



APPLICATION FOR AFFILIATION

Healthy Families America® (HFA) is an initiative of Prevent Child Abuse America (PCA America). The purpose of HFA is to support new parents at the time their babies are born and, for families facing greater challenges, to provide additional support and ongoing home visitation services during the important early years. HFA is based upon twelve research-based critical elements and is committed to demonstrating consistent service implementation and quality. Therefore, all programs that use the HFA name must successfully implement each of the twelve critical elements. In March 1997, PCA America implemented an application process that allows programs to use the Healthy Families name by formally affiliating with the HFA initiative. Established home visitation programs as well as new programs can affiliate with HFA. Completion of this process reflects a commitment to implementing the twelve critical elements, and this commitment is validated when the program completes the HFA credentialing process.

The importance of taking enough time to plan an HFA program cannot be overstated. Recognizing that planning varies from community to community, a comprehensive planning process for HFA usually takes eight to twelve months. A well-planned program, involving key community stakeholders in the process, is much more likely to succeed over the long-term. The *Healthy Families America Site Development Guide* was developed in 1997 to provide community leaders with the tools they need to thoroughly prepare for HFA program implementation. Community organization and planning processes are outlined in the guide. The guide is available upon request and should be studied before submitting this application.

To request a copy of the *Healthy Families America Site Development Guide* and other tools to assist with program development, such as the *HFA Credentialing Self Assessment Tool* and the *HFA Credentialing Manual*, please contact the HFA Quality Assurance Specialist at PCA America, at (312) 334-6848.

Benefits of Affiliation

- the program is a member of a national initiative;
- confidence that your home visitation program is following research-based best practice standards;
- networking with peers from other quality programs;
- working with members to shape the direction of the initiative;
- collaborative opportunities with HFA partners;
- ability to take advantage of national and state level advocacy for HFA services;
- coordination of training and technical assistance, and public awareness efforts;
- the program will continue to receive access to HFA materials free of charge or at a reduced cost;
- program staff are eligible for scholarships to PCA America conferences and special meetings; and
- credentialed programs are considered for joint grant and research opportunities with PCA America.

Completing an Application

All single site programs interested in affiliating with the HFA initiative and using the “Healthy Families” name must complete the *HFA Single Site Application for Affiliation*. This application contains three parts. **Part A** of the basic application asks for general program information such as contact, program start-up and training information. In **Part B**, programs are asked to provide in-depth descriptions illustrating how they will implement the critical elements for effective home visiting programs. The **Statement of Commitment to the HFA Critical Elements (Part C)** requires signatures indicating the program’s commitment to complete the credentialing process and to adhere to the HFA trademark. Finally, the **Site Profile Form** requests specific program demographics, as well as information related to staffing and funding. Responses from the *Site Profile Form* provide contextual information to help national/regional HFA staff understand the program. Specific program information is kept confidential. However, general information about HFA program sites is sometimes used in planning and reporting data about the HFA initiative.

A growing number of HFA programs are part of multi-site systems. These systems consist of individual HFA sites that provide direct services in more than one geographic location and follow a set of common program policies determined by a central administration. The central administration ensures the quality of each site and the entire system through such functions as quality assurance, training and technical assistance, and evaluation. If you have questions about multi-site affiliation, please contact the HFA Quality Assurance Director at PCA America, at (312) 663-3520, extension 829 for more information.

Applications should be mailed to: **HFA Quality Assurance Coordinator, HFA Application For Affiliation Process, PCA America, 500 N. Michigan Ave., Suite 200, Chicago, IL 60611**. If you have questions about the single site application, please call an HFA Quality Assurance Coordinator at PCA America, at (312) 663-3520 at either extension 811 or 844.

