



Expanded Agenda

Wednesday, January 29, 2020

8:30 a.m. – 10 a.m. Capitol Hill Visit Consultation & Strategy Session

This session provides state and national advocates with the opportunity to gather resources for visits to Capitol Hill, share strategies and information with other advocates, and debrief on Hill visits at the Policy & Advocacy Community of Practice. Leading advocates will informally share insights and strategies before and after attendees meet with legislators. This session will support advocates as they prepare for Hill visits.

1 p.m. – 6 p.m. Registration & Conference Services

2 p.m. – 3:30 p.m. Combined Community of Practice

Our three Communities of Practice: Advocacy and Policy, Network Weaver, and Professional Development will share updates on their work and visions for the year ahead. Racial equity in home visiting services is examined and discussed about how it ties into each Community of Practice.

3:45 p.m. – 5 p.m. Advocacy & Policy Community of Practice

Anne Gunderson, Policy Analyst – Ounce of Prevention Fund

Carol Brady, Maternal Child Health Advocated – Brady & Associates

The advocacy and policy community focuses on providing state and national advocates with sound policy information and outreach strategies to promote greater state and federal investment in effective home visiting services across the nation. As an integral component of advocacy, this community delves into policy issues that include innovative financing mechanisms; a broad range of policy arenas such as health, early childhood, anti-poverty and child welfare; and outreach strategies to engage federal, state and local policymakers. The community focuses on topics that include:

- Exploring the intersection between child welfare policy and home visiting, including opportunities for the expansion of home visiting to child welfare and similar populations through the Family First Prevention Services Act
- Learning how cultural and linguistic responsiveness of home visiting programs provide effective services to diverse children and families
- Understanding and messaging the national evaluation of the Maternal, Infant and Early Childhood Home Visiting (MIECHV) program to conduct outreach to policymakers and others on the national level
- Using pay-for-performance initiatives as mechanisms to finance expanded services and secure greater private and public funding for home visiting.

Professional Development Community of Practice

Christa Austin, Senior Program Advisor – Ounce of Prevention Fund

Janelle Weldin-Frisch, President – Prairie Leaning Options

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The professional development community of practice provides a forum in which state and program leaders, policymakers and researchers can engage peers on aspects of professional development within the home visiting field. The community explores facets of professional development to promote promising, research-based practices to advance professional effectiveness. The community also explores state-level strategies and national initiatives promoting the professionalism of the home visiting workforce. This community offers members a venue for new connections to leaders in home visiting professional development. Areas of focus include:

- Dimensions of professional development, including classroom and online training, coaching/mentoring, technical assistance and continuous quality improvement
- Research efforts that shape and inform home visiting professional development
- Innovations, initiatives and resources in professional development that advance the practice and professionalism of the home visiting workforce

Network Weave Community of Practice

Deborah Roderick Stark, Co-Facilitator – National Home Visiting Network

Miriam Westheimer, Co-Facilitator – National Home Visiting Network

Melissa Kelley, Co-Facilitator – National Home Visiting Network

Home visiting stakeholders work hard every day to improve practice, research, and policy in ways that enhance outcomes for young children and their families. At times, success is compromised because efforts are disconnected. Network principles can help. Network scientist Jane Wei Skillen, Ph.D. encourages us to focus on:

- Mission, not organization. As leaders, we adopt strategies and tactics to achieve our overall mission, not necessarily to stimulate the growth of any one organization or domain.
- Node, not hub. As partners, we see each of our organizations as part of a larger web of activity targeting our cause, not as a hub of isolated action.
- Humility, not brand. Our organizations work alongside our peers as equals and are willing to take a back seat when other partners are in a better position to lead.
- Trust, not control. Trust and shared values guide how we interact and create an environment that maximizes our collective impact.

The Network Weaver Community of Practice focuses on shared learning among home visiting leaders about how working collaboratively can help expand the reach and impact of home visiting. This is a NEW Community of Practice, launching at the 2020 National Home Visiting Summit in response to feedback and a follow-up survey after the 2019 Summit plenary session *The New Network Leader: How You Can Grow Your Impact*. The Advisory Committee of the National Home Visiting Network is guiding this Community of Practice to advance and support the use of a network mindset in home visiting.

5:30 p.m. – 6:30 p.m. Poster Presentation & Reception

Join us for the Summit's poster presentation and reception. Enjoy learning alongside our presenters during this informal cocktail hour. Complimentary hors d'oeuvres and drinks will be provided. Please see the 2020 National Home Visiting Summit Poster document for descriptions of each poster presentation.

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Thursday, January 30, 2020

7 a.m. – 8 a.m.

Yoga

For beginning to advanced students, this class is designed to be relevant for all skill levels. Basic postures and salutations will be explored during the 60-minute practice. Yoga mats will be provided on a first-come, first served basis; towels and water will be available for all. (Limit 40)

7:30 a.m. – 9 a.m.

Continental Breakfast

7:30 a.m. – 5 p.m.

Conference Services & Registration

8:30 a.m. – 9:45 a.m.

Plenary

Maternal Care to 5: Systems Changes Supporting Mother/Baby

Dr. Joia Crear-Perry, Founder/President – National Birth Equity Collaborative

This session will provide historical context on policy, advocacy, programs and research for improvements in maternal health and well-being with implications for the health and development of pregnant and parenting women and their families. Strategies for policy and practice alignments, including the promotion of federal, state and local legislation focused on health equity, and strengthening the delivery of robust home visiting services that promote equity will be discussed as opportunities to further align systems that impact the health and well-being of families. Dr. Joia Crear-Perry will also discuss social determinants of health, and the advancements and pitfalls of advocacy to bridge the needs of the families being served by home visiting programs.

9:45 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:45 a.m.

