

# Understanding the South Carolina Home Visiting Needs Assessment



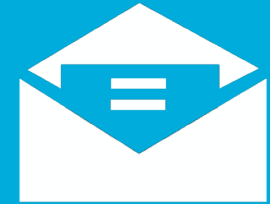
# HOUSEKEEPING



Use the “chat” feature  
to ask questions



Webinar recording will  
be available in 24  
hours



A link to the recording  
will be emailed to all  
registered participants



# Presenters



**Jonathan Artz**  
*Program Officer*  
South Carolina First Steps to  
School Readiness



**Eric Bellamy**  
*Chief Partner Engagement Officer*  
Children's Trust of South Carolina



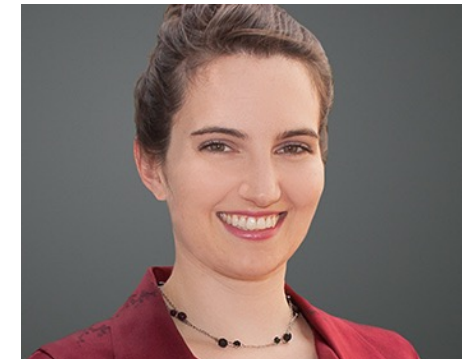
**Katrin Bost, MPH**  
*Home Visiting Systems Coordinator*  
Children's Trust of South Carolina



**Melinda A. Merrell, PhD, MPH**  
*Research Assistant Professor*  
Rural & Minority Health Research  
Center



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*Research Associate*  
Core for Applied Research and



**Cathy Ramage**  
*Director of Home Visiting*  
Children's Trust of South Carolina



# Today's Agenda

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1

Introduction of Home Visiting + Needs Assessment Process

2

2020 SC Home Visiting Needs Assessment: Key Findings

3

2020 SC Home Visiting Stakeholder Survey: Key Findings

4

Next Steps: Applying the Findings to Your Work

5

Q & A with presenters



# Goals for Today



1

Provide background and context to the 2020 Needs Assessment process

2

Present findings and information relevant to your work

3

Explore implications these findings have for home visiting in South Carolina





# **Introduction to Home Visiting & the Needs Assessment Process**

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# Bipartisan Budget Act of 2018

- Extended appropriated federal funding for the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program
- Requirement to conduct statewide home visiting needs assessment by October 1, 2020





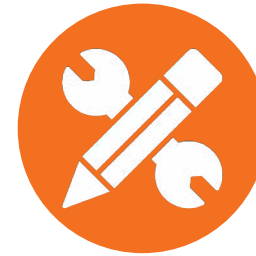
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# Home Visiting Supports Prevention



Home visiting improves child well-being through the coordination and delivery of health, child development, early learning, child abuse and neglect prevention, and family support services.



Strengthening the home visiting infrastructure decreases risk factors and increases protective factors for children at risk for child abuse and neglect.



