

THE  
**PEW**  
CHARITABLE TRUSTS

**Getting from Good to Great:  
Using Evidence to Guide and Direct State Home  
Visiting Investments**

# 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.



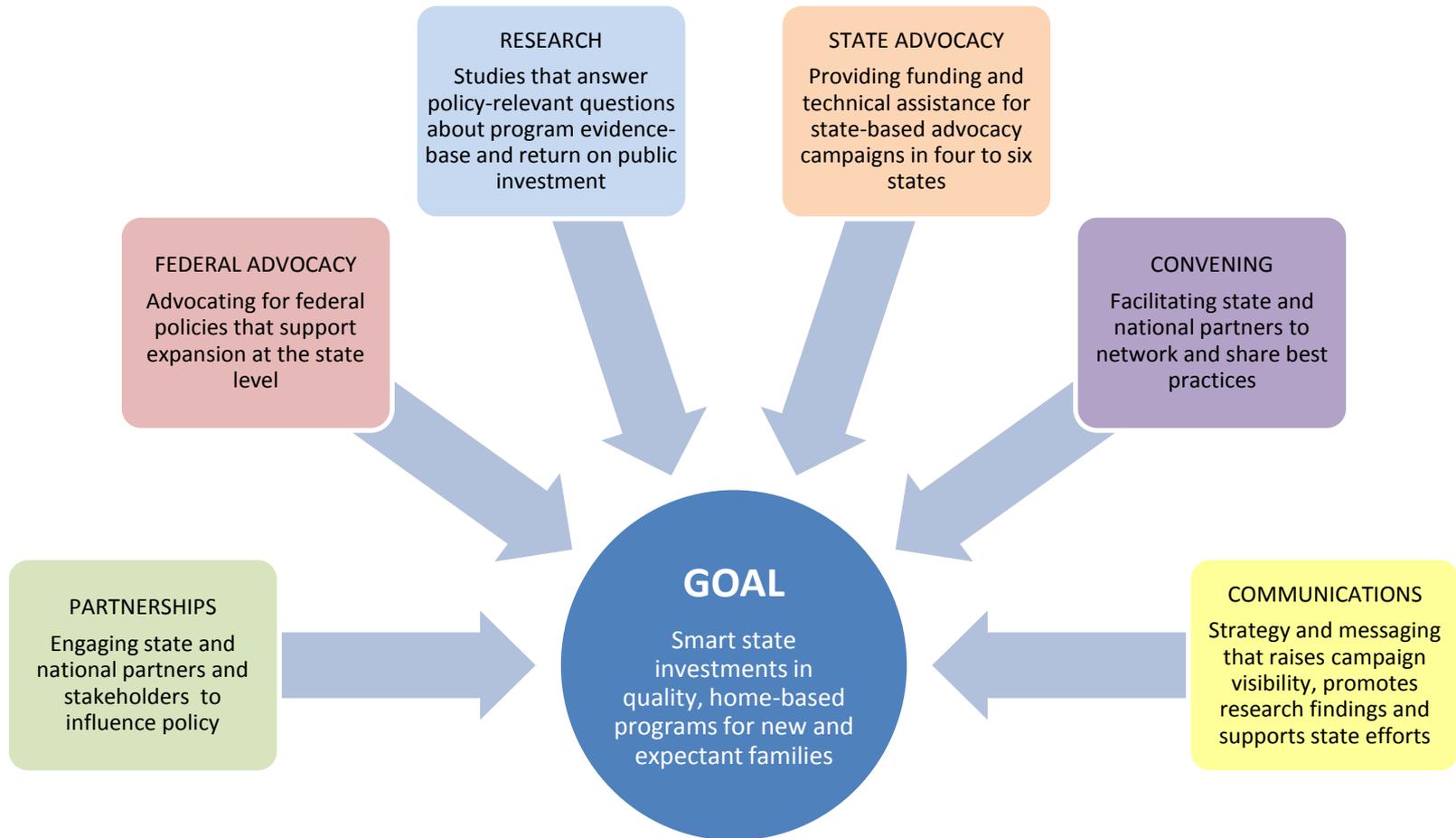
**Learn more at [pewcenteronthestates.org/homevisiting](https://www.pewcenteronthestates.org/homevisiting)**



The Pew Center on the States 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.

