

# EHDI State Coordinator Meeting 2015

## New Mexico

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*Promote health and wellness, improve health outcomes,  
and assure safety net services for all people in New Mexico.*

# Increase Awareness of HVNM GBYS program

## Why was this strategy tested?

- Parent-to-parent support is very important to early identification of hearing loss.

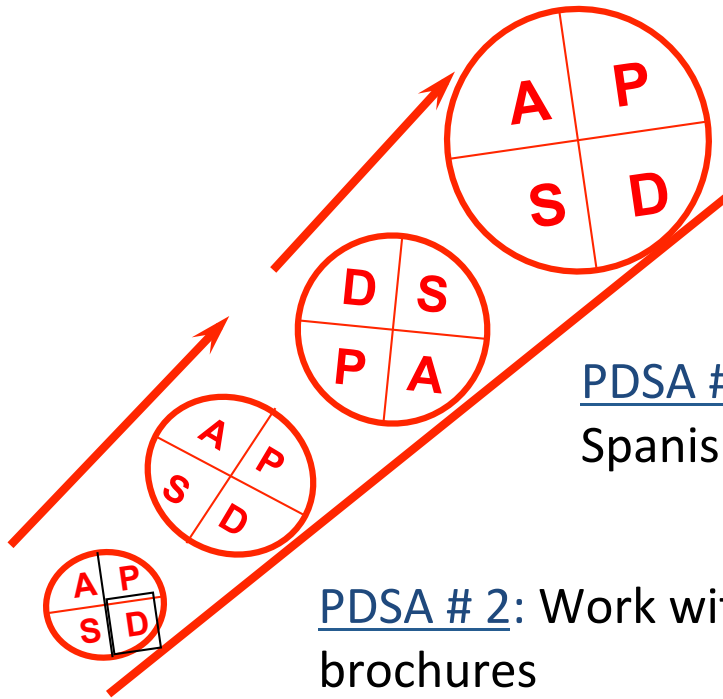
## What was the process for identifying the strategy?

- HVNM GBYS has shared information with many NM stakeholders, we want to broaden and deepen the reach to parents children that do not pass hearing screening.

## What is the potential for the strategy to improve LTFU/D?

- By marketing HVNM GBYS we will increase the number of parents receiving parent-to-parent support earlier in the process, and increase the number of D/HH children being identified earlier.

# PDSA Cycles



PDSA #4: Host Facebook Chats monthly

PDSA #3: Create Google phone lines in English and Spanish

PDSA # 2: Work with EIID PIC Parent Advisors to distribute brochures

PDSA # 1: Send Babies First Test Project promotional material

# PDSA #1

- Plan: Increase awareness about HVNM's GBYS Program to five babies who failed hearing screening.
- Do: Send Babies First Test Project promotional material, including the DVD "Loss and Found" about the importance of newborn testing to the next five families that would normally receive the existing package of information.
- Study: The State EHDI Team had concerns about giving the families too much information with too many different people to call. EIID, EHDI, CMS, and HVNM met and agreed to not proceed with this distribution.
- Act: Abandon. Group will continue to test other changes that are less confusing to the parents whose babies did not pass hearing screening.

# PDSA #2

- Plan: Work with EIID Parent Infant Child Parent Advisors to distribute GBYS and HVNM brochures during their next meetings with families with D/HH children.
- Do: Deliver copies of GBYS and HVNM brochures in English and in Spanish to EIID for distribution to regional Parent Advisors.
- Study: First edition of brochures did not have a local phone number to contact. In a state with low income and internet challenges, not all families were able to contact HVNM GBYS Parent Coordinator to receive parent-to-parent support, resulting in no contacts.
- Act: Adapt. HVNM does not have a physical office presence to establish a land-line. Investigate purchasing dedicated or creating virtual lines to receive calls.

# PDSA #3

- Plan: Create Google Voice phone lines in English and Spanish and add information to GBYS and HVNM brochures.
- Do: Deliver copies of revised GBYS and HVNM brochures in English and in Spanish to EIID for distribution to regional Parent Infant Child Parent Advisors at next face-to-face meeting.
- Study: Spanish phone line received three calls about parent support.
- Act: Adapt. Need to investigate more pro-active ways to reach families. Initiate monthly Facebook Chats.

# PDSA #4

- Plan: Host Facebook Chats monthly.
- Do: Parent Guides will develop topics and resources, including those from other GBYS chapters (shout out to TX!). Chats will be held consistently on the second Wednesday of the month for one hour.
- Study: First few chats only included other GBYS Parent Guides and friends of HVNM in the mix. However, upon visiting the Facebook traffic the next day, it was clear that although people might not have been actively participating during the live chat, that they were viewing and commenting on the topics the following day.
- Act: Adopt. Need to keep hosting chats, possibly increasing the frequency to weekly. Also add more resources and links for parents.

# Moving Forward

## Next PDSA Cycle?

- Host weekly chats and measure reach.

## Overall what have you learned from testing this strategy?

- First PDSA we attempted “*Implement GBYS program in NM*” turned out to be a task, and too big.
- It’s important to separate tasks from plans.
- Take small incremental steps.

## What advice would you give to other states who want to test this strategy?

- Collaborate with and learn from any and all stakeholders, some of whom might not be in your state.
- No need to reinvent the wheel. One advantage of H&V is sharing information and ideas with other states.
- Google Voice is free and an easy way to set up a phone number that can be answered by anyone on the team, without having to physically pass off a phone.