



of Virginia

Comprehensive Health Investment Project

**CHIP is on the frontline of workforce development...  
changing lives, two generations at a time.**



## **“I’M A LIVING EXAMPLE THAT CHIP WORKS.**

Before I was born, CHIP helped my mom have a healthy pregnancy and understand her job as my first teacher. CHIP also helped my mom gain employment skills which ultimately led to her owning a small business, employing others. Because my mom had the right mentoring, I started school ready to succeed, and now I have a full academic scholarship at James Madison University.

**We’re both successful adults today because of CHIP. Read more about us inside.”**



# CHIP helped Cherelle, now she helps others.

When Cherelle realized she was pregnant, the last thing she wanted to do was talk to the woman who smiled at her across the health clinic waiting room. Little did she know that the smile would help make her who she is today, a business owner, public speaker, role model, the mother of two successful children, and someone who offers smiles, opportunity, and the “hand up” to others.

Barbara Fleming, the founder of CHIP of Greater Richmond, was the woman who smiled at Cherelle in 1989. After enrolling Cherelle in CHIP, mentoring her during pregnancy and as a new mom, Barbara took on a new role in Cherelle’s life—her employer. Barbara saw a woman with great potential. Once Cherelle completed the program she became an Outreach Worker for CHIP of Greater Richmond, helping others through similar circumstances as she had overcome. Barbara and Cherelle worked together from 1992-2007.

Cherelle now owns As We Grow Child Care and Learning Center and has 13 employees, is active in her community and continues to mentor others. Her business meets a need for families working outside the



traditional 9-5 job, as well as providing scholarships for lower income families. Cherelle’s son, Jeremiah, is an honor roll student. Her daughter, CherLisa, is attending James Madison University on a full academic scholarship.

Cherelle became that role model for hundreds of low-income families with young children and is helping them realize their potential—changing lives, two generations at a time.



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CHIP of Virginia’s mission is to improve young children’s health, and promote wellness and self-sufficiency in low-income families through partnerships with local communities.

Dear Friends,

As many of us know, the demands of raising an infant or toddler can prove challenging for even the best-prepared parent. But for those facing the additional hurdles of generational poverty, lack of education, unemployment and more, the challenges are even greater. It’s absolutely critical for these parents to learn to care for their children and themselves to ensure they thrive and become assets to their communities.

Some of our nation’s costliest social problems—like child abuse and neglect, school failure, poverty, unemployment and crime—are rooted in early childhood. This is where CHIP’s public private partnership is changing lives, two generations at a time. **Through a small public investment, CHIP programs across Virginia leverage these funds at a rate of \$2 for every state dollar. And this is only the initial ROI.**

Pregnant women who previously had a costly premature or low birth weight baby, had significantly better birth outcomes after participating in CHIP — with an average decrease in medicaid costs of \$2300 (including prenatal care, labor/delivery hospital expenses and health care costs through age one). This doesn’t even take into account any long-term costs avoided such as early intervention, special education, and expensive life-long medical care associated with preterm and/or low birth weight babies. Imagine the savings.

We’ve realized as a culture that what’s happening in the lives of our youngest is of great importance to us all. This is why I, and so many others, support the success of CHIP throughout Virginia.

This year, CHIP of Virginia became the state leader for Parents as Teachers (PAT)—the national, evidence-based parent education program used by our home visitors since 2007. This is just one example of our commitment to high quality services. We are also preparing for our future by investigating new business models that better align with changes in healthcare delivery.

Finally, during these challenging economic times, CHIP’s work is improving our economic outlook by helping parents be more employable. I invite you to read further in this document. I am confident that you will be convinced and amazed at the huge impact that a relatively small investment in the early lives of families can yield. CHIP really does change lives, two generations at a time.

