



TWMB Healthcare

Talk With Me Baby (TWMB) believes that helping a family welcome their bundle of joy to the world includes preparing them to use good language nutrition to build their baby's brain and provide a strong foundation for all future learning, including learning to read.

COX CAMPUS INTEGRATION GUIDE

The science is clear. Children who have better learning outcomes live fuller, healthier lives. Grady Hospital in Atlanta joined the network of TWMB initiatives as the Flagship TWMB Birthing Hospital because they recognize that the perinatal period is a prime opportunity to prepare families and caregivers to nourish their baby with language and believe that everyone in their ecosystem can help.

With support from the James M. Cox Foundation, Grady Hospital has partnered with Cox Campus and the Rollins Center for Language & Literacy at the Atlanta Speech School to create this free, online TWMB Healthcare Integration Guide. The Guide is informed by flagship hospital's TWMB@Grady integration of TWMB practices and principles throughout their Division of Women & Infant Health Services. It contains the fundamental trainings, guides, resources, and curated information needed to support a customized and sustainable integration into your hospital's ecosystem.

The Guide supports Project Directors as they prepare and execute an efficient and effective TWMB integration. A unique feature of the Guide is that the resources are designed to incorporate language nutrition and family coaching into your hospital's routine caregiving and management tasks. By embedding TWMB practices and principles throughout the routine care provided to patients and families, TWMB becomes more of a way of interacting with patients and staff rather than an add-on responsibility.

The Guide links directly to Cox Campus courses, videos, and adaptable tools and is organized by the major functions required for efficient and effective integrations: Project Planning & Management, Roles & Responsibilities, Preparing & Supporting Family Coaches, Coaching Families, Managing & Monitoring Progress, and Promoting TWMB.

We hope that you find this online integration guide helps "kickstart" your hospital's TWMB journey to support learning and long-term health for babies right from the start!

TWMB is so inspired – because it is so intuitive and because it is so clearly based in the evidence of developmental science. Given the soundness of the scientific underpinnings of the model, I would certainly have no reservations about diffusing TWMB to other settings. I am positive that babies and families in birthing hospitals around the country would greatly benefit from TWMB.

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Created through partnership between the Rollins Center for Language & Literacy at the Atlanta Speech School and the Division of Women & Infant Health Services at Grady Healthcare, Atlanta, Georgia.



For more information, visit www.coxcampus.org or contact us at twmb@coxcampus.org



Steps to Integration

Build Your Knowledge And Prepare

1 Familiarize yourself with the TWMB Healthcare Integration Guide on Cox Campus

- a) Create a free Cox Campus account [🔗](#)
- b) Watch these videos
 - TWMB@Birthing Centers Trailer video [🔗](#)
 - Testimonials [🔗](#)
- c) Review this guide

2 Reflections on TWMB@Birthing Centers

a) What were my initial thoughts/reactions to TWMB?

b) What aspects of TWMB immediately captured my attention?

c) How do my thoughts/reactions relate to my organization's needs, goals, etc.?

d) How does TWMB align with my organization's priorities, initiatives, goals, etc.?

3 Set initial goals

Objective(s)	Key Results	Milestones	Responsible Personnel	Connection
List integration objectives	How will you know the integration is successful?	When will the key results be achieved?	Who will be responsible for the integration?	How is the objective aligned with my organization's overall goals?

Build Your Team

4 Identify resource commitments

After reviewing this integration guide, determine what resources are needed at your hospital and commit resources to the integrating TWMB into your hospital's ecosystem

a) What is needed?

Staffing	Programmatic Supplies	Stakeholder Engagement	Integration Consultation




b) Secure Funding

Identify internal funds available to support integrating TWMB into your hospital's ecosystem and supplement with external funding as needed.

5 Hire/Identify and train TWMB Integration Team

a) Team description


Consistent with best practices for introducing new hospital and staff initiatives, creating a team responsible for fully integrating TWMB practices and principles into the hospital ecosystem is critical. Three key roles are:

- **Project Manager/Director** to serve as leader and primary spokesperson for the TWMB initiative across hospital. Find an example job description for the TWMB Project Director [here](#). 
- **Nurse Navigator(s)** responsible for the ongoing integration and contributing to the continuous improvement of the initiative throughout the hospital. Consider hospital size and number of units to be supported when determining how many Nurse Navigators to include on team. Find an example job description for the TWMB Nurse Navigator(s) [here](#). 
- **Data Analyst** to assist project director in developing systematic and realistic monitoring plans that capture quantitative and qualitative data to report on project performance indicators. Find an example job description for the TWMB Data Analyst [here](#). 

b) Reporting Relationships

Ensure reporting structure of the project director and integration team facilitates accountability across divisions and units.

c) Onboarding

Allow time for TWMB Integration Team to build the foundational knowledge and skills necessary for successful integration. Find an example onboarding plan [here](#). 

