



Results Overview

October 2, 2023

I. OVERVIEW OF STRONG STARTS CHAUTAUQUA SYSTEM OF CARE

The Strong Starts Chautauqua (SSC) Prenatal-Early Childhood System can be thought of as pyramid or system of supports (next page)—from universal, communitywide prevention, education, advocacy and outreach at the base to specialized clinical treatment at the peak. Within this system of supports, numerous providers, agencies, programs, professionals, and community members who care for or about young children, expectant individuals, and their families are engaged and actively involved.

A. Level 1

Level 1, in blue at the base of the pyramid, involves universal prevention, education, and outreach activities that are aimed at producing healthy pregnancies and birth outcomes, optimal health and development for children aged birth to 5, and their families. The SSC Coalition is highly active at this level, providing a forum and work groups for all organizations, professionals, and community members who care for and about this population. More than 50 organizations are part of the Coalition, which always welcomes new members.

SSC provides its members with tools such as the Bright by Text campaign and use of the allco social care software to accommodate electronic screening, access to the most comprehensive resource directories available, and secure care management options that can be used by cross-sector partners to better coordinate care and service navigation for children, adults, and families.

B. Level 2

Level 2 (also in blue) focuses on universal screening of all pregnant individuals for complex trauma and potential substance misuse during pregnancy using the 4P's Plus© screener, the most highly validated tool of its kind. This is in addition to commonly used, existing screenings such as maternal depression and social determinants of health.

Level 2 screenings for young children—in addition to developmental and social-emotional screenings such as the ASQ-3 and ASQ:SE-2—include a unique tool that screens for specific effects of prenatal substance exposure on child self-regulation and behavior. Strong Starts partners have access to these tools at no charge as perk of partnership.

Chautauqua County is the **first and only** Strong Starts community in New York State. This means Chautauqua is the first and only county in the state that uses the evidence-based Screening, Assessment, Referral and Treatment (SART) Model.

C. Level 3

If screening results, parent concerns, or health care provider concerns warrant, additional in-depth assessments can be performed that help to identify next steps for pregnant mothers and young children experiencing complex trauma, including substance use disorder and prenatal substance exposure. This is Level 3 of the pyramid and includes some assessments that have traditionally been used in the county and additional ones specialized for these situations.

