



Formerly known
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NATIONAL HOME VISITING SUMMIT

August 1, 2024

Systems Change & Advocacy for and by the Home Visiting Workforce

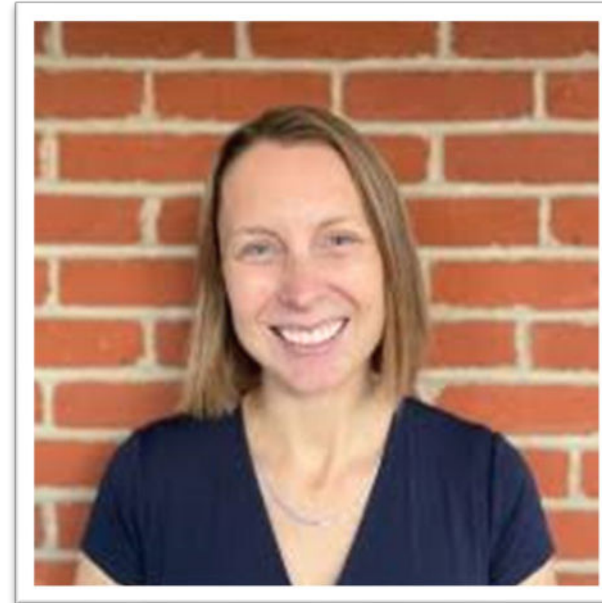
A collaboration between the **Professional
Development and Advocacy & Policy
Communities of Practice**



Professional Development CoP: Your Co-Facilitators



Mary Towers



Amanda Costello,
filling in for Janelle
Weldin-Frisch

Welcome!

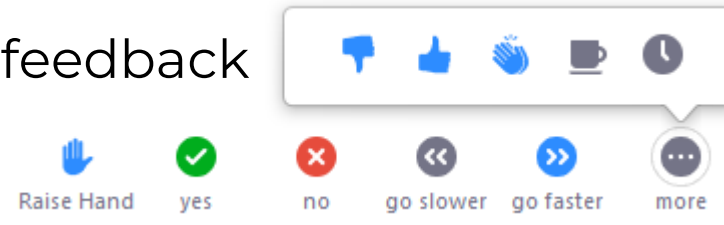
- ⑩ Please mute your line



- ⑩ Use the “chat” feature to communicate with the group or specific members.



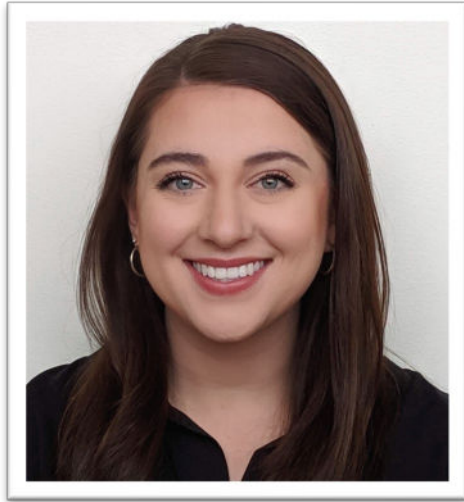
- ⑩ Use reactions to share feedback



- ⑩ Technical difficulties? Please “chat” Events @ Start Early

- ⑩ Reminder – please fill out a quick survey at the end of the webinar!

Our Guests from the Advocacy & Policy CoP:



Kayla Goldfarb



Michelle Hughes

Framing Up the Conversation

- Home visitors have and can further develop, a set of competencies that can be translated into advocacy situations/activities.
- Explore this in two-part webinar series
 - Define how home visitors are advocating (and can advocate) for the well-being of the children and families they serve, AND for the well-being of their profession
 - Explore the role of professional development in building and enhancing the skills needed for effective advocacy.

Context from the Leadership Pathways for Home Visitors of Color project

- National field engagement -- focus groups and national survey
- Key learnings: Advocacy is present in the daily life and work of home visitors. Advocacy is key in leadership and advancement opportunities for home visitors of color
- Desire for increased formal and informal learning and professional development for home visitors – specifically home visitors of color – to support existing and further development of advocacy skills

Agenda



- Defining advocacy and systems change: why do home visitors advocate?
- Where and how do home visitors advocate
- The Importance of Macro Level Advocacy
- Systems barriers that may impede home visitor advocacy
- Where Do We Go From Here: How Do We Support Advocacy Skills Development?
- How Do We Move Forward in the areas of Professional Development for Home Visitors?
- Continuing the Conversation: Part 2 (date TBD)


Let's hear from you

- Menti.com code **2974 1792**
- The HV workforce is equipped to advocate for *families*
- The HV workforce is equipped to advocate for the needs of the *HV workforce*
- Our *PD/learning systems* for HV have a role to play in supporting home visitors to be strong advocates





Why does anyone advocate?



