

PROJECT SCOPE YEAR END REPORT

2023



In collaboration with:



Emma Eccles Jones College of Education & Human Services
Institute for Disability Research, Policy & Practice
Utah State University.



Table of Contents

Table of Contents	1
About Project SCOPE	2
What is Project SCOPE?	3
HUB Team Members	5
ECHO by the Numbers	6
Spokes	7-8
Impact	9-10
Survey Results	11-15
Conferences	16
Sessions	17
Didactic Presentations	18
Case Presentations	19
Social Media & Marketing Efforts	20
Goals & Strategies	21
Analytics	22
Examples of Content	25
Contact Information	26

What is Project SCOPE?

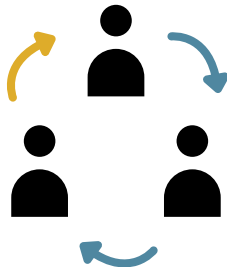
National Training Initiative

Project SCOPE: Supporting Children of the Opioid Epidemic, is a national training initiative intended to *build nationwide provider capacity and confidence in applying evidence-based practices* in screening, monitoring, and interdisciplinary support for children and families diagnosed with Neonatal Abstinence Syndrome (NAS), Neonatal Opioid Withdrawal Syndrome (NOWS), or who are suspected of being impacted by opioid use, trauma, or related exposure.

Project SCOPE links research to practical application in local communities, improves outcomes, provides opportunities to share knowledge and findings with national networks and federal agencies, and provides recommendations for future interventions. Participants receive highly relevant professional development, specific guidance, and ongoing support related to their needs and concerns. This results in interdisciplinary teams that are trained to work more effectively with their clients.



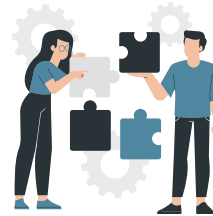
ECHO is all teach, all learn:



Interactive



Peer to Peer Learning



Collaborative Problem Solving



Sharing of Best Practices

Guiding Principles of ECHO



Demonopolization of Knowledge



Didactic/ Professional Development



Evaluations



Commitment to Learning



Case Based Learning

HUB Team Members



Janel Preston:

- Project Coordinator & Facilitator



Curt Phillips:

- Service Director & Project Evaluator



Baileigh Campbell:

- Project Assistant & Social Media

Network HUB Members

- Natalie Allen: Nurse Practitioner
- Kyla Clark: Strengthening Families Program Administrator
- Tiffany Anderson: Family member
- Tiffany Worwood: Family member
- Lisa Davenport: Program Coordinator, Part C Baby Watch Program
- Wendy Byron: Head Start Community Collaboration
- Becky Stott: Nurse Registered Nurse, Washington School District



Project SCOPE by the Numbers 2023

In collaboration with:

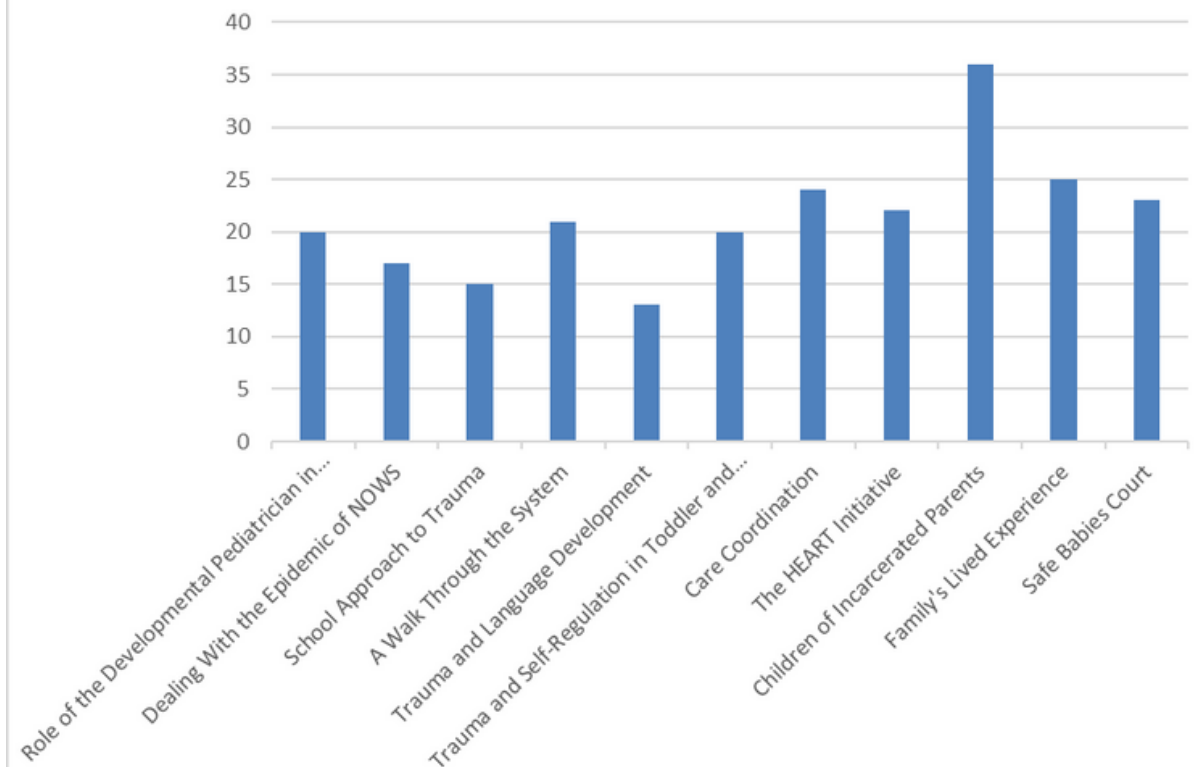
SPOKES:

