Building Towards Scale:
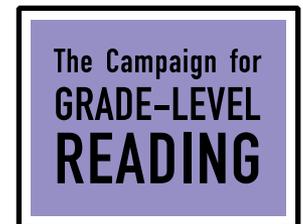## The Promise of Virtual Home Visiting, Part 2

CGLR Emerging Models Webinars

November 12, 2019
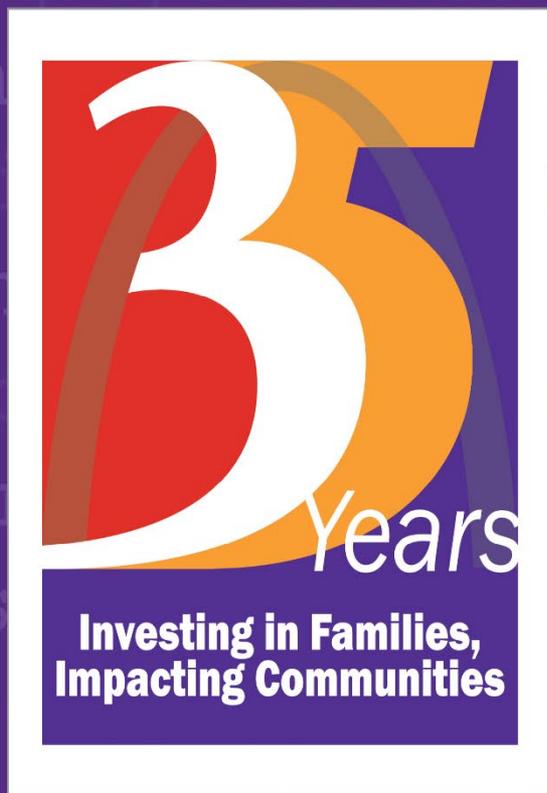
The Campaign for
GRADE-LEVEL
READING

gradelevelreading.net   @readingby3rd   #GLReading   #LearningTuesdays

Constance Gully
President and CEO
Parents as Teachers National Center

Parents as Teachers ®

35 Years
Investing in Families,
Impacting Communities

Building Towards Scale:
The promise of Virtual
Home Visiting, Part 2

Why we are here…

Source: The Urban Child Institute http://www.urbanchildinstitute.org/why-0-3/baby-and-brain
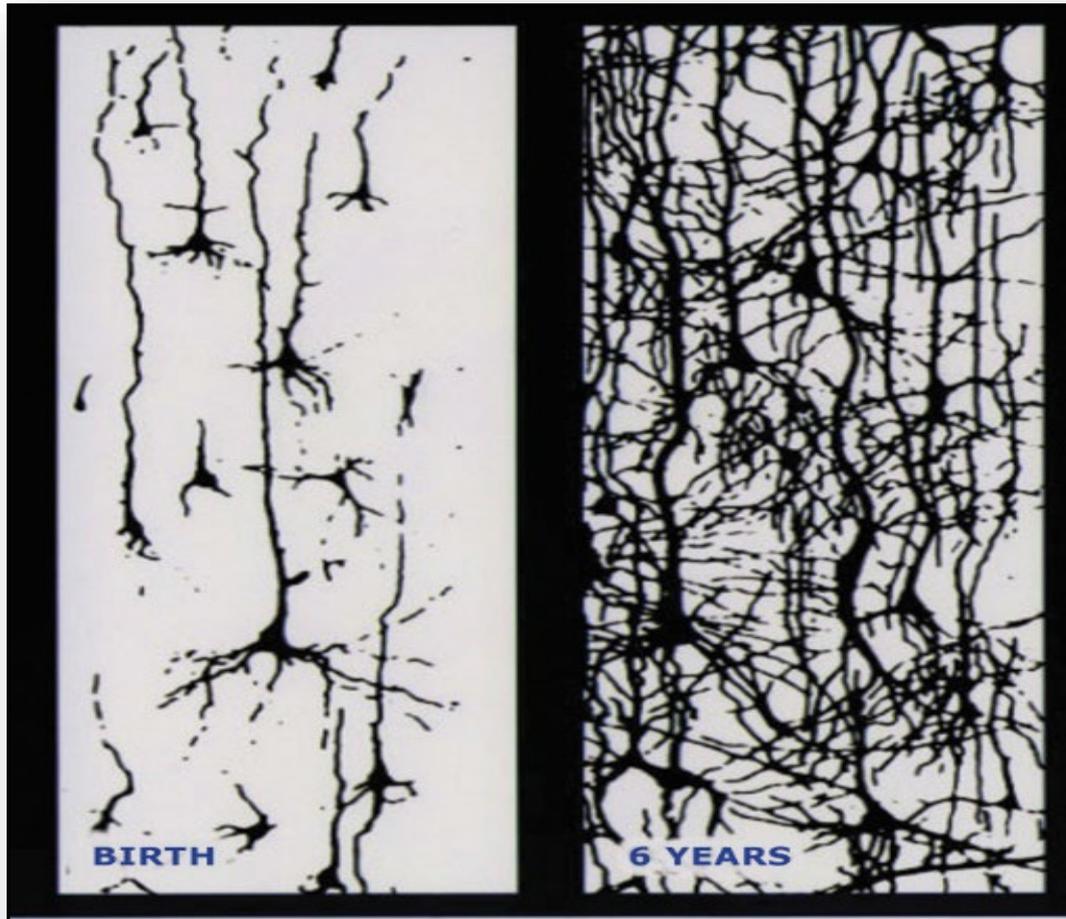
Nurturing and Conditions

