

Healthy Families America: Prenatal and Postpartum Outreach, Recruitment and Referral Protocol

At a Glance

For these home visiting models:

- ✓ **First 5 LA-funded** Healthy Families America (HFA) programs

For these home visiting roles:

- ✓ Home visiting staff conducting outreach

Purpose:

This document describes procedures related to conducting outreach and processing prenatal and postpartum enrollments and referrals for the Healthy Families America (HFA) program.

Background: Diversifying enrollment entry points is critical to maximizing caseloads and reaching additional families that would benefit from home visiting services. First 5 LA is expanding its enrollment entry points to allow prenatal and postpartum entry directly into HFA and PAT programs for eligible families.

Links to Related Materials:

- [Interest Forms](#): Use to determine eligibility and start enrollment process for a family.
- [Referral Form](#): Distribute to providers who may wish to refer patients/clients. Also use this when transferring a prospective client to another home visiting program.
- [General Outreach Script](#): Guidance for home visitors on how to describe the program and services during outreach activities.
- [Outreach Script to Identify Reasons for Declining to Enroll](#): Guidance on how to respond when a family declines to enroll.
- [Outreach Flyers](#): Distribute during outreach efforts to promote your home visiting program.
- [Outreach Tracking Form](#): Track outreach activities for goal-setting and documentation.
- [Parents as Teachers: Prenatal and Postpartum Outreach, Recruitment and Referral Protocol](#)

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Eligibility Requirements

Geographic Eligibility Requirement

- Prospective clients must reside in any Best Start Community or identify as someone experiencing homelessness (i.e., they do not have a permanent street address or report living in a car, shelter, or couch surfing).

Prenatal Enrollment Eligibility Criteria

- Pregnant (no minimum or maximum required gestational age).
- Client must not plan to deliver at a [Welcome Baby hospital](#). (Exception: Referrals from L.A. County's [DCFS](#) or [Probation](#) may enroll in First 5 LA-funded HFA/PAT programs, even if the client is delivering at a Welcome Baby hospital. This will enable reimbursement through FFPSA funds.)
- Client must qualify for services based on HFA model requirements.

Postpartum Enrollment Eligibility Criteria

- Child is less than 90 days postpartum for HFA programs.
- Client must qualify for services based on HFA model requirements.

Process

Home visiting programs should consider targeted outreach strategies, as families must qualify for enrollment based on several eligibility requirements, including Best Start geographic location. Because prenatal enrollment is limited to families not delivering at a Welcome Baby hospital, HFA programs should seek to develop relationships with hospitals that do not participate in the Welcome Baby program. Home visitors may also conduct outreach within their agency, at community events, provider offices, and other potential partner sites to inform community members of the HFA program services. Consider using the above resources (script and flyers) to guide your pitch. HFA and PAT programs will collaborate with Welcome Baby outreach teams to support each other and avoid overlap. LABBN can facilitate this partnership and connect Welcome Baby Outreach Specialists with those doing outreach for PAT and HFA programs.

Outreach Procedures

If a prospective client is interested in the program, the home visitor should first explain the geographic eligibility requirement. The home visitor will consult the [Best Start map](#) to see if the client lives in a Best Start Community. If they do not meet this requirement, the home visitor should explain that they may be eligible for a home visiting program offered by our program partners. (See information below on [Referrals](#).)

If the client meets the Best Start requirement, the home visitor will work with them to complete an interest form. This form will include the prospective client's contact information and indicate that they meet the prenatal or postpartum enrollment criteria (listed above) and that at least one circumstance (listed below) applies to them. The form must also include the prospective client's written consent to be contacted by a program representative regarding possible enrollment. (See checkbox on form.) If someone is not interested in enrolling, the home visitor will not complete an interest form, but the reason for declining may be noted in the outreach tracker. (See below for more about tracking outreach activities.)

