Home Visiting Systems Coordination Project

- Project began in early 2016
- Coos, Curry, Douglas, Klamath, Lake Counties in Oregon + Siskiyou, California
- Funded by TFFF

Strategies
- Strengthen communication and collaboration between programs and staff
- Enhance coordinated referral process
- Develop a coordinated professional development plan
- Build a communication plan to raise community awareness
Hopes for sharing today

► Understand the current level of public knowledge and support for early childhood home visiting programs in Coos, Curry, Douglas, Klamath, and Lake Counties

► Reflect on implications of implementing community awareness-building strategies that promote access to, and utilization of, early childhood home visiting supports
Community Awareness Telephone Survey

• Purpose was to learn about broad community understanding of the availability and benefits of early childhood home visiting programs
• 1,200 calls were completed in April 2019 through random digit dial
• Surveys were conducted in English
• 58% calls were completed via land lines, 42% completed via cell
• Screener questions ensured respondents were residents 18 or older in HVSC counties
• Sampling was stratified by county and aimed to have number of completed calls proportionate to each county’s adult population out of 1,200 total
HVSC Community Awareness Telephone Survey

The % of completed calls was similar to county % of overall

Coos
(n=249)
County = 62,921
21% 21%

Curry
(n=86)
County = 22,377
7% 8%

Douglas
(n=415)
County = 107,576
35% 35%

Klamath
(n=254)
County = 66,018
21% 21%

Lake
(n=29)
County = 7,807
2% 3%

Siskiyou
(n=167)
County = 43,530
14% 14%

County Population: Demographic & Housing Estimates, Adults 18 and older, 2013-2017
American Community Survey
Oregon Respondents & County Demographics

Demographics of respondents were different to those of counties in some important ways.

- **Age 55 & Older**: 67% (Respondents) vs. 51% (Counties)
- **Education Some college or more**: 75% (Respondents) vs. 56% (Counties)
- **Marital Status Married**: 62% (Respondents) vs. 52% (Counties)
- **Race/Ethnicity Latinx**: 3% (Respondents) vs. 9% (Counties)

2013-2017 American Community Survey
We will be asking you a few questions about what you know about voluntary, home-based family support programs. We will be calling these programs “early childhood home visiting programs” and we mean those that offer families voluntary visits from a provider like a nurse or parenting educator to assist them when expecting a child and up to the child’s fifth birthday. These are programs offered to families at no cost, and usually take place in families’ homes on a weekly to monthly basis over a period of 1 or more years. Again, we are talking about voluntary home-based programs for families to partner with them on child development and parenting.
Awareness & Utilization of HV Programs

% Parents vs All saying Yes

- Are you aware of HV programs in the community?
  - Parents: 29%
  - All: 20%

- Have you or someone you know utilized a HV program?
  - Parents: 28%
  - All: 14%

- Would you know where to go to find out more about HV supports?
  - Parents: 50%
  - All: 35%

Respondents n = 1,033, Current parents n = 218
Benefits of HV Programs

% Parents vs All who Agree

Many parents could use support learning about how to support children's healthy development

- Parents: 88%
- All: 88%

Many parents could use support around how to use effective parenting skills

- Parents: 83%
- All: 85%

Voluntary parenting education would be a useful service for families in my community

- Parents: 87%
- All: 83%
## Barriers to Participating in HV Programs

% all respondents who identify **Big Reason** or **Small Reason**

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<thead>
<tr>
<th>Reason</th>
<th>Big Reason (%)</th>
<th>Small Reason (%)</th>
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<tbody>
<tr>
<td>I would feel uncomfortable with a family support provider coming to my house (n = 995)</td>
<td>31%</td>
<td>27%</td>
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<tr>
<td>I feel like I already have enough support (n = 965)</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>I would feel negatively judged (n = 986)</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>I'm too busy (n = 979)</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>Family support providers wouldn't be able to understand my families' needs (n = 970)</td>
<td>17%</td>
<td>30%</td>
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Of those who said they know where they’d go to find out more about HV supports, they would…

% all respondents saying Yes

- Ask someone I know within a community agency (n = 361): 89%
- Talk to a family member or friend (n = 359): 86%
- Do an online search (n = 355): 80%
- Look in a local publication (n = 359): 54%
- Look on social media (n = 358): 48%
- Use 211info (n = 317): 24%
What are some implications for these findings?

... Outreach Messaging Tailoring Capacity-building ...

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