

UCLA/Johnson & Johnson HEALTH CARE INSTITUTE

for Head Start

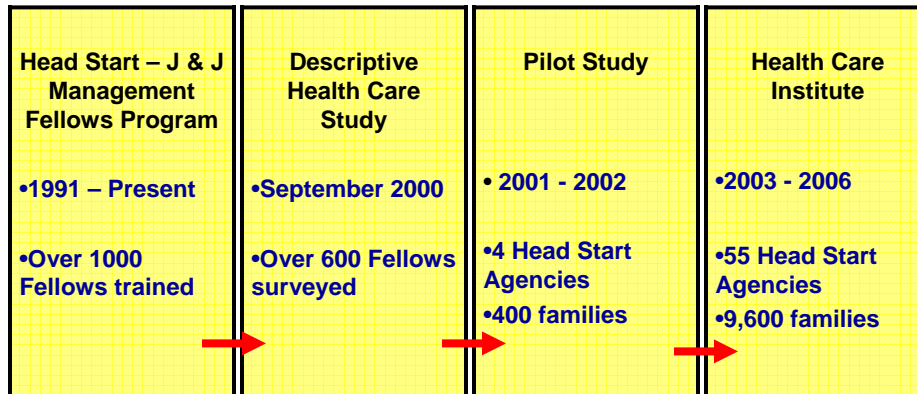


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Research Director
Healthy Child Care
Washington Symposium
May 22, 2007



Ariella Herman:
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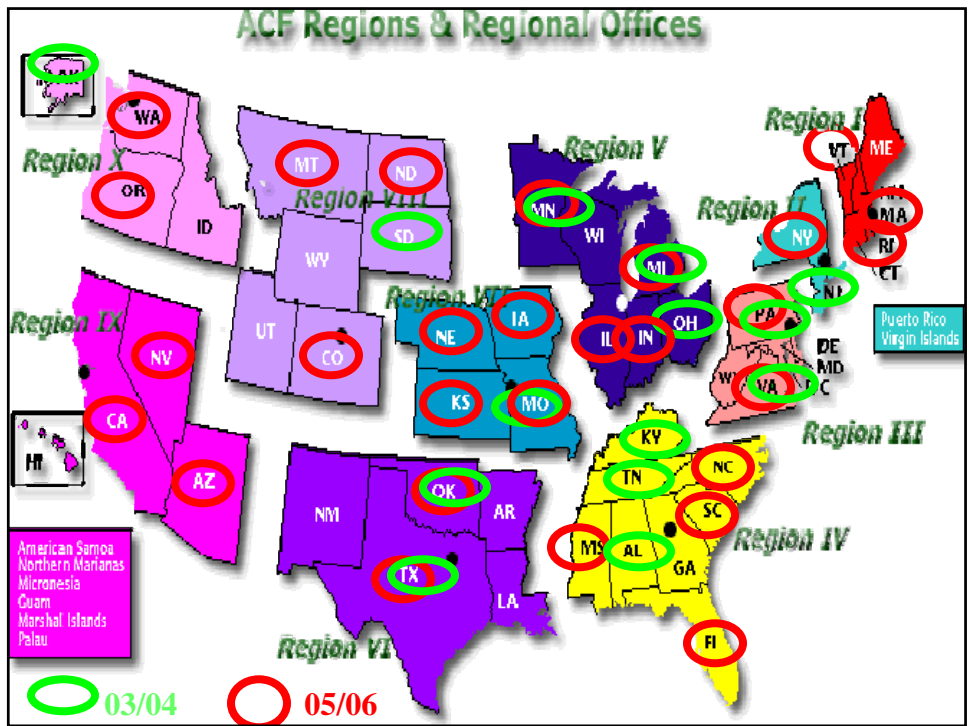
UCLA/JOHNSON & JOHNSON PARTNERSHIP



OBJECTIVES

- **PROVIDE** training and information for the successful implementation of healthcare literacy programs.
- **ENABLE** parents to become better caregivers by improving health care knowledge and skills.
- **EMPOWER** parents in decision making.
- **ENHANCE** parents' self esteem and confidence.
- **CONTRIBUTE** to reducing escalating healthcare costs.

<u>YEAR I 2003</u>	<u>YEAR II 2004</u>	<u>YEAR III 2005</u>
•12 NEW AGENCIES 100 PARENTS/ AGENCY:1200 P •4 PILOT AGENCIES 100 PARENTS/AGENCY: 400 P <u>TOTAL YEAR I: 1600 PARENTS</u>	•12 NEW AGENCIES 100 PARENTS/ AGENCY:1200P •13 CONTINUING AGENCIES 100 PARENTS/AGENCY: 1300 P <u>TOTAL YEAR II: 2500 PARENTS</u>	•31 NEW AGENCIES: 100 PARENTS/AGENCY:3100P •24 CONTINUING AGENCIES: 100 PARENTS/AGENCY:2400 P <u>TOTAL YEAR III: 5500PARENTS</u>
TOTAL PILOT & YEAR I: 1600 PARENTS TRAINED	TOTAL YEAR I & II: 4100 PARENTS TRAINED	TOTAL YEAR I,II&III: 10,000 PARENTS TRAINED
		TOTAL: <u>55</u> AGENCIES 9,600 PARENTS <u>35</u> States



