

100-50 CREATIVE OUTREACH TO ENROLLED PARTICIPANTS**PURPOSE**

To provide parameters around creative outreach in the California Home Visiting Program (CHVP) within a reasonable timeframe while seeking to maintain data quality. Creative outreach is defined as respectful efforts to re-engage enrolled participants who have missed one or more home visits.

POLICY

Local CHVP sites must use positive and persistent creative outreach efforts to re-engage participants who are enrolled in the home visiting program but have not maintained services. Healthy Families America (HFA) and Nurse-Family Partnership (NFP) must use the following defined parameters, recognizing that CHVP policy is more restrictive than HFA and NFP models.

PROCEDURE

- I. Placement on Creative Outreach

NFP and HFA participants are placed on creative outreach according to their site's policies and procedures, but should include the following:

 1. If after one month of unsuccessful attempts to schedule a home visit, creative outreach should be instituted.
 2. If a participant communicates an unavailability for home visits for at least 30 days (i.e., they will be out of the area for a month), placement should be immediate.
 3. Participants must not be placed on creative outreach due to program issues (e.g., staff turnover, training, etc.).
- II. Documentation:
 - A. Efforts to contact participants to re-engage them in services (e.g., attempted phone calls, texts, home visits, etc.) must be documented in supervision notes, in the Efforts to Outcome (ETO) database and in the family file (HFA only).
 - B. Creative outreach efforts must continue for three consecutive months (90 days) unless the participant re-engages, declines services or moves from the service area.
- III. Dismissal from CHVP:
 - A. If a participant does not re-engage at the end of three consecutive months (90 days) from the time they were placed on creative outreach, dismissal from CHVP is required.
 - B. *For HFA Programs only:*
 1. A participant on Level 1 (weekly visits) must be dismissed after 120 days (90 days plus one month) from the last completed home visit.
 2. A participant on Level 4 (quarterly visits) must be dismissed after 210 days (90 days plus one month after the first missed home visit).
 - C. *For NFP Programs only:*
 1. Participants should first be dismissed in Solaris NFP Program.
 2. Immediately following dismissal in Solaris, complete the discharge procedure for CHVP. Refer to the CHVP ETO User Manual to address the following steps:

- a. Complete the Supplemental Discharge Assessment.
- b. Dismiss the participant from the CHVP Supplemental Program.

Note: The NFP Team Meeting Education Handbook (Participant Retention Section) located in NFP Community provides specific guidance on NFP creative outreach efforts.

GUIDELINES

- I. Creative outreach efforts may vary by site and be tailored to meet each family's needs and model specificity. The site may determine when NFP and HFA participants will be placed on creative outreach, which may mean after one or more missed home visits.
- II. Once a participant is placed on creative outreach, a suggested guideline for scheduling outreach intensity is:
 - A. Every week for the first month;
 - B. Twice a month for the second month; and
 - C. Once in the third month.

REFERENCES:

- HFA Best Practice Standard Critical Element 3
- NFP Team Meeting Education Handbook, NFP Community