



Client Perspectives on
Help Me Grow Alameda County
Support Services

Report funded by:



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Executive Summary

Introduction

Help Me Grow (HMG) in Alameda County is comprised of a streamlined system of early identification and referral to support children aged 0-5 years with developmental, behavioral and/or social-emotional concerns and their families. First 5 Alameda County provides evaluation resources to assess HMG strengths, challenges and opportunities for quality improvement. ASR conducted telephone surveys in English and Spanish with 140 HMG clients in May 2015 to understand client experiences with HMG phone Linkage Line and in-person family navigation support services.

This report is the culmination of quantitative and qualitative data analyses of participant responses to survey questions. Family language, service modality, and goal completion were also investigated to see how these factors interacted with participant experiences and satisfaction with services.

Survey Findings

Benefits of HMG to families

Close to 95% of participants *'agreed'* or *'strongly agreed'* that understanding of their child's development, knowledge of available services, connection to services, and ability to advocate for their child improved as a result of HMG. Improved child advocacy garnered the highest number of participants who *strongly* agreed (89%).

Helpfulness of HMG direct service to families

Nearly 95% of survey participants felt that HMG was *'extremely'* or *'very'* helpful in obtaining service referrals, connections to services, and information and suggestions on how to support children. Participants also report receiving social and emotional support such as having their questions, concerns, and worries listened to by staff. Other specific mentions of helpful services included support to keep participants organized

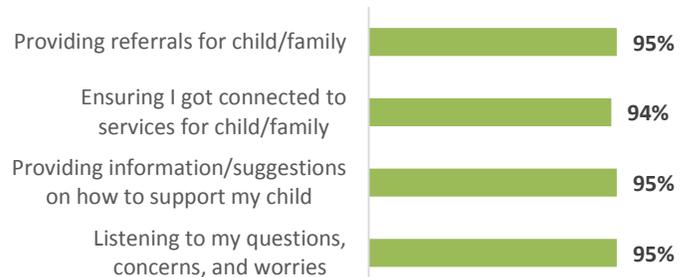
Primary Questions

- Did participants gain a better understanding of child development, available services, and greater connection to appropriate services?
- Did participants feel that the direct service and/or support received from HMG staff was helpful?
- How did participants perceive HMG staff professionalism and sensitivity?
- How can HMG serve families better?

Percent of Participants Who Reported Receiving Each Benefit from HMG



Percent of Participants Who Found Each Aspect of HMG Direct Services Helpful



through the process and having HMG staff available to address their concerns.

Perceptions of staff

Survey participants rated staff high in professionalism, including keeping and being prompt for appointments and following through on promised actions. Ratings were also very high for staff in promoting a comfortable setting to talk about concerns and showing respect for each client’s background and circumstances.



Recommendations

A total of 97% of 140 survey participants would recommend HMG services and support to family members and friends who have concerns about their child.

Survey participants also provided suggestions for ways to improve HMG in the areas of staffing, services, and outreach. Among other requests, survey participants called out for more:

- Staff
- Bilingual support
- Services for mild delays, babies, and grandparents
- Meetings that involve the whole family
- Access to a web database of services
- Greater outreach efforts to families

She has helped me a lot by giving me referrals and coordinating. She has done an outstanding job in my opinion and has also been very friendly.

Impact of service modality, goal completion, and family language

Investigation of these three factors suggest several key take-aways. No large differences were found among participants who received Linkage Line (LL) only vs. Family Navigation (LL + FN) services, completed or did not complete their goals, or interacted in primarily Spanish or English. The small differences reported suggest that the additional support that Family Navigators provide is effective but could be enhanced to boost outcomes, goal completers are slightly more satisfied with services and supports than noncompleters, and Spanish-speaking clients feel slightly more comfortable with staff and more connected to services.

Summary

Overall, the 140 survey participants experienced very high levels of benefit, help, and satisfaction with HMG regardless of service received, goal completion, or language spoken in the family. HMG staff were highly-rated for their professionalism and ability to serve families by addressing concerns and finding supports. Although not all families were able to access services, a vast majority of survey participants said that HMG went above and beyond their expectations to provide the necessary structure, knowledge, and support to participants to seek and often obtain appropriate services.

She helped me understand my rights as a parent. She helped me understand the terminology of my son's issues.

I was able to get the assistance I needed for my kids thanks to HMG.

Introduction and Purpose

What is Help Me Grow?

Help Me Grow (HMG) in Alameda County is one of three original HMG model sites in California. HMG Alameda County comprises a streamlined system of early identification and referral to support children aged 0-5 years with developmental, behavioral and/or social-emotional concerns and their families. Individuals who have concerns about a child’s development are able to call the HMG Linkage Line, discuss their concerns, and receive referrals for various services including screening, assessment, and treatment, as well as community supports to enrich growth and development. Family navigation services are also available to provide enhanced support for families that have high or pervasive need. The HMG system is designed to help ameliorate developmental and/or social-emotional delays of young children in order to support kindergarten readiness and optimal development, as well as to reduce the need for more costly interventions later in life.

