



EASy Applicant Instructions Infant and Early Childhood Mental Health Endorsement®

Welcome to your Endorsement® journey! You are joining an international group of professionals who have chosen to earn the Endorsement® credential as a way to demonstrate specialization in the infant-early childhood mental health (IECMH) field. Endorsement® was developed by PA-AIMH in 2002 and is now used by 29 state infant mental health (IMH) associations and two international associations. Each of those associations is a member of the Alliance for the Advancement of Infant Mental Health. Through the Alliance, this means that your Endorsement® in Michigan is recognized in each of those 31 associations! As of December 31, 2017, over 2,200 professionals had earned Endorsement® worldwide!¹ We are excited to support you on your journey through this process.

General Information

- PA-AIMH requires that Endorsement® Applicants begin a minimum of 4-weeks* before an intended submission date. This ensures enough time for receipt and upload of transcripts, completion of reference ratings, and thorough entries related to an Applicant's specialized experiences²
- EASy stands for Endorsement® Application System and is a web-based tool for Applicants to create a (paperless) professional Application for Endorsement®
- Please keep in mind that <https://easy.mi-aimh.org/pa-aimh> (EASy) is a different system from PA-AIMH.org (the organization's website); you cannot log into your Endorsement® Application from PA-AIMH.org.

Register as a New Applicant

- Go to <https://easy.mi-aimh.org/pa-aimh> and click on Register
- When you are asked for an email addresses, please use a personal email address. Many employer email servers block messages from EASy
- Complete required fields about education, work, and reflective supervision/consultation (RSC) history as relevant to the Endorsement® category for which you are applying
- You have the option to upload your resume or CV; this is not required, however, if you are applying as an Infant/Early Childhood Mental Health Mentor (IMHM/ECMHM), it is recommended
- You will be asked for the expiration date of your PA-AIMH membership
- Membership in PA-AIMH (or another IMH association) is required to begin the Endorsement® process. If you are not yet a member, or need to renew, you can do so by contacting PA-AIMH at pa-aimh@pa-aimh.org
 - EASy requires you to enter your expiration date in this format: MM/DD/YYYY
- After you select the Endorsement® category for which you are applying, select "Submit"

¹ To learn more about the IMH associations who are using the Endorsement® credential, visit allianceaimh.org

² An application does not NEED to be completed within 4-weeks; the process needs to begin at least 4-weeks before submission

- You will be directed to a payment page. You will select whether you wish to pay by credit card, alternate payment (check, purchase order, etc.) or scholarship
 - If you wish to pay by credit card, you will be directed to PayPal. Please note that you do not need to have a PayPal account to pay through PayPal and that PayPal accepts both credit cards and debit cards
 - If you select alternate payment, you will be directed to complete the required fields: Payment Type, Payment Number, Paying Organization, Date Mailed, Applicant(s) covered. You will send payment, along with a note indicating the payment is for EASy Registration Fee, to PA-AIMH, 13101 Allen Rd, Southgate, MI 48195
 - If you select Scholarship, you will be prompted to complete the required fields: Scholarship Source, Scholarship Name, Scholarship Details, Date Awarded
- Select “Send Payment Info”
- You will be directed to a page that confirms you have registered and outlines next steps
- If you leave EASy before selecting a payment option, you will need to re-register on EASy OR pay by check and mail it, along with a note indicating the payment is for the EASy Registration Fee, to PA-AIMH, 13101 Allen Rd., Southgate, MI 48195

Next Steps

- Once you select Submit, you will receive an automated email from EASy indicating that your registration was received and is being processed
- PA-AIMH will 1) look over your preliminary information to ensure you have selected the Vandenbrink25Endorsement® category that is appropriate for your specialized experiences, 2) confirm your membership status, and 3) confirm payment of the registration fee
- Once those 3 items are confirmed, your EASy status will be updated to Accepted. At that time, you can expect an email from EASy with a username and password
- You can also expect a separate email from the Endorsement Coordinator with instructions about how to proceed; this email will include MANY important documents and links

