

# Birth to 3 Program: A Good Start in the First 1,000 Days

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Circles of Life Conference

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# Goals for this Session

- Share information about the Birth to 3 Program
- Describe our public service announcement (PSA) campaign and resources
- Raise awareness of acting early
- Identify what you can do

# Introductions

# Getting to Know You

Are you a family, agency staff, advocate, or other role?

- ◆ Family
- ◆ Agency staff
- ◆ Provider
- ◆ Advocate
- ◆ Other role

# Getting to Know You

Are you or were you enrolled in the Birth to 3 Program?

- ◆ Yes, I am currently enrolled.
- ◆ Yes, I was enrolled in the past.
- ◆ No

# Getting to Know You

If you are or have been enrolled, what age was your child when you enrolled?

- ◆ 0–11 months
- ◆ 1–2 years
- ◆ 2–3 years

# Getting to Know DHS

- The Wisconsin Department of Health Services (DHS) is committed to protecting and promoting the health and safety of the people of Wisconsin and making sure everyone can live their best life.
- The Birth to 3 Program in Wisconsin is operated at the local, county level and monitored by DHS.

# About the Birth to 3 Program

- It is a special education program that supports a child's development, growth and learning using trained and qualified staff.
- In Wisconsin, the name for early intervention is the Birth to 3 Program.



# About the Birth to 3 Program

- The Birth to 3 Program serves families with children under the age of 3 who have delays or disabilities.
- Families enrolled in the program partner with a team of professional service providers to support their child's growth and learning.

# About the Birth to 3 Program

## What is the goal of the Birth to 3 Program?

- The goal of early intervention is to support improvement in the child's development and help them learn new skills to get off to a strong start.

Public Service  
Announcement (PSA)  
Campaign, Phase 1

# About the PSA Campaign

- When the COVID-19 pandemic began, we experienced a drop in enrollment.
- We want to make sure all families and young children have access to the Birth to 3 Program.
- The PSA campaign helps to reach as many people as possible with information about the program.

# Public Service Announcement Campaign

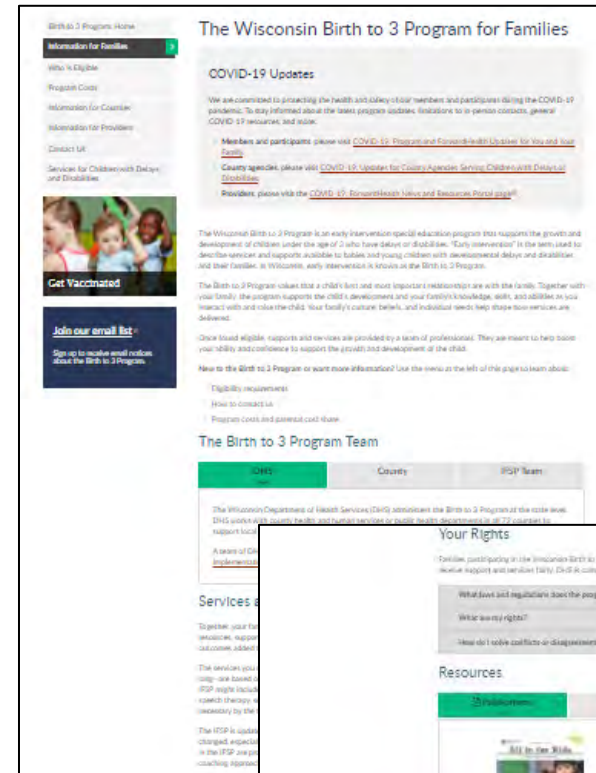
- DHS developed a public outreach campaign to support state-level and local Child Find efforts.
- Child Find describes the requirement for Birth to 3 Programs to identify, locate, and evaluate any infants and toddlers who need early intervention services.
  - ◆ It is an important first step to getting them the help they need to grow, learn and develop.

