



people



Family led:

www.clasp.org

Marketing to public health providers

New York used MIECHV funds to develop educational resources that MIECHV programs can use for outreach to health care and social service agencies. These materials describe what home visiting is and how it can complement the services they provide.

These resources were designed to inform providers working with pregnant and postpartum women and families about home visiting programs and how home visiting could assist families through the early years of the child's life. This strategy has also been an innovative way to promote collaboration across the models and engage prenatal care providers and social service agencies in the process of outreach and referral.

Text4baby

Administrators used MIECHV funds to promote Text4baby, a text messaging service for expectant and new mothers that sends regular messages to pregnant and postpartum women in order to assist with aspects of their pregnancies and the first year of their baby's life. MIECHV funds are being used to incorporate messages about home visiting into this service and have increased participation in the Text4baby services across the state.

Challenges

Administrators in New York were challenged by the quick implementation time frame.

The process of scaling up local programs while maintaining fidelity to the national models, as well as the contract and procurement processes, required significant planning and resources. New York also identified the coordination of data collection and reporting

New York MIECHV at a glance

Additional findings:



**Identified key
aged by MIECHV:**



Develop more constructive working partnerships

NYSDOH partners with the Office of Children and Family Services; Office of Mental Health; Office for the Prevention of Domestic Violence; Office of Alcoholism and Substance Abuse Services; Council on Children and Families; the Early Childhood Advisory Council; a statewide Home Visiting Workgroup and other home visiting stakeholders. Moving forward, MIECHV administrators plan to increase collaboration with these partners to improve outreach, screening, referral, follow-up, and ongoing service delivery to high-risk women and families and to successfully implement MIECHV.

Additional information

New York's MIECHV program on the New York State's Department of Health website: https://www.health.ny.gov/community/infants_children/maternal_infant_early_child_home_visit/

New York's MIECHV Needs Assessment: https://www.health.ny.gov/community/infants_children/maternal_infant_early_child_home_visit/docs/needs_assessment.pdf

New York's MIECHV State Plan: https://www.health.ny.gov/community/infants_children/maternal_infant_early_child_home_visit/docs/miechv_updated_state_plan_2.pdf

Source: Center for Community Health and Family Support, MIECHV Implementation, October 2014; Center for Community Health and Family Support, 2014.

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