

Background

Promise 1000 – Home Visiting Collaborative connects the greater Kansas City region’s most vulnerable families to in-home supports that optimize the beginning years of life for young children prenatal to three – the first 1,000 days of life. The mission of the Promise 1000 Collaborative is to provide an **innovative, sustainable collaborative system** of evidence-based home visiting services for pregnant women, young children and their families to (1) Improve maternal and child health & well-being (2) Promote child development and school readiness, and (3) Increase resilience and safety of participating families.

Promise 1000 aimed to address multiple challenges that were identified by home visiting agencies during a year long strategic planning, including:

- Multiple funding sources with varied reporting requirements
- Lack of shared data collection and outcomes resulting in an inability to demonstrate population health impact
- Difficulties with recruiting referral sources, and marketing
- Varying eligibility requirements, services areas, and referral processes making referrals challenging

The strategic process led to the development of a **collective impact approach to home visiting** that would aim to address common challenges in home visiting, and promote services shown to have a positive impact on outcomes for children and families.

Mutual Strategic Planning Goals

- 1 Continuous **funding** necessary to serve the families appropriate for home visiting services
- 2 A centralized recruitment, initial intake, and **referral system** to ensure eligible families are served by the most appropriate home visiting program to meet their identified needs
- 3 A **coordinated approach** with home visiting partners, health care, mental health, social service, and education systems in the delivery of home visiting services.
- 4 A **data system** for measurement of ongoing effectiveness of services provided and to identify areas for program improvement.
- 5 Home visiting agencies that operate according to federally-identified “evidence-based” models, or are in the process of becoming an “evidence based” model, with **standardized data collection on shared outcomes, standards, and quality measures.**
- 6 Home visiting agencies that are staffed by **highly-qualified and committed personnel** to provide centralized functions and services.
- 7 Home visiting services that are **culturally responsive** and meet the needs of the diverse, ever-changing populations represented in the defined geographical area.

Collect Impact through Collaboration

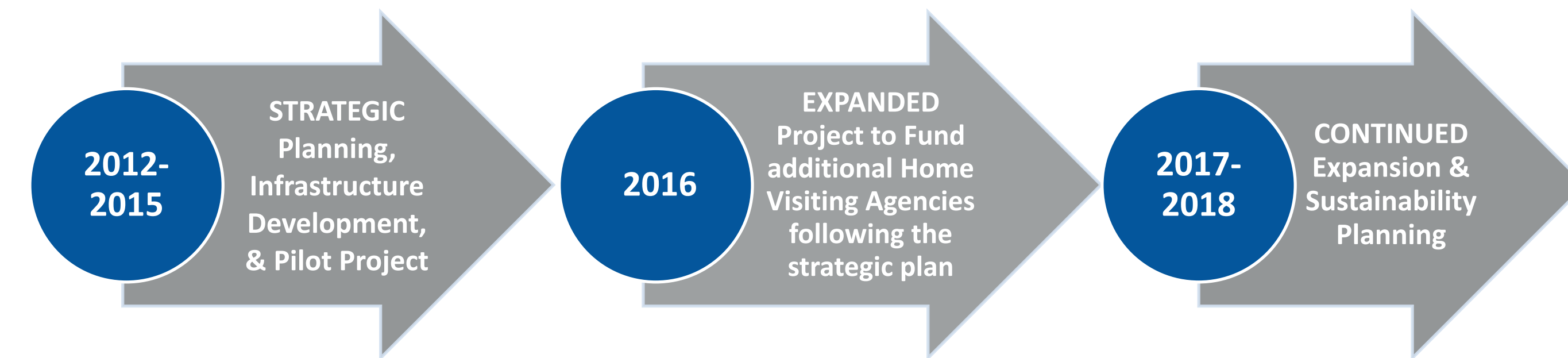
Research suggests that home visiting is most effective when agencies are collaborating with standardized training and quality measures and are interwoven with other community-based programming to integrate a system of early prevention¹

Such a system includes home visiting agencies, health care providers, and community resources in order to increase well-being, health, and safety of vulnerable children and families.

Promise 1000 was modeled after the Every Child Succeeds (ECS), a collaborative evidence-based home visitation program based in Cincinnati Children’s Hospital, and brings together evidence-based home visiting models including: Healthy Families America, Parents as Teachers, Early Head Start, and evidence-informed promising approaches to focus on the ingredients of home visiting that lead to shared collective outcomes.

