**COMMUNITY WELLNESS COUNCIL HOME VISITING FINAL REPORT**

**PURPOSE:**

The Community Wellness Council (CWC) held five Home Visiting (HV) events between January and March with the goal of targeting four populations: single parents, teen parents, grandparents raising grandchildren, and Spanish speaking. The CWC had to break up the teen parent HV events into two separate events; one for each school district and as a part of the GRADS program.

Regular social media posts were done through Facebook, Twitter, and Eventbrite from December through March. HV posters and fliers were distributed throughout the county and contact was made with elected officials.

**DELIVERABLES:**

All events were held between January and March as planned and were held at different parts of the county to be transportation sensitive. There was some difficulty in reaching specific target audience at each event. We did tend to have a mix of all audiences at all the events except for the teen parents. About a quarter of our participants were Spanish speaking. We did have a few grandparents raising grandchildren participate, but the majority of grandparents (according to the survey), were not the primary caregivers. However, many of them wrote on the survey that they would share the information with their children.

Overall attendance was also lower than anticipated. A consistent suggestion we received from attendees was to continue doing these types of presentations in the community because it takes time to build trust and word-of-mouth promotion. We did promote each event on Eventbrite, distributed it through our email list, posted them on social media, distributed fliers, and for the Spanish speaking event, we went to two local supermarkets to handout fliers. On our behalf, individuals also promoted these events through their church and other organizations.

**IMPACTS:**

The CWC’s goal was to increase awareness and funding around HV. At 4 of the 5 events HV organizations were onsite and signed up interested families for HV services. According to our post survey, 85% of participants were interested in trying HV services with their children or future children. Of the remaining, 11% said they would use HV if they had children who were of that age and 4% were not interested in HV services. Before the start of the presentation 66% of participants did not know what HV is. The remaining 34% had some knowledge of HV. 92% of participants showed increased knowledge in HV after the presentation and 8% were unsure what HV is. The two events that focused on teen parents that were held at the school were students from the GRADS program. We were unable to distribute or collect information from this population.

To increase funding, the CWC asked attendees to write post cards if they felt inclined to our representative and senators. 86 postcards were collected. All postcards were sorted and delivered to the elected officials.

**COLLABORATION:**

The CWC plans to continue promoting HV at local events by providing materials, connecting families to services, and answering questions. Through the CWC’s Presbyterian grant, the CWC will focus a lot its attention during the 2018 calendar year on adverse childhood experiences (ACEs) which is in align with the CWC’s priority areas. As apart of decreasing ACEs, HV plays a key role and as such will continue to be apart of that priority area.

Partnerships with HV service providers were already in place; however, this grant period deepened the relationship. The CWC also was able to connect with the local Rotary, political parties, church groups, and a representative of the Rio Communities Fire Department who were all interested in learning more about HV.

**PRESS COVERAGE:**

The CWC originally had an op-ed around meeting with the representatives during the grant period. Since the representatives were in session during the grant period, a movie theater advertisement on HV was placed. The advertisement ran for a 3-month period at the only movie theater in Valencia County and was shown on every screen promoting HV with names and phone numbers to call. It is difficult to measure the impact gained from the advertisement, but during its run it was seen by thousands of residence of all ages from Valencia County and surrounding areas.

The CWC also purchased 500 call-to-action posters that were distributed to businesses and individuals in Valencia County. The posters list the names and contact information for each representative and senator for Valencia County. They also have contact information for all four HV agencies.

**NEXT STEPS:**

The CWC is open to additional funding for HV promotion and will continue to apply for grants in this area as they come along. As a part of other grants from Presbyterian and Department of Health, the CWC will be focusing on informing the community about ACEs and hosting Kids at Hope trainings both of which focus on positive, healthy outcomes for children and families.