

Putting the Pieces Together.

Virginia's Premier Conference on Home Visiting



EARLYIMPACT
— VIRGINIA —
ALLIANCE FOR EARLY CHILDHOOD HOME VISITING

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Early Impact Virginia, James Madison University’s Health Education & Design Group, and Virginia Department of Health were a few of the partners involved in planning this year’s Conference. (From left to right-*Back Row*: Brent Finnegan, Laurel Aparicio, Tim Estep, and Patrick Fitzgerald *Front Row*: Tierah West, Alex Rooke, Jacque Hale, Andelicia Neville, and Ben Shirkey.)

Summary

The Early Impact Virginia Bi-annual Home Visiting Conference took place on Friday, March 22, 2019 at the Hilton Short Pump Hotel in Richmond, Virginia. The Conference, referred to as *Putting the Pieces Together: Virginia's Premier Conference on Home Visiting*, attracted a total of 373 home visitors, supervisors, and affiliates in diverse fields across the Commonwealth.

This year's Keynote Speakers touched on the topics of trauma-informed care, lifetime impacts of early childhood partnerships, and the positive, personal impression of home visiting. During the awards luncheon, Tamara Slife with CHIP of New River Valley, Healthy Families of Central Virginia, and Governor Ralph Northam were recognized as recipients of the 2018 Expanding Horizons Awards.

Conference marketing, materials, and decorations represented the overarching theme of puzzles and puzzle pieces coming together to create a complete picture. Each attendee's role contributes to effective home visiting services. Select workshops were accompanied by "puzzle pieces", in the form of home visitors, local organizations, or parent advocates. These puzzle pieces served as the application aspect for the specific topics of discussion.

At registration, participants received an Early Impact Virginia bag with a puzzle for young children and folder containing infographics as well as information on parent education resources. In the main ballroom, each table had a centerpiece consisting of two puzzles, mini puzzle pieces. Each attendee also received a postcard with the text, "I am an essential piece."

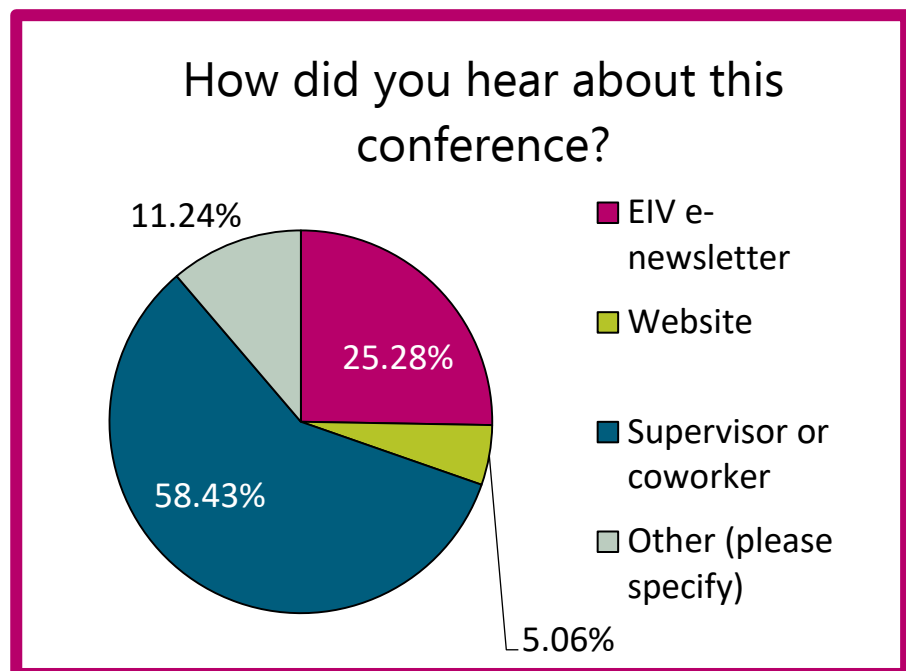
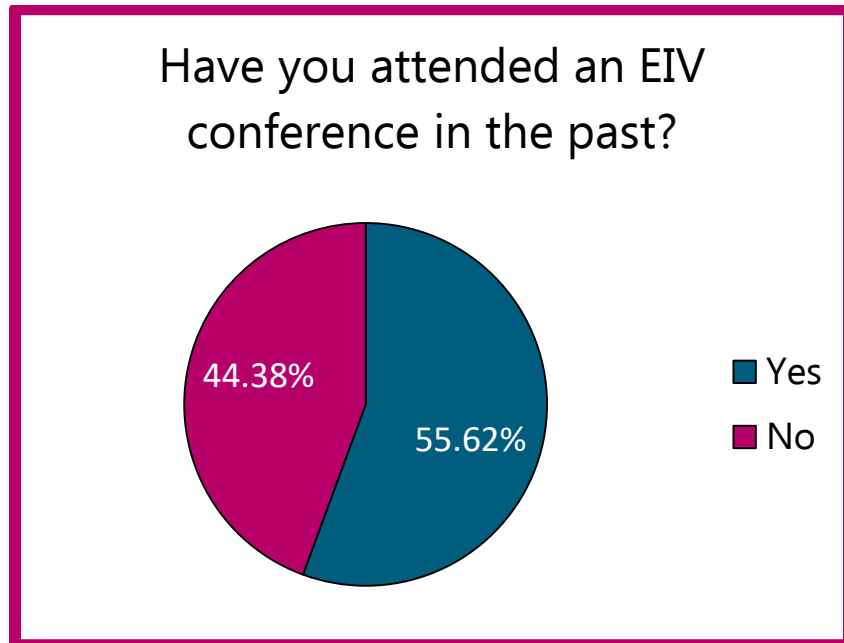


Attendees enjoyed the photo booth. It was a hit!

Participant Demographics

This year's Home Visiting Conference drew 373 attendees. Following the conference, participants were asked to complete an evaluation survey. The survey, sent to the 373 attendees, received 179 responses.

56% of respondents had attended a previous Early Impact Virginia Conference. The majority heard about this year's Conference through program supervisors or coworkers.

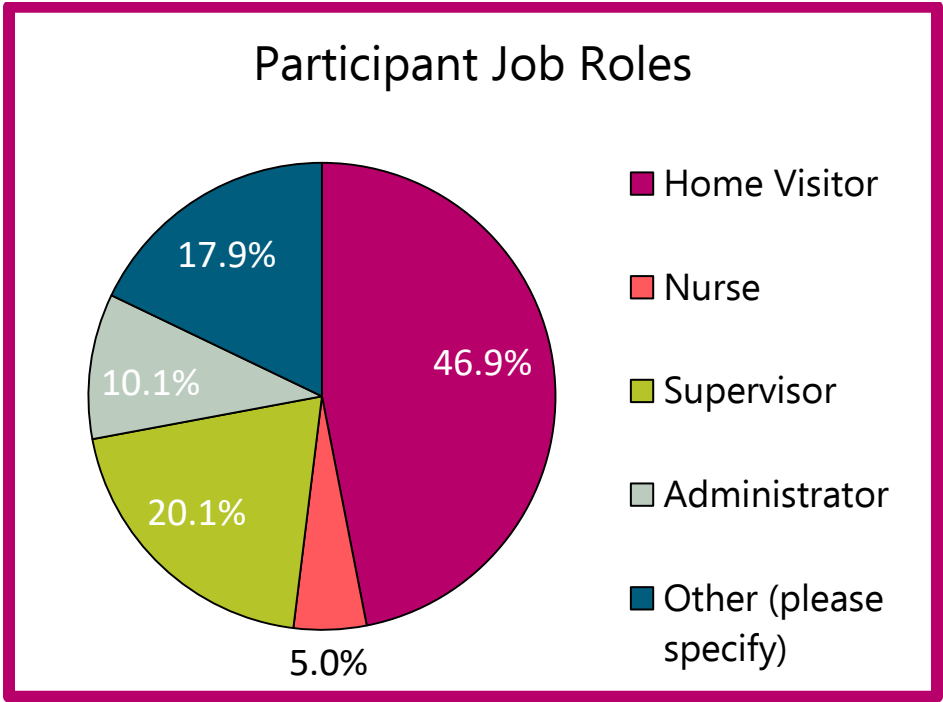


Participants represented the following home visiting model programs:

