STRATEGY

HRSA Maternal & Child Health

HVWFD INSTITUTE FOR HOME VISITING WORKFORCE DEVELOPMENT & Jackie Walorski Center for Evidence-Based Case Management

National Strategy for the Home Visiting Workforce

HEALTHY FAMILIES, THRIVING COMMUNITIES, STRONG NATION

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The home visiting workforce is essential to our nation's families—trusted professionals who walk alongside parents and caregivers to support family well-being and help them achieve their dreams.

Thomas J. Engels
Administrator
Health Resources and Services Administration
U.S. Department of Health and Human Services

April 15, 2026

Dear Home Visiting Community:

On behalf of the Health Resources and Services Administration (HRSA), I am proud to announce the launch of the *National Strategy for the Home Visiting Workforce*—a landmark effort developed by HRSA, in partnership with the Institute for Home Visiting Workforce Development. This strategy reflects more than 15 years of experience through the Maternal, Infant, and Early Childhood Home Visiting Program and was shaped by the voices of home visitors, supervisors, and program leaders across the country. Together, we have created a clear and actionable roadmap to grow, strengthen, and sustain the home visiting workforce, ensuring it is skilled, supported, and positioned to help families and communities thrive.

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This is a critical moment for the home visiting field. Home visitors play an essential role in ensuring strong families, promoting healthy child development, and preventing chronic disease. This work has a lasting impact across generations. As home visiting services continue to expand to more communities, HRSA is taking the necessary steps to ensure a workforce that grows with it. This includes the need for clear and attainable career pathways, competitive compensation, and supportive working conditions. The *National Strategy* responds directly to these needs, offering a comprehensive approach to elevate the profession, invest in workforce development, and create environments where home visitors can focus on what matters most: supporting families.

Through the *National Strategy*, HRSA can help build a sustainable, skilled, and supported home visiting workforce that ensures healthy families and thriving communities nationwide. HRSA recognizes that achieving these goals will require partnership across health systems, early childhood programs, educational institutions, and community organizations. By working together, we can ensure that home visiting professionals receive the preparation, support, and recognition they deserve.

Home visiting helps families reduce long-term costs by promoting better health, nutrition, and education outcomes while advancing family well-being, including improved maternal mental and behavioral health and economic stability. When we support the home visiting workforce, we strengthen families, and ultimately, our country.

Sincerely,

Thomas J. Engels
Administrator

Introduction

Informed by decades of research demonstrating that home visitors transform lives, the Health Resources and Services Administration (HRSA) and its Institute for Home Visiting Workforce Development have launched a new long-term *National Strategy for the Home Visiting Workforce* that provides a clear road map to strengthen this vital workforce.

Since 2010, HRSA, in partnership with the Administration for Children and Families, has administered the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program, providing voluntary, evidence-based home visiting services to pregnant women and families with young children across the country.

The ***National Strategy*** was shaped by home visitors, supervisors, and state and local program leaders. Honoring over 15 years of national MIECHV implementation, the ***National Strategy's*** 15 actions will build a sustainable, skilled, and supported home visiting workforce that ensures healthy families and thriving communities nationwide.

To advance the ***National Strategy***, HRSA will need partners across health systems, early childhood programs, educational institutions, workforce development agencies, and philanthropic organizations. All partners are essential. All contributions matter.

Why Now?

The home visiting field stands at a crossroads. The demand for home visitors is rapidly increasing, combined with an urgent need to improve working conditions, provide adequate compensation, and build clear career pathways.

Home visitors help pregnant women and parents prevent childhood and adult chronic disease, advance family well-being, and make sure children are ready for school. They empower pregnant women and parents with the knowledge, resources, and support to make the best decisions for their families.

The field's value is clear, and its reach continues to grow. The ***National Strategy for the Home Visiting Workforce*** will advance the profession and secure its future.

The *National Strategy* will:

Build clear pathways into meaningful, sustainable **home visiting careers**.

Ensure home visiting professionals have the **preparation, support,** and **recognition** they deserve.

Create conditions where home visitors can focus on what matters most: Supporting **family outcomes**.

PILLAR 1

Create Pathways to Careers

PURPOSE:
Open doors into home visiting through education, training, and participant experience, ensuring it is seen as a respected, rewarding profession.

ACTIONS

1. Elevate public awareness and national recognition of home visiting as a respected professional career.
2. Expand education and career preparation pathways aligned with home visiting practice.
3. Recognize participant experience as a valued and supported pathway into the workforce.
4. Promote early exposure to home visiting careers and financial incentives to ease entry into the field.
5. Strengthen workforce data to inform career pathways and system planning.

