



healthy families america

a program of Prevent Child Abuse America

2014 Annual Report



table of contents

a note from the leadership.....2
who we are.....3
our evidence.....4
where we are.....5
the 2014 site survey.....6
partnerships and collaborations.....7
financial snapshot.....8



a note from the leadership: cyd wessel and james m. hmurovich



cyd wessel

Here's to 2014. What a year it was for Healthy Families America!

Every year, the goal of the Healthy Families America team is to promote child well-being, strengthen families and engage communities nationwide with home visiting services that are proven to make a difference in the lives of children and families. In this past year, we are proud to say that we were able to accomplish many things to help us achieve this goal and push ourselves to the next level.



james m. hmurovich

2014 marked a significant year in the growth of Healthy Families America national office, with sufficient funds to hire six new staff, increase capacity to meet training and accreditation demand, initiate development of a national office data system (HFAST), develop new and improved training and support services, and have a stronger presence at regional and national home visiting meetings.

This growth in 2014 mirrors the trend that our organization has experienced over the past five years. From 2010 to 2014, Healthy Families America enjoyed a 65% growth in the number of sites, (increasing from 380 sites to 625) and a 162% increase in National Office staffing. As these numbers go up, so does our capacity to engage families across our entire network.

Last year also marked a significant year in terms of research on the Healthy Families model. Two new studies were published evaluating the model in Oregon and Hawaii, and these studies spoke to the efficacy of our services and what it can do for children and families. You can read more about research on the HFA model on page four.

On top of those studies, Healthy Families America was selected to participate in two federally legislated evaluations; the Mother Infant Home Visiting Program Evaluation (MIHOPE) which examines the benefits of families served by the Maternal Infant and Early Childhood Home Visiting Program (MIECHV) and the MIHOPE/Strong Start evaluation, which looks specifically at home visiting impacts on birth outcomes. Both showed that Healthy Families America holds promise for effective and efficient prevention efforts.

Now as we move forward, our priority must be placed on positioning Healthy Families America, an effective child abuse prevention strategy, as the leading home visiting model promoting healthy relational development while supporting and empowering vulnerable families. We are more than confident that we are in a position to accomplish this goal and are excited about the future of this program in 2015 and beyond.

Cydney M. Wessel
National Director of Healthy Families America

James M. Hmurovich
President & CEO, Prevent Child Abuse America



“because of Healthy Families I am only a year from graduation with my Associate Degree in Human Services, and I have the smartest baby ever!”

- Keiyahna W., IN

who we are.

In 1992, Prevent Child Abuse America® launched the Healthy Families America® (HFA) home visiting model to address high rates of child abuse occurrences to children under five. Twenty-two years later, it is one of the leading evidence-based home visiting models in the country, serving more than 85,000 families annually through 625 HFA affiliates in 39 States, DC, American Samoa, Guam, Puerto Rico, the Commonwealth of the Northern Mariana Islands, the US Virgin Islands and Canada.

Healthy Families America has been the subject of at least 40 evaluation studies in 22 states in order to determine the positive effects of the program. Reviews of the studies show benefits including reduced child maltreatment, increased use of prenatal care, healthier children at birth, increased school readiness, increased parent-child interaction and increased access to and use of primary health care. Together, these factors combine to help further the great childhoods that all children deserve, because children are our future.

Our Mission: *To promote child well-being and prevent the abuse and neglect of our nation’s children through home visiting services.*

Our Vision: *All children receive the nurturing care from their family essential to leading a healthy and productive life.*

Our Core Values: *Valuing children, strengthening families, and engaging communities.*



“my home visitor helps me be a better parent, and she really cares for my whole family.”

- A.R., Vinton County, OH

“this is the best program ever. Healthy Families has been like my other family and has been with me every step of the way.”

- Rebecca N., Cape May, N.J.

our evidence.



Programs like Healthy Families America are not only voluntary, they are evidence-based and have the research behind them to prove they work. HFA is founded on 30 years of research; our most rigorous evidence comes from 12 publications of multiple randomized control trials, with impacts in all six domains required by the Maternal, Infant, and Early Childhood (MIECHV) program. HFA shows positive impacts in the areas of:

Maternal and newborn health: More moms in HFA reduced their alcohol use, children in HFA had better access to health care and more completed well-baby visits, and HFA reduced the rate of low birth weight infants among women enrolled prenatally.

School readiness: Rigorous studies report improvements in children’s cognitive development and early impacts that lead to success in school, with more children in gifted programs, fewer retained in first grade, and fewer receiving expensive special education services.

Prevention of Child Maltreatment: Five HFA studies show 17 significant benefits in this area, including reduced child maltreatment, harsh punishment, yelling, and improved use of non-violent discipline, based on parents’ self-reports.

