



National Home Visiting  
Resource Center

## National Home Visiting Resource Center

### 2021 Home Visiting Yearbook Dissemination Toolkit

Please help us spread the word about the NHVRC and the *2021 Home Visiting Yearbook*. Adapt and use the following information as appropriate for various audiences in emails, blog posts, newsletters, social media, Zoom meetings/conferences, and one-on-one conversations. Thank you for supporting the NHVRC!

#### About the National Home Visiting Resource Center

The NHVRC provides comprehensive information about early childhood home visiting. Its goal is to support sound decisions in policy and practice to help children and families thrive.

The NHVRC is a partnership of James Bell Associates and the Urban Institute. Support is provided by the Heising-Simons Foundation and previously was also provided by the Robert Wood Johnson Foundation.

#### About the 2021 Home Visiting Yearbook

The [\*2021 Home Visiting Yearbook\*](#) presents the landscape of early childhood home visiting across America. It features updated information from robust data sources, including 15 evidence-based home visiting models and 10 emerging models. The yearbook includes data from 2020, when the home visiting field quickly transitioned to virtual service delivery due to the COVID-19 pandemic. See the publication's COVID-19 statement for more information.

Highlights include—

- Evidence-based home visiting was implemented in all 50 states, the District of Columbia, 5 territories, 22 tribal communities, and 53 percent of U.S. counties in 2020, despite the COVID-19 pandemic forcing most programs to provide services virtually.
- More than 298,000 families received evidence-based home visiting services in 2020, over the course of more than 3.2 million home visits. Roughly half of those home visits were provided virtually, although the percentage is likely much higher due to challenges differentiating virtual and in-person visits in some data systems.
- Nearly 29,000 additional families received home visiting services through 10 emerging models that provided more than 661,000 home visits in 2020. More than three-quarters of these visits were provided virtually.
- More than 22,500 home visitors and supervisors delivered evidence-based services nationwide in 2020.

- Of the more than 17.6 million pregnant women and families (including nearly 23 million children) who could benefit from home visiting, roughly 300,000 received services in 2020.
- The American Rescue Plan Act of 2021 allocated \$150 million to help home visiting programs support families recovering from the COVID-19 pandemic. The federal Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program will distribute these funds to help programs continue and expand services, meet families' basic needs, address the well-being of their workforce, and more.
- In 2020, MIECHV helped fund services for more than 71,000 families in states, territories, and tribal communities—a portion of the total families served by home visiting that year.
- States continue to support home visiting by combining funds from tobacco settlements and taxes, lotteries, and budget line items.

## Sample Social Media Posts

### Twitter

When the world “shuts down,” home visitors keep going. The new @NationalHVRC yearbook captures the #homevisiting field’s resilience during the COVID-19 pandemic. <https://bit.ly/2021-hv-yearbook-blog>

Raise your hand if you know a family struggling to balance school, work, and caregiving. See how #homevisiting can inform and support these families, in person or virtually. <https://bit.ly/2021-hv-yearbook>

More than 8 million pregnant women & families face situations that can make parenting more challenging, according to @NationalHVRC criteria. #Homevisiting can help. #HomeVisitingWorks <https://bit.ly/2021-hv-yearbook>

Nearly 300,000 families received evidence-based #homevisiting services in 2020. See the numbers in your state. <https://bit.ly/2021-hv-yearbook>

Not all children and families have the same access to support and services. The @NationalHVRC 2021 Yearbook includes maternal and child health data disaggregated by race and ethnicity. <https://bit.ly/2021-hv-yearbook>

**[For models, agencies, etc. included in the yearbook.]** We’re proud to be part of the 2021 #HomeVisiting Yearbook! Learn more about home visiting’s reach and how the field is partnering on behalf of children and families. #HomeVisitingWorks <https://bit.ly/2021-hv-yearbook>

### Facebook

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More than 8 million pregnant women & families face situations that can make parenting more challenging, according to criteria from the [National Home Visiting Resource Center](#). #Homevisiting can help.

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## Sample Email Announcement

The National Home Visiting Resource Center (NHVRC) has released its [2021 Home Visiting Yearbook](#), a nationwide and state-by-state look at early childhood home visiting. The publication presents 2020 data from evidence-based and emerging home visiting models and from state agencies to highlight—

- Where programs operate, the families they serve, and the families who could benefit but are not being reached
- State, tribal, and model profiles
- Services delivered by state awardees of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program

Users can navigate the NHVRC site to access data and download short publications, including the *Yearbook Summary*. For the first time, the *2021 Yearbook* includes virtual home visit data (likely an undercount) to reflect the field's quick transition to virtual service delivery during the COVID-19 pandemic. It also includes maternal and child health indicator data disaggregated by race and ethnicity to convey families' wide range of experiences accessing community supports and services. Visit [nhvrc.org](http://nhvrc.org) to browse these data and to see how they can inform future conversations around home visiting and equity.

**Want more? The NHVRC has a few ways to stay in touch.**

- Subscribe to the NHVRC e-newsletter by visiting the [NHVRC website](#).
- Like NHVRC on [Facebook](#).
- Follow NHVRC on [Twitter](#) and tag [@NationalHVRC](#) when you post about [#homevisiting](#).
- Email NHVRC at [info@nhvrc.org](mailto:info@nhvrc.org) with your questions, comments, and interest in helping spread the word.

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