

ABOUT THE Rx FOR SUCCESS

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About the Rx for Success

- Strength Based, “Participatory Guidance vs. Anticipatory Guidance” as per Ken Tellerman, MD’s proposal of better pediatric care
- **Give the ROR book early** in the appointment and the **Rx for Success last** to summarize your encouragements to families
- A grant funded innovation- Combining Reach Out and Read at NHC with Help Me Grow and community connections
- Purpose: To give you as a medical provider a meaningful and powerful communication tool to make your work easier and more effective, so that parents can be more effective, ultimately raise their children better

How to utilize the Rx for Success

- Personalize the discussion and interaction to better connect with families and validate their experience. The book you give is both a gift and a tool for better parenting. The advice you give is your professional contribution to assisting families along in that process.

Date: _____
Fecha

→ Child's Name: _____
Nombre del Niño

Instructions: **Read Books**
Instrucciones: Lee Libros

- Every day — at bedtime, naptime, anytime!
¡Todos los días, antes de acostarse, a la hora de la siesta, en cualquier momento!
- Refills at the library — free books and story time.
Renovaciones en la biblioteca, libros gratuitos y lectura de cuentos.
- Visit the museum — have fun and learn something new!
¡Visita el museo para divertirte y aprender cosas nuevas!

Signature: _____
Firma

For reading tips and book lists, visit reachoutandread.org/parent-resources.

Para listas de libros y sugerencias para fomentar la lectura, visiten reachoutandread.org/parent-resources.


How to utilize the Rx for Success

- Re-iterate the Main Point:
 - I. Parents should read to their child daily
 - II. Put an emphasis on reading before nap and bedtime.
- Main Goal: To routinize the interaction of sharing books and meaningful communication between parents and their children to realize all of the benefits that that entails

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How to utilize the Rx for Success

- Visit your local library and museums:
 - I. Safe, supportive spaces
 - II. Parents can take advantage of programs at local libraries and museums for infants, toddlers and pre-preschoolers
- Great environment to learn and exercise their imagination

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How to utilize the Rx for Success

- Signature:
 - I. VERY IMPORTANT reminder to providers that this is a very personal gift
 - Signature signifies encouragement and endorsement that we are giving to our families
 - Research shows that YOUR WORDS MATTER-ROR evidence is parents read to their children 2.5x's more and that children's receptive and expressive language is 6 month ahead d/t the intervention & our advice

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How to utilize HMG side of Rx

- The purpose of the Help Me Grow side of the Rx for Success is to:
- Gently inform parents that the **early experiences matter and what they do matters most to their child**
- Reiterate the Main Point:
 - I. "You are your child's first and best teacher."



85% OF A CHILD'S BRAIN AND PERSONALITY DEVELOPMENT OCCUR IN THE FIRST YEARS OF LIFE.



85% DEL CEREBRO DE UN NIÑO Y EL DESARROLLO DE LA PERSONALIDAD SE PRODUCEN EN LOS PRIMEROS AÑOS DE VIDA.



You play the biggest role in supporting this development!
Usted juega el papel más importante en el apoyo a este desarrollo!



TALK: sing, laugh, and talk to your child while cooking, driving and playing.

HABLE: canta, rie, habla con su hijo mientras cocina, conduce y juega.



PLAN: Create regular routines so your child knows what to expect during their day.

PUEDES PLANEAR: Crear rutinas regulares para que su hijo sepa qué esperar durante su día.



ENJOY: Turn off electronics to have some quiet, relaxing time together.

DISFRUTE: Apague la electrónica para tener un tiempo tranquilo y relajante juntos.

For more information and connections to local resources, visit helpmegrownny.org or call 2-1-1 and press 7.

Para obtener más información y conexiones a recursos locales, visite helpmegrownny.org o llame al 2-1-1 y presione 7.

How to utilize HMG side of Rx

- During your interaction:
 - Encourage positive parenting techniques
 - I. Praise and bolster what they already do well or to positively summarize an important discussion had in the body of the visit.



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The main point of this innovation:

* Introducing HMG*

- Website: A local, trustworthy medical grade resource to check into your child's development and source of activities to do with your child
- 211 Access Line: A person who can answer any of your questions and connect you to local resources
- HMG Facebook: Follow Help Me Grow on Facebook for information on development and activities happening in our community



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Talking about *how to parent* might be one of the hardest parts of being a medical provider.

Yet, what parents do in the privacy of their own homes has an enormous impact on their babies' health, especially when it comes to the developing brain.




Prescription for Success Makes It Easier for You

Talking points for you to
provide parenting tips


Encourage parents to connect
with Help Me Grow for:


- FREE resources on child development
- Activities to do at home with their children to improve skills
- 1:1 connection with an early childhood specialist for non-medical questions



HELP ME GROW
WESTERN NEW YORK
THE EARLY YEARS MATTER MOST

DID YOU KNOW?
¿Sabías?

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Referral Process Suggested by Local Medical Partners



Provide information on
Help Me Grow
All children aged 0-3



Refer to Early Intervention
Ages 0-3



Advise parents to contact
Preschool Special Education
Ages 3-5



Refer to Help Me Grow

- *Link to network of service partners (behavioral, parent support, basic needs)*
- *Provide ongoing screening, follow-up*
- *Address SDoH*
- *Feedback loop*

Goal:
Strengthen the
family system
to strengthen
the child's
future.

PROTECTIVE FACTORS

A woman with long brown hair is smiling and looking down at a book she is holding. A young child is sitting next to her, also looking at the book. The background is a soft, out-of-focus light color.

1. **Parental Resilience:** Be strong and flexible.
2. **Social Connections:** Parents need friends.
3. **Knowledge of Parenting and Child Development:** Being a great parent is part natural and part learned.
4. **Concrete Support in Times of Need:** We all need help sometimes.
5. **Social and Emotional Competence of Children:** Parents need to help their children communicate.

QUESTIONS?

THANK YOU!



NEIGHBORHOOD
HEALTH CENTER

Quality Care for Your Family

Blasdell

4233 Lake Avenue
Blasdell, NY 14219

Mattina

300 Niagara Street
Buffalo, NY 14201

Northwest

155 Lawn Avenue
Buffalo, NY 14207

Southtowns

151 Elmview Avenue
Hamburg, NY 14075