The Learners of the Sessions

263 total attendees



Project SCOPE Attendees

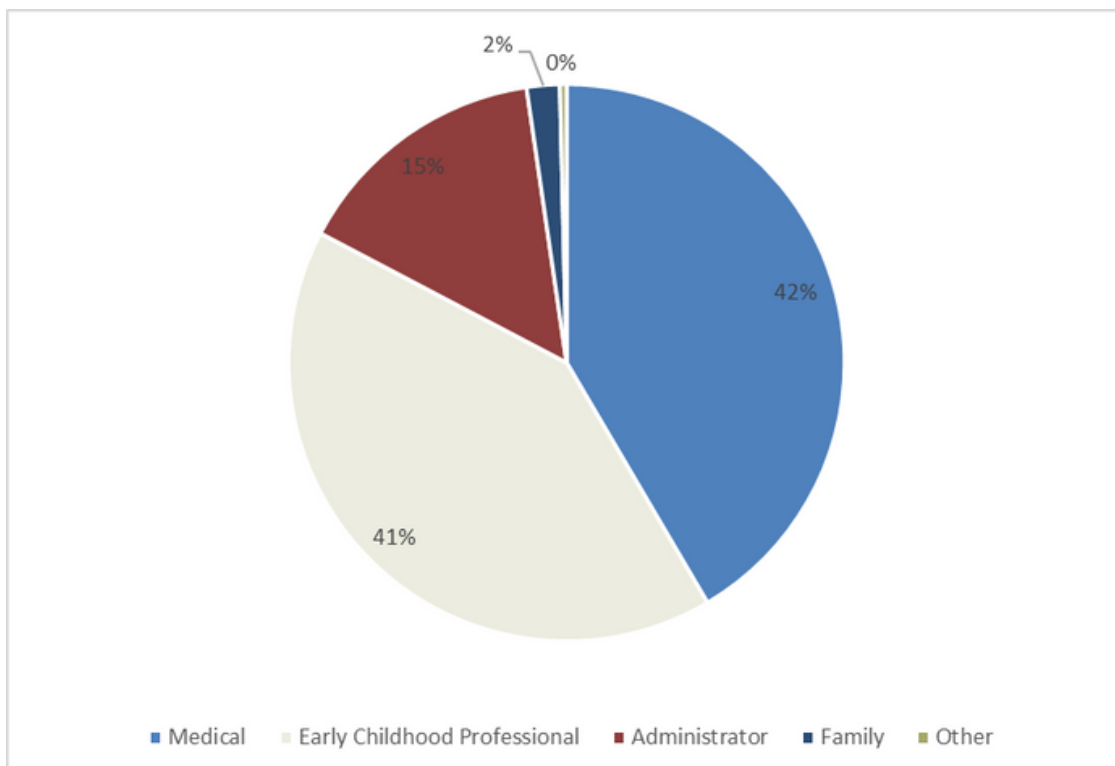




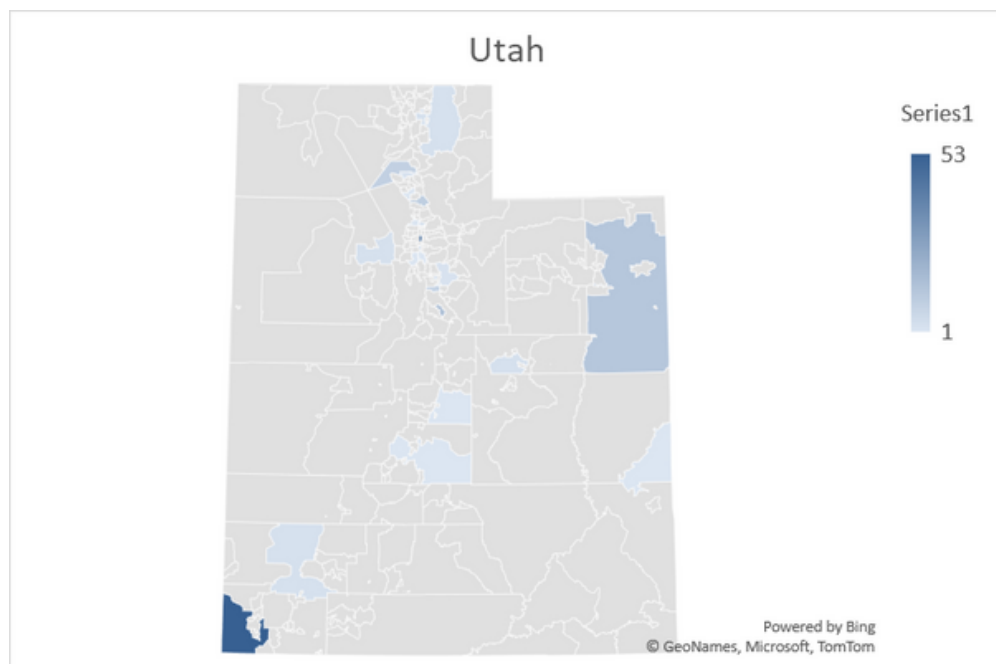
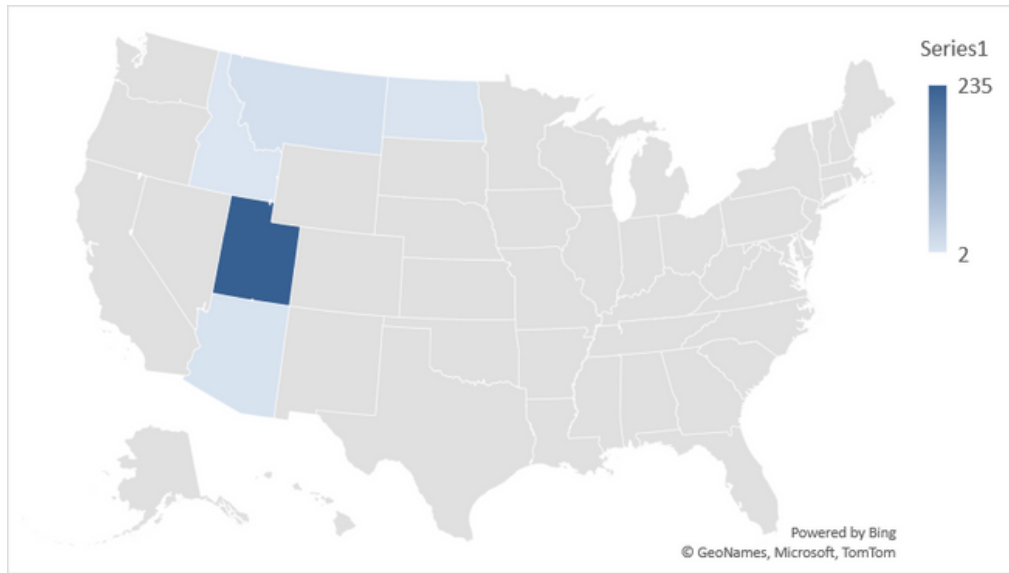
Supporting Children of the opioid epidemic



