



Rural Southern Oregon Community Awareness of Early Childhood Home Visiting

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THE Ford Family
FOUNDATION



Portland State
UNIVERSITY



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



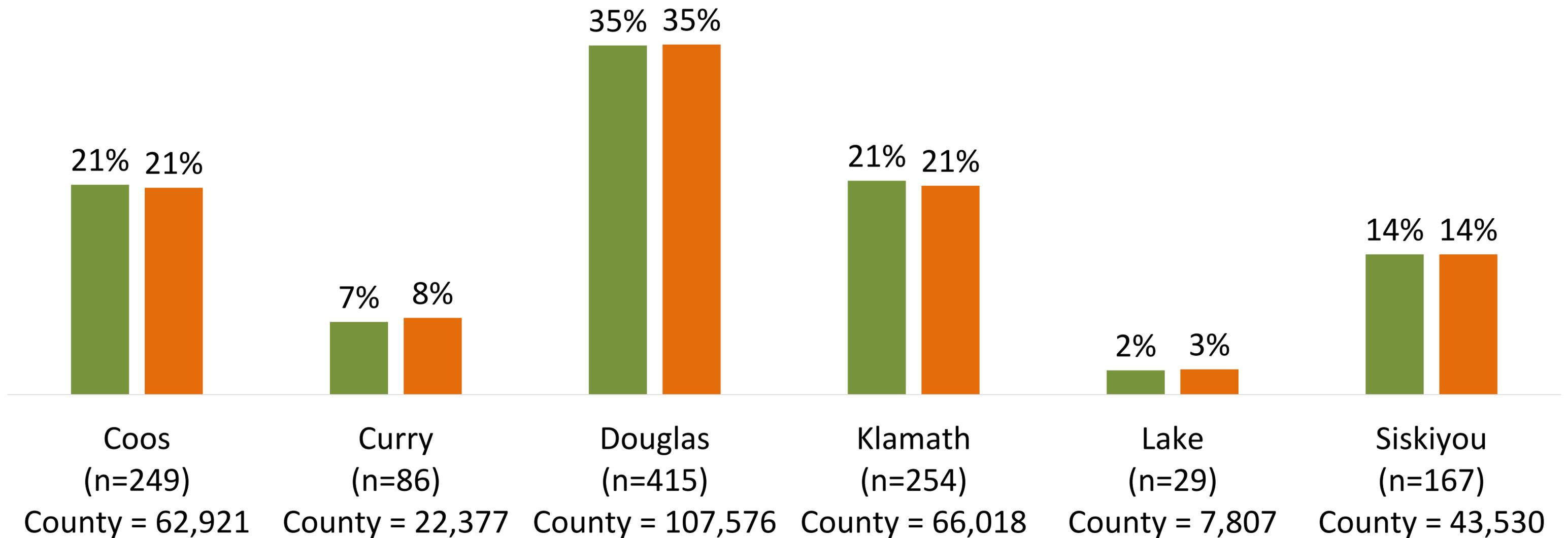
Community Awareness Telephone Survey

- 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



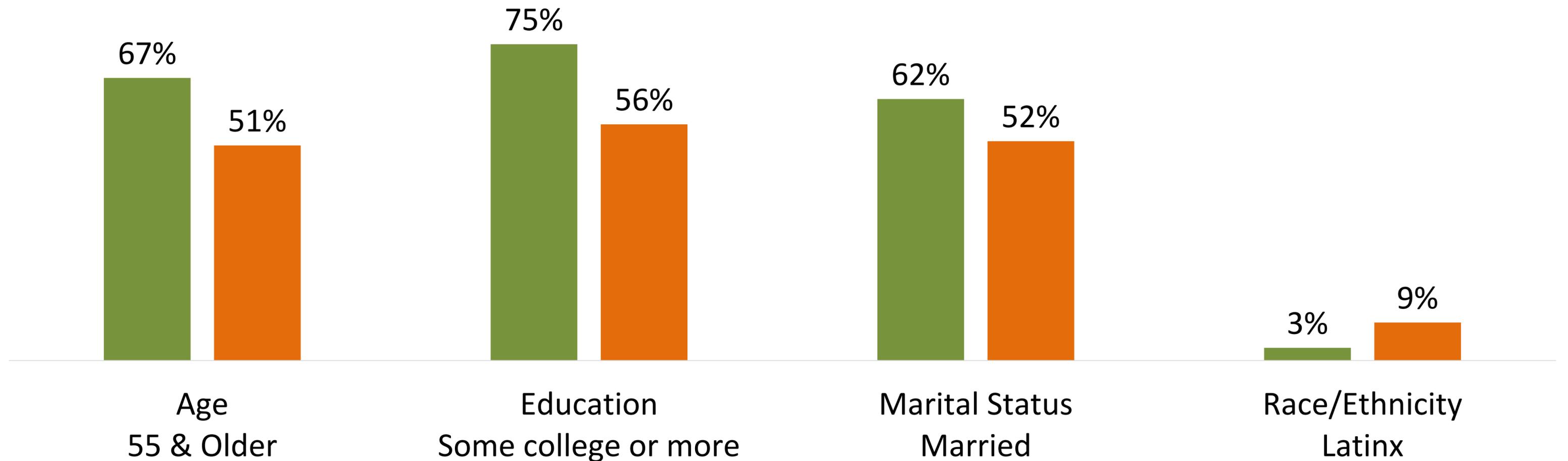
HVSC Community Awareness Telephone Survey

