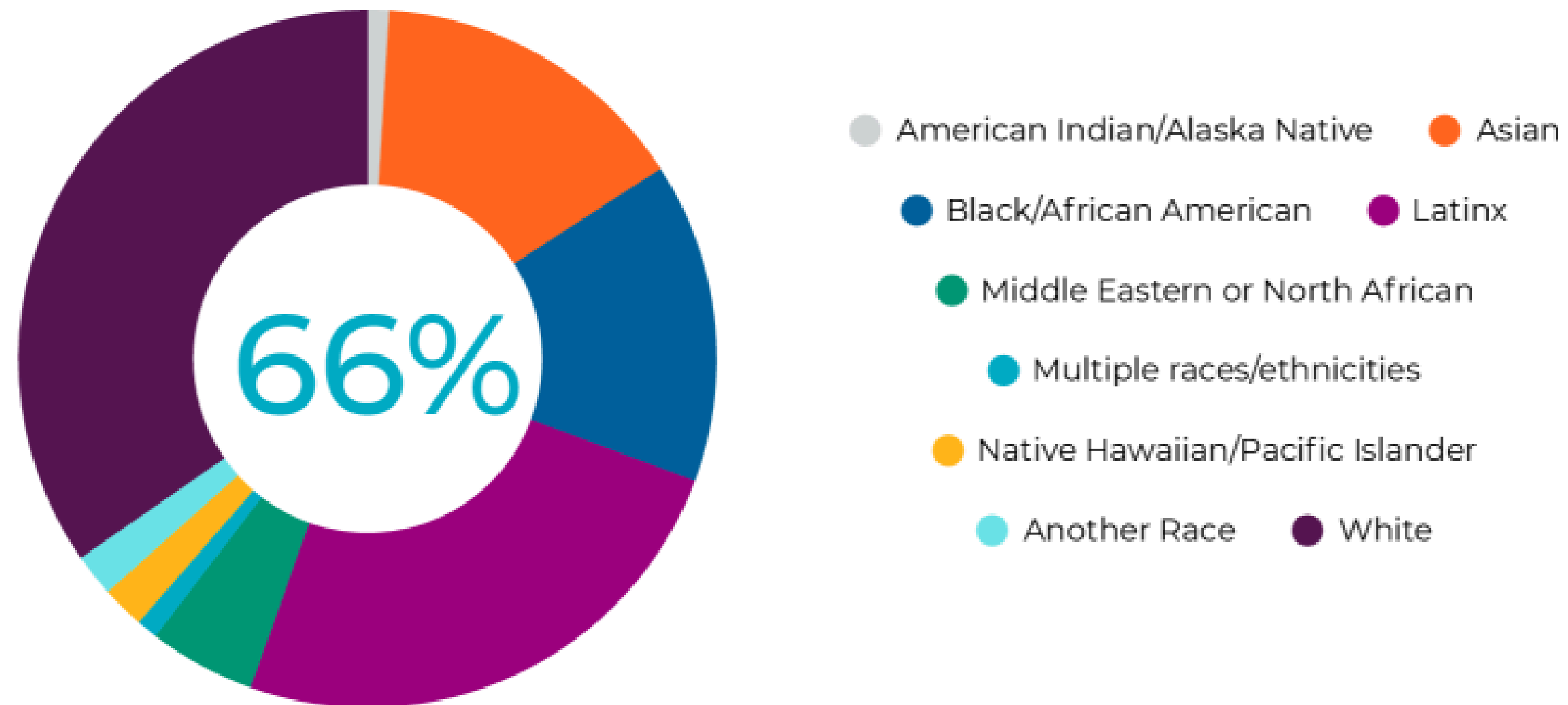
1 in 3 people preferred a language other than English
HMG served people in 43 different languages