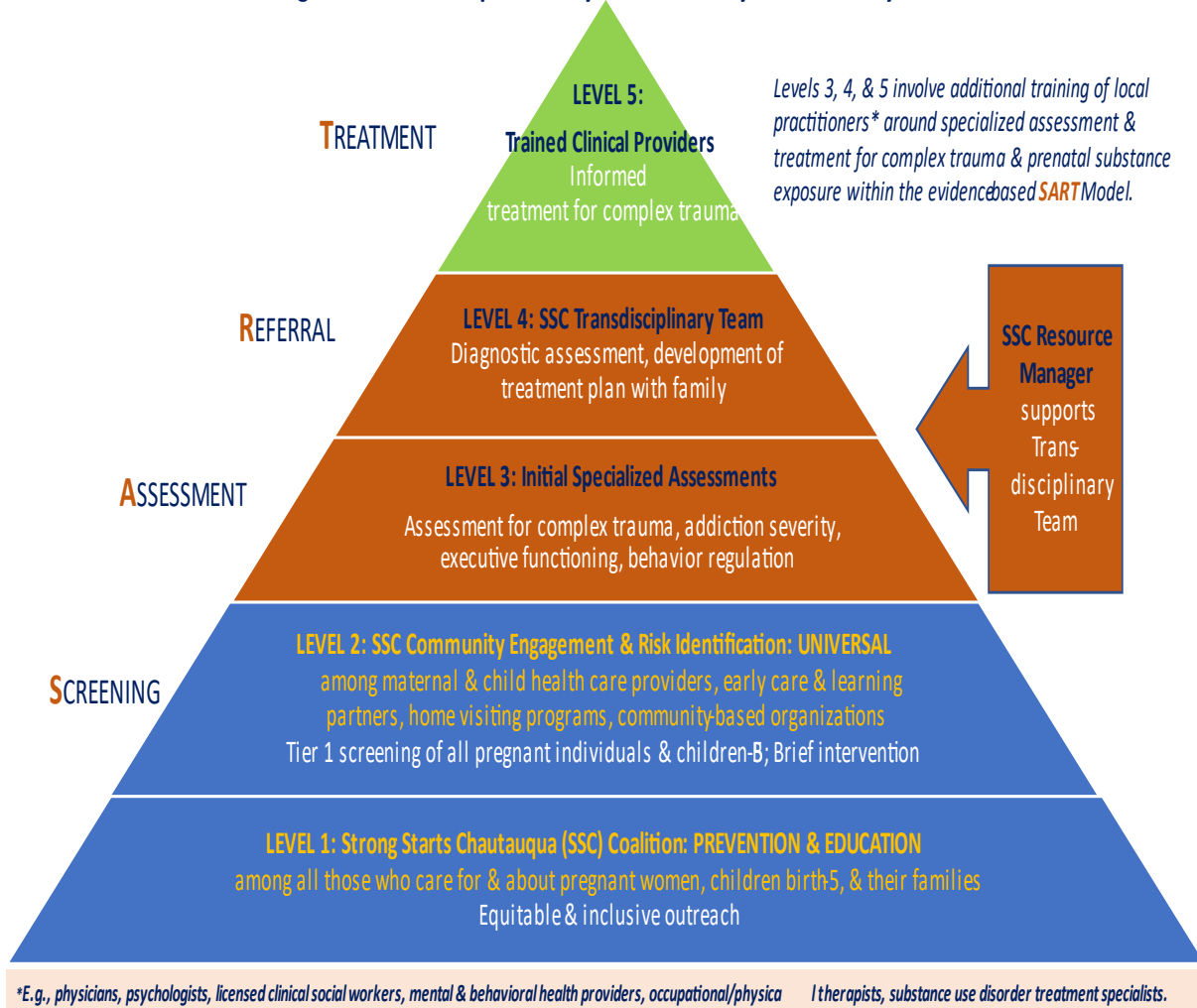
Depending upon results of initial specialized assessments and priorities of pregnant individuals/parents/providers, families may choose to engage with the SSC Chautauqua Transdisciplinary Team. The Transdisciplinary Team is made up of a wide range of individuals working with the family, such as healthcare providers, mental and behavioral health providers, child care or preschool personnel, social workers, therapists, and more.

D. Levels 4 and 5

The Transdisciplinary Team works in partnership with families to develop and enact a treatment plan (Level 4), which is implemented at Level 5 of the pyramid with the assistance of local providers who have been trained and coached in delivering therapies and treatments for prenatal substance exposure and complex trauma among women of childbearing age and very young children.

On pages 3 through 8 of this report, results of SSC efforts across the five levels can be found.

Strong Starts Chautauqua County Prenatal-Early Childhood System



II. LEVEL ONE RESULTS: PREVENTION AND EDUCATION

A. Strong Starts Chautauqua (SSC) Coalition Social Media Campaign

Year One of SSC social media efforts (Facebook, Instagram, TikTok) exceeded expectations. We saw strong growth across all metrics and channels and accomplished our goal of saturating the market with “Strong Starts” prevention education content, driving people to the website, and increasing Bright By Text registrations. SSC posts generated conversation, elicited questions and provided us with the opportunity to offer services and educational interventions directly. Awareness was significantly strengthened, building trust and interest with the community. With a focused, measured approach to social, we will continue to push research-based content that can change people’s lives. Overall, SSC efforts generated:

- 6,000 clicks to the SSC website;
- 44,000+ engagements;
- 715,000+ impressions;
- Overall audience growth of 516% during the period, adding 2,790+ followers to our channels.

Additional details regarding key results from the SSC social media campaign are provided below.