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



Oregon Respondents & County Demographics

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



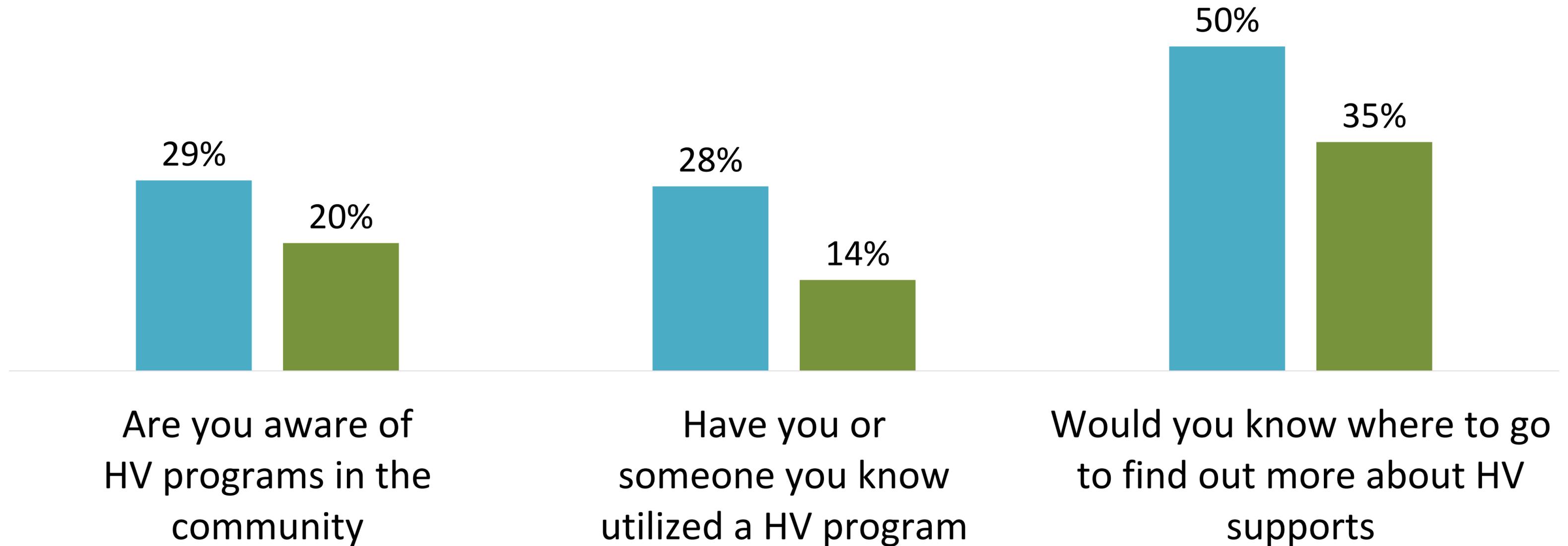


We will be asking you a few questions about what you know about voluntary, home-based family support programs. We will be calling these programs “early childhood home visiting programs” and we mean those