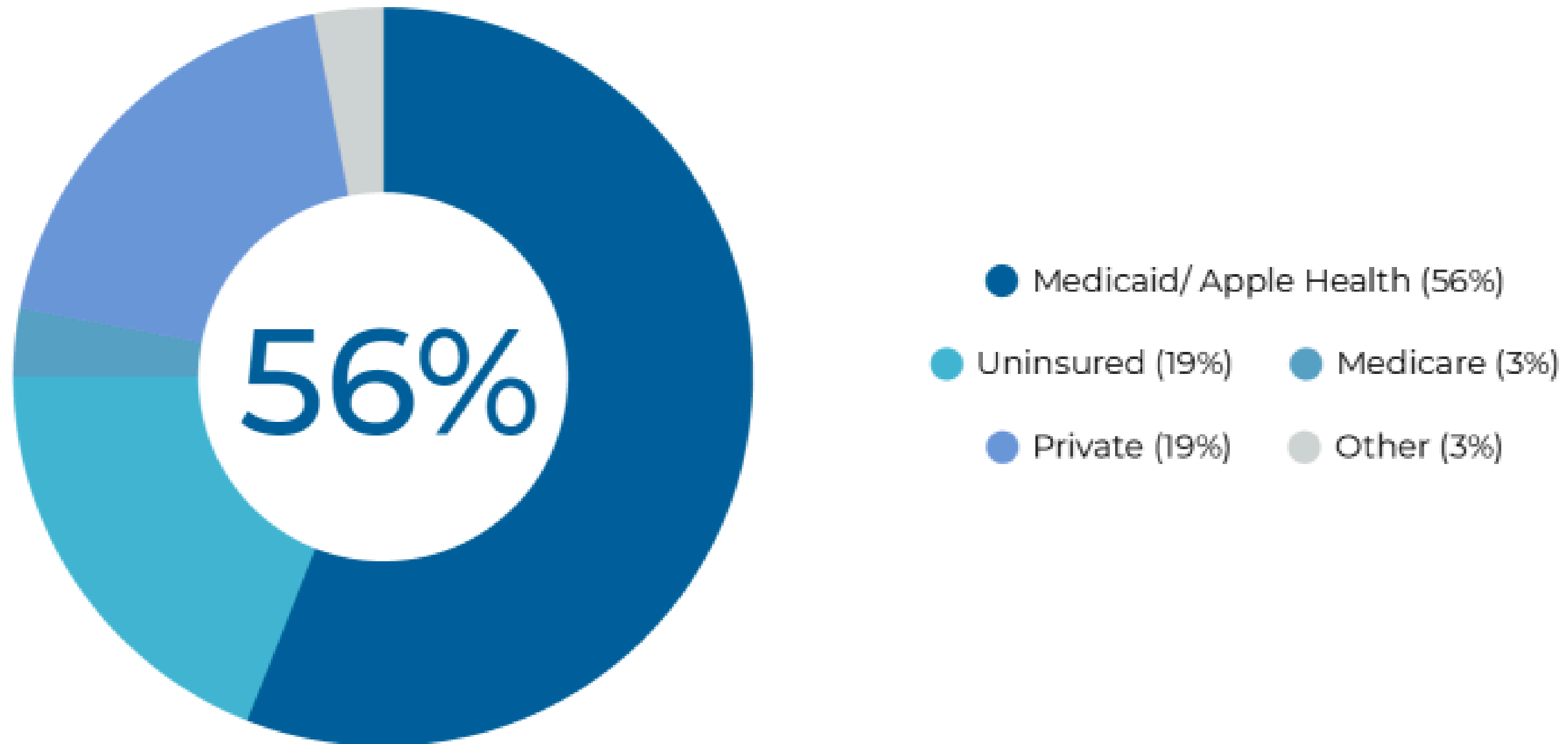
Most children were under age 3



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



Over half were on Medicaid
One in five were uninsured





2024 Impact: Stories



2023-2028 HMG WA Network Strategic Initiatives

 Establish governance ★

 Define goals & targets

 Establish new partnerships ★

 Specialized referral pathways ★

 Strategic communications & conversations

 Technology & infrastructure ★

 Analysis & evaluation

 Special projects funding

 Coordinate advocacy & requests



Establish governance



Help Me Grow WA Governing Bodies

Community Partner Board (est. July 2023)

- Responsible for representing local and community perspectives, interests, and needs/gaps in order to develop and strengthen the connectivity between the state and local HMG systems within the network
- Comprised of local and state representatives as well as emerging community partners

Coordinating Team (est. Jan 2024)

- The backbone for the HMG WA network
- Responsible for coordinating and planning for strategic initiatives across the system
- Comprised of the WA state Department of Children, Youth, and Families (DCYF) and the WA state Help Me Grow affiliate, WithinReach

