

CalWORKs Combined Continuous Quality Improvement and Community of Practice Workgroup Convening

April 23, 2026



/ **Please mute yourself**

/ **Please use chat for questions**



Introductions (1/2)

/ California Department of Social Services (CDSS)

- Ryan Tsukiji, Program Evaluation Manager

/ CDSS HVP Unit

- Josephine Wilson
- Krista Meek
- Halimah Anderson

/ We'd like to know who is in the room! Please share in the chat:

- Name; County you Represent
- One thing your community does really well to support families

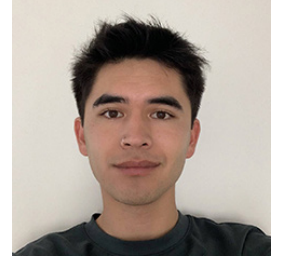
Mathematica



Nickie Fung



Anna Beckham



Ryan Fiorito



Agenda

- / **County Success Stories**
- / **HV-REACH Family Engagement Toolkit Presentation**
- / **Small Group Facilitated Discussion**
- / **Wrap Up**



HVP Success Stories

- The California Department of Social Services (CDSS) is celebrating [National Home Visiting Week](#) and recognizing the professionals who make this work so impactful. National Home Visiting Week (April 20th-24th) is a yearly observation to celebrate and recognize home visitors and the positive impact they make on maternal and child health outcomes.
- Today we are highlighting two success stories one from Santa Cruz and one from Sacramento.
- The stories highlight program success and how it can be used to raise awareness about the program.
- We invite you to celebrate your staff and inspire other counties!





HVP Outreach Success Stories

/ **Santa Cruz – Home Visitor**

- A pregnant client who is HIV positive was referred to the Nurse Family Partnership HVP by a partnering County Public Health program.
- The home visitor was there to support the client in many ways during her pregnancy by helping with medical billing, employment coaching, and supporting with the child's developmental milestones.
- The conversations, resources, and education that the Public Health Nurse shared with her client helped increase her confidence, ability to manage the complex medical insurance systems, parenting skills and bond with her child.
- As her tenure with the Home Visiting Program was ending, she referred friends and acquaintances to the program, which is an illustration of a successful experience.

/ **Key Takeaway**

- Internal outreach can provide referrals.
- Home visiting provides trusted, consistent support that empowers clients to navigate complex systems, build confidence, and create lasting stability for families.

/ **Sacramento – Client Success**

- A recently resettled Afghan family of seven was referred to the FRC through neighbors and faced language barriers, limited resources, and unmet basic needs.
- Through five months of home visiting, the family received developmental screening, referrals (Help Me Grow, SCOE, Head Start), and ongoing translation support to access services.
- Parents reported increased parenting knowledge, confidence, and awareness of their children's health and developmental needs.

/ **Key Takeaway**

- Word-of-mouth referrals are an effective way to engage families, particularly within close-knit communities.
- Culturally responsive, language-accessible services help families navigate systems and access critical resources.
- Holistic, relationship-based support can improve housing stability, meet basic needs, and strengthen parenting capacity.



CalWORKs HVP Outreach Strategy Timeline

/ In 2023 CalWORKs HVP Launched the Pilot outreach Campaign

- In response to the Communication and Outreach strategy recommendation
- To increase CalWORKs HVP program awareness and participant enrollment
- 20 counties participated

/ In 2025 CalWORKs HVP Outreach Campaign

- In response to the 2023 Outreach pilot results and the CQI Workgroup recommendations
- To incorporate lessons learned from the 2023 Outreach pilot and build on successes
- 17 counties participated

/ 2026 CalWORKs HVP Annual Outreach Campaign

- In recognition of National Home Visiting Week
- To build onto successful results from the 2025 outcome summary
- To continue increased CalWORKs HVP awareness and participant enrollment



Understanding and Expanding the Reach of Home Visiting (HV-REACH)

**Introducing the HV-REACH Family Engagement Toolkit:
A Resource for Improving Outreach, Recruitment, and
Retention in Early Childhood Home Visiting**

Presentation for the CalWORKs Home Visiting Program
Continuous Quality Improvement Work Group

April 23, 2026

Rebecca Kleinman and Jessica F. Harding
(Mathematica)



Introductions (2/2)



Becky Kleinman
Project director



Jessica Harding
Senior advisor



Disclaimer

The views expressed in this presentation are solely the opinions of the author(s) and do not necessarily reflect the official policies of the U.S. Department of Health and Human Services, the Health Resources and Services Administration, or the Administration for Children and Families, nor does mention of the department or agency names imply endorsement by the U.S. Government.



