

The L.A. County eDirectory: Connecting Families With Early Childhood Home Visiting

As a result of this session, participants will be able to:

- Recall key benefits of early childhood home visiting.
- Identify how families find out about and get connected to free home visiting programs in Los Angeles County.
- List potential partners who can facilitate family participation in home visiting programs.



The L.A. County eDirectory: Connecting Families With Early Childhood Home Visiting

August 1, 2024



L.A. County's
eDirectory

Free support with pregnancy and parenting

Who We Are

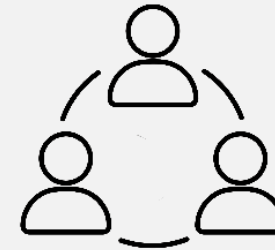


LA Best Babies Network (LABBN) is a community benefit of Dignity Health – California Hospital Medical Center in Los Angeles. LABBN brings together hospitals and community organizations in Los Angeles County, providing tools and training to make their home visiting programs succeed. With our coordination and technical support, these programs are changing lives during pregnancy and beyond.



The **Los Angeles County Perinatal and Early Childhood Home Visitation Consortium** is an alliance of over 50 home visiting agencies and maternal and child health organizations. Overseen and managed by LA Best Babies Network, the Consortium shares training and educational resources, researches best practices, supports enhanced referral systems between programs, researches and collects data on home visiting outcomes, and advocates for systems and policies that recognize the value of home visiting.

What Is Home Visiting?



Voluntary and free for pregnant people and families with young children (0-5 years old)

Ongoing, personalized health and parenting support from trained professionals

Connections to community resources and services

Home Visiting — Why It Matters



Positive impact on child development and school readiness



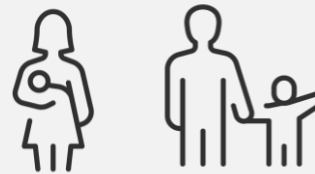
Improves self-sufficiency



Improves mental health



Improves maternal and child health behaviors and outcomes



Improves family safety and parenting



Decreases crime

Home Visiting in L.A. County

9+

Home Visiting
Models



4

Evidence-Based
Home Visiting
Models

82,163

Total Home Visits
in FY 2022-23
(across 7 models)



18,764

Families Served in
FY 2022-23
(across 7 models)



311

Zip Codes Served

Home Visiting in L.A. County



We estimate that in L.A. County nearly 488,393* children up to age 4 are eligible for home visiting services, and around 34,000 home visiting slots are available.

* Source: U.S Census Bureau: Population and People, 2022

What Are Some Differences?



Type of professionals working with families (nurse, parent coach, family support specialist)



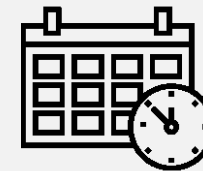
Curriculum focus (e.g., healthy pregnancy, school readiness)



Eligibility requirements (e.g., pregnancy stage or youngest child's age)



Program delivery mode (e.g., in-person visits or virtual sessions)



Program duration (i.e., how long someone can participate)



L.A. County's
eDirectory

Free support with pregnancy and parenting

Los Angeles County Home Visiting eDirectory

— Funded by First 5 LA, a leading public grantmaking and child advocacy organization —



L.A. County's
eDirectory

Free support with pregnancy and parenting

Home Visiting eDirectory

What is the eDirectory?

An online tool that helps connect those who are pregnant or who have young children (ages 0-5) with free home visiting and doula services in L.A. County.

How many programs are in the eDirectory?

It includes 35+ community organizations and hospitals in L.A. County that use a total of nine different home visiting models to provide support to families. Three doula programs are also included.

Who should use it?

- **Families:** Pregnant people or those with young kids who want free home visiting support and/or a doula
- **Health/service providers** who want to help someone find home visiting and doula services

How does a user know which programs are available?

By answering a few questions about the person they're referring. The eDirectory will sort out eligibility and show all available programs.



