



CHANGE IDEA: Use a strengths-based protocol to discuss early relationships with families.

STEP 1: GET READY (TASKS)

- A. Watch the short Small Moments, Big Impact (SMBI) [introductory video](#) to understand its purpose, how to use it, and how it supports family engagement.
- B. Review the [Watch & Talk videos](#) aligned with well-child visits (newborn, 1, 2, 4, and 6 months).
- C. Create a [protocol for introducing videos to families](#).
- D. Identify one team member to test the process with 1-2 families.
- E. Select one Watch & Talk video for the relevant visit.

STEP 2: PLAN AND PRACTICE

After completing Step 1 are completed, test the process on a small scale, with one family, one visit, in 1 day.

SAMPLE PROCESS:

- A. The care coordinator/nurse cues up the relevant SMBI video in the exam room.
- B. The provider reviews the video and guiding questions before entering the room.
- C. The provider plays the video at the start of the visit while logging into the electronic medical record (EMR).
- D. The provider uses the prompt to start a conversation and get to know the family.
- E. At the end of the visit, the care coordinator/nurse asks the family: How was it to watch the video and talk about your relationship with your child? Did you feel heard by the provider when discussing your relationship with your child? Is there anything we could improve?
- F. The provider rates their comfort with the process on a scale of 1-5 and notes needed changes.

STEP 3: REVIEW AND REFINE

Hold a brief team huddle to review the results and adapt the process as warranted.

STEP 4: EXPAND

Once the review is complete and any adaptations are made, begin to scale implementation with additional families. Continue brief team huddles to ensure the process works across different circumstances and families.

STEP 5: SUSTAIN

Once the process has been tested and is ready to be adopted by your health center, ensure it is part of your routine workflow. Ensure staff understand the process and their roles.