Positive conditions
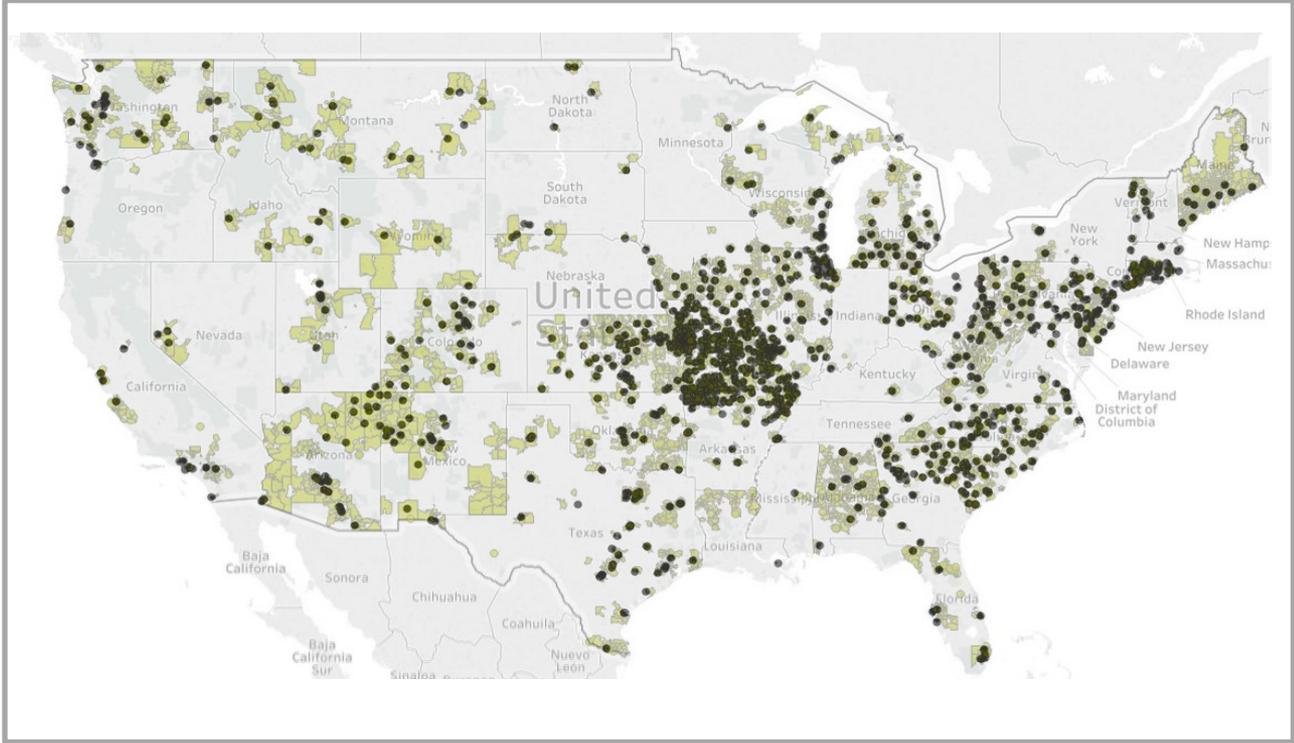
Challenging conditions

