**Evaluating the Marketability of Home-Visitation Programs**

**What are Home Visitation (HV) programs?**

* Programs that provide services and support for families with new babies and young children
* Services provided in family’s home for convenience
* Address issues such as:
  + Maternal and child health
  + Positive parenting practices
  + Safe home environments
  + Reduction in crime or domestic violence
  + Improved economic self-sufficiency
  + School preparedness
  + Access to social support services
* HV programs touted by the American Academy of Pediatrics as a promising approach for flattening the socioeconomic gradient in health.1

**Purpose:**

Involvement is typically voluntary; thus, HV must market effectively to reach target populations. Unfortunately, evidence to date suggests populations who could benefit most are underserved.2

The current study evaluates:

* Aspects of existing HV marketing content
  + Appeal of program descriptions
  + Appeal of collective nomenclature
  + Appeal of alternate HV program descriptions

**Methods:**

Recruitment

* Caregivers of young children from four Oklahoma counties
* Must meet qualification requirements for HV programs

Participation

* Study participants complete an online REDCap survey
* Survey elicits perceptions on the terms:
  + Home-Visitation Program
  + parentPRO Program
  + Home-Based Parenting Program
* Each term shown separately to participant
* Participants asked to provide up to four free-associations
* Also recorded whether the respondent considered the association:

Very Negative-------Negative-------Neutral-------Positive-------Very Positive

* Participants not enrolled in an HV program guided through a parentPRO flier and asked Stages of Change (Transtheoretical Model3,4) questions about their enrollment intentions

*When parents need help, parentPRO Delivers.*

parentPRO is a free service that links families to home-based parenting programs designed to strengthen families and help Oklahoma’s children grow healthy and strong…

**Results: Overall**

* 844 surveys completed
* 99% female participants
* 86.2% Non-Hispanic
* 10.6% American Indian or Alaska Native
* 2% Asian
* 35.5% Black or African American
* 61% White
* 0.9% Native Hawaiian or Other Pacific Islander

**Results: Home-Visitation**

Home-Visitation Program

* 29% **negative** reactions
  + Response of “Very-Negative” or “Negative”
* Most common negative association was “DHS” (Department of Human Services)
* Other common negative associations were:
  + “Wrong”
  + “Supervised”
  + “Taking”
  + “Check”
  + “Abuse”
  + “Bad”
  + “CPS” (Child Protective Services)

**Results: parentPRO**

* 93% **positive** perception
  + Response of “Positive” or “Very Positive”
* Most prevalent positive associations were variations on “parent”
* Other common positive associations were:
  + “Good”
  + Variations of the word “Help”

**Results: Home-Based Parenting Program**

* 91% **positive** perception
  + Response of “Positive” or “Very Positive”
* Most prevalent positive association was “Home”
* Other common positive associations were:
  + Variations of the word “Parent”
  + “Good”
  + Variations of the word “Help”

**Results: Stages of Change**

* 458 Total respondents
* 342 Medicaid respondents
* Among those not enrolled, a large majority reported intention to enroll in parentPRO
  + 62% planning stage
  + 1% action stage

**Conclusions:**

* Results suggest, for marketing purposes, the catch-all “home-visitation” may be a deterrent to recruitment
* Perceptions much more favorable for phrases that simply dropped “visitation” and replaced it with words related to “parenting” skills.
* While HV services not heavily utilized in this sample, parentPRO descriptions were appealing to most participants.
  + 75+% willing to contemplate enrollment.
  + 60+% stated intention to enroll soon.

**References:**

1. Council on Community Pediatrics. The Role of Preschool Home-Visiting Programs in Improving Children's Developmental and Health Outcomes. *Pediatrics.* 2009;123(2):598-603.
2. Goyal NK, Hall ES, Jones DE, et al. Association of Maternal and Community Factors With Enrollment in Home Visiting Among At-Risk, First-Time Mothers. *American Journal of Public Health.* 2013;104(S1):S144-S151.
3. Prochaska JO, DiClemente CC. Stages and processes of self-change of smoking: Toward an integrative model of change. *Journal of Consulting and Clinical Psychology.* 1983;51(3):390-395.
4. McConnaughy EA, Prochaska JO, Velicer WF. Stages of change in psychotherapy: Measurement and sample profiles. *Psychotherapy: Theory, Research & Practice.* 1983;20(3):368-375.