Agenda and learning goals

/ **Overview of the Family Engagement Toolkit**

- Learn what's in the toolkit and what its purpose is

/ **Explore the toolkit on your own**

- Flip through to see the contents of the toolkit

/ **Try out and discuss a self-assessment**

- Explore how programs can use the toolkit to strengthen engagement

/ **Brainstorm opportunities to use the toolkit**

- Reflect on how you can use the toolkit or support its use



Poll #1: Who's in the audience

/ Who's in the audience?

- State CDSS staff
- State MIECHV Program staff (Dept. of Public Health)
- County Health and Human Services Agency (HHSA) administrators
- Home visiting program staff (from HHSA or partner organizations)
- Family advocates
- Home visiting model representatives
- State legislative staff
- Others



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Passcode: hjqz66



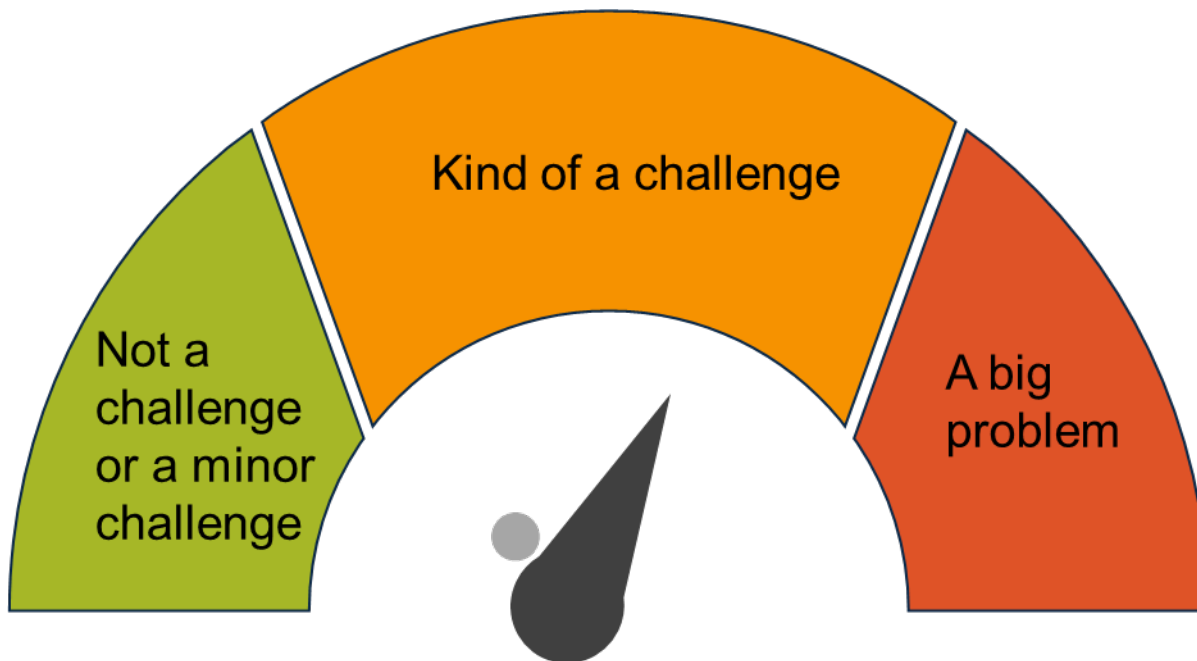
Poll #1: Who's in the audience?

① The Slido app must be installed on every computer you're presenting from



Poll #2: Is family engagement a challenge?

How big of a challenge are outreach, recruitment, or retention for the programs you work with?



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Poll #2: How big of a challenge are outreach, recruitment, or retention for the programs you work with?



