

# Video Interaction Project (VIP)



## Description

The Video Interaction Project (VIP) is a relationship-based intervention that provides families with one-on-one parenting sessions. The sessions are video-recorded and reviewed with an interventionist during routine pediatric visits from birth through age 3. VIP offers developmentally appropriate toys, books and resources for parents to use with their children. These tools help parents use pretend play, shared reading and daily routines to strengthen early development and literacy in their children.<sup>1</sup> Pediatric offices can offer VIP.

## Evidence

- Parents can cope better with the stress and challenges of raising their children.<sup>2</sup>
- VIP enhances parent engagement in reading, play and verbal interactions with their child.<sup>3</sup>
- Children develop skills necessary for success in school, including reduced behavioral problems.<sup>4</sup>
- VIP enhances socioemotional development and cognitive language outcomes among children from families with low socioeconomic status.<sup>5</sup>
- VIP reduces maternal depressive symptoms.<sup>6</sup>

## Implementation

New sites work closely with the VIP Center of Excellence at New York University School of Medicine during a three-year startup period. The center provides critical centralized support, training and oversight to ensure the new site implements VIP with fidelity. Before implementation begins, the site and the VIP Center of Excellence work together to ensure sufficient funding, space and staffing. During the startup period, the center and the site tailor VIP to the site's specific needs and patient population. In addition, the site identifies a VIP facilitator and the Center of Excellence provides the facilitator with formal program training and clinical supervision.

After a three-year startup period, a new site will have the capacity to:

1. Implement the program model consistently and successfully
2. Reach approximately 400 children per year with an average of three sessions per child, for each full-time VIP facilitator
3. Further integrate VIP programs into existing systems and identify long-term funding

## Billing and Reimbursement

Reimbursement is not currently offered for this service.

## Resources

For information about VIP, visit [videointeractionproject.org](http://videointeractionproject.org)

For information about implementing VIP (including details on funding, staffing, space or other requirements), please contact:

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