Stewardship Council (est. March 2025)

- Responsible for ensuring HMG WA system is making progress toward achieving the goals and objectives set by the network
- Comprised of representation from a variety of perspectives:
 - Washington Association of Educational Service Districts (Puget Sound ESD)
 - Coalition of Accountable Communities of Health (Better Health Together)
 - Washington Family Support Network (WFSN)
 - WA Department of Children, Youth, and Families
 - Washington Chapter of American Academy of Pediatrics (WCAAP)
 - Washington Communities for Children (WCFC)
 - Washington State Early Learning Coordination Plan (WLCP)
 - Child Care Aware of WA
 - WithinReach
 - HMG WA Community Partner Board
 - HMG WA Coordinating Team



Establish new partnerships



Opening

Maricruz Sanchez, Assistant Program Director at Help Me Grow WA
Mariana Vega, Family Resource Navigator at Child Care Aware of WA

Context & Need

Families often have multiple needs. The goal was to reduce their burden by connecting contact centers and avoiding repeated storytelling.

Partnership Overview

Started in Spring 2024 with a referral pilot. Evolved into an automated system for seamless, efficient referrals launched July 1.

Impact

Improved access, reduced duplication, increased efficiency, and strengthened system coordination.

Closing

Proud of the progress and excited for what's ahead. Success stories.



ASQ Online Pilot with Early Care and Education (ECE) Providers

What

- Expand developmental screenings across all ECE types
- Strengthen relationships with providers statewide
- Pilot 1 and 2

Who

- 19 ECE providers
- Types of providers include Center based, family home, and Play & Learn group
- Locations: Benton, Spokane, Kitsap, Yakima, Pend Oreille, Kitsap, Stevens, Douglas, Snohomish, Franklin, and Skagit Counties
- Pilot 1: 138 screenings
- Pilot 2: 117 screenings

Let's hear from some ECE providers!





Technology & infrastructure 

New partnerships for Listening, Learning & Co-Design

Caregivers are eager to share lived experiences and insights

- Over 15,000 families engage with HMG WA annually

Recent Examples

- WA DOH – After Pregnancy Medicaid Coverage
- Kaiser Permanente Washington Health Research Institute - Vaccines During Pregnancy



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Technology & infrastructure 

Leveraging statewide infrastructure + local expertise

Resource Directory Partnerships

- Island County
- Whatcom County
- Improved search results - pinned resources, language translation, filters for virtual resources and priority populations

<https://resources.helpmegrowwa.org/>

ParentHelp123 Resource Finder

Q Search Resources in Washington State

📍 City, state, zip, etc...