# Needs Assessment Partners



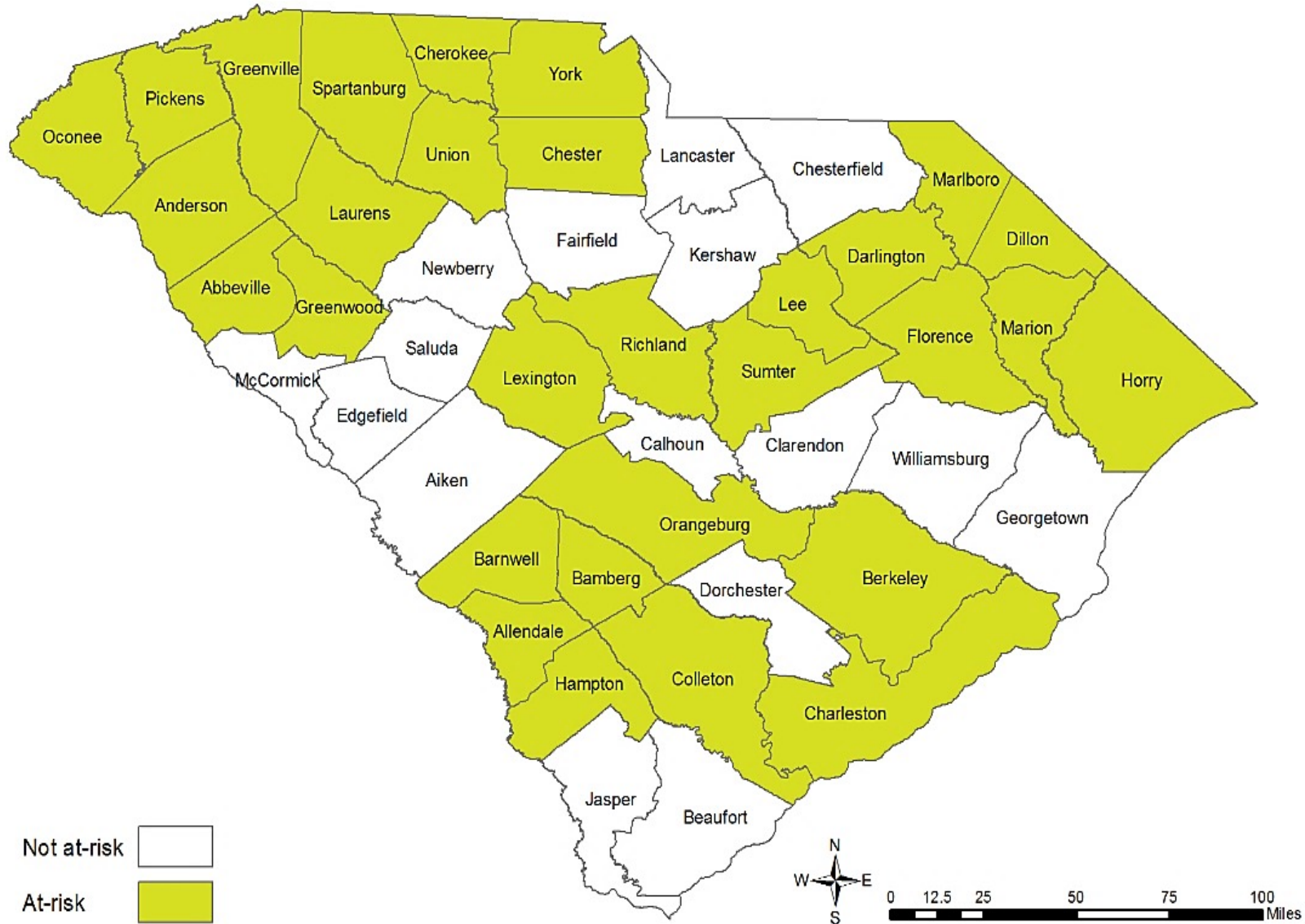


# 2020 South Carolina Home Visiting Needs