- CHIP of Virginia
- Healthy Families
- Parents As Teachers
- Early Head Start
- Healthy Start
- Nurse Family Partnership
- Resource Mothers
- Infant & Toddler Connection

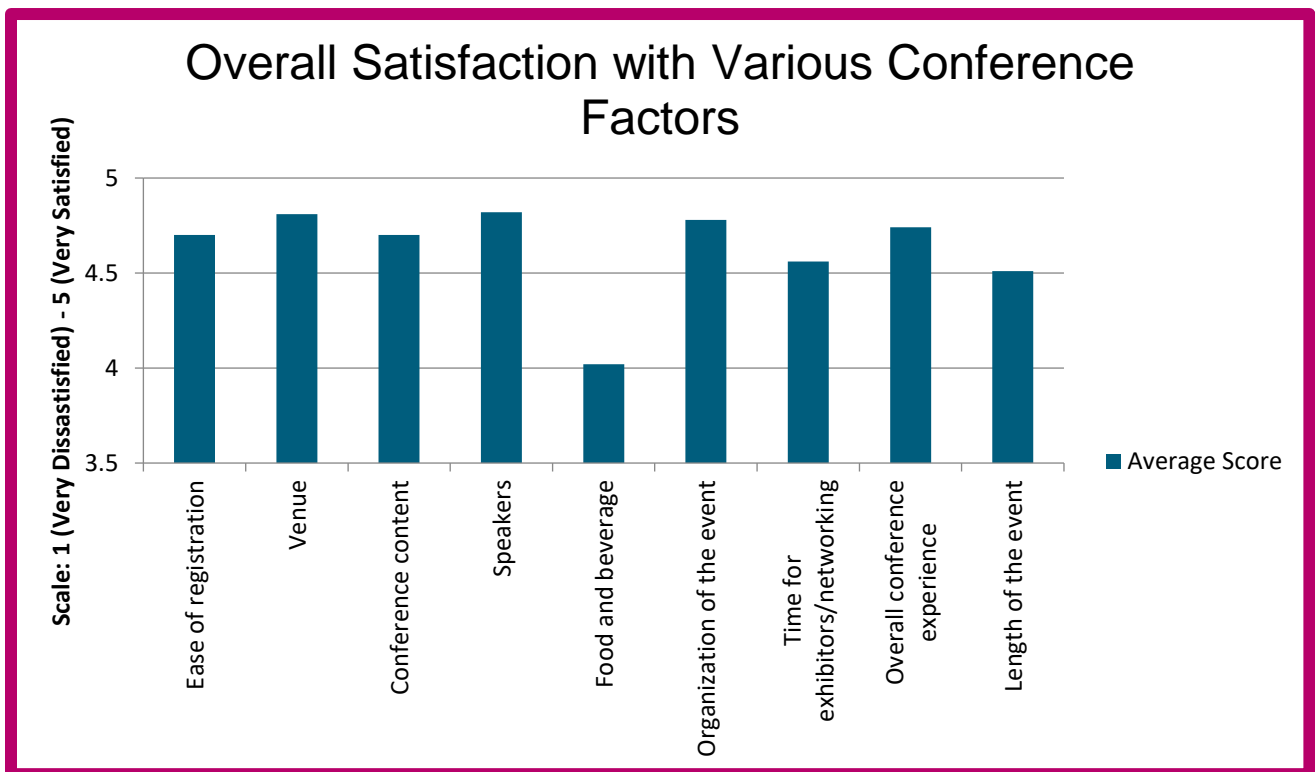
In addition, representatives from institutions such as the Virginia Department of Health, Virginia Department of Social Services, and Virginia Commonwealth University, were in attendance.

Close to half of respondents indicated that they are home visitors and one fifth of respondents are supervisors. Other positions listed include nurses, administrators, occupational therapists, program coordinators, health educators, community outreach coordinators, service coordinators, data consultants, and interns.



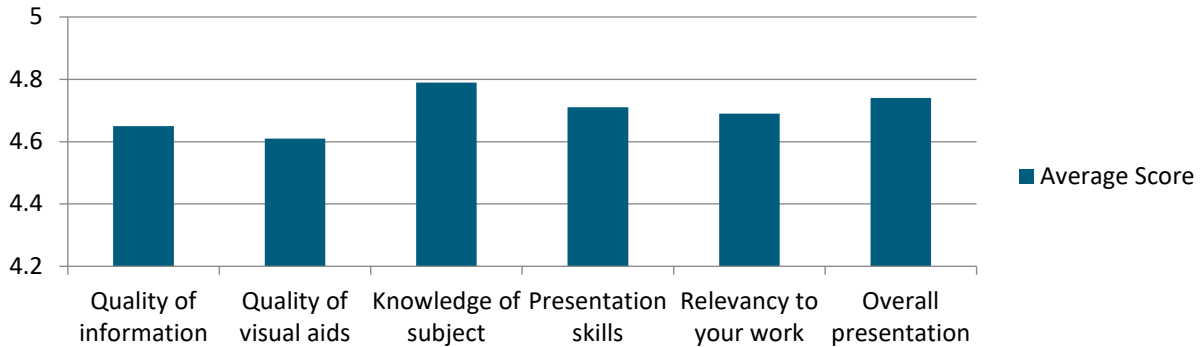
Conference Evaluation

179 participants completed the post-Conference survey on Survey Monkey, which represents a 48% response rate. Participants were asked to rate their satisfaction with major components of the day using a Likert Scale (1 Very Dissatisfied – 5 Very Satisfied) and average scores were calculated. Evaluated factors included all speakers (4.82), ease of registration (4.70), organization of the event (4.78), the overall conference experience (4.74), and the Hilton Richmond Hotel & Spa as the conference venue (4.81). Of the 179 people who completed the evaluation, 130 indicated that they were very likely to recommend the Conference to a colleague or friend.

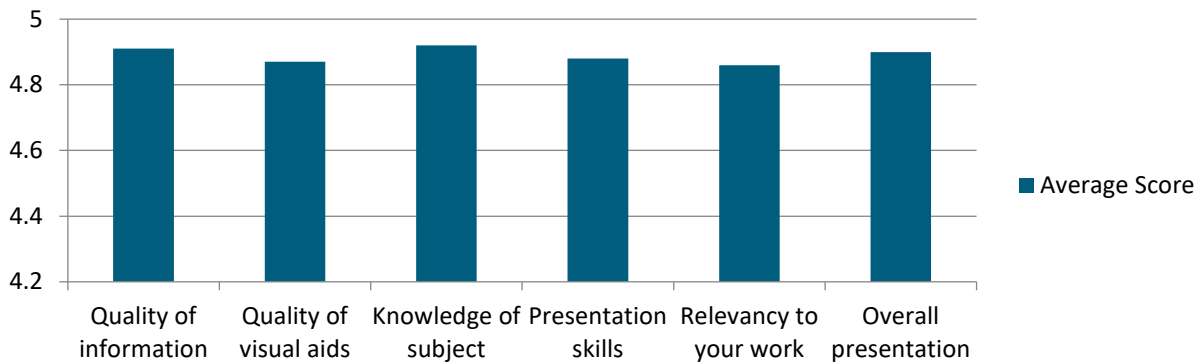


As aforementioned, the Keynote Speakers received positive feedback from respondents. El Brown, Tonier Cain-Muldrow, and Shelly Cramer obtained high ratings on knowledge of their subject and overall presentation. El's presentation skills were highlighted as well as Tonier's quality of information and Shelly's relevancy to work. *(Refer to next page)*

