

Workforce Well-Being:

A Case Study in Integrating Home Visitor Voices for Systems Change

Building Financial Pathways for CHW & Home Visitor Sustainability

Catelynn Kenner, MPH, Brianna Dunn, MPH and Alexis Brenner, BS



Presenter Disclosures

Workforce Well-Being: A Case Study in Integrating Home Visitor Voices for Systems Change

1. The following personal financial relationships with commercial interests relevant to this presentation existed during the past 24 months:

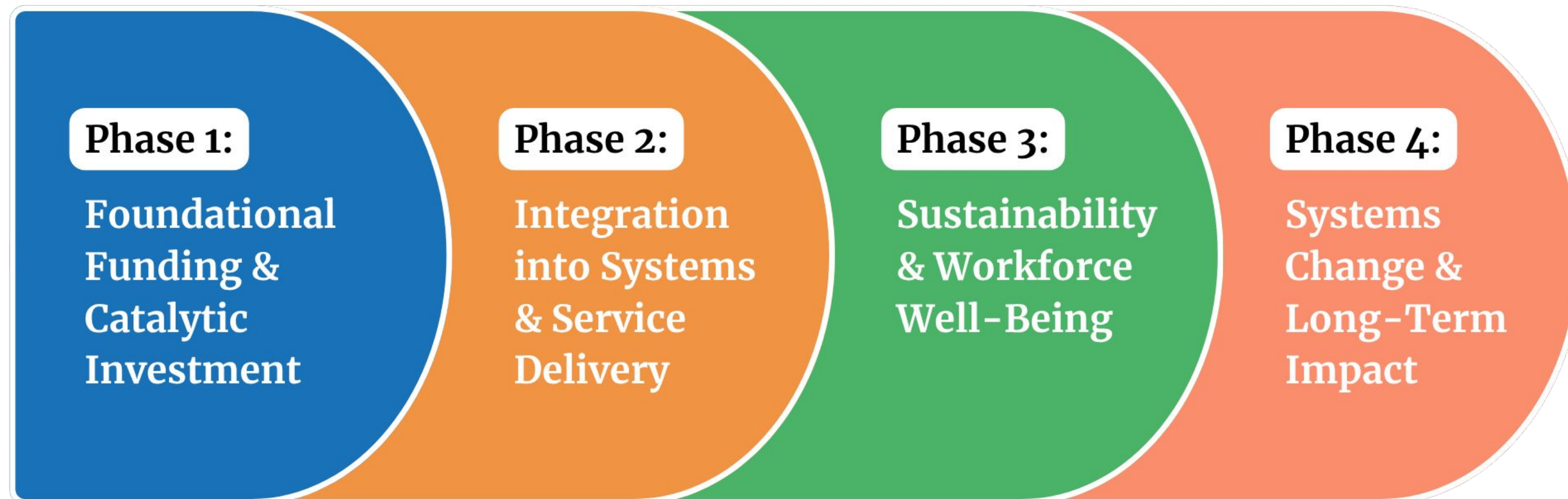
No relationships to disclose.





Introduction & Purpose

We are committed to supporting the sustainability, morale, advocacy, and visibility of home visitors, Community Health Workers, Promotores (“CHW/Ps”) and their programs, **elevating awareness of their vital role so that more financial pathways and opportunities can be created to ensure long-term success.**



Phase 1: Foundational Funding & Catalytic Investment

Purpose: Establish the base for systems change through targeted, time-limited funding.





Financial Pathways

Context: The First 5 California Home Visiting Regional Technical Assistance Grant: \$24M over 5 years to create a sustainable, unified home visiting system.

- **Goal: Catalytic funding to coordinate, collaborate, and transform service delivery.**
 - Stage 1 ('21-'22): Counties received funds for planning and assessing needs. Intended to provide the backbone support to engage agencies in systems building collaboration.
 - Stage 2 ('23-'25): Regions received funds to provide TA and coordinate culturally responsive services.

Phase 2: Integration into Systems & Service Delivery

Purpose: Incorporate CHWs and Home Visitors into coordinated, existing regional systems.





Building a Sustainable, Coordinated Regional System



Objective: Build a coordinated, regional Home Visitation and CHW/P system for integrated service delivery to strengthen collaboration and more efficient information and resource sharing across counties.

What We Did: Developed a Regional Committee

- **How:** Invited leaders from **three counties** - San Luis Obispo, Santa Barbara, Ventura

What We Did: Created a centralized Resource Hub to be a regional source for information and opportunities

- **How:** In collaboration with home visiting professionals, developed the **CCHV Resource Hub**

What We Did: Integrated Home Visitors/CHWs into ongoing, related initiatives through development of a coalition

- **How:** Gathered leaders from different agencies and fields to form the **Early Childhood Health and Wellness Coalition**

Phase 3: Sustainability & Workforce Well-being

Purpose: Ensure the workforce is supported, valued, and retained.



