

THE
PEW
CHARITABLE TRUSTS

**Getting from Good to Great in Home Visiting:
Implementation, Implementation,
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.



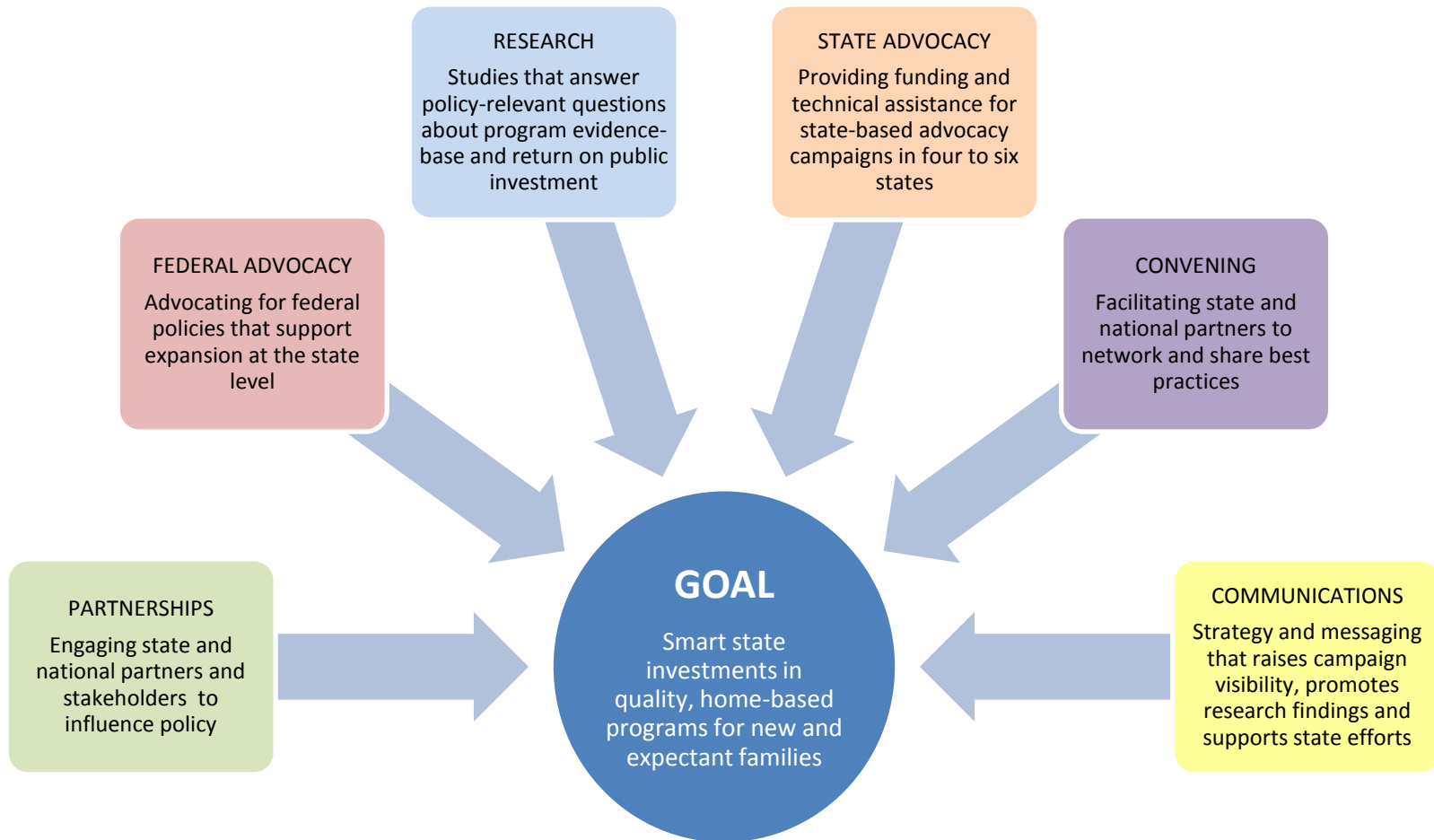
Learn more at pewcenteronthestates.org/homevisiting



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

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

Lisa Merlino
Executive Director
Invest in Kids

Joan Sharp
Executive Director
Council for Children & Families

Judith Van Ginkel
Professor of Pediatrics
President, Every Child Succeeds

Colorado

Invest In Kids (IIK)



**INVEST
IN KIDS**



The mission of IIK is to improve the health and well-being of vulnerable young children and families throughout Colorado.

Working in partnership with local communities, we identify, introduce, implement and ensure the success of research-based, proven programs

Nurse-Family Partnership (NFP)

- NFP helps at-risk, first-time mothers have healthy pregnancies, improve child health and development, and become more economically self-sufficient.
- NFP is a model program for evidence-based public policy and is among the strongest programs for preventive interventions offered for public investment.
 - Randomized clinical trials
 - Cost/benefit analysis
 - Evaluation system



A Broad-based Community Approach

- IIK facilitated an authentic community process in 52 of Colorado's 64 counties
- Theory of commitment transfer: Collaboration in community health initiatives: The relationship between process quality and attrition in the Colorado Nurse-Family Partnership



**INVEST
IN KIDS**



Administrative Infrastructure

- Political Advocacy
- Fiscal oversight, budget management and contracts administration
- Nurse Practice Support
- Using data gathered by every local agency and entered into the NFP NSO evaluation system, and reports generated by the NFP NSO, to inform performance improvement activities
- Program Implementation Support
- Marketing