Sincerely,

Melina Perdue, RN, MBA, NE-BC  
CHIP Chair, Board of Directors  
Executive VP, Carilion Clinic

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“I want to be able to write a prescription for CHIP for families with infants and toddlers receiving Medicaid, just as easily as I can write a prescription for an antibiotic.” – **Dr. Coleen Kraft**, *Pediatrician and Associate Professor of Pediatrics, Virginia Tech Carilion School of Medicine and Research Institute*



# CHIP FAMILIES WANT TO BE EDUCATED, SELF-SUFFICIENT AND HEALTHY.

“This is not just the ‘right thing to do.’ This is the fiscally prudent path, as well. Broad economic and societal benefits are gained from investing in the best start for children. Anyone concerned about workforce issues, the cost of remediating our schools’ students or making our government work smarter should be excited about advocating for CHIP.”

– Gary L. Rhodes, President  
J. Sargeant Reynolds Community College

## From state-dependant to small business owner

Sherrika frequently reminds herself just how far she’s come since 2002, when she was a single teenage mother living in



subsidized housing. She personally knows how hard it can be to overcome the damage caused by poverty, neglect, abuse, and unplanned pregnancy.

But Sherrika is a survivor. With the support of CHIP, her grandparents, and extended family, she’s become a strong and **self-sufficient** woman. She graduated from high school and began setting the groundwork for a career.

CHIP worked with Sherrika to enroll in computer and business classes at her local community college. This training bolstered her confidence and gave her the skills she needed to start her own small business.

Her CHIP team helped her learn how to anticipate her children’s developmental needs, and how to use positive parenting strategies to build their sense of belonging and self-esteem.

In 2009, Sherrika married her husband, Guy. She is now the mother of three healthy, smart and well-adjusted children—plus her young niece, who needed a stable home. Not only a wife and mother, with CHIP’s support, Sherrika is also a gainfully employed tax payer and employer.

## From foster kid to future pharmacist

It’s never easy to be 15. But for Ashley it was an especially tumultuous year. After going into foster care to escape a stressful home situation—trying to concentrate at school, and trying to set goals for herself—she found out she was pregnant. The news was paralyzing.

In the midst of this crisis, a CHIP staff person connected with Ashley, and helped her recognize and build on her many strengths. Ashley’s CHIP nurse provided her with education on prenatal care and assisted her in setting up prenatal appointments.

After baby Noah was born, Ashley worked with her CHIP team to learn how to care for him and anticipate his needs. Her nurse helped her figure out how she could breastfeed Noah while continuing to go to school. Her team supported her as she worked through challenging relationships with her foster family, boyfriend, and grandparents. Ashley made sure Noah stayed on track with his well child visits, immunizations, and dental care.

After graduating from high school last spring, Ashley is working at CVS and attending classes at the community



college—hoping to enter pharmacy school at VCU. It’s a big dream, and she’s making big plans. Noah, now almost two, is beginning to run and talk. “It’s hard to take care of a child,” Ashley admits. “I’m still learning how to take care of myself!” Most importantly, Ashley is learning how to **support** herself, and is preparing for a life free of public assistance.

### Who Are CHIP Families?

Families come to CHIP through hospitals, clinics, pediatric practices, departments of social services, or the best referral—a friend or neighbor. To be eligible, a family must have one or more children between birth and six years old, or be expecting a baby—have an income at or below 200 percent of the federal poverty level and live in a community with a CHIP program.

CHIP families face a multitude of challenges, including generational poverty. Parents frequently have undiagnosed or untreated chronic diseases, live in unsafe neighborhoods, are high school drop outs, have few role models and limited “marketable skills.” They are typically overburdened and experience one crisis after another—fear, stress and depression are commonplace.

### Why it works

The “magic” of CHIP is the trusting relationship developed between each family and our CHIP staff. This allows staff to continue to be invited into homes and lives, and to positively impact this hard-to-serve population when other programs cannot. They start with goals that the parents identify as important and help them break down their goals into manageable steps.

All parents want the best for their children. CHIP services are personalized, take place on clients’ “turf” where they are most comfortable, and build on the parents’ strengths and dreams. During visits, the team respectfully acknowledges the parents’ challenges in non-judgmental ways—developing a trusting relationship that fosters parents’ confidence in their ability to make needed changes. The CHIP team is flexible and skilled enough to employ a variety of “tools” and approaches, depending on the situation they find at each home.