Social Media Campaign (9/1/2022 – 8/31/2023)

- 715,420+ Impressions. A 11,398% increase from project start. Strong market penetration and reach.
- 44,000+ Engagements. Target audience approved of content and chose to take action while on social (like, share, watch, click, etc.).
- 6,100+ Clicks to the website. A 9,777% increase from project start. People are responsive to our content and want to learn more.
- 2,793 new followers. A net gain of 516% since project start. Every new follower represents an educational and service opportunity.
- 494,700+ Video Views. We are reaching younger audiences and getting the Strong Starts message out to the community.

B. Website Analytics (9/1/2022-6/30/2023)

- SSC website saw 3,427 users with 4,151 sessions and 7,071 pageviews.

C. Bright By Text Analytics (9/1/2022-6/30/2023)

- Bright By Text texting platform has 74 subscribers serving 107 children.

III. LEVEL TWO RESULTS: ENGAGEMENT IN UNIVERSAL SCREENING AND RISK IDENTIFICATION

A. SSC Resource Manager

From 12/1/2020 to the present, the Strong Starts Chautauqua **Resource Manager, hired by HCA and funded in part by ARPA (38%)**, has made **480 referrals** to community services such as Mental Health Association, Chautauqua County Dept of Health, Social Services, Chautauqua Opportunities, Chautauqua County Dept of Mental Hygiene. The Resource Manager has had **1,163 interactions** with people needing services. The number of families who the Resource Manager has connected with and are being touched by the system is **350 families**. This data comes from the allico intake and referral platform, on which Chautauqua County has **115 users on allico under 24 organizations**.

B. Partner Engagement/Screening Sites

The Strong Starts Chautauqua system of care has been strengthened by ongoing partner training and engagement through the use of ARPA funds. The number of partner sites doing maternal, family and/or child screenings **exceeds 30** in the county. Results of SSC partner site screening and risk identification efforts are provided in Table 1 below. **Notably, the markedly high incidence of concerning results for the 4P's Plus (63%) and Child Regulatory Forms (53%) indicate the dire situation of maternal substance use during pregnancy that is leading to child neurocognitive challenges, regulatory issues, sensory development concerns, and adaptive behavior problems among Chautauqua County young children.**

STRONG STARTS CHAUTAUQUA (SSC) SCREENINGS COMPLETED				
Report Date: 10/2/2023				
POPULATION	AGES & STAGES QUESTIONNAIRES	REPORTING PERIOD	# COMPLETED	##/% INDICATING CONCERN(S)
Children 2-60 months	ASQ-3 Developmental Screenings (5 Domains: communications, problem solving, fine motor skills, gross motor skills, personal-social skills)	12/1/2020-9/30/2023	4,426	932 / 21%
Children 2-72 months	ASQ:SE-2 Social-Emotional Screenings	12/1/2020-9/30/2023	4,301	420 / 10%
Total ASQ screenings (5,202 unduplicated child profiles)			8,727	1,352 / 16%
POPULATION	CHILD REGULATORY FORMS	REPORTING PERIOD	# COMPLETED	##/% INDICATING CONCERN(S)
Children 1-24 months	CRF 0-2 (neurocognitive, regulatory, sensory development + biological mother substance use just prior to or during pregnancy)	12/1/2020-8/31/2023	987	437 / 44%
Children 25 months-71 months	CRF 2-6 (neurocognitive, regulatory, sensory development, adaptive behaviors + biological mother substance use just prior to or during pregnancy)	12/1/2020-8/31/2023	356	275 / 77%
Total CRF screenings (1,343 unduplicated child profiles)			1,343	712 / 53%
POPULATION	4P's PLUS	REPORTING PERIOD	# COMPLETED	##/% INDICATING CONCERN(S)
Pregnant Individuals	Most highly validated screening tool used to identify women with risky substance use patterns prior to learning of/during pregnancy, when potential harm to the unborn child can occur.	12/1/2020-8/31/2023	587	370 / 63%

Table 1: SSC Screening Results to Date

C. Education and Outreach Events

SSC hosted a “Connecting the Dots” Networking Event in January at JCC with training and networking for care coordinators of both the public and private sectors. Attendance surpassed 220.