Purpose and design of this study

First 5 Alameda County provides evaluation resources to assess HMG strengths, challenges and opportunities for quality improvement. A telephone survey was conducted to understand families’ experiences as they learn about their children’s development and receive phone and in-person family navigation supports from HMG. The phone survey conducted by Applied Survey Research in May 2015 sampled 140 families who had accessed the Help Me Grow system for help with concerns about their children’s development. The interviews lasted approximately 15 minutes. To obtain a representative sample of HMG users, interviews were conducted in English and Spanish (see Figure 1). Of the caregivers interviewed, 33% had contact with the HMG Linkage Line and a family navigator (LL + FN) while 66% had contact with the phone linkage line (LL) only. The sample was also stratified by service completion status, such that both participants that did and did not achieve their goals were represented (see Figure 2). Of the 140 families, 67% completed their service goals with HMG, 16% stopped before completing goals, and 17% were lost to HMG services.

Figure 1. Number of participants by language and type of contact

Type of contact:	Language		Row Total
	English	Spanish	
Phone Linkage Line (LL)	47	47	94
LL+ Family Navigation (LL + FN)	23	23	46
<i>Column Total</i>	70	70	140

Figure 2. Number of participants by service completion status and type of contact

Type of contact:	Service Completion			Row Total
	Goals complete	Mutually agreed stop	Lost to service/ Other	
Phone Linkage Line (LL)	68	16	10	94
LL+ Family Navigation	26	6	14	46
<i>Column Total</i>	94	22	24	140

Interview objectives

The questions asked of HMG participants targeted the ways that HMG helped to resolve caregivers’ concerns about the development, learning, or behavior of children, and if contact with HMG helped facilitate access to appropriate services to address identified needs. During the interview process, survey participants shared their views of the benefits gained from HMG support services; the degree to which HMG helped them address and resolve their concerns, perceptions of staff; and recommendations for how to improve HMG to better meet the needs of families.

Primary Questions

- Did participants gain a better understanding of child development, available services, and greater connection to appropriate services?
- Did participants feel that the direct service and/or support received from HMG staff was helpful?
- How did participants perceive HMG staff professionalism and sensitivity?
- How can HMG serve families better?

Additional demographic details such as the type of service received, service goal completion, and spoken language were all investigated for impact on reported benefits and satisfaction.

The interview protocol can be found in Appendix A, and the interview methodology in Appendix B of this report.

HMG Survey 2015

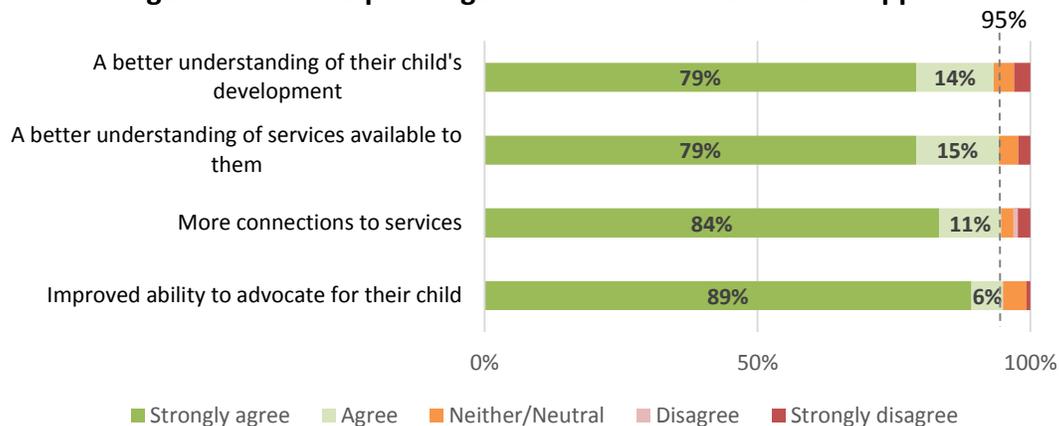
Benefits of HMG Services and Support

Survey participants answered a set of four questions asking the degree to which HMG services and support helped them improve specific knowledge and skills. Overall, around 95% of participants agreed that understanding of their child’s development, knowledge of available services, connection to services, and ability to advocate for their child improved as a result of services (see Figure 3). The highest ratings appeared in the area of child advocacy (89% indicated strong improvement).

I'm receiving the services thanks to the assistance that I received from HMG staff. I have been given exercises and tools to use to help my daughter.

Two survey participants reported no benefit of service and six survey participants reported no or little benefit in one or two of the four areas (red bars in Figure 3). Of the two participants reporting no benefit, one was referred to a service that never contacted her and the other received two child evaluations but was not eligible for services due to a lack of funding.

Figure 3. Client-Reported gains from HMG services and support



Notes: N= 134, 139, 133, & 139 respectively from the top to bottom survey item.

Knowledge of and skills to support child development

Nearly 80% of participants strongly endorsed the statement that they have a better understanding of their child’s development as a result of HMG services and support (see Figure 3). A total of four out of 140 participants reported little to no gain in understanding their child’s development.

Specific kinds of skills developed through HMG and service linkages through HMG were mentioned, such as adopting more appropriate expectations for the age of their child, understanding their children’s issues more clearly, and knowing how to communicate more effectively with their child. Also mentioned were gains in the ability to effectively communicate with and be better understood by their children.

HMG helped me with what I needed regarding my son. My son can't talk and can't follow directions and gets angry. She found the right person or the right counselor for him. So, he is doing better now.

HMG has made of big difference as far as helping us know the kinds of problems that our child has and how to help us cope with those problems. At first we thought he was just acting out.

She helped me by teaching me that each child is different and develops at different rates. Thanks to her, I was able to understand my daughter's situation more. She also sent me information in the mail that assisted in helping my daughter with her speech.

