PRESENTED BY BRIGHT BEGINNINGS

WINTER 2021 UPDATE ON HOME VISITING IN CUYAHOGA COUNTY

PRESENTED BY BRIGHT BEGINNINGS
BRIGHT BEGINNINGS’ MISSION

Bright Beginnings supports families during the crucial early years of a child’s life to help children grow, learn, and develop to their fullest potential.

BRIGHT BEGINNINGS’ ROLES

- Early Intervention in Cuyahoga County
- Home Visiting – Parents as Teachers in Cuyahoga County
- Early Childhood Central Intake and Referral statewide
  - Early Intervention and Home Visiting
  - Ohio Revised Code 3701.611 - The department of health shall create a central intake and referral system for all home visiting programs operating in this state.
EARLY CHILDHOOD CENTRAL INTAKE AND REFERRAL

POINT OF ENTRY
Statewide single point of entry, where every door is the right door to access needed services

DATA-DRIVEN
Standard procedures, quality assurance, controls, professional development, and reports

COLLABORATIVE
Regional centers operated in partnership with other entities across Ohio

COMMUNICATION
Marketing, communications and outreach
**HOME VISITING THROUGHOUT OHIO**

**Definition of Home Visiting:** In-person, evidenced-based or promising-practice service that provides expectant parents and caregivers of eligible children infants and toddlers, the necessary resources and skills to raise children who are physically, socially, and emotionally healthy and ready to learn.

- Provided through many state and local agencies
- State database
- Goals
  - Reducing infant mortality
  - School readiness
  - Parenting skills and support
  - Linkages to resources
REFERRALS FOR HOME VISITING IN CUYAHOGA COUNTY, 1ST HALF SFY21

- Caregiver/Family Friend: 12%
- Medical: 7%
- Children's Services: 7%
- Neighborhood Navigators: 5%
- HV Provider: 7%
- Non-Medical: 24%
- WIC: 6%
Even throughout the pandemic, referrals for home visiting have remained steady.

<table>
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<tr>
<th>Period</th>
<th>Pregnant Women and Families</th>
<th>Pregnant Women</th>
<th>First-Time Pregnant Women</th>
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<td>SFY 20</td>
<td>1,619</td>
<td>1,234</td>
<td>641</td>
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<td>+993 outside of OCHIDS</td>
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<tr>
<td>1st &amp; 2nd Quarter SFY 21</td>
<td>834 pregnant women and families</td>
<td>663 pregnant women</td>
<td>359 first-time pregnant women</td>
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<tr>
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<td>+481 outside of OCHIDS</td>
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Cuyahoga County SFY20 Home Visiting Assignments by Program

- HFA: 879
- Nurse-Family Partnership: 492
- MomsFirst: 464
- Moms & Babies First: 448
- Parents as Teachers: 436
- Early Head Start: 93

Cuyahoga County Q1+Q2 SFY21 Home Visiting Assignments by Program

- HFA: 409
- Nurse-Family Partnership: 206
- MomsFirst: 211
- Moms & Babies First: 232
- Parents as Teachers: 268
- Other: 6
CENTRAL INTAKE: ENSURING FAMILY CHOICE

When making a referral, professionals can:

- Indicate a program preference on the referral form
- Know families will be given a choice based on provider preference, eligibility requirements, and whether there are openings in the program

Families who want programs that have a waitlist are also connected to other resources and contacted monthly while on the waitlist.

Opportunities

- Automatic / systematic referrals
- Sending ineligible direct referrals to Central Intake so families can be connected to other programs
COVID-19 AND BEYOND

What we are hearing from families is shifting.

Our messaging is shifting, too.
WHAT WE HAVE LEARNED FROM THE PANDEMIC

About Home Visiting
- Successful virtual Home Visiting
- Flexibility
- Increased engagement

About Community Needs
- Public investments in broadband and technology
- Strong partnerships to promote enrollment, especially among health systems
WHAT’S NEXT?

Across Ohio

In Cuyahoga County

- Home Visiting expansion
- Strengthening community partnerships
- Systematic referrals through hospitals and healthcare systems
THANK YOU

WWW.BRIGHTBEGINNINGSKIDS.ORG

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