In collaboration with Jamestown Public Schools, SSC sponsored and delivered a training and education in-service event for school leaders, teachers, other personnel, and parents in January that was attended by more than 250 individuals. This event also provided an opportunity to present to countywide education leaders a framework that can be replicated in additional Chautauqua County school districts as capacity for SSC clinical treatment expands.

Strong Starts participated in the Brockton School District Symposium which was held in March with training for early education providers. Attendance was 300+.

Strong Starts representatives will be speaking at the National Association for the Education of Young Children at Chautauqua Lakes School in fall, 2023.

Printed Strong Starts rack cards and Bright By Text flyers and bookmarks have been distributed across the county to partners and community members.

IV. LEVELS 3-4-5: ASSESSMENT, REFERRAL TO CLINICAL SERVICES, CLINICAL TREATMENT

While ARPA funds do not directly cover the clinical components or the technical assistance for the Transdisciplinary Team, the efforts funded under ARPA are essential in identifying and linking families and children in need of specialized interventions for prenatal substance exposure to assessment, treatment, and therapy options available through SSC's Transdisciplinary and Clinical components. **This is a unique, evidence-based offering in Chautauqua County provided as a result of SSC that is not available anywhere else in New York State**, which has been recognized by the NYS Family Court System, as well as regional and statewide agencies and charitable foundations.

In 2023, the Strong Starts Chautauqua Transdisciplinary Team has served and continues to serve **thirty-one (31)** children in assessment, treatment planning, and treatment. **Eleven (11) more children** have been referred and are waiting the TDT process. **Nine (9)** children have discontinued due to relocation, discontinuation, or inability to contact. In 2022, when the Transdisciplinary Team was just getting off the ground, the Strong Starts Chautauqua Transdisciplinary Team served **5 children** in assessment, treatment planning, and treatment.

As targeted education, training, and professional development continues to grow and expand across psychologists, social workers, education professionals, and medical providers in the county, SSC anticipates significant increases in Transdisciplinary Team capacity to meet community need, inclusive of and not duplicative to existing cross-sector partners.

V. IMPACT OF SSC EFFORTS ON MULTI-SECTOR PARTNERS ENGAGED IN THE CHAUTAUQUA COUNTY PRENATAL-EARLY CHILDHOOD SYSTEM

To assess the extent to which the Strong Starts project has achieved its systems-level goals of increased service system integration, providers within the Chautauqua core and extended team were asked to complete the Matrix for Evaluation of Human Services System Integration (the Matrix). The Matrix assesses provider perspective on systems integration in four domains: human resources, funding, impact, and communication. The Matrix uses a five-level ordinal scale to characterize integration in these domains. The categories (from least to most integrated) are informal relations, coordination, partnership, collaboration, and integration.

Providers were surveyed in August 2023 and were asked to reflect on two time points: "before Strong Starts" and "now" and make ratings on integration for all four domains at each time point.

A. Total Ratings

Recoding each category as 1, 2, 3, 4, or 5 depending on its ordinal rank and summing scores for each domain (range 5 to 20), we see significant increases in total integration scores over time (Figure 1). Before Strong Starts, respondents reported an average level of integration of 6.1. Respondents reported that current integration (in August 2023) was 13.8.

