



*helping children soar*

# PROJECT LAUNCH

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## Linking Actions for Unmet Needs in Children's Health

An overview of Project LAUNCH  
Goals and Strategies



*We Protect Lives.*

# Framing the Issue

Social, emotional, and behavioral development challenges can be identified in a child's early years. When treated, children and youth are more successful at home, in schools, and in their communities.

Creating opportunities to empower families by providing appropriate and timely information relevant to their children's overall development helps implement effective strategies for children to have a healthy start in life.

In Georgia, the vision is to inspire, promote, and sustain positive outcomes and holistic wellness, including mental health and well-being, across every developmental domain.



PROJECT LAUNCH

# Overview



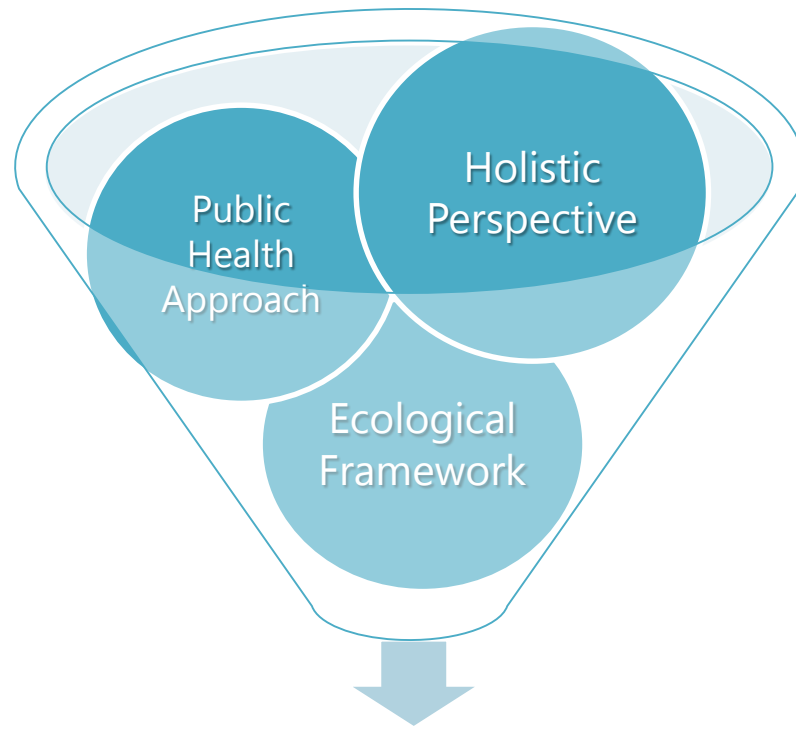
Long-term goal: For all children to reach social, emotional, behavioral, physical, and cognitive milestones – to thrive in school and beyond

Population of focus: Children from birth to 8

- Funded by the federal Substance Abuse and Mental Health Services Administration (SAMHSA)
- Five-year grants to states, tribes, territories and local communities



# Reaching Our Goal...



**To improve young child  
wellness**

# ...Using Three Guiding Principles

## Holistic Perspective

- Wellness means thriving in all developmental domains

## Public Health Approach

- Wellness for the whole population; emphasizes prevention and promotion

## Ecological Framework

- Wellness requires children to be living in safe, supportive homes, schools and communities

