

THE
PEW
CENTER ON THE STATES

Strong Beginnings, Lasting Results: High Quality Early Childhood Systems Begin with Family Support



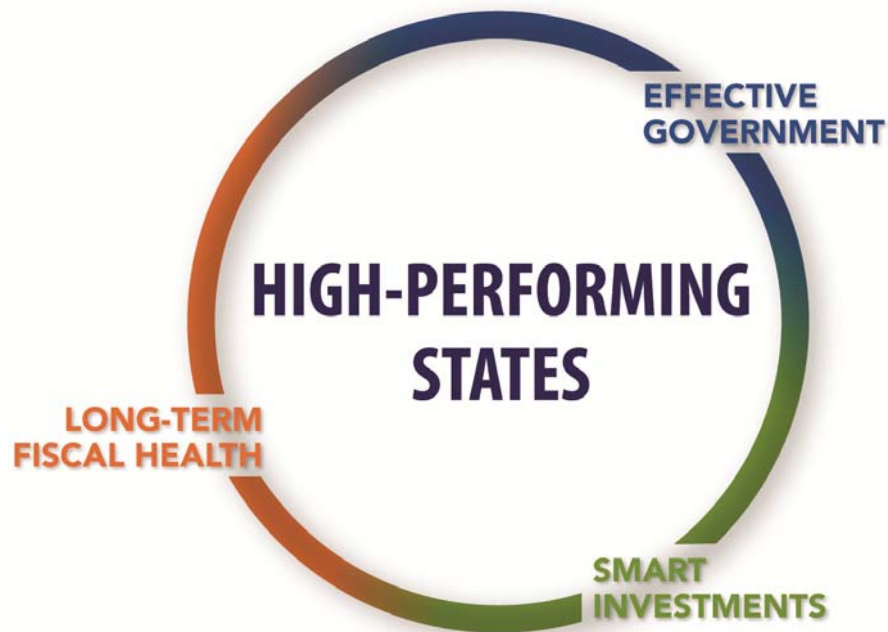
Project Launch Presentation



- Overview of state home visiting
- Overview of Federal MIECHV funding
- How our Pew campaign advances policy
- The Maryland Story
- Small group discussions



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 Home Visiting Campaign



We partner with policy makers, advocates and donors to promote smart state and federal policies and investments in **quality, voluntary, home-based** programs for new and expectant families



What is Home Visiting?

Voluntary, sustained efforts that pair new and expectant families with trained professionals to provide parenting information, resources and support during pregnancy and throughout their child's first three years.



Home Visiting within a Comprehensive System

- An evidence based strategy to improve health & development of babies and families
- A Cross sector, 2 generational strategy
- Staff to support referrals, linkages and coordination
- Opportunities for cross system planning and service delivery.



Key Findings From 50 State Report



1. Most home visiting funding was not adequately tracked at the state level.
2. States frequently provided funding with few, if any, requirements that programs invest in models with a proven record of success.
3. States did not adequately monitor publicly funded programs to ensure effectiveness.
4. States did not consistently target at-risk families, where the return on investment is highest.
5. In every state, far too few at-risk families got home visiting services.

FY2011 Awards (\$224 million)



Formula Grants (\$124 million)

49 States, 6 territories, and several Tribes and Tribal organizations

Competitive Grants (\$100 million)

Nine Expansion Grants (\$66 million)

Arizona	Louisiana
Arkansas	Maine
California	Massachusetts
Illinois	Oklahoma
Indiana	