Reduction in crime or domestic violence: Reducing domestic violence is particularly challenging, but HFA has shown some success in this area, with reduced domestic violence perpetrated by mothers.

Family economic self-sufficiency: Most parents have not yet completed high school when they enroll in HFA, a critical step for future earning potential. HFA helps new moms find the motivation and resources to further their education, evidenced by three rigorous studies showing increased maternal education over one to three years.

Linkages and referrals: HFA programs collaborate with an array of community services, paving the way for linking families to needed services. Two rigorous studies show increased referrals of families to family-planning services and increased use of community resources.

“muchas gracias HFA por aberme ayudada hacer mejor padres y completar mis metas.”
- Neybel G., Truckee, CA

where we are.

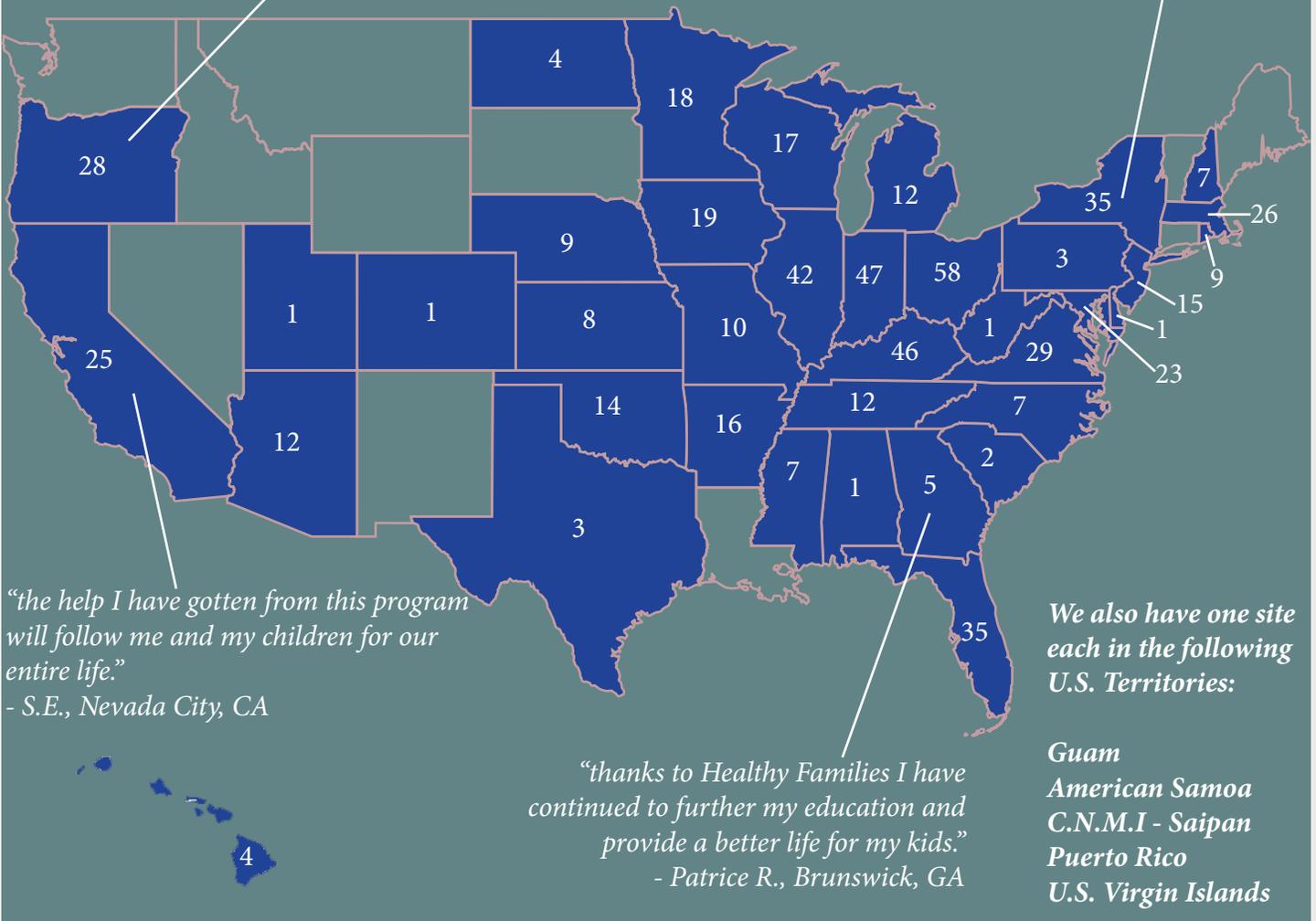
Currently, more than 85,000 families across 39 states receive home visitation services from Healthy Families America annually. Additionally, we are present in Washington D.C., five of the U.S. territories, and Canada. The numbers below represent the total number of Healthy Families sites operating in that state.