Key Findings

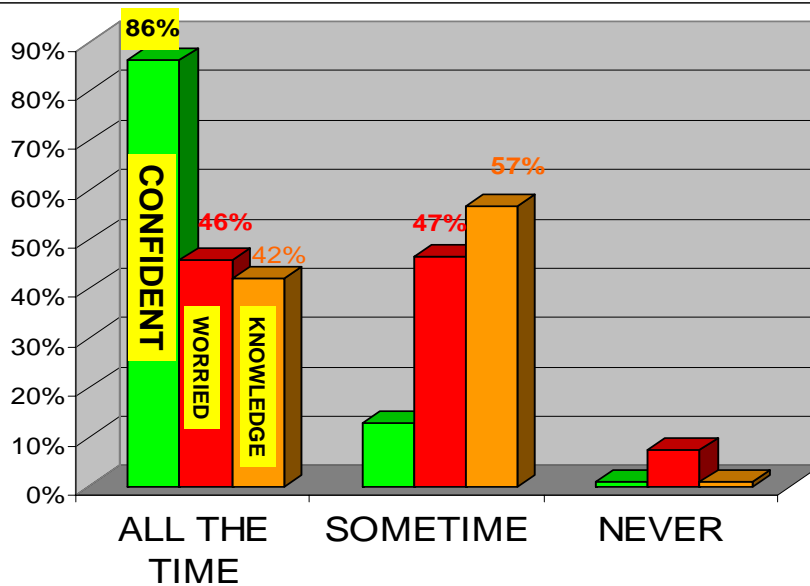
PRE TRAINING

POST TRAINING

IMPACT OVER TIME

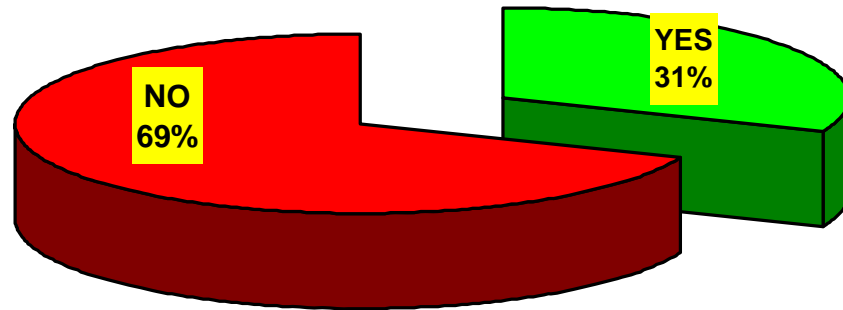
COSTS SAVINGS

WHEN YOUR CHILD IS SICK HOW DO YOU FEEL?



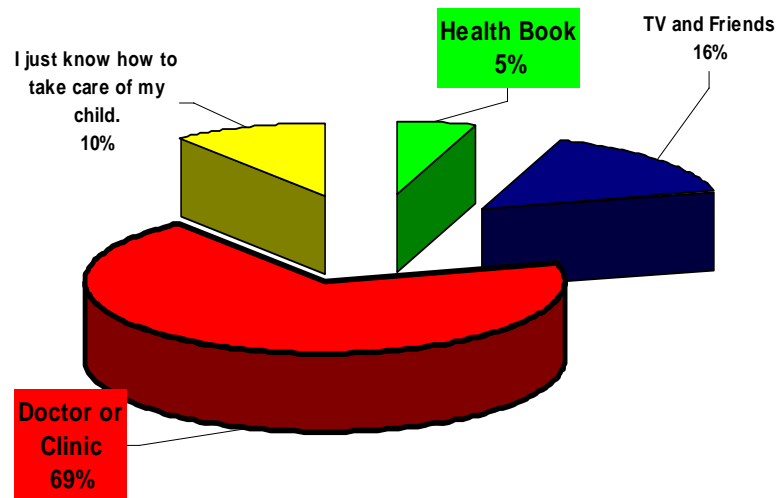
BUT... ALMOST 3/4 OF PARENTS DO NOT HAVE ANY HEALTH BOOKS AT HOME

Do you have a health book?

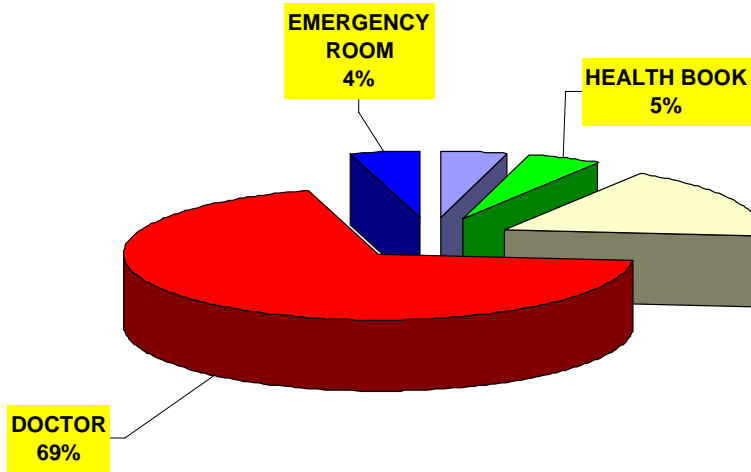


Note: Of the 31% that claimed they had a book, 52% DID NOT remember the name

WHERE DO YOU GET INFORMATION ABOUT YOUR CHILD'S HEALTH?

