Home Visiting Is Essential: 
Action steps to ensuring program sustainability during COVID19 
May 27, 2020

**Rapid Response Virtual Home Visiting**

- links to register for webinars
- webinar recordings
- slide decks
- resources

https://institutefsp.org/covid-19-rapid-response

**Speakers**

- Staci Croom-Raley
  Executive Director
  HIPPY USA
- Kayla Goldfarb
  Policy Analyst
  Ounce of Prevention Fund
  Illinois Home Visiting Task Force
- Ruqiyyah Anbar-Shaheen
  Director of Early Childhood Policy and Programs
  D.C. Action for Children
  D.C. Home Visiting Council
- Lisa Foehner
  Director of Advocacy & Strategic Messaging
  Parents as Teachers National Center

**Q&A Feature**

Please use the Q&A box to submit your questions.

Thank you!

**Chat Feature**

Please use the chat box to respond to questions that we ask you!

**Content Outline**

I. federal/state outlook
II. Illinois Virtual Advocacy Day
III. D.C. Home Visiting Council
IV. resources and toolkits
V. share your video story
VI. Q & A
Federal and State Outlook

Federal

- HVC activities
- House package passed
- Senate action pending
- HRSA’s C19 webpage

State and Local

- estimates forecast big state losses in revenue
- tapping rainy day funds
- emergency legislation
- level funding, cuts, reductions, withholding likely

Illinois Home Visiting Task Force
Ounce of Prevention

Pre COVID-19 Advocacy Context
Illinois Home Visiting System

- “big tent” approach
- Home Visiting Task Force
- Governor’s commitment
- robust FY21 budget asks
  - expansion of services
  - workforce compensation
  - typical legislation session/advocacy activities

Key Questions for the IL Home Visiting System
Adapting in light of COVID-19

- What will the budget process look like? How big is the projected budget gap?
- What are other advocacy groups asking for now?
- How will the administration’s existing home visiting goals fare?
- What does home visiting need to function during the pandemic?
- What will the future of home visiting look like? What will the system need going forward?
Adjusting our major budget asks
Understanding the needs of the system through MIECHV-lead statewide & HARC-Beat surveys

- **Compensation** increases as workforce faces new demands
- **Intensive TA** to account for virtual service delivery needs
- **Funding and flexibility** to purchase, tech, PPE, other material needs. Allowance for more FY20 consultation
- **Maintain funding and staffing** levels regardless of potential temporary reductions in enrollment. Virtual visits to count towards program deliverables through 2020.

Virtual Advocacy Week
#SustainandStrengthen #HomeVisiting

Week of rapid action around FY21 Budget

- focus on issues
- **central landing page**
- clear calls to action
- customizable letters
- social graphics
- find a champion
- story collection

GOING VIRTUAL: ENGAGING THE FIELD ON A NEW ADVOCACY STRATEGY

- $7M to early intervention
- level funding for HV through IDHS
- level funding for the ECBG (HV funding)
- messages:
  - thank legislators
  - update partners
  - track developments for your next ask
  - applaud the legislature
  - federal ask: direct additional federal early childhood resources (MIECHV)

IL Approved FY21 Budget
Results and next steps for advocacy

District of Columbia Home Visiting Council
D.C. Action for Children
### Home Visiting Council Overview

**Membership:** All DC home visiting providers (~13), all local government agency representatives funding HV + others, early childhood advocates, and managed care organizations.

**What brings us together:** Strengthening the District’s use of home visiting as a strategy within DC’s maternal health and early childhood systems

**What holds together:** charter, strategic plan, committee structure, working bi-monthly meetings that are open to the public

### Council Activities:

- Data collection, annual report
- Program support: advisory committee, training coordination, workforce strengthening
- Advocacy: Year-round advocacy strategy
- C-intake: developing a referral and intake system for HV through Help Me Grow DC

### Pre-COVID Background and Approach

**Big wins for home visiting in previous years**
- Maintenance of funds while new programs got going
- Needed a year off of funding increases to strategize about HV system supports
  - Workforce
  - Program data, metrics, reporting

**Systems approach**
- Birth-to-Three for All DC
- Child care needed attention (to the tune of $40 million)

### Budget Overview

**Where are we in the budget cycle?**
- Mayor’s proposed budget released last week
- DC Council budget hearings in progress

**What do we typically do during this time?**
- Review budget and generate collective talking points
- Work with partner coalitions to ensure home visiting is represented
- Mobilize advocates, home visitors, families to testify