13 Development Grants (\$34 million)

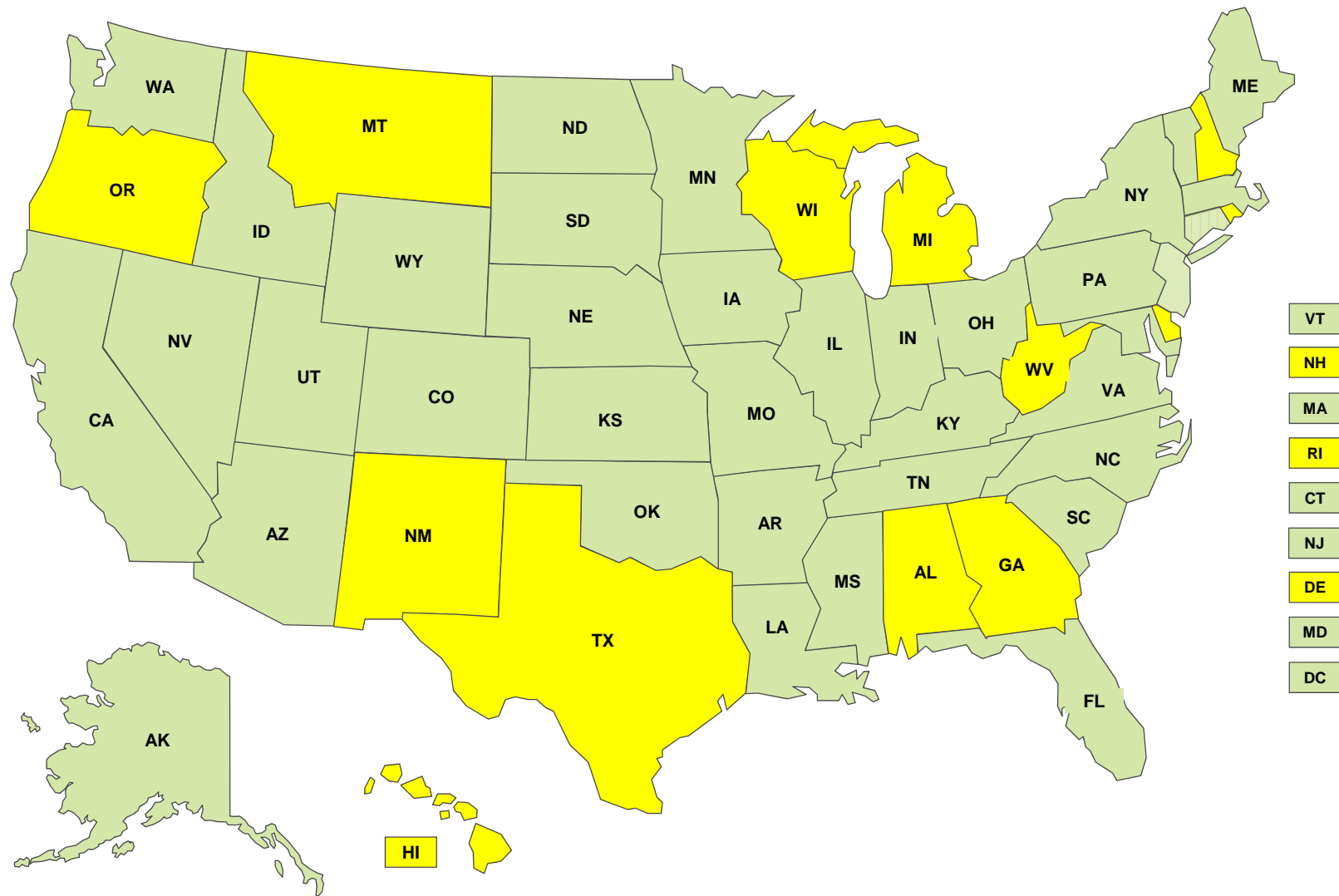
Alabama	New Hampshire
Delaware	New Mexico
Georgia	Oregon
Hawaii	Rhode Island
Michigan	West Virginia
Montana	Wisconsin
Texas	

9 Evidence-Based Models

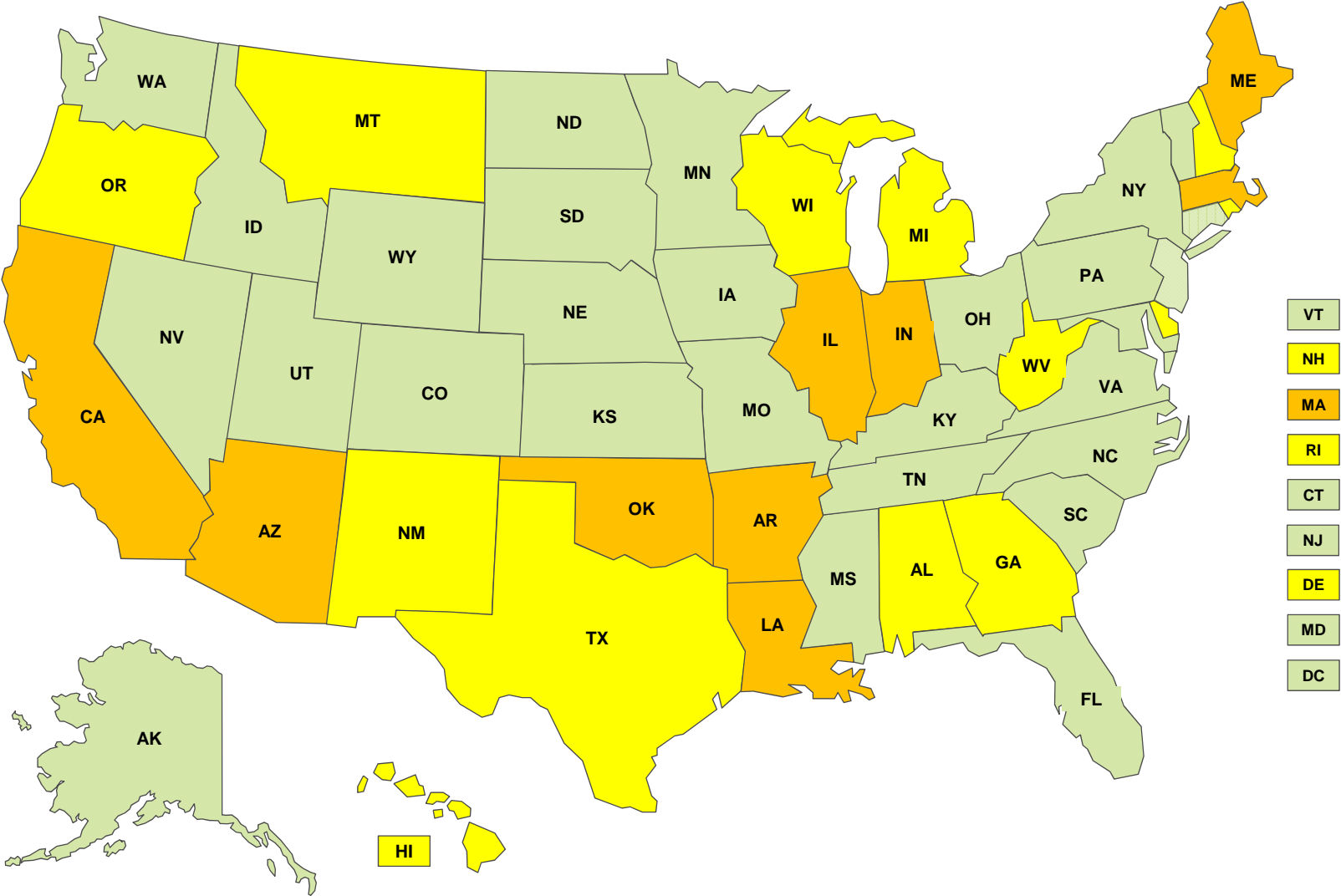
- Child FIRST
- Early Head Start
- Early Intervention Project
- Family Check-Up
- Healthy Families America
- Healthy Steps
- HIPPY
- Nurse-Family Partnership
- Parents As Teachers



