

## 100-50 CREATIVE OUTREACH TO ENROLLED PARTICIPANTS

### PURPOSE

To provide parameters around creative outreach in the California Home Visiting Program (CHVP) within a reasonable timeframe while seeking to maintain data quality. Creative outreach is defined as positive efforts to re-engage enrolled participants who have missed one or more home visits.

### POLICY

Local CHVP sites must use positive and persistent creative outreach efforts to re-engage participants who are enrolled in the home visiting program but have not maintained services. Healthy Families America (HFA) and Nurse-Family Partnership (NFP) must use the following defined parameters, recognizing that CHVP policy is more restrictive than HFA and NFP models.

### PROCEDURE

- I. Placement on Creative Outreach  
CHVP participants are placed on creative outreach according to their site's policies and procedures, but must include the following:
  1. After one month of unsuccessful attempts to schedule a home visit, creative outreach must be instituted.
  2. If a participant is unavailable for home visits for at least 30 days (i.e., they will be out of the area for a month), placement on creative outreach must be immediate.
  3. Participants must not be placed on creative outreach due to program issues (e.g., staff turnover, training, etc.).
  
- II. Documentation:
  - A. Efforts to contact participants to re-engage them in services (e.g., attempted phone calls, texts, home visits, etc.) must be documented in supervision notes and in the Efforts to Outcome (ETO) database. In addition, HFA must document creative outreach in the family file.
  - B. Creative outreach efforts must continue for three consecutive months (90 days) unless the participant re-engages, declines services, or moves from the service area.
  
- III. Dismissal from CHVP:
  - A. In accordance with respective home visiting models, if HFA or NFP<sup>1</sup> participant does not re-engage with site at the end of three consecutive months (90 days) from the time they were placed on creative outreach, dismissal from CHVP is required immediately.

<sup>1</sup> As part of dismissal procedure, participants must first be dismissed in Solaris NFP Program and then sites must complete the discharge procedure for CHVP.

**GUIDELINES**

- I. Creative outreach efforts may vary by site and be tailored to meet each family's needs and model specificity. The site may determine when NFP and HFA participants will be placed on creative outreach, which may mean after one or more missed home visits.
- II. Once a participant is placed on creative outreach, a site working to re-engage the participant may include the following best practices:
  - A. Every week for the first month;
  - B. Twice a month for the second month; and
  - C. Once in the third month.

**REFERENCES:**

- HFA Best Practice Standard Critical Element 3
- NFP Community:
  - NFP Team Meeting Education Handbook – Participant Retention