Assessment

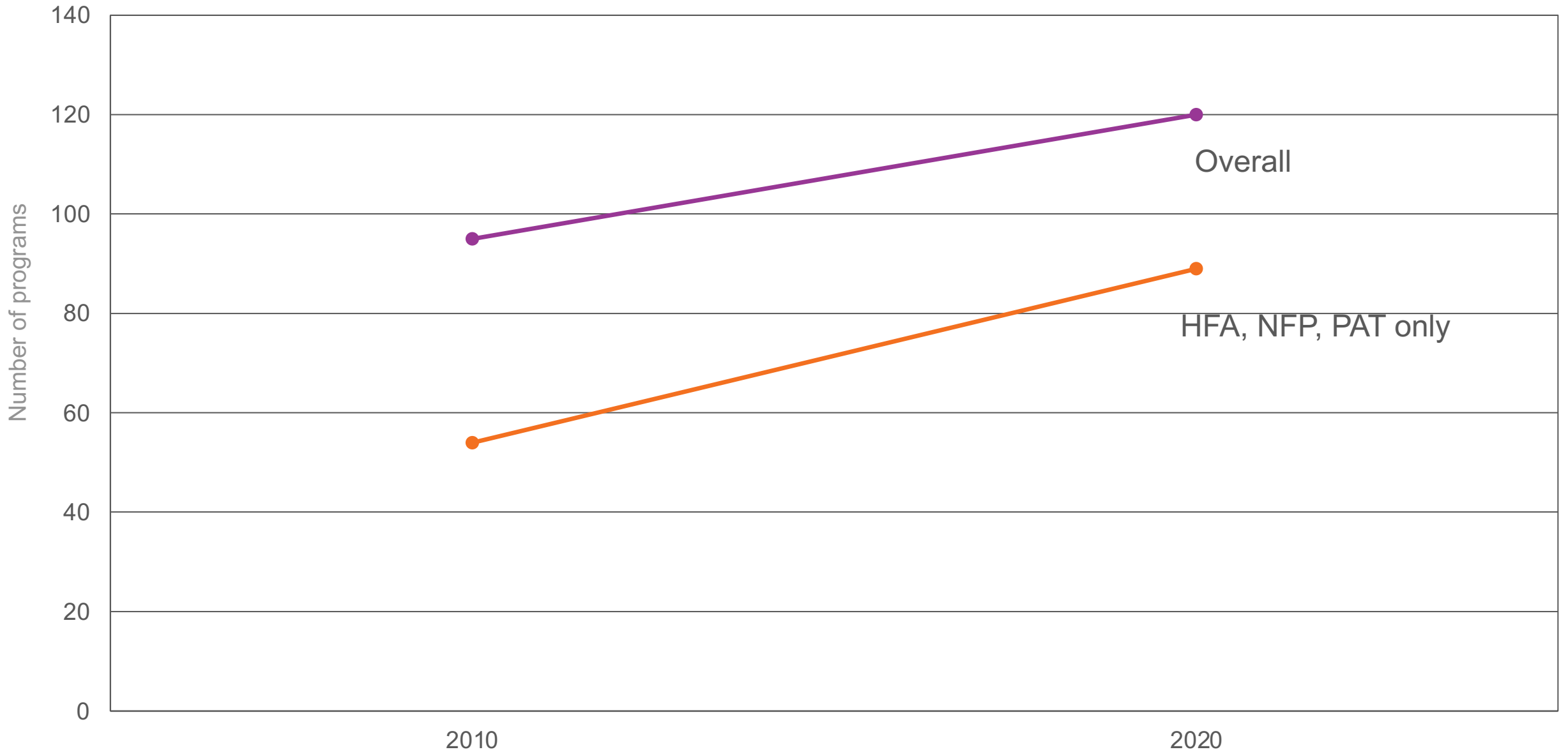
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Key Findings