[www.pewcenteronthestates.org](https://www.pewcenteronthestates.org)

# Campaign Infrastructure





## Pew Home Visiting Campaign Webinar Series

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

- 1. Using Evidence to Guide and Direct State Home Visiting Investments:** Leaders from three Pew campaign states—Washington, North Carolina and Ohio—will discuss their experiences promoting evidence-based policy and practice in home visiting.
- 2. Implementation, implementation, implementation:** best practices and strategies for monitoring implementation of state home visiting programs.
- 3. Evaluating for Impact:** state-sponsored efforts to evaluate home visiting programs for process and outcome measures, as well as cost-benefit.
- 4. Systems Coordination:** Successful state efforts to centralize intake, standardize policies and procedures, identify core indicators and performance measures, and train home visiting professionals.
- 5. Scaling up:** Examples of states' strategic thinking around creating a statewide system of home visiting and expanding services to reach all eligible families.



## Panelists

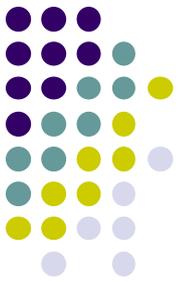
Michelle Hughes  
Executive Vice President  
Prevent Child Abuse North Carolina

Joan Sharp  
Executive Director  
Council for Children & Families

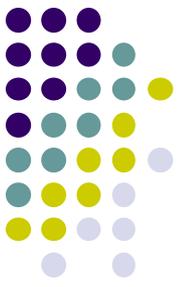
Alicia Leatherman  
Director  
Early Childhood Cabinet

# North Carolina

# North Carolina Alliance for Evidence-Based Family Strengthening Programs



- About PCANC
- Collaborative environment in NC
- 2005 NC Institute of Medicine Statewide Task Force on Child Abuse Prevention
  - Recommendations to expand evidence-based child abuse prevention programs
    - NC home visiting initiative dismantled in early part of decade due to \$ cuts
    - Specific programs (like Nurse-Family Partnership) and shift support in existing funding streams/policy
  - Multiple workgroups merged and led to formation of Alliance in 2007



# What is the Alliance?

- Group of nine public and private funders that are collaboratively supporting specific ebp's that strengthen families
  - Public health, social services, mental health, juvenile justice, early education and development, Head Start, and private foundations
  - Convening and collaboration supported by Prevent Child Abuse NC and Duke University Center for Child and Family Policy
  - \$ for local agencies to replicate ebp's **AND** \$ for implementation infrastructure -- "scaffolding"
    - Pre-implementation "readiness" consultation, coaching, program evaluation



# How the Alliance Works

- Questions To Guide Investments (examples...)
  - Does this support a demonstrated need in communities?
  - Does the program have a solid theoretical foundation?
  - Does the program have evidence of effectiveness from experimental evaluations using randomized control groups?
  - Does the program have cost-benefit data?
  - Does the program have resources to support replication in North Carolina (e.g., standardized training, accessible program developer, fidelity tools)?
  - What is cost of implementing in local communities?
- Collaboration Table -- Nurse-Family Partnership, The Incredible Years Parent Training, Strengthening Families Program 6-11
- Braiding public and private funding AND collaboratively supporting implementation
  - shared tools to assess agency readiness, fidelity, evaluation system for specific programs



# Alliance and Home Visiting

- Alliance funders collaboratively support NFP
  - Currently 8 sites serving 10 counties with goal of expanding to every eligible mother
- Alliance funders also individually support multiple models including Parents as Teachers, Early Head Start, Healthy Families
  - Recognition that models have differing levels of evidence and implementation support
- NC conversation recognizes importance of strongly investing in proven programs AND supports careful expansion and testing of programs with emerging/promising evidence

# We are learning....



- Prevention is prevention is prevention (shared intermediate outcomes and collaborative implementation)
- Effective implementation requires significant shifts in our usual ways of thinking -- “transformation” in policy, agency culture, staffing, and funding
- Proceed cautiously in large-scale replication of home visiting programs
  - What is it going to take to get good outcomes as driving question (evidence + fidelity = outcomes)
  - Dropping from 50,000 feet to 500 feet in moving forward
  - Done well, model for supporting continuous quality improvement in human services systems