"this program has been an essential part of our parenting, providing the feedback and reassurance that we need."

- Wesley M., Roseburg, OR

"my worker Heather and I have built a relationship that just can't be developed with anybody. She gives me hope..."

- Ashley S., Otsego Co., NY



"the help I have gotten from this program will follow me and my children for our entire life."

- S.E., Nevada City, CA

"thanks to Healthy Families I have continued to further my education and provide a better life for my kids."

- Patrice R., Brunswick, GA

We also have one site each in the following U.S. Territories:

- Guam
- American Samoa
- C.N.M.I - Saipan
- Puerto Rico
- U.S. Virgin Islands



the 2014 Site Survey.

In 2014, we completed a survey of our sites that provided valuable data about the HFA network. Here's a snapshot of what our sites look like in 2014 and the kind of services they offer.

by the numbers - a look at the average HFA site

\$300k to \$399k

median site budget

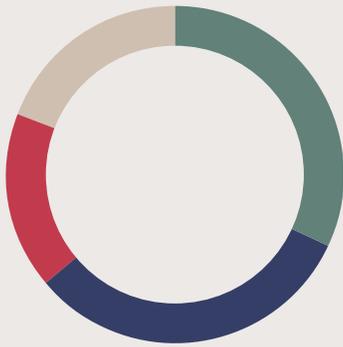
5 full-time employees

median HV staff

Up To Age 3

most common length of service

primary curricula used by the HFA network



*in the HFA network, **81%** of sites use one of the three major curricula:*

32% - Growing Great Kids

32% - Parents as Teachers Foundations

17% - **Partners for a Healthy Baby**

19% of sites use other curricula

additional services offered in the HFA network

beyond the primary curricula, many HFA sites offer additional services:

70% offer a parent support group

27% have a staff clinician on hand

16% offer a **nurse consultant**

10% offer a father's group

5% offer a father engagement specialist

5% offer **doula services**



“thanks to Healthy Families America, I have a job so I can support myself and my children, I have a stronger connection with my child, and a better future.”

- T. Davis, Appanoose County, IA



“Healthy Families has been the best thing that has ever happened to our family.”

- Cassandra, Catawba Valley, NC

partnerships and collaborations.

As a national organization, HFA has many key partnerships and collaborations across the country. Below is information on the partnerships that we made or strengthened in 2014.



Healthy Families America and Great Kids, Inc. are pleased to have entered into a strategic partnership focused on the development & delivery of training & curriculum for Healthy Families America programs. As the current state and federal accountability standards require use of evidence-based home visiting models and demonstration of program fidelity, it is essential that the HFA network of direct service providers utilize high quality, cutting edge skills and strategies aimed at best practices for supporting the families participating in HFA programs. As a result, HFA and GKI have entered into a strategic alliance to create single versions of the Integrated Strategies for Home Visiting and Parent Survey for Community Outreach trainings, thereby incorporating the 20 years of success both entities have had.



Erikson Institute has partnered with Healthy Families Illinois and HFA to deliver training and reflective practice based upon the principles of their Fussy Baby Network (FBN) program. This partnership is evolving to multiple dimensions. The basic component of our partnership with FBN (funded by MIECHV) in 2014 is the use of the FAN approach (a tool that brings reflective practice to life for home visitors, supervisors, and potentially all staff as well as the national office). Through our partnership, we have created new tools, trained staff in new ways and through our mutual understanding, have created an environment of intellectual curiosity that has resulted in changes in our trainings, how we support our network, changes in the Best Practice Standards and our concepts of how to support the network with reflection and reflective supervision.



The Michigan Association for Infant Mental Health (MI-AIMH) offers an in-depth Infant Mental Health Endorsement process that provides new opportuni-

ties for professional recognition of HFA staff through a combination of training and practice. HFA and MI-AIMH have developed a Crosswalk between HFA's Integrated Strategies for Home Visiting (ISHV) Core training, HFA's distance learning through The Learning Center (TLC), and the Best Practice Standards. MI-AIMH has opened its Endorsement process for those on our National Team that live in states that do not currently offer infant mental health endorsement.

“this program has helped provide opportunities that I would never have had before.”

- Janet, Kent County, MD

financial snapshot.

Below is a look at the expenses and revenues of Healthy Families America in 2014. Because Healthy Families America is a program of Prevent Child Abuse America, more information - including audited financial statements and the 990 form - can be found at preventchildabuse.org.

