



Strengthening Funding and Advocacy Capacity within the HFA Network

June 23, 2020

HFA Leadership in Action & Public Policy webinar Series



Welcome



Today's Agenda

- HFA updates
- Current environmental impacts to budgets
- Learning from HFA sites
- Concrete advocacy steps
- Upcoming webinar schedule and topics in the Public Policy webinar series



HFA Updates

- HFA Network Health Survey Results
- Actions underway in regard to responses received



Network Health Survey

Data Collected May 2020

Analysis as of June 18, 2020

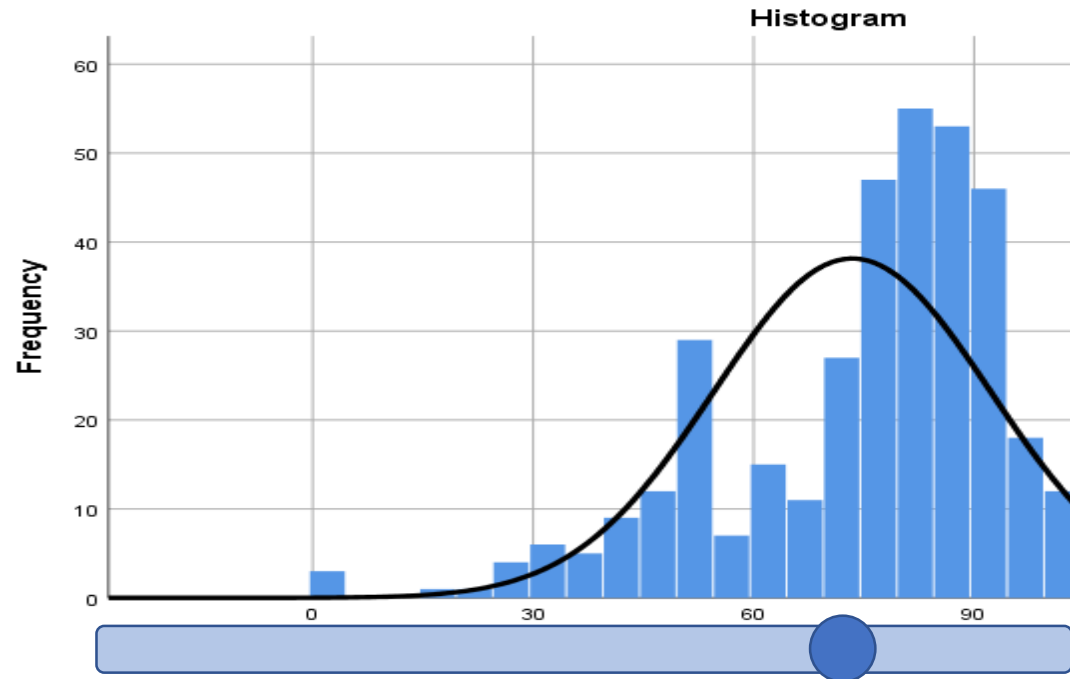
Background

- Purpose: Assess impacts of COVID-19, including resources needed, financial impact, health concerns, and technology capacity for families and sites
- May 15th to May 30th, 2020
- Responses:
 - Sites Managers: 361, representing nearly all states/territories (40 out of 45)
 - State Leaders: 22 states

How's it going?

Average Rating:

- Sites = 73
- State Leaders = 70



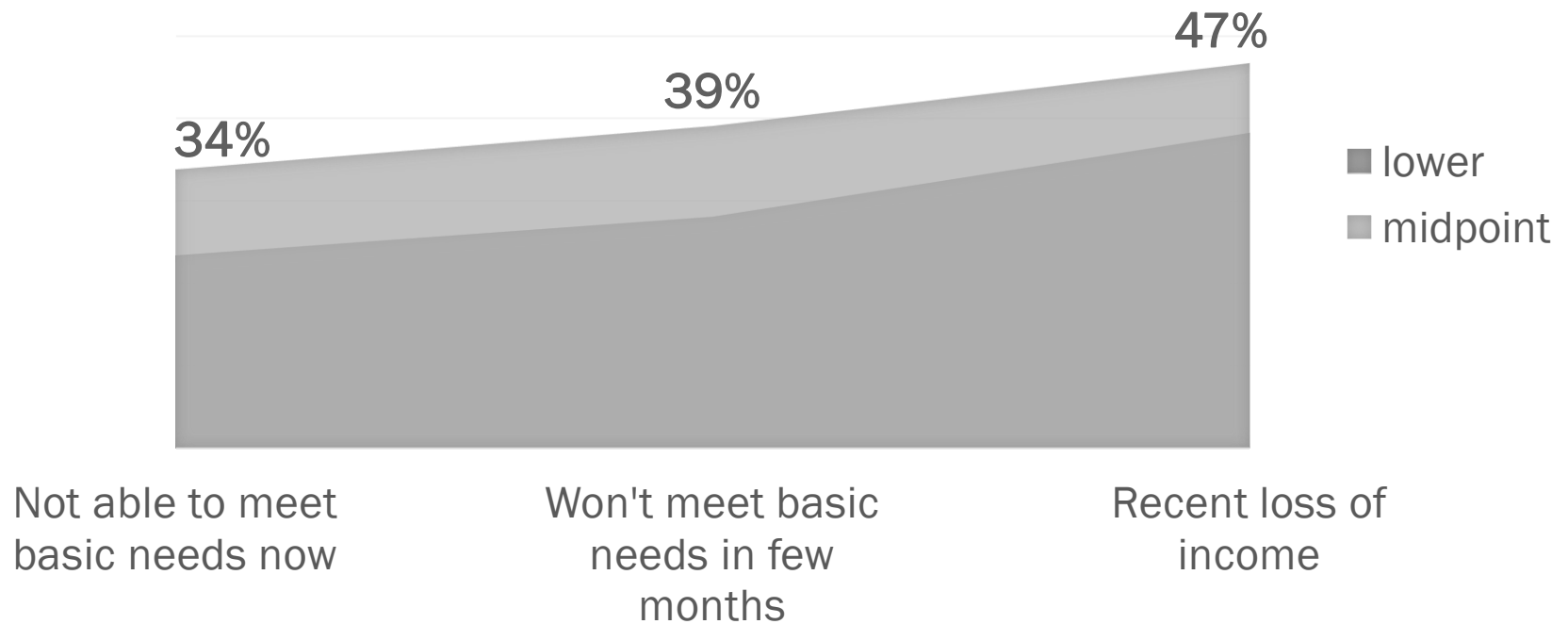
0=Extremely stressful, many unresolved challenges