Overview of the Family Engagement Toolkit



Toolkit purpose and structure

/ Purpose

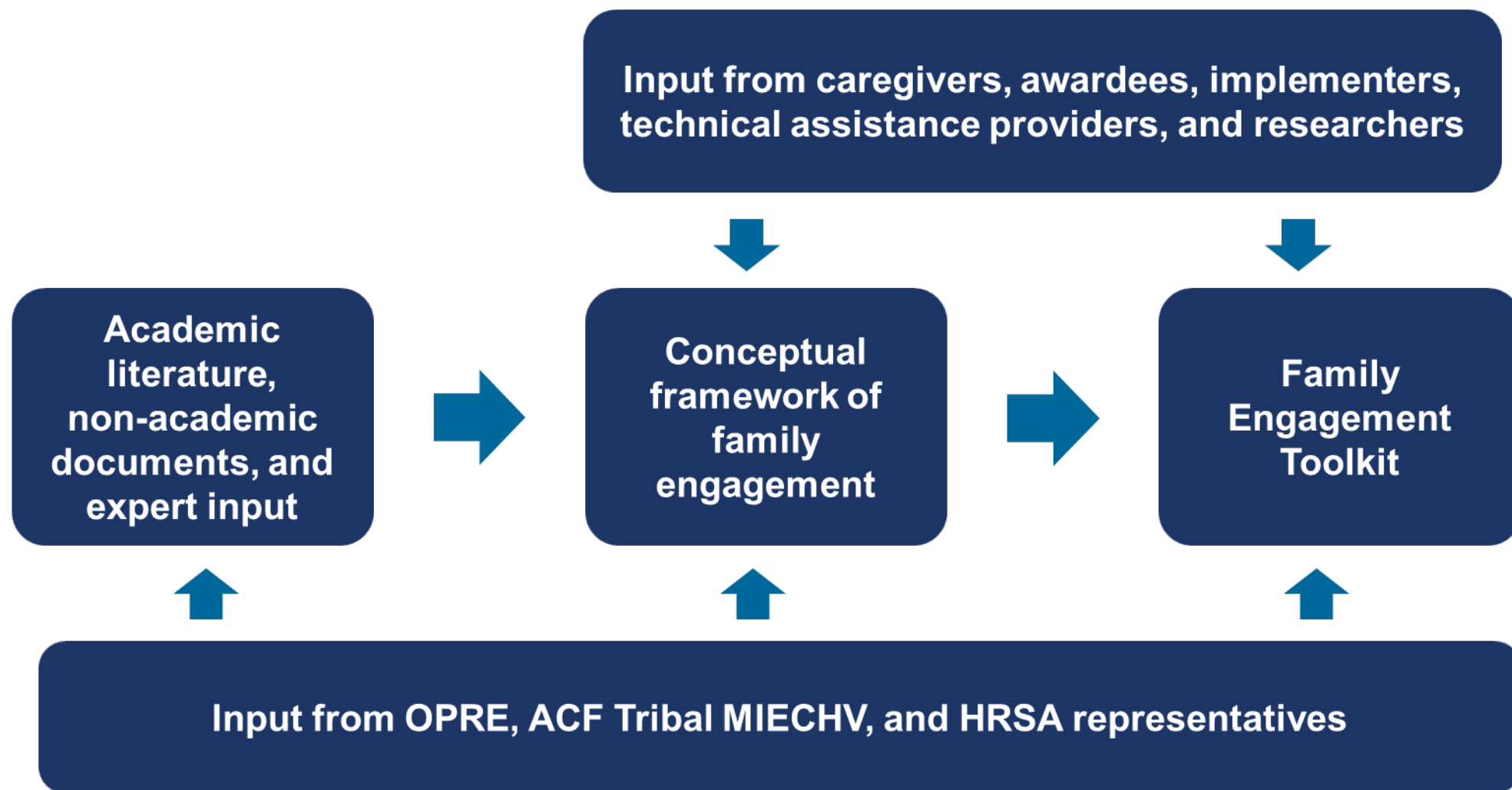
- Translate knowledge about how to engage families into actionable steps
- Provide a tool that home visiting programs can use to problem-solve engagement challenges
- Be adaptable to fit different communities

/ Structure

- Six sections, which include worksheets, strategies, tips, and resources
- Sections are designed to help programs see where they have challenges engaging families, and consider next steps