# First 1,000 Days Child Find PSA Campaign – Phase 1

- **Campaign Goals**
  - ◆ Awareness of early signs of delays and disabilities
  - ◆ Increase understanding of the program
  - ◆ Encourage people to talk with families about the program
- Family Input Sessions
- [Social Media Toolkit](#)
- Materials [for families](#) and [for professionals](#)
- [Website updates](#)

# Improved Webpages

- Information for Families ([dhs.Wisconsin.gov/birthto3/family](https://dhs.wisconsin.gov/birthto3/family))
- Eligibility ([dhs.wisconsin.gov/birthto3/family/eligibility.htm](https://dhs.wisconsin.gov/birthto3/family/eligibility.htm))
- Child Development ([dhs.wisconsin.gov/birthto3/family/development.htm](https://dhs.wisconsin.gov/birthto3/family/development.htm))



# Brochure

- For families
- Print, digital
- Explains the Birth to 3 Program



**The Birth to 3 Program Works With and for Families**

**The Individualized Family Service Plan Team**  
Once the child is found eligible for the Birth to 3 Program, a team (including you) works together to decide which services best fit your family's goals and outcomes. This Individualized Family Service Plan (IFSP) team includes, but is not limited to:

- You, the parent(s) or caregiver(s)
- Other family members as requested
- An advocate or friend as requested
- The service coordinator
- At least one professional who evaluated the child
- Service providers

**The Individualized Family Service Plan**  
Together, the team creates the IFSP. Your family's routine, values, culture, and priorities are used to guide the IFSP. It includes goals and outcomes important to your family and the strategies, resources, supports, and services that are needed to reach them.



All county Birth to 3 Programs:  
[www.dhs.wisconsin.gov/birthto3/contacts](http://www.dhs.wisconsin.gov/birthto3/contacts)

**i**

The Birth to 3 Program is Wisconsin's early intervention program mandated by Part C of the federal Individuals with Disabilities Education Act (IDEA).

[www.dhs.wisconsin.gov/birthto3/family](http://www.dhs.wisconsin.gov/birthto3/family)

**WISCONSIN DEPARTMENT of HEALTH SERVICES**  
P-02928 (03/2021)

**Wisconsin Birth to 3 Program**  
A good start in the first 1,000 days

The Wisconsin Birth to 3 Program serves families with children under the age of 3 years who have delays or disabilities.

Once a child is found eligible, a team of professional service providers partners with your family to support growth and learning. Family culture, beliefs, and individual needs help shape how services are delivered.



# Postcard

- For families
- 3 design options
- Print, digital
- Explains the importance of acting early, scheduling well-child checks, and tracking child development



# Website Advertisement

- For families
- 3 design options and sizes
- Explains the importance of acting early, scheduling well-child checks, and tracking child development



# Social Media

- For families
- 3 design options, 8 posts
- Sizing for Facebook, Instagram, and Twitter
- Raises awareness of the Birth to 3 Program, child development, and early intervention



# Referral Tip Sheet

- For health and child care professionals
- Print, digital
- Helps professionals understand their role in the referral network

## Tips for Birth to 3 Program Referrals

### Understand your role in the Birth to 3 Program referral network

As a health care professional, child care provider, educator, child welfare staff, or other professional who works with children, you are part of the [Wisconsin Birth to 3 Program](#) referral network. This tip sheet will help you understand the importance of noticing signs of delays or disabilities in young children, your responsibility to refer families to early intervention programs, and how to make a referral to the Birth to 3 Program.

Early intervention can help children catch up developmentally and can help parents get answers to important questions so they can better meet their child's needs. For more tools and information on early intervention, visit the Centers for Disease Control and Prevention's [Learn the Signs. Act Early.](#) website.

#### 1 Notice signs of a delay or disability

If you notice a child who shows signs of developmental delays or disabilities, has atypical development, or has or may have been abused or neglected, a screening can help you understand more. The Birth to 3 Program encourages health, child care, and education professionals to use the [Ages & Stages Questionnaires](#) screening tool to pinpoint developmental progress and identify possible delays in young children. A screening can be valuable to understanding a child's development, but it is **not** required to have completed a screening before you make a referral to the Birth to 3 Program.

#### 2 Explore options with the family

If you think early intervention could benefit the child, talk with the family about program benefits and your steps to making a referral. They will probably have a lot of questions. Learning that a child in their care has a possible delay or disability can result in different reactions and feelings.

Use the Birth to 3 Program First 1,000 Days toolkit to learn more about talking with families about the program. You can also direct them to contact their [county Birth to 3 Program](#) to learn more.

