

THE  
**PEW**  
CHARITABLE TRUSTS

Pew Home Visiting Campaign

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# Pew Center on the States

- Helping states improve performance
  - Operate efficiently and effectively
  - Ensure sound stewardship of taxpayer dollars
  - Make smart investments that deliver results, improve quality of life
- Follow where the facts lead

# Pew Values Infuse HV Campaign

- Data should drive states' resource decision making
- Fund what works, strengthen the emerging/promising practices and cut loose what doesn't
- Invest in good governance to assure accountability
  - implementation and evaluation

# Pew Home Visiting Campaign

The Pew Center on the States partners with policy makers, advocates and donors to promote smart state **policies, investments** and **research** in quality, home-based programs for new and expectant families.

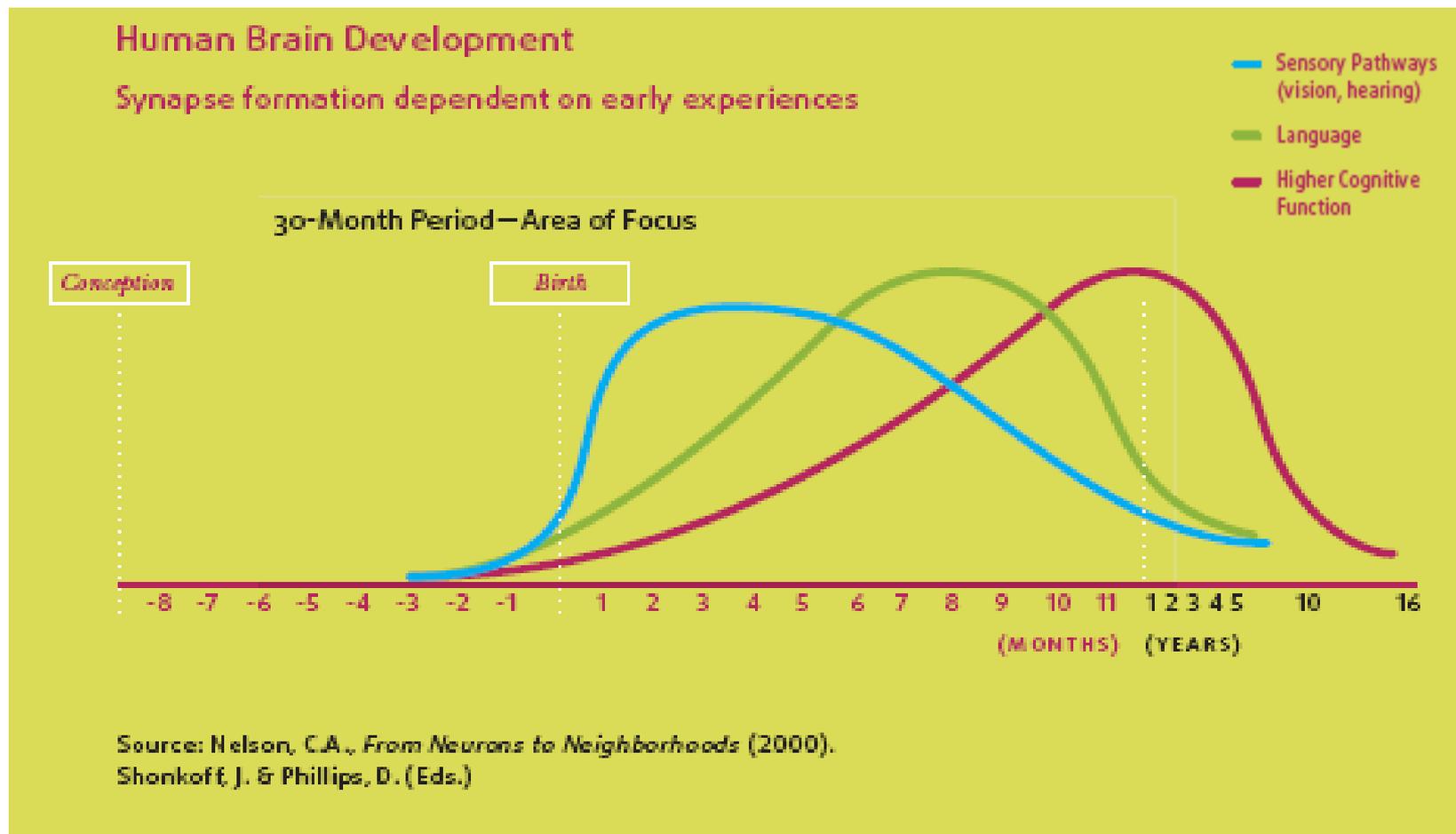


# High quality home visiting

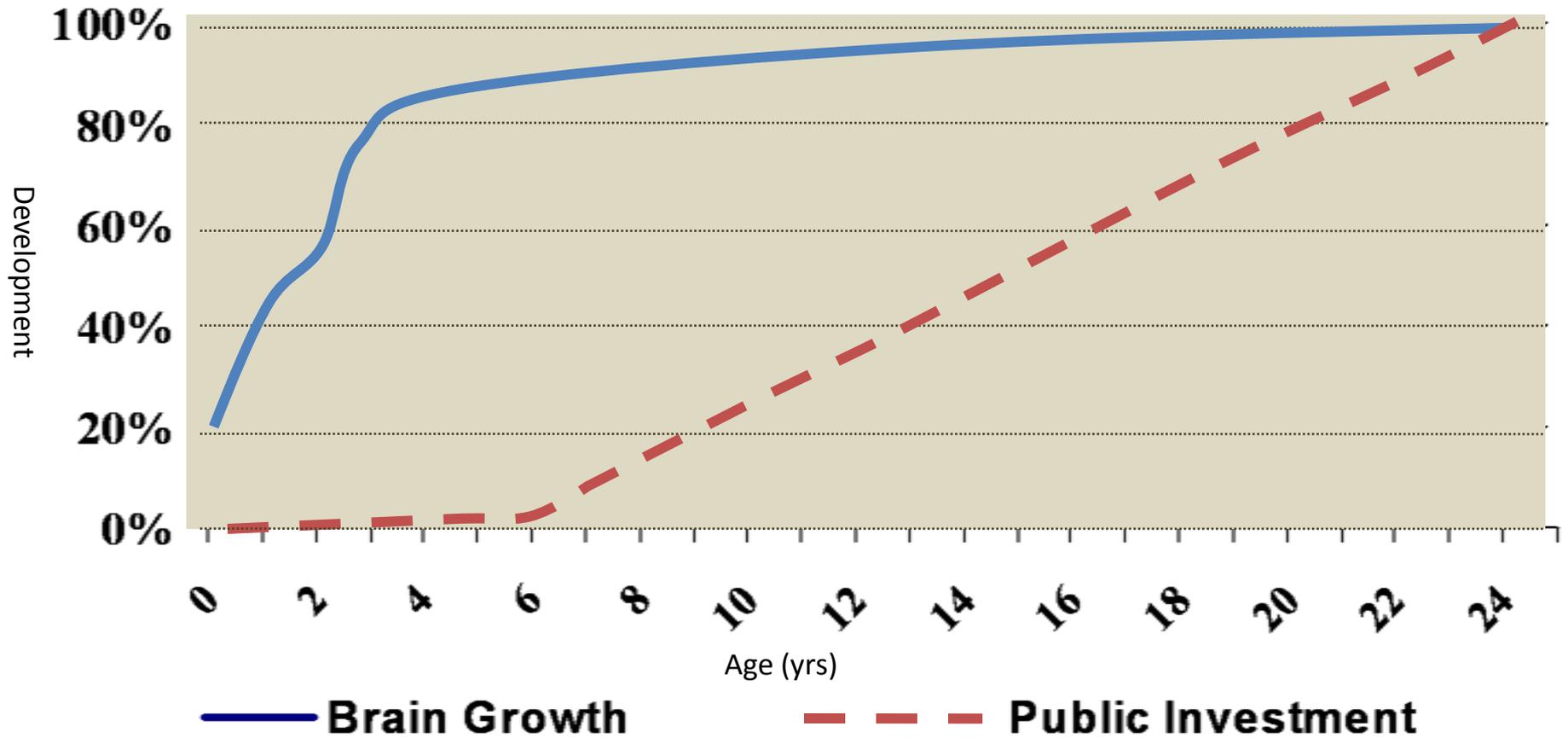
**Voluntary** home-based programs pair families with trained professionals to provide parenting information, resources and support during pregnancy and throughout their child's first three years