Workshops

Advancing Home Visiting Through Advocacy: The Ohio Story

Shannon Jones, Executive Director – Groundwork Ohio

Julia Hohner, Communications & Development Director – Groundwork Ohio

This session provides a case study in the successful planning and execution of an advocacy strategy in a “red state” to advance evidence-based home visiting. While the science, research and innovation surrounding home visiting practices are integral to the field, the benefits ultimately cannot be actualized without statewide leadership prioritizing adequately resourced support of evidence-based home visiting. Cultivating the political will for this support requires a broad-based coalition of stakeholders engaged in strategic communication and advocacy with statewide policymakers. As this workshop demonstrates, strategies and messaging must reflect the political landscape of the state. This session should inspire and empower attendees to develop and mobilize around their own state strategy to advance evidence-based home visiting. This session will address how to build and execute a strategic electoral advocacy plan that includes building a coalition and implementing a targeted communications plan with tailored messaging. By exploring the Vote for Ohio Kids Campaign and its success in prioritizing home visiting to the state’s governor, this workshop should inspire attendees to develop their own state strategy and empower them to mobilize.

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Enhancing Prenatal Access to Home Visiting Through Innovative Health Partnership

Maria Aquino, Program Officer – First 5 LA

Roxana Martinez, Program Officer – First 5 LA

Barbara Andrade DuBransky, Director of Family Supports – First 5 LA

While home visiting is currently not covered in California's Medicaid program (Medi-Cal), the state's model for managed care enables those organizations (MCOs) to partner with community-based providers to improve quality and care for higher-risk constituents. Currently, there are no known formalized referral relationships between local Medi-Cal plans and home visiting programs in Los Angeles County, nor is there a state requirement for prenatal referral. In addition, few enrollees in home visiting programs are referred prenatally or in the first trimester. There is, however, significant crossover among current home visiting and Medi-Cal managed care enrollees. Integrating services provides a vehicle with which to reach women at the greatest risk for preterm birth, infant mortality and unnecessary C-sections. In addition, few enrollees in home visiting programs are referred prenatally or in the 1st trimester. This workshop examines the pioneering partnership between First 5 LA and Blue Shield Promise Health, a Medi-Cal MCO, and their efforts to leverage provider, plan and county resources for maternal care integration. Attendees will learn about the partnership's processes for referring home visiting to women as soon as pregnancy is determined, assessing home visiting programs, leveraging provider and county resources for maternal care integration, and recording and tracking electronic health records. This session is ideal for home visiting program administrators, health care leaders, funders and advocates who are interested in creating valuable home visitation and MCO partnerships to increase prenatal enrollment in home visitation programs. Prenatal enrollment can support MCOs focused on improving clinical outcomes when the program has the potential for greater impact.

MIECHV Statutory Changes: Implications for Policy & Practice

Amanda Innes, Senior Policy Analyst – Health Resources and Services Administration

Kyle Peplinski, Team Lead for Data and Evaluation – Health Resources and Services Administration

Ann Stock, Public Health Advisor – Health Resources and Services Administration

The Bipartisan Budget Act of 2018 reauthorized the Maternal, Infant and Early Childhood Home Visiting (MIECHV) program for an additional five years and with it came a number of changes to the authorizing statute. In particular, the act added requirements for outcomes-based payment initiatives, regular assessments of improvement for MIECHV awardees, data exchange standards for home visiting programs, and updates to the statewide MIECHV needs assessment. The Health Resources and Services Administration (HRSA) has engaged in ongoing stakeholder consultation to ensure these requirements support strong program implementation and help MIECHV awardees achieve longstanding goals, such as improved data interoperability, sustainable financing strategies, and further development of state and local early childhood systems. In the roundtable, HRSA staff responsible for developing these provisions will provide an overview of the statutory requirements, efforts to engage with key stakeholders and implement the requirements, and offer examples of how HRSA intends to leverage these requirements to support new and reinforce existing federal partnerships. Attendees will engage in facilitated discussions to provide examples, ideas and innovative strategies for how programs can leverage these opportunities to achieve

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their goals, as well as explore the implications of these changes beyond the MIECHV context. This session is designed for federal, state and local program administrators who are interested in understanding how recent changes to the MIECHV requirements may impact them, and how to use those changes to support improvements in policy and practice and achieve longstanding goals of their program.

Today's Home Visiting Workforce – Challenges and Improvement Strategies

David Schultz, Associate Professor – University of Maryland Baltimore County

Claire Dunham, Senior Vice President, Programs and Training – Ounce of Prevention Fund

Sarah Benatar, Principal Research Associate – Urban Institute

Home visitors typically work in settings with disproportionately high levels of poverty, mental health issues, substance use and domestic violence. The breadth of competencies required of the home visiting workforce in order to reach desired outcomes is extensive. Due to the extremity of home visiting demands, quality training and support of home visitors and supervisors is critical. In addition, the perspective of staff currently working in the field is essential to designing relevant and effective workforce support systems. This session will explore findings from the Home Visiting Career Trajectories project to provide a national picture of the home visiting workforce across all models, including staff characteristics and perspectives on training experiences and needs. Building on these results, multiple unique strategies for coaching, training and earning credentials that can be embedded in state home visiting systems will be described and explored. This session is designed for state/regional/local home visiting program and policy leaders interested in deepening their understanding of the needs and perspectives of the home visiting workforce. We will also explore strategies for training and professional development.

Moving Local Research Evaluation Finding into Practice

Margaret Clark, Senior Program Director – Every Child Succeeds

Judith B. VanGinkel, Ph.D., President – Every Child Succeeds

Robert Ammerman, Scientific Director – Every Child Succeeds

Contrary to expectation, many home visiting programs rarely use their own data to improve services. Local data is typically provided to larger aggregating entities, such as models or states, for analysis and interpretation. This represents a missed opportunity for programs to learn from that data and enact operational improvements. There is a missed opportunity by not capturing local data to systematically apply learning to program practice. A major reason for this current state is that there are no established procedures for how to move from data collection to practice. This workshop outlines a standardized approach to massaging data from the collection-only phase into systematic changes in practice. Topics covered in this session include:

- Identifying questions for analysis
- Generating results and contextualizing findings
- Determining relevance for practice
- Implementing changes to services as well as identifying facilitators of and barriers to those changes
- Adapting this approach to different home visiting programs

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This session is ideal for program administrators and supervisors interested in creating systems for reviewing and translating local research and evaluation data into changes in practice.

