

# CalWORKs Home Visiting Program (HVP) Continuous Quality Improvement (CQI) Partner Convening

December 4, 2023



/ **Please mute yourself**

/ **Please use the Q&A feature for questions or  
raise your hand**



# Introductions

**/ CDSS HVP Unit**

**/ Mathematica**

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

- **Name**
- **Location**
- **Role**
- **What has brought you joy recently?**



# Meeting purpose

- / Provide an overview of the report, including recommendations that the CalWORKs HVP CQI workgroup identified to enhance the program**
- / Describe how the recommendations have informed CDSS activities, including a current pilot**



# Agenda

- / **Overview of CalWORKs HVP CQI workgroup recommendations report**
- / **Sharing the report**
- / **Strategy spotlight: HVP Outreach Pilot Initiative**
- / **Next steps**
- / **Discussion**



# **Overview of CalWORKs HVP CQI workgroup recommendations report**



# Why is CQI important for home visiting?

- **Home visiting utilizes different strategies to achieve common outcomes across the system**
- **Outcomes are driven by families' goals, which vary depending on their unique needs and contexts**
- **CalWORKs HVP outcomes and other requirements are established by statute**



# CalWORKs HVP CQI workgroup

**Welfare and Institution Code [11330.6 - 11330.9]**

**/ The Continuous Quality Improvement (CQI) workgroup shall be maintained indefinitely to provide continuous quality improvement, utilizing the data collected and shall biennially provide technical assistance to county home visiting programs.**



# HVP CQI workgroup meetings

## **December 2020**

Discussed opportunities identified by HVP clients

## **March 2022**

Identified challenges related to two areas for improvement: (1) families' awareness of the HVP and (2) barriers limiting families' participation

## **May 2022**

Refined statements about challenges and brainstormed the root causes and effects of the challenges

## **July 2022**

Brainstormed and prioritized solutions

## **September 2022**

Mathematica summarized the workgroup's recommendations and workgroup provided feedback



# Report: Strengthening the CalWORKs Home Visiting Program

## / Motivation

- Acts as a roadmap of the CalWORKs HVP and CQI efforts
- Aims to highlight contributions of the workgroup

## / Process

- Led by Mathematica with support of CDSS
- Requested and incorporated feedback from workgroup members

## / Content

- Overview of CalWORKs HVP and the CQI workgroup
- Implementation of the CalWORKs HVP
- CQI workgroup recommendations



# Workgroup recommendations

/ **Strategies are organized around four ‘strategy snapshots’ that reflect the workgroup’s feedback:**

1. Communication and outreach
2. Tools to facilitate coordination
3. Professional development and communities of practice
4. Building trust and enhancing equity





# Strategy snapshot: Communication and outreach

## / **Motivation**

- Streamline program requirements
- Increase staff and families' awareness of program
- Maximize referrals and program enrollment

## / **Example strategies**

- Hold staff trainings on eligibility requirements, program benefits, and enrollment procedures.
- Advertise CalWORKs HVP through media campaigns with testimonials from families.
- Use text message outreach with eligible families.
- Partner with *promotores* and community health workers to spread the word about home visiting programs.



# Strategy snapshot: Communication and outreach 2

## / **How would strategies benefit families?**

- More awareness of the CalWORKs HVP would lead to more families enrolling in the program and obtaining essential services.
- Testimonials from past participants could build trust in the CalWORKs HVP.
- Inclusive, accessible marketing materials would deepen understanding of service offerings and requirements.



# Strategy snapshot: Tools to facilitate coordination

## / **Motivation**

- Maximize referrals and program enrollment
- Improve coordination among program staff

## / **Example strategies**

- Create accessible, centralized platform to store, track, measure, and share data.
- Establish state data measures that align with the home visiting models to avoid overburdening partners with additional data collection.
- Revisit data collection points and how they are being used.
- Co-locate staff and partners to increase collaboration and cross-system knowledge.



# Strategy snapshot: Tools to facilitate coordination 2

## / **How would strategies benefit families?**

- Raised awareness of available resources among staff working with eligible families will lead to more families enrolling in the program.
- Sharing information between CalWORKs HVP and partner staff will lead to more referrals.
- Improved coordination among staff increases efficiency and alignment between service offerings.



# Strategy snapshot: Professional development and communities of practice

## / **Motivation**

- Increase awareness of program
- Maximize referrals and program enrollment
- Improve coordination among program staff
- Build trust with families



# Strategy snapshot: Professional development and communities of practice 2

## / **Example strategies**

- Survey staff about professional development needs and experiences.
- Create state-level guidance on professional development and allow counties to tailor trainings.
- Deliver cross-department/cross-agency trainings and orientations.
- Create a community of practice with partners and providers to:
  - Share successes and challenges
  - Brainstorm solutions to challenges



# Strategy snapshot: Professional development and communities of practice 3

## / **How would strategies benefit families?**

- Better trained staff could form stronger relationships with families, building families' trust in the CalWORKs HVP and increasing satisfaction with the program.
- Pain points would be identified through community of practice, allowing staff to address challenges, improve coordination, and more effectively support families.



# Strategy snapshot: Building trust and enhancing equity

## / **Motivation**

- Streamline program requirements
- Increase staff and families' awareness of program
- Build trust with families

## / **Example strategies**

- Invite families to participate in meetings and give input on services, with CalWORKs HVP leaders potentially co-designing services with parent leaders.
- Create a mechanism to evaluate policies, procedures, and practices to ensure they do not perpetuate racism or other inequities.