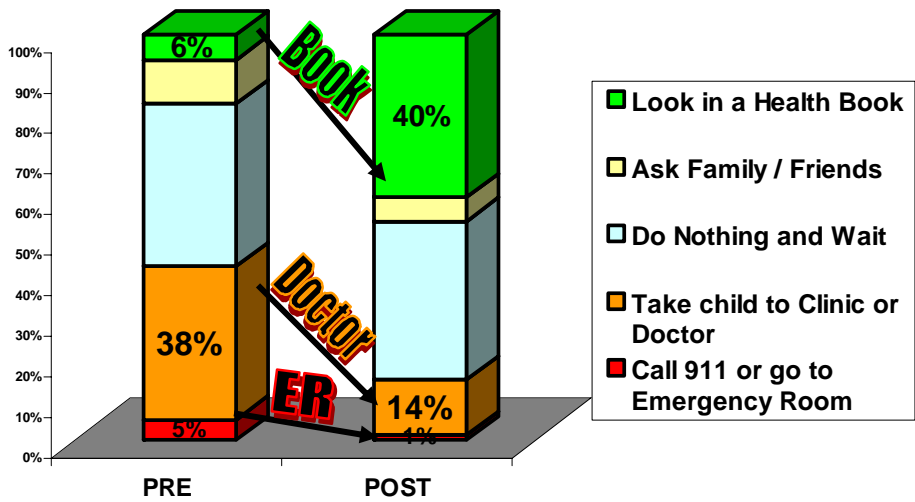


**WHEN YOUR CHILD IS SICK WHERE DO YOU
FIRST GO FOR HELP?**



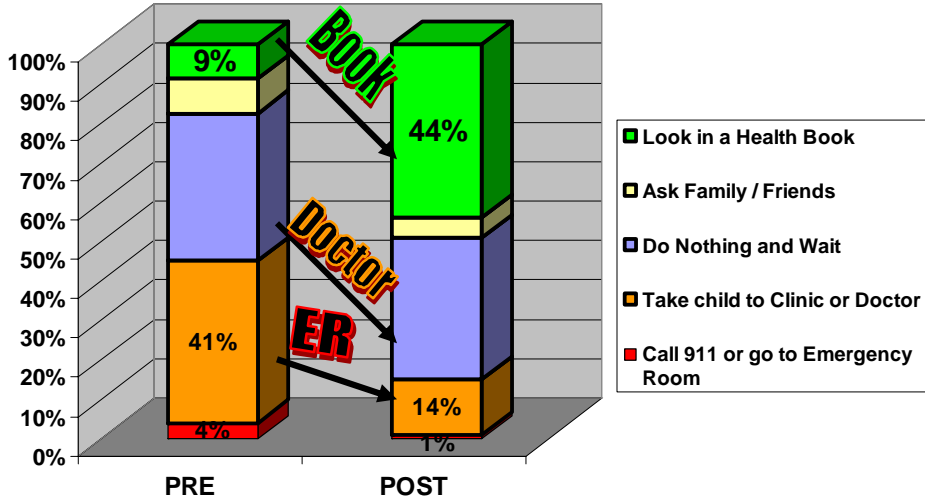
Parents Post Training

**IF YOUR CHILD HAD A 99.5°F TEMPERATURE,
WHAT WOULD YOU DO?**

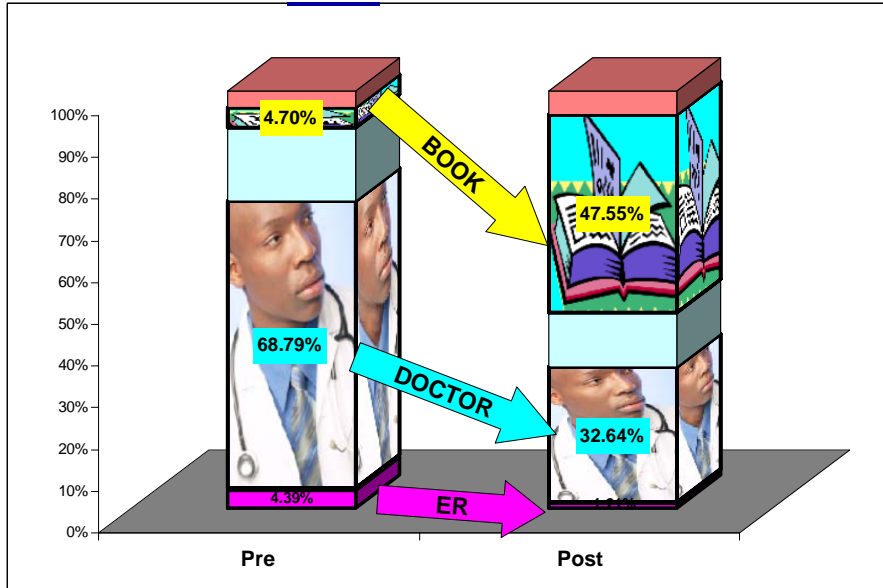


Parents Post Training

IF YOUR CHILD HAD A COUGH, WHAT WOULD YOU DO?



WHEN YOUR CHILD IS SICK, WHERE DO YOU FIRST GO FOR HELP?