### Average household helped by CHIP:

Has **2** children

**34%** have two parents in the home

**18%** are teen moms

**56%** of children are behind on recommended well visits (checkups)

**30%** have a family member with a chronic medical condition (asthma, diabetes, etc.)

**17%** do not speak English as a primary language

**20%** moved more than once in the prior year

**43%** of moms do not have a physician

**50%** of moms aren’t high school graduates and don’t have a GED

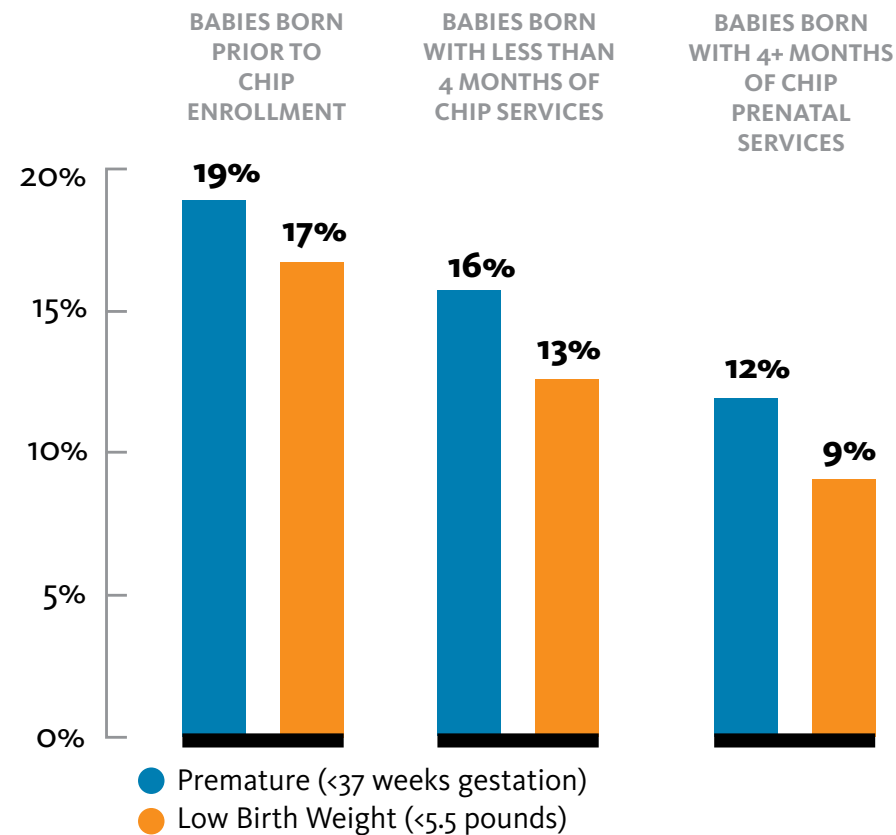
# CHIP BABIES—INSURED, IMMUNIZED AND *HEALTHY!*

CHIP Nurses screen children’s health and development, provide limited health services, and link families with physicians who provide a crucial “medical home”—a doctor who knows each child’s medical history and is on-call around the clock.

