

JUNE 2021

HOME VISITING COORDINATION INITIATIVE (HVCI)

BACKBONE ORGANIZATION (BBO)

Mid-Year Update



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The 2020 HVCI Report outlined three recommendations for statewide implementation of universally-offered home visiting.

Workforce Development

Evaluate current home visitor training, credentialing, and educational requirements. Explore model-neutral training opportunities. Evaluate retention, best practices, and staff needs. New York State Birth Through Five (NYSB5) funded home visiting workforce report will inform the HVCI priority with data about current staff qualifications, education, retention, and anecdotal reports about the profession. Input from the workforce will inform conversations about other HVCI priority areas.

Coordinated Intake & Referral

Explore opportunities for a centralized community access point for families to receive referrals and services. Decrease competition between programs and increase collaboration. Streamline service delivery by connecting families to services that best fit their needs.

Public Relations (Education, Awareness)

Increase awareness and decrease stigma by conducting a public education campaign (regionally or statewide).

In the following document, regions have selected a priority area to focus on regionally and statewide.

Note: A BBO may have selected alternative priority areas in addition to the aforementioned.

REGION 1 - WESTERN NY BBO: NATIVE AMERICAN COMMUNITY SERVICES

Region Priority: Coordinated Intake

Statewide Priority: Coordinated Intake

Reported Progress:

- BBO and regional team are working on a shared data-system - "Well Connected" - to track referrals between providers in alignment with local 2-1-1.
- Collaboration with Region 2 March of Dimes, cross-regional connections.
- BBO is a consistent liaison between statewide HVCI work and the regional team.

REGION 2 - FINGER LAKES BBO: THE CHILDREN'S AGENDA

Region Priority: Universal home visitation

Statewide Priority: Alignment between universal & targeted home visitation

Reported Progress:

- Regularly convened, cross-sector meetings with community partners including United Way, regional Maternal Child Health Advisory Group, and ROC the Future (STRIVE Initiative) School Readiness Outcome Team.
- Meetings cover topics that coincide with regional goals and inform statewide HVCI work.
 - Ex. Universal HV (weekly); ROC the future (monthly); United Way (quarterly); Maternal Child Health Advisory Group on HV for region (quarterly); United Way & Monroe County funded targeted HV programs (annually).
- BBO and regional team are exploring an expansion of the insurers currently piloting universal coverage.

REGION 3 - SOUTHERN TIER BBO: MOTHERS AND BABIES PERINATAL NETWORK

Region Priority: Coordinated Intake

Statewide Priority: Public Relations

Reported Progress:

- Facilitated regular BBO collaboration with community partners (Chemung Comprehensive Interdisciplinary Development Services) and home visiting programs (Nurse-Family Partnership, Healthy Families NY).
- Recommendation of 2 parents (with prior experience in home visiting programs) for HVCI Parent Advisory Council.
- Regional meeting conversations revolve around cross-county collaboration, such as education about local initiatives (i.e. Kids on Track) and coordinated intake/referral processes.

REGION 4 - CENTRAL NY BBO: EARLY CHILDHOOD ALLIANCE

Region Priority: Workforce Development

Statewide Priority: Coordinated Intake, Support statewide HVCI professional development & advocacy

Reported Progress:

- Comprehensive contact list of regional team members (all counties represented).
- Recommendation of 2 parents for HVCI Parent Advisory Council.
- Regional "Lunch and Learn" event held in April 2021, with 40 attendees. Event provided information on workforce supports and best practices on virtual home visitation.
- BBO organized 2 Subcommittees within the regional team to work on the region priorities and support statewide HVCI advocacy.
 - **"Lunch and Learn" brainstorming group.**
 - **"Coordinated county" promotion group** (to explore county-by-county service awareness in the region).

REGION 5 - MOHAWK VALLEY

BBO: CORNELL COOPERATIVE EXTENSION OF ONEIDA COUNTY

Region Priority: Service delivery in new contexts (COVID)

Statewide Priority: Coordinated Intake

Reported Progress:

- BBO is a recipient of the NYSB5 "Baby Bundle" grant (to deliver 700 bundles to families in 3 counties of the region). BBO and regional team are currently exploring alignment between the HVCI and Baby Bundle projects.
- BBO pivoted during the pandemic (fulfilling regional priority) to deliver direct service to families:
 - Wrote and received \$22,000 grant to help families pay for child care (36 families received \$600).
 - Awarded essential worker scholarships under CARES 1 in Herkimer and Oneida counties to connect families with early childhood services.
- BBO will bolster regional team membership* with additional community agencies (including Early Head Start, Family/Group Child Care, United Way).