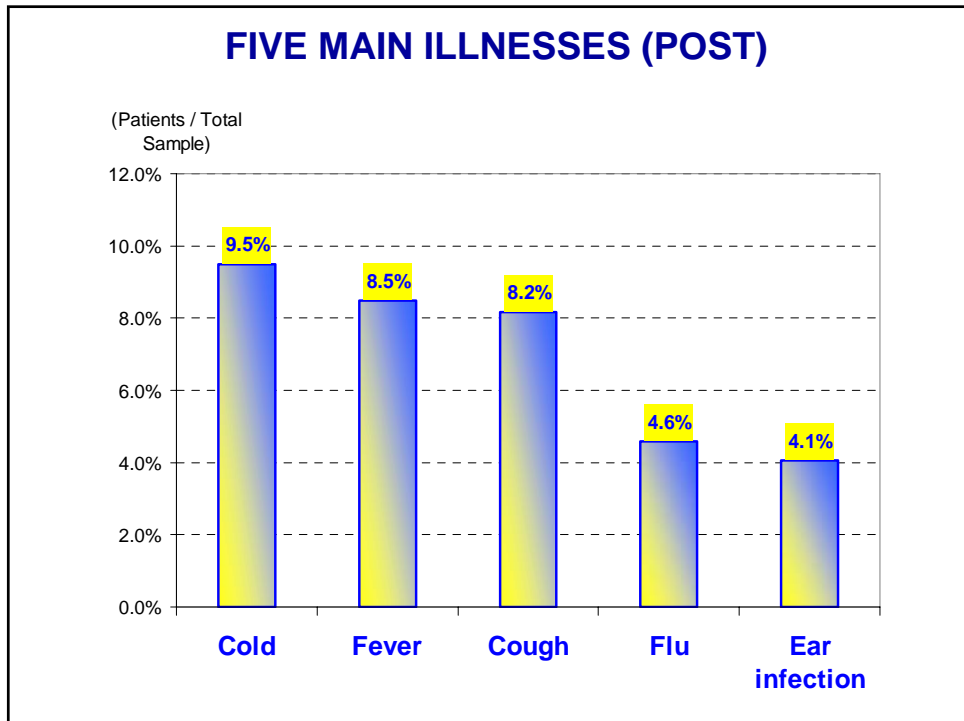
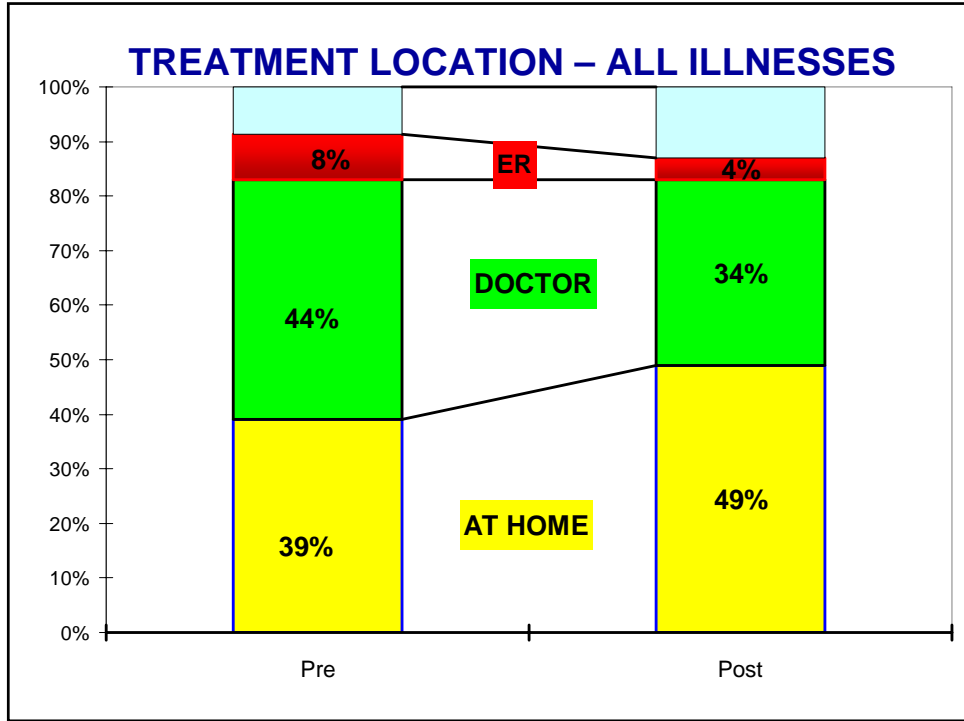
PARENTS TRACKING

MONTHLY VISIT!!!

