

Connecting with Clients through Flexible Approaches to Home Visiting

Presenters

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Highlights

Topic 1

- Gift of Life Healthy start identified a need to improve referral to enrollment ratios.
- Analyzing client refusals revealed that home-based visits were avoided due to:
 - Lack of time due to work/school schedules
 - Instability with housing situation
 - Living with someone who did not want “strangers” in the home
- 100% of referred clients provide telephone contact information
- Telephone case management has been used successfully to manage chronic disease and to provide educational support to pregnant women
- Preliminary data reveal that
 - Clients enrolled in the Mobile Family Coaching program have a higher retention percentage than home visiting programs.
- Assessment completion/data gathering is favorable comparable to the HV programs

Topic 2: Process adaptations increase prenatal enrollment and promote higher birth weight in a home visitation program targeting African American women in the Mississippi Delta

- The study qualitatively analyzes how the implementation of data accountability and a new recruiting strategy affected prenatal enrollment in a HRSA home visiting program in Leflore County, Mississippi.
- The rate of prenatal enrollment for mothers matriculating into MDHSC since March 2015 (78.8%) is more than twice as high as the rate through February 2015 (33.3%) ($p < .001$).
- Preliminary findings indicate that mean birth weight is significantly higher for babies born to mothers enrolling prenatally since 2012 and that the low birth weight percentage for MDHSC babies born since March 2015 lies outside the 95% confidence interval for that of the general population MDHSC serves.