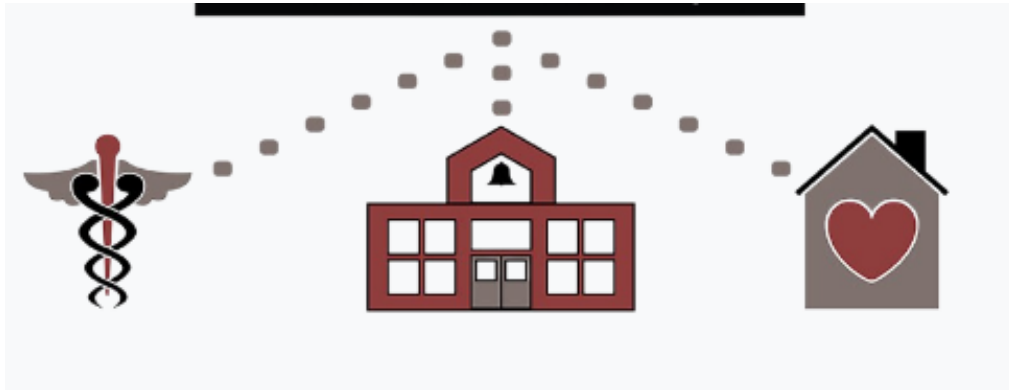
Spokes - *Provider Type*



Impact



Impact: *Agency Type*

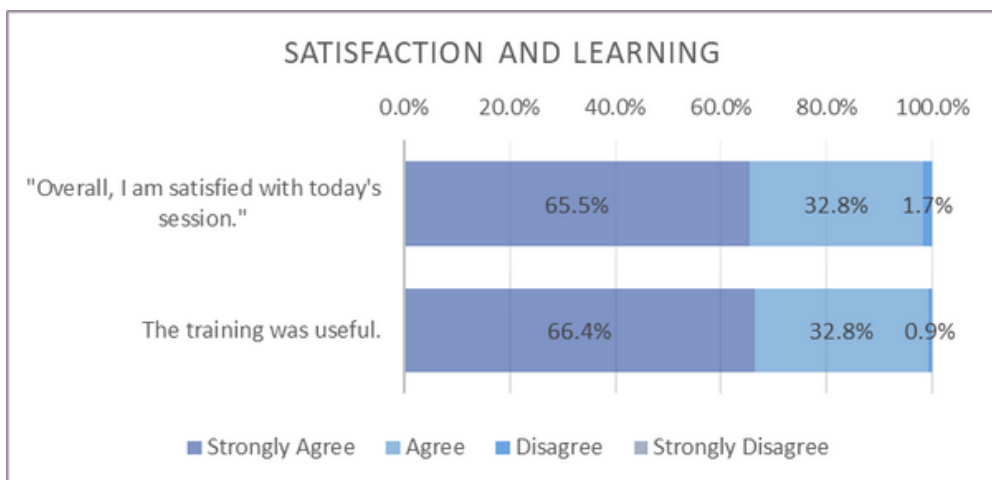


56 different Agencies

Top 3

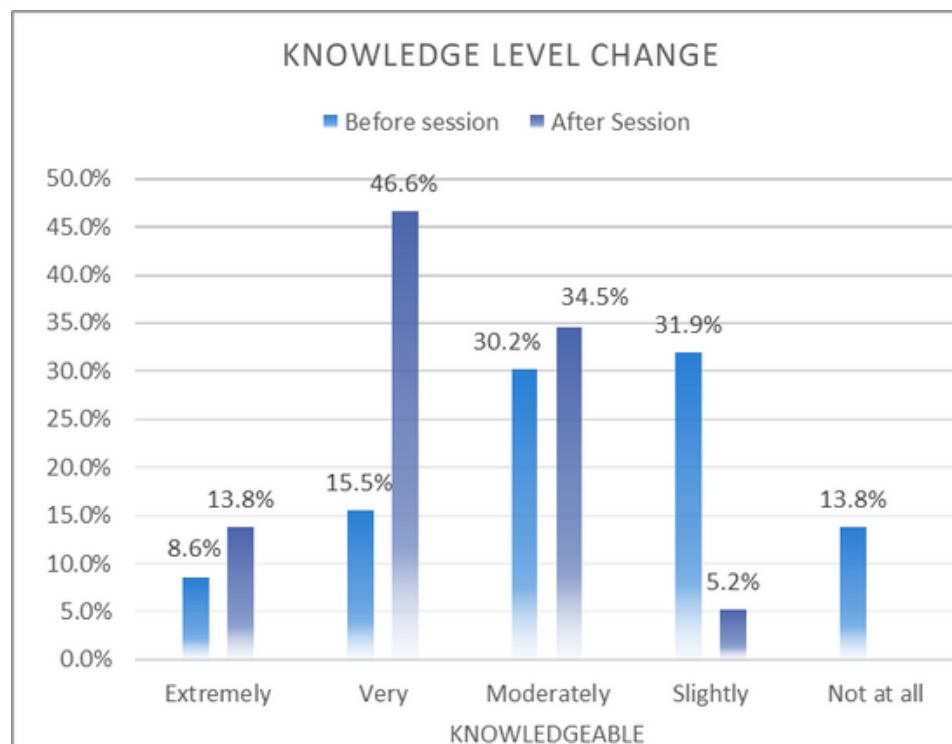
- *Root for Kids- Part C Early Intervention*
- *DDI Vantage-Part C Early Intervention*
- *Kids Who Count- Part C Early Intervention*