L.A. County's
eDirectory

Free support with pregnancy and parenting

Programs in the eDirectory

Home Visiting Program Models

- Early Head Start (EHS)
- Early Steps to School Success
- Healthy Families America (HFA)
- Healthy Start
- Nurse-Family Partnership (NFP)
- Parents as Teachers (PAT)
- Partnerships for Families (PFF)
- Raising Baby
- Welcome Baby

Doula Programs

- AAIMM Doula Program
- Frontline Doulas
- SBCC Thrive



Pregnant? Parenting?
Get free support from a local home visiting program.

Select One:

[I'm Referring A Client/Patient →](#)

[I'm Looking For Free Services For Myself →](#)



Pregnant? Parenting?
Get free support from a local home visiting program.

Select One:

[I'm Referring A Client/Patient →](#)

[I'm Looking For Free Services For Myself →](#)



Pregnant? Parenting?
Get free support from a local home visiting program.

Select One:

[I'm Referring A Client/Patient →](#)

[I'm Looking For Free Services For Myself →](#)



L.A. County's
eDirectory

Free support with pregnancy and parenting

Making sense of the results

Here is a list of FREE programs your client/patient may be able to participate in:

Recommended Home Visiting Programs	Contact Information	Enroll Now
Early Head Start		
☀ Children's Institute, Inc. – Wilmington	529 N. Avalon Blvd. Wilmington, CA 90744 Tel: 323-753-2401	Call To Enroll
Nurse-Family Partnership		
☀ Torrance Health Center	711 Del Amo Blvd. Torrance, CA 90502 Aurora Lopez Tel: 213-271-4611 ✉ alopez@ph.lacounty.gov	Sign-Up Now
Parents as Teachers		
☀ Richstone Family Center, Inc	13634 Cordary Ave. Hawthorne, CA 90250 Tel: 323-777-2590, ext. 404	Sign-Up Now
<hr/>		
Recommended Doula Programs	Contact Information	Enroll Now
☀ AAIMM Doula Program	Tel: 213-502-7553 ✉ ASKiffer-Thompson@ph.lacounty.gov 🌐 Website	Call To Enroll



L.A. County's
eDirectory

Free support with pregnancy and parenting

Here is a list of FREE programs your client/patient may be able to participate in:

Home visiting programs
listed in one section

Recommended Home Visiting Programs

Contact Information

Enroll Now

Early Head Start

☀ Children's Institute, Inc. – Wilmington

529 N. Avalon Blvd.
Wilmington, CA 90744
Tel: 323-753-2401

Call To Enroll

Nurse-Family Partnership

☀ Torrance Health Center

711 Del Amo Blvd.
Torrance, CA 90502
Aurora Lopez
Tel: 213-271-4611
✉ alopez@ph.lacounty.gov

Sign-Up Now

Doula programs listed in a
separate section

Recommended Doula Programs

Contact Information

Enroll Now

☀ AAIMM Doula Program

Tel: 213-502-7553

Call To
Enroll

✉ [ASkiffer-
Thompson@ph.lacounty.gov](mailto:ASkiffer-Thompson@ph.lacounty.gov)
🌐 [Website](#)



Making Sense of the Results

Here is a list of FREE programs your client/patient may be able to participate in:

Recommended Home Visiting Programs	Contact Information	Enroll Now
Early Head Start	☀ Children's Institute, Inc. – Wilmington 529 N. Avalon Blvd. Wilmington , CA 90744 Tel: 323-753-2401	Call To Enroll
Nurse-Family Partnership	☀ Torrance Health Center 711 Del Amo Blvd. Torrance , CA 90502 Aurora Lopez Tel: 213-271-4611 ✉ alopez@ph.lacounty.gov	Sign-Up Now

Home visiting models (orange box) points to both program rows.

Agencies providing services using the home visiting model (green box) points to the 'Early Head Start' and 'Nurse-Family Partnership' rows.