Responsive Partnerships with Families: results from Piloting a Home Visitor Communication Toolkit

Mary K. Frese, Research Fellow - Erikson Institute

Allison West, Assistant Professor – Johns Hopkins Bloomberg School of Public Health

Jon Korfmacher, Associate Professor – Erikson Institute

Mariel Sparr, Ph.D., Senior Research Associate – James Bell Associates

This workshop presents a recently developed toolkit that focuses on one essential element of home visiting: communication strategies. The work of home visitors is conducted primarily through their interactions with families. Home visitors differ in the specific content they provide, usually informed by their program model and curricula, their own background knowledge, and the expressed needs of the parent. But how they present the information is as important as the content itself. The toolkit presented in this workshop focuses on two broad communication tasks: partnership formation, and responsiveness to family needs and concerns. The specific strategies within these tasks initially emerged from an empirical examination of video-recorded home visiting practices. The final set and the specific coaching approaches were developed in collaboration with home visiting program staff who worked with researchers to ensure the toolkit was engaging, feasible and meaningful to their practice. We will share the toolkit elements, including a video glossary that contains examples of home visitor communication strategies (e.g., empathy statements, partnership statements), and role-play scenarios that allow practicing strategies in a safe and structured context. We will also present results and feedback from a learning community that piloted the toolkit. The workshop concludes by reflecting on how cultures of research and practice can inform each other to improve home visiting services. This session is designed for home visitors, program directors and researchers interested in supporting and measuring home visitor communication strategies with families.

Sparking Joy: Strengthening Community Engagement to Promote Early Brain Development

Lindsey Lockman Dougherty, Senior Specialist, Vroom Project – Save the Children, Early Childhood Programs, U.S.

Heather Tritten, Executive Director – Parent Possible

Denise Weiss Salinas, Early Childhood Specialist – Save the Children, U.S. Programs

Early experiences lay the foundation for strong communities by influencing educational achievement, economic productivity, lifelong health and responsible citizenship. While adverse experiences in early childhood can impair the developing brain architecture, cross-sector partnerships can increase community engagement through nurturing and responsive relationships between children and adults. This session will introduce Vroom, a nationwide initiative of the Bezos Family Foundation that empowers all adults to play a proactive role in early brain development. This session will illustrate how two organizations, Save the Children and Parent Possible, utilize Vroom as a vehicle to share cutting-edge scientific research about early brain development. The partnership has successfully integrated Vroom into existing programs and services that surround families with positive messaging and resources that “spark joy” in the moment’s adults share with

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children, and promote everyday actions that advance optimal child development. This session is ideal for providers, program administrators and advocates interested in innovative approaches to the promotion of early brain development through increased community awareness and engagement. Session participants will be introduced to a community engagement model that promotes nurturing and responsive relationships during early childhood by leveraging and strengthening home visiting partnerships across public and private sectors, including education, health and social services providers, first responders, civic institutions, faith communities, government, business and media.

11:45 a.m. – 12:15 p.m. Plated Lunch

12:15 p.m. – 1:30 p.m. Plenary

Home Visiting Workforce Development during Rapid Scale Up: Lessons from Other Countries

Ely Harasawa, National Secretary for the Promotion of Human Development – Ministry of Citizenship, Brasil

Mary Young, Senior Advisory – China Development Research Foundation

Lori Roggman, Professor – Utah State University

How do home visitors learn to address multiple concerns when working with families? And how do systems ensure that a sufficient and well-trained workforce is available to work with families? These questions will be examined by looking at home visiting strategies in two countries outside the United States. The primary focus will be on Brazil's Criança Feliz (Happy Child) Program, a striking experiment in the rapid scaling-up of a home visiting model that uses a relatively simple curriculum (UNICEF's Care for Child Development) as its base. After only a few years of existence, the program is currently on track to provide services to three million families, with thousands of home visitors reaching urban areas and extremely rural corners of the country. But how do you quickly build a qualified workforce that can use a relatively simple home visiting curriculum and adapt it to local needs? Part of Brazil's solution is to mobilize private universities to create a higher education track in early childhood care that can train the home visiting workforce. This draws parallels to issues about the space for home visiting curricula in higher education currently being addressed in the U.S. The plenary will highlight the work of CUPID (Collaborative for Understanding the Pedagogy of Infant-Toddler Development), a consortium of faculty at different universities and colleges examining home visitor core competencies.

1:30 p.m. – 2 p.m. Break

2 p.m. – 3:20 p.m. Workshops

Achieving Diverse Program, Policy, and Systems Goals through Needs Assessment

Amanda Innes, Senior Policy Analyst – Health Resources and Services Administration

Catherine Lenihan, Strategic Planning – Connecticut Office of Early Childhood

Rebecca Dunn, Home Visiting 2Gen Program Manager – Colorado Department of Human Services, Office of Early Childhood

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The statutory Maternal, Infant and Early Childhood Home Visiting (MIECHV) requirements for needs assessment present a unique opportunity for states and localities to consider how home visiting fits within early childhood systems of care, and how the requirements develop strategies and relationships to strengthen services across those systems. Needs assessment coordination provides an opportunity to jointly identify risks to the wellbeing of pregnant women and families with young children. Coordination also defines unmet needs and gaps in care, and develops the case for innovative and unified early childhood systems efforts and program change. The goal of this session is to facilitate the exchange of ideas and strategies across home visiting stakeholders to strengthen coordinated efforts and potentially expand opportunities to leverage needs assessment processes and findings. This session will clarify the MIECHV needs assessment update requirements, especially those related to collaboration, by describing efforts of coordinating agencies at the federal and state levels that support families with young children. This session is ideal for home visiting program administrators, local implementing agencies and programs, home visiting advocates and early childhood partners looking to engage in interdisciplinary discussion about how mandated MIECHV needs assessments can be leveraged to support program goals, systems-building efforts and collaboration among early childhood partners. Home visiting administrators will benefit from learning and sharing innovative strategies to engage early childhood partners and stakeholders in needs assessment activities, leading to a greater understanding of families' and communities' needs. This session will provide local implementing agencies and programs with an understanding of the resources derived from needs assessment and solicit their ideas about how they can use the information to leverage new local partnerships to serve families.