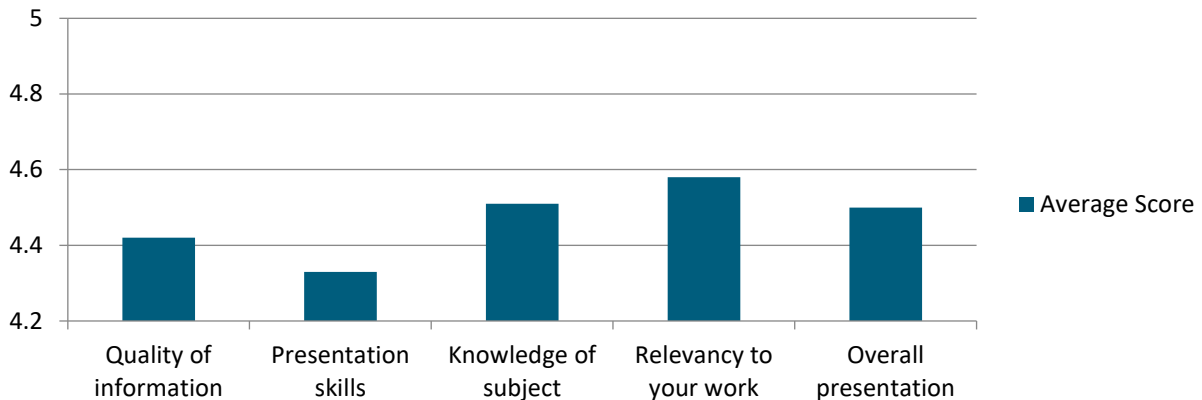
El Brown Morning Keynote Speaker



Tonier Cain-Muldrow Luncheon Keynote Speaker

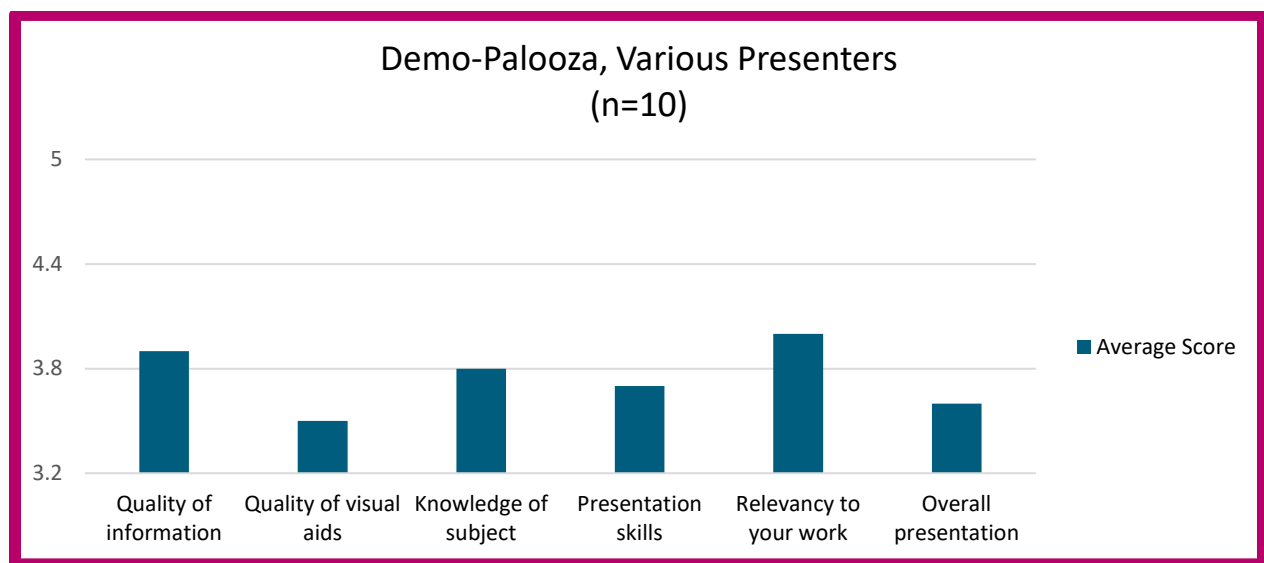


Shelly Cramer Afternoon Keynote Speaker

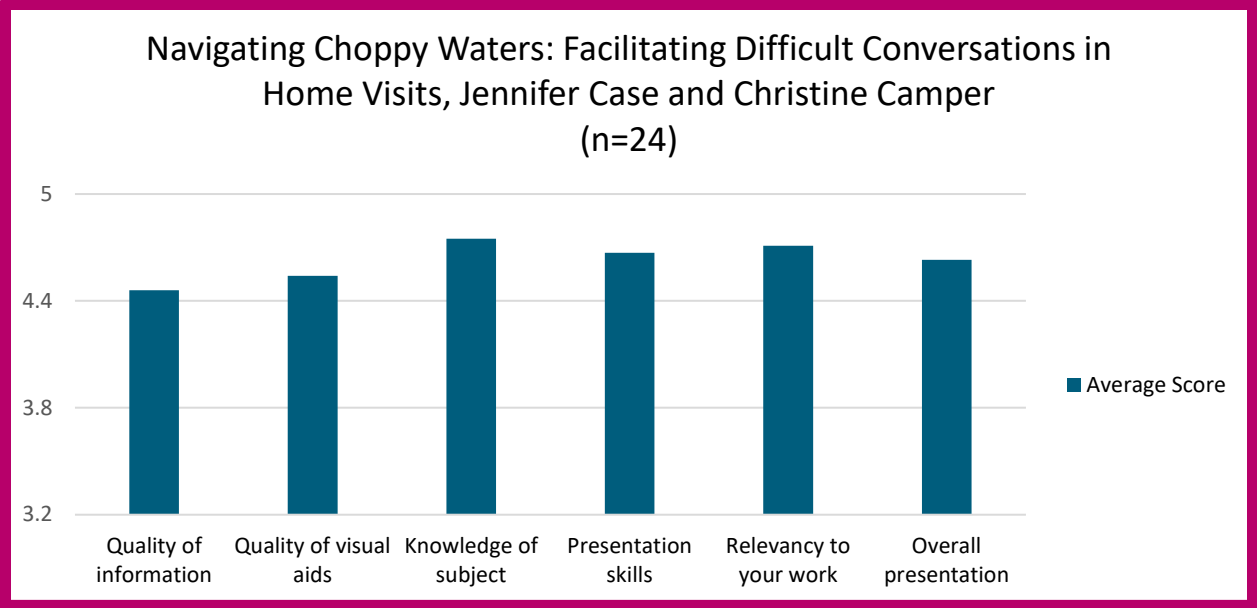


Morning Session Evaluations

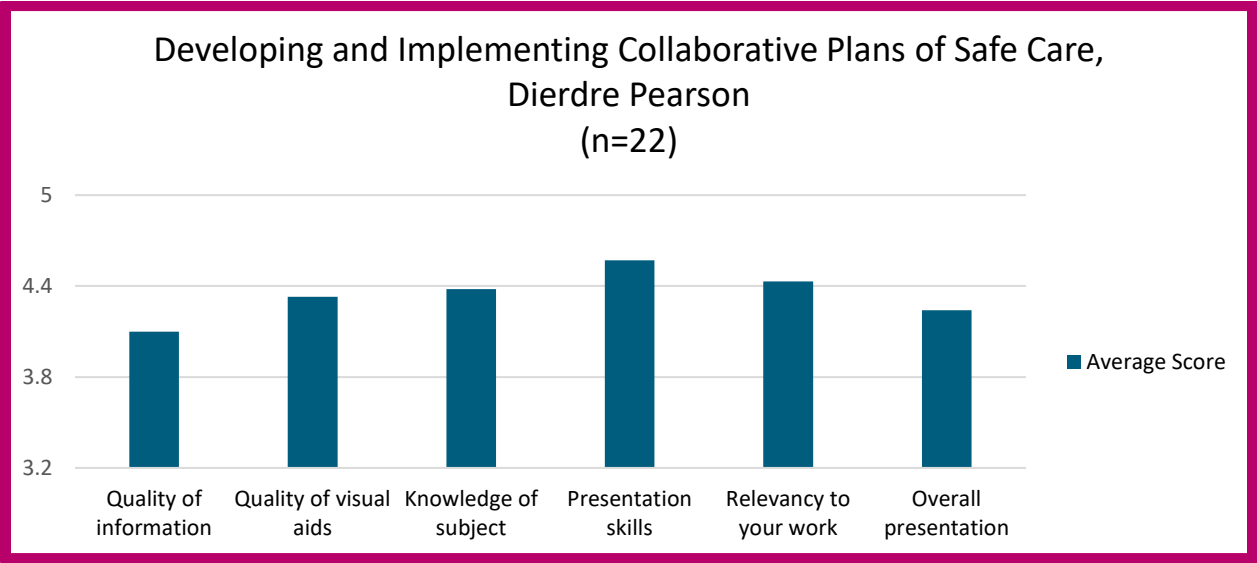
Participants chose from eight morning workshops. The one hour and fifteen minute workshops included: *Demo-palooza*, *Navigating Choppy Waters: Facilitating Difficult Conversations in Home Visits*, *Developing and Implementing Collaborative Plans of Safe Care (POSC)*, *When You Don't Think He'll Outgrow It: Talking with Families about Developmental Delay*, *Help Is At The Door: Brand New Public Awareness Tools For Home Visiting Programs*, *Don't Forget Dad*, *Strengthening Family Partnerships: Engaging Families of Diverse Young Children*, and *Working with Families with Perinatal Depression and Anxiety: Nurturing Families and Nurturing Yourself*.