6 Identify and engage key stakeholders & allies

Partner with key stakeholders to garner support for integrating TWMB across the departments, initiatives, and services of your hospital's perinatal ecosystem.

Division/Unit Leaders & Staff		Public Affairs	
Chief Nursing Officer		Patient Educators	
Nursing Education		Breastfeeding Consultants	
Medical Chiefs of OB Services		Audiologists	
Providers		Literacy Initiatives	
Human Resources		Other (e.g. support services leaders)	

Create Your Integration Plan

7 Revisit/Refine initial goals

Once the integration team is identified and has had time familiarize themselves with the TWMB practices, principles, and approach revisit the goals initially set and begin to create your specific integration plan.

a) Revisit/Refine goals

What will the integration accomplish?

Objective(s)	Key Results	Milestones	Responsible Personnel	Connection
List integration objectives	How will you know the integration is successful?	When will the key results be achieved?	Who will be responsible for the integration?	How is the objective aligned with my organization's overall goals?

b) Establish initiative purpose, vision & goals

Use consistent and integrated messaging to ensure that the integration team, stakeholders, and staff understand the purpose, vision, and goals for the integration and how they align with the broader goals of the hospital and division. Take a moment to reflect on the hospital-wide and department-specific, mission values and goals.

- Hospital-wide mission, values and goals

- Department-specific goals (e.g., Women & Infant Health, Pediatrics)

- Consider co-creating a TWMB vision statement with divisional stakeholders. Find guidance and example here. [🔗](#)

8 Develop communication plan

Providing accurate and timely updates on integration progress will enhance stakeholder engagement and emphasize the important role each member of the ecosystem has in supporting families. Partner with communication team(s) and leadership to determine how information related to your integration efforts will be communicated throughout your organization.

a) Utilize established inter/intrdepartmental communication methods

Keep stakeholders informed and engaged by ensuring TWMB updates are included in existing modes of communication such as newsletters, email blasts, posted announcements, and any appropriate standing meetings.

b) Understand policies, practices, and procedures

Be aware of any policies related to posting and/or disseminating information for staff, patients, and guests. Ensure posted and disseminated assets adhere to hospital policies and receive the necessary approvals.

9 Partner with other hospital initiatives and teams

Partnering with initiatives and teams that adopt a whole-family approach to patient care will provide opportunity to cross-promote initiatives with staff and patients, as well as embed TWMB practices and principles throughout patient care.

a) Breastfeeding consultants and baby-friendly administrators

Breastfeeding and TWMB are natural allies. Just like babies need good food nutrition to support healthy physical development, they need good language nutrition to support healthy brain development.

b) Audiologists

Early detection of hearing impairment is a critical part of ensuring healthy language development. Partner with the audiology team to ensure newborn hearing screenings are adeptly administered and appropriate guidance is given to families for follow up. TWMB@Grady partnered with Access To Language to ensure staff were properly trained on the administration of newborn hearing screenings and guidance to provide families. Find additional information about newborn hearing screening trainings here. [↗](#)

c) Other literacy initiatives

TWMB integrates well with other healthcare-based language and literacy initiatives, such as Reach Out and Read, NICU Bookworms, Shared Reading, etc. Partner with other language and literacy initiatives in your hospital and community to ensure consistent, clear messaging and support for staff and families.

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Set key roles & responsibilities

Integrating TWMB practices and principles into the hospital ecosystem will require support from a variety of key roles throughout the hospital. Review some of the roles and responsibilities identified by TWMB@Grady as you engage stakeholders and develop an integration plan