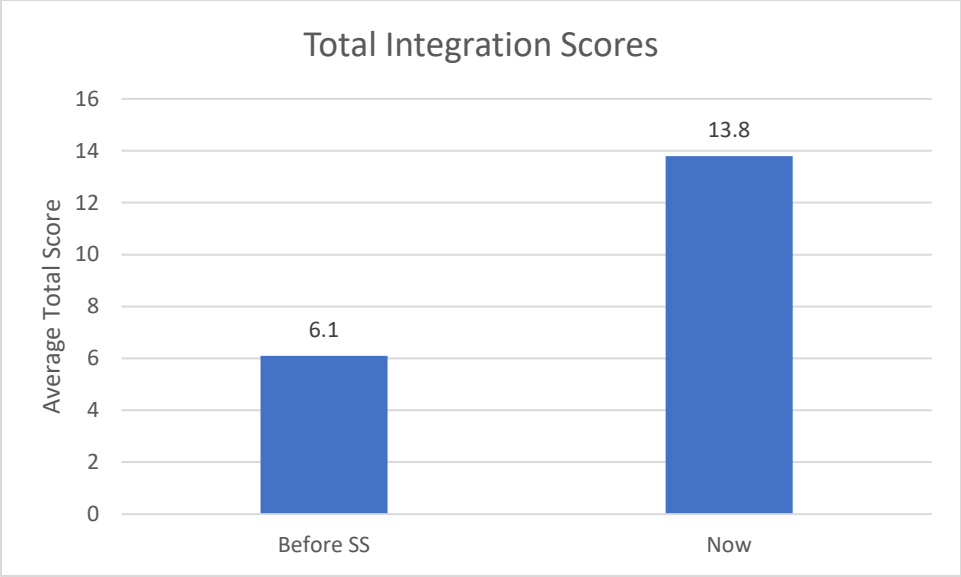


Figure 1: Total Integration Scores at Two Time Points

B. Domain Ratings

We see a similar pattern at the domain-level (Figure 2). We recoded each category as 1, 2, 3, 4, or 5 depending on its ordinal rank. The average score for Human Resources Integration before Strong Starts was 1.3 and the August 2023 score was 3.1. The average score for Funding Integration before Strong Starts was 1.6 and the August 2023 score was 3.3. The average score for Impact Integration before Strong Starts was 1.9 and the August 2023 score was 3.8. The average score for Communication Integration before Strong Starts was 1.6 and the August 2023 score was 3.7.

The largest difference was measured for Communications Integration, which increased an average of 2.2 points. The smallest difference was measured for Funding Integration, which increased an average of 1.7 points.

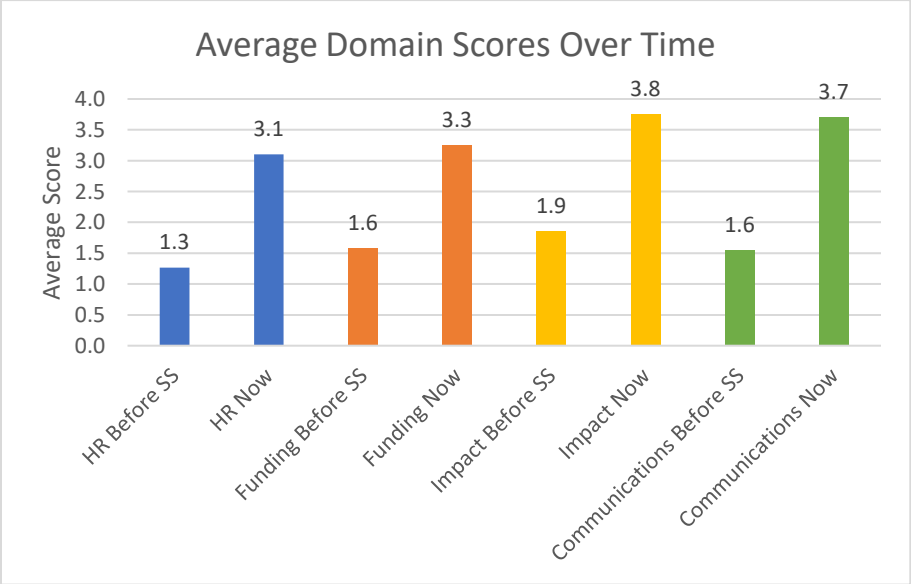


Figure 2: Average Domain Scores at Two Time Points

C. Human Resources Integration

The majority of respondents reported an increase in systems integration in the domain of Human Resources over time (Figure 3). Prior to Strong Starts, 65% of respondents reported informal relations-level integration in Human Resources. By August 2023, 80% of respondents reported at least partnership-level integration in Human Resources and zero respondents reported informal relations-level integration.