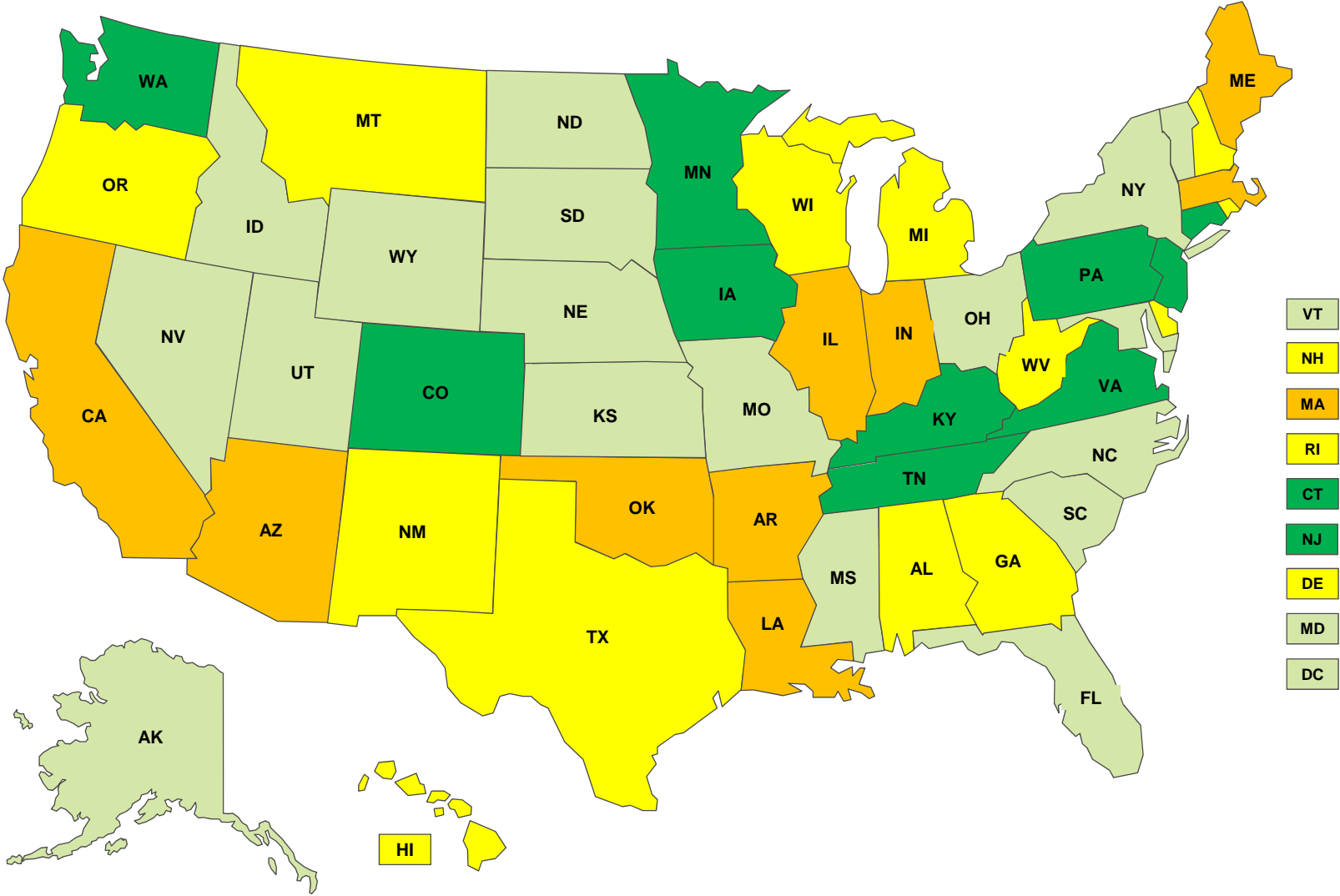
13 MIECHV Development Grants - \$34M



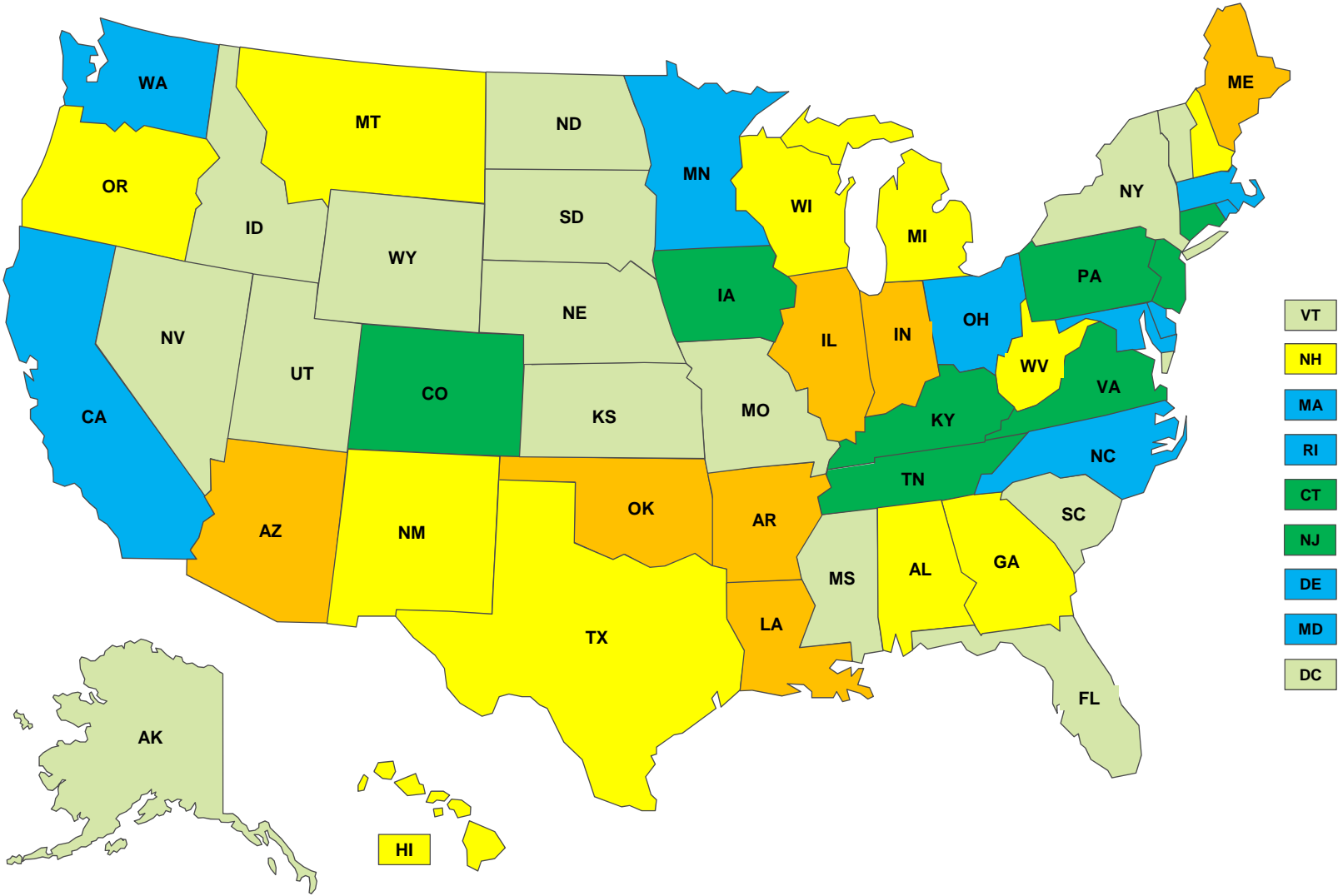
