



National Home Visiting Week

Toolkit



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Introducing National Home Visiting Week

The inaugural National Home Visiting Week (NHVW) takes place April 21-25, 2025, an observance to celebrate and recognize home visitors and the positive impact they make on maternal and child health outcomes.

The [Institute for the Advancement of Family Support Professionals](#), an organization focused on strengthening home visiting and human service programs across the country, is collaborating with nonprofit partners and elected officials to organize the event. NHVW garnered bipartisan support as U.S. Senators Chuck Grassley (R – Iowa) and Mark Warner (D – Virginia) issued a proclamation to highlight the importance of home visiting.

The last full week of April (Monday – Friday) is reserved for National Home Visiting Week for years to come.

Acknowledgements

The Institute is very thankful for North Carolina, Wisconsin and the County of Los Angeles, who have been celebrating home visitors for several years with their own observances. Both graciously shared their resources to help make NHVW a success, and it's this collaboration and spirit of sharing that embodies the spirit of home visiting.



Thank you to **Molina Healthcare** for providing corporate sponsorship, allowing us to provide a gift package to five home visitors across the country who we are honoring as National Home Visitors of the Year.

We also must thank our national partners who are supporting the event.



- [Association of State and Tribal Home Visiting Initiatives](#)
- [Home Visiting Coalition](#)
- [National Alliance of Home Visiting Models*](#)
- [National Home Visiting Network](#)
- [Prenatal to Five Fiscal Strategies](#)
- [Start Early](#)

NATIONAL HOME VISITING NETWORK

Lastly, we want to recognize the thousands of home visitors across this country who work hard every day to make this world a better place. This week is for you!

**Early Head Start is an Alliance participant, as a part of the federal Office of Head Start. They are not able to lend endorsement to this event.*

“How Can I Support?”

Let’s discuss all the different ways you as an individual, organization, community or state can support National Home Visiting Week. *It all begins here.*

- **Use toolkit resources** for messaging tips, templated materials and promotional assets. This is designed to be shared widely; you do not need permission to use or modify the contents of this toolkit.
 - Use the proclamation template to **ask your governing municipality** to issue a proclamation recognizing National Home Visiting Week. Your municipality may be your city council, county commissioner or your state governor.
 - Use a press release or Letter to the Editor template to **notify media** of National Home Visiting Week. The first press release template can be used and adapted by anyone; the second template is designed for programs or entities with a connection to a selected National Home Visitor of the Year. Be ready with a local angle and data to back up the impact in your community.
- **Follow the Institute** on social media and **share/reshare** posts about National Home Visiting Week. We have a [Facebook](#) and [LinkedIn](#) page. Please tag us in all your posts and utilize the following hashtags, so we can see and engage with you.
 - **#NHVW**
 - **#NationalHomeVisitingWeek**
 - Optional to add: #HomeVisitingWorks, #HomeVisitingHeroes
- **Bookmark [our website](#)** so you can stay up to date on National Home Visiting Week promotions.
- **Hold a community event** celebrating home visiting. This could be in conjunction with an existing parent-education or community group. It can be big, or it can be small. At your event you could:
 - Honor local home visitors that go above and beyond the call of duty, have earned the national designation of a Certified Family Support Professional or have earned a tenure milestone such as five years or more employment.
 - Honor families that have graduated from your program in the past year.

We can’t wait to see the splash that #NationalHomeVisitingWeek is going to make!

Storytelling Tips

- **Human interest stories combined with data work best.** That means having a pre-approval from a home visitor and/or a family being served by a home visiting program to share how home visiting works and how it has made a difference in the lives of people in your community. See our data tips in the next section.
- **Keep it concise but powerful.** Think about your elevator speech for home visiting and distill your message into something everyone can latch onto.
- **Pull at heartstrings with your headline.** You only have a few seconds to grab and keep someone's attention. Here are some examples:
 - 'Home visiting changed my life'
 - Home visiting levels the playing field for child learning success
 - 'My home visitor believed in me': How family support professionals promote confident parenting
 - Home visitors have a front row seat to family success every single day
- **Avoid hot button topics or aligning with a single political party.** We have plenty to talk about without triggering a negative reaction or alienating others. Home visiting has always enjoyed bipartisan support—it's hard to be against supporting parents to get their babies off to the best possible start.
- **Ensure transparency and privacy when working with families and home visitors.** As you're telling personal stories, it's important that you honor confidentiality and inform parents and home visitors what is expected from them. They will likely need to provide at least their first name. Before any interview, help them feel more comfortable and practice with them what they are willing and ready to share publicly. There's no one better to explain home visiting than someone who is in the thick of it, but the very nature of the work is personal.

