



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Bureau of
Children's
Services

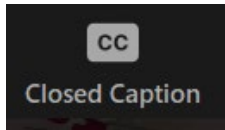
March 2021

Birth to 3 Program Online Family Input Session

**First 1,000 Days Public Service
Announcement Campaign**

Accessibility and Other Languages

- American Sign Language interpreter
- Closed captioning available
- Spanish and Hmong translated slides available. Non-English written feedback in the chat is welcome.

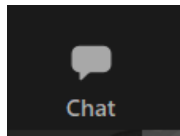


Information About Today's Webinar

- Your feedback is confidential and will not be shared or posted publicly.
- We will be sharing a summary of what we learn today so everyone can see ideas for improvement.

Information About Today's Webinar (2)

- Everyone is currently muted. You will have the opportunity to unmute yourself later in the session.
- You can submit your questions and comments in the chat feature.
- Only the Wisconsin Department of Health Services (DHS) can see your chat comments.



Goals for Today

- Describe the Birth to 3 Program.
- Describe our public service announcement (PSA) campaign.
- Gather your input and feedback about the Birth to 3 Program and PSA campaign.

Getting to Know DHS

- 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.

Getting to Know You

Poll Question 1: Are you a family, agency staff, advocate, or other?

- Family
- Agency staff
- Advocate
- Other (type in chat pod)

Getting to Know You (2)

Poll Question 2: 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 (3)

Poll Question 3: If you are or have been enrolled, what age was your child when you enrolled?

- 0–11 months
- 1–2 years
- 2–3 years

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 the child's growth and learning.

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 aims to reach as many people as possible with information about the program.

About the PSA Campaign (2)

Our goals include:

- Helping Wisconsin families understand the Birth to 3 Program
- Encouraging doctors, child care professionals, and others who work with children to talk with families about the Birth to 3 Program
- Boosting awareness of the early signs of delays or disabilities, and encourage acting early

Input Received So Far

As we begin to create outreach materials, we have gathered input from families, advocates, and health and child care professionals.

Input Received So Far (2)

Families shared:

- There are barriers to seeking support from the program.
- They would like resources to understand services.
- They need to be able to easily contact someone who can answer questions.

Input Received So Far (3)

Providers, counties, and advocates shared:

- They would like to understand the difference between the Birth to 3 Program and medical services.
- They need trainings about eligibility and how to help families contact their local programs.
- They would like materials to give to families about the program.

New Resources Coming Soon

- Brochures (digital and print)
- Improved webpages
(dhs.wisconsin.gov/birthto3)
- Postcards, web ads, and social media:
 - Digital
 - Print
 - Social Media (Facebook, Instagram, Twitter)

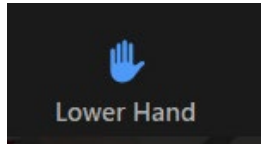
Other Resources Being Planned

- Family success stories
- Services brochure
- Conversation checklist for doctors
- Coaching approach and medical model comparison document
- Coaching approach key characteristics
- A webinar for doctors

Your Feedback Will Inform Our Efforts

- Your input will help shape our outreach efforts across Wisconsin.
- Your input will also help improve the Birth to 3 Program.

Share Your Feedback Verbally



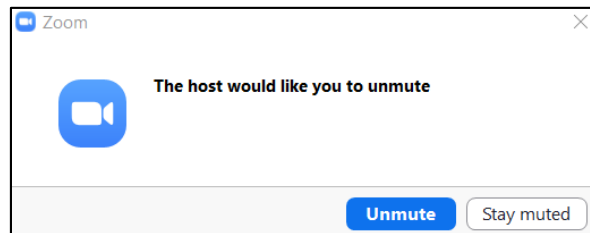
*It will look like
this when your
hand is raised.*

Click the raise hand button if you would like to provide verbal feedback. The button will turn blue if your hand is raised.

Share Your Feedback Verbally

(2)

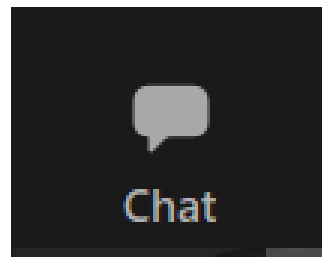
- DHS will turn your microphone on when it is your turn to speak. You will get a message to unmute yourself.



- If you have an old version of Zoom, you may not be able to unmute yourself.

Share Your Feedback in the Chat

You can also type your comments and feedback in the chat function at any time.



Question 1

How would you describe the Birth to 3 Program to your friends or family members?

Question 2

What made you decide if you should enroll in the Birth to 3 Program? What impacted your decision to say “yes” or “no”?

Question 3

Is there anything you wish would have done or said differently when you were first told about early intervention or the Birth to 3 Program? What information or explanations would have helped you with this decision?

Question 4

What do you think families need to know to make informed choices about early intervention that should be added to our PSA outreach materials?

Question 5

Is there anything you would like to add or want us to know?

Opportunity to Tell Your Story

- We want to share your success stories.
- Your real-life experiences could help others make the choice to seek early intervention.
- Stories will be shared in printed materials, online, and in social media videos.
- If you are interested, send your name and contact information in the chat or email us at dhsBirthto3@dhs.wisconsin.gov.

Thank you!

dhs.wisconsin.gov/birthto3