Building Local Infrastructure to Support Families Impacted by Opioid Use

Cynthia S. Minkovitz, MD, MPP, HARC Leadership Team – HARV, Johns Hopkins University

Ashley Mensch, Director – Columbia County Family Center, Pennsylvania Parents as Teachers

Meredith Matone, Scientific Director – Policy Lab, Children's Hospital of Philadelphia

The opioid crisis is impacting families nationwide, prompting state and local governments to enact systems-level public health responses. Recent data from the Mother and Infant Home Visiting Program Evaluation (Duggan et al., 2018) show that almost a third of mothers enrolled in evidence-based home visiting (EBHV) reported bingeing alcohol or using illegal drugs just before pregnancy, and only one in ten were in recovery. Policymakers and public health administrators have identified EBHV as a promising mechanism to engage and support families impacted by substance and opioid use disorders (SUD/OD). In 2019, Pennsylvania invested in 20 pilot sites that proposed varied strategies to serve families in a diversity of communities with a high burden of SUD/OD. A partnership between Policy Lab at the Children's Hospital of Philadelphia and the Pennsylvania Office of Child Development and Early Learning is using a mixed-methods approach to understand the barriers and facilitators to implement this pilot program. This session will describe the variability of strategies for service coordination at the local level, and identify best practices for enrolling, referring and delivering services to vulnerable families within a large state where state infrastructure and resources are a constant. Varied perspectives from local implementing agencies (LIAs), national home visiting leadership, and an academic evaluator will promote a dynamic discussion. Session participants will be able to identify barriers to and facilitators of implementing coordinated services for families impacted by SUD/OD in the home visiting setting. In addition, participants will be able to identify promising local partnerships and coordination strategies,

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and network with other leaders in the field. This session is ideal for state and local policymakers, program administrators, advocates, LIAs and researchers interested in innovative responses to supporting home visiting families impacted by substance use. This presentation provides an opportunity to learn about coordination efforts between state, local and community substance-use support services from the perspective of the LIA.

A Coaching-Based Community of Practice: Implementation, Practice, Outcomes

Mark Innocenti, Director of Research & Training - Center for Persons with Disabilities

Lori Roggman, Professor – Utah State University

Angela Ward, Expansion and Model Replication Director – Parents as Teachers

Members of the summit's professional development community of practice conducted a recent review of home visiting coaching literature. This report highlights the need not only for more research on coaching in home visiting but also for additional terminology in current coaching activities and practices. This session will describe a coaching-based community of practice (CoP) currently in use with Wyoming's Maternal, Infant and Early Childhood Home Visiting (MIECHV) programs, which have used the Parents as Teacher model for the past four years. The primary focus currently identified by the CoP is on practices with families dealing with challenging circumstances. All CoP supervisors active in their communities submit videos of their coaching sessions for the CoP supervisor to review, using strength-based and reflective processes like those used in the full CoP (in which supervisors participate), building on the parallel process. Experienced home visitors now serve as peer mentors (Peer Mentor CoP, allowing for more opportunities for participants to build skills and share experiences in a "safe" environment. This builds on Observer Effect Training, defined by a change in an individual's behavior once that individual has observed and evaluated the performance of another individual engaging in the same target behaviors. Qualitative data indicate strong approval of the CoP, as new staff improves practice skills more quickly within the CoP. Quantitative data based on the HOVRS demonstrate an increase in practice skills over time. This session is designed for professionals who work in supervisory or coaching roles and for program, model or state staff who focus on professional development. Anyone interested in improving practices that lead to better outcomes for caregivers and children will benefit from this session.

Help is at the Door: Communicating Mission Not Organization

Jacqueline Hale, Collective Impact Manager, Early Impact Virginia

This workshop explores how Early Impact Virginia is working to improve the efficacy of local home visiting programs through greater understanding of the differences between marketing and public awareness by helping programs collaborate to identify and build consensus on regional public awareness goals. Help is at the Door was developed by Early Impact Virginia, with strategic communications assistance from the Spark Mill, a consulting firm based in Richmond, Virginia. Using eye-catching, meme-worthy graphics, Early Impact Virginia is helping programs get their message directly into the homes and hands of underserved families via social media and digital advertising. Mapping the pathways for families to get connected, via centralized intake or other methods, is a crucial part of the planning process. Learn how Early Impact Virginia and Spark Mill have worked with regional partners to ensure that all models and programs are a part of the planning that must happen before the first word is posted. Help is at the Door raises awareness



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of the mission of home visiting, not the organization. Using family experience as the true north for collaborative efforts reminds programs to prioritize humility before brand. Join us as we describe our process and share the tools used with our partners to ensure that more families know why and how to reach out to their local home visiting programs. This session is ideal for local program/practice leaders, federal and state systems leaders, and policy advocates interested in learning how to develop and implement collaborative public awareness campaigns targeted towards parents, particularly in areas with multiple home visiting models.

Elevating and Responding to Issues Facing the Home Visiting Workforce

Sarah Walzer, CEO – Parent Child +

Jeff Quinn, National Director of Programs – Family Connects

Mary Peniston, Chief Program Officer – Child First, Inc.

Jennifer Henk, Director of Education and Research – HIPPI USA

This session will engage with home visiting model representatives on core workforce issues currently facing the home visiting field. The discussion will deepen a shared understanding of workforce challenges at the national and local levels. Representatives from national home visiting models will explore proven model-specific approaches and the associated implementing strategies to address workforce challenges. Strategies to increase diversity, provide a career ladder, and address the necessity of a livable wage for home visitors will be explored. This session will also raise racial equity issues surrounding home visiting and early care and education: How do we recruit, hire, and train in a way that recognizes these issues? And how are racial equity issues addressed in the ways that support staff and families while continuing to enhance curricula and models? Discussion will further address advocacy efforts that are necessary to advance change on these issues, and how state and program leaders participate in that advocacy. Additional topics will include:

- Diversity in the workforce
- Developing the pipeline and new strategies, including engagement with Workforce Investment Boards
- How workforce strategies are addressing compensation, training and professional qualifications of the workforce
- Other strategies that models are using to address workforce issue and ways in which state leadership is involved Program and home visiting stakeholders will benefit from learning the details of workforce strategies and pilots that are underway across models and in different states and communities.

As the workforce issues addressed are complex and deeply entrenched in all aspects of early care and education, this session will provide an opportunity for participants to share their experiences with strategies aimed at remediating these issues.