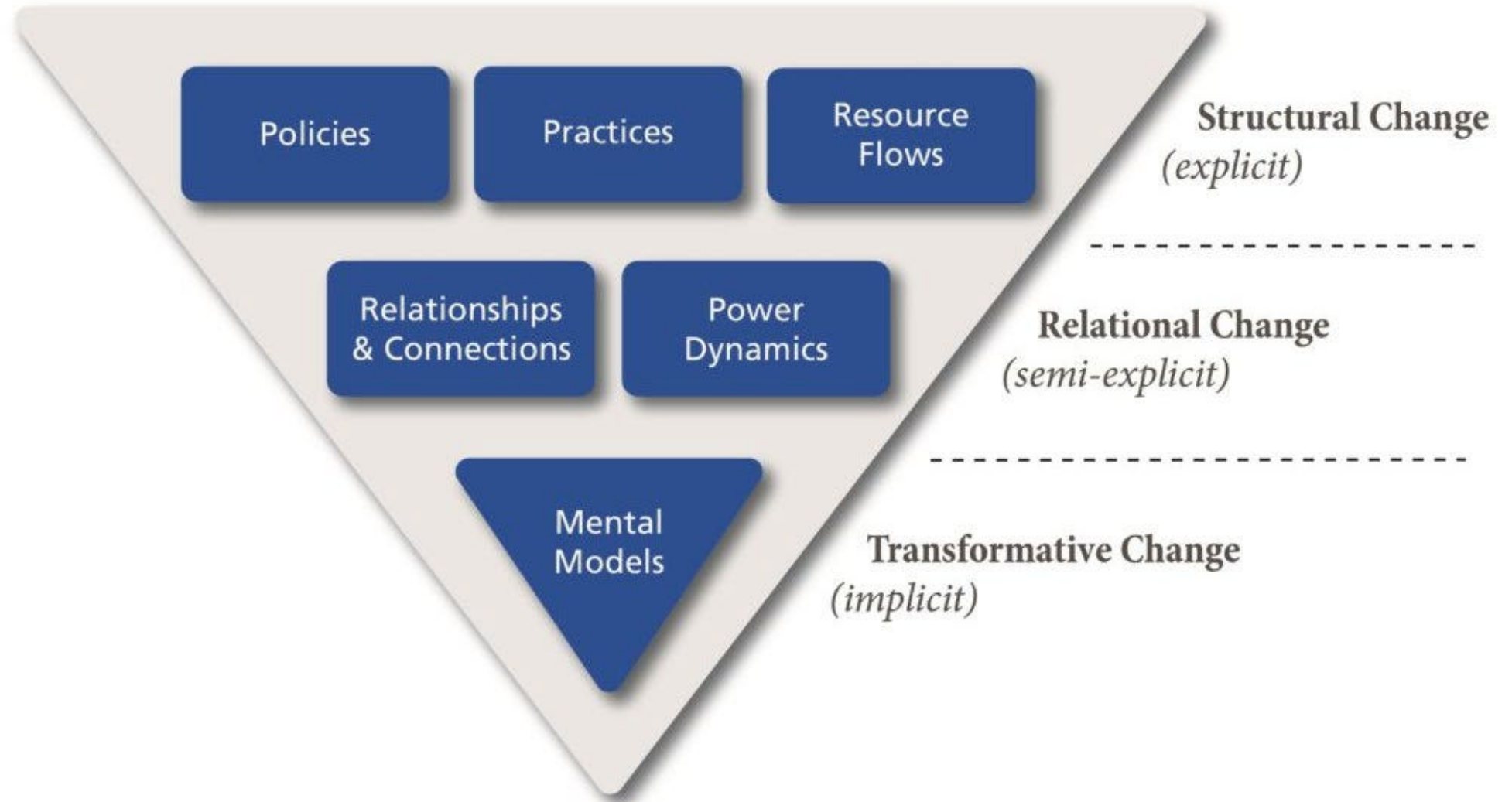
Equity & Systems Change

The value-based concept that seeks to ensure that all people have access to the biological, economic, political, and social **resources needed to optimally develop and achieve wellbeing.**

A central premise of equity is the acknowledgement that all people begin their developmental journey with differing levels of resources related to and/or determined by social positioning factors such as race, ethnicity, class, gender, ability, sexuality, and nationality.