# 0-3: A critical time for brain development

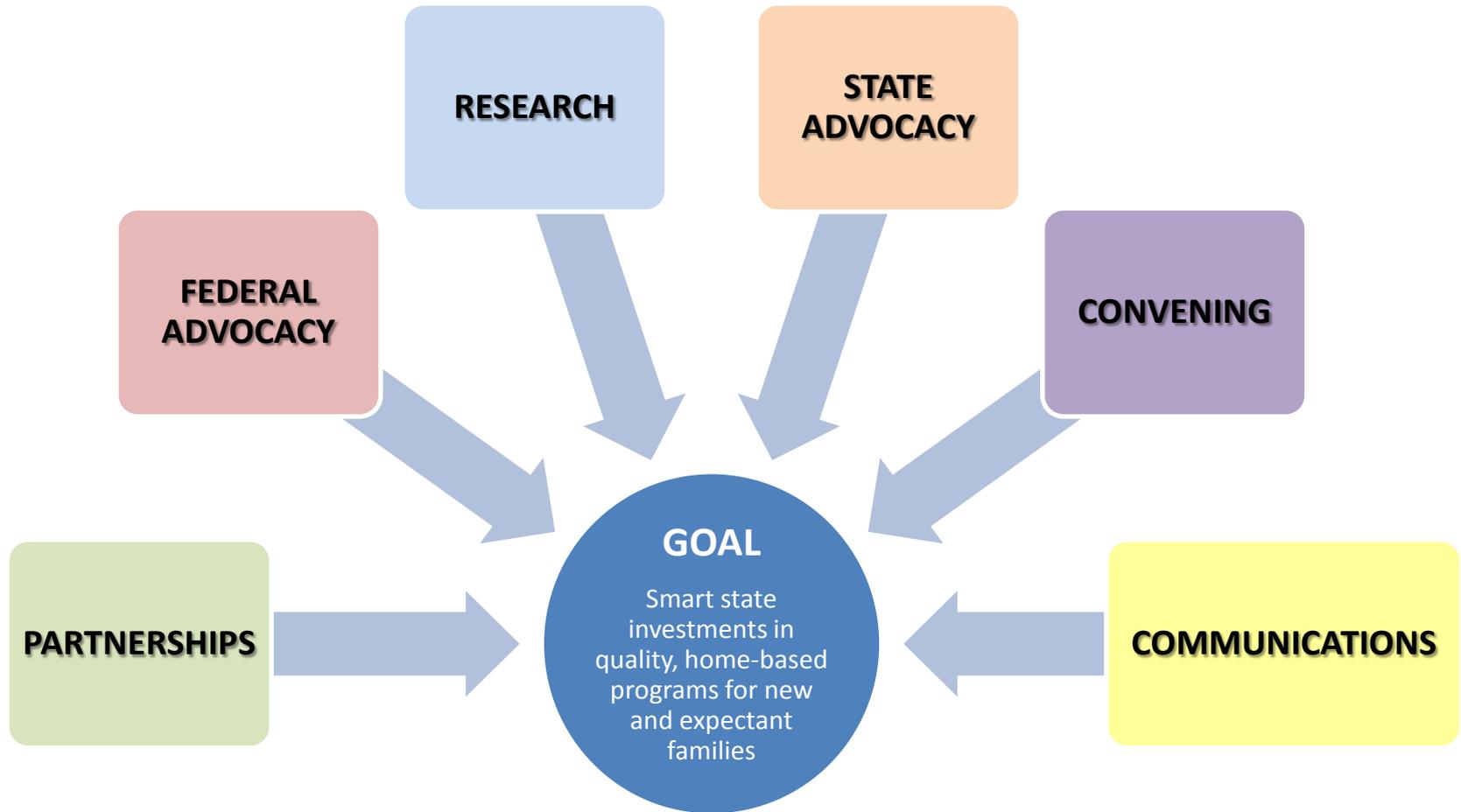


# 0-3: A critical time for brain development



Source: Early Learning Left Out – Voices for America’s Children

# We know how to build winning campaigns



# Pew HV Campaign's Inaugural Year

- Survey of landscape: home visiting policies and politics
- Launch state campaigns
- Initiate research agenda
- Influence federal policy
- Engage nontraditional partners