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Communicating how #HomeVisitingWorks with Social Media

Kathy Pillow-Price, HV ImpACT Project Co-Director - Education Development Center

Allison Meisch, Project Director – National Home Visiting Resource Center

Colleen Wilson, Doctoral Student – Erikson Institute

According to a special report by We Are Social, a global agency specializing in marketing and advertising, especially in social media, approximately 58% of the population (4.4 billion people) are active internet users, and almost 3.5 billion people (~45% of the population) actively use social media. With its far-reaching popularity and impact, social media has become a primary source of information, social engagement and even advertising. Organizations must be “digitally mature,” meaning that strategic planning must be continually updated as technology evolves. This workshop examines the significance of social media, and provides information about the most popular platforms with examples of how to effectively use them. We will also present resources that can help attendees develop general strategic plans for their social media engagement. Attendees will have opportunities to identify their organizational goals and create a strategy for using social media to achieve one of these goals. This session is ideal for anyone interested in using social media to effectively communicate the mission and work of their home visiting or research organization, and/or broadening their social media audience.

Medicaid Financing of Home Visiting Services

Karen VanLandeghem, Senior Program Director – The National Academy for State Healthy Policy

Dawn Reckinger, Manager, Family Home Visiting – Minnesota Department of Health

Dawn Shanafelt, Director, Division of Maternal & Infant Health – Michigan Department of Health and Human Services

Alex Loizias, Division Chief, Innovation and Delivery System – Maryland Medicaid

States have a long history of using home visiting to promote the health and well-being of women, children and their families, and to target interventions for some of the most vulnerable populations. Home visiting typically provides social, health and/or educational services to parents and young children that can help support healthy child development, prevent health and social problems such as child abuse and neglect, and identify opportunities to intervene early in a child's life to avoid costlier interventions in the future. States use public and private funds to support home visiting programs, including state general revenue, federal funding such as the Maternal and Infant Early Childhood Home Visiting (MIECHV) program, and Medicaid. This interactive workshop session will provide a national overview on Medicaid financing of home visiting services. Key leaders from state health programs will highlight key opportunities and challenges associated with a variety of financing policy levers, authorities, and approaches, such as targeted case management, Medicaid-managed care contracts, 1115 waivers, and public-private partnerships. The goal of this session is to spotlight innovative state strategies for financing evidence-based home visiting services.

3:30 p.m. – 4 p.m. Break

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4 p.m. – 5:30 p.m. Workshops

Collaborative Advocacy for Better Health: Integrating Legal Aid Services into Home Visiting Programs

Joanne Craig, Vice President for Programs – The Foundation for Delaware County

Katherine Kinsey, Nurse Administrator – Philadelphia Nurse-Family Partnership/Mabel Morris Home Visit Program/NNCC

Shannon Mace, Public Health Law Consultant – Health, Education and Legal Assistance Project: A Medical-Legal Partnership at Widener University

Research has shown that social, economic and environmental factors shape health outcomes, and are especially powerful during periods of development, including pregnancy and early childhood. Since 2010, Health, Education and Legal Assistance Project: A Medical-Legal Partnership (HELP) has partnered with home visitation programs in southeastern Pennsylvania to provide health, education, and legal services to low-income mothers and families in their homes. HELP's attorneys are fully embedded on site within the Foundation for Delaware County's Healthy Start and Nurse-Family Partnership in Chester, Pennsylvania, and the Philadelphia Nurse-Family Partnership and Mabel Morris Family Home Visit Programs, implementing the Parents as Teachers model throughout Philadelphia. HELP's goals are to identify unmet legal needs among home visiting program participants, resolve health-harming legal needs, increase the advocacy capacity of home visiting staff, and improve policies through collaborative systemic advocacy. Each year, HELP attorneys resolve more than 800 legal matters through cases and consultations for over 250 unique home visiting clients. Matters addressed include housing instability and poor housing conditions, accessing public benefits and income instability, obtaining health insurance, enforcing disability rights, and addressing domestic violence, among others. In addition to direct legal services, HELP provides regular on-site training to home visiting staff and community partners to increase advocacy efforts addressing the social determinants of health. This session is ideal for home visiting program administrators, advocates, researchers, and policymakers interested in developing and supporting innovative partnerships between legal services providers and home visiting programs to improve staff advocacy skills and collaboratively address social, legal, and environmental health harms.

Beyond ACEs: Building Family Resilience through Vroom

Nicole Smith, Senior Specialist Monitoring and Evaluation, US Programs – Save the Children

Lindsey Lockman Dougherty, Senior Specialist, Vroom Project – Save the Children, Early Childhood Programs, U.S.

Denise Weiss-Salinas, Early Childhood Specialist – Save the Children, U.S. Programs

ACEs is the term used to describe abuse, neglect and other traumatic experiences that occur to children under the age of 18. Studies show that ACEs can hinder a child's healthy brain development and contribute to toxic stress. An important way to prevent ACEs and toxic stress is to build protective factors, which shield families from the damaging effects of ACEs and build resilience against further trauma. The most important protective factor for a young child is a caring, loving relationship with parents and caregivers. Attentive and responsive child-adult engagement, combined with frequent back-and-forth interactions, builds a strong foundation for all future learning and development in a child's brain. In the 2015 National Parent Survey conducted by Zero

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to Three, 69% of parents indicated that they would use more positive parenting strategies if they knew what they were. In fact, 54% of parents indicated they wanted more information about how to be a better parent than what is available. Supporting parents is based on the belief that they are the true experts on their children. These key protective factors are supported in most home visiting models. This presentation is ideally suited for early childhood program developers, home visiting supervisors, early childhood educators and field staff. If you've been wondering about strategies to spark engagement with families who seem unaware of your interventions or efforts, this presentation can provide insight into possible barriers and offer an integrated approach that may yield a closer, collaborative relationship with parents and caregivers.