Survey Results



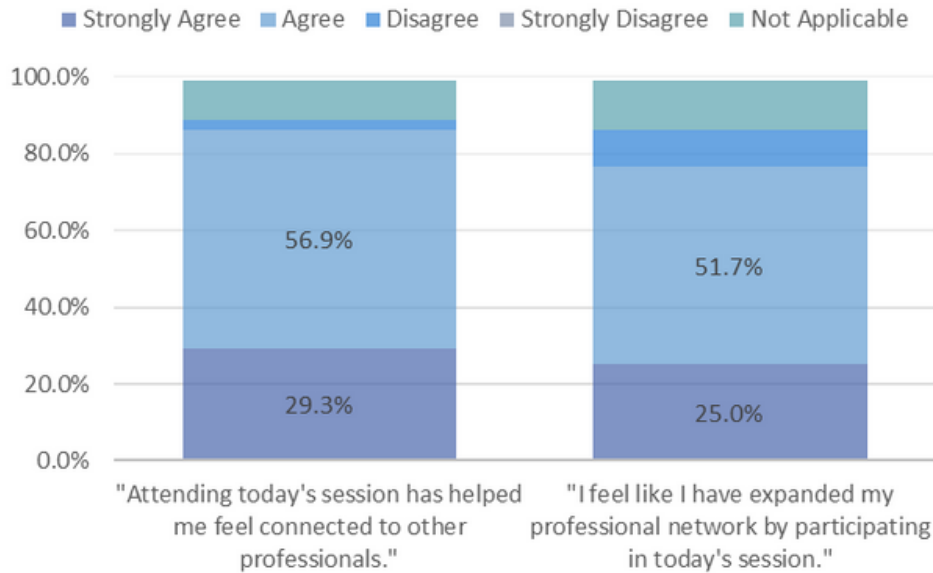
12
Sessions

116
respondents



Survey Results