# Project LAUNCH Objectives



**Increase access to screening, assessment and referral to services for children and families**

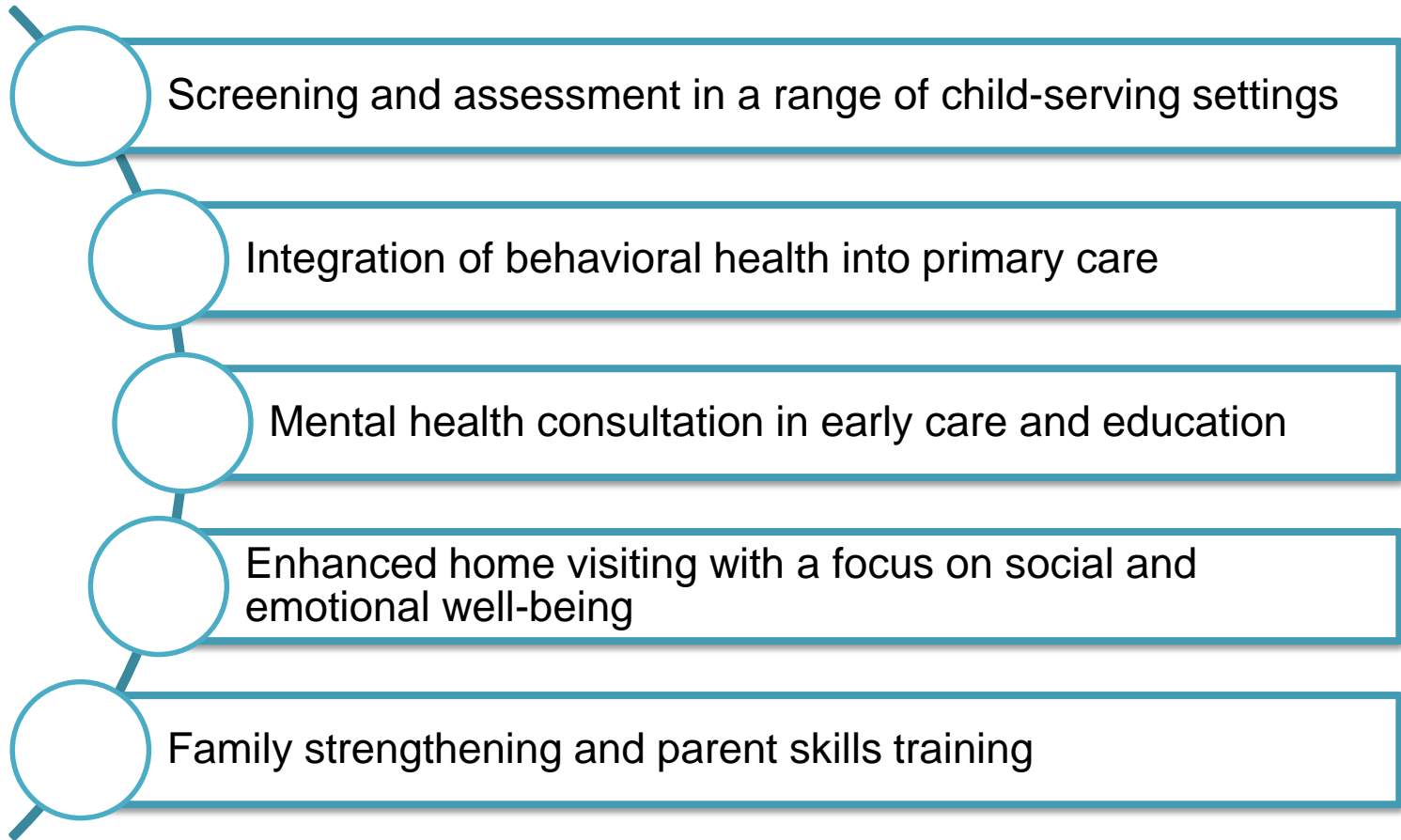
**Expand use of culturally relevant, evidence-based prevention and wellness promotion practices**

**Increase integration of behavioral health into primary care**

**Improve coordination and collaboration across disciplines at the local, state, tribal, territorial and federal levels**

**Increase workforce knowledge of children's social and emotional development and preparation to deliver high-quality care**

# Prevention and Promotion Strategies



# At a glance: Muscogee County



- The city has surpassed the city of Augusta to become Georgia's second largest city with a population of 194,413, while the larger Columbus-Phenix City Metropolitan Area counts 310,531.
- An estimated 46.3% of the city's population is White, 45.5% is Black, and 6.4% is Hispanic
- Columbus is home to Fort Benning, one of the largest military installations in the United States. Ft. Benning supports more than 120,000 active-duty military, family members, reserve component soldiers, retirees and civilian employees on a daily basis.