Circumstances

- Mental health condition/diagnosis (suicide attempt within 1 year)
- Maternal or paternal depression/anxiety
- Involvement with DCFS (current or past)/removal of child from home
- Maternal or paternal substance abuse (current or past)
- Entry into juvenile justice system
- Entry into criminal justice system
- Special needs (caregiver or children)
- Medical diagnosis and complexity
- Housing issue (i.e., unstable housing)
- Exposed to trauma/violence
- Intimate partner violence
- Less than high school education or GED
- Previous preterm birth (less than 37 weeks)
- Previous low birth weight baby (less than 5 lb. 8 oz)
- Loss of baby or child
- Unsafe physical living conditions
- Family in crisis
- 19 years of age or younger
- Involvement in foster care system
- No support system
- Lack of medical insurance

Per the HFA Best Practice Standards, it is important to focus on creating equitable access to services for families experiencing barriers to resources and to base its eligibility criteria on community data, ensuring a systematic process for identifying families is in place. HFA programs are required to complete acceptance and retention analysis. For these reasons, home visitors should track and maintain documentation of characteristics of prospective clients declining services.

Enrollment Procedures

I. If the client consented to be contacted by a program representative

If the client consented to be contacted by a program representative regarding possible enrollment, the home visitor must confirm Best Start eligibility. The home visitor will refer to the [Best Start map](#) to determine geographic eligibility within 3 calendar days of initial contact.

Use [this link](#) to access the Best Start map on a mobile or other electronic device to see if an address is in a Best Start community. Home visitors can watch a video to learn how to use this map: [Watch this how-to video if you have the Google Maps app](#). *If you don't have the app, [watch this one](#).*

- a. **If the prospective client resides in the agency's designated Best Start Community, meets the prenatal or postpartum enrollment requirements, and checks at least one of the circumstances listed above**, then the client is eligible for the HFA program. The home visitor will contact the prospective client

to schedule an appointment to initiate enrollment. The completed interest form should be uploaded to the Documents section of the Stronger Families Database (SFDB).

- **If the prospective client accepts the program**, the home visitor must review the First 5 LA Data Authorization Form and agency-specific Consent for Services form with the prospective client and obtain written consent before completing the HFA-approved intake forms. The Data Authorization Form is accessible in the Stronger Families Database (<https://www.strongerfamiliesla.com>). After logging in, on the left side of the screen click “FAQ and Forms” > Select a Program “Home Visitation.” Then, on the top of the page, click “Consent Forms.”
 - **If the prospective client does not accept the program**, the home visitor should use [this script](#) to ask why they are choosing to decline the program. Sites should track this information. Home visitors will also provide them with an outreach flyer and the program’s contact information. The home visitor should encourage them to call the program if they reconsider or have questions later. The home visitor can also offer to call the prospective client at a later date.
- b. **If the client lives in another Best Start Community** and meets the eligibility criteria for enrollment, see "[Transfer to HFA and PAT program in another Best Start Community](#)" in the "[Referrals](#)" section below.
 - c. **If the client does not reside in a designated Best Start Community but likely would otherwise be eligible for the HFA or PAT program**, see "[Transfer to DPH-funded HFA and PAT programs](#)" under the "[Referrals](#)" section below. This will provide information on other referral options that may be available.
 - d. **If the client lives in a designated Best Start Community but does not meet at least one circumstance requirement listed above and/or the prenatal or postpartum enrollment criteria requirement**, the home visitor will help the client identify other home visiting programs and community services that they may be eligible for. (See the "[Referrals](#)" section below for more information on this process.)
 - e. **If the client lives in a designated Best Start Community, meets the requirements to enroll in HFA, but participates in Welcome Baby or another home visiting program**, the home visitor will encourage the client to continue receiving services with that program. If the client is enrolled in Welcome Baby, the home visitor can provide contact information for the HFA program and inform them that services are available to them if they need additional support after they complete the WB program. If the client is enrolled in another home visiting program, the home visitor will inform the client that they can’t be enrolled in the program because they want to prevent duplication of services.
 - f. **If the client does not reside in a designated Best Start Community and is likely not eligible for an HFA or PAT program**, the home visitor will help the client identify other home visiting programs and community services for

which they may be eligible. (See the [“Referrals”](#) section below for more information on this process.)