VPs/Executive Management	Demonstrate and reinforce commitment via communication and participating in initiative events, commit resources to your TWMB integration, help remove barriers to integration, and model skills for families, staff, and volunteers by being every baby's conversational partner
Foundation	Secure funding when needed, identify resources to support early integration efforts, including initial stakeholder engagement, hiring integration team, etc., partner with TWMB Integration Team to report progress and keep funders informed, and model skills for families, staff, and volunteers by being every baby's conversational partner
TWMB Integration Team	Oversee integration of TWMB practices and principles into hospital ecosystem, partner with key stakeholders to develop and execute integration plan, complete training(s), engage Integration Consultants to develop/customize integration resources as needed, develop mechanisms to collect data for on-going integration monitoring, support staff and hospital leadership in all aspects of TWMB integration, and model skills for families, staff, and volunteers by being every baby's conversational partner and coach families
Unit Managers	Complete training(s) and validations as needed, set expectations of staff and volunteers to complete training(s) and embed TWMB practices and principles into their routine care, commit unit resources to TWMB implementation, partner with TWMB Integration Team to monitor integration progress, embed TWMB practices and principles into annual skills validations, encourage participation in initiative events, and model skills for families, staff, and volunteers by being every baby's conversational partner and coaching families
Clinical Educators	Complete training(s) as needed, partner with TWMB Integration Team and Unit Managers to embed TWMB practices and principles into routine care, support clinical staff as they further develop their language and family coaching skills, participate in initiative events, model skills for families, staff, and volunteers by being every baby's conversational partner and coaching families
Clinical Staff	Complete training(s) and validation skills on schedule, partner with TWMB Integration Team, Unit Managers, and Clinical Educators to their strengthen language and family coaching skills, participate in initiative events, model skills for families by being every baby's conversational partner, coach families during routine care, and participate in TWMB events
Nonclinical Staff & Contractors	Complete training(s) as needed, participate in initiative events, model skills for families by being every baby's conversational partner
Integration Consultants	Support TWMB Integration Team in developing integration strategy, developing/customizing resources, and more. For information on available consulting services, contact the Rollins Center for Language & Literacy at twmb@coxcampus.org ↗ or the flagship hospital TWMB Integration Team at talkwithmebaby@gmh.edu ↗ .

11**Determine staff training/orientation strategy**

Develop a comprehensive strategy to ensure all staff receive the appropriate training to fulfill expectations set in the roles and responsibilities rubric.

a) General Staff Orientation/Awareness

Flagship hospital Grady includes TWMB in their New Hire Orientation to introduce staff to TWMB practices and principles and encourage them to model skills for families by being every baby's conversational partner.

- **Information sheet**
Provide staff with a one-pager that includes the purpose and vision of the TWMB initiative, how it aligns with hospital priorities, and an overview of the foundational knowledge and key skills. Find an example used at TWMB@Grady here. [🔗](#)
- **TWMB@Birthing Centers trailer video and guided discussion**
Present TWMB video and lead a guided discussion about foundational knowledge and language skills (e.g., serve-and-return, parentese, etc.) Find a framework for a guided discussion here. [🔗](#)

b) Family Coaches

Partner with Unit Managers and Clinical Educators to ensure all family-facing clinical staff are trained and start integrating TWMB practices and principles into their routine care in a timely manner.

- **Identify staff to be trained**
TWMB@Grady requires RNs, CNS, CMAs, PCT, transient Staff (e.g., RN Agency staff/Travelers) and other clinical staff in Women & Infant Health Services to complete TWMB trainings. They also make trainings available to nonclinical staff that are interested in learning more.
- **Choose training delivery method**
 - **Cox Campus Course & Resources**
Cox Campus and TWMB@Grady partnered to create TWMB@Birthing Centers, an IACET accredited course for staff and volunteers who will coach families while providing perinatal care. [🔗](#)
 - **Practicum Sessions (practical application/practice)**
Although TWMB practices and principles can be integrated immediately, as with any new skill, practice is important. Consider partnering with Clinical Educators and Unit Managers to provide sessions for staff to practice language and family coaching skills in a group setting (virtual or in-person) and train staff on documentation procedures.
- **Consider these additional factors when preparing your training strategy:**
 - **Group Size**
If doing live in-person or virtual sessions, group size will determine the number of trainers/facilitators needed to support the group.
 - **Timeline for completion**
Determine how long staff will have to complete their TWMB training during your initial integration phase. After initial integration training is complete, determine how long new hires will have to complete their TWMB training requirements. TWMB@Grady requires RNs, CNS, CMAs, PCT, transient Staff (e.g., RN agency staff/travelers) and other clinical staff in Women & Infant Health Services to complete TWMB trainings within their first 30 days of employment.
 - **CEUs**
The Cox Campus Course (TWMB@Birthing Centers) offers IACET credits for course completion. Partner with your hospital's Nurse Education Department determine CEUs awarded for completing training requirements.
 - **Documentation and tracking systems for training (e.g., NetLearning, etc.)**
Partner with Unit Managers, Clinical Educators, and Human Resources to track training completion.
 - **Frequency**
Determine how often staff will be required to complete training requirements.
 - **Supplemental/Reinforcing training materials**
Partner with Unit Managers, Clinical Educators, and Integration Consultants to develop/customize supplemental training materials to broaden and deepen staff's understanding and comfort with TWMB practices and principles.