Logging In and Asking for Help

- Application completion can be done over time. You can log in and out, saving additions until your Application is ready to submit. You may access your Application from any computer with an Internet connection. Your Application will be stored securely on the server indefinitely unless you ask us to delete it
- Using your EASy-issued username and password, you will log in to EASy and go to Edit Profile (upper right corner). Within Edit Profile, you will:
 - Update your password
 - Set your alerts. We strongly recommend that you check the boxes to receive email alerts when transcripts are uploaded and when references are completed. You will see that the box is already checked for you to receive an email alert when a comment is added
 - Indicate Healthy Families America (HFA) affiliation, if appropriate. Once you earn Endorsement®, you will appear on the national Registry of Endorsed HFA Providers (<https://www.allianceaimh.org/healthy-families-america-registry/>)
- **Comments boxes can be found in each section of the Application. You will use these Comments to communicate with the Endorsement Coordinator. You can ask questions or add additional details/clarification about the information you entered in the corresponding section. The Endorsement Coordinator will also use these Comments as the primary way to communicate with you; it is essential that you read and reply to comments in a timely manner**
- For more time-sensitive help requests, click on Support in the upper left corner. This will bring you to our Knowledge Base. Look through the FAQ’s in the Knowledge Base to see if you can

find the answer you are looking for. If you cannot, go to My Support Tickets, select “Create support ticket” and give the details of your question. Keep in mind that EASy is not staffed 24 hours/day. It may take up to 1-2 business days to receive a response

- For assistance during regular business hours email paaimh.e.coordinator@gmail.com
- EASy is built in with security features including a time limit. If you have been inactive (meaning you have not moved from one tab to another or selected “Save”) for several minutes, a time-out warning will appear. If you continue to remain inactive, you may be asked to log back in again
 - For the text fields that require lengthy responses (Work and RSC), you may wish to type your response in Word first and then copy and paste into EASy. Keep in mind, there is a 250-word limit for the text fields
- PLEASE SAVE EARLY AND OFTEN USING THE SAVE BUTTON FOUND WITHIN EACH SECTION
- SAVE ONE TAB BEFORE MOVING TO THE NEXT
- SAVE BEFORE CREATING A SUPPORT TICKET OR BEFORE ENTERING A COMMENT

Building your Application

- Your Application is broken into sections: Competencies, Agreement, Ethics, Education, Work, Leadership (Mentor only), Trainings, RSC, and References
- When you log in, you will land on your Dashboard. Sections in green indicate you have entered the minimum required. Sections in yellow indicate they have not yet been completed. **Please note that green does not necessarily indicate completed.** For example, 1 specialized work experience is the minimum required, however, **you** may need to list 2 or 3 relevant work experiences to demonstrate that you meet the requirements
- The requirements for Education, Work, Leadership (Mentor only), Training, Supervision, and References can be found at the top of each section; please read the requirements thoroughly
- **Reviewers of your Application will check to ensure the information you input into your Application matches the requirements in addition to confirming that you have illustrated fulfillment, through your experiences, of the competencies (as specified in the *Competency Guidelines*[®]) specific to the category of Endorsement[®] for which you are applying**

Competencies

- This page is intended to be used as a “self-study” to help **you** assess your education and in-service training experiences and determine what additional specialized training might be necessary to meet the competencies and earn Endorsement[®]
- When you enter your Training experiences, you will be prompted to select the competencies that were met through your in-service trainings; the competencies selected within the Training tab will appear here, in the Training column
- When you enter your Education experiences, you will be prompted to select the competencies that were met through your coursework; the competencies selected within the Education tab will appear here, in the Education column
- The self-study grid indicates the competencies you have selected as being covered, they are not necessarily those that have been or will be approved by Application Reviewers
- Within Application Summary, the number of training hours that you entered within the Training tab will appear within Training Hours (submitted)
- Within Application Summary, the number of RSC hours that you entered within the Supervision tab will appear within RSC Hours (submitted)
- The Application Summary indicates the hours you have submitted, not necessarily those that have been or will be approved by Application Reviewers

- You are encouraged to review this “self-study” with an endorsed colleague, supervisor, mentor or provider of RSC before submitting your Application as an informal review. Someone who has been through the Endorsement® process themselves will have important and beneficial feedback to share with you!
- Application Reviewers will not review this tab as part of their review