Cost of Affiliation

There is a **\$300** Application Fee, payable to Prevent Child Abuse America to process the HFA Application for Affiliation. This fee is refundable if the program’s application for affiliation is not accepted. Additionally, there is an **Annual Affiliation fee of \$300 per site**. ***Please note that programs do not have to pay this fee the year they apply for affiliation.***

PCA America Program Agreement

It is PCA America’s intention to authorize affiliated sites (includes credentialed sites and multi-site systems) use of the name “Healthy Families America” and use of variations on the name (i.e., Healthy Families City, County Healthy Families, etc.) provided they are committed to the best practice standards PCA America has identified through research and the HFA credentialing process. Affiliated sites will receive a letter of agreement outlining the terms of use for which the HFA name and brand identity (logo and graphic elements) will be licensed. Affiliated sites may use the Healthy Families America name and brand identity to indicate their affiliated status (“an affiliate of Healthy Families America”), but may not modify it. Only credentialed sites and multi-site systems may modify the name and may do so to reflect their agency or geographic identity except in cases using the state name, a right reserved for HFA state systems. HFA Credentialed sites and multi-site systems are also given the opportunity to use the credentialed stamp.

HFA national staff review the *Application for Affiliation* before granting affiliation and allowing use of the HFA name. Once affiliation is granted, PCA America provides written notification of the decision to the applicant program, HFA primary state contact, and local PCA America Chapter. Programs are then added to PCA America’s HFA site directory. At this point, a program granted affiliation with HFA is

considered a *Provisional HFA Program/Site*. A provisional program may continue to use the HFA name, provided it begins the HFA credentialing process before the end of the second year of program operation (based upon the date of the official affiliation letter). In addition, completion of the HFA credentialing site visit is necessary by the third anniversary of the date of affiliation in order to maintain the right to use the HFA name, logo and to maintain the benefits of affiliation with the HFA network. **Failure to follow through with the credentialing process will result in disaffiliation from the HFA Network and loss of the right to use the HFA name and logo.**

Technical Assistance

The HFA application process reflects a commitment on the part of the community applying for affiliation to implement the critical elements in a way that meets its own needs. Communities are encouraged to seek technical assistance throughout the planning process to ensure that the HFA critical elements are reflected in planning efforts. Program planning and technical assistance are available from a variety of sources, such as HFA state leaders, HFA state trainers, existing HFA sites, local community experts, the Midwest or Western Regional Resource Center, local or state HFA partners and/or the PCA America national office. We encourage you to use these resources in developing an HFA program site.

To request technical assistance and/or information about technical assistance resources in your state; please contact either:

- ***Prevent Child Abuse America*** at (630) 841-2883 for the following states, districts or countries: Alabama, Canada, Connecticut, Florida, Georgia, Louisiana, Maine, Maryland, Massachusetts, New Jersey, New York, Nebraska, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia or states not listed above or below for the respective Regional Offices.
- ***Midwest Regional Office*** at 248-988-8990 if you are located in the following states: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Ohio, Nebraska, North Dakota, South Dakota or Wisconsin.
- ***Western Regional Office*** at 520-323-5022 if you are located in: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington or Wyoming.

Staff/Program Training

PCA America and the HFA Regional Offices provide training and technical assistance to local communities interested in implementing intensive home visiting programs and affiliating with HFA. This assistance includes help in tailoring the HFA critical elements and adapting the HFA program to meet the needs and conditions of various states and local communities. HFA primary training should be scheduled when funding is secured, staff are hired for a pilot site, and the *Application for Affiliation* is submitted. The purpose of primary training is to establish a theoretical framework and understanding of the HFA approach and to train staff to develop the competencies and skills needed to perform their specific roles as Family Support Workers, Family Assessment Workers, and Program Managers/Supervisors.

The HFA role specific training curriculum is organized into six training modules that support the goals and objectives of the HFA initiative and the twelve research-based critical elements that guide HFA program functioning. HFA primary training combines didactic and experiential learning activities to enhance the learning process. Training is scheduled for five consecutive days.

Organizations/communities that want to learn more about HFA role specific training and/or schedule a future training should contact the HFA Training Division at PCA America, at (312) 663-3520 at either extension 815 or 830.