Course resources	Provide/Encourage staff to download Cox Campus course resources to review as needed. Find the set of course resources here. ↗
Monthly teachlets	One way to keep staff up to date on expectations and integration progress is to post monthly teachlets throughout staff areas. Find a set of monthly teachlets used by TWMB@Grady here. ↗
Example scripts	TWMB focuses on embedding TWMB practices and principles into routine care. Providing example scripts can help staff new to TWMB feel more comfortable coaching families at every opportunity. Find an example discharge script used by TWMB@Grady here. ↗
Flipchart	The Georgia Department of Public Health created a flipchart to support TWMB integration in WIC clinics. Although the flipchart is not ideal for coaching families in a birthing center, it can provide staff with a quick reference as they become comfortable with the foundational knowledge and key messages to share with families. Find the GA DPH Flipchart here. ↗

12 Determine strategy for annual competencies

Including TWMB practices and principles in annual skills validations of Family Coaches 1) establishes leaderships' expectations to include TWMB family coaching into the care and services provided by staff, 2) provides an opportunity for the TWMB Integration Team to emphasize specific areas of focus, and 3) identifies areas of strength and opportunities for growth while integrating TWMB throughout the perinatal ecosystem.

a) Select/Customize/Develop annual competencies assessment

In-person	Partner with Unit Managers and Clinical Educators to create unit-specific skills validations. Find examples used by TWMB@Grady's Outpatient Clinic, In-patient Services, and NICU. ↗
Computer-Based Assessment	Partner with Unit Managers, Clinical Educators, and Human Resources to create a computer-based assessment within the hospitals learning management system. Find an example used by TWMB@Grady here. ↗

b) Determine timeline for completion

c) Notify staff of expectations and requirements

13 Develop integration monitoring mechanism(s)

Monitoring integration progress routinely and continually will emphasize and reinforce expectations set by leadership, as well as identify strengths and areas of focus to fortify the hospitals ecosystem. Partner with Unit Leadership, Clinical Educators, and other key stakeholders to establish mechanisms to monitor integration progress.

a) Patient surveys

Utilizing patient surveys will allow you to track integration progress and identify areas of focus.

Prenatal survey	A prenatal patient attitude questionnaire is an opportunity to assess your clients' experience with TWMB practices and principles prior to them receiving coaching while in your care. Find an example of the Prenatal Questionnaire developed and used by the TWMB@Grady Integration Team here. ↗
Discharge survey	A family discharge questionnaire is an opportunity to collect additional programmatic evaluation data, monitor family adoption of TWMB practices and principles, record family feedback regarding their experience with TWMB coaching, and provides an opportunity to reiterate key messages prior to discharge. Find an example of the Parent Discharge Questionnaire developed and used by the TWMB@Grady Integration Team here. ↗

b) Documentation

Documentation is critical for the recording of compassionate, competent care. It serves as a factual document of events, a timeline of a patient's encounter(s) with a facility and its staff. Including TWMB as part of patients' medical health records emphasizes the critical importance your hospital places on TWMB coaching and provides data critical in monitoring integration progress. Find a documentation plan developed by TWMB@Grady. [↗](#)

c) Staff surveys

Staff surveys provide an opportunity to 1) get staff feedback on integration progress, 2) deepen staff engagement in co-creating the TWMB ecosystem on their unit, and 3) identify areas of focus for the upcoming year.

Find a staff survey used by TWMB@Grady Integration Team here. [↗](#)

d) Reports

Division and unit leaders are more effective champions of embedding TWMB practices and principles into the unit culture when they get regular updates on integration progress. Use progress monitoring data to create regular reports to share with division and unit leaders. In addition to reports described below, TWMB@Grady also provided division and unit leaders a yearly report that followed the same structure as the Quarterly Division Rollup Report.

