

# NACHC Talk With Me Baby Health Center Implementation Guide

## Preparing Leadership and Getting Buy-In

- Identify the relationship of TWMB to the health center's vision and mission and strategic plan.
- Prepare clinical and operations leaders to gain their buy-in and support. Consider their feedback on timing of implementation, service lines and patient populations included, and implementation leaders. Provider, Nursing, and Operations leaders' support is critical for success.
  - Determine if and how special needs populations will be included (e.g., autism spectrum)
  - Identify strategies that will be needed for including non-English-speaking families
- Identify similar existing programs and be clear on the overlap, differences, and how these programs work together to create a stronger effort (e.g., Talk With Me Baby and Reach Out And Read)
- Identify and engage external stakeholders needed to create a strong and sustainable effort
- Consider strategies needed for health center culture integration and sustainability

## Establishing Goals

- Implementation time frames
- Ongoing implementation & quality measures and Reporting. Minimum suggested:
  - %/# staff trained by service line/department
  - %/# children with documentation by age group
  - %/# staff documenting by role: RN, CMA, Provider
  - %/# families accessing resources (documents, apps, books, etc.)
- Support needed for creating and disseminating goal-focused reports
- Methods and timing of reporting and accountabilities

## Establishing Documentation Requirements

- Integration with existing EMR is critical for implementation and quality management
- Identify additional measures to be taken to track implementation progress and improvement (e.g., patient questionnaire)

## Defining Roles

- Service line/Department leads
- Clinical Staff
- Support Staff
- TWMB Champions

## Planning for PR/Marketing/Internet/Social Media

- Develop a Communication Plan
- Consider internal and external stakeholders

## Developing/Revising Materials and Other Resources Needed

- Utilize and modify templates available on [www.coxcampus.com/healthcare](http://www.coxcampus.com/healthcare) for
  - Patient
  - Staff
  - Health Center

- Languages
- Identify additional materials/resources needed to launch (less is more)

#### **Orienting and Training**

- Identify modifications needed to free training available on the Cox Campus and modify; engage internal and external stakeholders
- Develop training, follow up staff observation and coaching, and continuing education plan with service line leaders
- Orient and train key clinical and support staff leaders to champion Talk With Me Baby
- Identify the extent to which Talk With Me Baby will be included in the general orientation and training for all health center staff
- Identify methods for sharing the relevance of Talk With Me Baby with all health center staff

#### **Recognizing Performance**

- Consider how meeting goals and exceptional performance will be recognized and rewarded

#### **Budgeting and Funding**

- Identify and plan for additional costs for start-up and ongoing
- Identify external sources for funding start-up, if necessary