**How has COVID-19 impacted budget season?**
- Delayed budget proposal
- Virtual hearings; some by invitation only, most witness lists capped
- Major budget shortfalls
- Potential cuts for home visiting programs

### Expectations

- Some cuts to home visiting programs, especially child abuse and neglect prevention programs; loss of new programs

### Likely Impact

- Loss of programming focused on populations needing tailored support; loss of important abuse prevention programming as abuse is likely to increase

### Key Advocacy Targets

- Key Councilmembers
- CFSA (DC’s child welfare agency)
- DC Dept. of Health
- Federal Govt/ #DCStatehood

### Key Advocacy Targets

- Hold families and the home visiting providers who support them harmless in the FY 2021 budget: no cuts to existing programming
- COVID-19 is introducing or exacerbating stressors that challenge families and can result in a child being abused or neglected: families need preventative services now more than ever
- Due to District-wide shelter-in-place orders, the need for social distancing, and families’ rightful hesitation to use place-based services, home visiting is uniquely well-positioned to continue supporting families.
- Home visiting is a service delivery strategy that should be part of a toolbox of approaches all child-serving agencies use to meet the diverse needs of District families

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- **Home visiting is a service delivery strategy that should be part of a toolbox of approaches all child-serving agencies use to meet the diverse needs of District families.**
**Tips and tricks**

- Elevate family voices
- Build robust and active relationships with
  - Home visiting programs
  - Funding agencies
  - Other advocates and coalitions
  - Councilmembers (educate, educate, educate!)
- Don’t wait until budget season to start: year-round advocacy strategy
- Coordinate asks with other advocates
- SO much individual outreach
- Find your champions
- Targeted messaging: think about each stakeholder’s mission first

**Mobilizing Efforts**

- Advocacy committee meetings and strategizing
- Clear messaging and talking points
- Home visiting COVID-19 town hall
- Informal interviews for storytelling
- Storytelling Campaign #HV4DC
  - Flyers
  - Webinar for home visitors
- Tweet storms (if we can do it, so can you!)
- Social media toolkit
- Coordination with partner coalitions

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### DC Families!

*The home visiting story is important. Help us help policymakers understand why.*

Choose ONE of the following as the topic of your video

* — A woman is feeling overwhelmed and is considering giving up on her home visiting work.
  - Help her keep going.

You can pick any ONE, or ALL three video stories. Choose wisely and share them with your network.

### Home Visiting Storytelling Campaign

**#HV4DC**

Hi, my name is Alex Harvey and I’m a member of the home visiting team at Mary’s Center.

### And a bonus video

#HV4DC

and it’s not just about them pointing fingers at you.

### Taking Action: Resources and Support
Home Visiting Is Essential Campaign

TOOLKIT
- for any program/model/org
- instructions
- 4 graphics
- sample tweets
- key messaging
- sample letter

Activating Voices
- home visitors
- program supervisors
- provider agencies
- state HV coalitions
- collective action

Take Action
- get leadership involved
- empower home visitors to participate as citizens
- join Home Visiting is Essential Campaign
- work with your state coalition!
- focus on state funding
- be creative, share visuals and stories
- don’t wait—it’s urgent

Video Campaign

SHOW how Home Visiting is Essential for families

WHO can submit videos?
- You!
- Families—Parents and children; extended family members
- Community Leaders and Partners

Video Campaign

WHAT type of information should be shared?

For Home Visitors and Program Leaders:
- Share meaningful stories of connection
  - helping families get food, shelter or other necessary
  - supporting parents with stress, anxiety and loss
  - supporting families in making good decisions about seeking medical care
  - identifying potential delays or family violence through virtual screenings/interactions
  - easing social isolation

For Families:
- How has your home visitor helped your family during the pandemic? Specific examples are great!
- Why has your home visitor’s support been important to you over the last few months?
- If you could share just one thing with your home visitor right now, what would it be?

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Video Campaign

HOW?

Upload your videos to Rapid Response Video Campaign Dropbox
Dropbox link and all resources sent in follow-up email
RR HV Resource Page on the Institutefor.org
Tips and Tricks for submitting good videos:
- Keep it short and to the point
- One minute or less is best
- Practice what you want to say a few times before recording
- Look straight into the camera
- Always film in horizontal (landscape) format—NOT vertical (portrait)
Your Turn - Use Chat Feature

We'd like to hear from you in the chat box.

Use Q&A Feature

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CONNECT

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rapidresponse@nationalallianceofhmodels.org

www.institutefsp.org