Supporting the Workforce



Objective: Nurture a community of professionals by implementing strategies to reduce burnout, and advocating for stable funding streams, defined career pathways, wage progression, and non-wage perks to retain talent.

What We Did: Developed culturally-responsive resources that center and uplift home visitor voices.

- **How:** Held **focus groups** to determine the needs of our local home visitors, created assets based on feedback and local contexts

What We Did: Offered **centralized, tailored, program-agnostic professional development** opportunities

- **How:** Opportunities included the Brazelton Train-the-Trainer Workshops, Central Coast Home Visiting Week, and the Pediatric Health Summit

What We Did: Advocated for wages, career pathways, and professional recognition while empowering Home Visitors to self-advocate

- **How:** Offered opportunities to **develop advocacy skills** and met with Representatives on Capitol Hill

What We Did: Hosted “Central Coast Home Visiting Week”

- **How:** Developed the inaugural week to bring awareness to the profession and encouraged **regional celebration**, centering the needs of home visitors





First 5 
SANTA BARBARA COUNTY

Communication & Awareness

<https://linktr.ee/centralcoasthomevisitors>



Get to Know Home Visiting:

Important Information for Referring Families to Home Visiting Programs

Home visiting programs provide comprehensive and holistic support to families. Home visits address immediate health and safety needs while supporting long-term benefits for child development, family strength, and mental health.

Home visiting programs offer a range of optional services, free of charge, including parenting education, child development information, support for maternal and child health, and connections to community resources. Home visits complement the health care services that families receive during the pre- and perinatal period.

By referring families to these programs, you play a crucial role in ensuring families are supported during their children's first three years, so that they thrive well beyond.

“ I was overwhelmed after the birth of my baby, but my home visitor provided the guidance and support I needed. She helped me feel prepared for motherhood and empowered me to be the best version of myself for my child. ”

The Impact of Home Visiting at a Glance

Research has shown that home visiting programs can have numerous benefits for families, including improved child health and development, increased parental knowledge and confidence, stronger parent-child relationships, and better access to community resources and support services.

For caregivers and children enrolled in evidence-based home visiting programs in California:

- 91.1%** of caregivers had continuous health insurance coverage for at least 6 consecutive months.¹
- 89.1%** of children had a timely screening for developmental delays.²
- 70%** of children had their well child visits.³


To refer to home visiting services in your county, please visit:
HVFamilyInfo.org

¹ California Fact Sheet. HRSA's Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program. 2022. <https://michb.hrsa.gov/sites/default/files/michb/programs-impact/home-visiting/ca.pdf>
² Ibid.
³ 2024 California Children's Report Card. Children Now. 2024. <https://www.childrennow.org/portfolio-posts/2024-california-childrens-report-card/>

Central Coast Home Visiting Week

JUNE 9-13, 2025

Celebrate the Superheroes Behind Stronger Families: Our Home Visitors!



Home Visiting Week Toolkit



¡Visitas a Domicilio a Su Lado!

Cuidar a un bebé trae mucho amor nuevo y alegría. También significa nuevas preguntas y preocupaciones. Pero no es necesario que lo resuelva solo. Los programas de visitas domiciliarias ofrecen apoyo personal desde el embarazo hasta la primera infancia, ¡sin costo alguno para usted!

¿Cómo le pueden ayudar las visitas domiciliarias? Un educador de padres o una enfermera atenta visitará a su familia semanal o mensualmente. Ellos ayudarán con:

-  Embarazo y adaptación a la paternidad
-  Comprender el desarrollo infantil
-  Su salud y la de su bebé
-  Encontrar recursos comunitarios útiles

Lo mejor de todo es que las visitas domiciliarias son muy divertidas para usted y su hijo.

Desde consejos para ayudar con el sueño de su bebé hasta preguntas sobre atención médica, el visitador domiciliario está ahí para usted y su bebé.

Comuníquese para obtener más información.

Para encontrar servicios de visitas domiciliarias en su condado, visite:
HVFamilyInfo.org

Audio en Mixteco de San Jorge Río Frijol, Oaxaca:



Phase 4: Systems Change & Long-Term Impact

Purpose: Achieve a unified, efficient, effective, and equitable system that serves families effectively.