that offer families voluntary visits from a provider like a nurse or parenting educator to assist 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



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



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

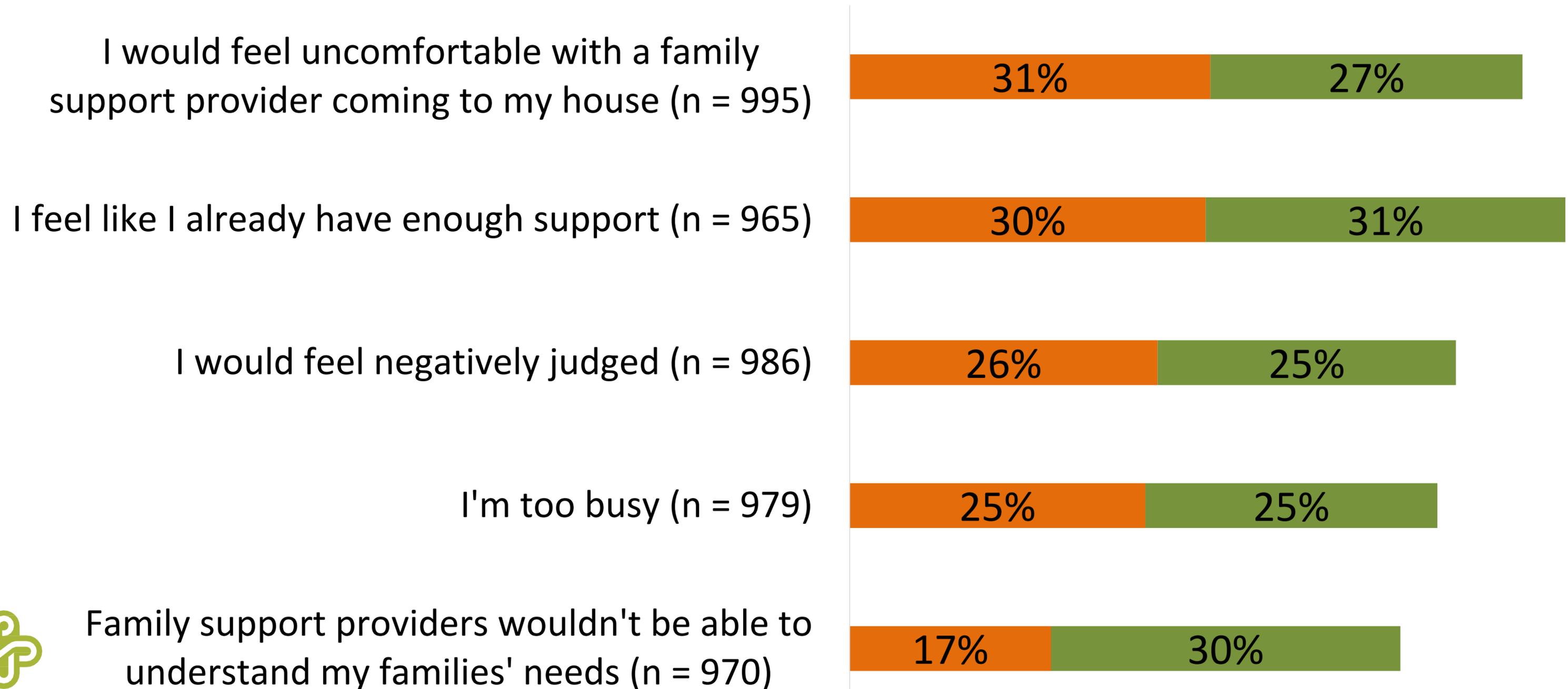


Voluntary parenting education would be a useful service for families in my community