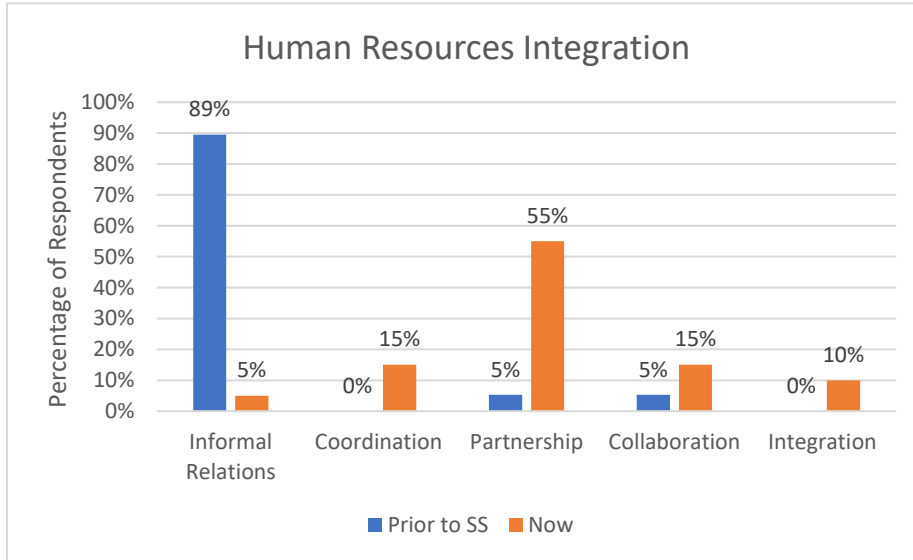


Figure 3: Human Resources Integration at 2 Time Points

D. Funding Integration

The majority of respondents reported an increase in systems integration in the domain of Funding over time (Figure 34). Prior to Strong Starts, 68% of respondents reported informal relations-level integration in Funding. By August 2023, 80% of respondents reported either partnership-level or collaboration-level integration in Funding. No respondents reported full integration in this domain.

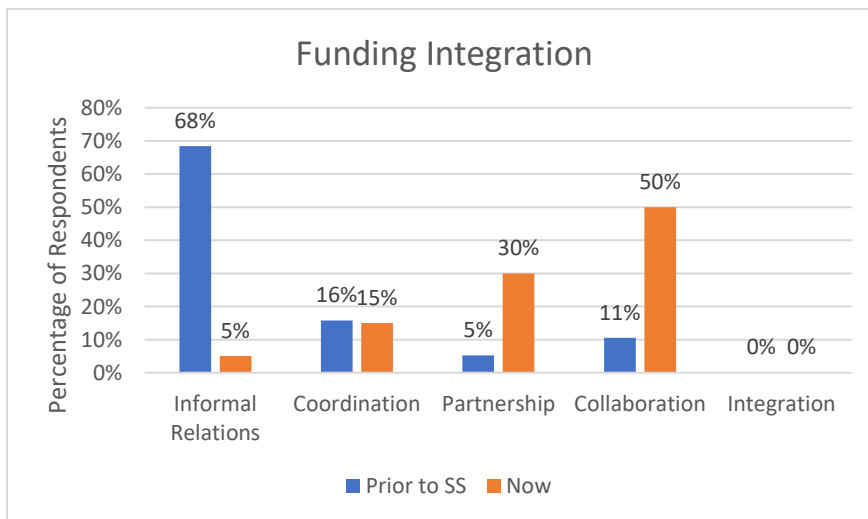


Figure 4: Funding Integration at 2 Time Points

E. Impact Integration

The majority of respondents reported an increase in systems integration in the domain of Impact over time (Figure 5). Prior to Strong Starts, 35% of respondents reported informal relations-level integration in Impact. By August 2023, 100% of respondents reported at least partnership-level integration in Impact.