Knowledge of, and connection to, services

Just under 80% of participants strongly endorsed the statement that they have greater knowledge of available services for themselves, their children, and family as a result of HMG services and support (see Figure 3). Only three participants reported little to no gain in understanding what services were available to them. One of these participants found help elsewhere after her HMG staff person went on vacation right after they were paired.

Eighty-four percent of participants strongly agreed that HMG helped them get connected to services needed for themselves, their children, or family (see Figure 3). A full 95% of participants reported being, or in the process of getting, connect to services. Some participants commented that connections happened quickly and were a good fit for their child or family.

When asked if there were services they wanted but couldn't get, 12% of the 140 survey participants responded "yes". Over 40% of the unmet service needs were for issues involving behavior, speech, hearing loss, or childhood trauma (see Figure 4). An additional 18% needed childcare or a preschool/Head Start slot for their child. The need for developmental screening for sensory issues and speech was mentioned three times. Most of the participants who were not connected to a service they needed explained that it was due to insufficient insurance coverage or not qualifying for what was available.

Participant feedback indicated that they highly valued HMG staff for their knowledge, guidance, and near unshakable determination to connect their child to appropriate services.

Figure 4. Unmet service needs reported by survey participants

Service category	Number of mentions
Therapy/ Early intervention (behavioral, speech, hearing loss, trauma)	7
Childcare/ Preschool/Head Start	4
Developmental Screening (sensory, speech)	3
Children's books	1
Transportation	1
Total	16

Skills in child advocacy

Almost 90% of participants surveyed strongly agreed that, as a result of their experience with HMG, they could better advocate for their child to get what he or she needed (see Figure 3). Six participants (4%) expressed ambivalence when asked about advocacy skills and one participant felt that HMG support did not help her advocate for her child at all. Follow-up responses indicated that many participants gained valuable tools to better navigate the system of early support services, including knowing which questions to ask and how to ask them.

Additional benefits

Beyond greater knowledge of child development and connection to available services, survey participants mentioned several other benefits. One of these was getting social and emotional support to address worry, uncertainty, and other sources of stress related to their child's issue. Many participants also reported that HMG staff were adept at providing the coordination needed to navigate the system of early supports for children. These two areas are addressed more fully in the next section of the report.

Helpfulness of HMG direct services and support

Nearly 95% of survey participants report that HMG direct services and support were 'very' or 'extremely' helpful in a number of ways including: getting service referrals and connected to services, information and suggestions on how to support children, and having questions, concerns, and worries listened to by staff (see Figure 5). Other specific mentions of how HMG helped participants included support to keep them organized through the process and the availability of their HMG case manager to address their concerns.



HMG helped me a lot in completing the paperwork and speeding up the process for my daughter to commence her therapy quicker.

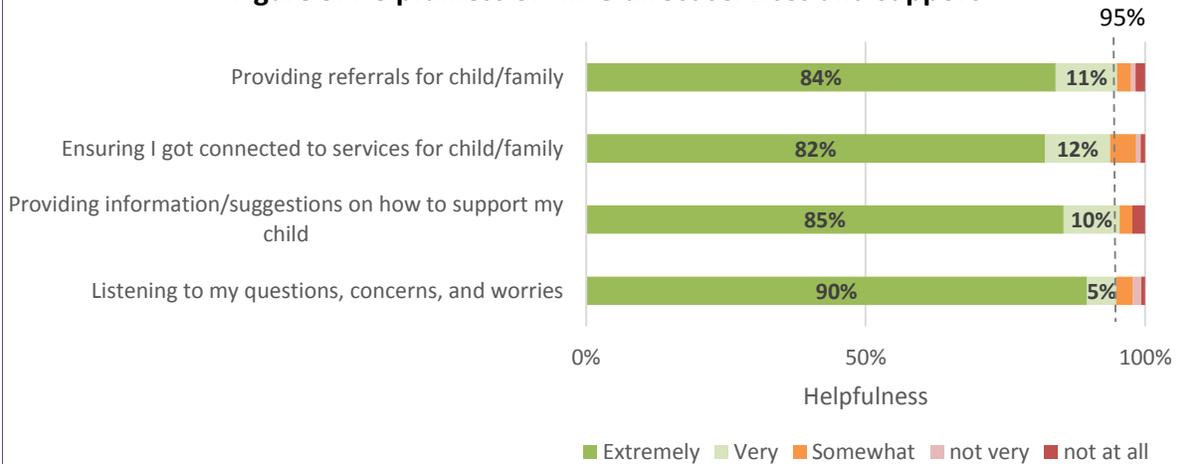
I am more confident in advocating for my son and now I know what to do and what to expect. I requested an IEP and she walked me through the whole thing.

Basically she relieved me of my worries that my daughter was autistic. She just has speech therapy. She comforted me. I was really panicked. She gave me the knowledge that I needed.

When I called HMG my son was starting to stutter. She gave me some information to work with my son and he stopped stuttering within a week.

The thing I really appreciated and liked was that they were able to come all the way to my house.