OUTCOME:
Greater public awareness, stronger recruitment, and clear routes into the field.

PILLAR 2

Strengthen the Workforce

PURPOSE:
Invest in the people who make home visiting possible by supporting fair pay, core competencies, and professional growth.

ACTIONS

1. Support high-quality practice through ongoing, coordinated on-the-job learning.
2. Advance compensation and workforce stability as foundational conditions for effective service delivery.
3. Build leadership and supervisory capacity as core workforce components.
4. Expand use of career growth approaches that support on-the-job mobility and advancement.
5. Advance research to inform long-term workforce sustainability.

OUTCOME:
A stable, skilled, and respected workforce with opportunities for advancement and recognition.

PILLAR 3

Support Workforce Well-Being

PURPOSE:
Sustain the people at the heart of home visiting by creating safe, balanced, and supportive working conditions.

ACTIONS

1. Foster a shared responsibility for workforce well-being as essential to effective services.
2. Reduce administrative burden to preserve time for families and prevent and reduce burnout.
3. Elevate and spread evidence-informed practices, guidance, and tools that support well-being.
4. Promote professional recognition and appreciation that supports workforce sustainability.
5. Evaluate workforce well-being efforts to assess progress, refine strategies, and ensure success.

OUTCOME:
Increased morale, improved retention, and reduced burnout through practices that help staff thrive.

All ***National Strategy*** actions are powered by strategic collaboration, policy alignment, innovation, data-driven improvement, research, and communication.

Create Pathways to Careers

To expand the workforce, we must ensure people from a wide range of backgrounds:

Understand the field and its importance

Can see themselves in the profession

Take the first steps toward meaningful, sustained work in home visiting

Collaboration and alignment across education, workforce systems, and community-based pathways are key to ensuring entry into the home visiting field is intentional, supported, and connected to longer-term growth and leadership opportunities.

I want to offer the support that my family received

I never learned about this job in school, but I'm so glad I found it

I ensure families feel supported, seen, and not alone

I work alongside families to achieve their goals

Actions

Opening doors to home visiting careers so more people can enter, grow, and lead in the field.

01

Elevate public awareness and national recognition of home visiting as a respected professional career.

Advance a shared understanding of home visiting as a respected, purpose-driven profession that improves family outcomes and offers clear roles, expectations, and opportunities for growth and leadership.

Target messaging and outreach to future members of the workforce (students, educators, workforce intermediaries, families, and related professions).

Leverage national and state-level outreach efforts to highlight the impact of home visiting, the professionalism of the workforce, and the range of skills that contribute to effective practice.

02

Expand education and career preparation pathways aligned with home visiting practice.

Mobilize cross-sector partnerships to build, align, and scale preparation pathways across career and technical education, high school, two- and four-year colleges, and workforce development systems.

Connect pathways and align them with national core competencies grounded in evidence-based practice and quality standards.

Foster collaboration among home visiting programs, states, education systems, workforce boards, and other key stakeholders to align outreach, preparation, and entry strategies and integrate high-quality home visiting content into certificate and degree programs.

03

Recognize participant experience as a valued and supported pathway into the workforce.

Prioritize strategies that support people who have participated in home visiting services—including parents, caregivers, and community members—to enter home visiting roles.

Provide the preparation, supervision, and career development needed for success.

Share effective practices that strengthen these pathways across programs and models.

04

Promote early exposure to home visiting careers and financial incentives to ease entry into the field.

Institute the use of effective experiential approaches —including practicums, apprenticeships, fellowships, and job shadowing—to allow people to learn about and experience home visiting work, helping them make informed decisions about entering the profession.

Deploy financial supports—such as scholarships, grants, stipends, and loan repayment—that reduce barriers to entering home visiting careers, in alignment with existing legislative authorities and workforce initiatives.

05

Strengthen workforce data to inform career pathways and system planning.

Support the collection, analysis, and practical use of workforce data to identify gaps and guide entry planning across models, states, and partners.

Analyze data and use it as a learning tool to understand what entry approaches work, for whom, and under what conditions—supporting continuous improvement over time.

Share data on what home visitors do, career pathways, and other key factors to strengthen recognition of home visiting as a profession and advocate for consideration of occupational classification and integration into broader workforce planning efforts.

Strengthen the Workforce

A strong home visiting workforce requires all home visitors to have:

- Fair compensation
- High-quality on-the-job learning
- Supportive supervision
- Opportunities for growth

Consistency and cohesion across all learning, supervision, and organizational practices are key to building on the home visiting field's strong foundation of professional development and evidence-based practice.