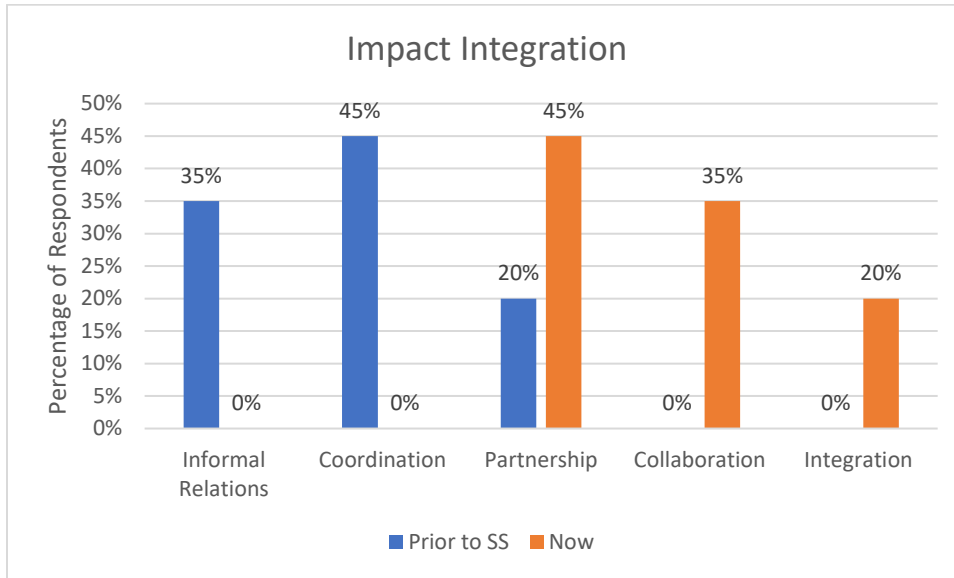


Figure 5: Impact Integration at 2 Time Points

F. Communication Integration

The majority of respondents reported an increase in systems integration in the domain of Communication over time (Figure 6). Prior to Strong Starts, 65% of respondents reported informal relations-level integration in Communication. By August 2023, 90% of respondents reported at least partnership-level integration in Communication, with 15% of respondents reporting the highest level of integration.

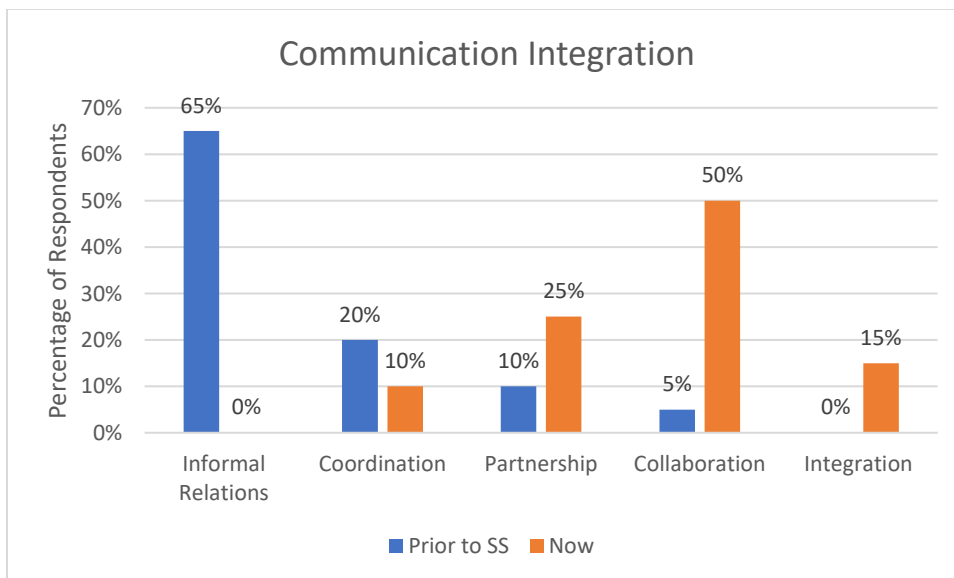


Figure 6: Communication Integration at 2 Time Points