Data Sharing Tip Sheet

- **Simplify the data.** Avoid using jargon or overly complicated information about model differences or particular funding streams. Our purpose is to elevate the home visiting story.
- **Output data matters.** People understand the number of families served or the number of children served, or the number of home visits provided. You might also select one data point that is meaningful to your specific community or population, such as the percentage of women screened for postpartum depression.
- **Share data in small quantities.** Use three to four data points at maximum. Remember most people don't understand the importance of different assessment results. Choose data points that are understandable and relatable to the general population. Most people understand the following:
 - Reduction in pre-term births
 - Developmental screening results (how many children were on track for school success when they left your program)
 - Parents educational gains while in your program
- **Present data in various ways.** Use data in your storytelling but follow up with the same data in writing. Also, it really helps to convey data in a visually appealing manner to illustrate what you are describing.
- **Avoid data that will alienate** some people or make them think all we do is focus on reproductive health as one example.
- **Highlight positive data.** You are trying to put home visiting in the best possible light. If you are asked directly a question about data that might be negative, then please be forthcoming. An example of a negative question would be, "How many families drop out of your program?" You can respond with the percentage if you know it, or you can say, "Too many. We want to reach every family and be successful. Unfortunately, not every family is ready for our services. We do have very good luck with families that have dropped out and later re-enroll when they are ready for home visiting." Another possible response to the question is, "Unfortunately many of our families are in crisis situations and are focused on day-to-day survival. It is a challenge to engage a family that is in survival mode into a developmental relationship." Go out of your way to highlight positive data but be prepared if and when a question like this comes up.
- **Don't forget the human element.** Sharing data that is compelling without being overwhelming is a talent and takes some practice. Data is best shared in conjunction with a human-interest story. Decision makers want data, but the story is what will draw them in.

National Data Overview

The 2024 Home Visiting Yearbook compiles key data on early childhood home visiting, a proven service delivery strategy that helps children and families thrive. It features updated information from robust data sources, including 17 evidence-based and 11 emerging models.

Key [takeaways](#) include:

- Evidence-based home visiting was implemented in all 50 states, the District of Columbia, 5 territories, 21 Indigenous communities and 51 percent of U.S. counties in 2023.
- More than 280,000 families received evidence-based home visiting services in 2023, throughout more than 2.8 million home visits. Approximately 23 percent of these visits were provided virtually, down from nearly 44 percent the prior year, reflecting a continued return to in-person visits.
- Over 38,000 additional families received home visiting services through 11 emerging models that provided more than 489,000 home visits in 2023. More than a quarter of these visits were provided virtually.
- More than 20,000 home visitors and supervisors delivered evidence-based services nationwide in 2023.
- More than 17.1 million pregnant women and families (including over 22 million children) could benefit from home visiting. Of those, approximately 280,000 received services in 2023— only 1.6 percent of all potential beneficiaries or 3.6 percent of high-priority families.
- In 2023, the federal Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program helped fund services for more than 62,000 families in states, the District of Columbia, territories, and Indigenous communities—a portion of the total families served by home visiting that year. Of the more than 810,000 home visits provided, almost one-third were delivered virtually.

Read the full Home Visiting 2024 Yearbook here: [2024 Home Visiting Yearbook](#)

Sample State Proclamation

(Insert State Name) Home Visiting Week

April 21 – 25, 2025

By The Governor of the State of _____

A PROCLAMATION

WHEREAS, the early childhood years are the most active period for the developing brain and a stable, secure relationship with a nurturing, caring adult is a key factor in the development of young children; and

WHEREAS, many parents begin the difficult lifetime job of raising a child feeling unprepared for the challenges ahead and children have a better, healthier start when parents have the support and skills needed to raise them; and

WHEREAS, home visiting can include a variety of different programs and models, including early childhood home visiting programs and parenting education programs; and

WHEREAS, home visiting programs help parents meet the unique needs of their children, promote healthy development, strengthen family relationships, reduce the risk of abuse and neglect, and promote equity by providing resources to families who are furthest from opportunity; and

WHEREAS, well-trained professionals implement early childhood home visitation so that all families have the opportunity to access information in ways that respect their unique beliefs, traditions and customs; and

WHEREAS, the State of _____ urges individuals and organizations across our state to utilize home visiting resources as needed to support the health and well-being of our children and families;

NOW, THEREFORE, I, _____, Governor of the State of _____, do hereby proclaim, April 21-25, 2025, as “Home Visiting Week” in _____, and commend its observance to all citizens.