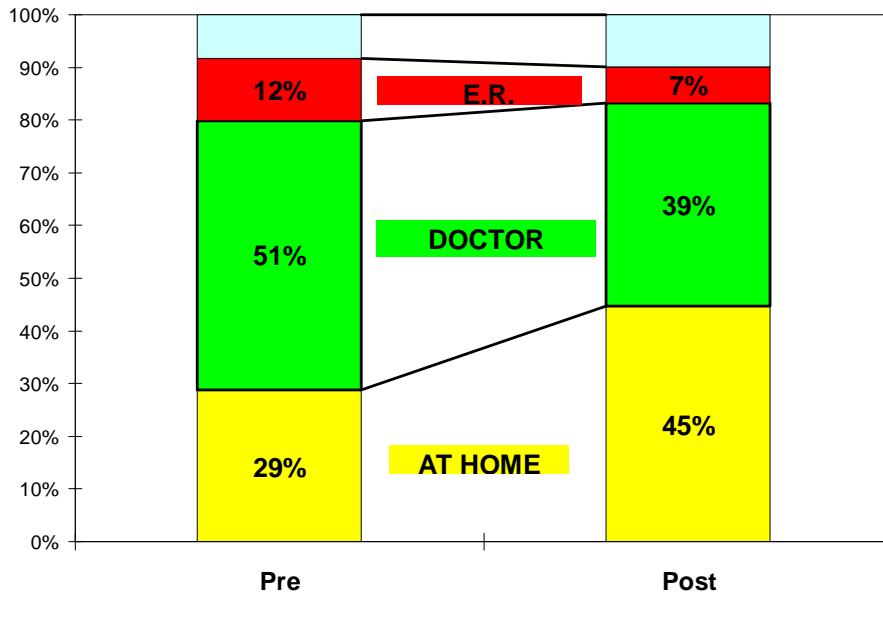


TRACKING SHEET

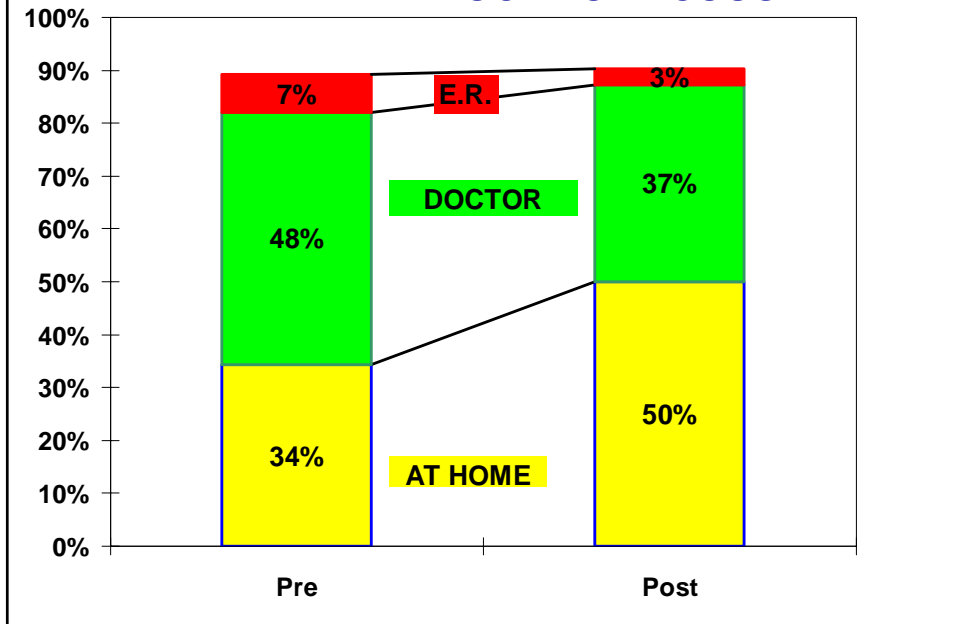
Children in Survey					Jul-03					
Child's First Name	Child's Last Name	Parent's First Name	Parent's Last Name	Type of Insurance	# of Absences of child due to illness	# of days of work missed due to child's illness	Where did child receive medical treatment	For what symptoms /illnesses?	Did you refer to the book?	
EX	Raggedy	Ann								
1										
2										
3										
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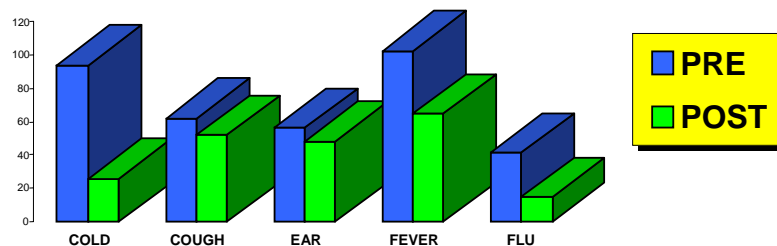
TREATMENT LOCATION - FEVER