Agreement

- You will be asked to electronically agree to the Endorsement® Agreement. This is legally the same as a written signature

Ethics

- You will be asked to electronically agree to the Code of Ethics. This is legally the same as a written signature
- Upon earning Endorsement®, you will be asked to sign the Code of Ethics annually as part of your Endorsement® renewal

Education

- Instructions for ordering transcripts are at the top of the Education section. Please order your official transcripts **at least 4-weeks** before you plan to submit your Application as your official transcripts must be uploaded within your Application prior to submission
- **You are required to order official transcripts from each college or university attended, even if you did not earn a degree there**
- Please be sure to add each institution from which you are ordering transcripts. Doing so creates a “space” for the Endorsement Coordinator to upload the documents
- There are two components for each education entry: First, you will enter details about the education experience (institution attended, degree earned, year, etc.). Second, you will click on the Edit Competencies icon. This will open a pop-up window showing a grid with the 8 competency domains
 - Please select the competencies that you believe were addressed in your coursework. Click on the domain name (e.g., *Theoretical Foundations*) for a drop-down menu of the knowledge/skill areas (e.g., pregnancy & early parenthood; attachment, separation, trauma, & loss; cultural competence). You will be limited to **12 competencies per transcript**. Please indicate the ones you believe were most thoroughly and adequately covered
- Use the *Competency Guidelines*® to find definitions for each knowledge/skill area at the Endorsement® for which you are applying
- If you have had coursework that was specific to IECMH, please use the Notes text field within the Education entry
- **When Application Reviewers review your Application, they will be looking to see that you have covered a majority of the competency areas found within the *Theoretical Foundations* and *Direct Service Skills* domains through your education and training experiences. A major gap found in one or more of the competencies found within those domains could be reason for deferral**

Work

- Be sure to fully describe your work experience(s) as it relates to the requirements found at the top of the page; this may be different from the way it is described on a resume
- You will enter as many entries as you need to in order to demonstrate that you meet the requirements

- There are multiple text fields per work entry and each text field has a maximum word count of 250; the first text field is specific to the requirements, the second text field is specific to how your work relates to the competencies found within the *Competency Guidelines*[®], and the third text field is specific to how you incorporate IMH principles into your practice
 - Although the third prompt is not required, it is encouraged that you use that space to further explain your work to the Application Reviewers. **It is important to keep in mind that the Application Reviewers may not be familiar with the agency you work for, your specific program, or your region of the state. The better narrative you can provide them with, the more thorough and accurate their Application review can be**

Leadership

- IMHM/ECMHM Applicants are expected to demonstrate leadership in the promotion and practice of IECMH
- For IMH Endorsement[®], practice leader experience must be specific to 0 – 3 year olds
- For Early Childhood Mental Health (ECMH) Endorsement[®], practice leader experience must be specific to 3 – 6 year olds
- Some leadership activities may be demonstrated through paid work experience, however, there is an expectation that some will also be volunteer
- If you uploaded your resume or CV on the details page of your Application **and** your resume or CV includes a thorough list of your leadership accomplishments specific to IECMH, you can type, “See resume” upon selecting “Add Entry.” You do not need to enter each accomplishment individually
- Serving as a provider of RSC should be included within the Supervision tab

Training

- Applicants will include as many hours of relationship-based in-service training and/or continuing education as necessary to document that the competencies (as specified in *Competency Guidelines*[®]) have been met
- For those whose degree is in a field that is unrelated to IECMH, more specialized in-service training may be required to meet the breadth and depth of the competencies
- Training content will include the promotion of social-emotional development and/or the principles of IECMH
- **Minimum 30 clock hours required**
 - Successful Infant/Early Childhood Family Associate (IFA/ECA) Applications typically include an average of 40 or more hours of specialized training unless the Applicant has completed coursework specific to the *Competency Guidelines*[®]
 - Successful Infant/Early Childhood Family Specialist (IFS/ECFS) Applications typically include an average of 50 or more hours of specialized training unless the Applicant has completed coursework specific to the *Competency Guidelines*[®]
 - Successful Infant/Early Childhood Mental Health Specialist (IMHS/ECMHS) typically include an average of 75 or more hours of specialized training unless the Applicant has completed coursework specific to the *Competency Guidelines*[®]
 - Successful IMHM/ECMHM Applications typically include an average of 75 or more hours of specialized training unless the Applicant has completed coursework specific to the *Competency Guidelines*[®]
- You can include conferences in this section, but keep in mind that only one conference can be counted toward the 30-hour minimum
 - Conferences, meaning a day or more of keynote speeches and workshops of 90-120 minutes each, provide opportunities to gain knowledge and skill over a range of topics.