9 MIECHV Expansion Grants - \$66M



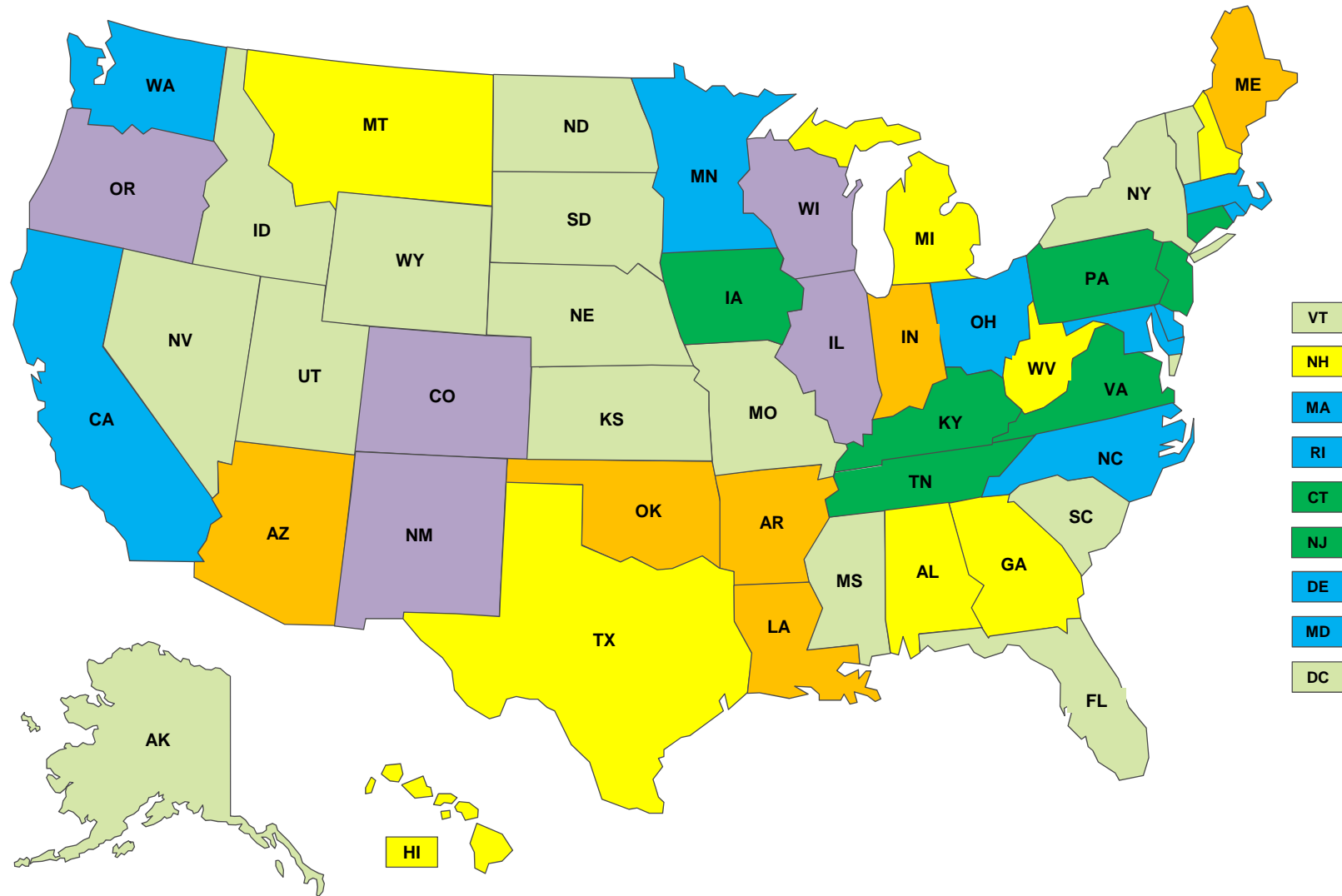
2nd Round: 10 MIECHV Expansion Grants - \$72M



