



Project LAUNCH

Linking Actions for Unmet Needs in Children's Health

A project of the Substance Abuse and Mental Health Services Administration

Briefing Sheet

The health and prosperity of our families, communities, and nation require an investment in the physical and emotional health of our young children. Nationwide, grantees are pioneering new ways to promote young child wellness through Project LAUNCH, a federal initiative funded by the Substance Abuse and Mental Health Services Administration (SAMHSA). **Population of focus:** children from birth through age 8. **The goal:** for all children to reach social, emotional, behavioral, physical, and cognitive milestones. Healthy growth in each of these areas builds the foundation for children to thrive in school and beyond.

Over five years, these communities increase the quality and availability of evidence-based programs, improve collaboration among child-serving organizations, and integrate physical and behavioral health services and supports for children and their families. Lessons learned from the communities guide state- and tribal-level systems changes and policy improvements. Strong partnerships between the state or tribe and local communities lead to the sustainability and replication of successful practices on a large scale and to systems improvements that have an impact beyond the life of the grant.

Project LAUNCH grantees are guided by Young Child Wellness Councils, which engage key leaders in developing a common strategy and plan for improving outcomes for young children and their families. These councils join with families and public and private partners to scan communities and pinpoint unmet needs, then develop strategic plans that guide their use of **five prevention and promotion strategies drawn from current research** (see right panel). In addition to providing direct services, Project LAUNCH states, tribes, and communities increase knowledge about healthy child development through public education campaigns and cross-disciplinary workforce development activities.

A unique federal-level partnership among SAMHSA, the Administration for Children and Families, the Health Resources and Services Administration, and the Centers for Disease Control and Prevention guides Project LAUNCH.

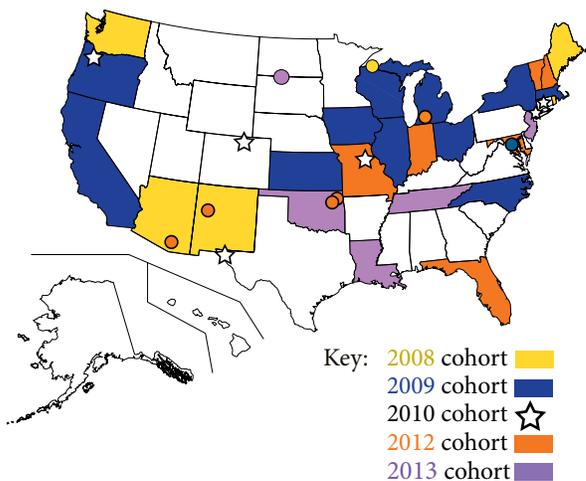
Project LAUNCH's Five Prevention and Promotion Strategies

- » Screening and assessment in a range of child-serving settings
- » Integration of behavioral health into primary care settings
- » Mental health consultation in early care and education
- » Enhanced home visiting through increased focus on social and emotional well-being
- » Family strengthening and parent skills training

Project LAUNCH's Goals

- » Increased access to screening, assessment, and referral to appropriate services for young children and families
- » Expanded use of culturally relevant, evidence-based prevention and wellness promotion practices in a range of settings
- » Increased integration of behavioral health into primary care settings
- » Improved coordination and collaboration across disciplines at the local, state, tribal, and federal levels
- » Increased workforce knowledge of children's social and emotional development and preparation to deliver high-quality care

Project LAUNCH Grantees



Key: 2008 cohort (yellow)
2009 cohort (blue)
2010 cohort (orange)
2012 cohort (purple)
2013 cohort (light blue)

2008: Arizona, Maine, New Mexico, the Red Cliff Band of Lake Superior Chippewa, Rhode Island, and Washington
2009: California, the District of Columbia, Illinois, Iowa, Kansas, Massachusetts, Michigan, New York, North Carolina, Ohio, Oregon, and Wisconsin
2010: Weld County, CO; New Britain, CT; Boone County, MO; New York, NY; Multnomah County, OR; El Paso, TX
2012: Cherokee Nation, Florida, Indiana, Maryland, Missouri, Muscogee (Creek) Nation, New Hampshire, Nottawaseppi Huron Band of the Potawatomi, Pascua Yaqui Tribe of Arizona, Pueblo of Laguna Department of Education, Vermont
2013: Louisiana, New Jersey, Oklahoma, Standing Rock Sioux Tribe, Tennessee

Contact: Jennifer Oppenheim, PsyD, Coordinator • **Phone:** 240-276-1862 • **E-Mail:** jennifer.oppenheim@samhsa.hhs.gov

Visit Project Launch on the Web:
<http://projectlaunch.promoteprevent.org>