Bridge Gaps between Systems with Professional Development

Katherine Prejean, Child Welfare Training Manager – Louisiana Department of Children and Family Services

Janelle Weldin-Frisch, President – Prairie Learning Options, LLC

Julie Arnold, MIECHV Clinical Developer/Educator – Louisiana Department of Health – Office of Public Health- Bureau of Family Health

Home-based services provided by various public and private sectors can have significantly different outcomes than those typically expected. However, families benefit more from an array of services when providers are congruent in their approach to and regard for parents and children. Many factors contribute to differences in posture toward families which ultimately undermine the levels of success and outcomes achievement of home-based services. These factors exist in so-called “silo” systems that work in isolation from each other in mission, professional perspectives, program requirements, workforce development and funding mandates. Leaders have a unique opportunity to reach beyond systematic or organizational borders to identify potential partners and strategic ways to strengthen the outcomes and experiences of families receiving services. This workshop examines the recent partnership between two state departments in Louisiana, each providing very different home-based services, to use a training program to strengthen a shared approach to families. Each leader will identify partnership benefits with respect to their department's goals, the terms and conditions of the partnership, training features and lessons learned. They will also present the benefits of shared professional development to their respective workforce and the anticipated impact on family outcomes. Time will be designated in this session for participants to identify additional examples of inter-departmental endeavors and consider engagement of new partners in their own setting. Resources and tools that outline considerations and criteria for strong partnerships will be provided to guide planning for post-summit follow-up. This session is ideal for regional and state leaders of home-based services with an interest in strengthening the consistency of approach and quality of services to families. Professional development and systems collaborators will also find this workshop useful.

Raising Up Home Visiting

Teri Weathers, Director of Federal Government Affairs – Nurse Family Partnership

Lisa Foehner, Director of Advocacy and Strategic Messaging – Parents as Teachers National Center

Jeanna Capito, Facilitator – National Alliance of Home Visiting Models

Marissa Morabito, Senior Director of Public Policy – Prevent Child Abuse America

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National Home Visiting Summit



The National Alliance of Home Visiting Models (NAHVM) is eager to engage with participants in a conversation on two of the biggest issues currently facing home visiting: expanding access through increased funding and understanding the impact of home visiting programs. National home visiting models are actively addressing these issues and further raising home visiting up as a critical component of the overall ECE system. This session will explore:

- Current and new strategies used by NAHVM toward the goal of increasing investments in home visiting
- The impact of home visiting, how well this impact and research is understood, why it is important to ensure clear messaging that reflects the context of program implementation, and how these elements are used in advocacy
- The role of advocacy in gearing up for MIECHV reauthorization, and in raising up home visiting across different levels and with different audiences
- How model public policy staff are available to and support state and local leaders, including strategies to activate leaders in their own state systems to advocate for additional investment in home visiting
- The resources from models and advocacy bodies that are most useful to state and local leaders as they approach this work

With content representing the work of all NAHVM member models to raise up home visiting, this session will open with an exploration of how the models are involved in advocacy, the key federal opportunities currently at play, and the work that is underway at the state level and how models can support that work. The session will advance to discussing how models work together in advocacy and increasing investments in home visiting, from sharing NAHVM's positioning statement of this work to exploring concrete examples of these principles in practice through federal, state and site-based work.

Innovative Methods for Precision Home Visiting: Biomarkers and Quasi-Experimental Approaches

Eileen Condon, Post-Doctoral Associate – Yale University

Alonzo Folger, Assistant Professor – Cincinnati Children's Hospital Medical Center, University of Cincinnati, Department of Pediatric

Margaret Holland, Research Scientist – Yale University

To attain the goal of precision home visiting, ongoing post-implementation research is needed to understand program effectiveness with specific populations. Although randomized controlled trials (RCTs) are considered the gold standard for testing intervention efficacy, they are not always feasible, necessitating other methods of program evaluation. Quasi-experimental methods, such as propensity score-matching, are used to emulate RCTs in the absence of random assignment. These methods require statistical expertise and appropriate data, often involving large administrative datasets. This session explores the pros and cons of quasi-experimental methods with two examples of propensity score-matching use in the home visiting context. One example used birth certificate data to create a comparison group subsequently linked to Child Protective Services data, examining child maltreatment outcomes in program using the Parents as Teachers curriculum. In the second example, education data were evaluated to examine math and literacy outcomes in kindergarten through third grade. In addition to these studies, we will discuss the findings and

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approaches and what can be learned from them. This session will be valuable for researchers to learn about quasi-experimental methods and the use of biomarkers. Program administrators, policymakers and other consumers of research will also gain a greater understanding of these studies and resultant findings.

Knocking Down the Doors of Home Visiting Silos: How are EI, IMH, & FS/EC home visits similar and different?

Robin McWilliam, Professor – The University of Alabama

Kere Hughes-Belding, Associate Professor – Iowa State University

Lori Roggman, Professor – Utah State University

Families with infants and young children are dynamic, have varying strengths, and often face complex challenges. Home visiting services, intended to support families in the context of their daily lives and essential relationships, are often fragmented. A family may be served by different agencies with practitioners trained in different disciplines and funded from different sources. Nevertheless, these services often share much in common, particularly regarding their goals to improve developmental outcomes of infants and young children and to enhance the capacity of families to meet their children's needs. This session will focus on building bridges among early intervention (EI), infant mental health (IMH), and family support/early childhood (FS/EC) services by examining the underlying theory of change and basic tenets of each field. Presenters will briefly summarize each perspective in terms of who is being served, the goals of the services, the expected mechanism(s) of change, how the services are provided, and the overlapping and distinct attributes compared with the other approaches. This session is ideal for those exploring new directions for testing home visiting practices and approaches, developing and implementing effective practices, successfully advocating for and influencing policy regarding home visitation, and developing integrated systems for supporting home visitation at state, regional, and national levels. This session will encourage exploration of the broader world of home visiting beyond family support and early childhood education home visiting to consider science, practice, and policy regarding early intervention and infant mental health.

Counting Young Children in the 2020 Census: How Home Visiting Program can Help Children Thrive

Alison Gee, VP of Government and Community Engagement – Parents as Teachers National Center

Deborah Lee Stein, Network Director – Partnership for America's Children

This workshop will explore why the 2010 census missed one in 10 children under age 5, how that omission harms young children, and how home visiting programs can help ensure that every child is counted in 2020. Participants in this session will learn which children are most likely to be missed, strategies for improving the count, and how to get materials they can use toward that goal. If a young child is missed in the 2020 census, it will hurt them and their community for a decade—most of their childhood. This workshop is intended for leaders, administrators, and staff of home visiting programs who want to understand why counting all children in the 2020 census matters, and how they can help ensure the young children in the families they serve are counted.