# 2010 Needs Assessment



# Home Visiting Growth in South Carolina, 2010-2020



# 2020 Needs Assessment



**Identify communities with concentrations of defined risk factors**



**Assess the quality and capacity of home visiting services in the state**



# Identifying Communities with Concentrations of Risk

Socioeconomic Status

Adverse Perinatal Outcomes

Substance Use Disorder

Crime

Child Maltreatment



Risk of current child abuse

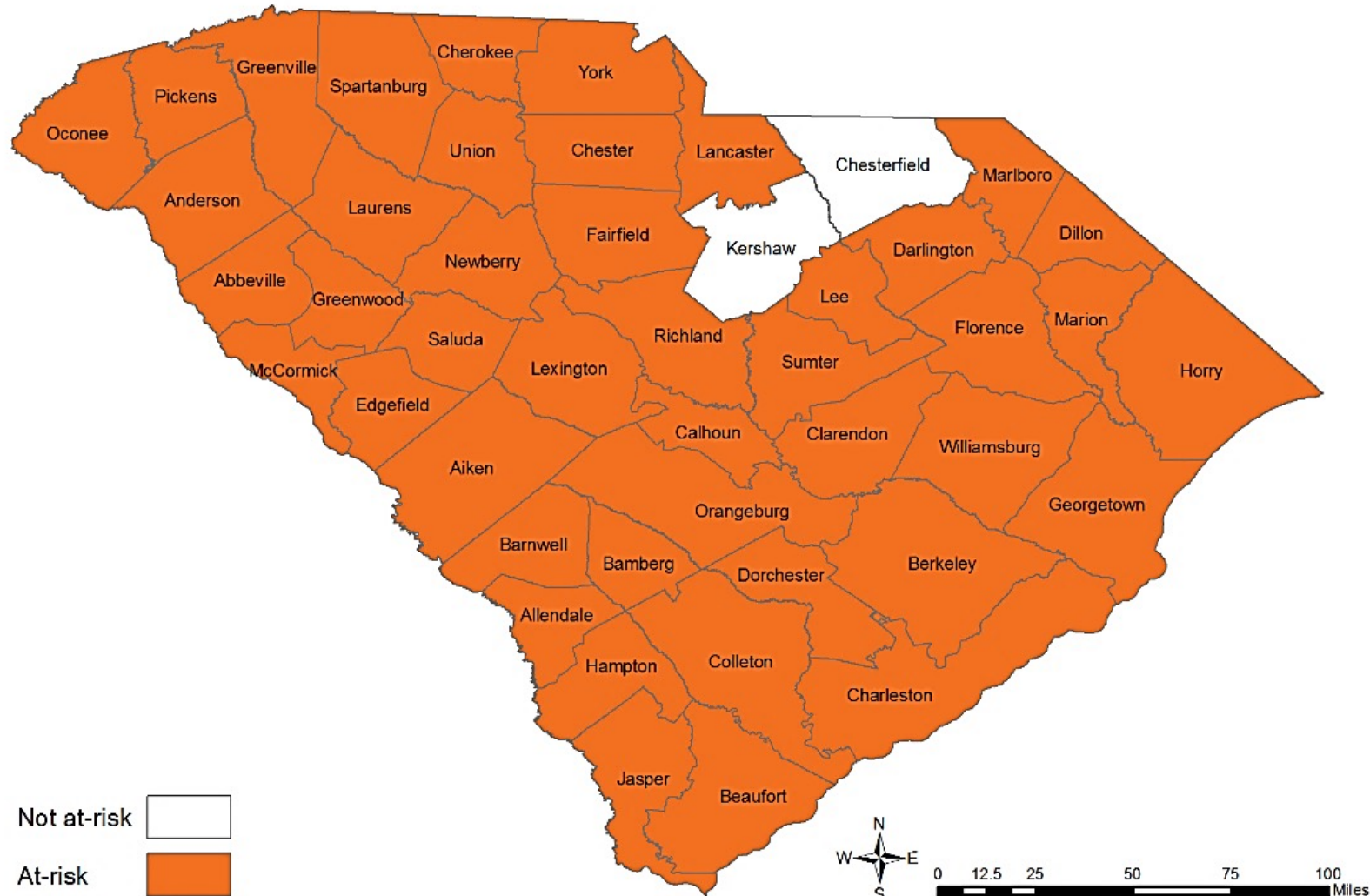
Very high or high risk of child abuse

Some elevated risk of child abuse

Low risk for child abuse



# Identifying Communities with Concentrations of Risk

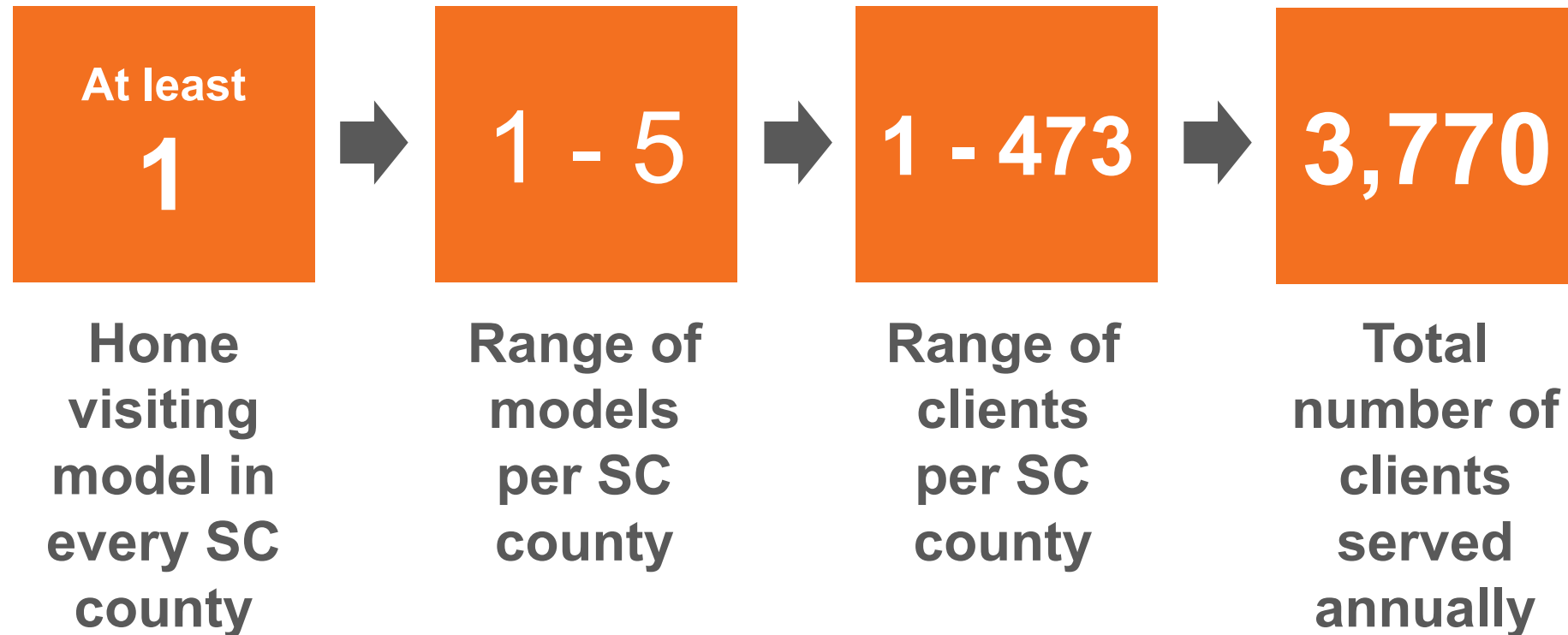