Outcomes & Systems Change

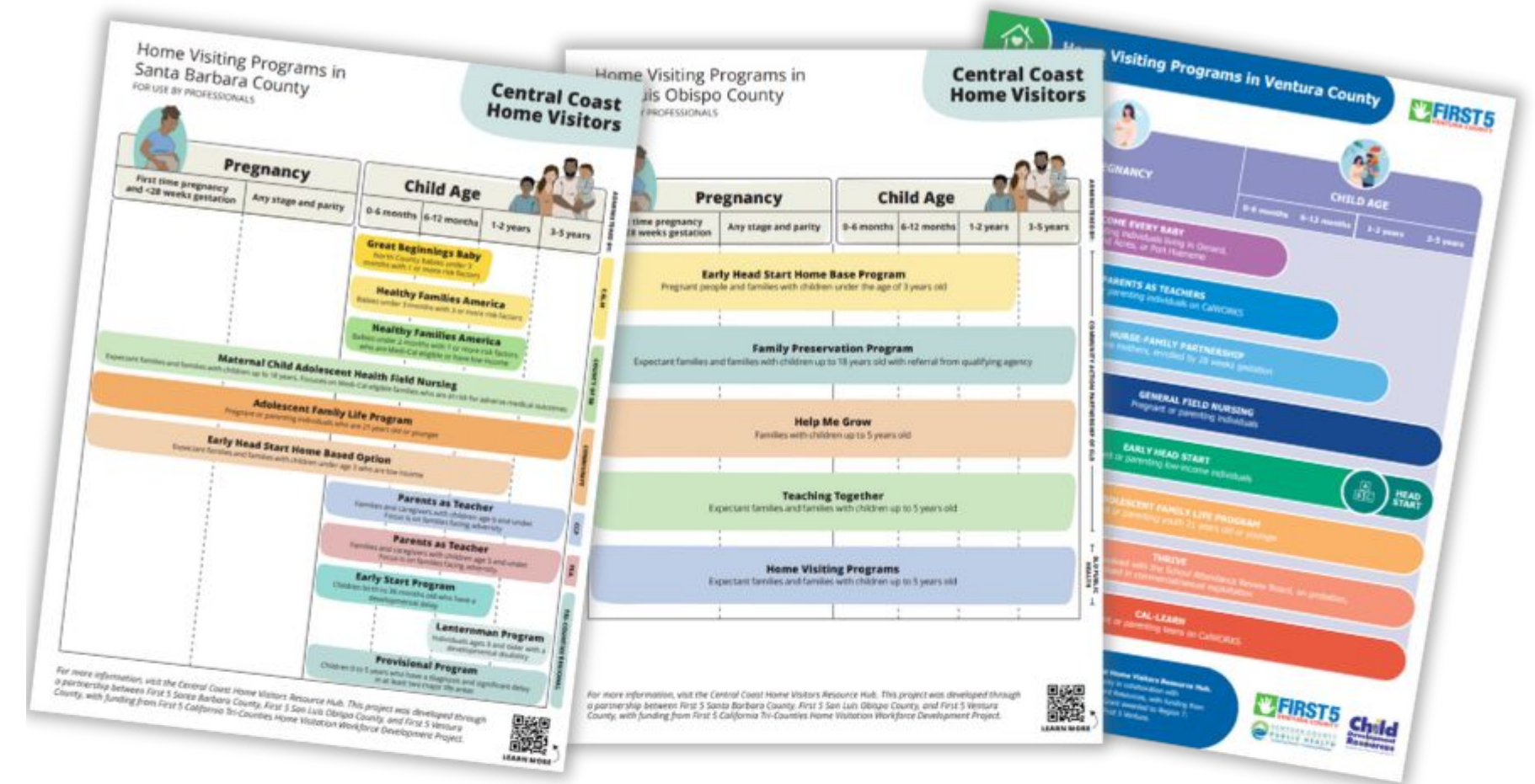
<i>What We Did...</i>	<i>Resulting In...</i>			<i>That Ultimately...</i>
<p>Built cross-county networks for shared learning and capacity-building</p> <p>Created culturally-responsive assets for professionals and community members</p> <p>Fostered opportunities for HV/CHW skill-building, knowledge gain, networking, and connection</p> <p>Boosted recognition of Home Visitors/CHWs</p> <p>Advocate for HV/CHW policies and programs</p>	<p><u>For HVers/CHWs</u></p> <ul style="list-style-type: none"> ● Enriched sense of belonging ● Increased support for skilled, culturally-responsive professionals ● Promoted sustainability through workforce retention via morale boost ● Enhanced political support for programs that pay HV/CHW living wage 	<p><u>For Families</u></p> <ul style="list-style-type: none"> ● More families receiving culturally / linguistically responsive offerings ● Increased political support for HV/CHW programs and policies that support families 	<p><u>For the System</u></p> <ul style="list-style-type: none"> ● More efficient, impactful, coordinated, sustainable early childhood systems ● Long-term program cost savings 	<p>Improves child outcomes like school readiness, safe/nurturing environments, family resilience</p>