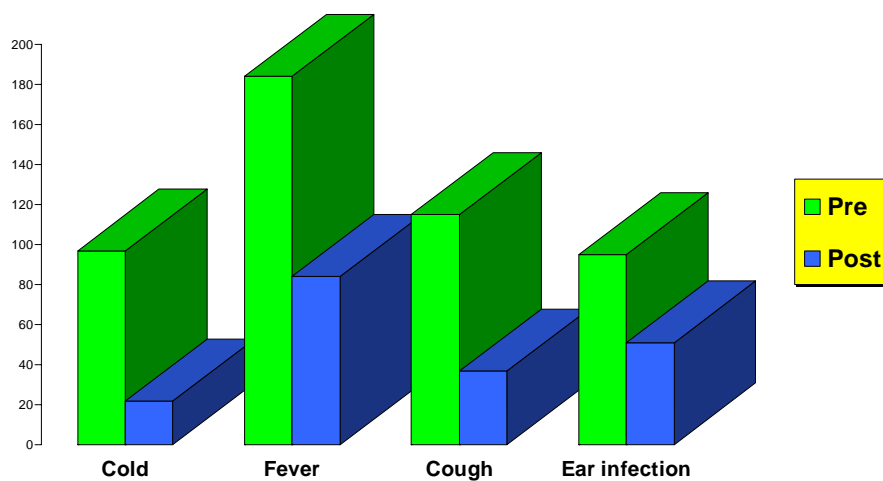
TREATMENT LOCATION - COUGH



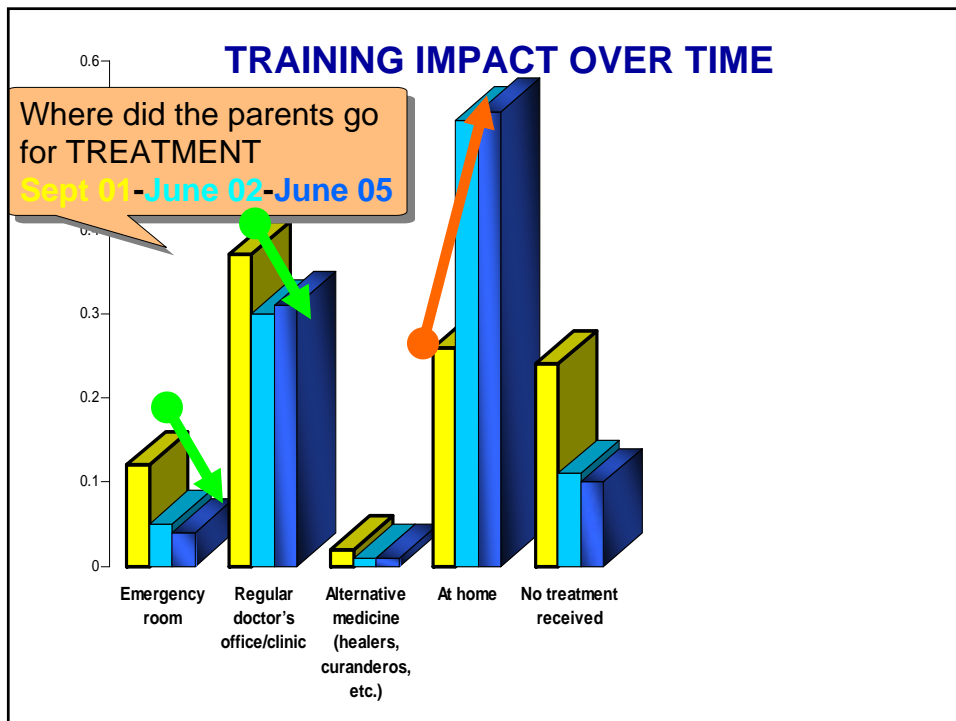
DOCTOR VISITS FIVE MAIN CHILDHOOD ILLNESSES



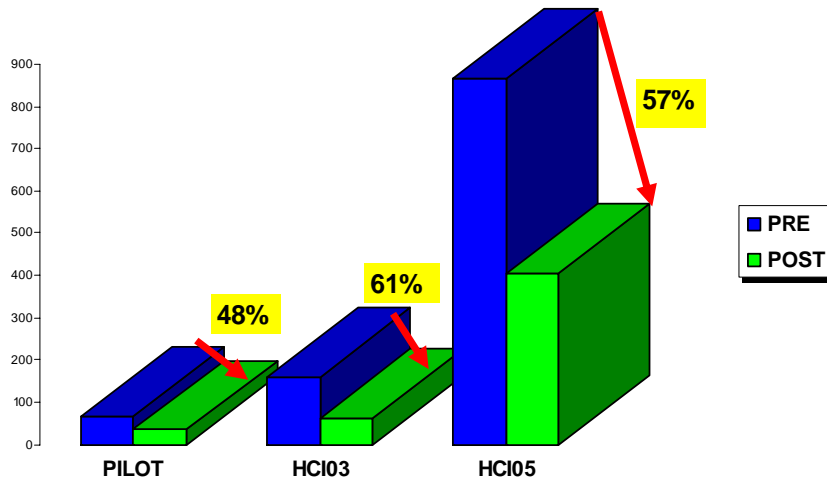
EMERGENCY ROOM VISITS FOUR MAIN CHILDHOOD ILLNESSES



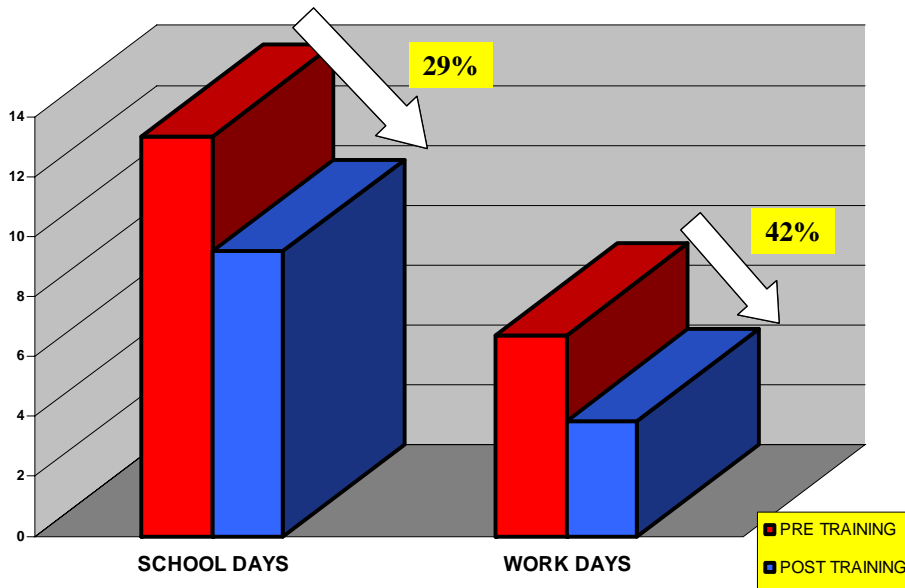
IMPACT OVER TIME



CHANGE IN EMERGENCY ROOM VISITS PILOT → HCI 03 → HCI 05

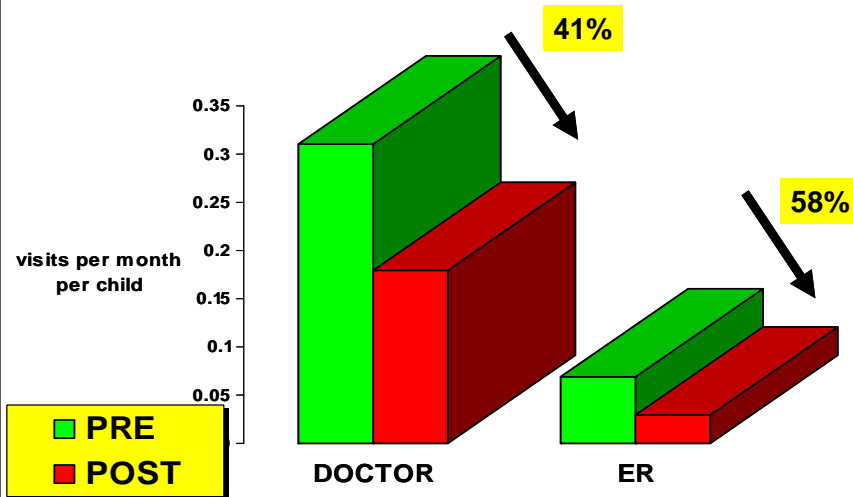


SCHOOL AND WORK DAYS MISSED DECREASED



HCI 05 Tracking

DOCTOR & EMERGENCY ROOM VISITS DECREASED

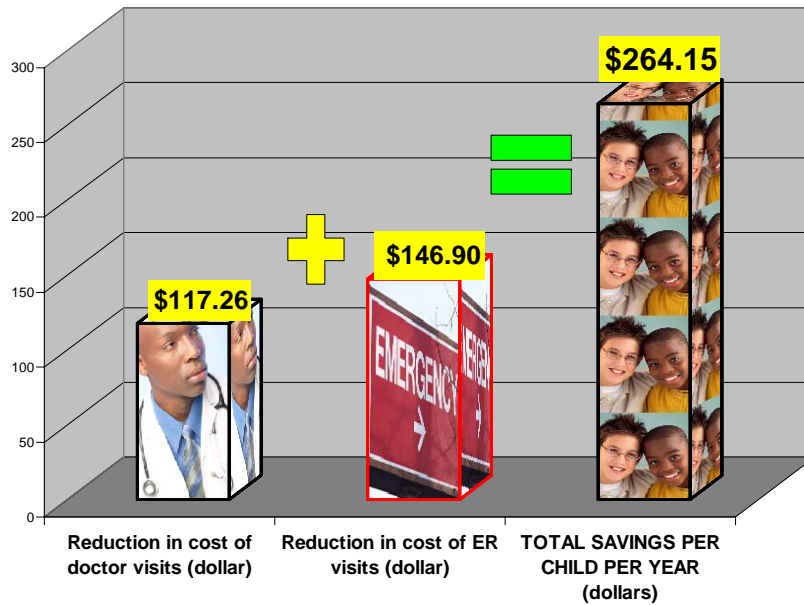


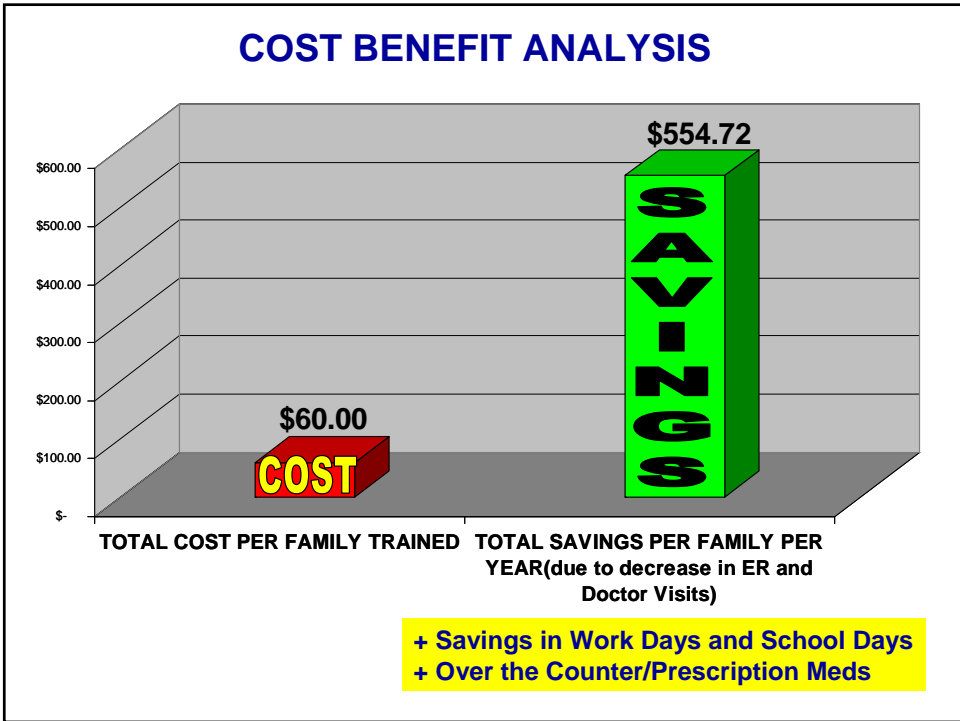
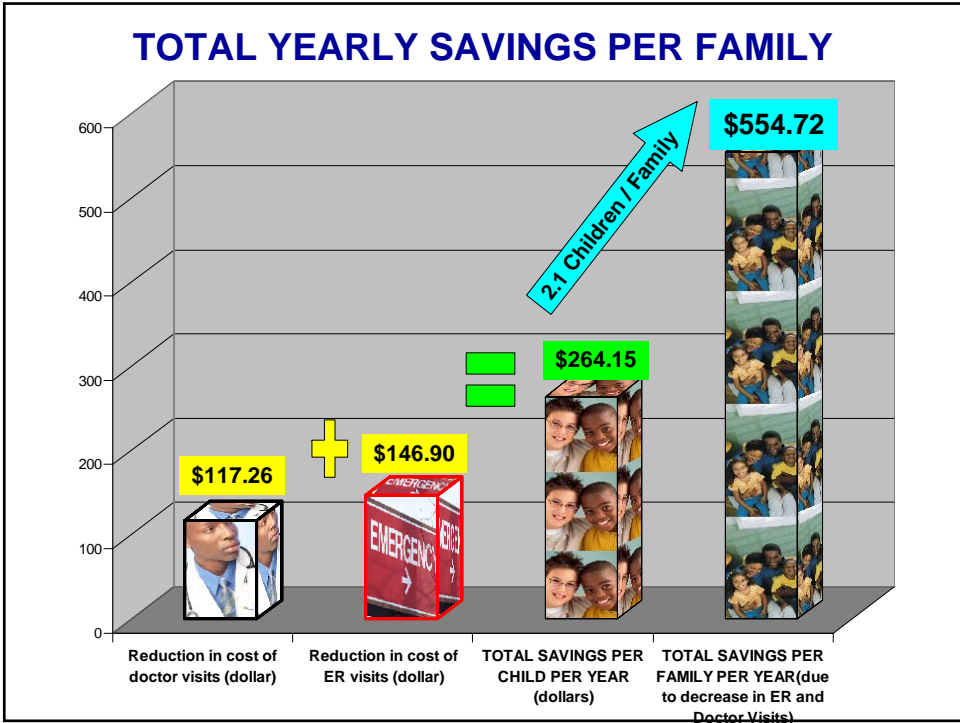
COSTS SAVINGS

ECONOMIC MODEL

	Lower Bound	Base Case	Upper Bound
Assumptions			
Cost per doctor visit (\$)	\$ 80	\$ 80	\$ 80
Cost per ER visit (\$)	\$ 320	\$ 320	\$ 320
Annualized data			