*These partnerships originally facilitated by the work on Baby Bundles

REGION 6 - NORTH COUNTRY

BBO: ADIRONDACK BIRTH TO THREE ALLIANCE

Region Priority: Workforce Development

Statewide Priority: Public Relations

Reported Progress:

- Comprehensive contact list of regional team members (all counties represented).
- Cross-region collaboration with United Way.
- New Parent Kits created in collaboration with Imagination Library, health providers, Talking is Teaching, The Basics.
- Plans developed to connect with other BBOs and the New York State Early Childhood Advisory Council.
- Regional group convened in May and made plans to utilize a universal statewide design template and tailor the campaign in a custom manner per county/region.

REGION 7 - CAPITAL REGION BBO: BRIGHTSIDE UP, INC.

Region Priority: Workforce Development

Statewide Priority: Workforce Development

Reported Progress:

- Regularly planned committee meetings held bi-monthly (8 total).
 - Meetings discuss workforce development & opportunities through the HVCI.
 - Ex. Well Trained Workforce committee, Backbone Planning, Child Care Home Visiting Focus Group.
- Recommendation of 2 parents for HVCI Parent Advisory Council.
- Exploration of regional partnerships with CUNY and other higher education institutions as an avenue for workforce development. BBO envisions expansion of workforce development priority through the use of the Career Development Center located out of Buffalo State University City University of New York (CUNY) partnership).
- BBO/Regional team have facilitated partnerships with Schenectady County Home Visiting Advisory Council and SUNY School of Public Health.
- Regional interest in developing home visiting credential and training opportunities.

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High commitment for the [Workforce Development] priority and activities with higher education and existing credentialing organizations. This work will continue.

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REGION 8A - PUTNAM, ROCKLAND, WESTCHESTER COUNTIES BBO: WESTCHESTER CHILDREN'S ASSOCIATION

Region Priority: Public Relations (region-focus, featuring benefits of home visiting)

Statewide Priority: Public Relations (regional campaign to inform statewide campaign)

Reported Progress:

- Comprehensive contact list of regional team members (all counties of region are represented).
- Recommendation of 2 parents for HVCI Parent Advisory Council.
- BBO relays statewide HVCI discussions about workforce development, coordinated intake, and ideas for statewide public education campaign to regional group.
- Consistent information, best-practice, and vision-sharing occurs during regional meetings.

REGION 8B - DUTCHESS, ORANGE, SULLIVAN, ULSTER COUNTIES BBO: CHILDCARE COUNCIL OF DUTCHESS AND PUTNAM

No regional priority at this time

Statewide Priority: Workforce Development

Reported Progress:

- Solidified regional team, with representation from most counties in the region.
- Recommendation of 2 (former Head Start) parents for the HVCI Parent Advisory Council.
- Comprehensive exploration of regional agency services.
 - BBO reported the regional team is primarily focused on understanding the breadth of services available in the region and making cross-county connections.
- Sharing of educational requirements for home visiting in Dutchess, Orange, Sullivan, and Ulster counties.

REGION 9 - NEW YORK CITY

BBO: PUBLIC HEALTH SOLUTIONS

Region Priority: Coordinated Intake & Referral

Statewide Priority: Coordinated Intake & Referral, Public Relations

Reported Progress:

- BBO engages over 40 organizations (representing 6 home visiting models) in HVCI activities.
- Recommendation of 1 parent for the HVCI Parent Advisory Council.
- Database currently exists in NYC with a registry of home visiting programs. There is 100% participation from NFP, MICHC, HFNY, Healthy Start, Power of Two, Parent Child + sites. Regional group collectively decided to update this document twice a year, with a focus on adding doula services and Early Head Start sites. BBO is responsible for collecting this info via survey from the regional team before publishing an updated list.
- Established 5 focus groups in NYC to inform region/statewide public education & awareness campaign.

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AT THE MAY [HVCI] MEETING THE GROUP DECIDED FOR PUBLIC EDUCATION TO FOCUS ON CONDUCTING 5 FOCUS GROUPS TO HEAR FROM COMMUNITY MEMBERS ABOUT THEIR THOUGHTS ON HOME VISITING, HOW TO PROMOTE IT, AND WHAT TERMS AND IMAGES TO USE. AT THE JULY MEETING, WE WILL HAVE THE SAME CONVERSATION AMONGST HOME VISITING PROVIDERS TO COME TOWARDS CONSENSUS ON LANGUAGE TO USE IN A PUBLIC EDUCATION CAMPAIGN.

