

CalWORKs Home Visiting Program

Findings of the Outreach Pilot

Background

The CalWORKs Home Visiting Program (HVP) launched an outreach pilot in November 2023 and 20 counties volunteered to participate. The California Department of Social Services (CDSS) conducted the pilot in response to the Communication and Outreach strategy recommendations made in 2022 meetings of the Continuous Quality Improvement Workgroup.¹ This pilot focused on increasing awareness of the CalWORKs HVP program and participant enrollment. Counties tailored automated voicemail messages and emails for selected CalWORKs program recipients who had not participated in HVP services in the prior year and had a child younger than age 2. The CDSS sent the county-specific voicemails and emails to recipients. This resource summarizes the lessons learned in the pilot.

Examples of outreach messages that counties tailored

Voicemail. The CalWORKs Home Visiting Program provides guidance, coaching, access to prenatal and postnatal care, early learning resources, and other health and social services for you and your child. To learn more about how to get started, visit [CalWORKs HVP web page or county email/phone/website].

Email. The California Department of Social Services invites you to learn more about the CalWORKs Home Visiting Program. The Home Visiting Program is a voluntary program that pairs you with a trained professional who makes regular visits to your home to provide guidance, coaching, access to prenatal and postnatal care, early learning resources, and other health and social services for you and your child. This program is available at no charge. To learn more about how to get started visit: [county/e-mail/phone/website]. You may also visit [CDSS CalWORKs HVP webpage link] to learn more about the program and receive a direct link to find a home visiting program near you.

Data analyzed

- Qualitative data. The CDSS collected counties' reflections about their participation in the pilot in a post-pilot web survey.
- Quantitative data. The CDSS collected enrollment data with the HVP-19 data collection tool.

Lessons learned

- The coordination from CDSS minimized the workload burden on counties.
- Counties are interested in collaborating with CDSS on future outreach pilots.
- Future pilots should explore outreach methods beyond emails and phone calls.
- About 40 percent of the counties that participated in the outreach pilot indicated in a post-pilot survey that their outreach produced a slight increase in interest in the HVP.
- Counties suggested that in the future, the timing of outreach should not conflict with holidays.

Opportunities for improvement

- Improve communication between counties and the CDSS outreach team when sending out messages.
- Improve data submission and sharing between CDSS and counties through the HVP-19 redesign.
- Reduce the number of delays by building an extended plan for future outreach campaigns.

Looking ahead

Counties that completed the post-pilot survey provided substantial input on strategies to refine outreach, and 77 percent said they were interested in participating in future CDSS outreach initiatives. The CDSS will use this feedback to design future outreach pilots and develop strategies.

¹ More information on the recommended strategies and the HVP CQI workgroup meetings can be found in the [Strengthening the CalWORKs Home Visiting Program](#) report.