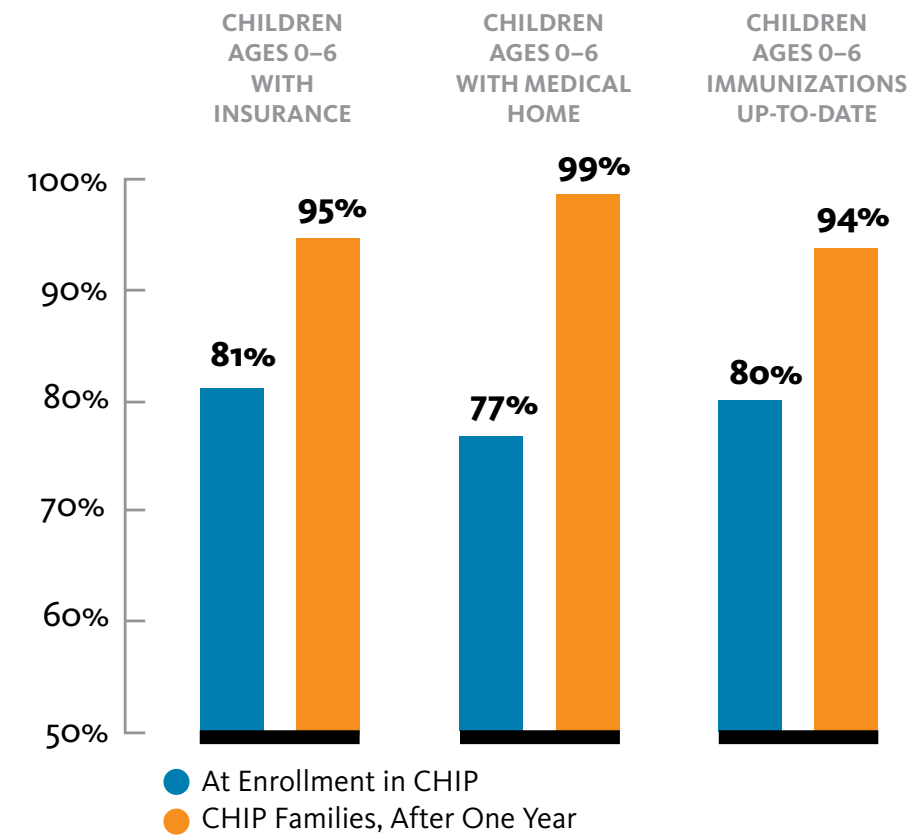
**“I learned how to get insurance for my children and why they needed a medical home. Now I take my kids to the pediatrician instead of the emergency room.”**  
**—CHIP of Roanoke Valley Mom**



**Babies born to CHIP moms are more likely to be carried to term and with higher birth weights—saving money over the short and long term.**



**CHIP kids are much more likely to have medical insurance, a medical home and have their immunizations up-to-date.**



CHIP Nurses:

- > Provide case management to high-risk, pregnant women
- > Teach parents about infant care
- > Coach parents on proper nutrition for young children
- > Help families access insurance, and a regular source of medical and dental care
- > Teach families how to effectively use the healthcare system
- > Assess overall health and child development
- > Assure up-to-date immunizations
- > Assist in managing chronic diseases such as asthma
- > Offer oral health assessments, education, and fluoride varnish

**“Now Joey can run around like other kids and my supervisor can depend on me at work.”**



“Since the CHIP Nurse taught Joey and I about asthma triggers, he’s had fewer asthma attacks and doesn’t need to go to the ER anymore. I got rid of the old rugs in the living room and won’t let anyone smoke in our apartment.”