Conditions for Collective Impact

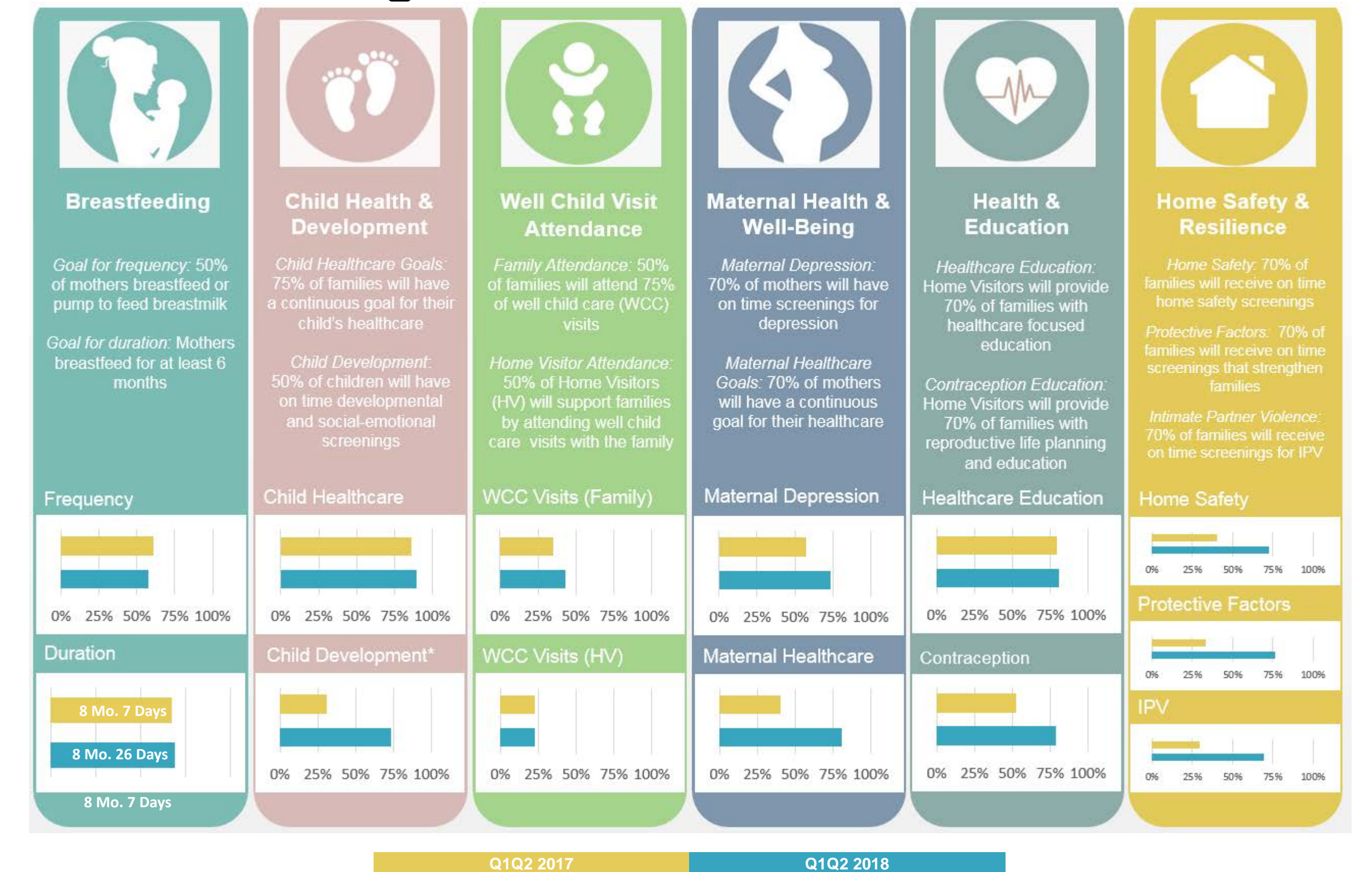
- Common Agenda**
 - Expanding Home Visiting in the KC Metro area to increase positive outcomes for children & families
- Common Progress Measures**
 - Shared data system & standardized data collection on shared outcomes, standards, and quality measures
 - Shared Centralized Referral & Intake System
- Mutually Reinforcing Activities**
 - Structured & coordinated trainings for home visitors surrounding key outcomes
 - Monthly Continuous Quality Improvement activities
 - Advisory Work groups led by Home Visiting Supervisors
 - Mutually beneficial marketing & outreach efforts
 - Quarterly & bi-annual performance-based incentives
 - Supportive funding & progress towards fiscal sustainability for home visiting
- Continuous Communication**
 - Monthly CQI Supervisor & Promise 1000 meetings
 - Quarterly Collaborative meetings
 - Continuous updates and communication
- Backbone Organization**
 - United Way of Greater Kansas City – Fiscal Agent
 - Children’s Mercy Hospital – Centralized Services
 - Health Forward Foundation



Promise 1000 Focus Areas & Indicators

- Child Health & Well-Being**
 - Breastfeeding frequency & duration
 - Child healthcare goals
 - Well-Child care visit attendance
 - Home visitors attending well child visits
- Maternal Health & Well-Being**
 - Maternal healthcare goals
 - Depression screenings
 - Home Visitor providing healthcare and contraception education
- Child Development & School Readiness**
 - Developmental screenings
 - Social-emotional developmental screenings
- Home Safety & Family Resilience**
 - Home safety screenings
 - Protective factors screenings
 - Domestic violence screenings

Shared Progress Measures Results



Discussion & Lessons Learned

Bringing together a collective of diverse agencies/models to focus on shared procedures and outcomes can present unique challenges, as each has their own existing structure and focus areas. Essential components for successful collaboration include:

- Open communication
- Continuous quality improvement (CQI)
- Recognition of expertise & flexible programming
- Remembering the “big picture” or common agenda to create focused efforts that are both purposeful and meaningful

Future Activities

Future endeavors continue the forward momentum towards shared collective goals including, but not limited to:

- Expansion of services to reach more families in need
- Further development of integration of home visiting within the medical home
- Emphasizing home visiting components for families based on individual needs
- Progressing towards a fully sustainable funding structure
- Demonstration of fiscal impact on healthcare expenditures