***We Protect Lives.***



# At a glance: Muscogee County

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Over 14% of the population is age 9 and under. There were 14,563 children under 5 years, and another 13,055 aged 5 to 9 years.

The percentage of low birth weight babies is 11.5% compared with 9.4% statewide.

The infant mortality rate is 9.7, compared with 6.7 for the state.

There were 9,722 children 0-8 years of age living in Muscogee County with 11 months of Medicaid eligibility in 2013; approximately 2/3 of them had a well-child visit during the year

Less than half of the 1-3 year olds had a developmental screening in 2013 as measured by the Centers for Medicare and Medicaid Services (CMS) core measure.

# Local Goals

Expand early identification and linkage of children at risk for social-emotional and behavioral delays to provide timely support for children and parents.

Increase the capacity of providers of Muscogee County who serve young children and to provide integrated comprehensive behavioral health services.

Build common infrastructure between child serving agencies at the state and local levels

# Local Partners

- Muscogee County Division of Family and Children Services
- New Horizons
- Autism Hope
- Parent to Parent Georgia
- University of Georgia – Muscogee Extension
- Muscogee County Early Learning Center
- Healthy Families Georgia
- Columbus Parks and Recreation
- Columbus Police Department
- Rivertown Pediatrics
- Exceptional Family Member Program – Ft. Benning
- Department of Juvenile Justice
- Twin Cedars
- Army Community Services, First Steps – Ft. Benning
- Valley Healthcare System
- Muscogee County School District
- Babies Can't Wait
- Family Advocacy Program – Ft. Benning
- Georgia Chapter – American Academy-Pediatrics
- Easter Seals, West Georgia
- YMCA
- Great Start Georgia Department of Public Health
- Pastoral Institute
- Columbus Regional
- Children's Healthcare of Atlanta
- Georgia Association on Young Children
- Resource and Referral Agency
- Children 1st
- Stephanie V. Blank Center for Safe and Healthy Children

# Project LAUNCH & State Initiatives

- Focus on integration of services across state & local departments for young children and families
- Same goals
  - ◆ Prevention and early intervention, focusing on development
  - ◆ Removing systemic and regulatory barriers
  - ◆ Building capacity to promote positive outcomes for families and children
  - ◆ Maximizing funds for shared populations, programs and services
  - ◆ Accountability for shared outcomes, data collection and analysis

# Project LAUNCH & State Initiatives

- Common membership Target areas and populations: access to care, maternal/child health, child welfare, children with special needs, etc.
- Assist to address local barrier and to find solutions
- Become champions for this effort

# Next Steps

- Continue to organize and schedule trainings in Muscogee
- Assess where Georgia is currently in addressing the Project LAUNCH objectives – Plan action steps for next six months
- Discuss how to utilize the State Leadership Team



# Call to Action

However, we need support from providers like you to accomplish our goals.



Attend Young Child  
Wellness Meetings



Voice suggestions  
throughout Project  
LAUNCH on how we can  
improve and expand the  
work statewide



Support Project LAUNCH  
– Spread the Word;  
Contact us for a  
discussion on how you  
can participate



# Key Partners/Supporters of Project Launch

The Maternal and Child Health Division of the Department of Public Health (MCH, DPH)  
The Department of Behavioral Health and Developmental Disabilities (DBHDD)  
The Governors Office of Children and Families (GOCF)  
The Department of Human Services Division of Family and Children Services (DHS, DFCS)  
Bright from the Start (DECAL)  
Georgia State University – Georgia Health Policy Center  
Georgia Family Connections Partnership  
Strengthening Families Georgia (SFG)  
Mental Health America of Georgia  
Great Start Georgia (GSG)  
Emory University, Children’s Healthcare of Atlanta (CHOA)  
Muscogee County Health Department (MCHD)  
New Horizons Community Services Board (CSB)  
Head Start State Collaboration  
Georgia Early Education Alliance for Ready Students (GEEARS)  
Georgia Association on Young Children  
Georgia Appleseed center for law and justice



Learn More about



PROJECT LAUNCH

Visit:

<http://dph.georgia.gov/project-launch-georgia>

# Contact Us

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## Questions ?