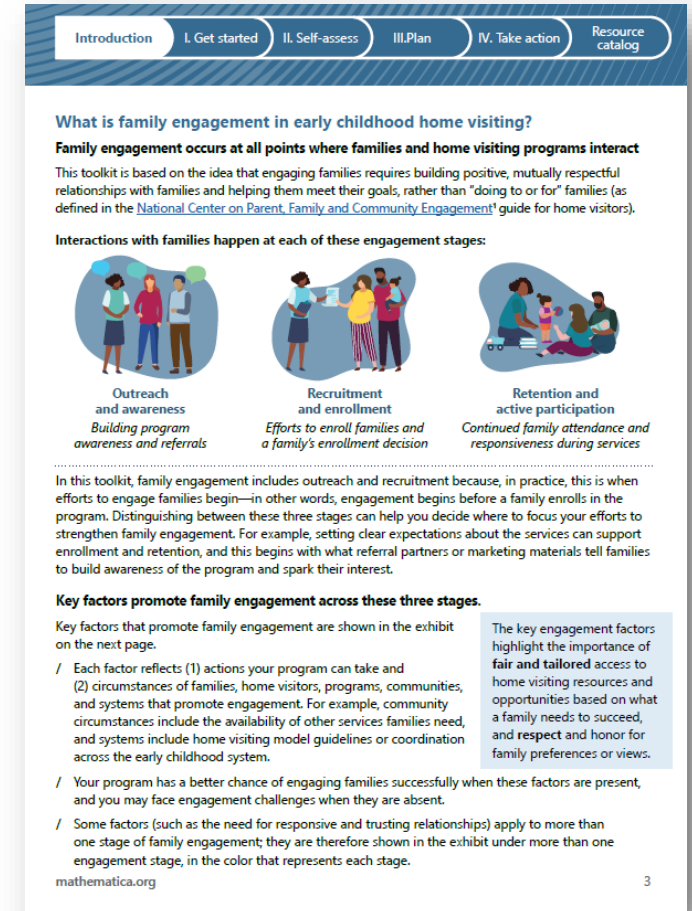
Creating the toolkit





Toolkit preview: Introduction

- / **Goal: Understand that family engagement occurs at all points where families and home visiting programs interact**
- / **Includes key factors that promote engagement at the stages of:**
 1. Outreach and awareness
 2. Recruitment and enrollment
 3. Retention and active participation





Toolkit preview: Get started

- / **Goal: Assemble a program improvement team to work through the toolkit.**
- / **Includes tips for whom to include and how to structure meetings**

[Introduction](#) [I. Get started](#) [II. Self-assess](#) [III. Plan](#) [IV. Take action](#) [Resource catalog](#)

I. Get started: Assemble your team

Objectives

This section helps you prepare to use this Family Engagement Toolkit. In this section, you will:

- / **Decide** who to involve in the work to improve engagement.
- / **Consider** options for how to come together as a team based on people's availability and how you'd like to collaborate.

Who should be involved in improving family engagement?



Choose a core team

A small, core team helps to keep group work manageable. Depending on the focus of your work and how your program is staffed, a core team may include the program leader, outreach coordinators, home visitors, staff who work with data (such as data administrators), and others. Their opinions matter and can be different from leaders' viewpoints.

If you have worked with home visiting families or community leaders in the past (such as through a parent or community advisory board), you might ask them to join your core toolkit team. If not, [Section III. Plan](#), has ideas on involving them, and you can consider developing an action plan to involve them. Still, some programs may need more support to meaningfully involve families or community leaders.



Choose one person to manage your work

One core team member can be responsible for setting agendas and goals and monitoring activities to keep everyone on track. This person might still assign responsibilities to others to spread out the work.



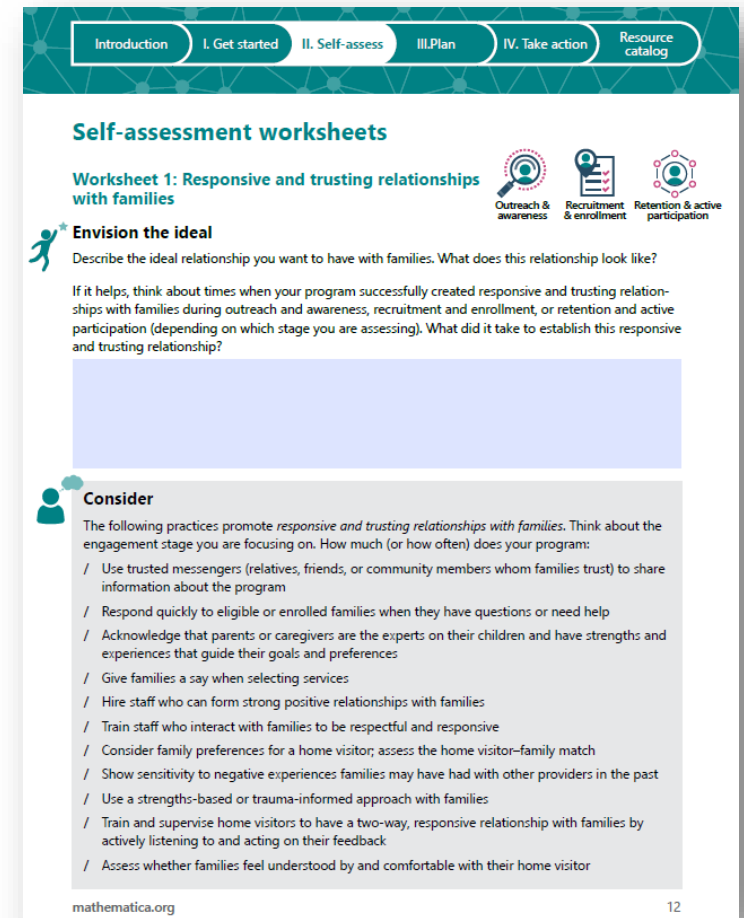
Include others when needed

Given the range of staff and partners involved with your program and their availability, there may be others with important perspectives or experiences who are not available for the core team or do not need to join each activity. Consider asking if they can share input separately (verbally or in writing) or if they can join select (but not all) meetings of the core team. For instance, someone with evaluation experience may not need to complete the self-assessment but could help monitor the success of new strategies. As you move from the self-assessment to developing an action plan, think about others who are invested in the challenge you prioritized.