- Applications should include a balance of broader experiences, like conferences, with more intensive trainings that spend 6 or more hours going in depth on one topic
- There are two components for each training entered. First, you will enter details about the individual training (training name, number of hours, dates, sponsor, etc.). Second, you will click on the Edit Competencies icon. This will open a pop-up window showing a grid with the 8 competency domains
 - You are asked to indicate which competencies were covered for the training. Click on the domain name (e.g., *Theoretical Foundations*) for a drop-down menu of the knowledge/skill areas (e.g., pregnancy & early parenthood; attachment, separation, trauma, & loss; cultural competence) and select the ones you believe were covered in the training. You can only select once competency area for each hour of training (e.g. 4-hour training would have no more than 4 competencies selected). **BE SURE TO SELECT Save BEFORE CLOSING THE POP-UP WINDOW**
- Use the *Competency Guidelines*[®] to find definitions for each knowledge/skill area at the Endorsement[®] for which you are applying
- **When Application Reviewers review your Application, they will be looking to see that you have covered a majority of the competency areas found within the *Theoretical Foundations* and *Direct Service Skills* domains through your education and training experiences. A major gap found in one or more of the competencies found within those domains could be reason for deferral**
 - DC: 0-3R and/or DC: 0 – 5 training covers a large portion of the disorders of infancy and early childhood competency (not required for IFA); if you have not attended this training, it is important that you have attended other trainings that cover this competency area in great detail (for example: trainings on atypical development, fetal alcohol syndrome, autism, sensory integration disorders, insecure attachment, etc.) and/or that you have coursework listed within your transcripts that covers this area
 - **Please note: PA-AIMH encourages clinical staff to participate in DC: 0-5 training opportunities as available.**
 - In order to demonstrate that competency has been met for screening & assessment, IMH-E[®] Applicants need to have attended trainings that are specific to tools for 0 – 36 month olds, including, but not limited to: DECA I/T, DECA-C, ASQ 3, ASQ SE 2, MCHAT-R, PEDS, PEDS DM, Denver Developmental Screening Test II, IDA, NCAST, etc. ECMH-E[®] Applicants need to have attended trainings that are specific to tools for 3 – 6 year olds, including, but not limited to: ASQ 3, ASQ SE, DECA I/T, DECA-C, PECFAS, IDA, the Survey of Well-Being of Young Children, Early Childhood Screening Assessment, Climate of Healthy Interactions for Learning Development (CHILD), etc.
 - **Please note: The Office of Child Development and Early Learning and the Office of Children Youth and Families supports the implementation of the *Ages and Stages Questionnaire*[™] training initiatives in their respective sectors.**
 - Often times, intensive trainings that spend 5-6 hours going in depth on a screening and assessment tool are necessary to document competency in this area. Additionally, IFS/ECFS, IMHS/ECMHS, IMHM/ECMHM Applicants typically attend more than one screening and assessment training to fully demonstrate that competency has been met in this area **OR** they have coursework listed within their transcripts that covers this competency
 - For IMHS/ECMHS and IMHM/ECMHM Applicants, training on adult screening & assessment tools can help lead to competency in screening and assessment as well
 - In order to demonstrate that competency has been met for Observation & Listening, IFS/ECFS, IMHS/ECMHS, and IMHM/ECMHM Applicants are encouraged to attend training(s) on an observation tool, such as the Massie Campbell or PICCOLO

- **Please note: PA-AIMH encourages clinical staff to participate in observation-based tool trainings as available.**