# Washington

# The Washington State EBHV Story

- Established by CCF in 2007
  - Policy proposal with justification based on extensive needs, impact & cost benefit data
  - Research Advisory Committee
    - Read/review/assess the literature
    - Establish definitions & criteria
  - Portfolio (multiple models: NFP, PAT, PCHP, Project SafeCare, STEEP/other intensive, others TBD)
  - Outreach & education
    - 40 visits statewide in 30 days
    - Legislative champions & advocates
  - Requested \$17.5M, received \$1.75M annual investment
  - RFP & dollars out the door within 90 days
  
- Learning what's in the 'black box'
  - Evaluation/TA contract with WSU
  - Building the capacities of contracted organizations for effective implementation, i.e., using data for CQI & program development

# The Washington State EBHV Story – Part 2

- CCF as a national model
- Advocacy to increase investment
  - Home Visiting Coalition
  - 10-year/\$100M plan
  - Additional champions (legislative, business, philanthropy)
  - State budget crises
- Establishment of a “Home Visiting Services Account” to leverage private \$
  - Public funding transferred to Dept of Early Learning
  - Thrive By Five WA (public-private partnership); Gates Foundation
- Expansion
  - United Way of King County – PCHP County-wide
  - Early Head Start home-based model
- New federal funding
  - Dept. of Early Learning: Lead in coordinating ‘Cross Agency Governance Structure’ & for planning
  - Department of Health: needs assessment & fiscal agent

# The Washington State EBHV Story

○ For more info:

- Council for Children & Families
  - [www.ccf.wa.gov](http://www.ccf.wa.gov)
  - “Funded Programs”
    - Evidence Based Programs and Criteria for Inclusion
    - Models Matrix
    - Evaluation overview
    - Policy briefs
  - [joan@ccf.wa.gov](mailto:joan@ccf.wa.gov) or 206-464-5493
- Dept. of Early Learning [www.del.wa.gov](http://www.del.wa.gov)
- Dept. of Health [www.doh.wa.gov](http://www.doh.wa.gov)
- Thrive By Five WA ‘Home Based Early Learning’ [www.thrivebyfivewa.org](http://www.thrivebyfivewa.org)

# Ohio

# Home Visiting Ohio

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Pew Center on the States Webinar  
July 22, 2010



Early experiences last a lifetime

# Ohio's History

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## Help Me Grow

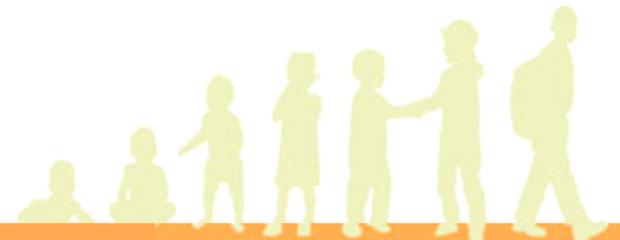
- Part C Early Intervention
- Home Visiting
- Newborn Home Visits

## Use of FCFC infrastructure

## Early Childhood Cabinet-HMG review

## Stakeholder feedback

## Funding shift from TANF to GRF



Early experiences last a lifetime

# Developing Standards

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- ❑ Attended National Symposium
  
- ❑ Focused first on home visiting
  - ❑ Targeted eligibility
  - ❑ Earlier the better
  - ❑ More intensive supports/increased frequency
  - ❑ Workforce development
  
- ❑ Set standards, did not select multiple models
  - ❑ Allow for flexibility, while defining high quality
  - ❑ Increased per child amount
  - ❑ Including HFA, NFP, PAT and others in our planning



Early experiences last a lifetime

# Evidence

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- ❑ Extensive study of research findings across the continuum of services
- ❑ Looked at the experiences of local communities in Ohio and their findings
- ❑ Developing a plan for our external evaluation
- ❑ Independent review by the Government Resource Center



Early experiences last a lifetime

# Home Visiting Components

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- ❑ Evidence-based parenting education curriculum
- ❑ On-going screenings and assessments
- ❑ Family need based referrals
- ❑ Transition to development enhancing program



Early experiences last a lifetime

# Home Visiting Logic Model

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□ Program goals

□ Outcomes

□ Measurements



Early experiences last a lifetime

# System Changes/Challenges

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- ❑ Data systems/data collection
- ❑ Ensuring support for all national models that meet or exceed Ohio's standards
- ❑ Targeting services has the potential of removing community safety nets
- ❑ Professional development and capacity building for home visitors
- ❑ Prevention vs. intervention
- ❑ Funding



Early experiences last a lifetime

# Thank You

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