# Strategy snapshot: Building trust and enhancing equity 2

## / **How would strategies benefit families?**

- Incorporating families' perspectives into the program's design ensures responsive and supportive services that better meet the needs of families.



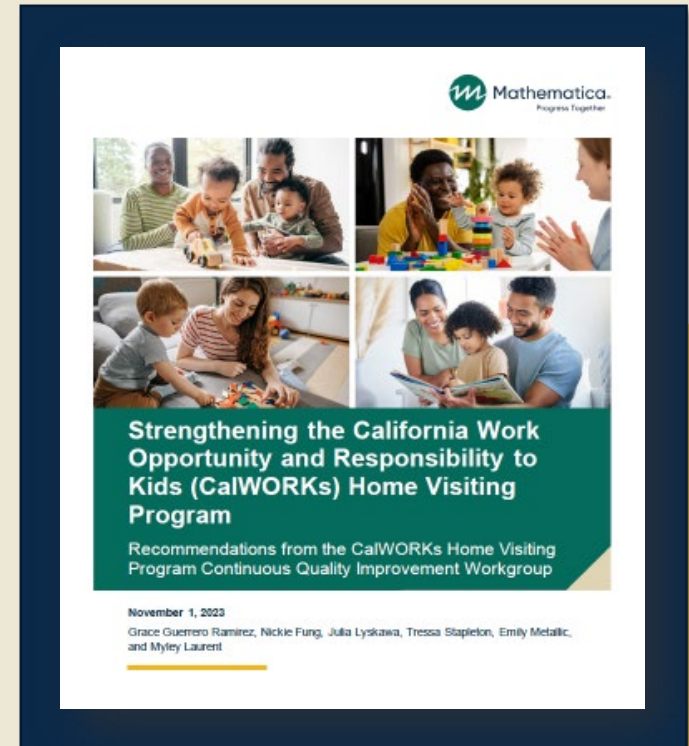
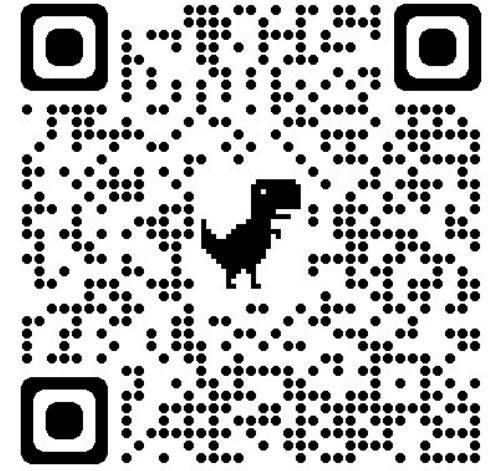
# **Experiences participating in workgroup activities**





# Sharing the report:

## Strengthening the CalWORKs Home Visiting Program





# **Strategy spotlight: HVP Outreach Pilot Initiative**



# CalWORKs HVP Outreach Pilot Initiative

## / **Strategy snapshot: Communication and outreach**

### / **Goal**

- Increase CalWORKs HVP program awareness and participant enrollment

### / **Planning**

- Surveyed HVP counties
- Offered flexibility of message language



# Outreach Pilot Initiative: Target Population

## / Who?

- Messages sent to:
  1. CalWORKs program recipients with a child under age 2,
  2. Who had not been offered HVP services in the prior year, and
  3. Received services through the select counties within the pilot
- Population
  - Either 2% or 4% of the total eligible population based on MEDS Q1 2023 data
  - 2% for larger counties such as Los Angeles and 4% for smaller counties such as San Luis Obispo
  - All counties who opted into the pilot were messaged



# Outreach Pilot Initiative

## / **How?**

- Launched voicemail and e-mail messages to clients

## / **When?**

- Messages sent November 2023





# **Outreach Pilot Initiative: County participants**





# CalWORKs HVP CQI next steps to explore



## **Improve Communication and Outreach**

- Outreach Pilot Initiative
- Develop a comprehensive outreach approach



## **Strengthen Tools to Facilitate Coordination**

- Early Childhood Home Visiting Collaborative – Statewide Workgroup
- Revise the CalWORKs HVP data collection tool (HVP-19)



# CalWORKS HVP CQI next steps to explore 2



## **Implement Professional Development and Communities of Practice**

- Early Childhood Home Visiting Collaborative – Statewide Workgroup
- Develop a website toolkit for Home Visiting staff
- Trauma-informed trainings



## **Build Trust and Enhance Equity**

- Partner with Racial Equity and Implicit Bias (REIB) Statewide Initiative



# Discussion

- / Which next steps for improving CalWORKs HVP excite you?
- / How would you like to be involved in efforts to improve CalWORKs HVP?
- / What supports do you need to be involved in improving CalWORKs HVP?
- / Do you have additional feedback on improving CalWORKs HVP?

**Use the Mural Board to share your thoughts!**  
**Link in the chat**





**Interested in  
participating in the  
HVP CQI workgroup?**



**Please email:**

**[CalWORKsHVP@dss.ca.gov](mailto:CalWORKsHVP@dss.ca.gov)**



# Questions?





**Thank you!**