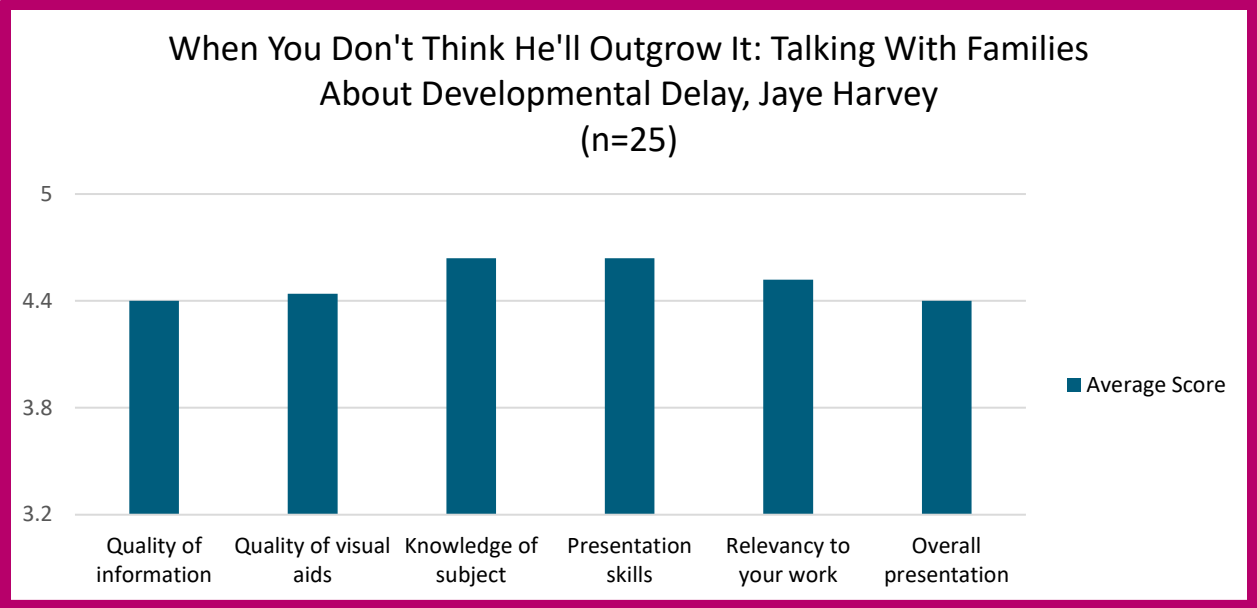
(24 enrolled, 10 survey responses) This session provided participants with additional time to learn from exhibitors about their work, products, and programs. Partners included Act Early, Child Care Aware of Virginia, Community Idea Stations, The Institute, Virginia Commonwealth University: The LIFE Study, and Wingspan, LLC. Participants heard from four partners of their choice in 15-minute sessions. Participants received a “backstage pass” at the start of the session to be stamped by partners after each 15-minute block concluded to be entered into a drawing for a special prize.



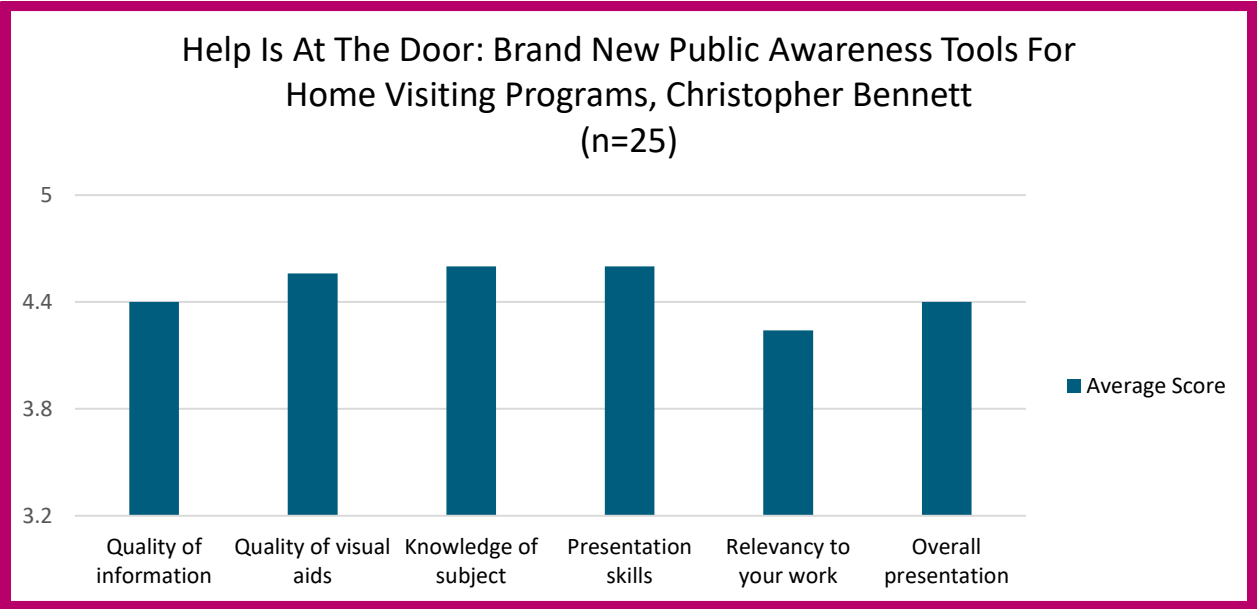
(46 enrolled, 24 responses) Participants left this workshop with effective tools and strategies to assist with difficult scenarios and conversations in home visiting. General family partnership skills were also covered during the interactive session. Jolee Crawford, with New River Community Action Agency, was the puzzle piece for this workshop.



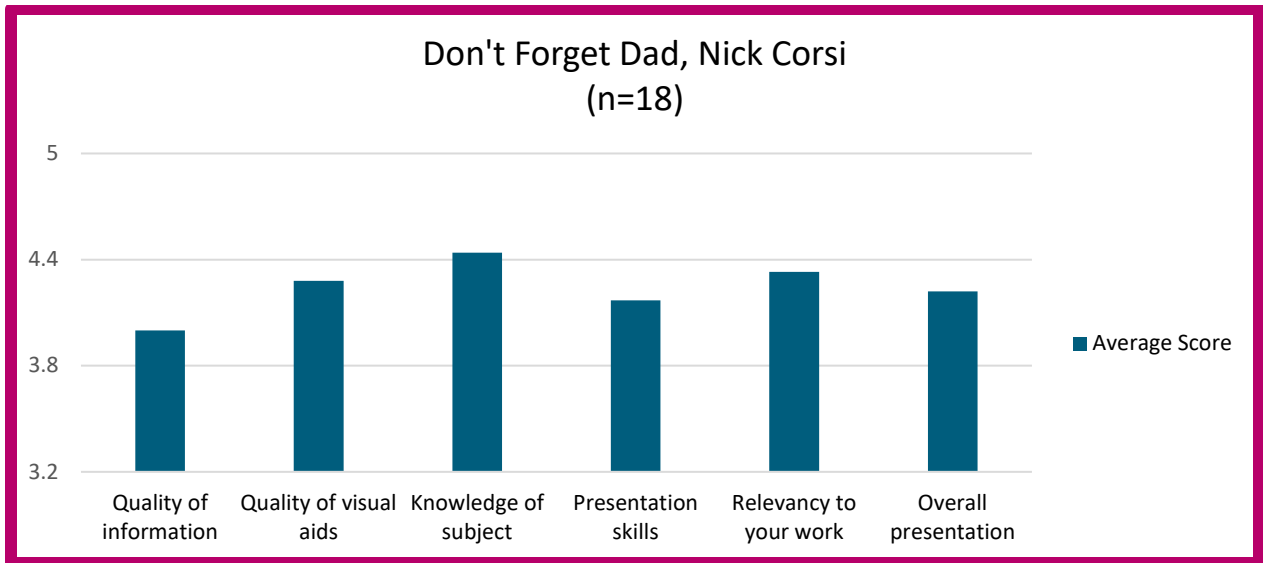
(37 enrolled, 22 survey responses) This workshop featured skills in developing Plans of Safe Care. Participants left with an understanding of laws regarding maternal substance use and learned how to identify service needs specific to families with infants born after intrauterine exposure to substances. Elizabeth Bell, a Proud Mom and Parent Advocate for Home Visiting, was the puzzle piece for this workshop.