# Identifying Quality and Capacity of Existing Home Visiting Programs

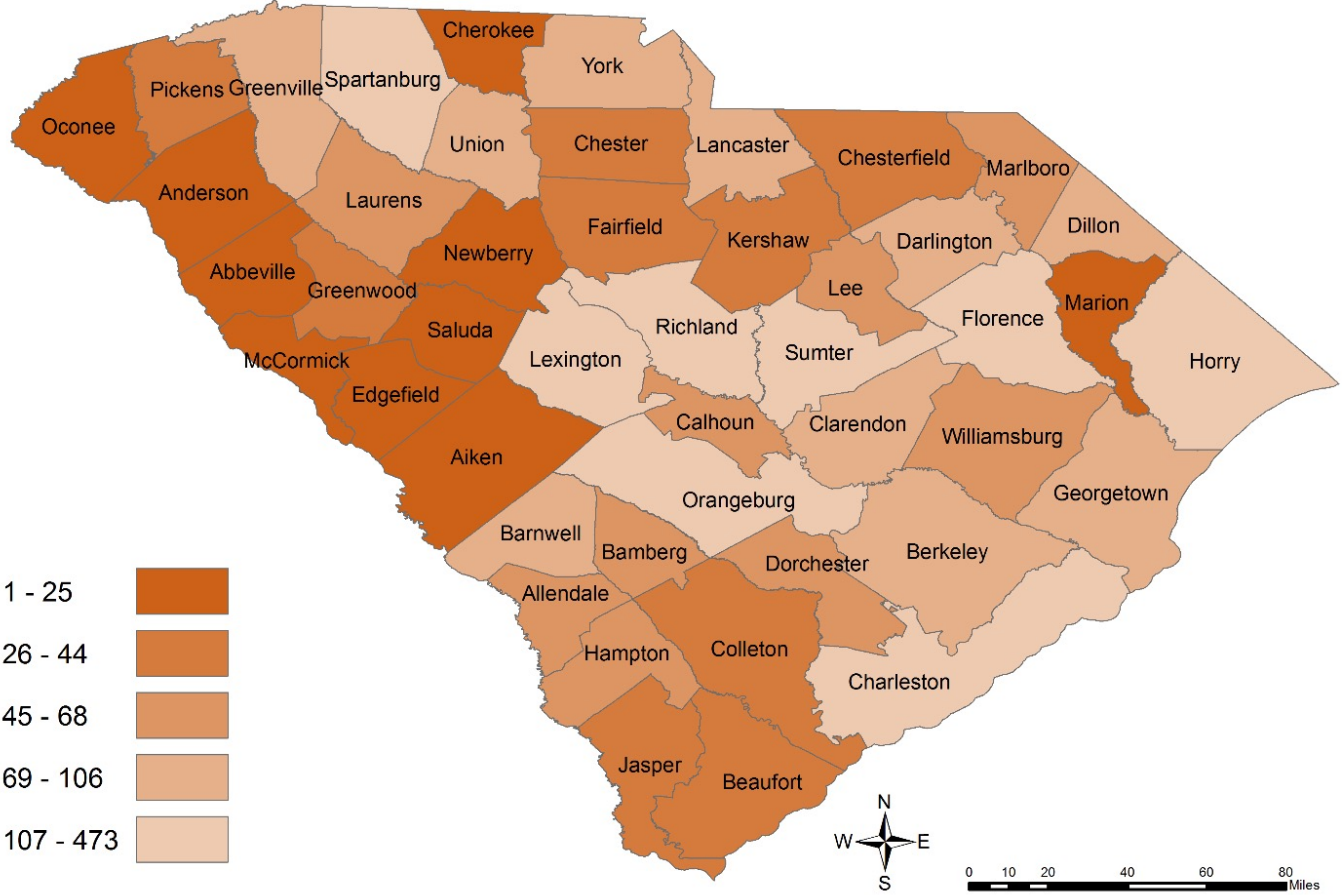


# Identifying Quality and Capacity of Existing Home Visiting Programs



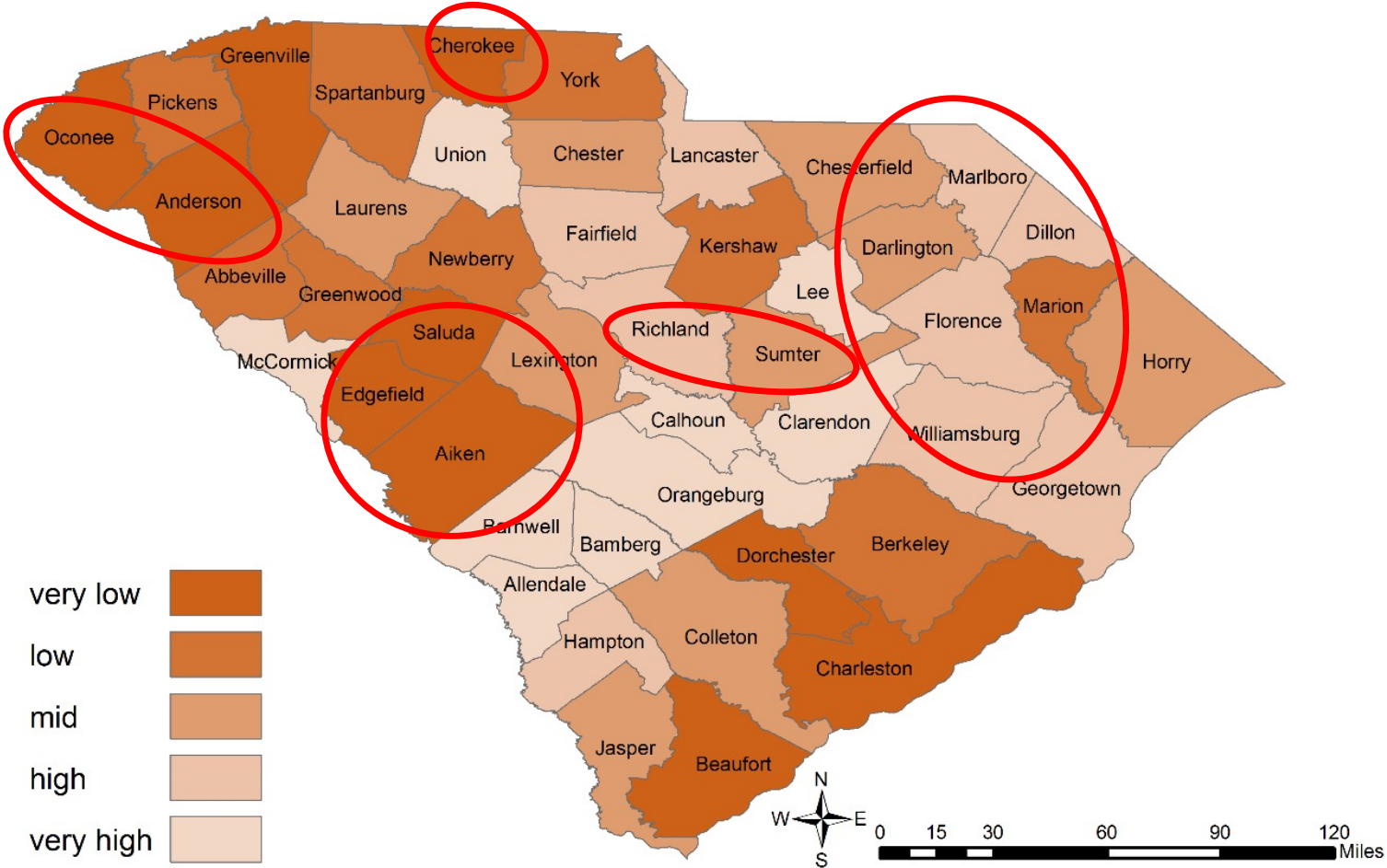
# Identifying Quality and Capacity of Existing Home Visiting Programs