L.A. County's
eDirectory

Free support with pregnancy and parenting

Making Sense of the Results

LA COUNTY HOME VISITING PROGRAM
Confidential Referral Form Revised Form (9/2020)
Please discard old forms

Phone: 1-800-427-8700 (press #4, option #2), 213-639-6478, Fax: 213-639-1035, OR Encrypted email to HomeVisit@ph.lacounty.gov

REFERRALS ACCEPTED FOR THOSE WHO MEET ANY OF THE FOLLOWING CRITERIA & AT LEAST ONE CIRCUMSTANCE BELOW:

Receiving CalWORKs AND/OR

First-time pregnancy under 28 weeks and no previous live births.

Pregnant (not first pregnancy) and:

- Less than 28 Weeks, or
- Greater than 28 Weeks

Parent, guardian, or caretaker relative of a child less than 24 months old.

Parenting a child less than 90 days postpartum.

Parent, guardian, or caregiver of child/children up to 3 years old.

OPTIONAL: HV Model preference, if eligible:

- Healthy Families America (HFA)
- Nurse-Family Partnership (NFP)
- Parents As Teachers (PAT)

Date: _____ Person making referral: _____ Title: _____
 Agency Name: _____ Fax #: _____
 Email Address: _____ Phone: _____ Cell Phone: _____

Name of Client: _____ Date of Birth: _____ Email Address: _____
 If pregnant, Date of Delivery: _____ If parenting, DOB of Children: _____
 If pregnant, is pregnancy confidential (to be kept privately from) to family/others? Yes No
 Home Address: _____ Zip Code: _____
 Cell Phone: _____ Home Phone: _____ Other: _____
 Preferred Language: _____ Ethnicity: _____ Does client understand English? Yes No
 Receiving Medi-Cal (MC): Yes No MCI# _____ if no, is client Medi-Cal eligible? Yes No

Circumstances: (Current OR History Of – Please Check ALL that apply)

<input type="checkbox"/> Mental health condition/diagnosis	<input type="checkbox"/> Medical diagnosis/complexity	<input type="checkbox"/> 19 years old or younger
<input type="checkbox"/> Maternal depression/anxiety	<input type="checkbox"/> Housing issue, i.e. unstable housing	<input type="checkbox"/> Foster care system
<input type="checkbox"/> Involvement with DCFS	<input type="checkbox"/> Exposed to trauma/violence	<input type="checkbox"/> Stressed Family
<input type="checkbox"/> Substance use	<input type="checkbox"/> Less than HS education or GED	<input type="checkbox"/> No Support System
<input type="checkbox"/> Entry into juvenile justice system	<input type="checkbox"/> Previous pre-term birth (Less than 37 weeks)	
<input type="checkbox"/> Entry into criminal justice system	<input type="checkbox"/> Previous low birthweight baby (Less than 5lb, 8oz)	
<input type="checkbox"/> Adult and/or children with special needs:	<input type="checkbox"/> Unsafe physical living conditions:	<input type="checkbox"/> Other:

Pts. Specify: _____ Pts. Specify: _____

Authorization of Release: I give permission for representatives from LA County Department of Public Health (LAC DPH) Division of Maternal, Child and Adolescent Health (MCAH) and its contracted home visiting agencies to contact me regarding enrollment into one of its home visiting programs. I further understand that LAC DPH has authorized its contracted home visiting agencies to contact data administrators to provide technical support to the home visiting programs. The authorized data administrators may use my information listed on this form solely for the purpose of providing support and/or quality assurance. Additionally, if I potentially qualify for the Department of Public Social Services CalWORKs Home Visiting Program (HVP), my CalWORKs and Greater Avenue to Independence (GAIN) participation information may be viewed by LAC DPH HVP personnel to determine eligibility for HVP enrollment.