NETWORKING AND CONNECTEDNESS

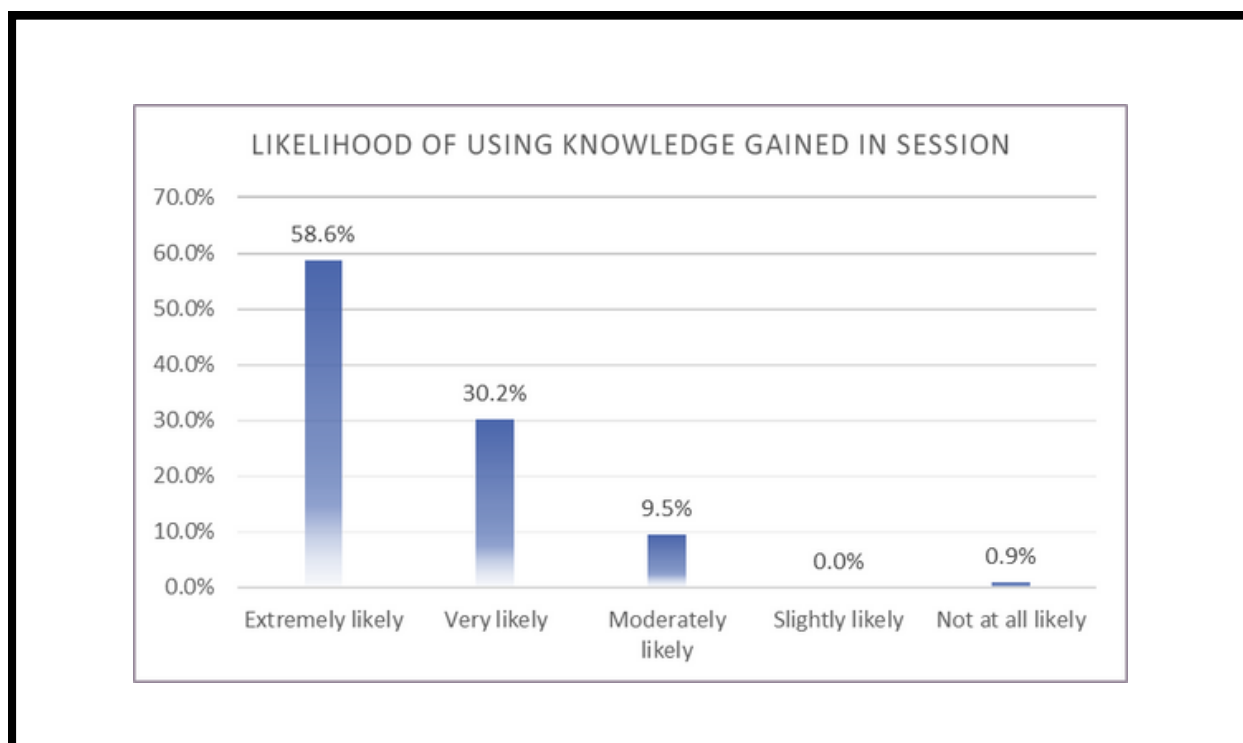
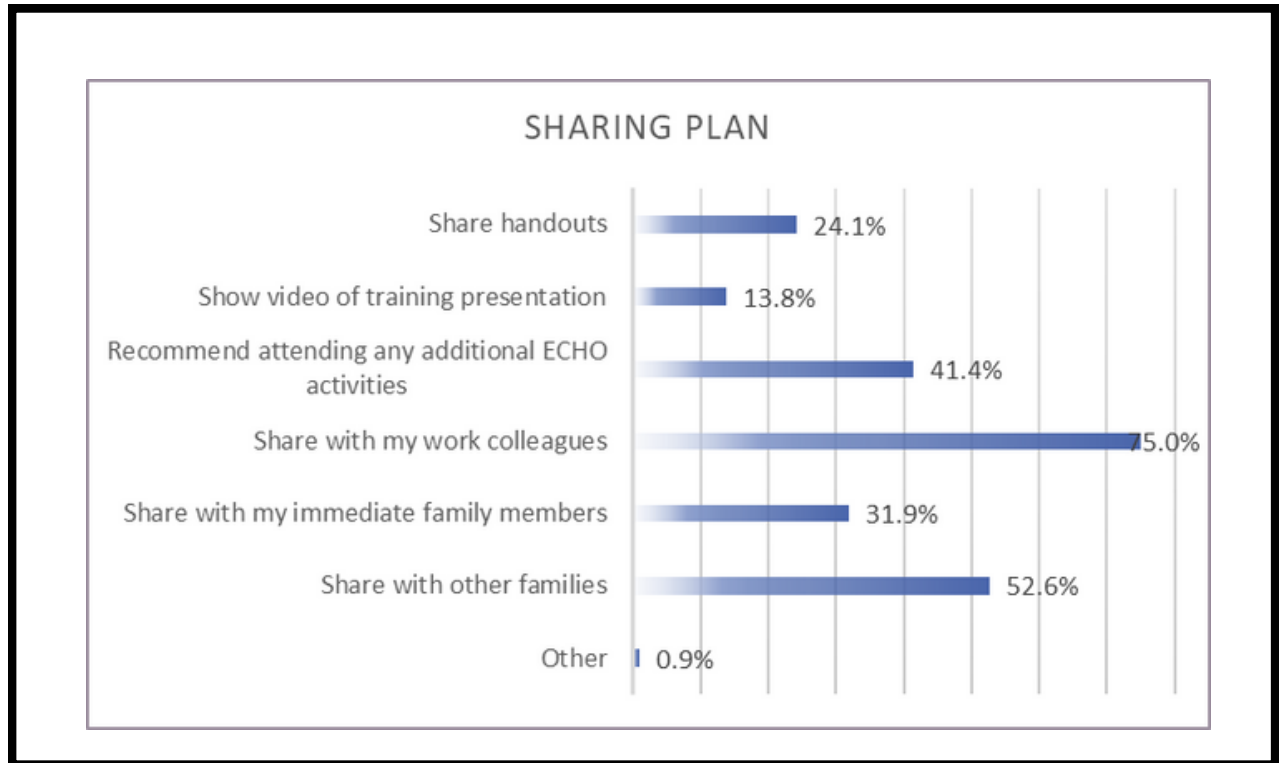