Toolkit preview: Self-assess (1/3)

- / **Goal: Choose a specific improvement opportunity**
- / **Includes seven self-assessment worksheets teams can use to reflect on areas for improvement**





Toolkit preview: Self-assess (2/3)

Worksheet 1

Worksheet 2

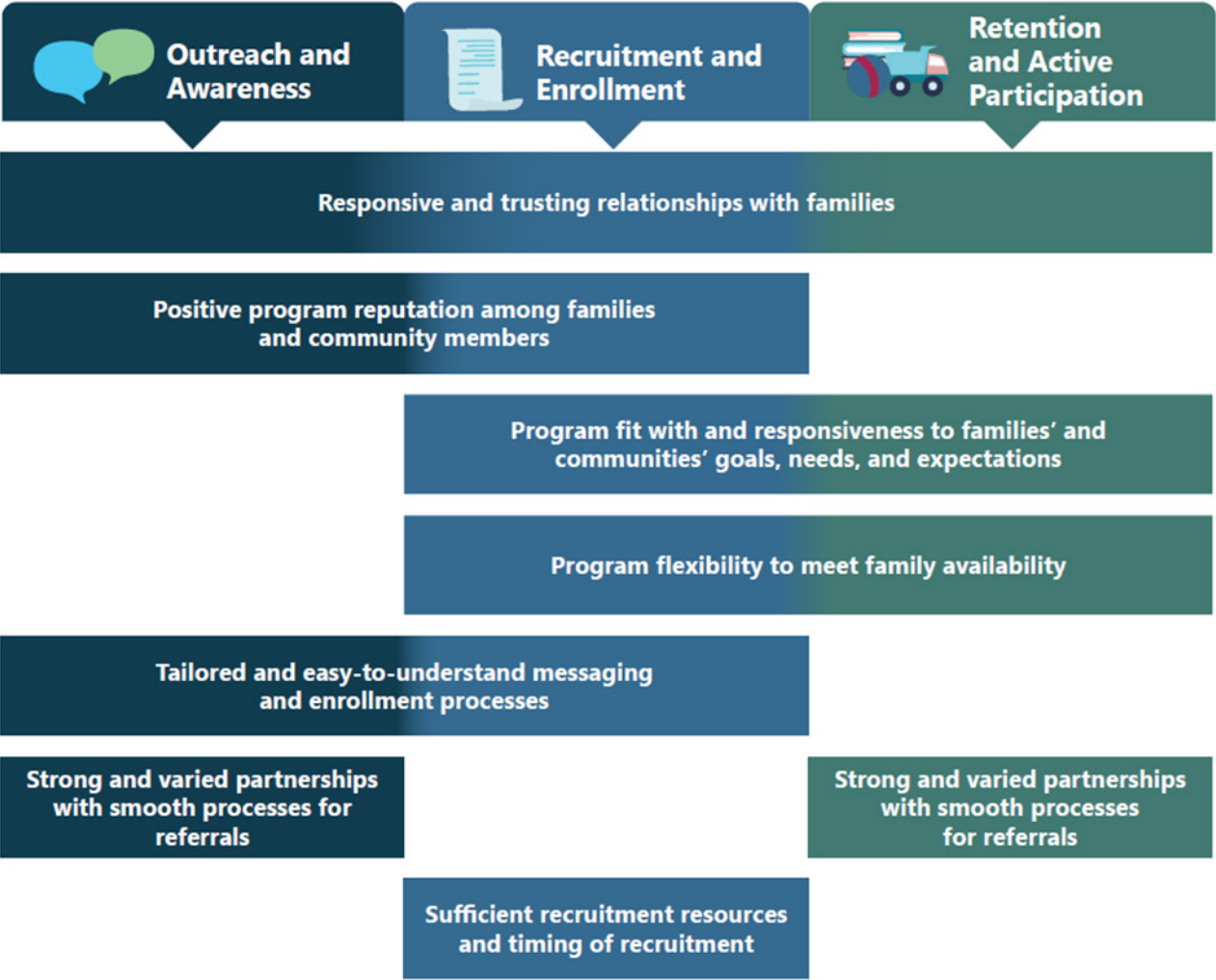
Worksheet 3

Worksheet 4

Worksheet 5

Worksheet 6

Worksheet 7





Toolkit preview: Self-assess (3/3)

- / Based on the self-assessments, teams prioritize one challenge or opportunity for improvement
- / Teams consider what they are motivated to address, what's urgent, what resources are available, and other factors

Introduction

I. Get started

II. Self-assess

III. Plan

IV. Take action

Resource catalog

Prioritize

Now that you've completed the self-assessment, what challenge will you tackle first? Don't try to improve everything at once. Follow these steps to help you prioritize one challenge or opportunity to focus on while [action planning](#) (Section III).