**—CHIP of Richmond Mom**



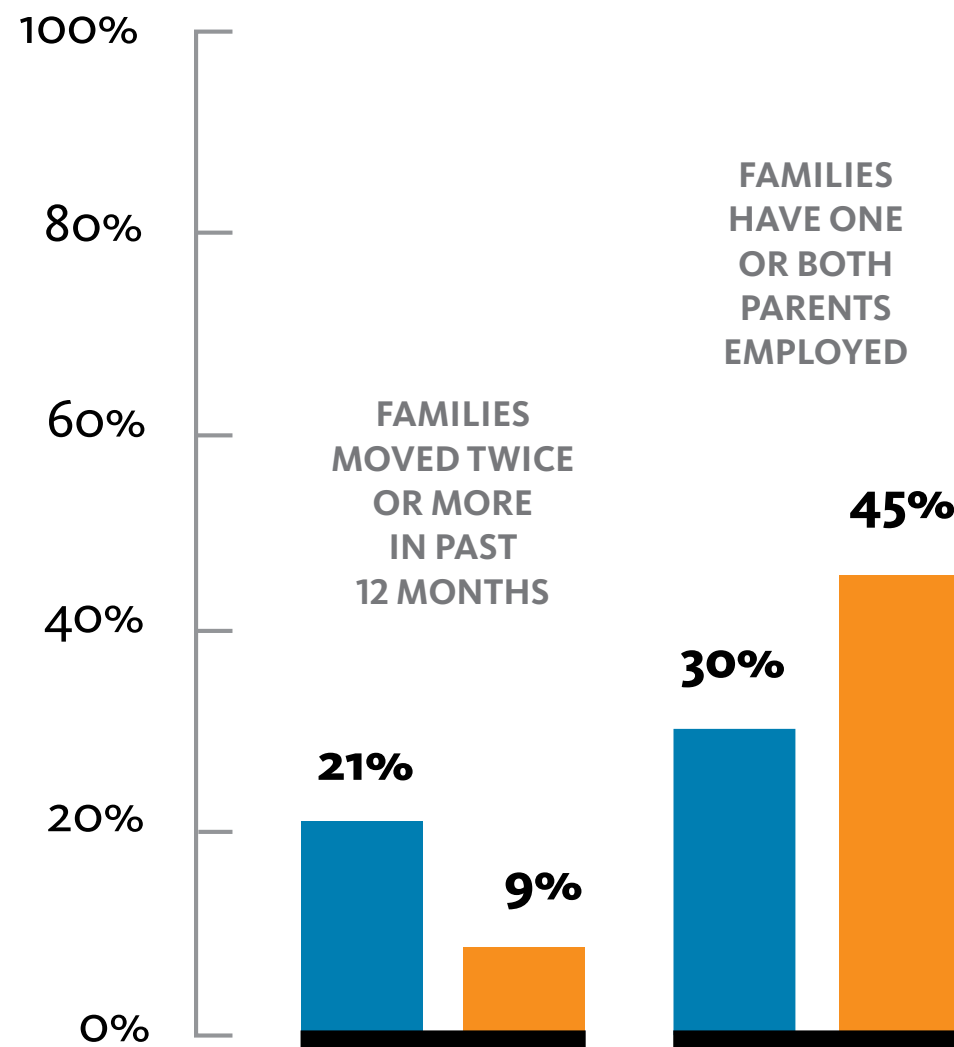


# STABLE, SELF-SUFFICIENT FAMILIES. EMPLOYED PARENTS.

“CHIP isn’t a job training program, but they taught me how to organize my life and family routines so that I can be a dependable employee and support my family.”

—CHIP of Southwest Virginia Mom

CHIP helps families provide a stable environment for their children.



● At Enrollment in CHIP  
● CHIP Families, After One Year



### CHIP Parent Educators:

- > Work with families to assess their strengths, resources and challenges, then set goals and develop a plan to reach them.
- > Teach parents how to be their child’s first teacher, stimulating growth and development, and monitoring milestones.
- > Coach families on parenting, discipline, household management and problem-solving.
- > Help parents sign up for, and maintain, health insurance for their children.
- > Provide referrals to early education programs such as Head Start.
- > Help parents access housing, health care, job training, educational opportunities and other services based on their needs.

## PARENTS AS TEACHERS

The Parents as Teachers national office has named CHIP of Virginia as the state office charged with growing and expanding Parents as Teachers services in Virginia. CHIP of Virginia joins a group of more than 30 other organizations providing state leadership for Parents as Teachers, helping to develop, support and sustain high quality Parents as Teachers services for families.

CHIP uses the Parents As Teachers (PAT) model, which is nationally recognized and has been rigorously evaluated, to strengthen parent education services. PAT is among the most well respected interventions for high-risk families, focusing on family well-being while helping parents understand the essential role they play in their child’s growth and development.

As the state office, CHIP of Virginia will lead advocacy efforts for Parents as Teachers in the state and collaborate with others interested in expanding early learning, child development and parent involvement. It will also support the delivery of training and professional development of early childhood professionals in Virginia and oversee quality improvement for those offering Parents as Teachers services.