100 = Adjusting very well

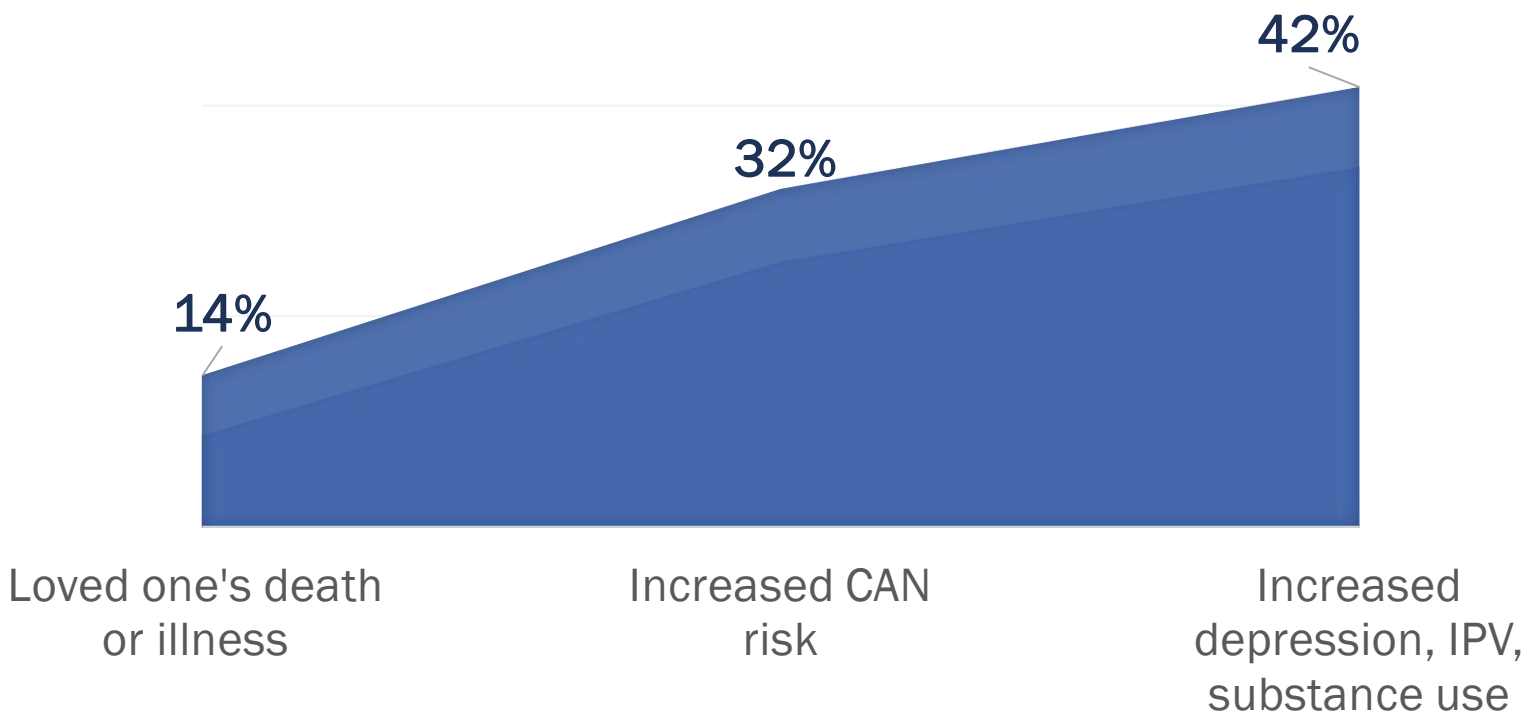
Family Challenges & Needs