1: Review your self-assessment ratings. Use the ratings you recorded at the bottom of each self-assessment worksheet to identify the engagement factor(s) (that is, the worksheet titles) that most need to improve. Pay attention to major mismatches between your ideal and existing practices, or major differences in how you interact with certain types of families.

Use this space to record the factor(s) you think most need improvement:

2: Answer the following questions to help you select a challenge or opportunity to start with. The questions will help you narrow the list of factor(s). If you prefer to use a group activity to prioritize a challenge, the tip box at the end of this section has some ideas.

Thinking about the challenges and opportunities you identified:	Notes
What is the team most motivated to address? Why is this important?	
Is there a natural way to order the challenges? Which one is most urgent? Which one(s) are quick wins that can help your team build momentum or create the opportunity you would need to address a different challenge?	
Do your data support one challenge as the most important to address? For instance, consider the number of participants or staff affected by the challenge.	
What resources might help—or what barriers might hurt—your ability to address each challenge? Is your team prepared to use those resources to get ahead of the barriers? Think about your budget and possible requirements from model developers or funders, among other factors.	



Toolkit preview: Plan (1/2)

- / Goal: Develop a SMART goal and an action plan for achieving it
- / Includes six strategies for improving engagement, an example of an action plan, and a fillable worksheet teams can use to create their own action plan

Introduction I. Get started II. Self-assess III. Plan IV. Take action Resource catalog						
Action Plan Example 1						
This worksheet is an example only; a fillable table is below.						
SMART goal: Increase enrollment among families from three selected outlying and rural counties, from an average of 1 family per month to 3 per month by November 1, 2026.						
Action step	Tasks	Measure(s) of success	Person(s) responsible	Timeline	Resources required	Notes/updates
Identify trusted individuals or organizations from each county that serve eligible families	1. Develop a list of local organizations and community leaders that are trusted for supporting families we hope to serve 2. Identify any that are already partners 3. Review with home visitors	Produced a comprehensive list of potential partners	Outreach coordinator	11/1/25–12/20/25	List of current partners	Complete
Hold focus groups to understand our reputation in the counties and families' home visiting needs, preferences, and concerns (discussed in Strategy 3)	1. Invite representatives from trusted organizations in each county to a focus group; ask if they can co-host a focus group for potentially eligible families 2. Prepare focus group discussion questions 3. Hold one focus group with representatives and one with families; review notes and identify insights	Completed focus groups; summary of insights	Outreach coordinator	1/3/26–3/31/26	Convenient focus group space; focus group facilitators; money for incentives for attendees	Complete; updates to action plan based on feedback not started
Develop and test messaging and materials tailored for rural counties (discussed in Strategy 4)	1. Develop messaging and materials based on focus group insights 2. Ask home visitors and focus group attendees for feedback on messaging and materials 3. Make changes based on their feedback	Updated materials; focus group attendees rate materials positively	Outreach coordinator	4/1/26–4/30/26	List of focus group attendees; current marketing materials	Complete; printed 100 new flyers
Develop and implement formalized processes to support new referral partnerships (discussed in Strategy 6)	1. Meet with potential partners in person to discuss program and referral and enrollment process 2. Identify a liaison at each interested partner 3. Make a referral process map, with clearly defined roles and action steps; review with each new liaison	At least one potential partner in each county agrees to partner; they rate referral process as smooth	Program director	5/1/26–6/30/26	Updated list of potential partners, materials, and pitch; brief feedback survey	In progress
Track referrals and enrollment	1. Review referrals and enrollment by county each month against goals 2. Meet with partners monthly to share a data summary and work out issues; revise referral map as needed	Get 8 referrals, 3 enrollees per month	Data administrator	6/1/26–11/1/26	Administrative data extracts	Not started
mathematica.org 32						



Toolkit preview: Plan (2/2)

/ The strategies have ideas teams can pull from as they develop action plans

1 Support outreach staff and home visitors to build trusting and positive relationships with families

- / Learn about relationship-based competencies—the key knowledge, skills, and practices for home visitors
- / Adopt relationship-based and strengths-based practices

4 Review and test messaging and enrollment processes for reaching new families

- / Get feedback on messaging and enrollment processes
- / Tailor and test messages and formats for people with different backgrounds and experiences
- / Use best practices for message content

2 Identify who your program is and isn't reaching

- / Review program data
- / Compare your program data to your program's intentions
- / Compare your program data to available data about your community

5 Involve community and family members in improvement efforts

- / Actively involve family members in improving the program
- / Empower families to be parent leaders
- / Formalize parent leader and community member involvement

3 Understand your program's reputation in the community

- / Talk with families you are serving
- / Get input from a broader set of community members and partners