9 RTT- ELC Winners - \$500M



RTT-ELC Candidate States - \$133M



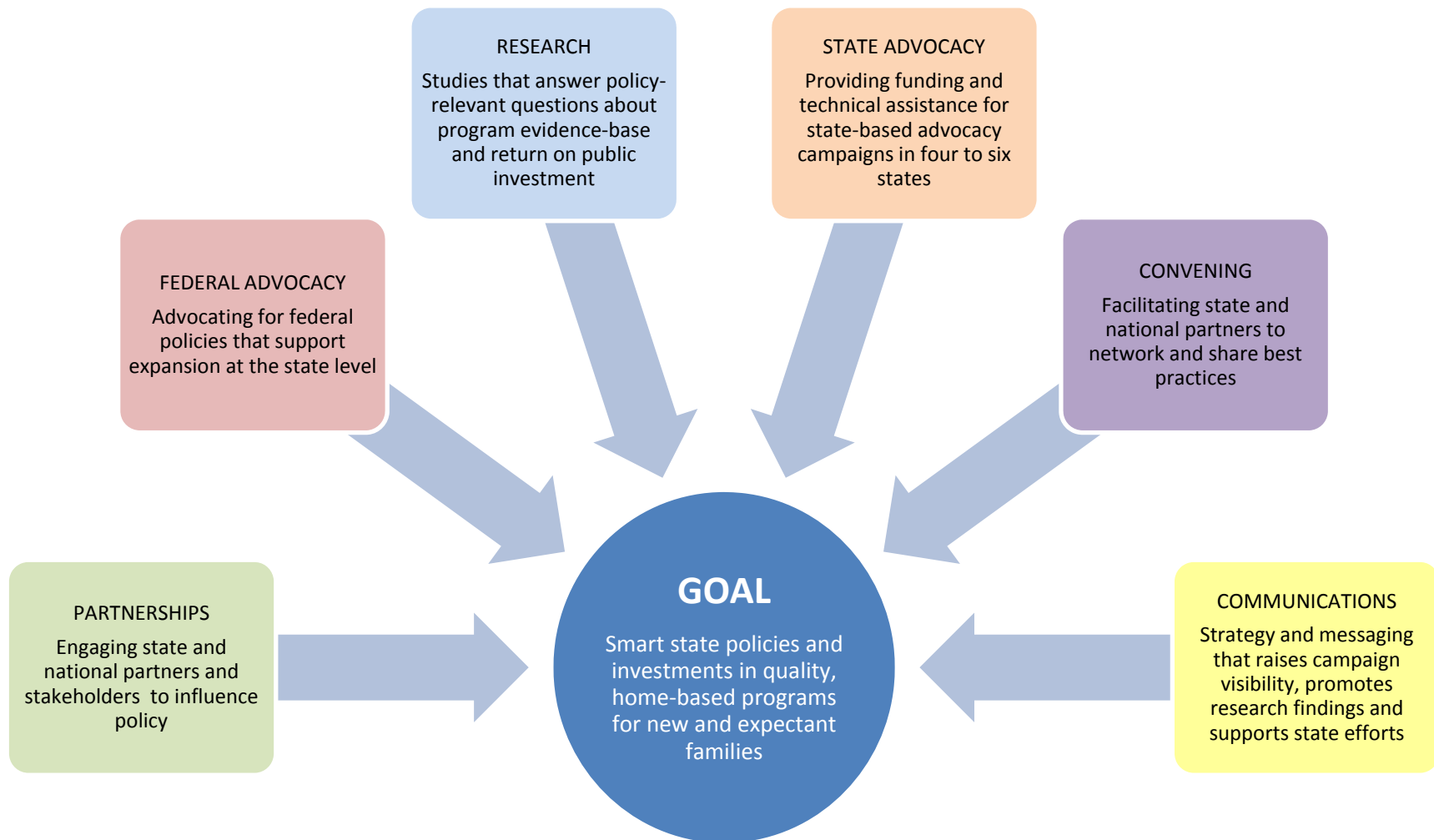
Early Childhood Advisory Councils



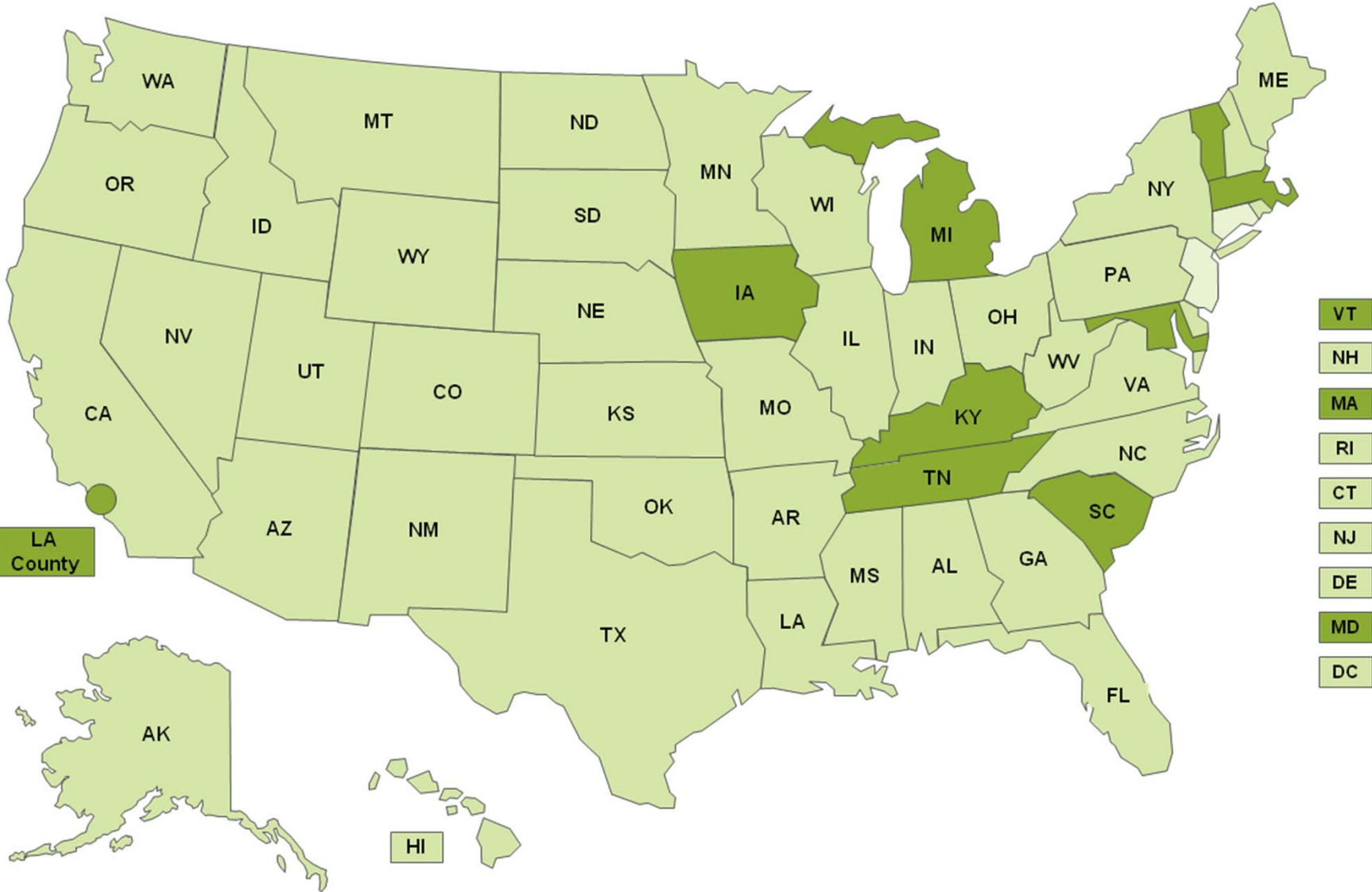
- Improving Head Start Act (2007) mandated that states establish early childhood advisory councils to improve the quality, availability, and coordination of programs and services for children ages birth to five.



Campaign Structure



Current or Planned State Campaigns



What have we learned?