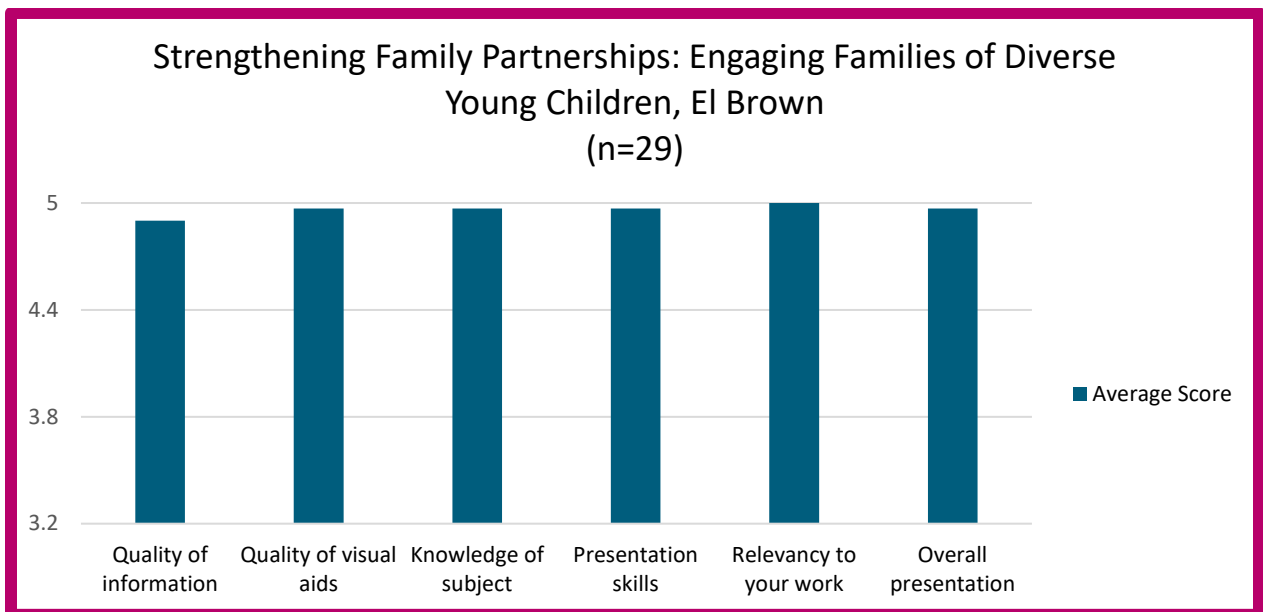
(50 enrolled, 25 survey responses) In this workshop, participants learned to define developmental delay and identify red flags during home visits as well as how to support families with additional resources. Shelly Cramer, a Proud Mom and Parent Advocate for Home Visiting, was the puzzle piece for this workshop.



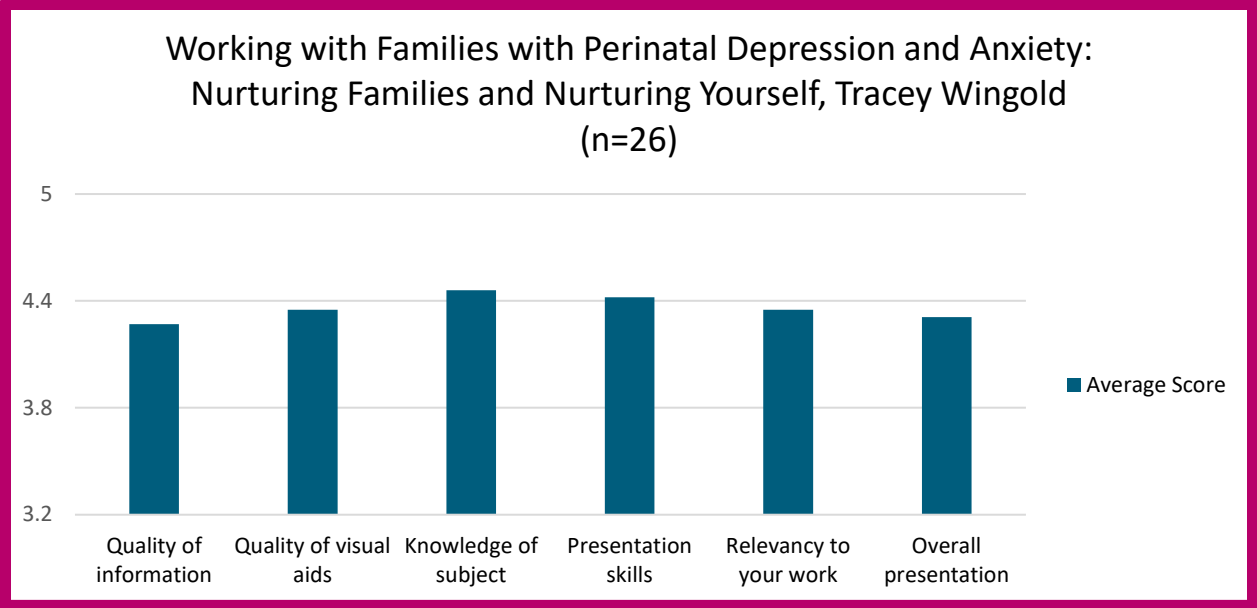
(50 enrolled, 25 survey responses) This workshop session expanded on new marketing materials developed by Early Impact Virginia. Participants learned how to execute successful media campaigns in order to promote awareness of home visiting among potential partners and parents. Jon Nafziger, Executive Director of Jefferson Area CHIP and Families Forward Virginia Board Member, was the puzzle piece for this workshop.



(31 enrolled, 18 survey responses) In this workshop, participants learned about resources and skills to facilitate dads' involvement in their children's lives and active participation in home visits in addition to how to identify and overcome common barriers to father involvement. Courtney Hester, a Proud Dad and Parent Advocate for Home Visiting, was the puzzle piece for this workshop.



(56 enrolled, 29 survey responses) This workshop session explored methods of establishing a foundation for partnerships built on healthy communication that supports the continued growth and development of families. Participants learned strategies to catalyze the necessary trusting and respectful partnerships with parents to result in desired outcomes.



(49 enrolled, 26 survey responses) This workshop session provided an overview of the incidence, prevalence and symptoms of Perinatal Mood and Anxiety Disorders (PMADS). Participants were able to hone their skills and increase their confidence in working with challenges facing pregnant or new moms and their families. Rebecca Lowe, Andrew Napoli, and Ashley Davis of Family Lifeline were the puzzle pieces for this workshop.



Afternoon Keynote, Tonier Cain-Muldrow

Luncheon Award Ceremony

During lunch, Early Impact Virginia presented the 2018 Expanding Horizons Awards to three honorees:

Tamara Slife, a Family Educator with CHIP of New River Valley, received the Outstanding Home Visitor Award.

Healthy Families of Central Virginia, received the Outstanding Home Visiting Program Award.

The Honorable Ralph S. Northam, Governor of Virginia, received the Home Visiting Champion Award. The award was accepted by Dr. Daniel Carey, Secretary of Health and Human Resources.