Insert Sign and Seal

Sample Press Release [General]

Inaugural National Home Visiting Week is April 21-25

RICHMOND, Va. (April 14, 2025) – The first-ever National Home Visiting Week takes place April 21-25, an observance to celebrate and recognize home visitors and the positive impact they make on maternal and child health outcomes.

Home visiting connects pregnant and parenting families with young children to trained family support professionals who provide customized coaching and guidance through pregnancy and the early stages of a child’s development. Utilizing a variety of evidence-based models, home visiting supports healthy birth outcomes, increases family self-sufficiency and helps children enter school fully prepared to succeed.

Home visiting programs are offered in all 50 states and the District of Columbia. In 2023, more than 280,000 families engaged in home visiting services in the U.S.

Organizations throughout the country are celebrating National Home Visiting by sharing home visitor stories on social media and other digital channels. [INSERT PARAGRAPH WITH LOCAL PROGRAM INFORMATION].

The Institute for the Advancement of Family Support Professionals, an organization focused on strengthening home visiting and human service programs across the country, is collaborating with nonprofit partners and elected officials to organize National Home Visiting Week. The Institute offers a free online training program to help family support professionals learn new skills to support the growth of the home visiting workforce.

“Home visiting is a powerful tool to help make our families and communities stronger and more resilient,” said Institute executive director Janet Horras. “Our local home visitors are incredible and we’re proud to highlight their important work through National Home Visiting Week and beyond.”

To support National Home Visiting Week, U.S. Senators Chuck Grassley (R – Iowa) and Mark Warner (D – Virginia) issued a proclamation to highlight the importance of home visiting.

[INSERT LOCAL PROGRAM HERE.]

Molina Healthcare is a sponsor of National Home Visiting Week.

To learn more about National Home Visiting Week and the Institute, visit <https://www.theinstitutefsp.org>. For more information about [INSERT LOCAL PROGRAM NAME AND WEBSITE].

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Sample Press Release [National Home Visitors of the Year]

Family Support Professionals Recognized During National Home Visiting Week

RICHMOND, Va. (April 14, 2025) – Five home visiting professionals from across the country were recognized as Home Visitors of the Year for their commitment to support and uplift families as part of the inaugural National Home Visiting Week on April 21-25.

Organized by [The Institute for the Advancement of Family Support Professionals](#), a nonprofit focused on strengthening home visiting and human service programs across the country, the observance celebrates and recognizes home visitors and the positive impact they make on maternal and child health outcomes.

Home visitors were nominated by their peers from across the country for the first-ever awards program. **The 2025 Home Visitors of the Year include:**

- **Azuzena Flores**, [Community Action Agency of Siouxland](#), Sioux City, Iowa
- **Danielle Fields**, [People Incorporated](#), Abingdon, Virginia
- **Mason Nazzareno**, [Big Country Regional Service Area](#), Abilene, Texas
- **Jocelyn Martinez**, [All For Kids](#), Bell Gardens, California
- **Alina Arutyunyan**, [Salt Lake City County Health Department](#), Salt Lake City, Utah

“These home visitors are making a significant difference in their communities and we’re proud to honor them,” said Institute executive director Janet Horras. “Thousands of home visitors meet with local families every day to build parenting skills and share early child development best practices. National Home Visiting Week is an important opportunity to recognize their many contributions and the impact they make.”

Home visiting connects pregnant and parenting families with young children to trained family support professionals who provide customized coaching and guidance through pregnancy and the early stages of a child’s development.

Utilizing a variety of research-based models, home visiting supports healthy birth outcomes, increases family self-sufficiency and helps children enter school fully prepared to succeed. Home visiting programs are offered in all 50 states and the District of Columbia. In 2023, more than 280,000 families engaged in home visiting services in the U.S.