Client consented to be referred to home visiting programs. Signature: _____ or Verbal
 Comments: _____

LAC DPH Home Visitation Programs, Main Office: MCAH, 600 S. Commonwealth Ave. Suite 800, Los Angeles, CA 90005 (213) 639-6478 (09-15-2020rv)

Clear Form

Here is a list of FREE programs your client/patient may be able to participate in:

Recommended Home Visiting Programs

Contact Information

Enroll Now

Early Head Start

Children's Institute, Inc. – Wilmington

529 N. Avalon Blvd.
Wilmington, CA 90744
Tel: 323-753-2401

Call To Enroll

Nurse-Family Partnership

Torrance Health Center

711 Del Amo Blvd.
Torrance, CA 90502
Aurora Lopez
Tel: 213-271-4611
alopez@ph.lacounty.gov

Sign-Up Now

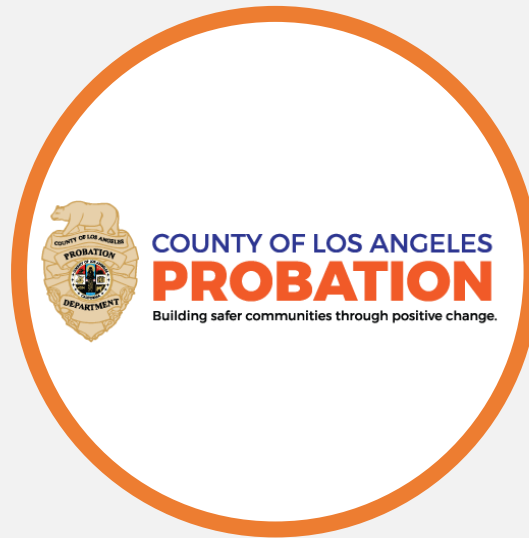




L.A. County's
eDirectory

Free support with pregnancy and parenting

Getting Connected Partnerships



and others ...



L.A. County's
eDirectory

Free support with pregnancy and parenting

Getting Connected General Promotion - Home Visiting Day

- **April 8, 2022:** The first-ever Home Visiting Day
 - The L.A. County Board of Supervisors proclamation sponsored by Supervisor Hilda Solis passes unanimously
- **April 19, 2024:** The third annual Home Visiting Day
 - The third L.A. County Board of Supervisors proclamation sponsored by Supervisor Hilda Solis and Supervisor Janice Hahn passes unanimously
 - City proclamations from Lancaster, Palmdale, Long Beach, and Los Angeles for the first time
- **April 18, 2025:** The fourth annual Home Visiting Day!





L.A. County's
eDirectory

Free support with pregnancy and parenting

Getting Connected General Promotion - Home Visiting Day



Home Visiting Day **website** and promotional **postcard** for families



Client and staff **testimonial videos** on social media



Telemundo 52, a Spanish news outlet in Los Angeles, aired a story highlighting home visiting services and the eDirectory





L.A. County's
eDirectory

Free support with pregnancy and parenting

Getting Connected General Promotion

homevisitingla.org/toolkit

Sample Social Media Graphics and Sample Posts

For Families
Sample Social Media Graphics

Download the Graphics

¿Está embarazada? ¿Tiene un bebé?
Programa GRATUITO de apoyo para familias nuevas, latinas, congresas, inmigrantes o sus preguntas y dudas para superar los momentos difíciles.

Lo que usted recibirá

- Acceso individual a un especialista en lactancia materna, lactancia y nutrición infantil.
- Asesoría personalizada para ayudar a los bebés a dormir mejor.
- Acceso a un especialista en desarrollo infantil.
- Acceso a un especialista en salud mental.
- Acceso a un especialista en salud bucal.
- Acceso a un especialista en salud visual.
- Acceso a un especialista en salud auditiva.
- Acceso a un especialista en salud física.
- Acceso a un especialista en salud emocional.
- Acceso a un especialista en salud social.
- Acceso a un especialista en salud económica.
- Acceso a un especialista en salud legal.
- Acceso a un especialista en salud cultural.
- Acceso a un especialista en salud lingüística.
- Acceso a un especialista en salud espiritual.
- Acceso a un especialista en salud ambiental.
- Acceso a un especialista en salud comunitaria.
- Acceso a un especialista en salud global.