Caregiver Enrollment in Home Visiting by County 2020 Estimate



# Identifying Quality and Capacity of Existing Home Visiting Programs

Caregiver Enrollment in Home Visiting by Eligibility per County 2020 Estimate





# 2020 South Carolina Home Visiting Survey

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Key Findings

# Statewide Home Visiting Stakeholder Survey

Who Was Surveyed	Frequency	%
Home visiting program administrator/manager/supervisor	40	38.83%
State agency or organization	27	26.21%
Home visitor	19	18.45%
Local nonprofit or advocacy organization	9	8.74%
Public health professional	2	1.94%
Social or other support service provider (social worker, community health worker, etc.)	2	1.94%
Other	2	1.94%
K-12 educator or other school staff	1	1%
Home visiting participant	1	1%

Model	Frequency
Parents as Teachers	28
Nurse-Family Partnership	18
Other*	9
Healthy Families America	7
Parent-Child+	3
Early Head Start (Home-Based)	3
Healthy Start	2
Early Steps to School Success	1

(Online from July 9 to August 10, 2020)



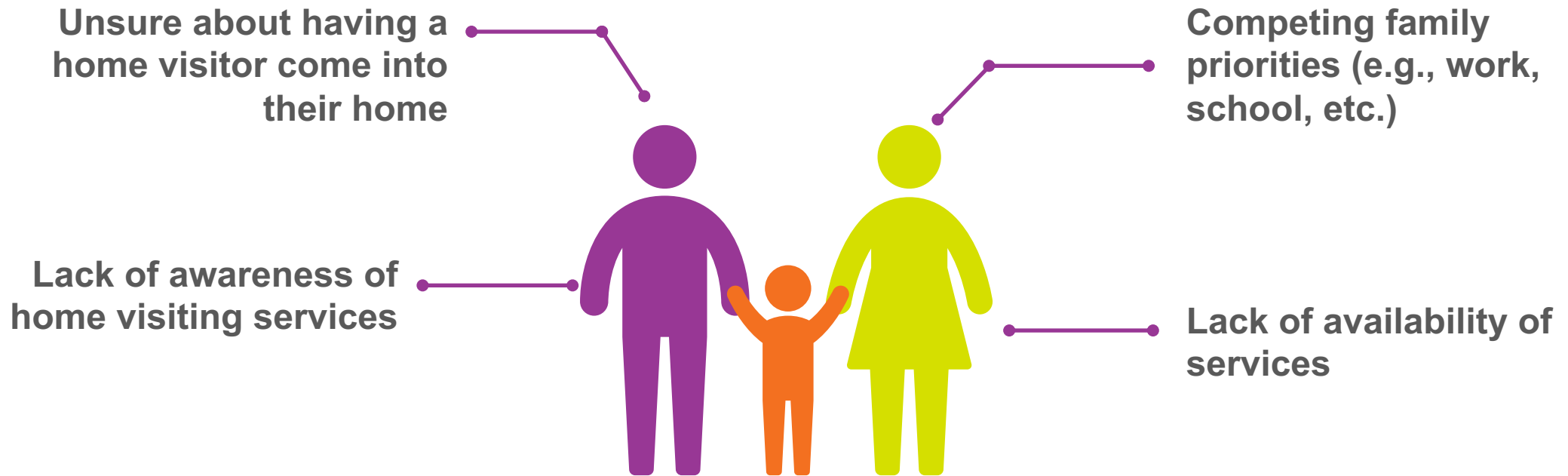


# Families' Perspectives: Interviews & Focus Groups

34 Interviews and 6 Focus Groups



# Barriers Families Face Accessing Home Visiting Services





# Families Face Many Challenges and Have Continued Need

## Hardest to Access

- Transportation
- Basic needs
- Childcare
- Health care

## Major Unmet Needs

- Transportation\*
- Childcare\*
- Mental Health\*
- Job needs\*
- Basic needs

\*low community capacity to address

## Barriers in Accessing Services

- Lack of transportation
- Lack of availability of services
- Lack of awareness of available services
- Competing family priorities