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REGION 10 - LONG ISLAND BBO: CHOICE FOR ALL

Region Priority: Public Relations

Statewide Priority: Public Relations

Reported Progress:

- Solidified regional team, reliable representation from all counties.
- Regional goals have been fully outlined and prioritized.
- One-on-one meetings have been held with every regional team member, with the intent to gain a full and proper understanding of their work and how it contributes to HVCI regional/statewide goals.

BBO COMMUNICATION & COLLABORATION

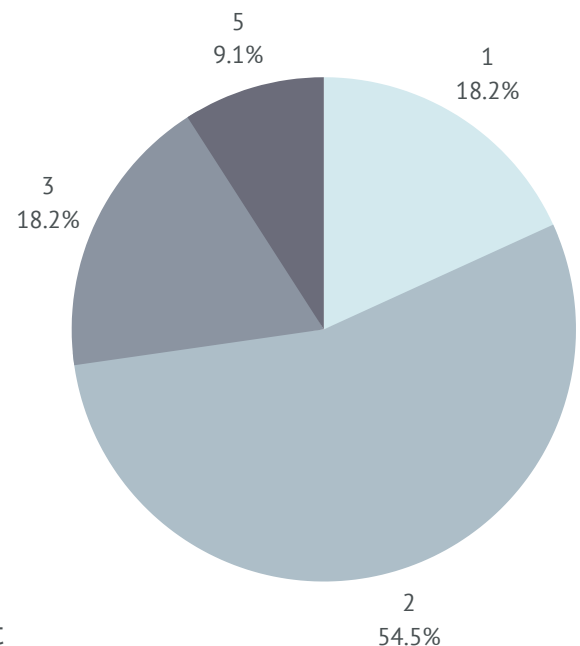
1 Networking: Organizations are aware of each other, there is little communication between members, all decisions are made independently

2 Cooperation: Organizations provide information to each other, there are somewhat defined group roles, there is formal communication between organizations, all decisions are made independently

3 Coordination: Organizations share information and resources, members have defined group roles, there is frequent communication between group members, there is some shared decision making

4 Coalition: Organizations share ideas and resources, there is frequent and prioritized communication, all members have a vote in decision making

5 Collaboration: Members belong to one system, frequent communication is characterized by mutual trust, consensus is reached on all decisions



CHALLENGES

COVID-19

- Scheduling
- Communication
- Service delivery (home visiting programs)
- Ability to collaborate (limited with virtual meetings, phone calls, etc.)
- Limitation of organic conversation and introductions

NEED

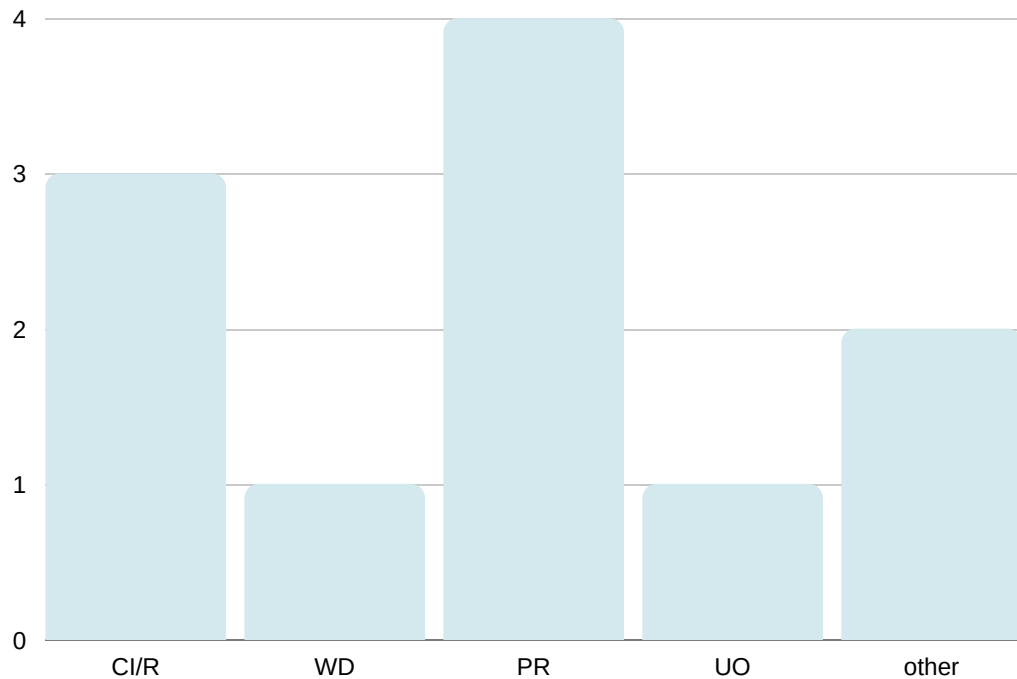
- Increased advocacy, sustainable funding
- Conceptualization of the alignment between regional priorities/statewide initiatives
- Definition of concrete action steps to reach goals