Figure 5. Helpfulness of HMG direct services and support



Similar to those reporting none or fewer benefits of service, eight of the 140 participants (5.7%) surveyed felt that HMG had not helped them in at least one area (answered ‘not very’ or ‘not at all’ to one of the four help questions in Figure 5). One participant did not feel helped in any of these areas. Her son did not qualify for services due to funding restrictions and felt that the HMG staff member was unfriendly. A second individual was helped with information on how to support her child and she felt listened to, however HMG was not able to provide the right referral or connect her son to services. The remaining six participants had a variety of experiences that led to an unfavorable rating in one area, including being inadvertently disconnected from HMG when staff went on vacation. Finally, a few participants rated HMG staff as helpful in all areas yet they were not successfully connected to services. This was generally due to lack of funding or eligibility for the desired service. These participants felt that HMG did everything they could to help them.

Linkage to services

Nearly 95% of all survey participants and their families received referrals for, and were connected to, services by HMG that significantly helped or fully addressed their concerns (see Figure 5). Between 82 and 84% of survey participants reported that linkage to support services was ‘*extremely helpful*’ and an additional 10-11% reported that this support was ‘*very helpful*’.

During the interview, many survey participants verbalized that when they called they did not know where to go for help or what may be available to them. HMG staff were able to direct them where they needed to go and walk with them through the process. One participant said, “*We had some questions. I didn’t know that there were these services offered. She talked to us about other things we weren’t aware of. That helped us a lot.*”

I didn't have medical and did not know how or what to do. They guided me and assisted me.

Many others spoke about how helpful it was that HMG staff took extra effort to ensure that they were connected to the services their child needed. This often required coordination of phone calls, paperwork submission, and follow-up with providers and with the clients themselves to ensure that the process was moving forward. Following up with clients and the perception that HMG staff cared

She had mailed me paperwork, forms that I needed in order to get the help for my child. She explained to me the process over the phone in detail. She made sure I understood. All this was very helpful.

She was very helpful by continuously checking on me. She would ask me to give her a call but it would slip my mind. She would always contact me to make sure I was on for the referrals and so forth.

When I didn't hear anything from the Regional Center, I contacted [HMG staff]. She in turn contacted the Regional Center and they contacted me right after.

about the outcome, was often mentioned. A few survey participants also commented that HMG staff knew what to ask for, which resulted in accessing services that they previously could not.

Information and suggestions

Ninety-five percent of survey participants answered that the information and suggestions on how to support their child provided by HMG staff was 'very' or 'extremely' helpful (see Figure 5).

Particularly helpful information included tips on what questions to ask doctors and what programs and services might best serve the child. This kind of insider information often from someone with firsthand experience was highly valued.

Some participants shared ways they gained a deeper understanding of how they could help their child while receiving or while waiting for services. One participant shared,

"My son couldn't be potty trained and he's almost 5 years old. She provided me with techniques and tools to help my son with things such as a reward program, etc. That helped with the resolution of the problem."

Several participants mentioned how helpful the materials and handouts on child development were to them. Others said they gained greater understanding on how a child thinks or how to evoke speech from a reluctant child.

Social and emotional support

Ninety percent of survey participants indicated that the way HMG staff listened to their questions, concerns and worries about their child was 'extremely helpful' with an additional 5% reporting that this support was 'very helpful'. (see Figure 5). Specifically, participants commented that HMG staff were passionate, heartfelt, and easily accessible. Several participants commented that staff truly cared about their family's wellbeing. One participant said that HMG staff "seemed to care about things that were going on in my family and

The literature that she sent me in the mail helped me to help my child. It taught me how to encourage my child and how to speak and not just respond to his request by pointing at or signing what he was wanting.

She was very helpful to me regarding what school is better for my son because of his condition.

It has helped me learn how to better treat him due to his hyperactivity. I wasn't very patient.

I was better able to understand what my child thinks.

She was a good listener when I was could not verbalize my concerns. She was able to understand what I needed and give advice.

She was very patient and would explain everything in detail to me.

She was extremely passionate and really was genuine and showed that she cared.

that she took the time to make sure I got the packets that I needed.” Another stated, “She called me every day to encourage me.” Some participants mentioned that HMG staff showed great patience when explaining detailed information. Others described how helpful it was to know that they could access support for their questions or concerns virtually anytime. It was clear that the social and emotional support that was provided to participants relieved stress associated with accessing and/or obtaining services to help their child achieve optimal development.

I feel better about my son now. Even when she didn't have to she called to check on us and she made me feel very comfortable. She helped me a lot.

Additional HMG support

A small but important number of mentions involved valued aspects of the HMG service model in Alameda County. Three participants mentioned how helpful it was to receive home-based support, including dropping off materials for clients. One participant commented, “I didn't have a ride, so they came to drop off some informational packages.”