Tamara Slife and CHIP of New River Valley Staff



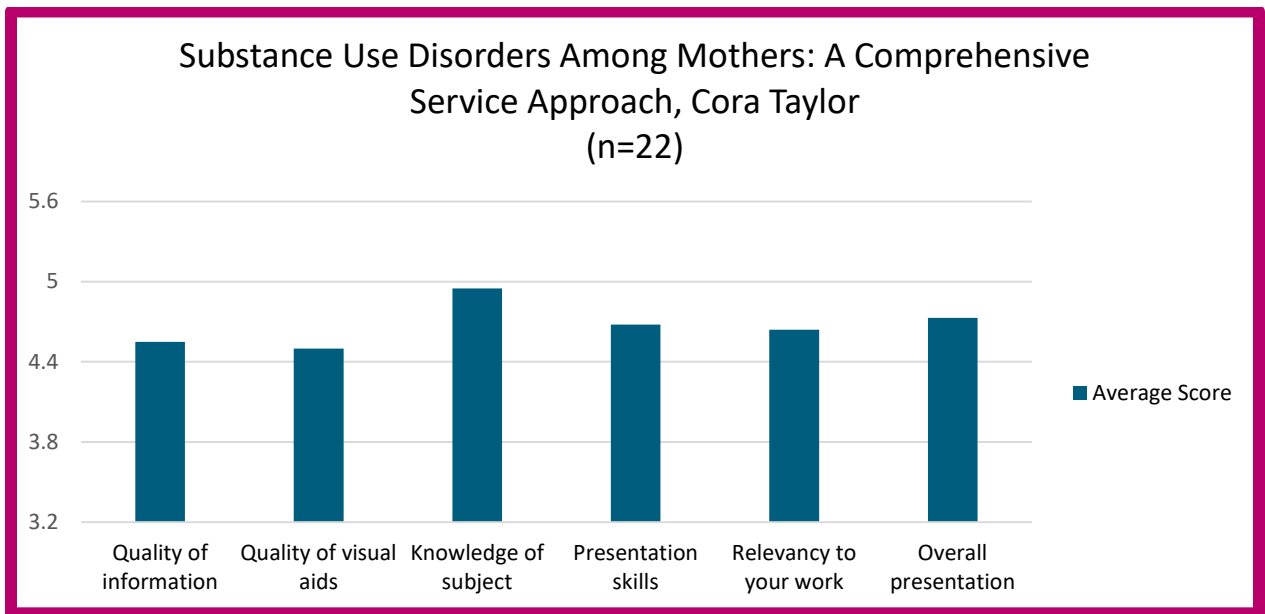
Healthy Families of Central Virginia Staff



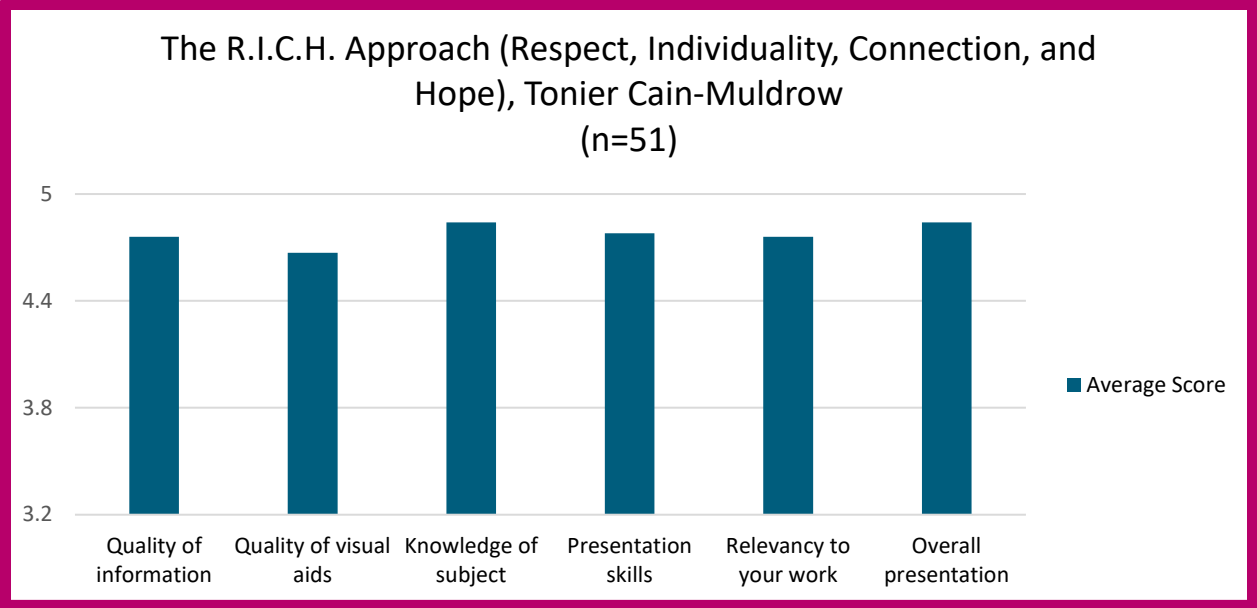
Chavis Harris, Families Forward Virginia Board of Directors Chair, and Dr. Daniel Carey

Afternoon Session Evaluations

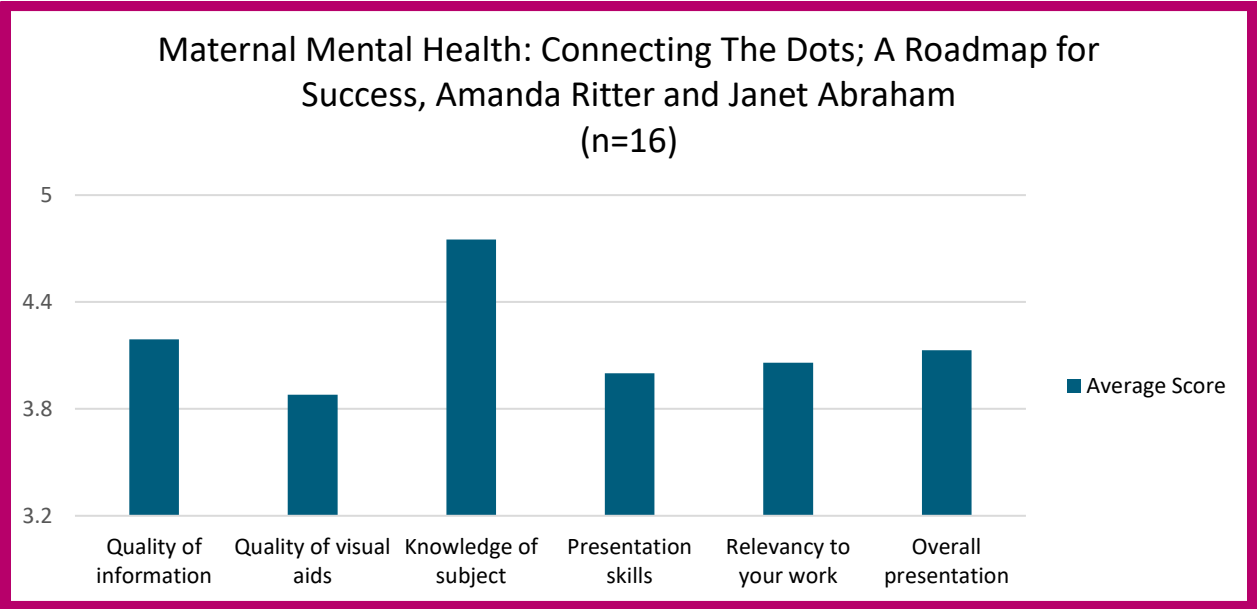
Participants chose from eight afternoon workshops. The one hour and fifteen minute workshops included: *Substance Use Disorders Among Mothers: A Comprehensive Service Approach*, *The R.I.C.H. Approach (Respect, Individuality, Connection, and Hope)*, *Maternal Mental Health: Connecting The Dots; A Roadmap for Success*, *Cultural Humility*, *"GOAL" Is Not A Four-Letter Word!*, *The Brain Architecture Game*, *Engaging Immigrant Families*, and *Helping Families Choose Breastfeeding*.