## Washington

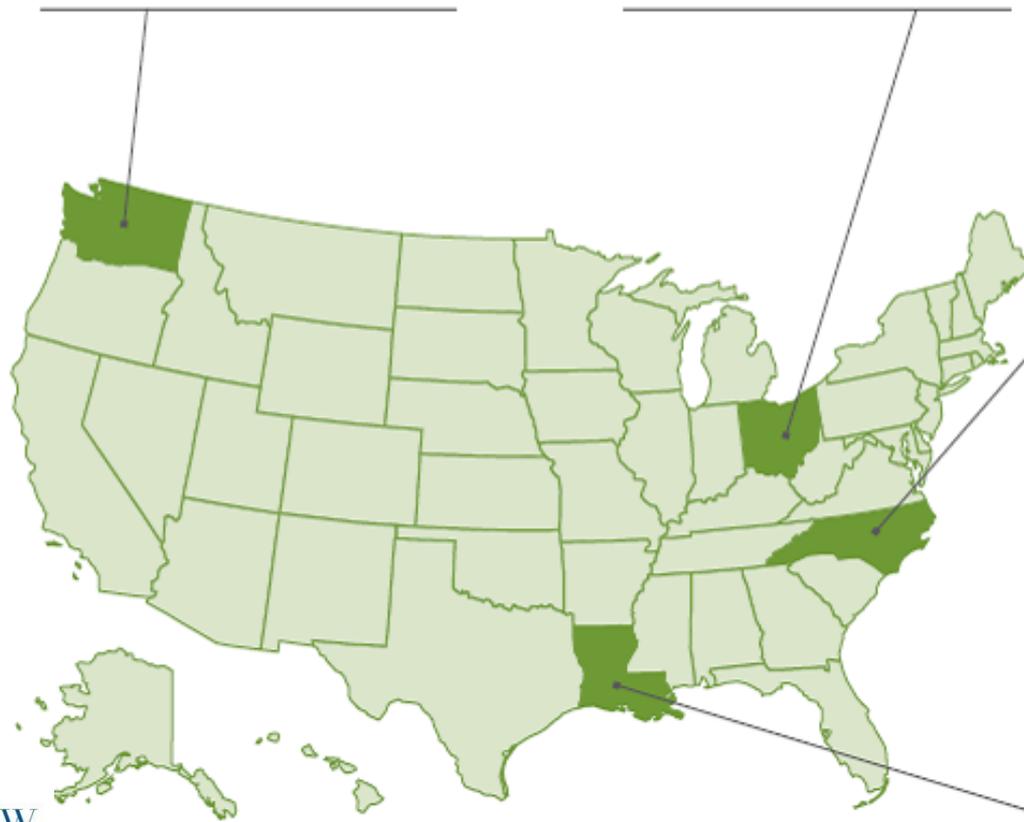
The Children's Alliance is leading an intensive policy maker education and advocacy campaign to expand home visiting services to all eligible families by 2015. The Alliance seeks to safeguard state funding for proven home visiting programs, and work with Washington State's Congressional delegation to encourage continued federal support of state home visiting programs.

## Ohio

The Ohio campaign brings together a coalition of state early childhood advocates and policy leaders dedicated to increasing investment in Ohio's Help Me Grow home visiting system. The campaign will work to assure that all home visiting programs within the 88-county system adhere to high-quality, evidence-based standards.

## North Carolina

The Alliance for Evidence-Based Family Strengthening Programs is a public/private collaboration committed to securing public investment in high-quality programs like the Nurse-Family Partnership. Additionally, the Alliance seeks to influence improvements in the quality of implementation and evaluation of other research-based programs, such as Parents as Teachers.



## Louisiana

The Louisiana Partnership for Children and Families, a statewide coalition of organizations drawn from the children's advocacy, health and business communities, has a five-year plan to increase statewide access to the Nurse-Family Partnership (NFP). The Partnership's policy goals include increasing public investment in NFP by \$2.5 million (for a total of \$14.8 million) and serving an additional 813 families this year.