- Research is our friend
- Messages must be crafted for policy makers' ears
- Unexpected allies can be effective.
- We must learn from each other

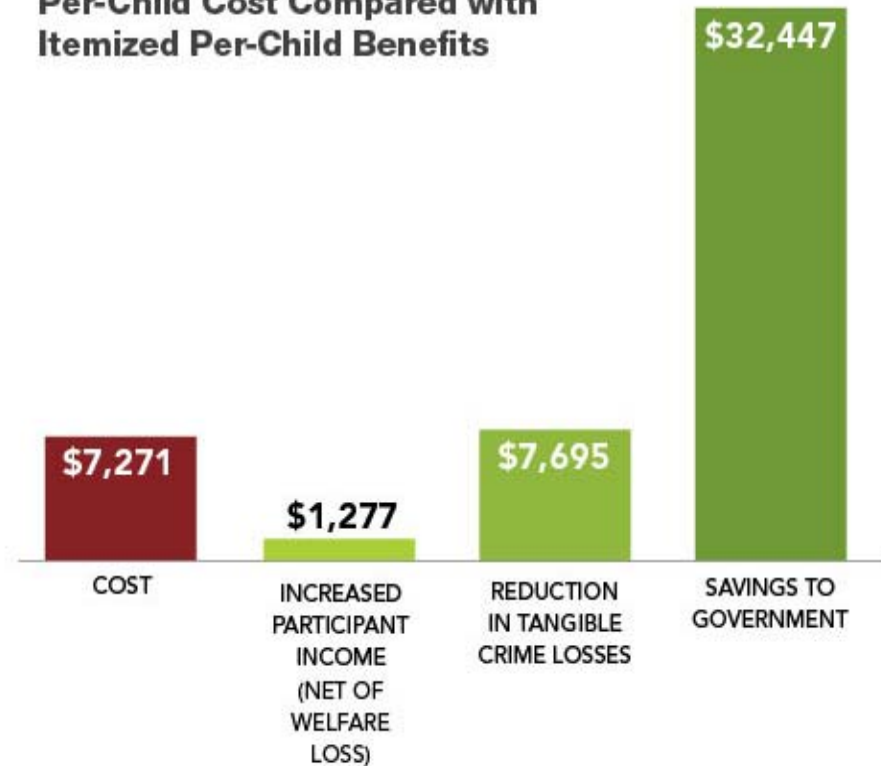


Cost Savings

Per-Child Cost Compared with Total Per-Child Benefit



Per-Child Cost Compared with Itemized Per-Child Benefits



Communicate, communicate, communicate

- Website
- HV Newsclips
- HV Newsletter
- Webinars
- 50 state reports
- Special Issue reports
- Convenings
- Public opinion research

The screenshot displays the Pew Center on the States website. The header includes the organization's logo, name, and tagline: "The Pew Charitable Trusts applies the power of knowledge to solve today's most challenging problems. The Pew Center on the States identifies and advances state policy solutions." A search bar and navigation links for "SITE MAP" and "RESOURCE LIBRARY" are also present. The main navigation menu includes "HOME", "TOPICS", "TRENDS TO WATCH", "STATES", "EVENTS", "NEWS ROOM", "INITIATIVES", and "ABOUT US". The "INITIATIVES" section is expanded, showing a list of programs such as "Children's Dental Health", "Economic Mobility Project", "Election Initiatives", "Government Performance", "Home Visiting", "Work in the States", "Home Visiting Inventory", "Watch a Home Visit", "Research", "Federal Investment", "Webinars", and "News Room". The "Home Visiting" page is the active page, featuring a breadcrumb trail: "Home > Initiatives > Home Visiting". The main content area is titled "Home Visiting" and includes a photograph of a woman and a young child. The text describes the challenges of child abuse and neglect, and the role of home visiting in addressing these issues. It states: "Some of our nation's costliest social problems—like child abuse and neglect, school failure, poverty, unemployment and crime—are rooted in early childhood. Increasingly, states are turning to proven strategies such as high-quality home visiting in an effort to prevent them." Below this, it explains that voluntary home visiting matches parents with trained professionals to provide support during pregnancy and through the child's first three years. A section titled "What We Do" lists three key areas: "Policy Advocacy", "Research", and "Information Sharing". The "Policy Advocacy" section mentions strategic technical assistance in Louisiana, North Carolina, Ohio, and Washington. The "Research" section highlights a comprehensive "policy-relevant research agenda" including a "50-state inventory" of home visiting policies. The "Information Sharing" section notes the organization's leadership in webinars, convenings, and communications. On the right side of the page, there are sections for "SPOTLIGHT" (promoting a business case for home visiting), "THE LATEST" (reporting on a briefing by the Pew Home Visiting Campaign), and "HOME VISITING SUMMIT" (providing details on a summit in February 2012).

Infographic on Child Abuse During April



39%
OF CHILD
ABUSE CASES
OCCUR IN
THE FIRST FOUR
YEARS OF A
CHILD'S LIFE.¹



80%
of child
abuse fatalities
were children younger
than four years of age³

**A GOOD
HOME VISITING PROGRAM
CAN CUT THIS NUMBER
IN HALF.²**

Home visiting is a voluntary program that matches parents with trained professionals to provide information and support during pregnancy and throughout a child's first few years.