*96% reports
no barriers
to learning*

"I BELIEVE I CAN SUCCESSFULLY APPLY WHAT I'VE LEARNED TODAY."



Survey Results



Comments from learners

Reminder that we need to regulate ourselves and that behavior is communication

Case study & Break out sessions

Good ideas on how to phrase things to a child to help them feel safe and in control.

I loved learning how trauma affects speech development

Continue to provide a variety of topics, I would like current research and information on birth to three impacts of prenatal exposure to potentially harmful substances

5 Keys to Regulation and the the Regulation Umbrella



Conferences

- Preston, J. (2023, April 12). Supporting Children of the Opioid Epidemic Using ECHO [Conference Presentation]. Utah Public Health Association, Salt Lake City, UT, United States.
<https://usu.box.com/s/8i5svoudqdlap1zaclx3la9lkt6wwm1g>
- Preston, J., Phillips, C., & Beebe, B. (2023, March 17-18). Using ECHO to Increase Professional Development [Conference Session]. Utah Early Childhood Conference , Salt Lake City, UT, United States.
<https://usu.app.box.com/file/1149873502113>



2023 Sessions

In collaboration with:



Emma Eccles Jones College of Education & Human Services
Institute for Disability Research, Policy & Practice
UtahStateUniversity.



Didactic Presentations

2023 was our fourth iteration of Project SCOPE. With that, we wanted to shift our focus for the year and focus on how NOWS/NAS affects toddlers and school-aged children.

Between July-September, we had expert presenters, ranging from doctors to licensed social workers to sensory coaches to DCFS administrators join us each month and give fantastic presentations, sharing their wealth of knowledge with over 200 individual providers. They covered topics including:

- Care Coordination
- **H**ealth **E**xtension: **A**dvocacy, **R**esearch, and **T**raining Initiative (HEART Program)
- Children of Incarcerated Parents

**Watch the
sessions here!**

Case Presentations

During our case presentations, we had a variety of types of cases presented. Each presenter asked questions that would help that individual child and family through the very real and difficult challenges and delays they face. Some of these questions included:

How can we ensure continuation of care between early intervention programs and transfers from one school to another?

Resources/online programs/books for foster parents to support mental health and emotional health of children?

What are suggestions to communicate with teachers about helping a child with emotional regulation?

What are some alternatives to restraint if behavior becomes unsafe?

How can we expand emotional literacy in children?