Any



📍 Use my location

Search



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More Timely Data Reports

Adding capacity with Power BI

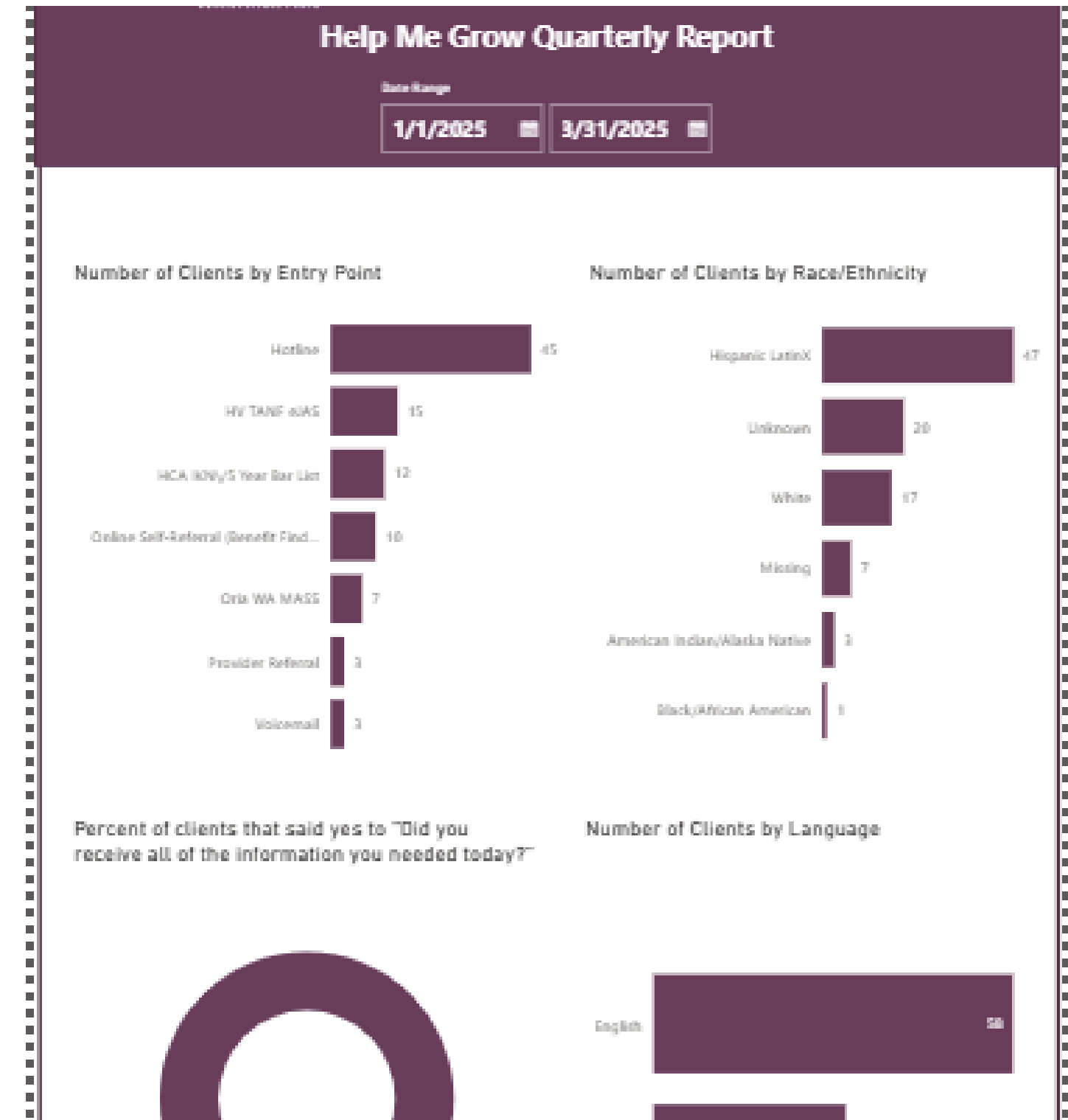
- Frequent data requests
- Monthly and quarterly reports
- Ad-hoc data requests

Recent Examples

- County reports
- Referral pathway reports
- Pilot program monitoring



Technology & infrastructure





HMG WA Network Horizon: Looking Ahead

LOOKING AHEAD: 2025-2026

Targeted Universalism

- Working with Seva Workshop to develop a Theory of Change that connects universal goal, sub-goals, and targeted strategies.
- Next phase - developing and implementing strategies to support priority populations .

Connecting with Tribes and tribal communities

- Continuing to build and strength relationships
- Explore emerging partnerships and collaborations like resource directories and referral pathways



System Cost Modeling

- Continue developing and refining HMG System Cost Models to better understand the costs associated with providing services at different levels of intensity and the resources needed for a program to remain financially solvent
 - HMG WA Local System
 - HMG WA State Level System
 - HMG WA Specialized Referral Pathways

Systems Collaboration

- Continue exploring system level relationships e.g. Early Childhood Courts, Early Support for Infants & Toddlers (ESIT), StrongStart (DOH), & Infant-Early Childhood Mental Health Systems (HCA)



Thank you!

We want to hear from you!

- **What stood out to you today?**
- **What do you want to learn more about?**

Questions? please contact:
Keri Nguyen, Help Me Grow Partnership Manager at
KeriN@withinreachwa.org

We want to hear from you!

- **Check out the 2024 Import Report available in English and Spanish!**
- **Subscribe to the Help Me Grow WA Newsletter**
 - Stay up to date on news and 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 you to learn more about your community's goals and how the Help Me Grow Network can help support. Email: HMGWA@withinreachwa.org
- **Stay tuned for future updates!**
 - Attend future HMG WA learning events to hear about our impact, learnings, and progress made towards our strategic priorities