Actions

A thriving workforce is the foundation of effective home visiting—when we invest in well-being, we sustain impact, strengthen relationships, and ensure families receive the support they deserve.

01

Support high-quality practice through ongoing, coordinated on-the-job learning.

Advance a shared, field-wide commitment to high-quality practice, professional growth, and workforce effectiveness.

Align learning across technical assistance providers, partner systems, high schools, and two- and four-year colleges to move toward coordinated, on-the-job learning that is grounded in real-world practice and includes coaching and multi-level capacity-building.

Build on current standards, core competencies, and credentialing to support shared, high expectations for practice and learning across the field.

02

Advance compensation and workforce stability as foundational conditions for effective service delivery.

Provide fair and adequate compensation and benefits for home visiting personnel as essential to sustaining a skilled, experienced workforce and ensuring continuity of services for families.

Advance evidence-based guidance and shared learning aligned with workforce standards and sound labor practices to help states, programs, and partners strengthen compensation approaches within existing authorities and contexts.

03

Build leadership and supervisory capacity as core workforce components.

Increase leadership and supervisory capacity across home visiting through leadership development, on-the-job supervision training, and peer learning.

Establish and maintain shared expectations that support reflective supervision, staff growth, and workforce stability.

Encourage the adoption of staff-focused reflective supervision as a core component of high-quality home visiting services, staff retention, and effective family engagement.

04

Expand use of career growth approaches that support on-the-job mobility and advancement.

Apply effective approaches—career ladders, progression frameworks, certifications, and credentials—that recognize and reward increased responsibility, leadership, and skill attainment.

Brand home visiting as both a long-term career and a profession that builds transferable skills that can be applied across health, public health, early childhood, and family support systems.

05

Advance research to inform long-term workforce sustainability.

Leverage research and evaluation to deepen understanding of workforce trends and build shared understanding across the field.

Maximize data collection and analysis to identify which approaches best support workforce stability, guide continuous improvement, and reduce fragmentation across models, states, education systems, and partners.

Communicate findings in ways that align expectations, support adoption of effective practices, and inform dialogue with funders and policymakers about on-the-job learning, supervision, and compensation approaches.

Support Workforce Well-Being

Home visiting workforce well-being is essential to consistent, quality service provision and requires strengthening the organizational and system conditions that allow people to thrive.

It centers on:

Physical and psychological safety

Manageable workloads

Meaningful recognition

It is key to emphasize shared responsibility for workforce well-being across organizations, systems, and partners. Together, these efforts help prevent burnout, elevate workforce voice, and embed well-being, recognition, and learning into everyday practice.

I deserve to feel supported in this work

I hope that my work with families is valued

I need time and space to care for myself so I can care for others

I want to do this work well—and still be present for my own family

Actions

When home visitors are supported, safe, and valued, they can do their best work—and families and communities thrive as a result.

01

Foster a shared responsibility for workforce well-being as essential to effective services.

Frame workforce well-being as a core system responsibility that is critical to long-term retention of a skilled workforce that delivers high-quality services.

Reinforce policies and practices that support physical and psychological safety, appropriate caseloads, and supportive environments.

Elevate approaches that create positive work conditions, while allowing flexibility across program contexts.

02

Reduce administrative burden to preserve time for families and prevent and reduce burnout.

Support home visitors in doing the work they trained for: building relationships with families.

Adopt effective processes, technology tools, and systems to address barriers to efficiency in daily work and reduce daily stressors.

Align data and reporting across models and funders.

03

Elevate and spread evidence-informed practices, guidance, and tools that support well-being.

Advance adoption of practices shown to promote workforce well-being, while encouraging adaptation based on context and continuous learning.

Provide guidance, sample policies, and implementation resources that help states, programs, and partners translate well-being principles into feasible, sustainable practices.

04

Promote professional recognition and appreciation that supports workforce sustainability.

Launch respectful approaches to recognition and storytelling that highlight the professionalism, vital contributions, and impact of home visitors.

Design recognition efforts that are supportive, voluntary, and thoughtfully resourced—boosting morale and increasing public awareness while respecting home visitors' time, roles, and preferences.

05

Evaluate workforce well-being efforts to assess progress, refine strategies, and ensure success.

Analyze home visitor input, retention data, and evidence-informed practices to track progress and guide rapid improvement cycles.

Establish feedback loops between home visitors, supervisors, and organizational leaders. Prioritize workforce voice as the key indicator of the efficacy of well-being efforts.

Share aggregated findings across programs and states to accelerate learning about what sustains workforce health.

We invite you to join us.

Contact us at HVworkforce@edc.org to explore partnership opportunities and learn how you can help strengthen the workforce to improve outcomes for families.

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