Between each of our breakout groups and discussions each month, we had over **200 new resources, tools, and suggestions** shared with providers, which they were then able to take back to the families they work with to try! All resources are available on our Canvas page for participants to reference.

To access our Canvas page, please reach out to projectecho@aggies.usu.edu



Social Media & Marketing Efforts

In collaboration with:



Emma Eccles Jones College of Education & Human Services
Institute for Disability Research, Policy & Practice
UtahStateUniversity.



Goals & Strategies

In 2023, we had several goals for our social media and marketing plan. These were:

- Build our LinkedIn page and increase followers to 20.
- Post consistently across all platforms and increase engagement, reach, and followers.
- Compile all of our contact lists we have to create a master list and start a consistent newsletter/email marketing campaign.
- Expand our reach from just the early intervention sector to other sectors including substance abuse, mental health, healthcare, higher education, and domestic violence providers.

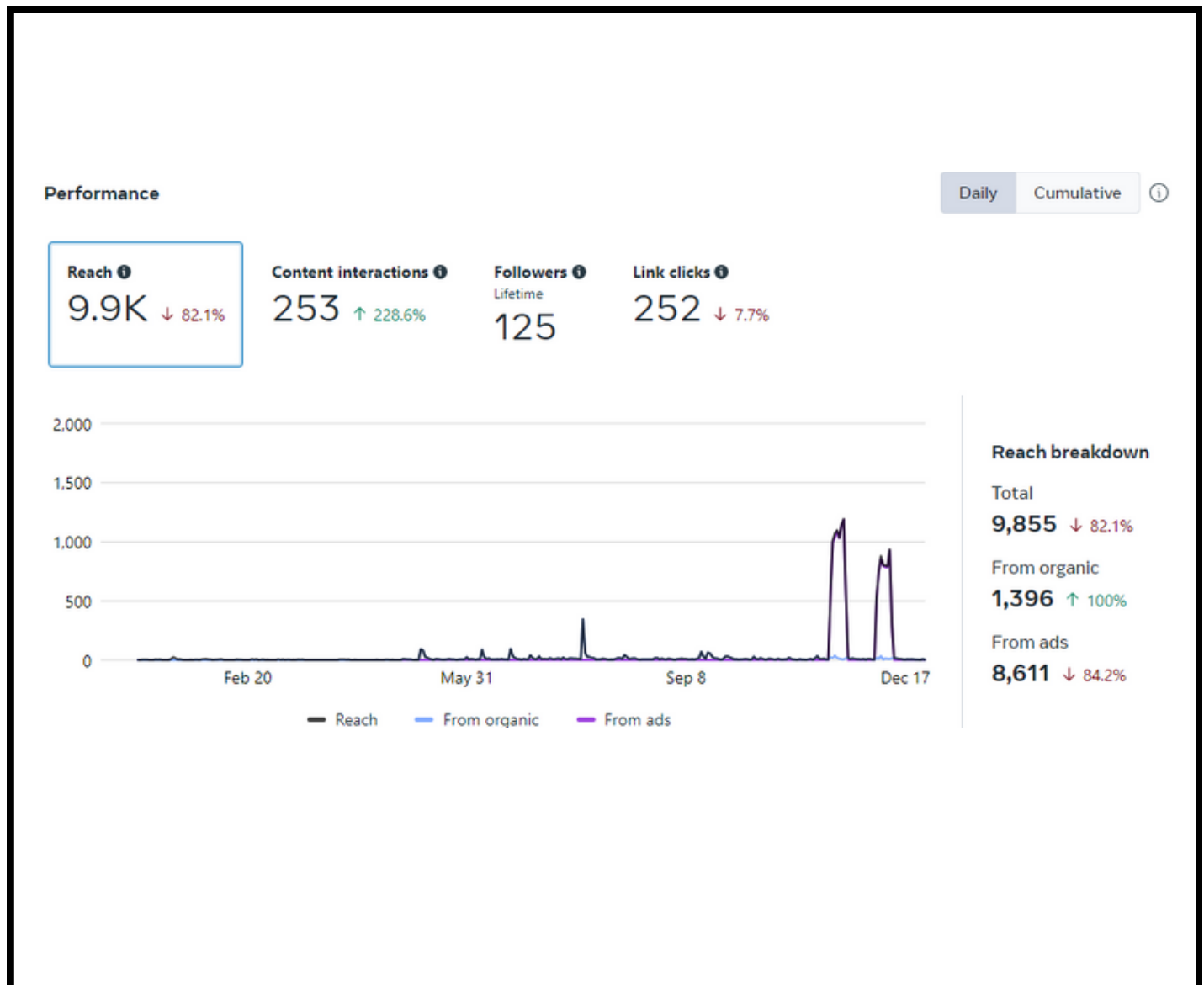
To accomplish all of these, we spent our time joining groups on Facebook and LinkedIn, collecting email address of directors in all our target sectors to ask for their help in recruiting new participants, and creating consistent content and posting it.