Goals of Parents as Teachers

- Increase parent knowledge and engagement and improve parenting practices

- Increase school readiness and school success

- Provide early detection of developmental delays and health issues

- Prevent child abuse and neglect
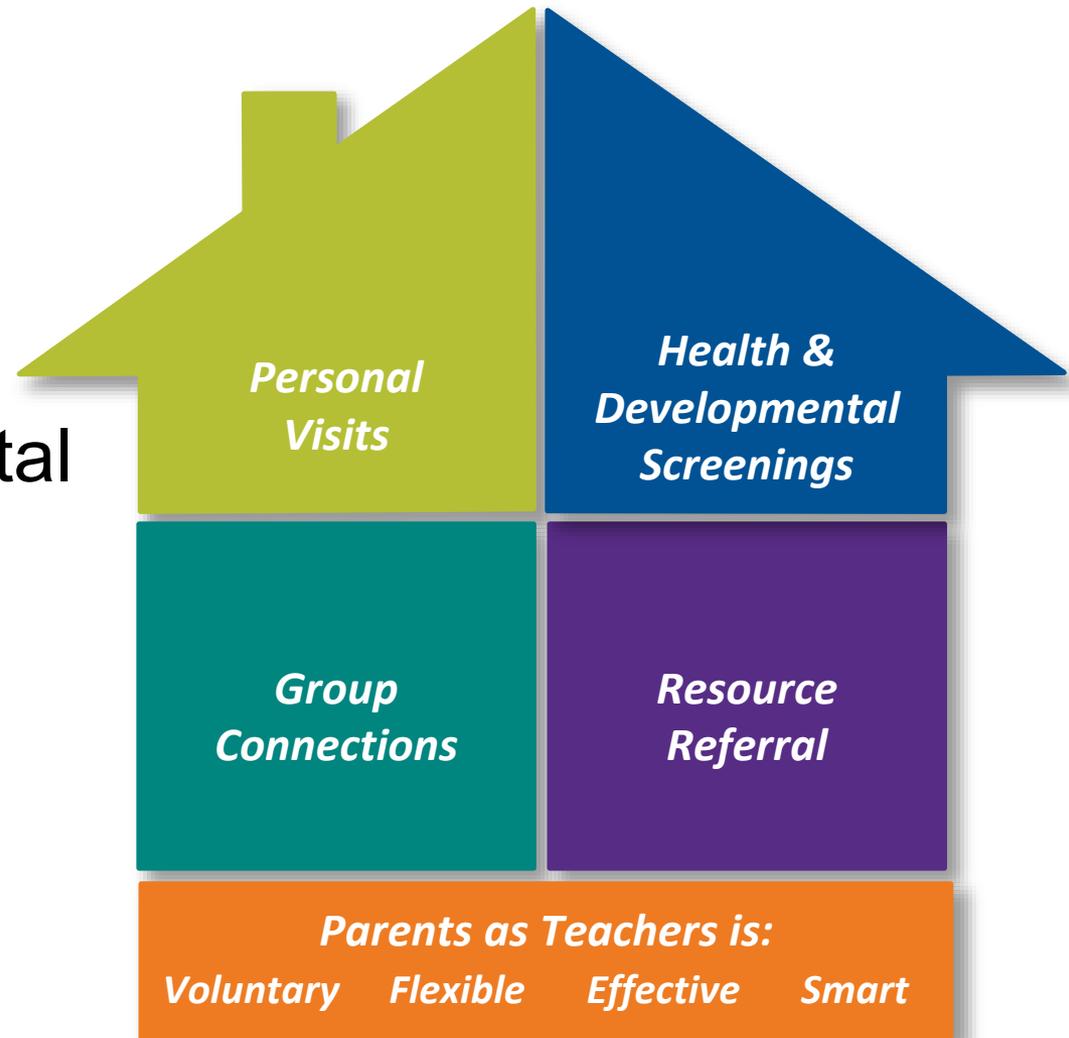
Parents as Teachers: USA Footprint

188,253 families   **226,904 children**

PAT Model Components

- Personal visits

- Health & developmental screenings

- Resource referral

- Group connections

Angela Rau
Specialist
Virtual Parenting Education and National Trainer
Parents as Teachers National Center

Allison Kemner
Vice President
Research and Quality
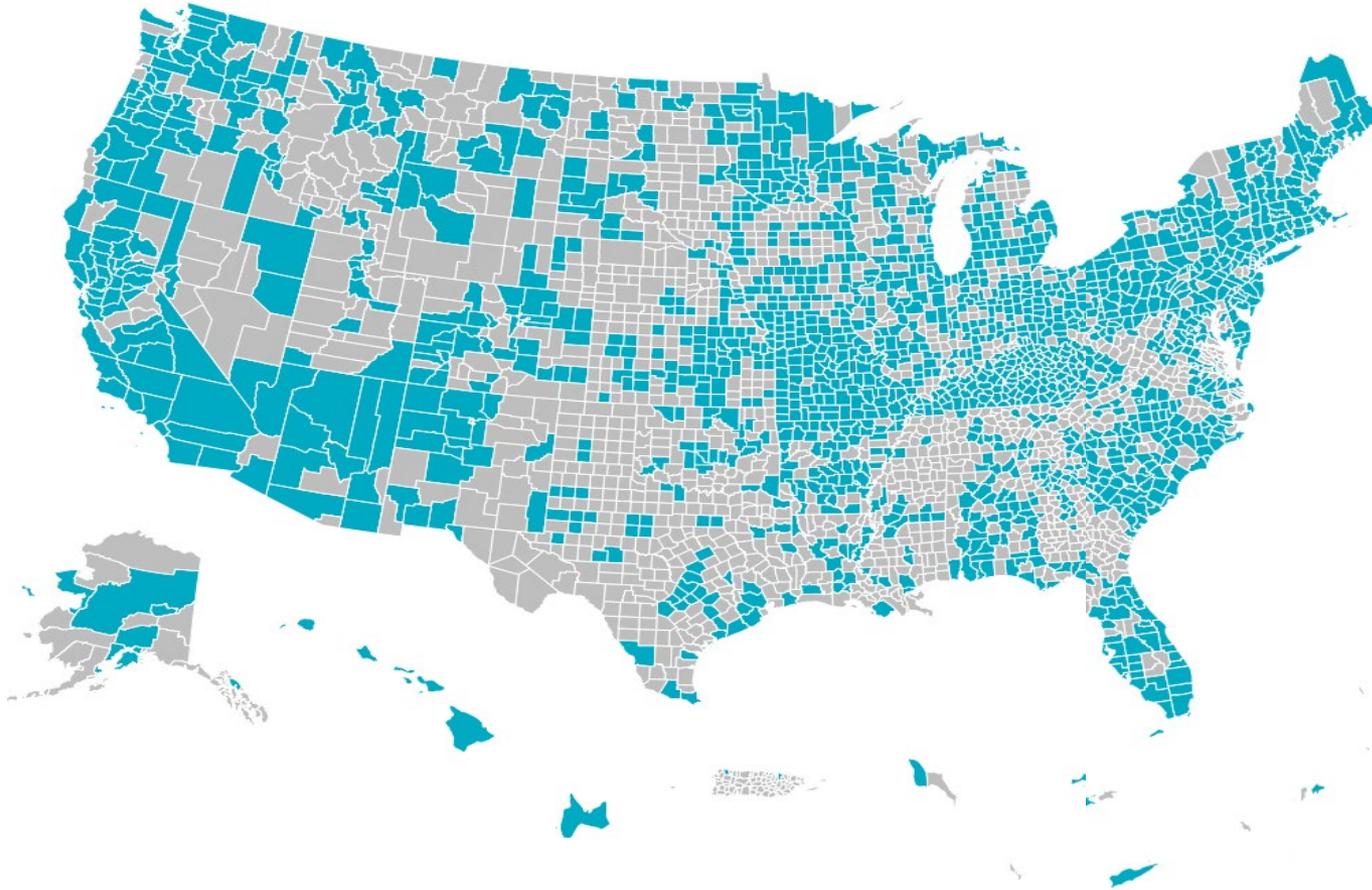Parents as Teachers National Center

