PA Project LAUNCH

Family Strengthening Workgroup
Presentation Objectives:

1) Project LAUNCH Overview

2) Approaching the Family Strengthening Strategy

3) Discussion of Five Major Projects Undertaken
WHAT IS PROJECT LAUNCH?

Project LAUNCH seeks to promote the well-being and success of children, birth to 8 years of age, their families, and pregnant women through the delivery of a comprehensive, seamless system of services and supports.

The purpose is to help all children reach social, emotional, behavioral, physical and cognitive milestones and to thrive in school and in life.
Project LAUNCH is a collaborative process involving cross-sector systems, services, and strategies - all working seamlessly together to support the optimal development and well-being of children and families.

130 INDIVIDUALS

from 114 ORGANIZATIONS

join 5 WORK GROUPS

Nonprofits

Government

Professionals

Screening and Assessment

Behavioral Health/Physical Health

Early Childhood Mental Health

Home Visiting

Family Strengthening
Strategic Doing Across Five Prevention Goals

1) Integrate Behavioral Health in the Physical Health Setting
2) Promote Quality Screening and Assessment
3) Increase knowledge of infant and early childhood mental health across systems
4) Strengthen Families
5) Increase the quality and utilization of home visiting supports
Family Strengthening Work Group Goals and Objectives

<table>
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<tr>
<th>Goal:</th>
<th>Ensure families with young children are connected to needed information and services.</th>
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<td>Rationale:</td>
<td>Lack of coordinated information, resources, and parent/community leadership in social emotional wellness and physical health care.</td>
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<td>Objectives:</td>
<td>1. Increase parents’ access to information and resources to support healthy child development and social-emotional wellness.</td>
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<td>2. Increase parent involvement in social networks that promote their leadership skills.</td>
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<td>3. Raise community awareness of birth-8y social-emotional wellness.</td>
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Key Questions:
- What does our County need?
- Who should be at the table?
Mental Health First Aid is an 8-hour course that gives people the skills to help someone who is developing a mental health problem or experiencing a mental health crisis. The evidence behind the program demonstrates that it does build mental health literacy, helping the public identify, understand, and respond to signs of mental illness.
2) Protective Factors

- Resilience
- Relationships
- Communication
- Knowledge
- Support
3) Financial Literacy

Toolkit
The toolkit has information that helps you have the money conversation with the people you serve. Use the tools to help achieve goals and work through challenges.
4) Social Awareness of IECMH

Healthy in All Ways

Height ✓

Weight ✓

Social Health
Emotional Health

A good check-up covers more than physical health. You can talk to a medical provider about your child’s behavior, moods, and feelings.
5) Parent Leadership and Awareness of Resources
Getting Information to Families about Resources: The Old Way
No one can keep track of hundreds of fliers so we created a Family Resource Ring.
QUESTIONS?
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THANK YOU!