

# Reaching the Hard-to-Reach Families



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Texas Hands & Voices

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# REAL Session Objectives:

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Engage in honest discussion about barriers to reaching families.

Contribute to idea sharing & brainstorming across five action areas.

TAKE HOME TWO new strategies to implement as you work to engage a broader range of families.

Action Areas:

Leverage technology.

Develop regional connections.

Coordinate care.

Demonstrate cultural competence.

Respond to crises.

*Reminder: Every family counts!*

# Connections start with relationships.

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Texas School for the Deaf &  
Educational Resource Center on Deafness

TEHDI & Department of State Health Services

Texas Education Agency & Regional Center 11

Families

Professionals & Programs

# Texas IS Hard to Reach!

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Second largest birthing state with over 400,000 babies per year

Largest rural population in the U.S. and 269,000 square miles

Hispanic population of 38% (nearly one third immigrants)

More than half of children on Medicaid

One in four children are poor -One in ten live in extreme poverty

First in the nation for uninsured individuals at 27.2%.

# We have what families need most.

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THE CHALLENGE IS HOW TO CONNECT THEM...

# Information to Guide:

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TH&V provides online & print materials, webinars & workshops designed for families addressing:

Navigating systems & services

Locating professionals

Understanding communication



# Resources to Support:

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An Educational Resource Center on Deafness & strong state education agency host a variety of tools:

Early Intervention

Parent Guides & Deaf/HH Guides

Family Signs & Auditory Supports

Information library



# Connections to Strengthen:

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A network of diverse and engaged families provide vital parent-to-parent support:

Facebook communities

Family Weekend & Moms' Retreats

Local family events

Newsletters





# Effective delivery is... different.

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WE MUST ADDRESS BARRIERS, LEVERAGE CONNECTIONS AND  
IDENTIFY WORK AROUNDS.

# Do you know these families?

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I don't speak English.

I don't use a computer.

I don't read well.

I don't have transportation.

I don't know what questions to ask.

I live far away from resources.

I have other, competing responsibilities.

The systems are too complex for me to understand.

What barriers are most challenging in connecting to YOUR families?

What barriers would you add to our list?

# Leverage technology.

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Use texts to initiate and follow up with parents

Connect through Facebook communities (English & Spanish)

Link to quality video materials distributed electronically

***How have you leveraged technology to reach families?***



# Develop regional connections.

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Build specific knowledge of providers & programs.

Cultivate relationships with local families & children.

Develop familiarity with community resources.

Facilitate “learning communities” of professionals.

***How have you developed regional connections to reach families?***



# Coordinate care.

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Collaborate across systems and services at multiple levels.

Provide consistent follow up from screening to intervention.

Develop transition supports for intervention & parent support

***How do you coordinate care to reach families?***



# Demonstrate cultural competence\*.

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Use bilingual Parent Guides connect personally.

Coach guides “tune in” to family priorities & concerns.

Make Spanish specific programs & materials available.

Cultivate networks in minority communities.

Be responsive to and inclusive of the Deaf community.



***How do you demonstrate cultural competence to reach families?***

# Respond to Crises.

## Family & Community

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Address immediate issues for families with acute needs.

Support the families **and** professional through existing networks.

Consider short term & long term supports

*How do you reach families who are in crisis?*



# Acknowledging & committing:

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Families (& life!) are complicated.

Every family counts.

If we want to reach different families we have to do things differently.

Which two strategies are you taking home?

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