Staff Professionalism, Sensitivity, and Respectfulness

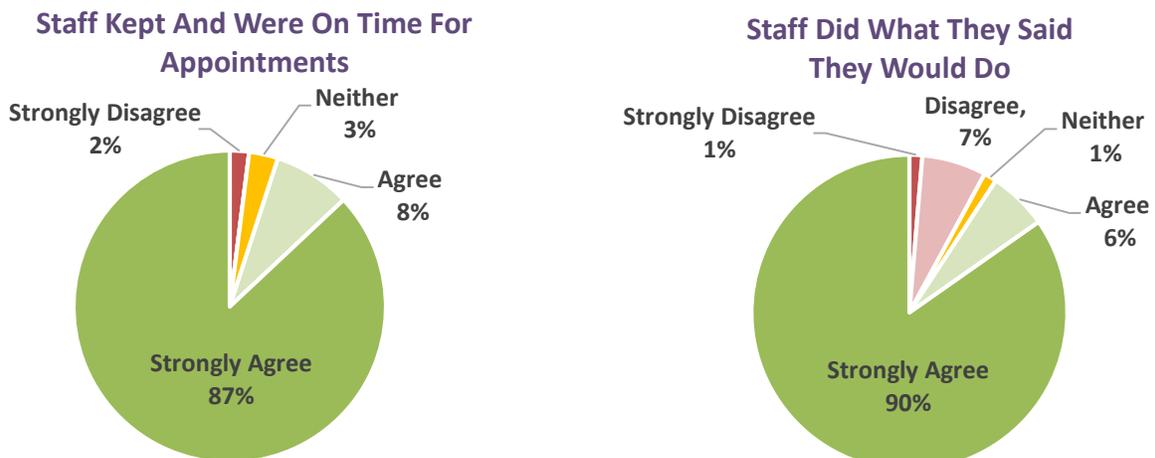
Professionalism of HMG providers

The [HMG staff person] is very friendly and knows how to explain everything very well. She pushes to have the process move quickly. I am very pleased with her services.

Survey participants rated staff high in professionalism. Overall, 87% ‘strongly agreed’ that the HMG staff member kept, and was prompt for, appointments (see Figure 6). Ninety percent of 140 participants ‘strongly agreed’ that their HMG staff member followed through on stated actions and did what they said they would do.

The number of participants who encountered problems with staff punctuality and follow-through was extremely low (3 out of 140 for each item).

Figure 6. Client ratings of HMG staff professionalism



N=140.

HMG staff sensitivity and respect for clients

Nearly 9 out of 10 participants strongly agreed that HMG staff were adept at helping them feel comfortable and that their concerns were heard (see Figure 7). In addition, over 95% of participants felt that staff respected their personal background (language, ethnicity, culture, gender, religion, etc.). No participant expressed disagreement with the statements that staff listened and were sensitive to their background.

Figure 7. Client ratings of HMG staff sensitivity and respect



N=140.

Participant Recommendations

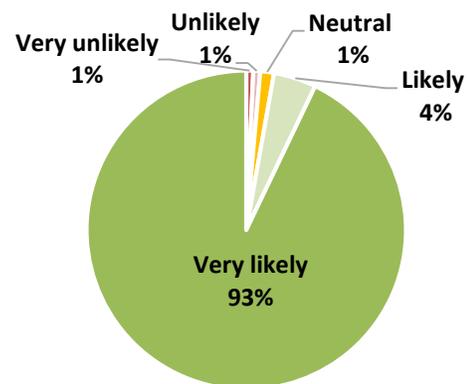
Endorsing HMG services

Out of 140 survey respondents, 130 (93%) were 'very likely' to recommend HMG services to a friend or family member who has a question or concern about their child's development, learning or behavior (see Figure 8). An additional six were 'likely' to recommend. Thus, 97% of survey participants viewed HMG as a high value resource to share with others to help resolve concerns about young children's growth and development.

Improving HMG to better meet the needs of families

Survey participants provided suggestions for ways to improve HMG in the areas of staffing, services, and outreach. Some comments that are not included were for improvements to referred services

Figure 8. Participant likelihood to recommend HMG services



N=140.

rather than HMG per say, such as greater frequency of therapeutic services, or broader eligibility criteria. Comments pertaining to HMG specifically are listed in Figure 9.

Figure 9. Participant suggestions on how HMG can better meet the needs of families

Staffing
More bilingual or Spanish-speaking staff
More family advocates to help get connected to resources
More staff like Lucy who was respectful and approachable (some staff are unfriendly)
Services
Offer more free hearing screenings and sports programs for families and children
More options within the Kaiser system and for private insurance holders
Hold initial meetings with the entire family to get more members involved and knowledgeable about what is going on.
Provide help even if the percentage of need is low
More support services for grandparents/ nontraditional caregivers
More services and information for families about babies
Offer children’s books
Reduce wait times to connect to services (2)
Create a searchable user-friendly website that explains acronyms such as ‘IEP’
More structure and/or transparency around delivering information about the resources that are available, such as what is available, places referred, wait list status, etc.(3)
More face to face interactions
Hold a monthly meeting with the family and HMG staff to keep up contact and address ongoing needs
Decrease time between follow-up calls (2)
Have an option to use email instead of postal mail
More help to families filling out forms
Outreach
Increase advertisements for HMG to attract families at all levels of income (4)
Use billboards, do seminars and go to schools to promote HMG

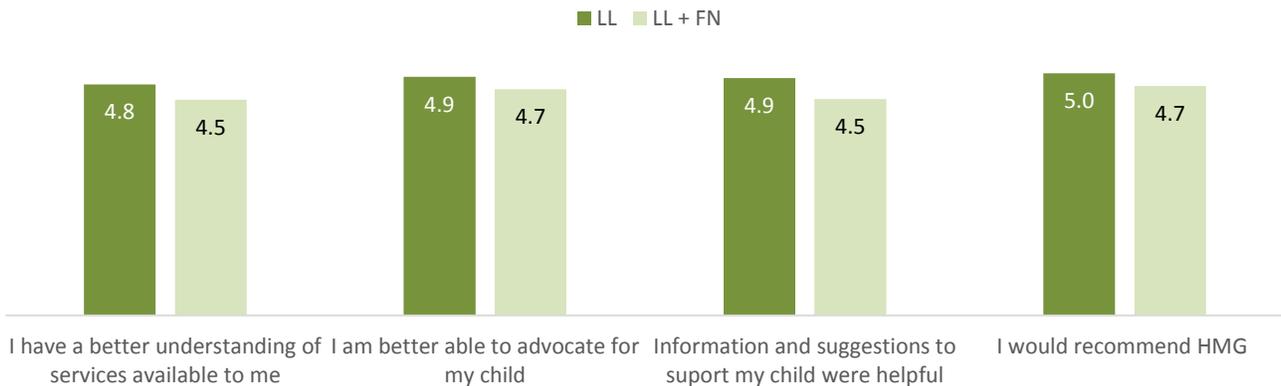
Impact of Service Modality, Goal Completion, and Family Language on HMG Services and Support

