



National Home Visiting  
Resource Center

## National Home Visiting Resource Center

### 2022 Home Visiting Yearbook Dissemination Toolkit

Please help us spread the word about the NHVRC and the *2022 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 2022 Home Visiting Yearbook

The [\*2022 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 12 emerging models. The yearbook includes data from 2021, when the home visiting field offered a mix of virtual and in-person 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 54 percent of U.S. counties in 2021.
- More than 277,000 families received evidence-based home visiting services in 2021, over the course of more than 3 million home visits. Approximately two-thirds of those home visits were provided virtually.
- Nearly 44,000 additional families received home visiting services through 12 emerging models that provided more than 606,000 home visits in 2021. Nearly three-quarters of these visits were provided virtually.
- More than 21,000 home visitors and supervisors delivered evidence-based services nationwide in 2021.
- Of the more than 17.5 million pregnant women and families (including nearly 23 million children) who could benefit from home visiting, nearly 280,000 received services in 2021. This translates to 1.6 percent of potential beneficiaries, and 3.3 percent of high-priority families based on priority criteria.
- In 2021, the federal Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program began distributing funds from the American Rescue Plan Act to help home visiting programs continue and expand services, meet families' basic needs, address the well-being of their workforce, and more.

- In 2021, MIECHV helped fund services for more than 71,000 families in states, the District of Columbia, 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

Evidence-based [#HomeVisiting](#) reached women & families in more than half of U.S. counties in 2021. Learn more in the latest [@NationalHVRC](#) yearbook. <https://bit.ly/2022-hv-yearbook>

[#HomeVisiting](#) programs offered a mix of virtual and in-person services in 2021. The new [@NationalHVRC](#) yearbook captures the field's flexibility during the COVID-19 pandemic. <https://bit.ly/2022-hv-yearbook>

Nearly 8.5 million pregnant women and families face at least one situation that can make parenting more challenging, according to [@NationalHVRC](#) criteria. [#HomeVisiting](#) can help. [#HomeVisitingWorks](#) <https://bit.ly/2022-hv-yearbook>

Not all children and families have the same access to support and services. The [@NationalHVRC](#) 2022 Yearbook includes maternal and child health data disaggregated by race and ethnicity. <https://bit.ly/2022-hv-yearbook>

**[For models, agencies, etc. included in the yearbook.]** We're proud to be part of the 2022 [#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/2022-hv-yearbook>

### Facebook

Evidence-based [#HomeVisiting](#) reached women and families in more than half of U.S. counties in 2021. Learn more in the latest [National Home Visiting Resource Center](#) yearbook. <https://bit.ly/2022-hv-yearbook>

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## Sample Email Announcement

The National Home Visiting Resource Center (NHVRC) has released its [2022 Home Visiting Yearbook](#), a nationwide and state-by-state look at early childhood home visiting. The publication presents 2021 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*. The *2022 Yearbook* includes virtual and in-person home visit data to reflect the field's flexible response to the ever-changing 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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