

A Regional Approach To Newborn And Family Screening And Referral



Smart Beginnings South Hampton Roads is a nonprofit organization created by business and community leaders to address the issue of school readiness in Chesapeake, Norfolk, Portsmouth, Suffolk and Virginia Beach. Since 2004, the organization has worked to:

Raise awareness about the importance of the early years,

Advocate for greater public-private investment in young children,

Build regional collaboration around children's issues and support communities in improving their early childhood systems.



As the first step in bringing a Newborn and Family Screening and Referral service to the region, Smart Beginnings South Hampton Roads has commissioned a study to be conducted by the Consortium for Infant and Child Health (CINCH). CINCH, whose lead agency is Eastern Virginia Medical School, is a community partnership of over 200 agencies that has worked to improve the health and well-being of children in Hampton Roads since 1993.

By September 2010, CINCH will:

- 🍏 Conduct interviews and focus groups with local and national child health leaders, parents and community stakeholders.
- 🍏 Collect data and identify best practice models for implementing a regional screening service.
- 🍏 Develop recommendations for the creation of a system in which all families receive a holistic, in-person screening by a health professional at the time of their child's birth.
- 🍏 Identify potential comprehensive screening tools to assess the child and the family's physical, emotional and social needs.
- 🍏 Develop a model, streamlined referral service that will allow professionals to link families to the existing local resources they need.

South Hampton Roads communities worked with Smart Beginnings to develop collaborative action plans for children from birth to age five. Each community identified the importance of reaching parents at the time of their child's birth with information, resources and referrals to services.

For more information on this project, please contact: CINCH at 757-668-6436, earlyscreening@evms.edu or Smart Beginnings South Hampton Roads at 757-226-8826.