To support National Home Visiting Week, U.S. Senators Chuck Grassley (R – Iowa) and Mark Warner (D – Virginia) issued a proclamation to highlight the importance of home visiting.

National Home Visiting Week is sponsored by Molina Healthcare. To learn more about the observance and the Institute, visit <https://www.theinstitutefsp.org>.

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Sample Letter to the Editor

You can also let your local paper know about National Home Visiting Week and take this opportunity to educate the community on the importance of home visiting. You'll find a sample letter below, but please personalize it with relevant data points, anecdotes or highlights about how your program is making a difference. If you plan to send to multiple outlets, ensure that each submission is unique and tailored to the right audience.

Dear Editor,

The inaugural National Home Visiting Week takes place April 21-25 and is an opportunity to celebrate home visitors and the positive impact they make on maternal and child health outcomes.

Parenting can be hard. Home visiting professionals empower and work alongside parents to build confidence and resilience. Utilizing a variety of evidence-based models, home visiting supports healthy birth outcomes, increases family self-sufficiency and helps children enter school fully prepared to succeed.

I'm especially proud of [insert organization] and the work they do in [insert city/county, state]. The incredible home visitors on their team make a big impact on our local families. This week and every week we're thankful for these hardworking and compassionate home visiting professionals.

NAME OF LETTER WRITER
LOCALITY
ORGANIZATION

Logo



[Downloadable Logo Files](#)

Graphics & Social Media Assets

Post 1: Below, you'll find downloadable graphics celebrating National Home Visiting Week, along with sample copy, and customizable graphics (and copy) to celebrate the Home Visitor of the Year in your state or program.



Caption 1: We're kicking off the inaugural #NationalHomeVisitingWeek, thanks to [TAG Institute]. This week, we celebrate the important work of home visitors everywhere and at [YOUR PROGRAM] serving the [City/Town/Region] community. Stay tuned for more spotlights throughout the week!

#NHVW #HomeVisitingHeroes #HomeVisitingWorks

Caption 2: Celebrate a home visitor in your life during #NationalHomeVisitingWeek! Home visitors play an important role in the lives of families across the country. [Organization] is proud to support home visitors in [City/State], this week and every week.

#NHVW #HomeVisitingHeroes #HomeVisitingWorks [TAG Institute]

[Downloadable Graphics](#)

Post 2: Was a home visitor in YOUR program or state identified as a “Home Visitor of the Year?” Access graphics for each of the five winners [HERE](#). See sample captions below.



Caption 1: Congratulations to [Name] for being selected as one of five National Home Visitors of the Year in honor of #NationalHomeVisitingWeek! [Name] has worked at [organization] for [#] years and has been working in the home visiting field for more than [#] years. #HomeVisitingHeroes #NHVW

[Add personalized details, statistics like how many families they serve, a quote from them or someone who has worked with them, etc.]

Caption 2: This #NationalHomeVisitingWeek, we are proud to celebrate one of our own as a Home Visitor of the Year. This first-time recognition for [Name] is well deserved. [Name] is a [add personalized details] home visitor who we are proud to have at [organization]. #HomeVisiting Heroes #NHVW

Post 3: Were you proud to nominate a home visitor in your program, or is there a home visitor you think deserves some extra love? Access a customizable graphic [here](#) and feel free to use the suggested caption provided.



Caption: It's #NationalHomeVisitingWeek, and we have so many compassionate and skilled home visitors in our arsenal at [Organization]. We were proud to nominate [Name] this year as our National Home Visitor of the Year! #HomeVisitingHeroes #NHVW

[Add personalized details, statistics like how many families they serve, a quote from them or someone who has worked with them, etc.]



Social Media Profile Frame

Enhance your profile photo on social media with a National Home Visiting Week frame! Simply add your photo or organization's logo to the below template, download and upload it to your profile.

[Customizable Frame](#)

Being a Home Visitor means...

Seeing the good in people even when they can't see it in themselves.



Embracing
lifelong learning.

Being flexible and adaptable.

No two days are the same and seldom does a day go as planned.

Believing that
change can happen.

Acting as an
ambassador of hope.



Being a
difference maker and change igniter.

Uplifting and empowering everyone you serve.



Leaving the world a better place,
one visit at a time.

Remaining
unshaken by challenge.



Understanding **small steps** lead to **big changes.**