Donna Hunt O'Brien
Vice President
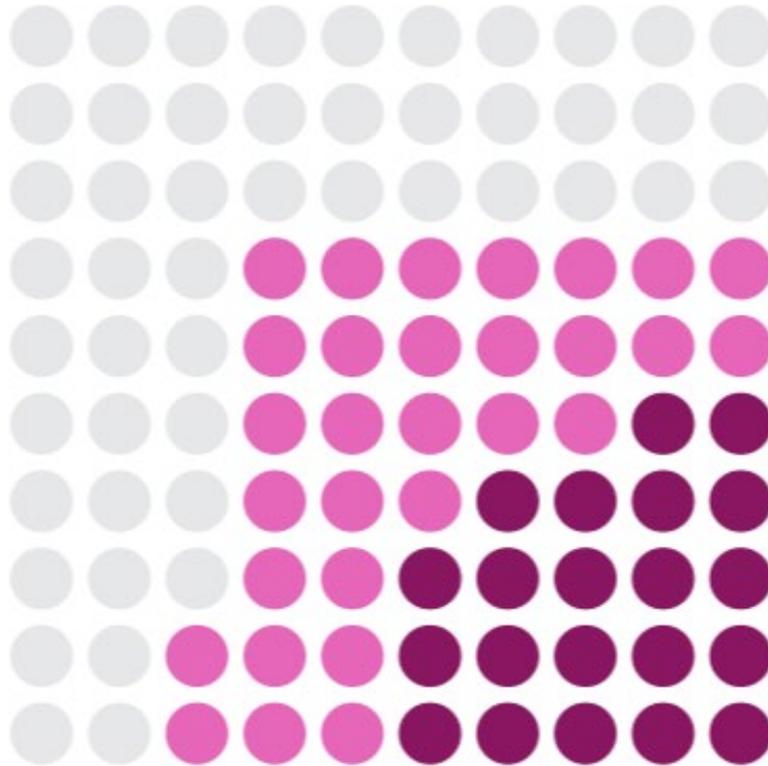Professional and Program Development
Parents as Teachers National Center

The Challenge of Geography

Source: National Home Visiting Resource Center. (2019). 2019 Home Visiting Yearbook. Arlington, VA: James Bell Associates and the Urban Institute.

The Challenge of Scaling

Of the 18.0 million families who could benefit—

51% of families met one or more targeting criteria

21% of families met two or more targeting criteria
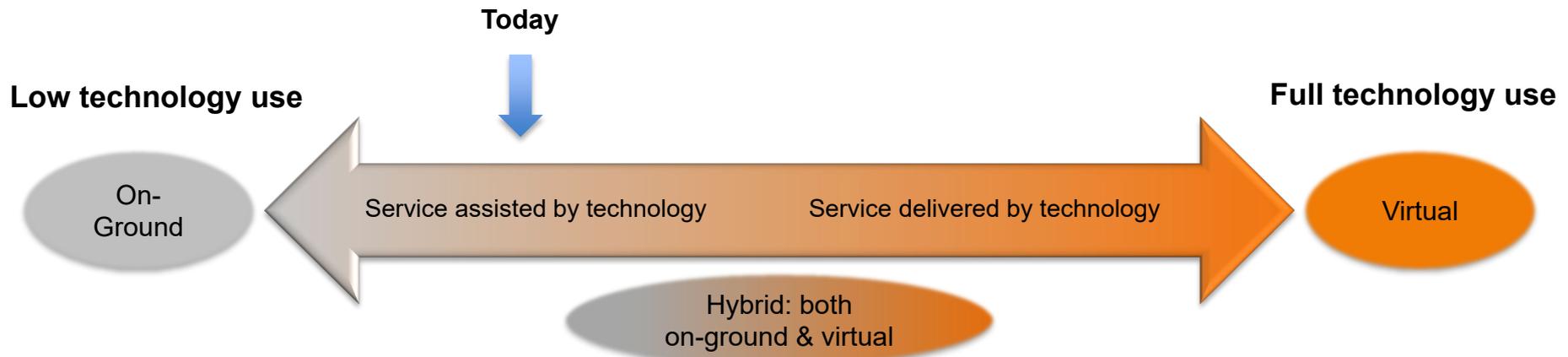
Other Challenges/Gaps

- Underserved populations

- Provider/family match

- Home visiting is travel dependent

- Service delivery boundaries and coordination

Technology Assisted Continuum

To improve the **relevance, quality,** and **access** to services
for families and support/resources for practitioners.