Systems change is “shifting the conditions that are holding the problem in place.”

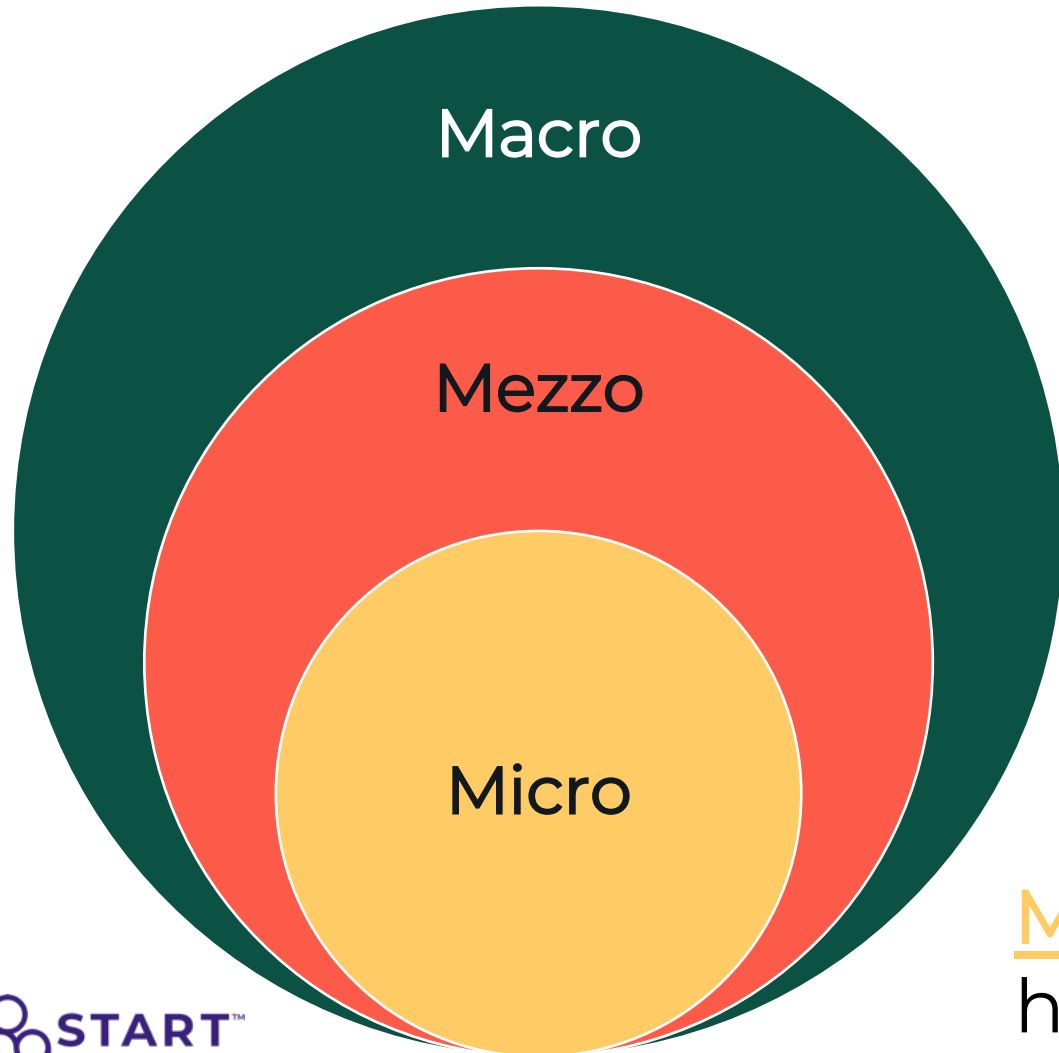
Six Conditions of Systems Change



Why do home visitors advocate?

- Ensure children and families served have access to the resources they need to thrive
 - What are some things that home visitors help families access?
 - Are there barriers that get in the way of this happening? What are examples?
- Advocate for HV systems investments
 - First-hand experience and narrative is the most powerful advocacy tool
 - Legislators and policy makers pay more attention to providers and families
- Advocate for the workforce
 - Providers are constituents and local needs matter to elected officials
 - Parallel process; we help each other see our advocacy potential
 - Home visitors may face the same systems barriers as the families they work with

Where/how do home visitors advocate?