Interest Forms: A copy of the interest form should be uploaded to the Stronger Families Database for all prospective clients who complete the interest form and agree to be contacted. File the physical Interest Forms in a locked filing cabinet. Follow HIPAA guidelines and your site’s policies related to discarding old forms (both hard copy and digital).

II. If the client did not consent to be contacted

If the client did not consent to be contacted by a program representative regarding possible enrollment, the home visitor should destroy and discard the interest form (e.g., using a paper shredder). The client should not be entered in the SFDB, but this should be documented in the outreach tracker if the agency is using this optional tool. (See [below](#) for more information about the tracker.)

Referrals

When transferring a prospective client to another home visiting program, the home visitor will complete a referral form.

I. Transfer to HFA or PAT program in another Best Start Community

If the prospective client resides in another Best Start Community and meets the eligibility criteria for enrollment and checks at least one circumstance noted on the referral form, the home visitor will contact the program supervisor from the program site in the prospective client's Best Start Community to check capacity. Prospective clients referred to the HFA program must meet the age requirement noted in the eligibility criteria section. Prospective clients referred to the PAT program must meet the program’s eligibility criteria. The home visitor should check the [Parents as Teachers: Prenatal and Postpartum Outreach, Recruitment and Referral Protocol](#) prior to completing the referral to ensure the client is eligible for services. When the program supervisor confirms capacity, the home visitor will complete a referral form and obtain written permission from the prospective client to share contact information and send the referral form. The referral will be sent by encrypted email. [Refer to the comprehensive list](#) of HFA and PAT pilot program sites for contact information.

II. Transfer to DPH-funded HFA and PAT programs

If the prospective client does not live in a Best Start Community, but it's likely that they would otherwise be eligible for the HFA or PAT program, the home visitor will refer them to a DPH-funded home visiting program. The home visitor will need to contact the DPH-funded HFA and PAT programs to check capacity and make a warm handoff referral with client consent. The home visitor will share the prospective client’s contact information with the DPH-funded HFA and PAT programs. The home visitor at the DPH-funded HFA and PAT programs will contact the client to gather information to complete screening via the [Confidential Referral Form](#). If a prospective client is unsure and not

ready to be referred, tell them to contact DPH Maternal Child, Adolescent Home Visiting Programs at 213-639-6478 or HomeVisit@ph.lacounty.gov to find out more or enroll.

III. Transfer to a Welcome Baby program

If the prospective client is pregnant, lives in a Best Start Community, and is planning to deliver at a Welcome Baby hospital, the home visitor will attempt to refer them to a Welcome Baby program. If the client is interested, the home visitor will complete the [Welcome Baby Referral Form](#) or help them complete the interest form at WelcomeBabySupport.org/#enroll. This form has a checkbox for the client to give permission to be contacted by Welcome Baby program staff for additional screening. (Exception: Referrals from L.A. County's [DCFS](#) or [Probation](#) may enroll in First 5 LA-funded HFA/PAT programs, even if the client is delivering at a Welcome Baby hospital. This will enable reimbursement through FFPSA funds.)

IV. Transfer to other home visiting programs

For clients who are not eligible for any of the programs above, home visitors will use the L.A. County Home Visiting eDirectory (eDirectory.HomeVisitingLA.org) to help connect the family to another program. Sites may also help families access other services offered by their agency.

V. Referral Form Storage

File Referral Forms in a locked filing cabinet. Follow HIPAA guidelines and your site's policies related to discarding old forms (both hard-copy and digital).

Tracking Outreach Activities

Tracking outreach activities helps staff be more productive and set goals. However, using a tracking tool is not mandatory and is at the discretion of the program manager. First 5 LA and LABBN have developed [this Excel spreadsheet](#) that staff can use to track outreach activities and help with monthly goal setting. Data collected in this spreadsheet will not need to be entered in the Stronger Families Database or submitted to First 5 LA or LABBN.