Friday, January 31, 2020

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7:30 a.m. – 8:30 a.m. Continental Breakfast

8 a.m. – 2p.m. Conference Services

8:30 a.m. – 9:45 a.m. Plenary

Fulfilling the Promise and Meeting the Challenge of Home Visiting: What Do Families and Home Visitor

Dr. Alicia Lieberman, Professor – University of California, San Francisco

This session will explore the opportunities and challenges of home visiting as the primary vehicle for a range of intervention models that aim to foster parenting skills, child development, and quality of the mother-child relationship. Starting from the premise that home visiting is a form of infant mental health practice, the speaker will use her experiences as home visitor, treatment developer, clinical supervisor, and program director to identify obstacles to effectiveness and propose training strategies and content domains that enhance home visitors' professional development, promote job satisfaction, and are conducive to better child and parent outcomes. This session is ideal for program administrators, policy makers, and home visiting advocates committed to creating the conditions home visitors need to meet the developmental and mental health needs of young children and their families.

9:45 a.m. – 10:15 a.m. Break

10:15 a.m. – 11:45 a.m. Workshops

Using Systems Science to Plan for a Comprehensive Statewide Home Visiting System

Christopher Bryant, Health & Wellness Unit Manager MIECHV Project Director - North Carolina Department of Health and Human Services Division of Public Health

Donna White, Deputy Director/Vice President – The NC Partnership for Children

Paul Lanier, Ph.D., MSW, Associate Professor – University of North Carolina at Chapel Hill

Safiyah Jackson, Deputy Director/Vice President – The NC Partnership for Children

Home visiting services exist within complex systems that must be understood and strengthened in order to maximize the effectiveness and efficiency of early childhood investments. When armed with better information about the home visiting landscape, policymakers and system leaders are in a better position to make informed, strategic decisions. Workshop participants will be equipped with a strong, practical foundation for comprehensive analyses of their own state's data and the facilitation of systems planning conversations that will follow. This session is ideal for researchers and policymakers interested in developing data-driven, coordinated systems of home visiting and early childhood programs.

Building a Comprehensive Family Support System for Urban Indians

Katie Hess, Ina Maka Family Program Director – United Indians of All Tribes Foundation

Camie Jae Goldhammer, M.S.W., LICSW, IBCLC, Daybreak Star Douglas Program Manager – United Indians of All Tribes Foundation

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Myra Parker, Assistant Professor/Evaluator – University of Washington/United Indians of All Tribes Foundation

Deyorhathé Esquivel (Kanien'kahake), Our Strong Fathers, Program Manager - United Indians of All Tribes Foundation

This session presents multiple perspectives and community-informed approaches to strengthen the transformation of family support services in home visiting. Western science (e.g., public health and social service frameworks) requires comprehensive family services to include an array of resources based on a specific theory of change at the individual level that correspond to system-level risk and protective factors. Meeting these goals, however, along with institutional, program and community priorities using a culturally grounded framework, can be challenging and complex. All of these elements are vital to growing healthy communities and families, yet planning and implementing this complex web of supports, and successfully integrating these elements, remain elusive for many. Our approach reflects challenges and issues common to many home visiting programs. Our emphasis on social justice and the wellbeing of children, combined with a family-centered focus that supports the relational framework common to most indigenous communities, has informed our work and can serve as a model to others working with diverse communities. We believe our approach will guide other programs and institutions with ensuring that the collective community voice remains centered to enable long-lasting, sustainable community change. This session is ideal for anyone wishing to learn practice-based strategies for developing and expanding services to meet community needs.

Our Tomorrows: Working with Stories to Solve Complex Problems

Keil Eggers, Research Project Coordinator – Center for Public Partnerships and Research

Jacklyn Biggs, Assistant Director – Center for Public Partnerships and Research

Our Tomorrows asks a simple question: “Do you remember a time when you felt like your family or another family you know was thriving, or just surviving? What happened?” To date, over 1,000 Kansans have shared their stories using Our Tomorrow’s innovative SenseMaker instrument (bit.ly/OurTomorrows). The broad range of stories collected thus far allows researchers and practitioners to make novel insights into the factors that families need in order to thrive. By looking at patterns in the respondents’ interpretations, Our Tomorrows has uncovered themes in the areas of disruptors to a family’s life course and trajectory in the early childhood system, unmet needs, unheard voices and bright spots of resilience across the state. This mixed-methods approach combines the power of personal stories with the rigor of quantitative data, making it ideal for both decision-making and advocacy. Our Tomorrows is part of the Early Childhood Systems Building work being led collaboratively by the Kansas Department of Education, Kansas Department of Health and Environment, Kansas Department for Children and Families, and the Kansas Children’s Cabinet and Trust Fund. The statewide rollout of this story-collection method and complexity-informed decision-making is blazing new trails in evaluation and anticipatory governance via Community Action Labs that could be a model for future best practices. Through ongoing collection of lived experiences, home visitors and program administrators can monitor the progress of interventions in real time and proactively respond to emerging trends. This session is ideal for home visitors and/or program administrators interested in harnessing the power of stories to better understand complex/intractable problems and develop innovative solutions through complexity-informed intervention strategies.

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A Toolkit for Conducting Precision Home Visiting Research

April Wilson, Senior Research Scientist – Child Trends

Dan Whitaker, Director of the National SafeCare Training and Research Center - SafeCare

Maggie Kane, Senior Research Analyst – Child Trends

Precision home visiting research has the potential to inform practices that match families with home visiting approaches that work best for their circumstances. This workshop will share information about a toolkit in development by the Home Visiting Applied Research Collaborative to support stakeholders interested in conducting their own precision home visiting research. Presenters will share information about the development process and the contents of the toolkit, including resources for identifying a research goal that aligns with approaches and partner perspectives. Participants will be able to ask questions about the toolkit and share ideas on resources they would find helpful for supporting precision research activities. Ideal Audience: This session is designed for state-level home visiting stakeholders, model developers and others interested in exploring questions about how to improve home visiting outcomes using precision research approaches.