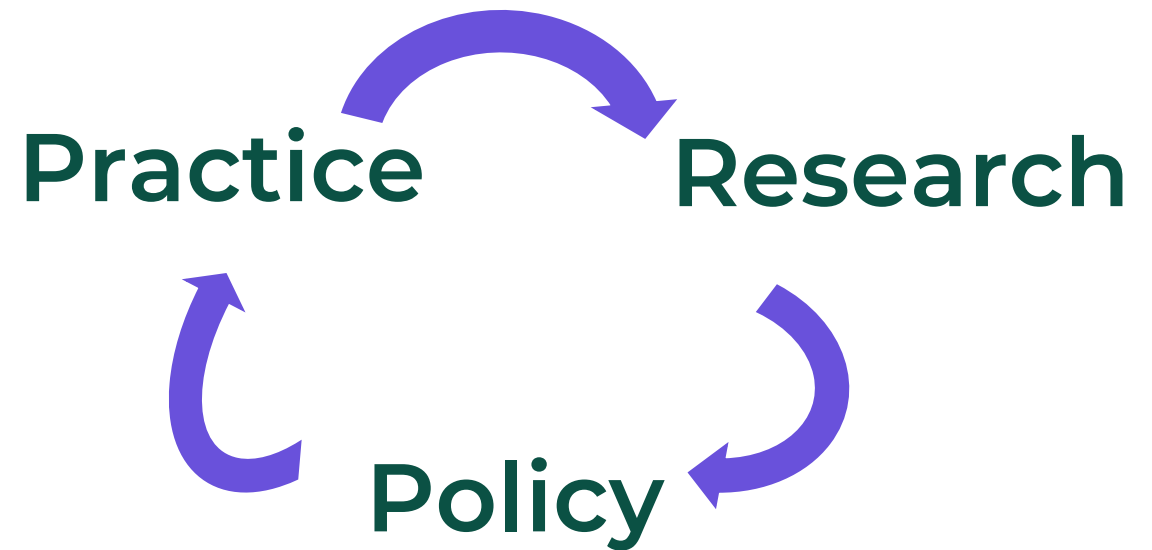
Macro systems and policies

Mezzo large groups or institutions/organizations

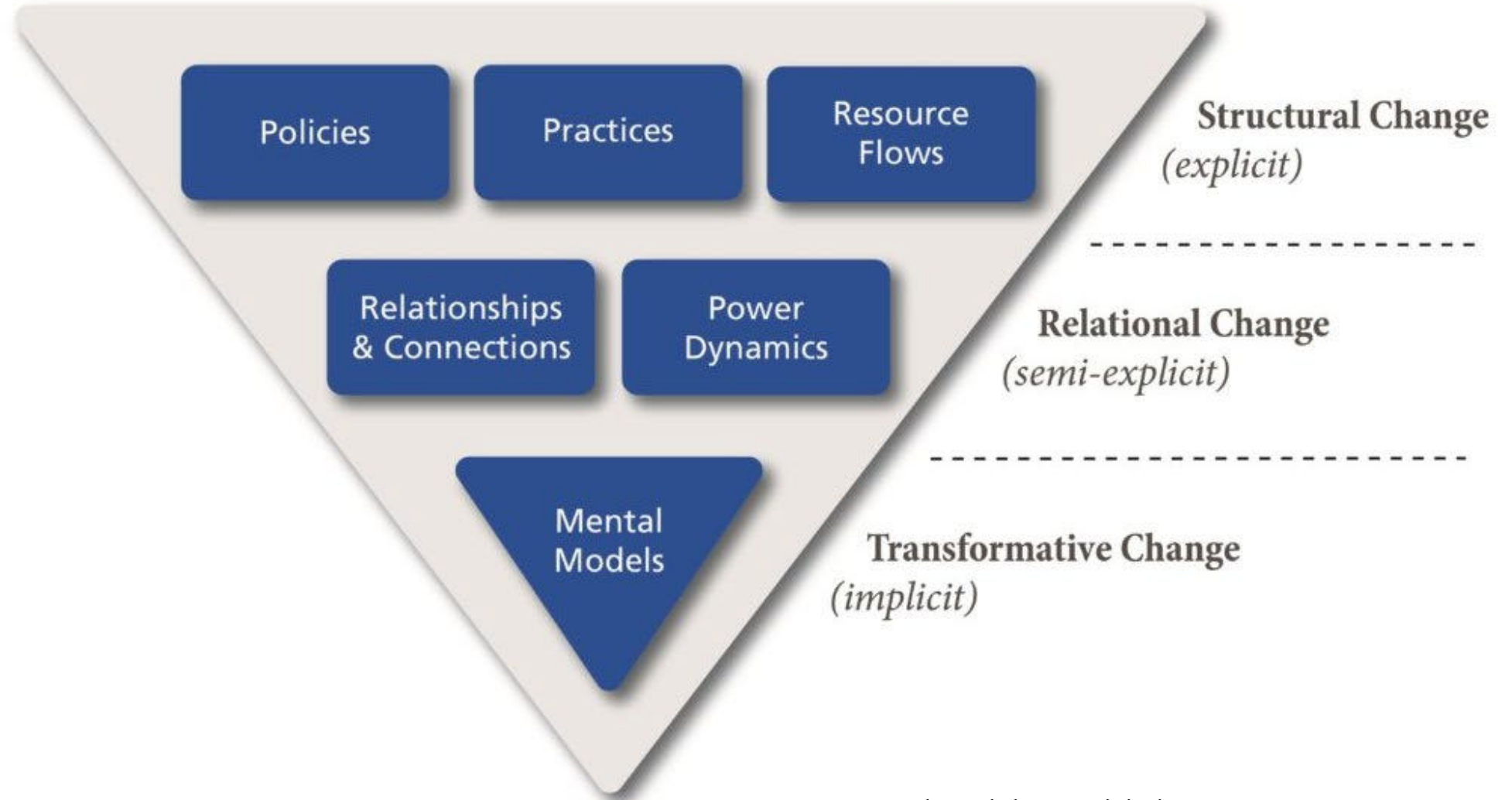
Micro individual relationships with home visitors and families