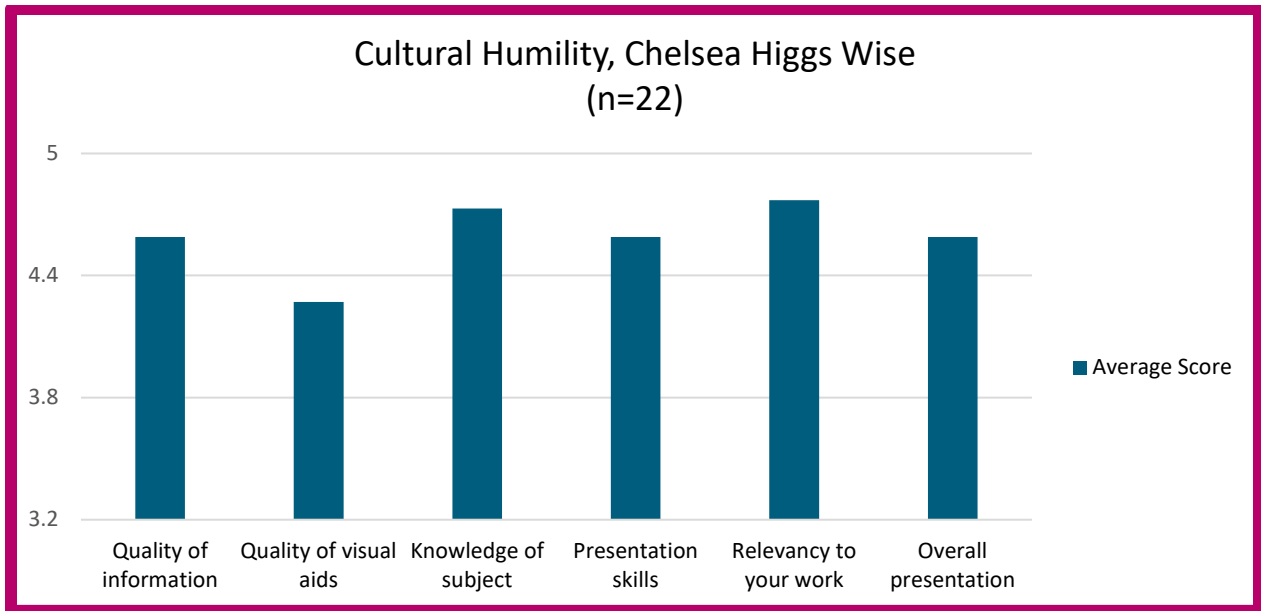
(46 enrolled, 22 survey responses) In this workshop, participants learned how to define substance and opioid use disorders as well as describe current epidemiology in the USA, outline advantages of Medication Assisted Therapy, define neonatal abstinence syndrome, and identify the importance of holistic care. Participants left with a better understanding of the importance of collaborative provider relationships, as well. Ashley Graham of Healthy Families of Central Virginia was the puzzle piece for this workshop.



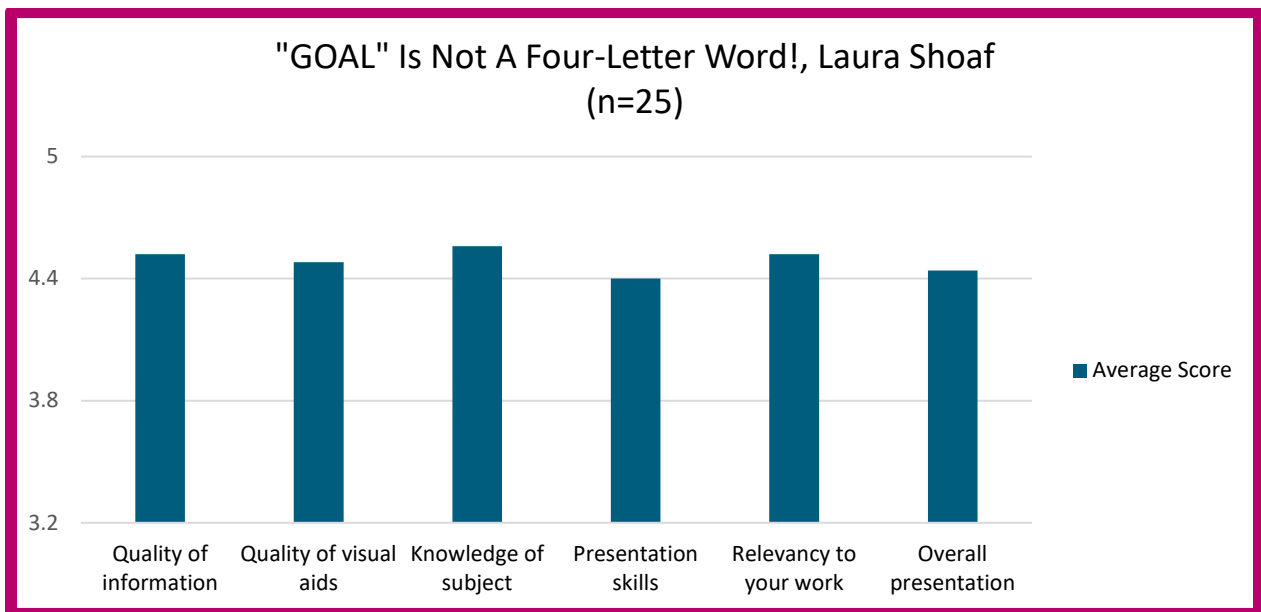
(54 enrolled, 51 responses) This workshop educated providers on how to engage trauma survivors using trauma-informed care practices. Participants learned how the R.I.C.H. Approach, which is Respect, Individuality, Connection and Hope, helps survivors to feel safe so that they may begin to heal from past traumatic experiences.



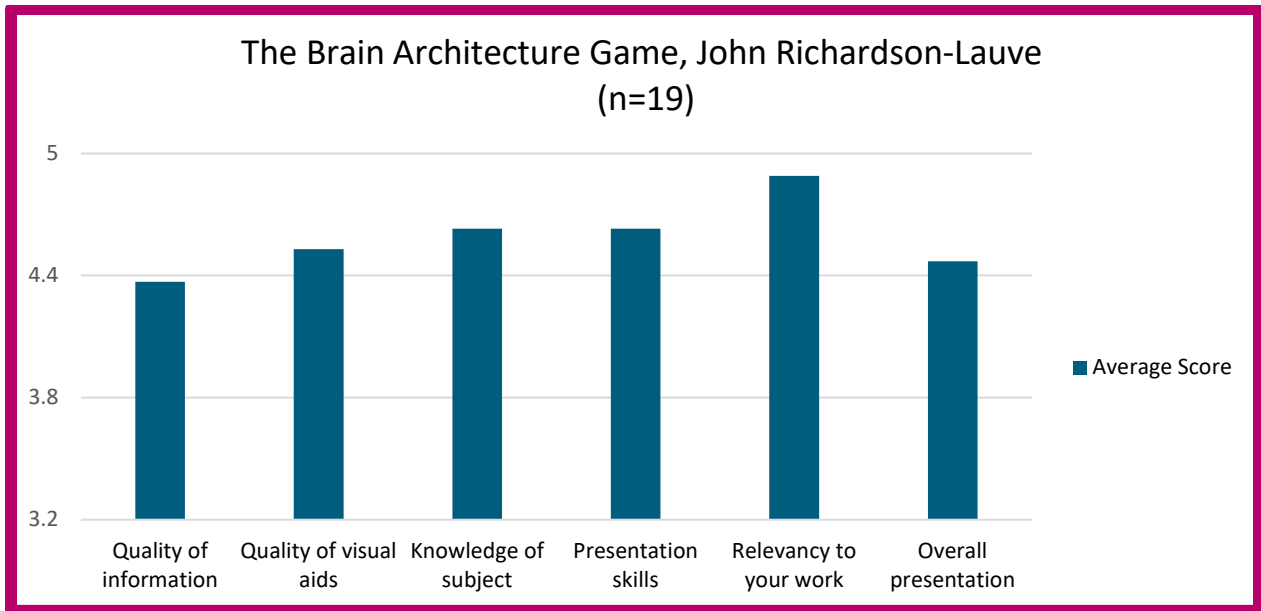
(43 enrolled, 16 responses) Using case studies and interactive discussion, participants gained a fundamental understanding of postpartum depression and mood disorders as well as collaborative strategies for prevention, assessment and management of this complication in moms during pregnancy and beyond.