It's so good to hang out with you, Dad!
Dads can make a huge difference in helping babies grow healthy and strong. Our FREE parenting support programs can help answer questions and get families through the tough spots.

What You Get

- One-on-one support from an early childhood specialist or other parenting professional who will give you the tips and resources you need.
- Help finding free or low-cost baby products.
- Questions about insurance? Finding a doctor? "Mommy's best friend"?
- Practical ways to protect your baby's growth and development.
- And so much more!

**Social media toolkit,
promotional flyers, cards, etc.**

Expecting a baby or have a little one younger than 5 years old?

¿Está esperando un bebé o tiene un hijo o hija menor de 5 años?

Encuentra un programa de apoyo familiar GRATUITO para usted y su familia en eDirectory.HomeVisitingLA.org

El proceso es sencillo:

1. Responda algunas preguntas sobre usted y su familia.
2. Elija un programa de lo que le interesa más.
3. Para incluir el programa de inscripción, llame al programa o envíe y presente la solicitud del programa.

or complete and submit the form to begin the enrollment process.

WHAT DOES HOME VISITING PROVIDE?

- Free coaching on positive parenting practices and early learning activities.
- Developmental screenings and assessments.
- Connections to community resources.

WHO BENEFITS FROM HOME VISITING?

- CHILDREN: Develop the ability necessary to succeed in school and life.
- PARENTING FAMILIES: Feel better prepared to support their family's overall health, development, and well-being.
- EVERYONE: Stronger families, local stronger communities.

HOW CAN I SIGN UP FOR HOME VISITING SERVICES?

Scan our barcode or visit the eDirectory.HomeVisitingLA.org to learn more about how to sign up for home visiting services.





L.A. County's
eDirectory

Free support with pregnancy and parenting

The Results Where are We Now?



2,306 forms
completed

- 963 forms for parenting clients
- 907 forms for pregnant clients
- 436 forms for pregnant and parenting

Top 3 programs in search results:

1. Early Head Start
2. Parents as Teachers
3. Healthy Families America

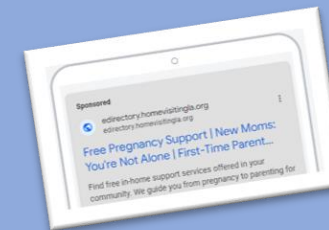
Top 5 languages of eDirectory users:

1. English (89%)
2. Chinese (3%)
3. Spanish (2%)
4. French (0.6%)
5. German (0.5%)

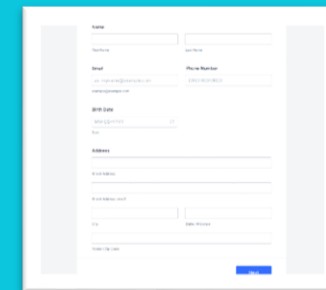
68%

of users visited
the eDirectory
on a desktop

What We're Working On...



Google Ads
campaign



Streamlining
referral process





L.A. County's
eDirectory

Free support with pregnancy and parenting

Home Visiting in Your Community

- How are families in your community learning about local home visiting programs? What are some of the challenges?
- How might you use a similar platform to facilitate referrals to other early childhood programs in your community?
- Have you ever connected a family to home visiting? Would you use something like the eDirectory if it was available to you?



L.A. County's
eDirectory

Free support with pregnancy and parenting

Questions?



L.A. County's
eDirectory

Free support with pregnancy and parenting

Steve Nish, Manager of Communications and Outreach
SNish@LABestBabies.org

Amie Aguiar, Communications Specialist
AAguiar@LABestBabies.org

Helen Kontorosis, Communications Specialist
HKonto@LABestBabies.org

     @LABestBabies

  @HomeVisitingLA

eDirectory.HomeVisitingLA.org