

PROJECT LAUNCH

A Framework for
Integrating Mental
Health
into the Pediatric Setting

OVERVIEW

Project LAUNCH (Linking Actions for Unmet Needs in Children's Health)

(1) screening and assessment in a variety of child-serving settings,

(2) enhanced home visiting through increased focus on social and emotional well-being,

(3) mental health consultation in early care and education programs,

(4) family strengthening and parent skills training, and

(5) integration

CASE STUDY: INTEGRATION 2012-2015

PRACTICE 1

- Family Centered Navigator (FCHN)
- Early Childhood Mental Health Specialist (ECMHS)
- Positive Parenting Program (Triple P)
- 24% of staff (9 physicians and nurses)
- Offered “light touch” for 15-30 minutes
- 309 Triple P informed visits

PRACTICE 2

- Family Centered Navigator (FCHN)
- Early Childhood Mental Health Specialist (ECMHS)
- Positive Parenting Program (Triple P)
- 56% of staff (5 physicians and nurses)
- Offered “light touch” for 15-30 minutes
- 1,627 Triple P informed visits

CASE STUDY: INTEGRATION 2012-2015

PRACTICE 1

- 91% returned for additional services when issues persisted or new concerns arose
- Of those who initially declined services, 80% returned and received services

PRACTICE 2

- 80% returned for additional services when issues persisted or new concerns arose
- Of those who initially declined services, 72% returned and received services

CHALLENGES

Culture of clinic

Reimbursement issues - internally vs
externally

Clinical peer consultation within medical
setting



LESSONS LEARNED

Readiness Factor

Behavioral Health resources and enhanced referral systems facilitate buy-in to integrated model

Embedding clinicians supports higher screening rates, increased satisfaction for providers and parents, improved social-emotional functioning among children

State infrastructure necessary for sustainability



WHAT OTHER STATES ARE DOING

Maine LAUNCH using State Innovation Model grant to expand pediatric behavioral health integration

Rhode Island expanding behavioral health integration through patient-centered medical home initiative

New York incorporating LAUNCH strategies into state's patient-centered medical home initiative and Health Home Services for Children program



[HTTPS://CHILDANDFAMILYPOLICY.DUKE.EDU/PROJECT/PROJECT-
LAUNCH-EVALUATION/](https://childandfamilypolicy.duke.edu/project/project-launch-evaluation/)

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