

Community Perception of Home Visitation

*"You never get a **second chance**
to make a **first impression.**"*

The origin of this quote has been attributed to multiple people, including playwright and novelist Oscar Wilde, Mark Twain, and fellow Oklahoman Will Rogers. Regardless of its origin, its simple wisdom has great value. First impressions are important in many aspects of life...including home visitation programs. In order for home-visitiation programs to be successful in engaging families, they need to make a good first impression.

*Home Visitation programs provide services and support for
families with young children in the convenience of their home.
Engaging families is key to success.*

Improving and Testing of Marketing Home Visitation Programs is one of the goals of the Maternal Infant Early Childhood Home-Visitation (MIECHV) external evaluation. As of October 2014, 1371 caregivers of young children who would qualify for at least one home visitation programs in Oklahoma have completed the community survey. During these surveys the caregiver was asked about their initial reactions to three terms:

1. "parentPro Program"
2. "Home Visitation Program"
3. "Home-Based Parenting Program"

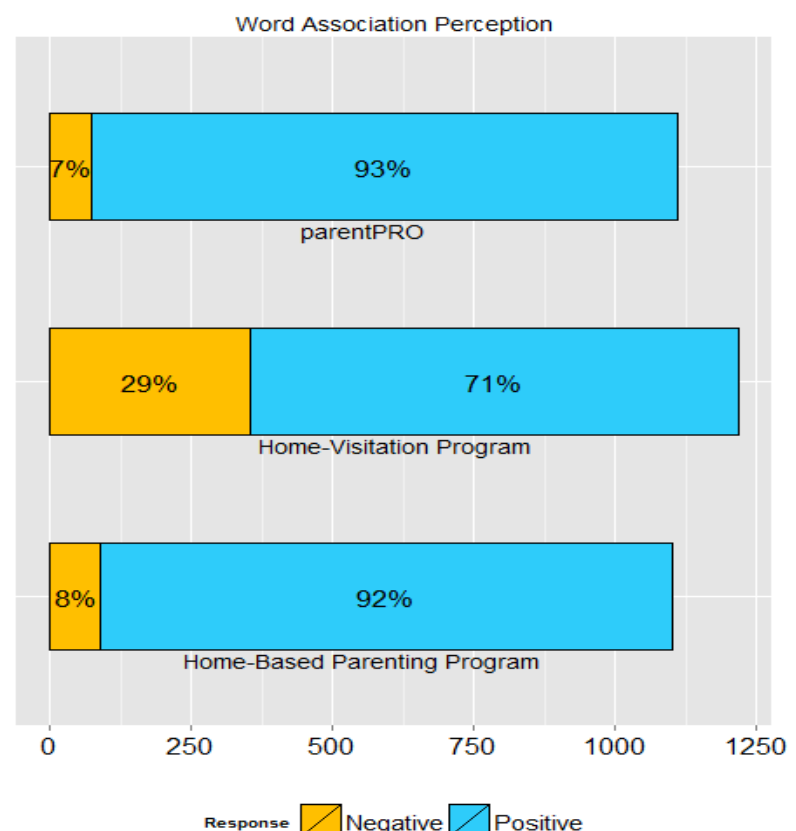
Many potential clients reacted to "Home-Visitation Program" negatively.

29% of participants had a **NEGATIVE** perception of "Home-Visitation Program".

93% and 92%, respectively, had **POSITIVE** perceptions of "parentPRO Program" and "Home-Based Parenting Program".

Caregivers were also asked to write down the first word that came to their mind, a *first impression*, and then rate if that thought was a negative or positive.

Word clouds are graphical representations of the frequency of word usage. The word cloud pictured represents the negative thoughts that came to the caregiver's mind when reading the phrase "Home-Visitation Program".



[illegible]

Of the few respondents already enrolled in home visitation programs, most heard learned about it from family/friends (97%), health providers (60%), and/or advertisements (59%).

Other Research Echos Findings in Oklahoma

The respondents scored other potential names for home-visitation programs. The mean scores are listed here:

- Family Support: 62
- Family Coaching: 55
- Parent Education: 53
- Parent Mentoring: 53
- Parent Coaching: 50
- Home Visiting: 34

These results strongly indicate using language other than “Home-Visitation” to describe the program will enhance engagement of families and stakeholders.

The phrase “Home-Visiting” conjures up associations that are more negative and does not convey the benefits of the program”₁

Why is this relevant to you?

- Consider other language to describe your program to potential consumers and other agencies.
- When describing your program, focus on the benefits to the potential consumers, such as the convenience of being in the home rather than having to travel to a clinic with young children.
- **Using terms such as Home-Based Parenting, parentPRO, or Family Support may improve engagement from family members and stakeholders.**

¹McInturff, McCleskey, & Bloomfield (2014). Public opinion on home visiting. Presented at the National Summit on Quality in Home Visiting Program. Washington DC.