Service modality

Two-thirds of survey participants received support via the HMG linkage line (LL) phone service, and the rest received additional support from HMG family navigators (FN). Participants with higher need or complexity were assigned to family navigators, thus they likely received greater assistance but were also likely to be facing greater difficulty accessing the right services and support for their child and family. For this reason, care should be taken when comparing outcomes by service modality.

There were subtle differences between the experiences of those receiving linkage line (LL) or LL plus family navigator (FN) support. Figure 10 shows that on average LL recipients reported greater understanding of available services and advocacy skills than LL + FN recipients. The degree of helpfulness was rated fairly similarly between these groups—except for information and suggestions to support children. LL only recipients found this information slightly more helpful than LL+ FN recipients. Finally, LL survey participants reported a higher likelihood that they would recommend HMG compared to the LL + FN group.

Figure 10. Average participant ratings by service modality



Notes: N=94 for LL and 46 for LL+ FN. For all items, the range of responses is 1 (strongly disagree/not at all helpful) to 5 (strongly agree/very helpful). All differences were statistically significant using T-test comparisons, $p < .05$.

In summary, all survey participants experienced high levels of benefit, help, and satisfaction regardless of service modality. The data also suggest that some participants who qualify for family navigation services may receive additional benefit from more discussion of available services, additional child development information and support, and more targeted training in how to advocate for their child. Overall, the data suggest that HMG is identifying and addressing both basic and complex needs of families who contact HMG.

Goal completion

A few positive trends emerged for survey participants who completed their goals (66%) compared to those lost to service (17%) or those who stopped before reaching goals by mutual agreement (16%). Specifically, goal completion was related to 1) feeling more comfortable and listened to by staff; 2)

feeling better able to advocate for their child; and 3) a higher likelihood of recommending HMG to friends and family. In addition, those parting from HMG by mutual agreement felt they had a better understanding of available services than participants who were lost to service.

Although these trends suggest underperformance of HMG for those who did not complete goals, an overwhelming majority of survey participants who did not achieve their goals were satisfied with the services and support obtained from HMG. With a few exceptions, problems with goal completion tended to reflect more about problems within the system of available supports for children and families in the county, rather than the quality of the services provided to clients by HMG staff.

Spoken language in the family

Language spoken in the family had a small but measurable impact on client ratings of HMG services. In two areas, Spanish spoken as the primary family language was associated higher ratings. Compared to English-language participants, Spanish-language participants rated staff higher in making them feel comfortable and listened to, as well as their ability to connect their children and families to services (see Figure 11).

Although not specifically addressed, a comment from a Spanish-speaking survey participant indicated that HMG may help break down a cultural barrier around asking for and accessing support services for young Latino children. She stated,

“It is good that there are people that help the Latin community because in our culture we normally don't seek or know about things like these. I truly hope that there will be continued or more programs offered such as these for our community.”

Summary

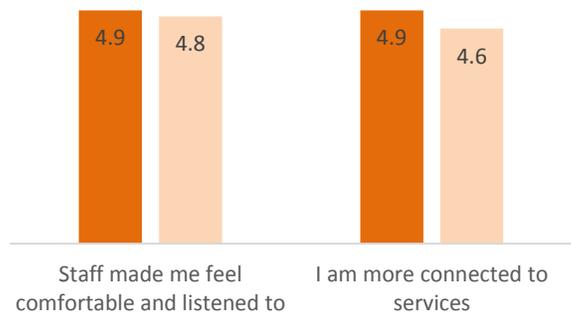
Help Me Grow is an asset to caregivers and the communities within Alameda County. According to survey participants, HMG fills an important need, with far-reaching implications for the children receiving developmental supports, and strengthens families in the process.

Goal completion was associated with:

- 1) Feeling more comfortable with and listened to by staff
- 2) Feeling able to advocate for their child
- 3) Recommending HMG to friends and family

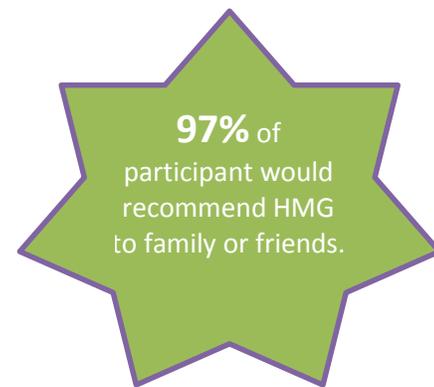
It is good that there are people that help the Latin community because in our culture we normally don't seek or know about things like these.

Figure 11. Average participant ratings by language spoken in the family



Notes: N=70 for both Spanish and English subgroups. For both items, 1= strongly disagree to 5=strongly agree.