6 Build and maintain partnerships to extend your program's reach and link families to services

- / Identify community partners
- / Invest in strengthening relationships



Toolkit preview: Take action

- / **Goal: Consider next steps for implementing the action plan**
- / **Includes tips and resources for implementing the action plan, including guidance for assessing progress and deciding next steps**

The screenshot shows a digital interface for a toolkit. At the top, a purple navigation bar contains five tabs: 'Introduction', 'I. Get started', 'II. Self-assess', 'III. Plan', and 'IV. Take action' (which is highlighted). To the right of these tabs is a 'Resource catalog' link. Below the navigation bar, the section 'IV. Take action' is displayed in a purple header. The content includes a sub-section 'Objectives' with a paragraph and three bullet points. A longer paragraph follows, discussing the availability of resources and the challenges of implementation. Another paragraph provides advice on involving the core team. The section concludes with a sub-section 'Put your action plan into practice' and a 'Be flexible' sub-section.

Introduction I. Get started II. Self-assess III. Plan IV. Take action Resource catalog

IV. Take action

Objectives

Now that your team has an action plan, the next steps are to use it, track the results, and assess whether you have met your SMART goal and are ready to move on to a new challenge. Using new strategies involves trial and error, and the resources in this section will help your team through the following process:

- / **Put your action plan into use.** Maintain an attitude of flexibility as you try new approaches. A program improvement framework can offer guidance and structure. If your action plan includes a new strategy or approach, decide whether to conduct a pilot test first to try it in a limited way—and refine it—before implementing it widely.
- / **Track results and assess progress.** Track the results of new approaches and assess your overall progress toward your SMART goal.
- / **Make a decision based on evidence.** Use the information you gathered to decide how to proceed. Consider whether an evaluation would give you needed information and be possible within your resources and capacity.

Because rich resources already exist on these topics, this section summarizes key points. Selected resources on these topics are available in this section and in the [Resource Catalog](#). (For example, see [Continuous Quality Improvement Toolkit: A Resource for Maternal, Infant, and Early Childhood Home Visiting Program Awardees](#).) Still, implementing, assessing, and sustaining new strategies is hard to achieve and can bring new obstacles. We encourage you to review this section for information or resources that you find helpful. Some programs may prefer to skip ideas (such as conducting a pilot test) they don't have the time or capacity for, and some may be able to access hands-on support from a TA provider, funder, model developer, a peer learning collaborative (such as the [Home Visiting Collaborative Improvement and Innovation Network](#)¹⁸ [HV-CollIN]), or another resource.

Remember to reconsider who to involve when implementing your action plan. Are there people outside your core team with knowledge or experience about the tasks you will work on (and do they have time)? If your strategies involve a new approach to programming, will home visitors or other staff who are not on the core team be part of the initial pilot?

Put your action plan into practice

Be flexible

Your action plan already has sequenced action steps and tasks, measures to indicate whether your efforts are successful, a time frame, and a person or people responsible for carrying out the tasks. But plans often evolve over time as teams try new ideas with mixed success. It will be helpful if your team



Toolkit preview: Resource catalog

- / Goal: Go deeper into topics in the toolkit by exploring publicly available resources
- / Organized by toolkit section, with a brief description of each resource

IntroductionI. Get startedII. Self-assessIII. PlanIV. Take actionResource catalog				
Ref. #	Toolkit section	Relevant topic	Description	Type
1.	Introduction	• Family and home visitor relationship	Relationship-Based Competencies to Support Family Engagement: A Guide for Early Childhood Professionals Who Make Home Visits ¹ and companion resources from the National Center on Parent, Family, and Community Engagement describe the knowledge, skills, and practices that home visitors need to engage with parents and families. These relationship-based competencies were developed for Head Start and Early Head Start home visitors but may apply to other home visiting programs. This resource includes examples for building goal-directed partnerships between home visitors and families as well as professional development resources. The ideas are based on the Head Start Parent, Family, and Community Engagement Framework . ²	Foundational knowledge
	Strategy 1	• Relationship-based competencies		
2.	Introduction	• Engagement stages • Factors that promote engagement	Understanding Family Engagement in Home Visiting: Literature Synthesis ³ from the HV-REACH project, informs program practitioners and policymakers about factors and strategies that facilitate family engagement in home visiting and barriers to engagement.	Foundational knowledge
3.	Get started	• Reviewing program data	HRSA's Summary of MIECHV Program Performance Measures ⁴ defines performance measures that MIECHV grantees are required to collect and report. It may inspire ideas for measures that program teams can more easily monitor. There are 16 performance measures across six benchmark areas. The benchmark areas are listed on HRSA's MIECHV Data & Continuous Quality Improvement webpage.	Foundational knowledge
4.	Self-assess	• Meeting facilitation • Reflecting and setting priorities	The following list is a sample of resources on human-centered design and interactive group facilitation activities: • The Strengthening Working Families Initiative's Tip Sheet: Team-Based Activities to Address Challenges⁵ has instructions on conducting team activities for understanding the problem (problem tree analysis and visualize the vote), brainstorming solutions (creative matrix), and prioritizing solutions (importance-difficulty matrix). • Luma Institute's compilation of human-centered design methods⁶ includes guidance for using a problem tree analysis,⁷ the What's on Your Radar⁸ method, and an importance-difficulty matrix⁹ as well as many other methods. • Liberating Structures has a menu of creative activities¹⁰ to use during team meetings in place of traditional approaches.	Toolkit Menu of activities; activity Menu of activities