The importance of home visitor advocacy at Mezzo & Macro Levels

- Policy – Program – Research cycle
- Home visitors are uniquely positioned to contribute to policy and systems change efforts
- Understanding and elevating the needs of families and communities, the impact of home visiting services, and challenges for families and for programs
- Home visitors are the experts on the changes needed to *recruit, retain, and develop* the workforce (Leadership Pathways Project)



Six Conditions of Systems Change



What are some of hurdles to empowering home visitor advocacy?

- Mental Models:
 - Home visitors historically have not been seen as advocates, experts
 - This has created a narrative that may make HV's uncertain of their own abilities and expertise
 - Home visiting services are seen as "apolitical"
- Practices:
 - Restrictions on lobbying activity may impede engagement in advocacy spaces
 - Advocacy training and macro advocacy activities are not baked into the daily role of a home visitor
- Resource Flows
 - Home visitors are not compensated outside of their direct roles
 - Home visitors may struggle with same resource issues as the families they serve

What are some of hurdles to empowering home visitor advocacy?

- Relationships and Connections:
 - Lack of experience with and exposure to systems change efforts
- Power Dynamics:
 - Lack of support from their own agencies
 - What happens when you're advocating for yourself? Your colleagues?

How do we support the advocacy of home visitors?

- Helping home visitors (and others!) recognize the competencies that they have that translate to advocacy
 - Relationship building and building trust
 - Connecting people, groups, organizations and networks
 - Story telling to influence
 - Problem-solving
 - Assessment of complex situations
 - Prioritizing needs and developing action plans
- Supporting home visitors AND their organizations in building those competencies
- Identifying opportunities within arena of professional development to explore systems change and advocacy supports

Advocacy Modalities

Case



Administrative



Media



Legislative



Setting the stage for the next conversation

- How can the professional development system act as a lever for advocacy within the HV workforce?
- What are the points of intervention in this system?
- In 10 years, what does a PD system that supports advocacy skills look like?

Some things we're wondering about...

- **Defining clear advocacy competencies and integrating them into existing competency frameworks and workforce development plans**
 - How does this impact organizational hiring practices?
 - How does this show up in career pathways?
- **Supporting organizations in supporting advocacy**
 - How can programs have the resources needed to participate in professional development that is focused on the local policy context?
 - What does it look like to support home visitors to be advocates?
 - How can the voices of families and home visitors be prioritized in PD system design?
 - How can we link justice work to advocacy?



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What would you like to
discuss in part 2?

Questions? Comments?



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