Home Visit Reflection: Video Observation to Inform Practice

Laura Nathans, Ph.D., Assistant Professor – Penn State Scranton

Kere Hughes-Belding, Associate Professor – Iowa State University

Bridget A. Walsh, Ph.D., Associate Professor – University of Nevada, Reno

Home visiting is often an isolated event. Providing direct supervision to home visitors in the field is logistically challenging but essential for high-quality services. An increased focus on providing reflective consultation/coaching to improve home visit quality has prompted the development of a variety of strategies for implementing this intensive support. This workshop presents findings from three independent projects. Workshop attendees will learn innovative strategies for reflective supervision with an emphasis on observation and data-driven decision making. Results from quantitative and qualitative methods indicate a variety of experiences across the three home visiting models with implications about the importance of consistent supervision. First, Laura Nathans will examine the home visiting workforce and home visitor perceptions of their professional supervision and support. Results from quantitative and qualitative methods indicate a variety of experiences across three home visiting models with implications about the importance of consistent supervision that addresses topics relevant to home visitors. Second, a descriptive case study by Bridget Walsh details the impacts of a researcher-implemented professional development experience using video observations to reflect with home visitors on their practices and parent-child interactions. Scores from two home visit measures and one parent-child measure yielded insights into home visitor practices that support developmental parenting. This session is ideal for program administrators, supervisors and home visitors who are interested in using reflective consultation/coaching to support high-quality home visiting practices.

Using Home Visiting to Address Racial Disparities in Infant Mortality

Cristina Novoa, Senior Policy Analyst – Center for American Progress

Aza Nedhari, Director – Mamatoto Village

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The United States has higher rates of preterm birth and maternal and infant mortality than much of the industrialized world. However, not all communities are equally at risk for these negative outcomes. Nationwide, infants born to African-American mothers are more than twice as likely to die by their first birthday as infants born to white mothers. This workshop will present a policy agenda to eliminate racial disparities in maternal and infant mortality, with a particular focus on the role of home visiting. It will also present the audience with an online interactive resource that allows states to assess their progress towards improving infant health, including opportunities for policy change. The session will consist of two panels featuring opportunities for audience participation and a moderated discussion. The first will consist of a discussion on home visiting's role within a broad agenda to address racial equity in infant health and introduce an online tool for assessing progress. The second panel, led by a community-based nonprofit, will illustrate how the recommendations outlined by the previous panel can be implemented in the real world. By the end of the workshop, attendees will understand what contributes to racial disparities in maternal and infant health, be able to identify specific ways home visiting can disrupt the mechanisms causing these disparities (such as maternal stress and barriers to care), and learn about opportunities for action. Home visiting advocates and administrators will gain valuable insight into how home visiting can be leveraged to advance racial equity in maternal and infant health outcomes as part of a comprehensive policy agenda to eliminate racial disparities in maternal and infant mortality.

Building Local Infrastructure to Support Families Impacted by Opioid Use

Cynthia S. Minkovitz, MD, MPP, HARC Leadership Team – HARV, Johns Hopkins University

Ashley Mensch, Director – Columbia County Family Center, Pennsylvania Parents as Teachers

Meredith Matone, Scientific Director – PolicyLab, Children's Hospital of Philadelphia

The opioid crisis is impacting families nationwide, prompting state and local governments to enact systems-level public health responses. Recent data from the Mother and Infant Home Visiting Program Evaluation (Duggan et al., 2018) show that almost a third of mothers enrolled in evidence-based home visiting (EBHV) reported bingeing alcohol or using illegal drugs just before pregnancy, and only one in ten were in recovery. Policymakers and public health administrators have identified EBHV as a promising mechanism to engage and support families impacted by substance and opioid use disorders (SUD/OD). In 2019, Pennsylvania invested in 20 pilot sites that proposed varied strategies to serve families in a diversity of communities with a high burden of SUD/OD. A partnership between PolicyLab at the Children's Hospital of Philadelphia and the Pennsylvania Office of Child Development and Early Learning is using a mixed-methods approach to understand the barriers and facilitators to implement this pilot program. This session will describe the variability of strategies for service coordination at the local level, and identify best practices for enrolling, referring and delivering services to vulnerable families within a large state where state infrastructure and resources are a constant. Varied perspectives from local implementing agencies (LIAs), national home visiting leadership, and an academic evaluator will promote a dynamic discussion. Session participants will be able to identify barriers to and facilitators of implementing coordinated services for families impacted by SUD/OD in the home visiting setting. In addition, participants will be able to identify promising local partnerships and coordination strategies, and network with other leaders in the field. This session is ideal for state and local policymakers, program administrators, advocates, LIAs and researchers interested in innovative responses to supporting home visiting families impacted by substance use. This presentation provides an opportunity to learn about coordination efforts between state, local and community substance-use support services from the perspective of the LIA.

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11:45 a.m. – 12 p.m. **Break**

12 p.m. – 1:15 p.m. **Plenary**

The Role of Home Visiting in Building Comprehensive Early Childhood Prevention Systems to Promote Population Based Outcomes

Rachel Molly, Chief of Staff – District of Columbia Child and Family Services Agency

Lesley Schwartz, Project Director – Illinois Governor's Office of Early Childhood Development

Karen Howard, Senior Policy Director – Alliance for Early Success

Womazetta Jones MA, Secretary – Executive Office of Health and Human Services, Rhode Island

The old adage that children are our future remains as true today as ever before. Our national economic security depends on the well-being and success of today's children, yet far too many are born into poverty or experience other risk factors that make them susceptible to poor health, education and economic circumstances – outcomes we know can be prevented or ameliorated with prevention programs and services. In fact, integrated prevention systems that provide parents and children with a broad array of services across health, early care and learning, and social and economic supports can be force multipliers, strengthening families and promoting opportunities for them to thrive. This plenary session will feature state administrators who oversee health, home visiting, early care and learning, child welfare and social services discussing their visions for integrated state-level prevention strategies and systems that provide seamless, accessible services. Learn how they are using state, federal and private prevention funding to build coordinated systems of care, and how they are breaking down silos within their agencies and overcoming challenges to build a culture of prevention. This session is ideal for state and federal program administrators, policy makers and early childhood advocates committed to creating comprehensive prevention systems that serve children and families in need of a broad range of services.

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