5 of 11 BBOs

recommended parents for the HVCI Parent Advisory Council.

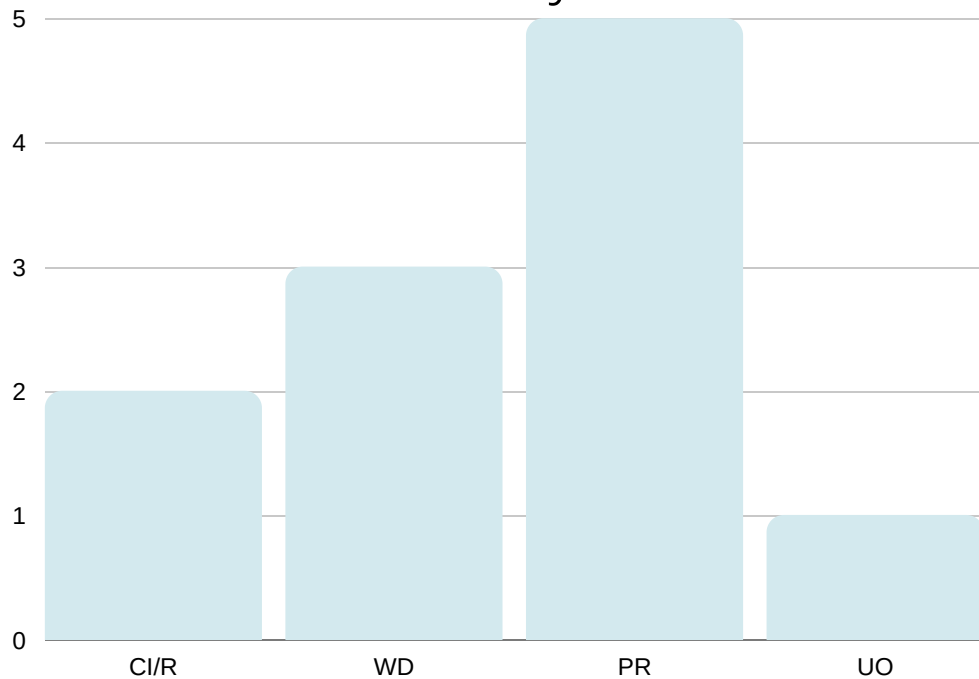
10 BBOs have selected regional priorities to pursue.

Regional Priority Breakdown



*Graph reflects more than 11 responses, as many regions have selected multiple priorities to focus on simultaneously

Statewide Priority Breakdown



*Graph reflects more than 11 responses, as many regions have selected multiple priorities to focus on simultaneously



In the face of great adversity and upheaval, not only did home visiting programs rise to the challenge--they exceeded expectations and pivoted to meet the needs of families across NYS. Our HVCI backbone organizations and their regional teams reoriented their work to address an ever-evolving landscape throughout the pandemic. We are so proud of the progress they have made to increase access to programs during this difficult time and we applaud their innovation and creativity.

Jenn O'Connor, Director of the HVCI





PCANY HVCI would like to thank the following BBOs for presenting during HVCI activities (monthly webinars, regional/statewide priority meetings, and subcommittee meetings) during year 2.

THANK YOU!

Region 1, Western NY

Native American Cultural Competency
HVCI webinar, Part I & Part II

3/10/21

3/3/21

Region 2, Finger Lakes

ROC Family Teleconnects
HVCI universal subcommittee

3/24/21

Region 3, Southern Tier

Coordinated Intake/Referral Process in Chemung & Steuben Counties
HVCI CI subcommittee

5/12/21

Region 4, Central NY

A model for coordination and Education: HMG
HVCI webinar

10/2/20

"Lunch and Learn" update
HVCI WD subcommittee

4/28/21