\$210,012

lifetime cost of one victim of child abuse and neglect due to the adverse health, social, and economic consequences of maltreatment⁴

3.3 million

number of children reported as abused and neglected in 2008⁵

**\$124
billion**

total lifetime economic burden of child maltreatment in the United States for all children abused or neglected in 2008⁶

[Link to Full Size Infographic: http://ow.ly/9M6dw](http://ow.ly/9M6dw)

Strategically released infographic pulling together statistics from Kids Count and recent CDC report on the cost of child abuse for Child Abuse Prevention Month



PewCenterOnTheStates @PewStates

21 Mar

[Infographic] Child abuse costs the U.S. \$121.6B. Quality

#homevisiting can cut abuse rates by half ow.ly/9M6dw #InvestInKids

TIME Healthland Blog Article



Opinion **TIME Healthland**
A Healthy Balance of the Mind, Body and Spirit

Home | Medicine | Diet & Fitness | Love & Family | Mental Health | Policy & Industry

Get a free estimate.
Find out about medical costs in your area.

PARENTING

Home Visits: A Powerful Weapon Against Child Abuse

Trained home visitors can improve infant mortality rates, help kids do better in school and decrease child abuse. Why U.S. moms should follow Europe's lead and invite them into their living rooms.

By **BONNIE ROCHMAN** | @brochman | April 6, 2012 | 7

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PATRICA DOYLE / PHOTOGRAPHERS CHOICE / GETTY IMAGES

Every new mother has so many questions: Is my baby growing well? Is she reaching her developmental milestones? Why does she cry so much and what can I do about it?

To get answers, moms can turn to one other for advice or save up their questions for the next pediatrician visit, which could be months away.

Home Visits: A Powerful Weapon Against Child Abuse

April 6, 2012

Bonnie Rochman

<http://healthland.time.com/2012/04/05/home-visits-a-powerful-weapon-against-child-abuse/>



PewCenterOnTheStates @PewStates

MT @brochman: #homevisiting: a powerful weapon against child abuse ti.me/Hh051C

7 Apr

Engage Unexpected Allies

- Business Leaders— Ready Nation
- Council for Strong America
- March of Dimes
- Children's Hospitals
- United Way



Home Visitation Yields Big Returns for Families and Taxpayers

<http://www.youtube.com/watch?v=hNvvLrmSXuk>



Funding

- Various funding streams – federal, state, and private – support state home visiting
- Medicaid can reach low-income women
- Medicaid can finance some home visiting services for eligible mothers and children
- Fewer than 30 percent of the states use Medicaid to fund home visiting.



Home Visiting with the broader system



- For home visiting to be successful there must be a rich array of services
- Stand alone programs will not be effective
- All stakeholders must be welcome
- State agencies are essential partners



The Maryland Story

- Governance matters
- Building a system takes time
- Stakeholders must work together
- State agencies are essential partners
- States need a long term vision with short term clearly define goals
- Building political will is essential
- Services need to be imbedded in larger systems.



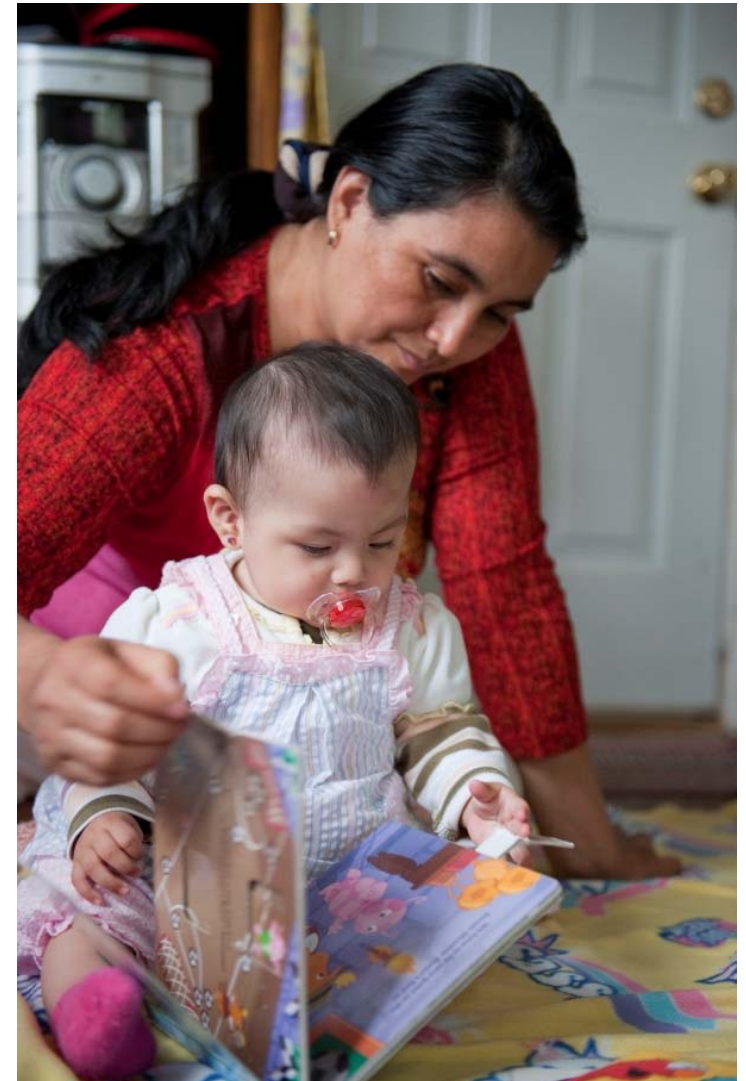
Learning Activity



Small table discussions:

What funding sources are your community/program currently using for home visiting?

What untapped sources might your community/program explore in the future?





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