Next Steps

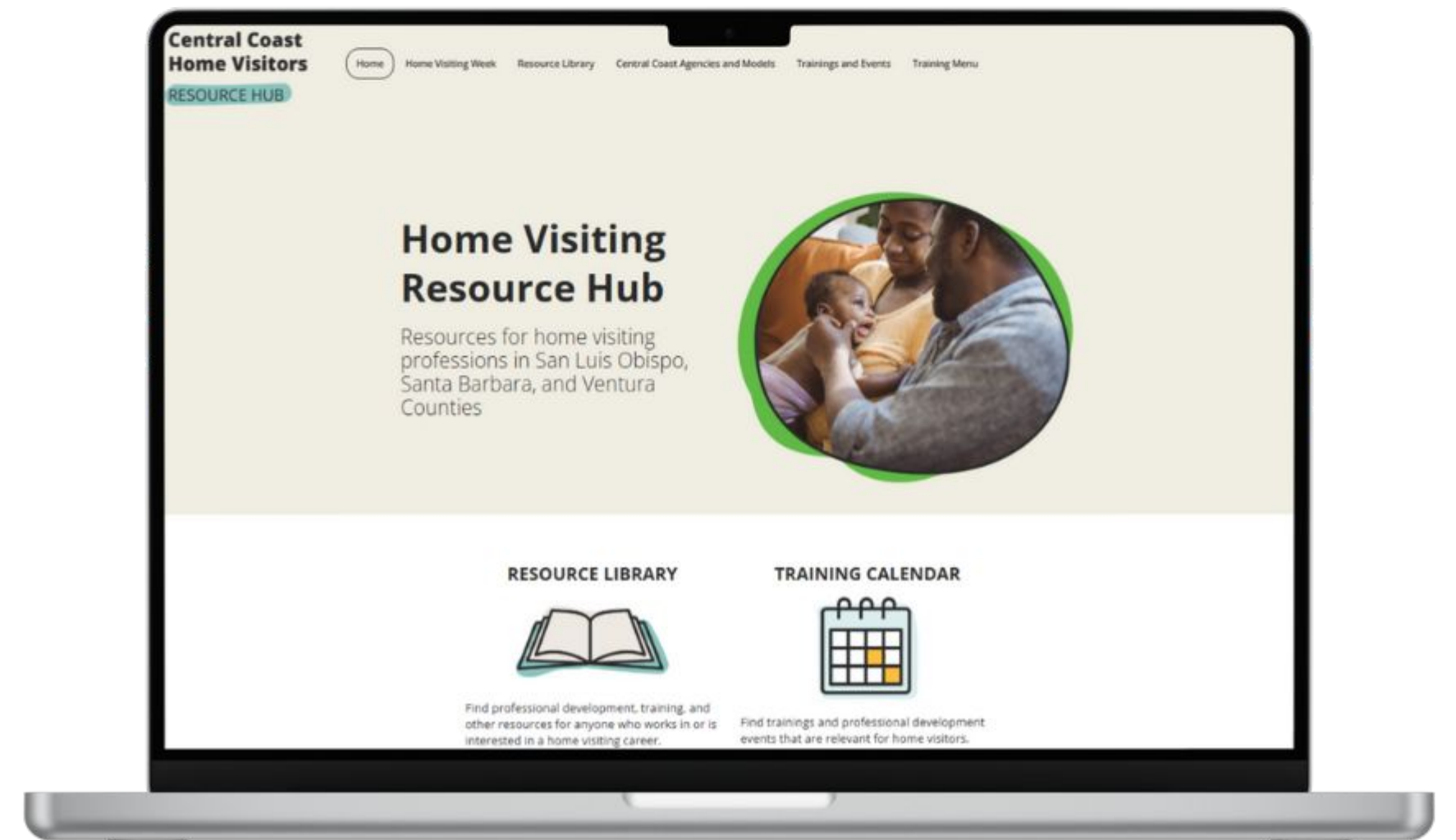
Continue to:

- Centralize Resource Sharing (Hub and Coalition)
- Sustain Workforce Support
- Advocate while Centering CHW/HV Voice



Early Childhood Health & Wellness Coalition: Builds relationships, shares workload, align efforts, promotes financial sustainability across partners.

Evaluation Opportunity: How can we collectively measure cost savings from workforce well-being investments and general impact?



Thank You!



Catelynn Kenner, MPH

Owner/CEO
CK Consulting
Collective

catelynn@ckcollective.com



Brianna Dunn, MPH

Communications & Policy
Manager / PIO
First 5 Santa Barbara County
brdunn@countyofsb.org



Alexis Brenner, BS

Community Engagement
Specialist
First 5 Santa Barbara County
ahbrenner@countyofsb.org