PAT goals are parallel to those of CHIP and include:

- Goal #1:** Increase parent knowledge of early childhood development and improve parenting practices
- Goal #2:** Provide early detection of developmental delays and health issues
- Goal #3:** Prevent child abuse and neglect
- Goal #4:** Increase children’s school readiness and school success

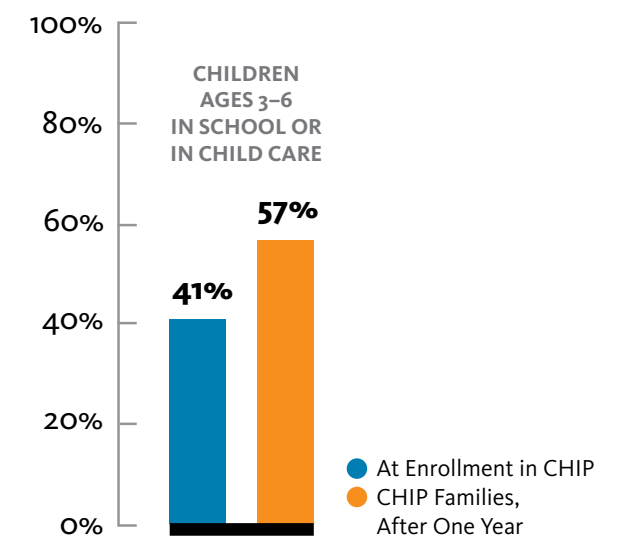
Positive outcomes for children include significantly higher scores at age 3 than comparison groups in language, problem solving, cognitive abilities and social development and higher scores on kindergarten readiness tests and standardized measures of reading, math and language in grades 1-4.



“Because of CHIP my children will do better in school than I did.”

—CHIP of Norfolk Mom

CHIP kids are better prepared for kindergarten and parents are able to work.



Beatriz proudly received her GED and has big plans for herself and her family.



# THE *CHIP* MODEL OF HOME VISITING.

CHIP is a home visiting model that was developed in Virginia to meet the Commonwealth's unique needs and challenges. Although the families served by CHIP are at greatest risk of negative life outcomes, CHIP outcomes consistently meet or exceed state and national goals.



Jolee Crawford, RN, (left), CHIP Nurse, with former CHIP mom, Jerusalem Walker, RN-BSN (right).

CHIP Listens. CHIP Guides. CHIP WORKS.

## ONE MOM'S STORY OF PERSEVERANCE.

*Written by Jerusalem Walker, Former CHIP Parent*

I was setting tile, painting, mowing lawns, house- and pet-sitting, and doing other odd jobs when I settled down to have a family. As it happened, my kids would have serious health problems that needed a lot of medical care. I was led to CHIP by a poster on the bathroom door when I was in the hospital with our first son, Joseph. I was feeling really overwhelmed. Joseph was in the NICU for 20 days. He developed an allergy to his platelets and the cardiologist noticed a heart murmur that took us to UVA for heart surgery when Joseph was only 6 months old. Joseph almost died after surgery. I was terrified and stressed to the max. To make matters worse, I had a miscarriage the night before his surgery and ended up in the ER. After he came home, having the CHIP staff work with me at home was a Godsend. I was a

new mom and all of his health issues were a lot to deal with. The CHIP nurse helped me understand what was happening to Joseph, and gave me tips on how to manage his health and my stress. At 10 months old Joseph needed another heart surgery. The family case manager helped us plan how to cope, and move in a positive direction. When I got pregnant with my second child Amos, I was immediately considered high-risk. After some serious complications, I had an emergency C-section 11 weeks early. It seemed like Amos was in the NICU forever—3 whole months. Having the emotional support of CHIP really made a difference for me. Amos' infancy was much like Joseph's. He needed special equipment but the CHIP nurse helped me understand how to use it. Amos also needed heart surgery at 10 months of age. We all braced ourselves for the worst but the surgery went smoothly, and we were soon home with lots of medical equipment again. CHIP was there for us. With all the health concerns facing us and our small boys, I always looked forward to our CHIP visits.