Explore the Toolkit



Explore the toolkit (2)

/ On your own

- Navigate to the Family Engagement toolkit and flip through it

<https://acf.gov/sites/default/files/documents/opre/opre-family-engagement-toolkit-sep25.pdf>



3 min





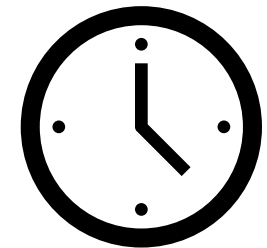
**Try out and discuss
a self-assessment**



Take the self-assessment

On your own

- Focus on Worksheet 1: Responsive and Trusting Relationships with Families
- Think about a home visiting program you work with or combination of programs you're familiar with
- Consider how you would complete the worksheet with the recruitment and enrollment stage in mind
 - Examples of common *recruitment and enrollment* topics: Recruiting certain types of families, obtaining referrals from key partners, the process for enrolling families, etc.



10 min

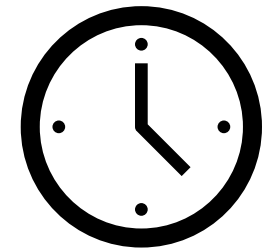
Then, small group discussion



Self-assessment: Small-group discussion

In breakout groups, discuss your observations

1. Did you observe common ground in the strengths, challenges, and opportunities that you thought about?
2. Did the practices in the Consider box resonate with you, or the program(s) you had in mind?
3. What about the self-assessment do you see as being most valuable for you, or the program(s) you had in mind?
4. Based on what you've learned about the whole toolkit, what do you see as being most valuable about it overall?



17 min

Instructions:

- You will be assigned to 1 of 5 breakout rooms



Poll #3: Your impression of the self-assessment

- a. **Did any challenges or opportunities in the self-assessment resonate with you or the programs you support?**

Yes or maybe, No or probably not, Not applicable to my role

- b. **What challenges or opportunities resonated with you?** (word cloud)



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Poll #3a: Did any challenges or opportunities in the self-assessment resonate with you or the programs you support?



Poll #3b: What challenges or opportunities in the self-assessment resonated with you?



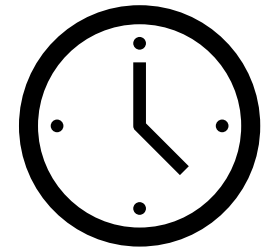
Brainstorm opportunities to use the toolkit



Using the toolkit: Small-group discussion

How might you use this toolkit with your program team, or help programs to use it?
Consider:

1. How might you incorporate the toolkit into your usual work?
2. How would you explain the toolkit's purpose or benefits to others?
3. What might get in the way of using the toolkit? What supports might be helpful to address those barriers?



12 min



Using the toolkit: Share your takeaways

What idea(s) resonated with you when thinking about how you might use the toolkit or support its use?

Respond in Slido to share your takeaways or impressions from the small group discussion.



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Small group takeaways: What idea(s) resonated with you when thinking about how you might use the toolkit or support its use?



Questions and closing



Poll #4: Final thoughts

a. **Will you review the toolkit further after this meeting?**

Yes, Maybe, Probably not, Not applicable to my role

b. **Will you use the toolkit, or support programs in using it (depending on your role)?**

Yes or maybe, No or probably not, Not applicable to my role



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Poll #4a: Will you review the toolkit further after this meeting?



Poll #4b: Will you use the toolkit, or support programs in using it (depending on your role)?



Final thoughts



/ **Access the toolkit on your own!**

<https://mathematica.org/publications/family-engagement-toolkit>

/ **We welcome your feedback**

- Rebecca Kleinman, project director
RKleinman@mathematica-mpr.com



Wrap-Up



Post meeting Resources

- / Expect slides in a later email



Next Steps

- / Post meeting survey via email to share additional comments, questions, and feedback
- / Next CoP/CQI meeting will explore opportunities to use HV Reach Tool Kit and highlight successful outreach strategies



Questions or concerns?

- / Email us at CaWORKsHVP@dss.ca.gov