400-30 CREATIVE OUTREACH TO ENROLLED PARTICIPANTS AND FAMILIES

POLICY

Participants who are enrolled in the Healthy Families America (HFA) program, but have not actively participated in home visiting, nor actively declined services after their assessment will be placed on creative outreach (CO) for three months, until the participant has engaged or reengaged or has declined services. LHJ sites must define the frequency and method of creative outreach that must be performed with families or participants who cannot be contacted after enrollment in their local policy and procedure manual.

AUTHORITY

HFA Self-Assessment Tool, Critical Element 3

PROCEDURE

A. For enrolled participants who have missed two or more visits in a row, CHVP's minimum requirement for FAWs is to conduct CO over three months using the following schedule:
   1. Every week for the first month
   2. Twice a month for the second month
   3. Once in the third month

B. Efforts to contact the family to re-engage them in services are documented in the family file and in supervision notes.

GUIDELINES

CO is used to engage or re-engage families in the program by building the family's trust and continuing to offer support. CO is a more flexible approach that is tailored to individual families. It is used to assist families in understanding how the program could be of value to them in particular. Program staff utilize their knowledge of the family, including their strengths, living situation (i.e. location, access to phone, etc.) challenges, and age of the child in their selection of outreach activities. Examples of creative outreach strategies might include:

1. Phone calls to inquire about mother's and baby's well-being and inquire if they have any questions or concerns;
2. Calling to provide information and referral based on existing knowledge of the family;
3. Letters that mention the stage of gestational development or the baby's developmental milestones;
4. Invitations to program activities, references to the child's age and development in both phone calls and mailers, and references to the family's strengths and goals.