Family Finances

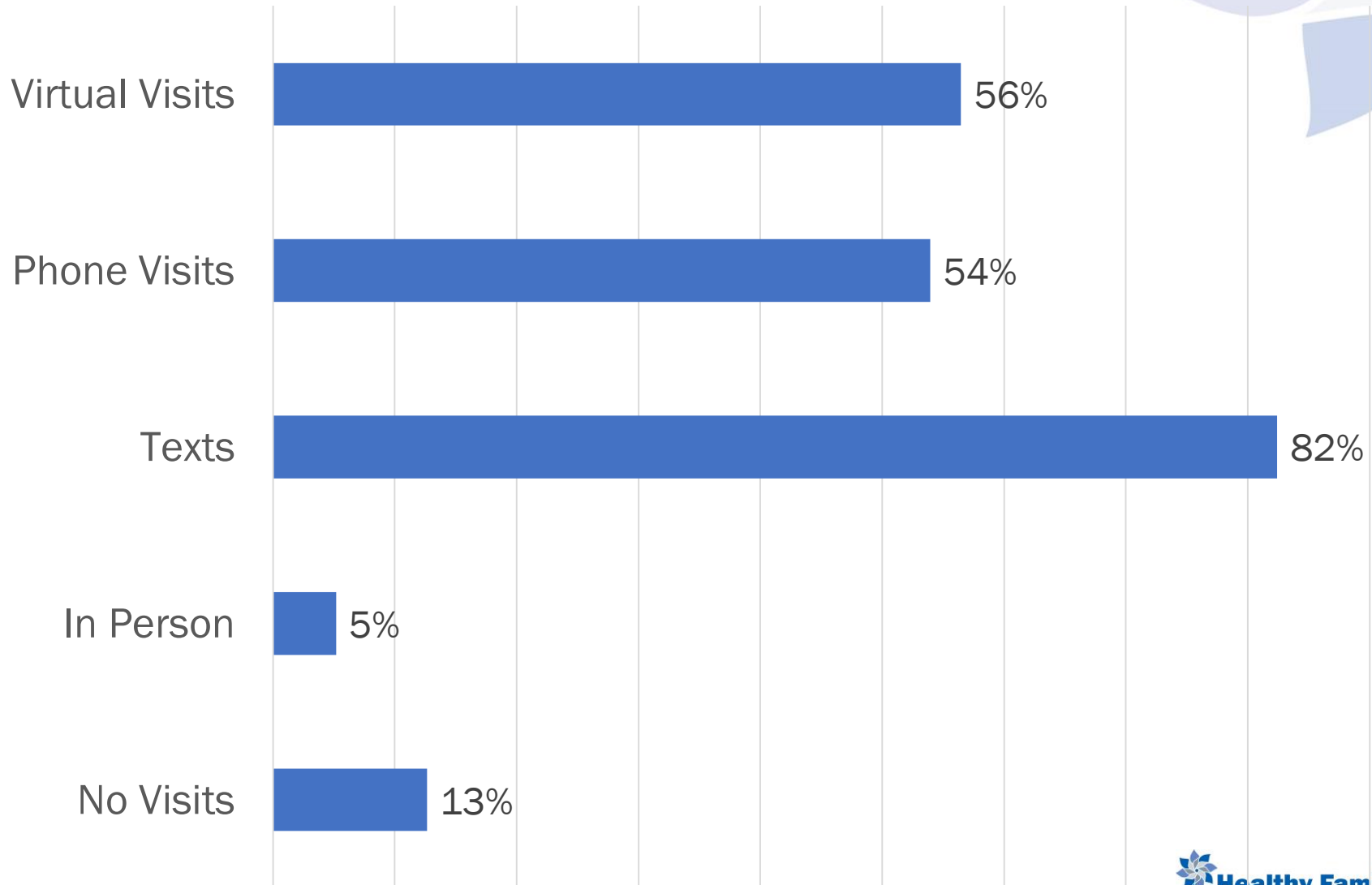


Families with