Today
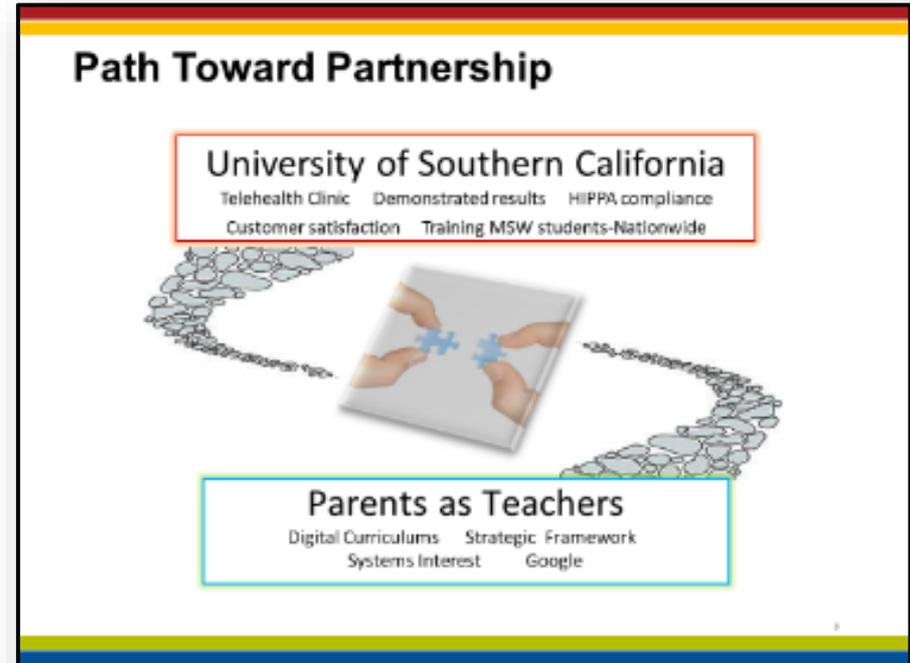
Low technology use

Full technology use

On-Ground

Service assisted by technology

Service delivered by technology

Virtual

Hybrid: both
on-ground & virtual

Other Technologies Available for Use

| Texting | Websites | Portals | Apps |

Full Virtual Home Visiting

100%
Virtual

- Parents as Teachers @USC Telehealth

- Implementation of home visiting model virtually

- Demonstrated both **feasibility** & **desirability**

Path Toward Partnership

University of Southern California
Telehealth Clinic   Demonstrated results   HIPPA compliance
Customer satisfaction   Training MSW students-Nationwide

Parents as Teachers
Digital Curriculums   Strategic Framework
Systems Interest   Google

Full Virtual Home Visiting

100% Virtual

Jessica, Home Visitor

Louisa, Parent of 2 children

Full Virtual Home Visiting

100%
Virtual

Website: https://pat.usc.edu

- Demo videos

- Briefs

- Media Coverage

- Research findings and Publications

  Traube, D., Hsiao, H.Y., Rau, A., Hunt-O'Brien, D., Lu, L., Islam, N. (2019). Advancing Home Based Parenting Programs through the Use of Telehealth Technology, *Journal of Child and Family Studies:* 1-10, https://doi.org/10.1007/s10826-019-01458-w.

National webinar,

Building Towards Scale: The promise of Virtual Home Visiting, Part 1 hosted by Campaign for Grade Level Reading