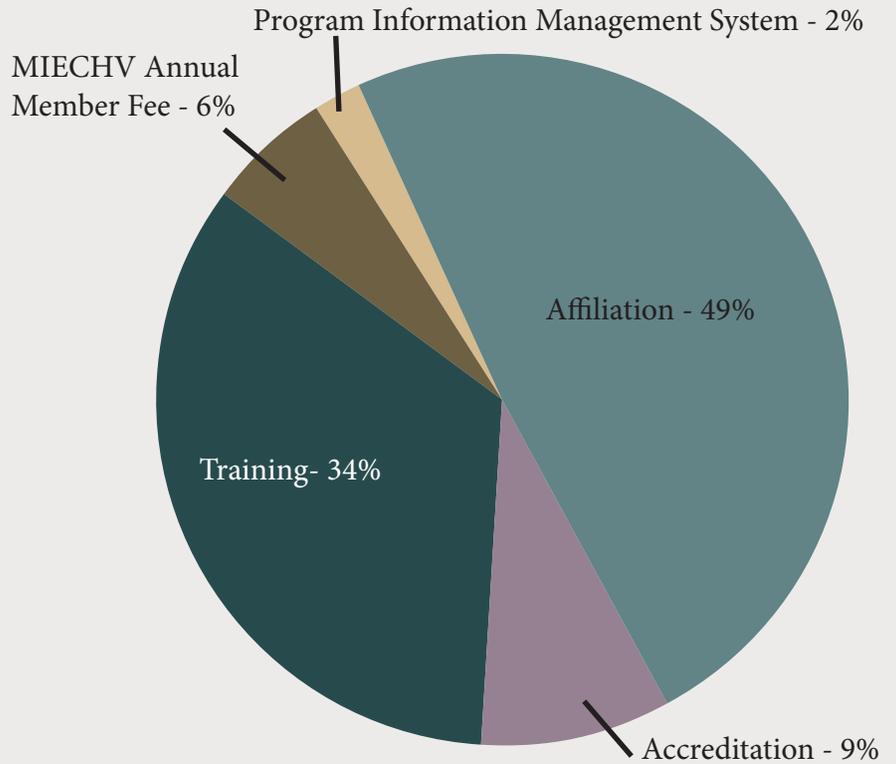
2014 Revenue

Affiliation.....	--\$1,188,237
Accreditation.....	--\$209,931
Training.....	--\$811,448
MIECHV Annual Member Fee.....	--\$148,500
Program Information Management System (PIMS).....	--\$61,170
Total Revenue.....	--\$2,419,286

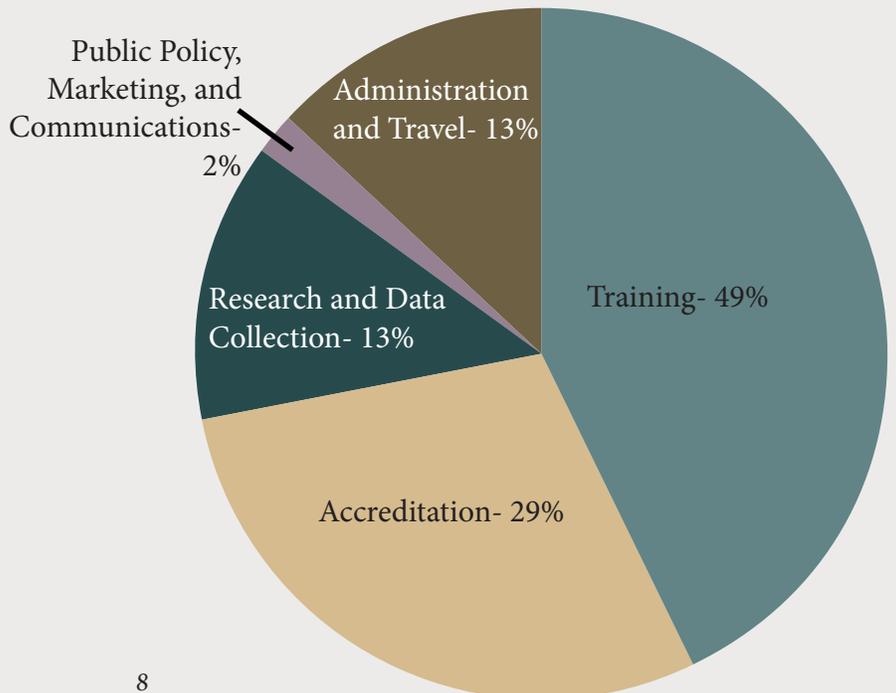
2014 Expenses

Training.....	--\$850,297
Accreditation.....	--\$556,066
Research and Data Collection.....	--\$259,033
Public Policy, Marketing, and Communications.....	--\$40,763
Administration and Travel.....	--\$256,534
Total Expenses.....	--\$1,962,683

Total Revenue in 2014



Total Expenses in 2014





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