Increased Challenges



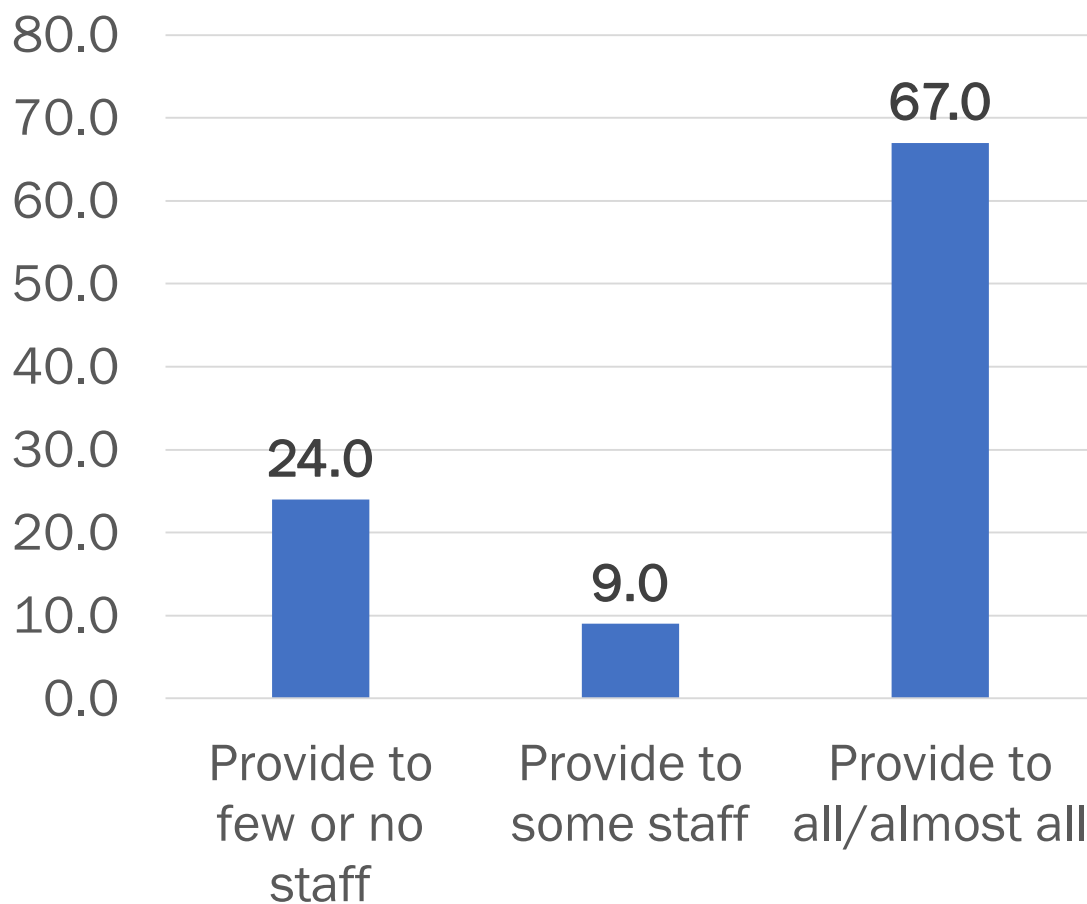
Services Received:

** What percent of FAMILIES received...*



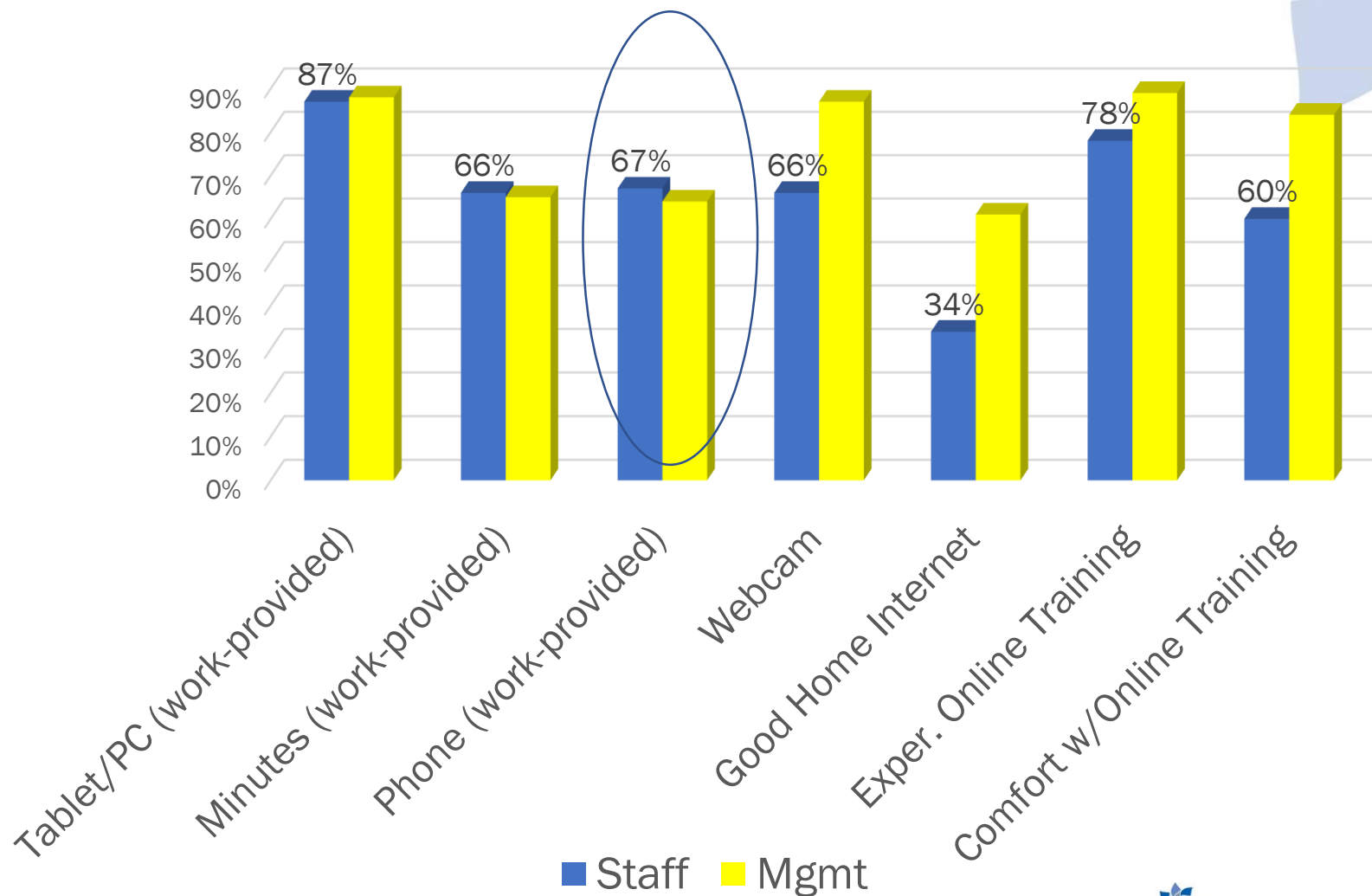


Staff Tech Status: Percent of Sites Providing Smartphone

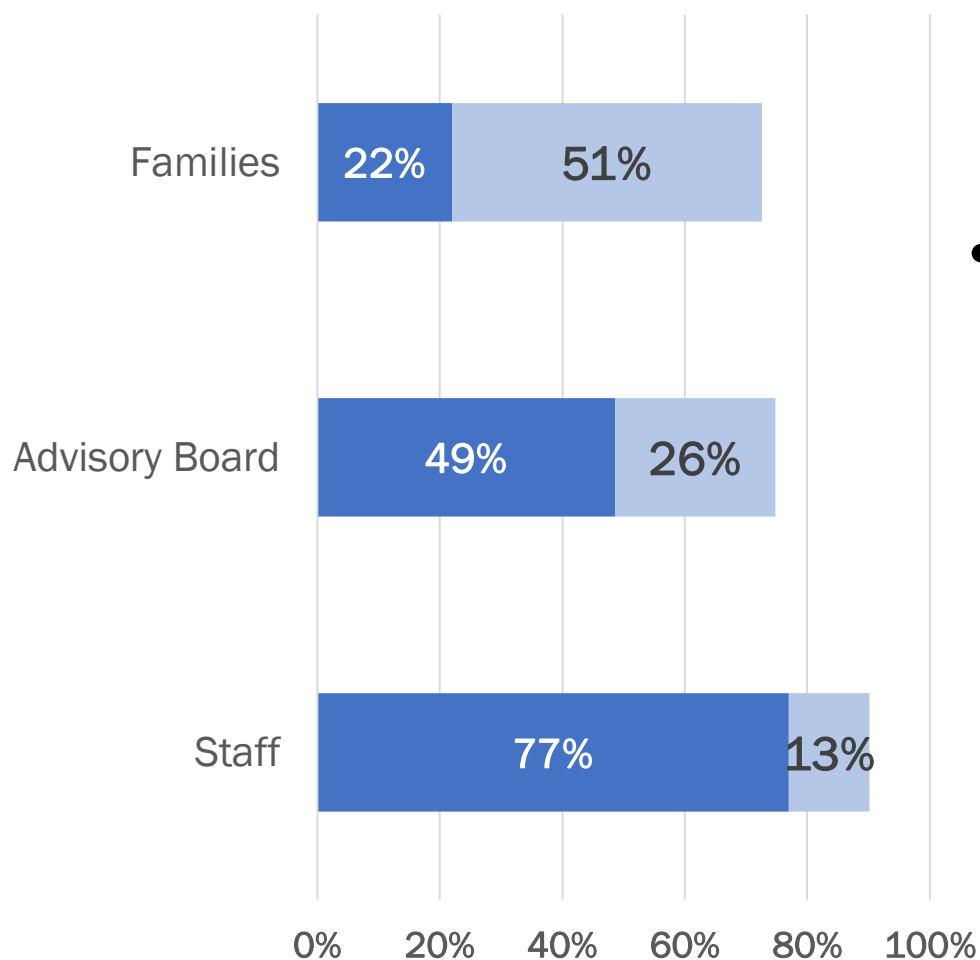


Most sites provide a smartphone to their direct service staff

Most staff have tech access (% of sites reporting most or all)

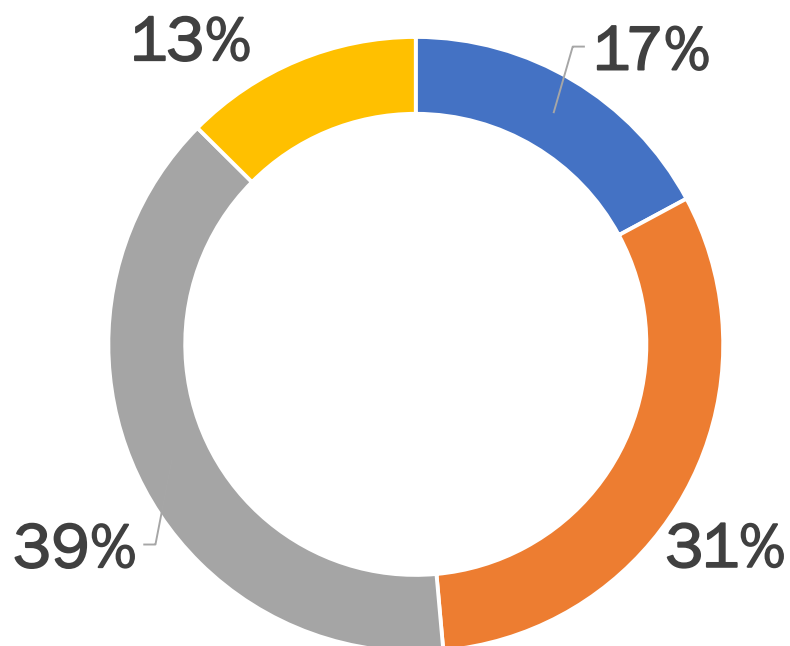