- Recording

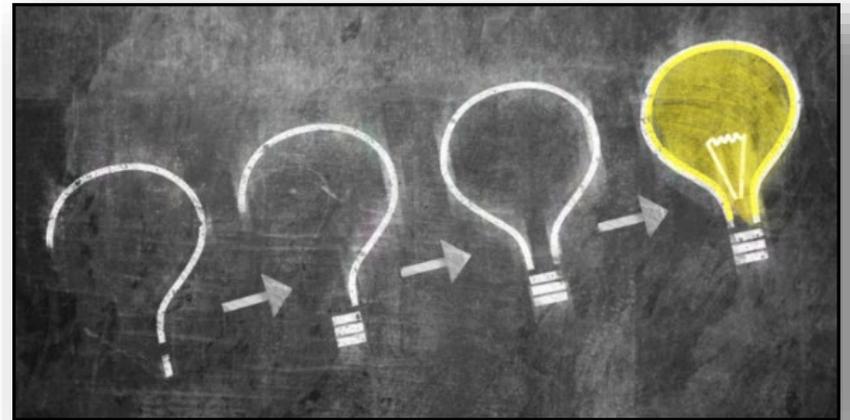- Slides

Hybrid: On-ground and Virtual

Hybrid: both
on-ground & virtual

Key Research Questions

Hybrid: both
on-ground & virtual

1. Organizational and affiliate readiness

2. Family readiness

3. Professional development

4. Family engagement

5. Parenting outcomes

6. Program efficiencies

Case Study
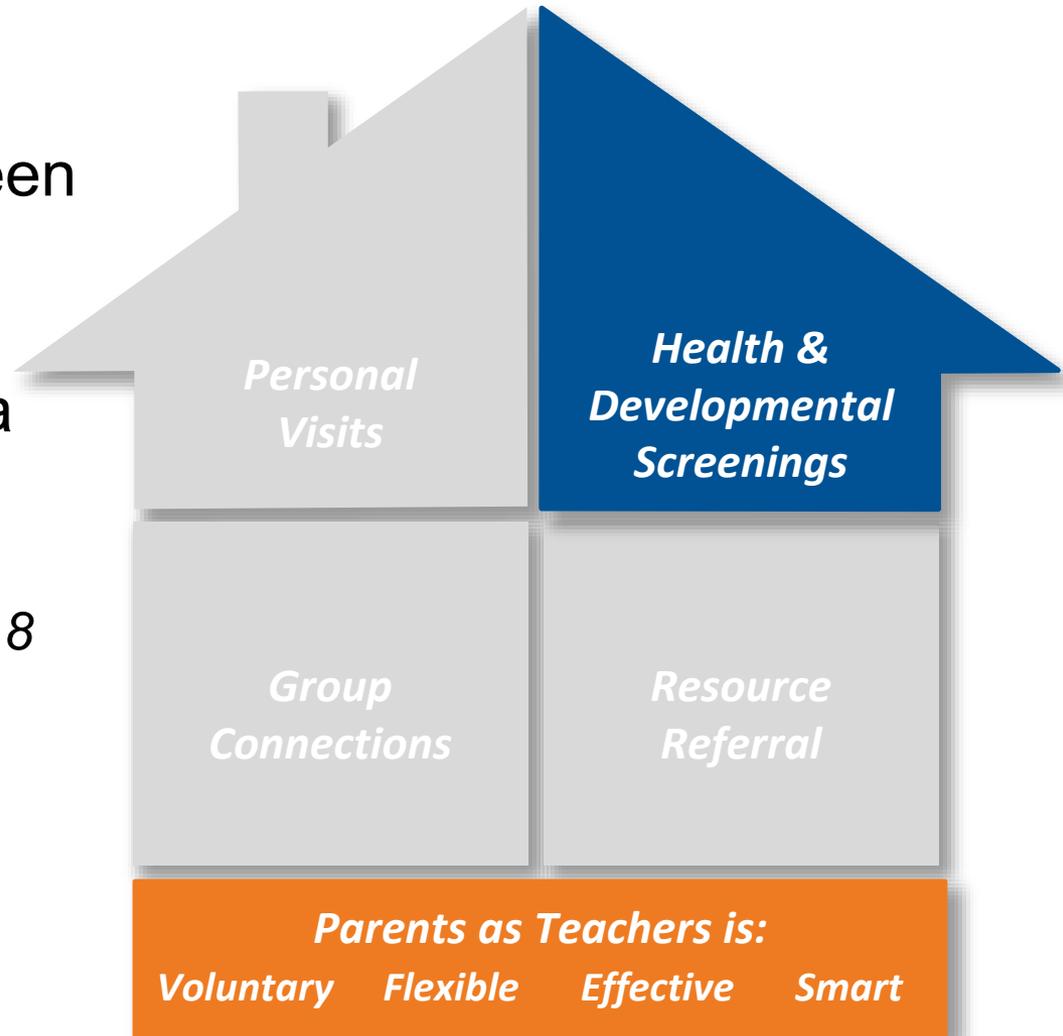
Hybrid: both
on-ground & virtual

Focused Study: One Component

30.4% of children between 9 and 35 months were reported by their parent or guardian to have received a completed developmental screening.

JAMA Pediatrics 2018

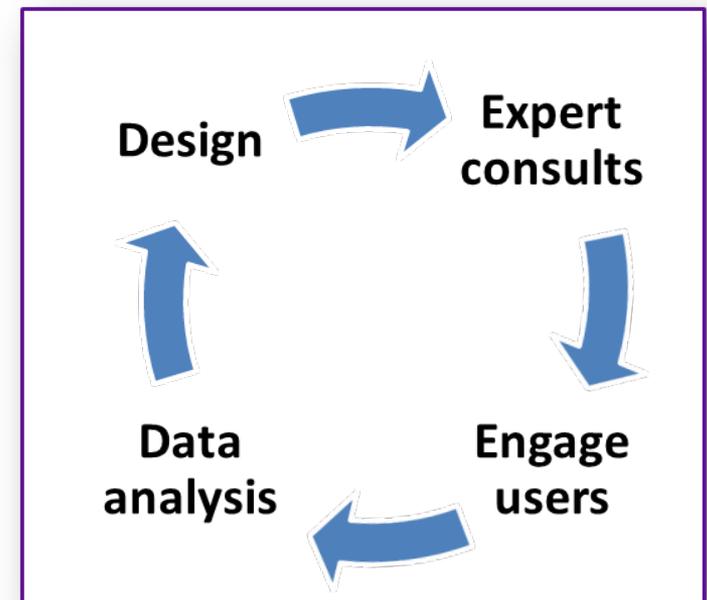Access and intentional Family Engagement

Personal Visits

Health & Developmental Screenings

Group Connections

Resource Referral

Parents as Teachers is:

Voluntary **Flexible** **Effective** **Smart**

Parents as Teachers.