Monthly Snapshot Reports	Brief monthly reports help keep unit leaders informed and help identify successes, opportunities for growth and areas of focus. Find an example of a monthly snapshot report created for flagship hospital Grady's Family Birth Center here. ↗
Quarterly Division Rollup Reports	Quarterly reports help keep division and unit leaders informed and help identify successes, opportunities for growth and areas of focus. Find an example of a monthly snapshot report created for flagship hospital Grady's Women and Infant Health Services here. ↗

Launch Integration Plan

14 Select/Customize program assets and materials

TWMB practices and principles are focused on developing skills staff need to talk with their babies and coach families and not on simply disseminating materials to staff and families. However, creating a visual presence for TWMB on units and throughout the hospital reinforces key messaging to staff and families. Consider utilizing handouts, signage, and trinkets to reinforce concepts and expectations for staff and families.

a) Staff

Providing staff small items with TWMB branding or messaging is a nice way to show appreciation for staff efforts, reinforce messaging, and help establish a physical presence for TWMB. Some staff favorites include badge tags, pens, water bottles, lanyards, stethoscope clips, lip balm, lapel pins, and measuring tapes. Find an example badge tag used by TWMB@Grady here. [↗](#)

b) Families

It is tempting (and fun) to give families TWMB branded items such as bibs, onesies, or newborn hats. However, they rarely have the intended reinforcing impact because families tend to save the items as memories as opposed to use them. After some trial-and-error and extra expense, TWMB@Grady now provides families a simple information sheet, postcard and TWMB book

Information Sheet	Providing families an information sheet during a prenatal visit provides them an opportunity to review and reflect on the information after their appointment. Having the information sheet available in several languages will further reinforce messaging for linguistically diverse families. TWMB@Grady has translated their information sheet into Spanish, Amharic, and French. Find an example Family Information Sheet used by TWMB@Grady here. ↗
Postcard	Including an informational postcard in the discharge packet reminds staff to provide TWMB coaching during discharge and provides families an opportunity to review the information at their convenience. Find an example Informational Postcard used by TWMB@Grady here. ↗
Talk With Me board book	The TWMB Initiative in Georgia partnered with Scholastic to publish a Talk With Me board book ↗ available in English and Spanish. Families love it and it's included in the list of books offered by Reach Out and Read. Find ordering information here. ↗
Videos	Consider curating videos to share with families. TWMB@Grady used private YouTube channels to share Cox Campus and viral videos with staff and families.

c) General Public

As a champion of TWMB and early brain development, your TWMB Integration Team are poised to share TWMB more broadly. The informational postcard, staff information sheets, and various TWMB branded items are a hit at hospital and community events.

15 Complete Staff Training

Partner with Unit Management, Clinical Educators, and Integration Consultants to execute staff training plan

- a) Set training schedule and expectations and notify staff
- b) Conduct in-person training(s) and/or practice sessions

16 Plan Supporting Events

Everyone loves TWMB! It's fun! It's easy! It makes a difference! Consider planning and/or participating in hospital and community events to spread the word and engage families and staff in other ways.

March Reading Month	Partner with a community organization to plan a book drive or set up a table in the hospital cafeteria to share why literacy is important and how every adult can help all babies develop the early language skills they need for all future learning, including learning to read. Create opportunities for executive leadership to get in on the fun by inviting them to read to babies in the NICU (be sure to invite Public Affairs).
Unit Events/Contests	Host staff appreciation events to spread the TWMB love and get staff feedback on TWMB integration. Hold a bulletin board contest across units to keep bulletin boards fresh and aligned with current integration foci.
Staff/Unit Recognitions and Incentives	Give Super Talker awards to staff recognized as doing a great job coaching families and talking with babies.

17 Develop internal promotions plan

Again, everyone loves TWMB! They love using TWMB! They love seeing, hearing, and reading about TWMB! Partner with communication team(s) to identify/develop mechanisms to spread the word. Some options to consider are:

- Newsletters
- Public relations
- Telephone hold messaging
- Screensavers

Monitor, Sustain, and Continually Improve

18 Develop a strategy for continuous improvement and sustainability

a) Set and revisit goals and benchmarks

Periodically revisit goals and set new benchmarks as needed during the sustainability phase.

b) Engage key stakeholders to co-create a Language Nutrition Policy

Engaging key stakeholders and integration partners to create an official Language Nutrition Policy is a great way to encourage service lines to take ownership of integrating TWMB practices and principles into routine care and to show leadership support of the initiative. Find an example Language Nutrition Policy here. [🔗](#)

c) Continue to collect data and monitor integration progress

As integration efforts transition to sustainability phase, review and reassess data collection needs to monitor integration on a regular basis. Use routine monitoring to identify areas of strength and opportunities for improvement.

d) Report progress to unit, division, and executive leadership

Continue to provide regular updates to division and unit leadership. Share areas of strength and opportunities for improvement and engage unit leadership in developing a strategy to address identified areas for growth.

e) Celebrate and announce integration wins with staff

Be sure to also share progress and wins with staff. Help them see the impacts their efforts have on the families they serve.