The 140 participants in this survey rated HMG services, support, and staff very highly, even when sought-out services could not be found or were not otherwise available. Participants gained valuable knowledge and skills to support child development, and gained information about the landscape of services offered in the county. The high ratings of HMG in the area of child advocacy is important to note. These skills, combined with other gains, suggest how HMG can continue to help the family as other challenges arise. As noted previously, not all needs were met. Top unmet needs included therapy for behavioral, speech, and hearing issues.



With few exceptions, staff respected clients time and met them where they were. They provided services that were respectful of background and eased discomfort and anxiety around understanding what might be going on with their child and how to address it. Some negative comments about staff unfriendliness appear to be isolated incidents but warrant further investigation into staff burn out or overload as potential factors.

In a previous report prepared by ASR in 2013, participants asked for more follow-up, in-person contact, intensive support in languages other than English, more information about age-appropriate development, and activities to foster social connection from HMG. Survey participants in this survey round called for similar changes to better serve families; however, efforts to outreach to other families were mentioned more frequently. Of interest is that participants in this survey round seemed more satisfied with HMG services and support in general, suggesting training, implementation, or perhaps greater availability of services have improved how HMG is operating in the county. An impressive 97% of surveyed participants would recommend HMG to family and friends, which indicates that HMG is helping clients in important and meaningful ways.

Overall, service modality, goal completion, and spoken language, did not significantly impact client experiences in terms of benefits of service and overall satisfaction. Those receiving family navigation services received more intensive support that appeared to effectively address the more complex needs of these clients. Slightly lower ratings in understanding available services, gains in child advocacy skills, and helpful information and suggestions to support their child suggest that although the level of support is strong, families receiving this service may benefit from more support in these areas. Goal completion was only associated with slightly better feelings of comfort with staff and confidence in advocating for their child. This may reflect the fact that even when services are not obtained, HMG is providing other means of support that help the family in unanticipated ways. Finally, speaking Spanish has been associated with restricted services in the past. There was little mention of this by survey participants, and actually Spanish-speaking participants felt slightly better connected to services than English speakers.

Overall, the 140 survey participants experienced very high levels of benefit, help, and satisfaction with HMG, regardless of service received, goal completion, or language spoken in the family. HMG staff were highly-rated for their professionalism and ability to serve families by addressing concerns and finding supports. Although not all families accessed desired services, a vast majority of survey participants said that HMG went above and beyond their expectations to provide the necessary structure, knowledge, and support to seek and often obtain appropriate services for their child and family.

Appendix A: Participant Survey Protocol (English version)

Introduction

Hello, my name is [INTERVIEWER NAME]. I am calling on behalf of the Help Me Grow program and First 5 Alameda County. I would like to get your feedback about the services you received from [STAFF NAME] through Help Me Grow so that we can improve the way we support families. This survey is confidential, which means your responses will only be shared with staff doing this survey and your name will never be in any reports of the survey findings. We are offering a \$25 Target gift card to each family that completes this survey. Do you have about 15 minutes to complete this telephone survey?

[If NO] Can I call you back at a better time?

[If YES] Great! Please stop me if you need me to repeat or clarify a question.

[START TIMER, WHEN REACH 15 MINUTES, ASK FOR PERMISSION TO GO LONGER]

Initial Call and Contact

1. a. [IF SERVICE=PHONE]

Help Me Grow helps families with questions and concerns about their child. Do you remember getting services from a Help Me Grow staff member named [STAFF NAME] over the phone?

[IF YES, SKIP TO Q3]

[IF NO OR UNSURE, GO TO Q2]

b. [IF SERVICE=NAVIGATOR]

Help Me Grow helps families with questions and concerns about their child. Do you remember getting connected with a Help Me Grow Family Navigator named [STAFF NAME]?

[IF YES, SKIP TO Q3]

[IF NO OR UNSURE, GO TO Q2]

2. a. [IF [REFERRED TO] is not missing]

From my records, it looks like [STAFF NAME] helped you get connected with [REFERRED TO]. Do you remember this?

[IF YES, SKIP TO Q3]

[IF NO OR UNSURE, SAY "you were referred to [PROGRAM NAME] does this sound familiar?"]

[IF YES, SKIP TO Q3]

[IF NO, UNSURE OR IF [PROGRAM NAME] IS MISSING, SAY "Thank you, but we don't have enough information to continue the survey at this time. Have a good day!" END CALL.]

b. [IF [REFERRED TO] IS MISSING]

Thank you, but we don't have enough information to continue the survey at this time. Have a good day! [END CALL].

Ratings of Staff

3. First, I'd like to ask you about your experiences working with [STAFF NAME.] For the next four questions, please tell me how much you agree with each statement, using a scale from 1 to 5, with one meaning you "strongly disagree" and five meaning you "strongly agree."
[IF ASKED TO EXPLAIN THE SCALE AND THE MEANING OF EACH NUMBER, SAY: "One means strongly disagree; two means disagree; three means neither agree nor disagree; four means agree; and five means strongly agree."]
- a. From 1-5, how much do you agree with the statement: [STAFF NAME] made me feel comfortable and listened to my needs? # _____
 - b. From 1-5, how much do you agree with the statement [STAFF NAME] kept our appointments and was on time. # _____
 - c. From 1-5, how much do you agree with the statement [STAFF NAME] did what she said she would. # _____
 - d. From 1-5, how much do you agree with the statement [STAFF NAME] was respectful of my personal background (language, ethnicity, culture, gender, religion, etc.). # _____