Reduction in # doctor visits (per child per year)	1.1407	1.4657	1.7908
Reduction in # ER visits (per child per year)	0.3808	0.4591	0.5373
Economic savings per child per year			
Reduction in cost of doctor visits (\$)	91.25	117.26	143.26
Reduction in cost of ER visits (\$)	121.85	146.90	171.95
TOTAL SAVINGS PER CHILD PER YEAR (\$)	\$ 213.10	\$ 264.15	\$ 315.21
TOTAL SAVINGS PER FAMILY PER YEAR(\$) (using an average of 2.1 Children/Head Start Family)	\$ 447.51	\$ 554.72	\$ 661.94

TOTAL YEARLY SAVINGS PER CHILD





MORE THAN JUST FINANCIAL

- **INCREASED** parental awareness of health warning signs
- **QUICKER** response to early signs of illness
- **USE** of health reference book
- **BETTER** understanding of common childhood illnesses
- **FEWER** school absences leads to happier children
- **DECREASE** in ER and Doctor/Clinic Visits
- **EMPOWERED** parents



TRAINING IN 4 LANGUAGES!



TRAINING IN 7 LANGUAGES!





- *“This process supports our thinking as a Head Start program, which is that one of the most powerful things we can do is not only to make a difference in the lives of our children, but also to effect changes for our families as a whole...”*
- *“..the J&J Health Care Institute has not only enriched their abilities as parents, it has strengthened the parents’ self esteem and the parent-child bond within the family....”*
- *“..the result is a family that has a brighter future...”*
- *“As we continue to fight for the future fate of Head Start, it is passionate individuals like who you are invaluable to our Head Start community ...”*
- *“It is people like you that change the world...one family at a time...”*