

# TALK WITH ME BABY EVALUATION REPORT HIGHLIGHTS – MARCH, 2024

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## 2019-2022 Implementation of TWMB at Grady Hospital Evaluation Focus

- Reach, dosage, and implementation parameters
- Grady staff and parents' experiences, attitudes, and practices
- Parents' engagement with their children related to brain and language development, and
- Children's language and literacy skills following discharge

### Evaluation Approach And Key Information Sources

A participatory community-based research approach was utilized to enable shareholders to be involved in all aspects of the evaluative process.



2019-2022 TWMB implementation records



TWMB 2023 Family Follow-up Survey of 1,422 mothers



TWMB 2023 Healthcare Professionals Survey of 178 Grady staff



Interviews of staff & families



### Selected Key Findings: 2019-2022 Implementation

- 401 healthcare professionals provided TWMB coaching
- 4,085 mothers in outpatient prenatal clinics and 5,787 inpatient mother-baby dyads received TWMB coaching
- Staff TWMB coaching with families included
  - Average of 5 Prenatal encounters
  - Average of 10 inpatient mother-baby dyad encounters
  - *Talking, reading, singing, and playing with baby* cited as the most often coached concepts & practices
  - 96% of baby encounters included language nutrition



### Selected Key Findings: Families

- Mothers felt that their healthcare team supported their learning about their baby's brain, language, and social development
- 81% of mothers felt that their healthcare professionals empowered them to make decisions about supporting their baby's brain, language, and social development
- 99% of families held positive attitudes about supporting their child's brain and language development
- 91% of mothers shared that they currently engage in practices that support their child's brain and language development *Once A Day or More*
- Parental attitudes and practices regarding language and literacy remained consistently high as children aged – there was little to no decrease in engagement over time



### Selected Key Findings: Grady WIHS Staff

#### TWMB Training

- 93% reported TWMB training prepared them *Very or Extremely Well* for family coaching
- Staff benefited equally from training and learning experiences, regardless of education, department, years of experience, or role

#### Clinical Practices

- 71% of staff engage patients in TWMB coaching with *Almost All* or *All* contacts
- Staff who felt more prepared to provide TWMB education and coaching 1) held more positive attitudes and beliefs about the usefulness, value, and purpose of TWMB; and 2) were more confident in implementing practices that help families support their baby's brain, language, and social development
- Almost all staff *Agreed* or *Strongly Agreed* that TWMB is an important part of their role as a healthcare professional, and that it deepens families' knowledge of and fosters children's language development



### Selected Key Findings: Children

- 79% of children with parents who received TWMB coaching were identified as having *typically developing* communication behaviors with scores well above the cutoff on the Ages and Stages Questionnaire (ASQ-3)
- Children with ASQ-3 scores in the *monitoring zone* or *requiring further assessment* groups are more likely to be children with diagnosed disabilities, chronic medical conditions, and/or those that spent time in the NICU

### Next Steps and Recommendations

- Further replication of TWMB is recommended and supported by more than four years of incubation at Grady Hospital and overwhelmingly positive results after a comprehensive evaluation of a large and mature database
- Information from this evaluation study can be used to develop quality indicators and benchmarks for progress with regards to implementation and fidelity to the model
- Continuous quality improvement and further program evaluation efforts beyond this evaluation study is recommended
- A statistical model that connects Grady Hospital implementation records and the Family Follow-Up Survey dataset is an important next step to strengthen the evidence-base and further understand current findings