Impact of Service

4. Now I would like to know if the services provided to you were helpful and useful. For the next four questions, please tell me how much you agree with each statement, using a scale from 1 to 5, with one meaning you "strongly disagree" and five meaning you "strongly agree."
[IF ASKED TO EXPLAIN THE SCALE AND THE MEANING OF EACH NUMBER, SAY: "one means strongly disagree; two means disagree; three means neither agree nor disagree; four means agree; and five means strongly agree."]
- a. From 1-5, how much do you agree with the statement: As a result of working with [STAFF NAME] I have a better understanding of my child's development. # _____ or N/A
 - b. From 1-5, how much do you agree with the statement: As a result of working with [STAFF NAME] I have a better understanding of services available for me, my child and/or my family. # _____ or N/A
 - c. From 1-5, how much do you agree with the statement: As a result of working with [STAFF NAME] I am connected, or in the process of being connected, to services for me, my child and/or my family. # _____ or N/A
 - i. Was there any service you needed but you weren't able to get?
[IF YES], what was it?
 - d. From 1-5, how much do you agree with the statement: As a result of working with [STAFF NAME] I can better advocate for my child, am better able to advocate for my child to get what he or she needs. # _____ or N/A
 - e. Is there any other way that working with [STAFF NAME] has made a difference for you or your family?
[IF YES/AFFIRMATIVE AND IF NECESSARY TO PROMPT, ASK: "How so?"]
5. Now I would like to ask you which particular services and/or support you received from [STAFF NAME] and Help Me Grow were the most helpful. So for the next four questions, please tell me how helpful each service was, using a scale from 1 to 5, with one meaning "not at all helpful"

and five meaning “extremely helpful.” If you did not receive the service, please let me know and I will move to the next question.

[IF ASKED TO EXPLAIN THE SCALE AND THE MEANING OF EACH NUMBER, SAY: “One means not at all helpful; two means not very helpful; three means somewhat helpful; four means very helpful; and five means extremely helpful.”]

- a. From 1-5, how helpful was: Getting referrals to places you could get services for your child and/or family. [#____ or N/A]
- b. From 1-5, how helpful was: Getting information and suggestions on how to support your child’s development, behavior or learning. [#____ or N/A]
- c. From 1-5, how helpful was: Getting help to make sure you got connected to services for your child or your family. [#____ or N/A]
- d. From 1-5, how helpful was: Having someone listen to your questions, concerns and worries. [#____ or N/A]
- e. Is there anything else that was helpful to you?
[IF YES/AFFIRMATIVE AND IF NECESSARY TO PROMPT, ASK: “What else was helpful to you? Can you give some details or examples?”]

General Feedback

6. I have two more questions. On a scale from 1-5, with one meaning “very unlikely” and five meaning “very likely”, how likely would you be to recommend Help Me Grow services to a friend or family member who has a question or concern about their child’s development, learning or behavior? [#____]
[IF ASKED TO EXPLAIN THE SCALE AND THE MEANING OF EACH NUMBER, SAY: “One means very unlikely; two means unlikely; three means neutral; four means likely; and five means very likely.”]
7. Is there anything you can tell me about how to make Help Me Grow better for families?

Thank you for taking the time to provide feedback. I have an address for you at on *[READ ADDRESS]*. Please tell me if you would like your \$25 Target gift card sent here or to a different location. *[ENTER NEW ADDRESS IF NEEDED]*

Name: _____

Street: _____

City, state, & zip: _____

Again, your responses are confidential. If you have any questions or concerns about this survey, please call Chris Hwang at First 5 Alameda County, 510.227.6923 or McHale Newport-Berra at Applied Survey Research, 408.247-8319.

Appendix B: Interview Methodology

Sample Characteristics

First 5 Alameda delivered to Applied Survey Research (ASR) an Excel database of Help Me Grow users who had exited the system between September 2014 and March 2015. The participant pool consisted of 621 unique families, 308 (50%) speaking English or bilingual English/other (not Spanish), 313 (50%) speaking Spanish or bilingual Spanish/English/other.

In the participant pool, 151 (24%) accessed family navigator support and 470 (76%) accessed Linkage Line support. Help Me Grow users in the participant pool and interview sample were primarily from Oakland, Hayward, and San Leandro.

City	Participant pool number	% in participant pool	% in Interviewed subsample
Oakland	346	56%	56%
Hayward	103	17%	18%
San Leandro	61	10%	6%
Berkeley	17	3%	2%
Fremont	17	3%	1%
Livermore	16	3%	4%
San Lorenzo	11	2%	1%
Alameda	10	2%	1%
Castro Valley	9	1%	1%
Union City	8	1%	2%
Dublin	6	1%	1%
Newark	6	1%	2%
Albany	4	<1%	1%
Emeryville	3	<1%	0%
Pleasanton	3	<1%	1%
Richmond	1	<1%	1%

Procedure

Participants in the interview pool of eligible families were informed about the survey by a postcard via the US Postal Service. Telephone calls were attempted within a two week timeframe in May 2015 until the quotas for each category of language, goal completion, and service modality was obtained.

Participants were offered a \$25 gift card for their participation. Gift cards were mailed to participants by ASR within two weeks of survey completion. Data entered during the interviews was used for qualitative and quantitative analyses of caregivers' responses (see Appendix A).