Human-Centered Design

Proposed solution:
Leverage IVC to increase access to screening and **identify critical elements** of the screening experience that lead to increased family engagement
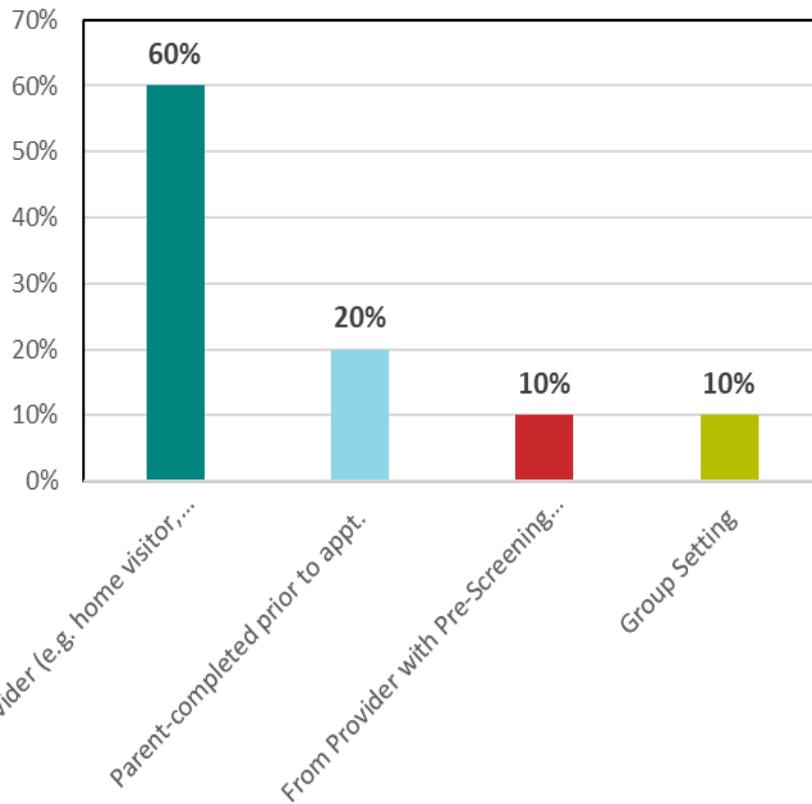
- Users – home visitors and parents
- Parent interviews
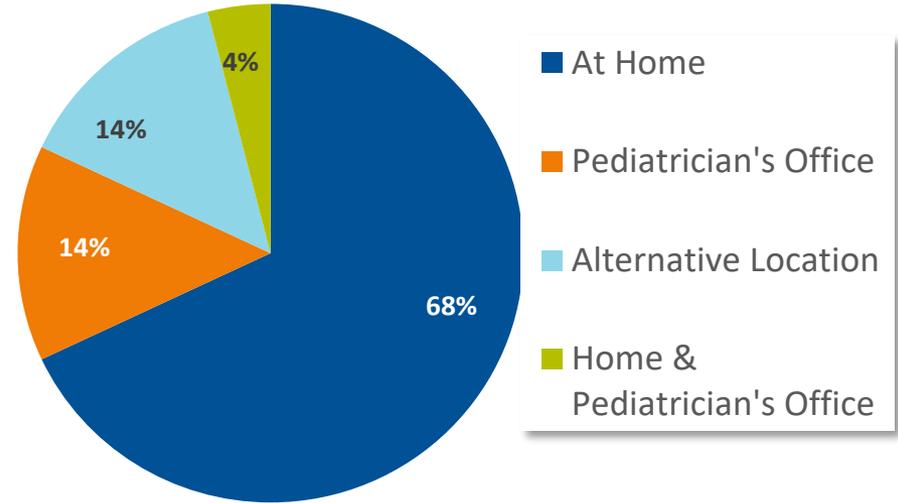- Home visitor surveys and videos
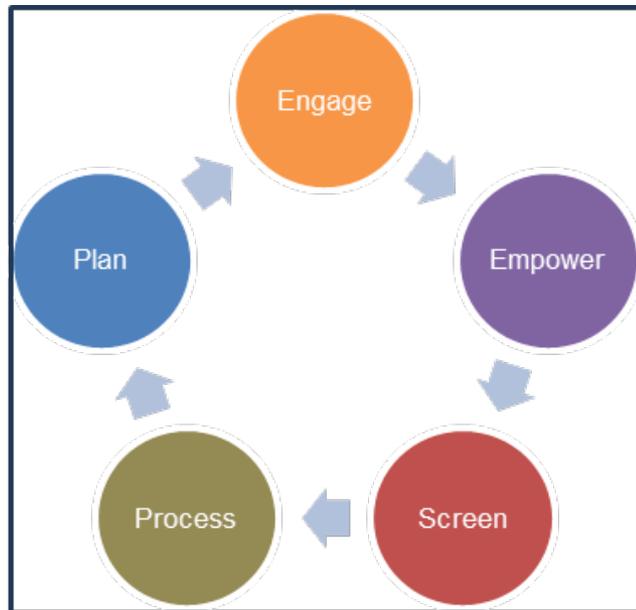- Expert advisory group