Virtual Accreditation Visits: Feasibility



- Most feasible to interview staff
 - Very feasible 77%
 - Somewhat 13%

Some Docs Accessible Remotely (% of sites)



■ All or nearly all ■ Most ■ Some ■ None or nearly none

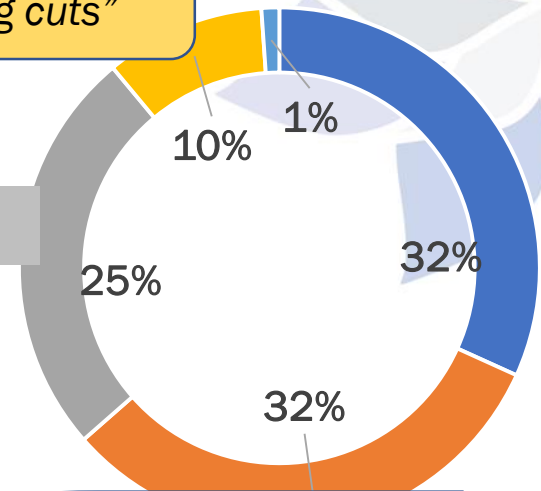
Financial Stability

- 1 -Very stable
- 2 Somewhat stable
- 3 - Unsure
- 4 - Somewhat unstable
- 5 - Very unstable