References

- We encourage you to download, print, and review a hardcopy of the reference rating form, specific to your category of Endorsement®, before asking reference raters to complete these on your behalf. Additionally, it is valuable to share the reference rating form with your reference raters before you ask them if they are willing to be a reference on your behalf. You can find sample forms here: <https://mi-aimh.org/endorsement/tips-regarding-reference-ratings/>. A total of three professional reference ratings are required. The requirements for who needs to complete a reference rating for your category of Endorsement® will be found at the top of the page. At least one must come from an individual who meets Endorsement® requirements as an IFS/ECFS, IMHS/ECMHS, IMHM/ECMHM OR is familiar with the *Competency Guidelines*® and vetted as approved by PA-AIMH
- Please use a personal email address for your reference raters so that the email is not blocked. Once you have entered the required information for the reference raters, you will select “Save.” When you are ready to have the reference form sent to the reference raters, you will select “Send.” You cannot go back and change an entry upon selecting “Send”
- The raters will receive an email from EASy with a link to complete the reference rating form in a secure, on-line format. There are no paper forms to fill out or mail. Tell your reference raters that the email will say that it is from “EASy server.” It will not say that it is from the IMH association
- For each reference, you will be asked whether or not you waive your access to the completed form. Some reference raters will only agree to complete the form if they know the Applicant has waived this right and therefore their ratings are confidential
- Please do not complete this section TOO early in the process. You want to ensure that your reference raters know you well enough to complete the form. Also, reference rating forms are only valid for one year from the date completed
- Once the reference has been complete, you will see an indication that it has been received even though you cannot read the form itself

Submitting the Application

- Once you are satisfied that you have entered all your relevant experience, all three of your references have been completed, all of your transcripts have been uploaded and your PA-AIMH membership is up-to-date, click the Submit button on your Dashboard; the Submit button will not appear until the EASy system believes that your Application is complete. If you do not see the Submit button, scroll to the bottom of your Dashboard. You will see a list of what is missing
- You will see “+View Payment Information” below the Submit Application button; you will select this to choose how you would like to pay. You will select whether you wish to pay by credit card, alternate payment (check, purchase order, etc.) or scholarship
 - If you wish to pay by credit card, you will be directed to PayPal. Please note that you do not need to have a PayPal account to pay through PayPal and that PayPal accepts both credit cards and debit cards
 - If you select alternate payment, you will be directed to complete the required fields: Payment Type, Payment Number, Paying Organization, Date Mailed, Applicant(s) covered. You will send payment, along with a note indicating the payment is for Endorsement Processing Fee, to PA-AIMH, 13101 Allen Rd, Southgate, MI 48195
 - If you select Scholarship, you will be prompted to complete the required fields: Scholarship Source, Scholarship Name, Scholarship Details, Date Awarded

- If you are changing Endorsements (e.g. previously earned Endorsement® at IFS and are now applying for Endorsement® at IMHS) please contact the Endorsement Coordinator at paaimh.e.coordinator@gmail.com. Because you do not need to pay the full fee, the Endorsement Coordinator will change the fee listed within your Application. For more information about this, go to Endorsement® Policies: Changing Endorsement Categories on our website: <http://www.pa-aimh.org/endorsement.html>.
- Once your application is submitted and you've paid the processing fee, you will receive a "Receipt of Complete Application" email from the Endorsement Coordinator. This email will confirm that your application has been received and will tell you the date of when the decision regarding the results of your Application review will be made

Application Review

- The Endorsement Coordinator will find two Application Reviewers for your Application. The Reviewers, who are endorsed and trained to evaluate Endorsement® applications, will do a two-tier review of your Application. They will handle your information confidentially and must come to a consensus decision
 - IFA/ECFA & IFS/ECFS Applicants receive an Endorsement® decision after at least two Application Reviewers examine and approve the Application
 - IMHS/ECMHS & IMHM/ECMHM Applicants move on to the written Endorsement® exam after at least two Application Reviewers examine and approve
- The Endorsement Coordinator will relay any messages the Reviewers have regarding your Application to you
- You will hear back from the Endorsement Coordinator after reviewers have reached consensus, by the deadline listed within the "Receipt" email
- PA-AIMH reviews Applications on a quarterly basis
- PA-AIMH offers the written exam twice a year, typically in March and September
- Please visit <http://www.pa-aimh.org/endorsement.html> for details related to Application submission deadlines and exam dates