# Policy Questions: Pew Research Agenda

Effect of HV on children's academic and behavior adjustment at school transition

Impact of HV on child and community rates of maltreatment

Evaluating outcomes across program models

Implementing state-specific cost-benefits of Nurse Family Partnership

Understanding HV effects on mothers who already have children

Understanding HV dimensions that predict child and parent outcomes through fifth grade

Efficacy of successfully engage fathers through HV

HV components that have the greatest likelihood of improving key parent and child outcomes

Effect of HV on Latino and Black children's school readiness skills and related parental behaviors

Strategies to effectively retain and engage hard-to-reach families

# What's next

Helping states prepare for federal initiative

Research summit:  
Feb 16-17, 2011 in D.C.

Next phase of Campaign:  
moving states to codify  
evidence-based home  
visitation policies





## ***The State of Home Visiting***

This fall, Pew will present the nation's first comprehensive overview of home visiting funding, programming and policies in all fifty states and the District of Columbia.

# State Home Visiting Investments

AGENCY	FUNDING	STRATEGY	GOALS
<ul style="list-style-type: none"><li>• Medicaid/ Medical Assistance</li><li>• Public Health</li><li>• Children and Family Services</li><li>• Children's Trust Fund</li><li>• Early Childhood Education</li></ul>	<p><u>State Funds</u></p> <ul style="list-style-type: none"><li>• State General Revenue</li><li>• Tobacco Settlement</li><li>• Tobacco Tax</li></ul> <p><u>Federal Funds</u></p> <ul style="list-style-type: none"><li>• Title V Maternal and Child Health</li><li>• Medicaid</li><li>• Title IV-B</li><li>• ESEA Title One</li><li>• IDEA Part C</li><li>• TANF</li><li>• CBCAP</li></ul>	<ul style="list-style-type: none"><li>• Case management</li><li>• Care coordination</li><li>• Parent education</li><li>• Skills training</li><li>• Support</li><li>• Health education</li><li>• Referrals</li><li>• Screening/ Assessment</li></ul>	<p><u>Prevent</u> :</p> <ul style="list-style-type: none"><li>• low birth weight, preterm and infant death</li><li>• child maltreatment</li></ul> <p><u>Strengthen</u>:</p> <ul style="list-style-type: none"><li>• parent-child bond</li></ul> <p><u>Promote</u>:</p> <ul style="list-style-type: none"><li>• family economic and emotional self-sufficiency</li><li>• parents as first teachers</li></ul> <p><u>Identify</u>:</p> <ul style="list-style-type: none"><li>• developmental disabilities and delays</li></ul>

# Pew Home Visiting Campaign Webinar Series

*A series of webinars highlighting promising practices in administering state home visiting systems:*

- Using Evidence to Guide and Direct State Home Visiting Investments
- Implementation, implementation, implementation
- Evaluating for Impact
- Systems Coordination
- Scaling up

# What's Ahead for Home Visiting

- HV can't operate below radar/cloak of invisibility
- Momentum for E-B policy growing; economy is driving tough choices
- “Open Hood” – federal \$ put new pressures on states to align own investments with evidence
- Big tent is going to get smaller: “prove it or lose it”
- There will be pain; complicated politics associated with picking winners, letting go of losers

# Emerging Lessons for Federal and State Initiatives?

- The 25% club: what's the pathway to top tier?
- How will a federal registry of evidence-based programs drive development of state home visiting system?
- Can we advance program practice standards while promoting models?
- How will states know it's working?
  - State capacity to demand accountability and support implementation

# THE PEW HOME VISITING CAMPAIGN

partners with policy makers and advocates in promoting smart state and federal investments in quality, home-based programs for new and expectant families

Our research agenda is made possible by the Doris Duke Charitable Foundation and the Children's Services Council of Palm Beach County.



**Learn more at [pewcenteronthestates.org/homevisiting](https://www.pewcenteronthestates.org/homevisiting)**



THE  
**PEW**  
CENTER ON THE STATES

The Pew Center on the States is a division of The Pew Charitable Trusts that identifies and advances effective solutions to critical issues facing states. Pew is a nonprofit organization that applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life.

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