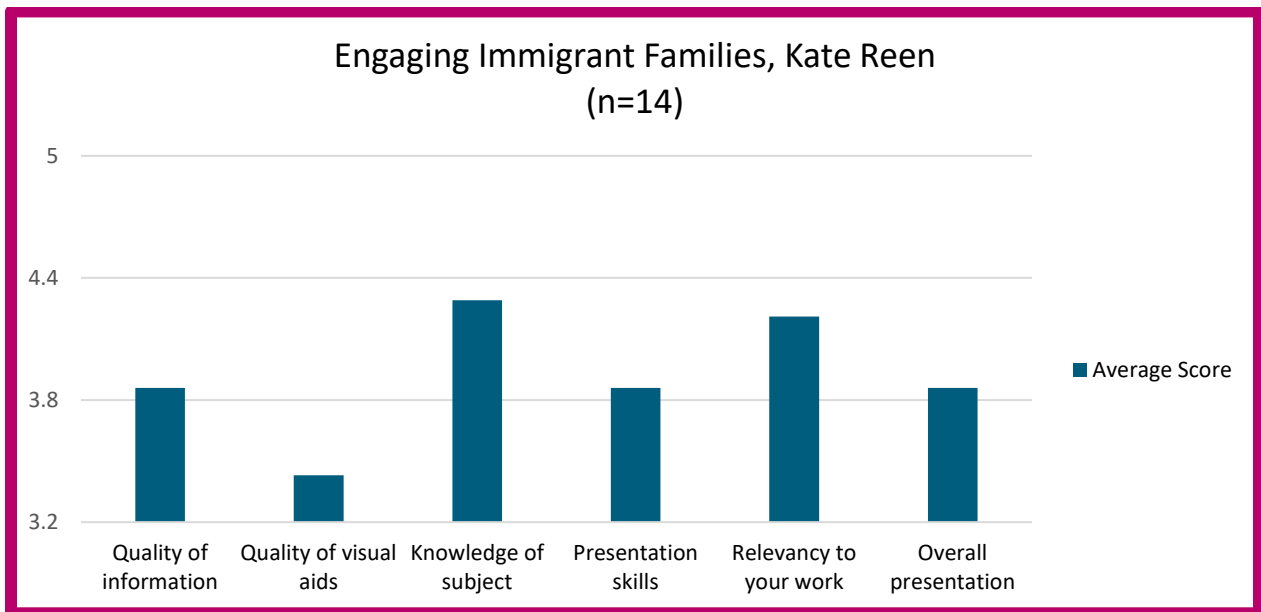
(41 enrolled, 22 survey responses) This workshop focused on what it means to take a culturally humble approach to support families in decision-making on parenting topics such as sleep, discipline, and nutrition. Participants also learned about concrete strategies for partnering with families using a lens of cultural humility.



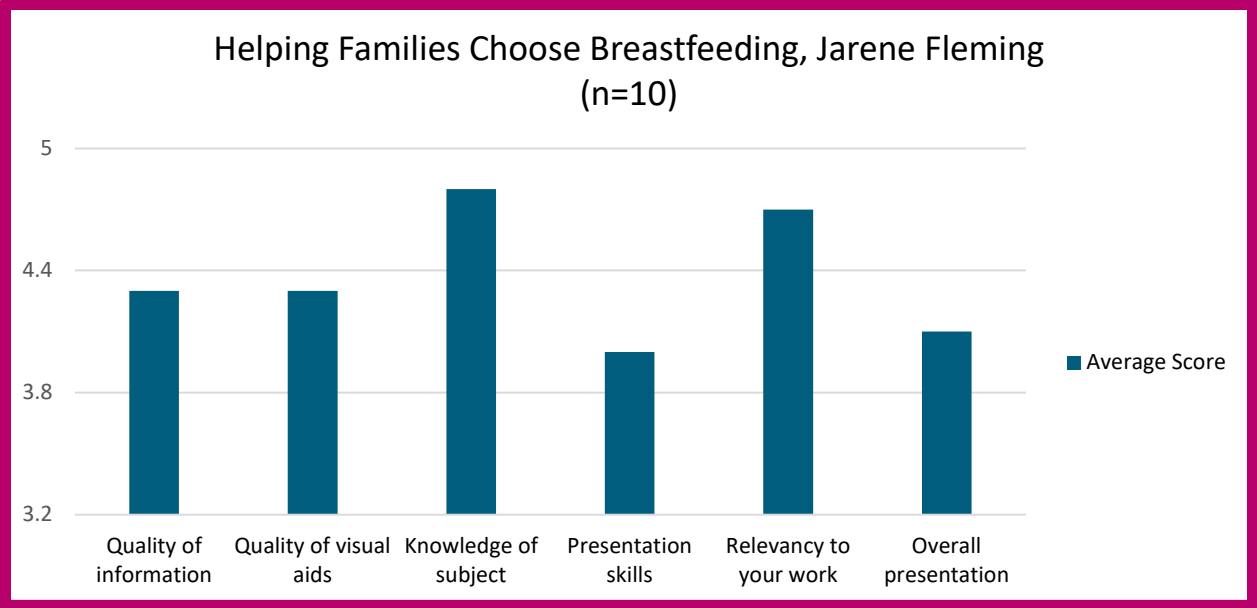
(50 enrolled, 25 survey responses) This session was particularly useful to home visitors and supervisors who have struggled with goal-setting and working towards goals with families. The workshop explored relationship-based goal-setting and how to overcome common challenges in the goal-setting process. Participants left with new strategies for approaching the process of goal-setting with families.



(50 enrolled, 19 responses). Participants were involved in this group game experience that builds understanding of the powerful role of experiences on early brain development. Participants learned what promotes and derails optimal brain development as well as the societal consequences.



(44 enrolled, 14 responses) This workshop focused on the unique considerations for effectively working with immigrant families. Participants were able to learn practices from a programmatic and individual level that can increase engagement. Samira Khairkhawa of Charlottesville/Albemarle Healthy Families was the puzzle piece for this workshop.



(16 enrolled, 10 responses) This workshop discussed the benefits of breastfeeding and risks of formula feeding, as well as how to help families understand breastfeeding as a preventative strategy. Participants left with a better understanding of the importance of language, messaging, and counseling strategies when meeting with new families. Arlene Lipscomb, with CHIP of South Hampton Roads, was the puzzle piece for this workshop.



Home visitors engaged in interactive breakout sessions.

Additional Conference Feedback

Seventy-three percent of respondents are very likely to attend the conference again. The majority indicated that they were very satisfied with the inclusion of “puzzle pieces” (home visitors, supervisors, local organizations, or parent advocates), who represented application of specific workshop topics. Early Impact Virginia is committed to transfer of learning and skill application. Following this mission, respondents named two things they learned that they plan to use in their daily home visiting work.

Common themes emerged from the responses:

- Building genuine trust with families
- Involvement of fathers in home visits
- Advocating for families
- Open-mindedness and cultural humility
- Ways to support trauma-informed care
- Recognize the signs of post-partum depression
- The importance of marketing technology and social media within home visiting
- Understanding long-term impacts
- Active listening
- Reinforcing the value of direct service
- Home visitor self-care

Suggestions for Future Conferences

Putting the Pieces Together was originally scheduled for Monday, December 10, 2018. However, due to a snowstorm, the Conference was subsequently rescheduled for Friday, March 22, 2019. Survey respondents gave positive feedback and comments on the rescheduling process and event organization.

Respondents were largely pleased with the venue (Hilton Short Pump), their interactions with staff, and diversity of exhibitors.

Suggestions for improvement include:

- Additional time with exhibitors
- Exhibitors from other regions across the Commonwealth
- Specific information on local resources
- Additional resources specific to rural areas
- Offering a variety of snacks throughout the day
- Expansion into a two-day Conference

Survey respondents also offered topics that they would like to see covered in the future. Suggested topics include:

- Address Changing Family Dynamics
- Secondary Trauma and Retraumatization
- Male Perspectives
- Cultural Diversity
- Substance-Exposed Infants and Children
- Pay Equity for Home Visitors
- Working with First Time Mothers/Teen Mothers
- Play Therapy Techniques
- Grant Writing and Funding
- Program Evaluation
- Milestones and Delays
- Oral Health
- Family Engagement
- Motivational Interviewing
- Working with Families after Mental Illness/Disorder Diagnoses

Respondents enjoyed the inclusion of personal stories and as a result, would like additional workshop time and the ability to hear from other attendees, as well. Below represents common workshop logistics-specific feedback:

- More workshops centered on small discussion groups
- Additional time set aside for workshops and Q&A
- Offer workshops more than once throughout the day
- More opportunities for recipients of home visiting services to present and contribute personal stories
- Workshops specific to family resource specialists, assessment workers, and supervisors
- More opportunity to hear from each other considering the many local organizations, models, and programs in attendance

Overall, the Conference was praised for providing a “fun” atmosphere with very engaging and diverse speakers. Respondents indicated that based on their experience, this event left them feeling motivated and empowered. Many are excited to attend the 2020 Conference!

