

## What We Do

We provide national, state and community advocates with sound policy information and outreach strategies with a goal of promoting greater investment in effective home visiting services for young children and families across our nation. The Community of Practice (CoP) convenes every other month for webinars and discussions on pressing topics and keeps members informed through advocacy alerts and other resources.

## 2022-2023 Advocacy and Policy Priorities

Every year, the Advocacy & Policy CoP polls members to identify the key priorities facing state home visiting policy and advocacy champions. This snapshot from the 2022 National Home Visiting Summit provides insight into the policy and advocacy issues at the forefront of our CoP members' work within their state home visiting systems in the last year.

### Program & policy linkages and collaboration

1. Supporting linkages between home visiting and substance use prevention and treatment resources
2. Ensuring home visiting is integrated and aligned with broader early care and learning services
3. Partnering with child welfare systems to support families with child welfare involvement

### Advocacy skills and tools

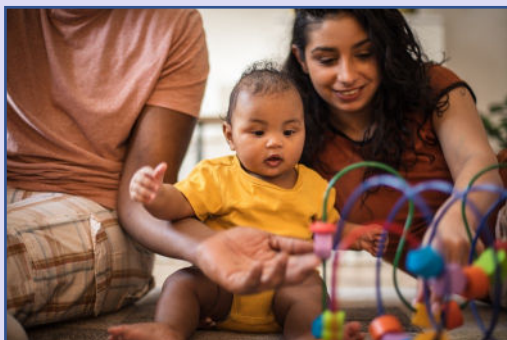
1. Educating policy makers on the value of home visiting
2. Elevating the role and engagement of parents in advocacy
3. Integrating research and data on family well-being and other outcomes into advocacy strategies

### Federal and state financing

1. Maximizing funding across state and federal funding streams
2. Leveraging Medicaid reimbursement for home visiting services
3. Funding to increase compensation for the home visiting workforce

### Program approaches

1. Supporting dual language and immigrant families
2. Advancing racial equity within home visiting
3. Supporting families impacted by caregiver incarceration



## Celebrating a Major Policy Win: MIECHV Reauthorization

Thanks to the dedicated efforts of advocates across the country, Congress reauthorized and expanded the Maternal, Infant and Early Childhood Home Visiting (MIECHV) program as part of its end-of-year budget package. The final package includes the highest level of federal investment in and commitment to home visiting in over a decade: a doubling of federal investments to \$800 million at the end of the five-year reauthorization, a doubling of the Tribal set-aside from 3% to 6%, the development of new home visiting data dashboards and the continuation of virtual home visits.

The Advocacy & Policy CoP dedicated significant time to supporting MIECHV reauthorization advocacy and collaborated

with experts on the National Home Visiting Coalition to ensure that state advocates were armed with up-to-date information. At the September webinar, panelists from Colorado, Iowa and Florida shared strategies for advocates and MIECHV administrators to partner in elevating the needs of the home visiting field and families while respecting boundaries on direct advocacy activities. Key themes emerged around transparent and consistent communication, defining the roles and boundaries of advocates and administrators and thinking creatively about collaboration. CoP members shared high-impact advocacy strategies, including the work of the team at the Florida Association of Healthy Start Coalitions on a post-card campaign to gather family stories of the impact of home visiting.

### Effectively Communicating with Different Audiences about Home Visiting

Whether we are policy advocates, lobbyists, administrators, program managers or service providers, we all need to know how to effectively communicate with others about the needs of young children and families and the importance of home visiting programs in meeting those needs in our communities. But what messages are most effective across various contexts? And how can we advance messages that resonate with different audiences while also helping to advance a strengths-based narrative about home visiting and the families participating in these services? In the January webinar, the CoP explored these questions and learned about [a new communications toolkit, Voices for Healthy Kids](#), for helping advocates advance effective conversations with decision-makers about prenatal-to-three issues, especially decision-makers in politically conservative states and jurisdictions. Advocates from Ohio and Arizona shared their own experiences with messaging to policymakers on both sides of the aisle.

### Looking Ahead: Understanding our Membership

- The 2023-24 CoP cycle is kicking off with an effort to deepen our understanding of who our members are. We launched a member-wide survey in February 2023, and the results will offer greater insight into the composition and priorities of our CoP. Data from our survey will help us better understand the engagement patterns of our members, the types of roles held by members, the ways in which CoP participants advance policy and advocacy efforts in their state and local communities, and the coalitions, networks, or other home visiting policy tables represented by our members.
- The CoP has also launched a new Advisory Group to support the Co-Facilitators in designing annual programming and supports for the CoP through the following activities:
  - Contributing to shaping the vision of the CoP and helping to identify webinar topics and featured presenters
  - Providing new ideas for strengthening the CoP experience, including recommending engagement activities or resources
  - Recruiting and helping to welcome new CoP members
- To learn more about the CoP or its Advisory Group, please reach out to co-facilitators: Michelle Hughes, [michelle@michellehughesconsulting.com](mailto:michelle@michellehughesconsulting.com) and Kayla Goldfarb, [kgoldfarb@startearly.org](mailto:kgoldfarb@startearly.org)