More items identified as “major problems” in **rural** areas compared to urban



# Barriers Home Visiting Programs Face in Addressing Service Gaps or Providing Services

Finding referral partners



Reaching families in rural areas



Family engagement



Lack of family awareness of home visiting services



# Barriers Home Visiting Programs Face in Addressing Service Gaps or Providing Services

**50%**

perceive the need for home visiting services exceeds their home visiting program's capacity

**47%**

say their program does not have a waiting list



*There is a perception that there are “a lot” of home visiting programs in our geographic service areas; however, with home visiting programs requiring prenatal enrollment or enrollment shortly after birth, there are few to no home visiting resources available for many families who would benefit from home visiting after children are 1 month old.*

## **FEEDBACK FROM SURVEY PARTICIPANT**



# Ways to Improve Outreach to Families

**1**

**Funds**

**2**

**Promotion and education**

**3**

**Hiring qualified minority or bilingual staff**

**4**

**Virtual visits**

**5**

**Universal home visiting and care coordination**

**6**

**Community health workers**

**7**

**Statewide referral system**



# Perspectives on Community Readiness and Capacity to Implement Home Visiting

Communities have low levels of infrastructure and leadership prioritization, but high levels of buy-in

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# Resources Needed for Expansion of Home Visiting Programs

1

Local care coordination

2

Increase recognition and awareness of home visiting

3

Workforce redevelopment and support, including salaries

4

A range of models to meet diverse needs of families

5

More transportation options

6

Virtual home visiting options

7

Increased funding for home visiting programs





# Overall Report Findings

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# Conclusions

- Home visiting programs provide a service that is much needed by South Carolina families
- There are high levels of buy-in at the community level
- Home visitors in SC are largely representative of the populations they serve, indicating a commitment to health equity across programs





# Opportunities

- Only 10% of families in need in at-risk counties are receiving home visiting services
- Infrastructure and leadership prioritization for home visiting programs are low
- Meeting families' needs requires addressing deficiencies in the state's socio-economic infrastructure



# Identified Home Visiting Needs in SC





# Applying the Findings to Your Work

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# What does this mean for you?

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# Innovative Leadership in Prevention



**Strategic  
Planning**



**Decision  
Making**



**Calls to Action**



**Capacity  
Building**





# About Children's Trust

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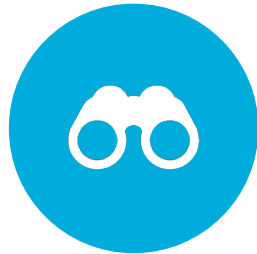
Children's Trust of South Carolina is the statewide organization focused on the prevention of child abuse and neglect. We provide funding, resources and training to help local program partners build strong families and positive childhoods.

# Building a Better South Carolina



## Our Mission

Strengthening families, organizations and communities to prevent child abuse and neglect.



## Our Vision

A South Carolina where every child thrives.





# How We Prevent Abuse and Neglect

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# Potential Uses for Organizations and Collaboratives



## Home Visiting Consortium

Concerted planning on workforce development, data collection & advocacy



## Thriving Families

Data to inform partner engagement and strengthen systemic approaches



## Birth Outcomes Initiative

Identifying interventions to support system outcomes



## Early Childhood Advisory Council

Coordinate outcomes and data with other state needs assessments and plans



# Potential Uses



## Local system and programmatic development

Partner engagement, advocacy, planning.



## Grant Writing and Funding Opportunities



## Communication and Messaging

Platform and material development





# Questions and Answers

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# Final Thoughts

1

Seek opportunities to expand discussions

2

Advocate and strategically plan for expanded home visiting and early childhood initiatives

3

Connect with the SC Home Visiting Consortium

4

[scHomeVisiting.org](http://scHomeVisiting.org)



# Thank you