Parent Interviews

Administration (bar chart):
- From Provider (e.g. home visitor,...): 60%
- Parent-completed prior to appt.: 20%
- From Provider with Pre-Screening...: 10%
- Group Setting: 10%

Location (pie chart):
- At Home: 68%
- Pediatrician's Office: 14%
- Alternative Location: 14%
- Home & Pediatrician's Office: 4%

Home Visitor Surveys and Videos

- Identified 3 phases of the screening experience

- Recognized fears and areas of low confidence

- Identified essential skills and behaviors

- Clarified coaching process

Virtual Screening Implementation

- Virtual Screening and Assessment Training

- Application for on-ground screening and assessment

- Implementation guidance, resources, and curriculum

- Other tech options

Limitations

- Won't be a fit for everyone, or solve all access issues

- Connectivity issues in some communities

- Social norm just emerging

- Workforce development needed
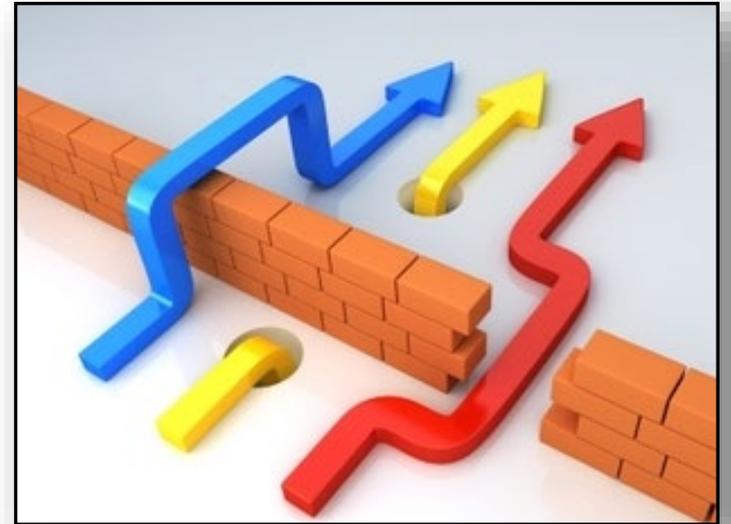
Cross Sector Applications
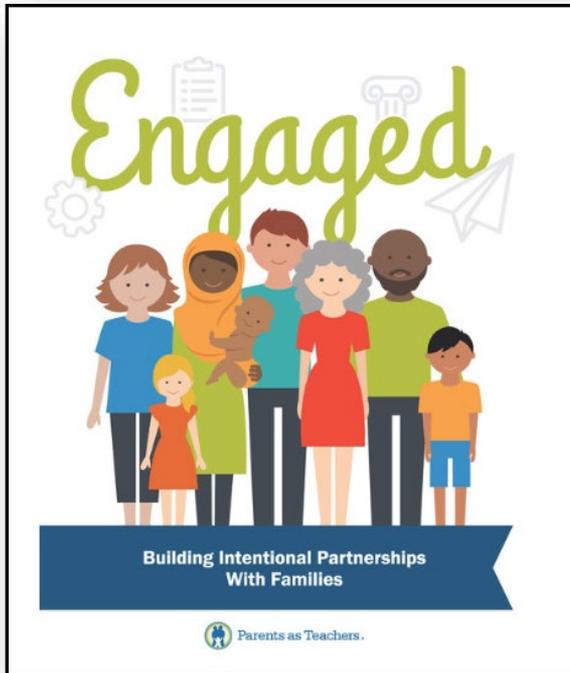
- Workforce development

- Tech-assisted service delivery practices (i.e. screening)

- Family engagement strategy

Imagine how virtual service delivery practices could be infused into your program and support family engagement.

Next Step

"Rather than looking for the 'silver bullet' or single solution that will meet the needs of families at scale, think expansively and creatively about how technology can be used."

Early Learning Lab

Seeking Implementation and evaluation partners!
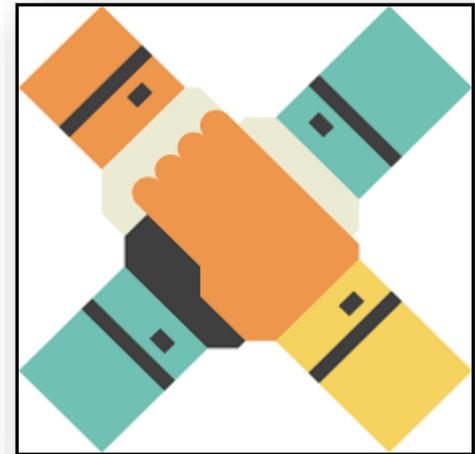
Thank you!
For further conversation, please contact:

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Allison.Kemner@parentsasteachers.org

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Parents as Teachers
National Center

Questions & Discussion

@readingby3rd

@CampaignforGLR

#GLReading

#LearningTuesdays