"We were asked to come up with a plan for funding cuts"

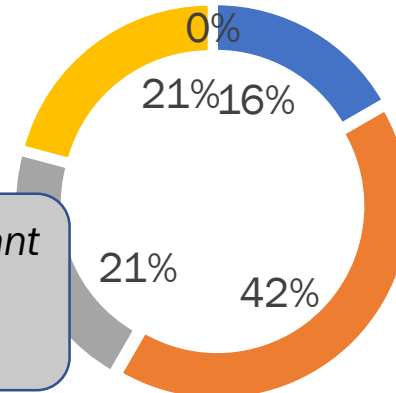
"Too early to tell"

Site Ratings



"Our state has funding for 1 more year of HFA with no cuts"

State Leader Ratings



"Haven't heard. State has a significant rainy day fund, but not enough to cover losses due to COVID"

Estimated Budget cuts in 2020

- 10% of sites* estimated a cut in 2020:
 - \$3.7 million in 2020 (of \$29 million, about 12%)
- 33% of sites expect no cut in 2020
- 57% were unsure or did not respond to this item

* Of responding sites: n=361



Current environmental impact on home visiting programs

Catriona MacDonald, President
Linchpin Strategies

Funding Streams to Support Home Visiting

TANF

MIECHV

SSBG

CBCAP/
CAPTA

Title IV-B and
Title IV-E

Title V Maternal and
Child Health Block
Grant Program

Medicaid

Child Care and
Development
Block Grant

State General Revenue and Required State Matching Funds
(Tobacco and other settlement funds, local tax levies, etc.)



Learning from Healthy Families America Sites

Concrete examples of current ways in which the
need to secure additional funding has been
addressed

- **Jennifer Auman**, Program Manager
Nebraska MIECHV, Dept. of Health
and Human Services
- **Jennifer Ohlsen**, Executive Director,
Healthy Families Florida
- **Carla Snodgrass**, Deputy Director,
Tennessee Dept. of Health



Current & historical
funding sources:

- State General Revenue & TANF – Funds the multi-site system
- Local cash contributions – expands number served
- MIECHV – expands by funding two teams (200 families)



Healthy Families Florida

Funding Strategies 2020

New Opportunity: CAPTA & CBCAP

- Federal funding through state Department of Children & Families
- Competitive grant
- Expand & enhance services



Benefits & Challenges

- Requires nurse home visitors
- Target population substance exposed newborns
- Emphasis on engaging dads
- Four sites, approximately 175 families



Questions? Contact Jennifer Ohlsen @johlsen@ounce.org



How Change Happens

- **Advocating • Educating • Informing • Lobbying Efforts**

Advocacy: Why it Matters



*When done
effectively....*

You can influence
public policy.

Make your voice
heard and
persuade
lawmakers to
respond to
constituents'
needs.

Efforts can sway
public opinion,
create media
support, and be a
powerful force for
change.

HFA webinar schedule

- 2nd and 4th Tuesdays in July and August
 - July 14 and 28, 3-3:30pm CT
 - August 11, 3-4pm CT Public Policy series - FFPSA
 - August 25, 3-3:30pm CT
- 2nd Tuesday of every month beginning September
HFA Leadership in Action 3-4pm CT
- Public Policy series continues
 - October Moving Advocacy into Action (during HFA Live)
 - December State & Federal Financing Options
 - February Advocacy Strategies at the State & Federal Level



THANK YOU!