

Home Visiting Investment Task Force Focus Group Feedback

Two focus groups were held, one English (2/4/21) and one Spanish (2/5/21). Due to the coronavirus pandemic, focus groups were held via zoom.

Panelists were recruited through follow-up from the survey and outreach through Task Force members. Participants were compensated with \$25 gift cards for their time. Participants came from the following programs: Nurse-Family Partnership, Safe Care, Parents as Teachers, HIPPPY, Denver Health (unclear if specific program),

Participants were assured of confidentiality and responses indicated representation from urban and rural communities. While rural and tribal representation was present in the surveys, due to the smaller cohort, this information was not collected from the focus group participants.

In addition to the focus groups, parent representatives have been on the Task Force throughout the entire process, a parent perspective panel was held, and a survey was distributed to 1,700 respondents. The feedback gained from those focus groups has been consolidated into this document, and themes between the focus groups and survey responses have been identified.

Summary of Participant Input

- Programs Represented: Catholic Charities, Safe Care, Parents as Teachers, HIPPPY, NFP, Healthy Steps
- Parents were primarily contacted through medical facilities and they reported that this was successful because of the trusted relationship. Every single parent felt medical outreach was effective.
- Participants expressed the desire for a marketing campaign to increase awareness of Home Visitation (HV) for both parents who are aware of the program and greater understanding of options, as well as parents who are not familiar with Home Visitation. Spanish speaking participants expressed a targeted Spanish marketing campaign for other Spanish speaking parents.
- More than half of the participants felt that the paperwork for various systems was excessive and redundant. For example, the pediatrician and the home visitor often collected redundant information.
- In addition, English speaking participants strongly recommended that systems be coordinated and that data gathering and conversations not have to be repeated. For example, parents reported that HV would repeat information that had been covered by other professions.

- Every participant reported benefits from their experiences; however, those who had consistent Home Visitors who were engaged in their life were more expressly appreciative of the support and engagement with their Home Visitor.
- Participants reported benefitting from the program offerings, career support, etc. that their visitors provided, but reported benefitting greatly from the social supports their visitors provided including:
 - Local knowledge, flexibly adjusting visits to meet the needs of the family, and support navigating systems more generally are all benefits identified.
 - **Of note, from the survey:** respondents were less interested in the career/educational development opportunities, which could point to people being willing to participate in a focus group being more interested in receiving more intensive support from their programs.
- Participants would like more information to be available if requested, content to be sent earlier to provide more prep time, and for program content to be tailored to the family's situation.
- More support around social capital development would be appreciated.
 - Motherhood groups, clothing/resource exchanges, and other recurring community groups would help families have long-term stability and confidence.
 - **Of note, from the survey:** this was resoundingly reflected in the survey.
- Spanish speaking participants reported that their home visitor had “gone beyond their job expectations” by bringing groceries, allowing the family to participate in cultural experiences and connecting to cultural resources, and being available outside of work hours.
- Participants felt their cultures were respected, and felt that their visitors were making an effort to engage them in a culturally-inclusive way.
 - Of note, the home visitor identified supports for kosher shopping and the participant's desire was for a Jewish home visitor who fully understood her needs.
 - Of note, only English and Spanish speaking participants were included in focus groups.
- Learning from COVID - outdoor walking meetings are a great way to maintain a relationship with families when meeting indoors is not a possibility.
 - Exploring electronic document signing could be useful, as there's an added layer of complexity signing physical documents during COVID.