#### 3 Make a referral to the county Birth to 3 Program

When you identify a child with signs of developmental delays or a disability, you should make a referral. **If you are a Medicaid-enrolled provider, you must** make a referral. Remember, anyone can make a referral, including doctors, nurses, day care staff, child welfare staff, and others who work with children. It is helpful to talk with families about the program and what a referral means.

To make a referral, you can use the [Referral to Wisconsin Birth to 3 Program](#) form, F 00688, and send it to the [primary point of referral](#) for the county Birth to 3 Program where the family lives. You do not need the family's consent to refer them to the Birth to 3 Program. Getting the family's consent, however, is encouraged so medical information can be shared between medical providers and the Birth to 3 Program. Children who might be eligible include:

- Children with a diagnosed condition
- Children suspected of having developmental delays
- Children with atypical development
- Children with disabilities
- Children who have been affected by abuse, neglect, or trauma

The child does **not** need a diagnosis to be eligible for the Birth to 3 Program. Once you have completed the referral form, please attach any screening results you collected and indicate all areas of delays or disabilities. After receiving the referral, the county Birth to 3 Program will conduct an eligibility evaluation.

Note: All health, social service, education, and tribal programs that receive Medicaid funding, including Medicaid-enrolled providers, are required to refer eligible children to the Birth to 3 Program within two days of identification. More information about this requirement can be found in the [Requirements for Providers](#) topic (#788) in the ForwardHealth Online Handbook.

# What can you do?

- Share with your physician's office or medical providers that serve young children
- Share with local groups, councils or organizations (parent groups, libraries)
- Distribute to child care agencies to ask to share with families.
- Other ideas

# PSA Campaign, Phase 2

# First 1,000 Days Child Find PSA Campaign – Phase 2

- Family Voices Video Fact Sheets
- Diversity Outreach
  - ◆ Diversity and Equity Input Sessions
    - Community Agencies
    - Families

# Video Fact Sheets

- Family Voices Video Fact Sheets
  - ◆ Family-friendly, accessible information about:
    - Why is the Early Intervention important?
    - Why is a Natural environment important?
  - ◆ [Campaign website-Materials for Families](#)
  - ◆ [Information for Families web page](#)
  - ◆ [Family Voices Resource Library](#)



# Diversity Outreach - Diversity and Equity Input Sessions

- Gather input and feedback about programs for children with disabilities
- Learn about the experiences of diverse children and families in our programs
- Learn ways to improve outreach, family engagement and equity

# Diversity and Equity – Community Agency Input Sessions

- For community agencies supporting diverse populations and families in Wisconsin
- Initial outreach email sent mid-March
- Invitation to input session sent early April
- Date: Thursday May 5<sup>th</sup>, 2022

# Diversity and Equity – Family Input Sessions

- Diverse families
- 2 input sessions
- Dates:
  - ◆ Thursday, May 19th – 12:30 to 1:45 p.m.
  - ◆ Thursday, May 24th – 5:30 to 6:45 p.m.

# How You Can Help

- Forward agency invite to community agencies
- Forward invites to families currently or previously in the program
- Share recommendations for ongoing partnerships, family engagement and equity activities - [dhsBirthto3@dhs.wisconsin.gov](mailto:dhsBirthto3@dhs.wisconsin.gov)

# Use of Input Provided

- Review and share input from agencies and families with BCS and DHS staff
- Use to inform health equity activities and program improvements and policy
- Draft summary of information shared for input session participants and stakeholders
- Develop strategies for ongoing outreach, partnerships and family engagement

What you can do

# Access Materials

- Access and use materials
  - ◆ Stock this brochure in your offices or community locations, including county health buildings, clinics, child care facilities, schools, and other places families and young children visit
  - ◆ Help families and community partners understand the Birth to 3 Program
  - ◆ To boost awareness of the early signs of delays or disabilities

# Share Information

- Share information with referral sources
  - ◆ Encourage doctors, child care professionals, and others who work with children to talk with families about the Birth to 3 Program
  - ◆ Post or link to the materials on websites or social media
  - ◆ Share this brochure with local partners who interact with young children and families.



# Act Early

## Encourage acting early

- Continue seeing a doctor regularly
- Access and use tools to help track developmental milestones
- Don't wait!
  - ◆ Act early when noticing signs of delays or disabilities
  - ◆ Refer if you have concerns or want to talk with someone about a child's development

Questions