It came as no surprise that I decided to pursue a career in nursing and CHIP helped me toward that goal. I finished nursing school, got a job, received my RN-BSN and am attending graduate school. My kids are doing fantastic—no more tubes or monitors and they're all very active. Joseph may need another surgery—we're praying he doesn't. I feel very grateful for the help, support, understanding and encouragement we got from CHIP folks. They were there for us when we needed it most and really made a difference in our lives!



Jerusalem Walker with her husband Miguel, and sons Joseph, Amos and Silas.

**“Who are these strangers visiting my home... are they friend or foe... can I trust them...will they judge me and my family?”**

**-CHIP of Chesapeake Mom**



The cornerstone of the CHIP model is the core belief that parents are their children's first and most influential teachers. A CHIP team is made up of a registered nurse and a parent educator. Each team visits the family where they live. They listen to parents' concerns about their children, assess the family's needs, and work with them to support positive life changes.

# ALL THE FACTS

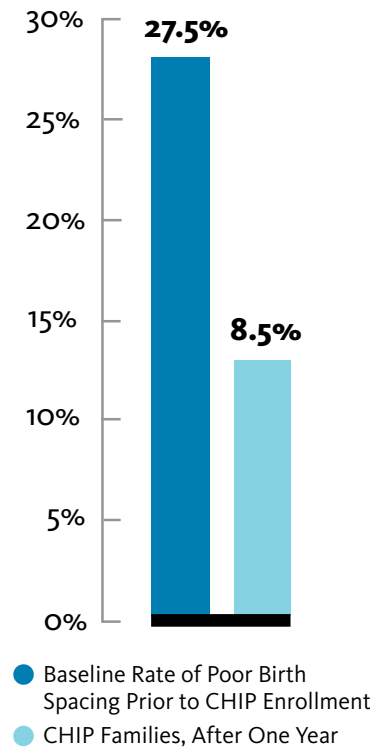
In a recent survey by the Robert Wood Johnson Foundation, physicians reported that if they had the power to write prescriptions to address social needs, such prescriptions would represent approximately 1 out of every 7 prescriptions they write — or an average of 26 additional prescriptions per week.

—“Health Care’s Blindside,” RWJF Report, 12/11

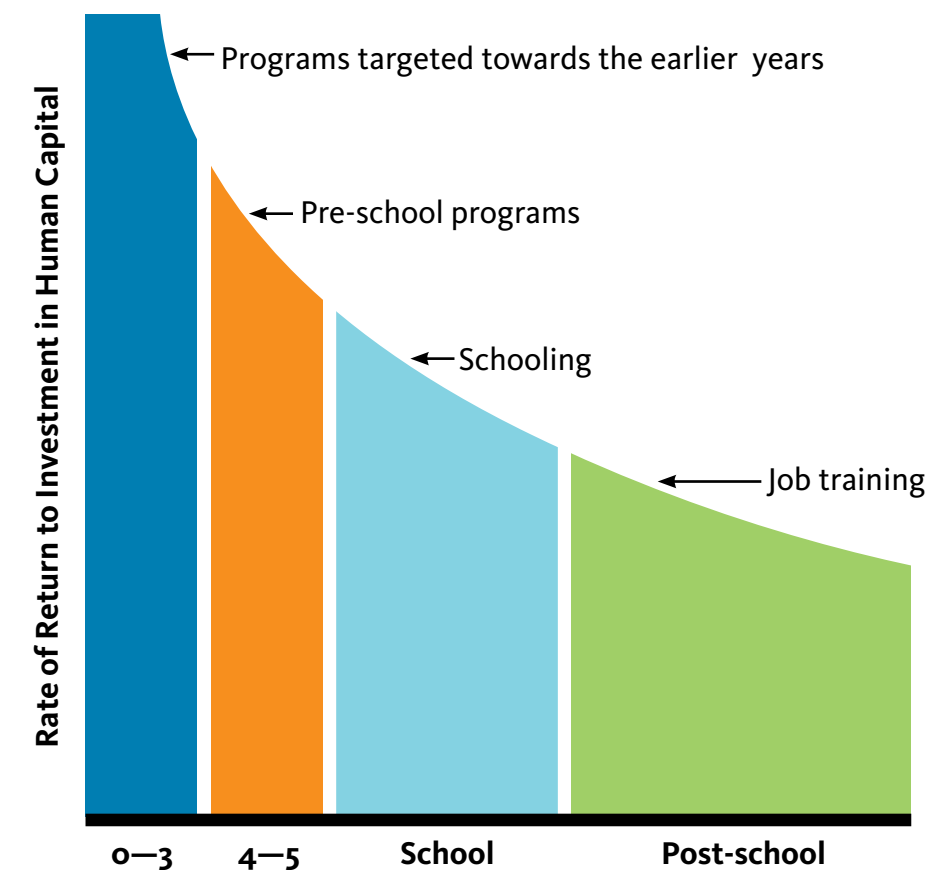
CHIP WORKS! The services that CHIP provides have resulted in:

- > Increased health access and disease prevention
- > Increased parent comfort in communicating with their child’s doctor
- > Improved immunization rates
- > Increased birth weight
- > Decreased emergency room use for asthma
- > Increased pre-school enrollment
- > Decreased alcohol consumption and smoking during pregnancy
- > Increased family stability
- > Increased use of a medical home
- > Decreased inpatient hospital stays for pregnant women and babies
- > Decreased medical costs

Research shows that women who have 24 months between births are healthier and have healthier babies.



The Earlier the Investment (in Human Capital), the Higher the Return.



\* Source: Nobel Prize winning University of Chicago Economics Professor James Heckman’s work to understand the great gains to be had by investing in early and equal development of human potential. Heckman & LaFontaine 2007.

## The Research is Clear, 85% of Brain Function is Complete Before Kindergarten

Put simply, early childhood education is one of the best bargains we know. Long before children enter kindergarten at age 5, 85% of their core brain function will have been developed or become permanently impaired. And once the brain function is inhibited, no amount of education can fully rejuvenate it. That’s trouble for preschool kids from low-income families, who often lack proper nutrition, health care and adult interaction.

— Jack Brennan, Chairman Emeritus and Senior Adviser of Vanguard



Infants whose mothers participated in CHIP’s **PARTNERS IN PREGNANCY PROGRAM** spent 44% fewer days in neonatal intensive care at an average savings of \$2,300 per infant in Medicaid claims from prenatal care through age one. **THE RETURN ON INVESTMENT WAS 1.26**





“By making myself employable, I can show [others] that there is a better way; you can get out of the projects; you can do something good with your life.”

– **Nikita**, teen parent, CHIP mom, college student and future employee



Ultimately, as it relates to our health, our zip code is proving to be as important as our genetic code. Health begins — and is maintained — where we live, learn, work and play. We cannot continue to overlook unmet social needs when it comes to helping people lead healthy lives and get the care they need. Evidence shows that factors such as access to nutritious food, transportation and adequate housing play as important a role in a person’s health as medical treatment or prescription drugs. Physicians are seeking help to address those needs. CHIP provides this help.

“There were many nights when we were up with our twins (who were born early weighing only 2lbs), that I wanted a CHIP nurse or parent educator to turn to. But we were fortunate enough to have support and resources...jobs, steady income and health insurance. We didn’t have to choose between paying for their medicine or food. Sadly, this is not the case for so many families living in deep poverty...which is why CHIP is a lifeline for families who want to improve their lives and their children’s futures.”

– **Lisa Specter-Dunaway**, CEO of CHIP of Virginia

**“What I like most about the CHIP program is how they helped me feel *more confident* about being a parent. They have also helped me to find the resources to make myself a *better parent* and a *better person*.”**

– **Lisa**, Parent Recognition Event Honoree