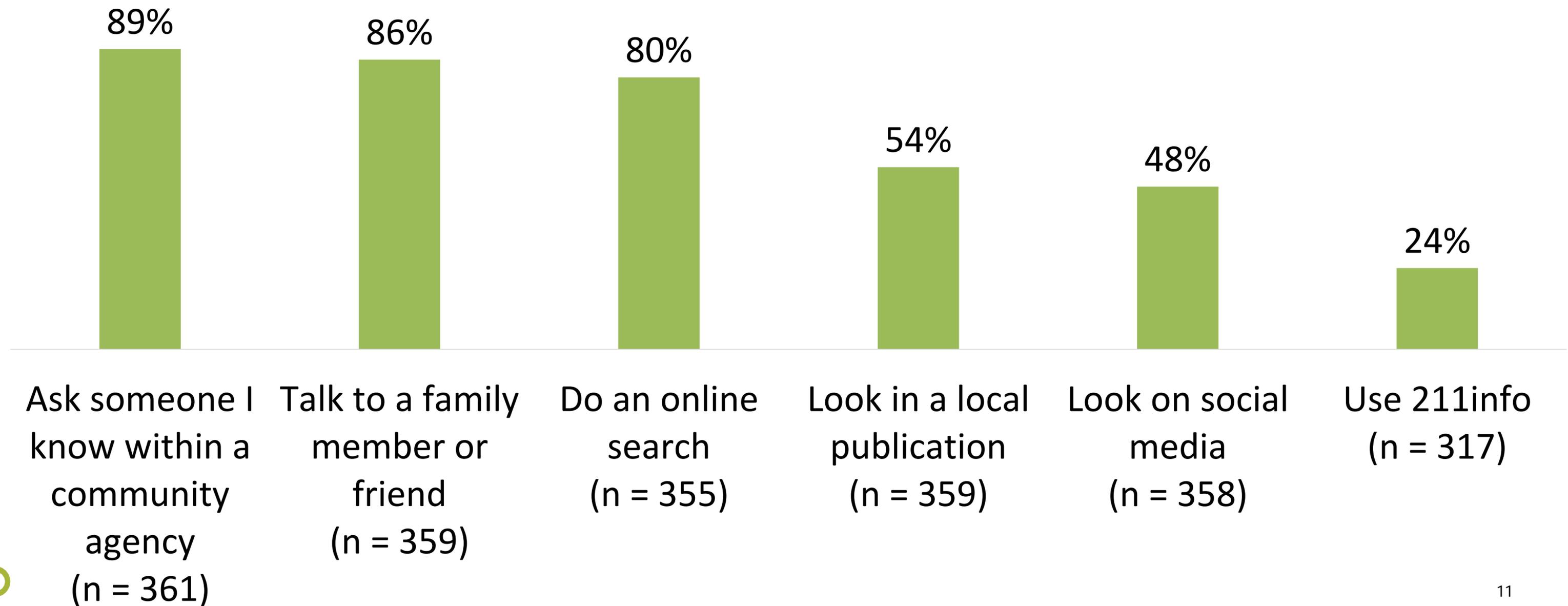
Barriers to Participating in HV Programs

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



Of those who said they know where they'd go to find out more about HV supports, they would...

% all respondents saying **Yes**





What are some implications for these findings?

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Outreach

Messaging

Tailoring

Capacity-building

...

For more info, contact:

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