Washington



Pew Center on the States Webinar Series
Model Practices in State Home Visiting: Getting from Good to Great

Implementation Implementation Implementation

The Washington State Approach

August 17 2010
Joan Sharp, Executive Director

With special thanks to:
Nancy Gagliano, MSW, LICSW
Chris Blodgett, PhD.
Myah Houghten
and

Our EBHV program partners in Washington State



Washington State Approach – EBHV Implementation

- **Research shows effective implementation is the key across EBHVs to producing intended outcomes.**
 - We can't launch, stand back and get the same results.
- **Implementing with fidelity (AKA getting results)**
 - Emphasis on fidelity varies across models.
 - Support is inconsistent across models in addressing fidelity issues.
 - Implementing entities need support to be able to effectively implement with fidelity.
- **Know what's in the black box.**
 - Learn as you go from:
 - National model developers
 - Implementing organizations
 - Research



Washington State Approach – EBHV Implementation

o **What it takes**

- Developing & investing in strong partnerships with implementing organizations
 - Buy in
 - Common language & understanding
 - Common cause (aligning efforts)
- Building implementation support into your approach & plans
 - Understanding the need & committing the resources
- Focusing on getting & using meaningful data...because that's what you are going to need.



Washington State Approach – EBHV Implementation

o **The critical role of data & CQI**

- If you are collecting the right data, you will be able to identify where the program is producing results not predicted by the model.
 - Go the extra mile upfront & keep going
 - Where there are differences in results, ascertain the implications
 - Practice improvement? Other?

o **Making EBHVs relevant to the specific needs of their communities means that often implementing organizations will be enhancing the model.**

- Examples: Adding a fathering component or a MH specialist to offer reflective supervision.
- Be aware and reflect this in evaluation/accountability processes.



Washington State Approach – EBHV Implementation

- **Our actions to address fidelity issues in our portfolio of EBHVs**
 - Evaluation project in partnership with WSU & implementing organizations.
 - Work with model developers to develop & clarify fidelity measurement
 - Establish consistent, relevant measures & reporting processes
 - Define common minimum fidelity standards across models
 - Get meaningful data
 - Use appropriate, valid & reliable tools
 - Develop data collection strategy
 - Develop an evaluation TA plan for each implementing org
 - Do organizational assessments (we used the FRIENDS tool) to identify areas for TA for program development
 - Provide/ensure TA, per the plan
 - Require regular reporting
 - Provide close review & feedback: CQI
- **Contract compliance**
 - Both monitoring and CQI



Washington State Approach – EBHV Implementation

- **Lessons learned from the rigor and methodology of our approach, process**
 - It's a balancing act – science & community
 - You likely won't get it 'right' the first time
 - But there will be more time
 - The field is evolving constantly. We are building the plane as we are flying it. Don't let that stop you. Jump in!
- For more information,
 - joan@ccf.wa.gov
 - www.ccf.wa.gov (see 'Funded Programs')
 - Chris Blodgett PhD. blodgett@wsu.edu

Cincinnati, Ohio

Quality Improvement In A Home Visitation Setting



EVERY CHILD
SUCCEEDS



United Way
of Greater Cincinnati



Every Child Succeeds BACKGROUND



- Develops strategies to support and enhance existing home visitation programs
- Uses a business approach to deliver a social service
- Has effective public/private partnership for funding and program support
- Operates collaboratively to engage the community and expand learning
- Applies quality improvement strategies in home visitation setting
 - Fathers (and mothers) of our Quality Improvement Initiatives:
 - ★ Procter & Gamble
 - ★ Institute for Healthcare Improvement (IHI)
- Knows that the key to program success is effective implementation
 - With a community
 - Within the program itself
- The 16,500 ECS families with HFA and NFP models have achieved outstanding outcomes

WHY Quality Improvement is Key



- Monitor performance and maximize efficiency
- Use data for results, accountability and quality improvement
- Assure consistent program delivery and effective operations
- Ensure fidelity in replicating pre-existing home visitation programs
- Effect best possible family outcomes

HOW Quality Improvement is Used



- Train home visitors and managers
- Use CQI management tools to identify best practices
 - Quality indicator red/green charts
 - Performance indicator trend reports
- Collect and analyze data from each home visit
e.g., a web-based data management system such as eECS
- Implement best practices, informed by data
e.g., home visit program guidelines and success priorities to guide the work of the home visitor
- Provide feedback to managers and home visitors as rapidly as possible

LEARNINGS



- Scientific knowledge in home visitation is incomplete
- Important to identify and embrace effective innovations and best practices and share what we learn with the field
- "Improvement, properly done, is research and learning"

Donald Berwick, MD., MPP, FRCP

Founder IHI and Administrator, Centers for Medicare and Medicaid (CMS)

- Effective implementation based on quality improvement is key to success
- Goal is to deliver high quality, evidence-based services at a reasonable cost so that children (and their parents) can have the best possible start

CONTACT



Judith B. Van Ginkel, Ph.D.
Professor of Pediatrics
President, Every Child Succeeds

Cincinnati Children's Hospital Medical Center
3333 Burnet Avenue
Cincinnati, OH 45229
Email: judith.vanginkel@cchmc.org
Phone: 513-636-2830



Contact Information

Lisa Merlino

lmerlino@iik.org | 303.839.1808 ext. 103

www.iik.org

Joan Sharp

joan@ccf.wa.gov | 206-464-5493

www.ccf.wa.gov

Judith Van Ginkel

judy.vanginkel@cchmc.org | 513-636-2830

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



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