The following pages go over the analytics of our Facebook, Instagram, and LinkedIn platforms, as well as our email campaigns via Constant Contact.

Analytics

We use Instagram, Facebook and LinkedIn as our main social media platforms. The following screenshots show the analytics of our social media platforms from January-December 2023.

Facebook



Analytics

Visits

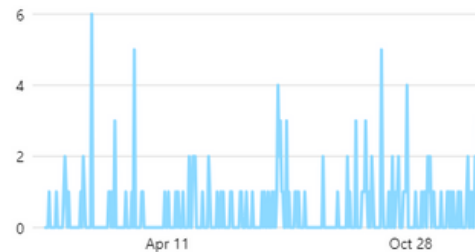
Facebook visits ⓘ

562 ↑ 183.8%



Instagram profile visits ⓘ

154 ↓ 31.3%




Instagram

Reach ⓘ

1.3K ↓ 81.2%

Content interactions ⓘ

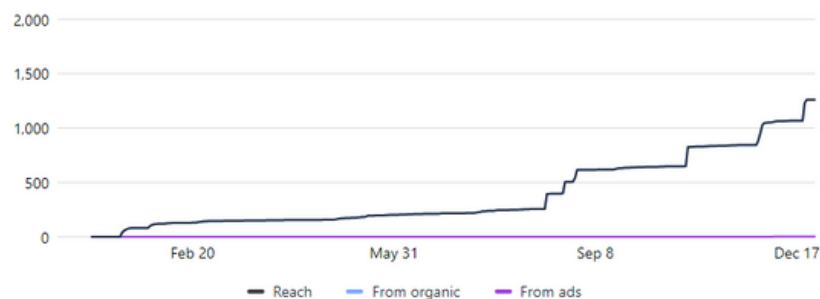
248 ↑ 100%

Followers ⓘ

Lifetime
192

Link clicks ⓘ

3 ↑ 100%



Reach breakdown

Total

1,262 ↓ 81.2%

From organic

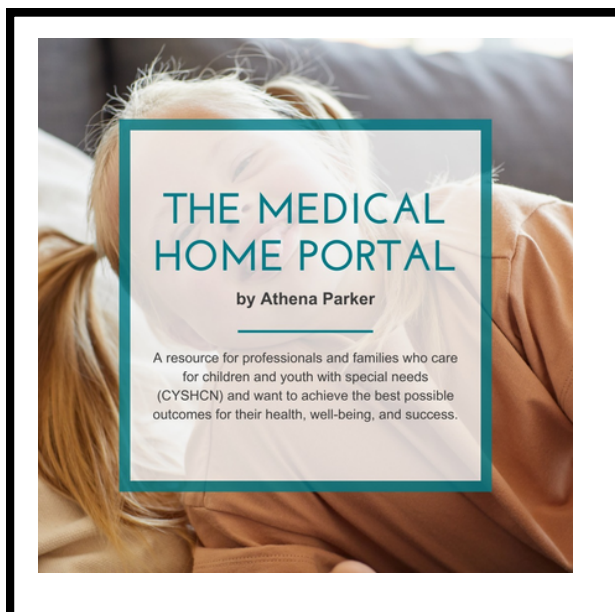
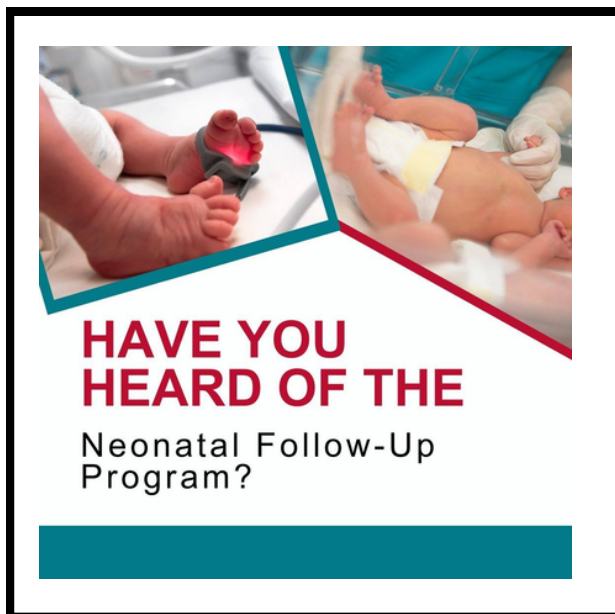
1,258 ↑ 100%

From ads

2 ↑ 100%

Examples of Content

Our main focus this year for our social media platforms was turning them into a source of education, resources, and networking - similar to the goals of our ECHO program as a whole. Below are examples of some of the content we created. Click the image to see the full post!





For more information



projectscope@aggies.usu.edu



idrpp.usu.edu/project-scope

