



# ONE-STEP TOOLKIT

---



**Prevent Child Abuse**  
New York™

**November  
2022**



# TABLE OF CONTENTS

## 1. The Initial Contact & the Offer of Services

- This tool provides a description of the goals of the initial contact as well as what constitutes an offer of services after receiving the referral or screen

## 2. Potential Engagement Strategies

- This tool provides the Home Visitor with strategies they can use to engage families to enroll. Each strategy is linked to tools the Home Visitor can navigate to in order to learn more

## 3. Shifting Our Message About Healthy Families

- This resource provides sample talking points a Home Visitor can use to introduce the HFNY program

## 4. Giving Parents a "Picture" of Home Visiting

- This resource provides some ideas regarding how a Home Visitor can ensure that families are clear on their understanding of what the program entails prior to enrollment

## 5. What's In It For Me?

- This resource provides open questions Home Visitors can use to help families see the benefits of enrollment in HFNY

## 6. Responding to Parent Ambivalence

- This resource can support Home Visitors in using the Feel, Felt, Found Method to respond to parent objections to enrollment

## 7. Initial Visit Planning Tool

- This tool can support Home Visitors in planning their initial home visit using targeted engagement strategies based on their initial phone conversation(s) with the family

## 8. Initial Visit Planning Tool: Blank

- See #7's description

**We have also recorded some videos that provide information on the practice related aspects of the switch to One-Step:**

**WATCH THE VIDEOS**

# THE INITIAL CONTACT & THE OFFER OF SERVICES

## WHAT IS THE GOAL OF THE INITIAL CONTACT AND WHAT CONSTITUTES AN OFFER OF SERVICES?

- The initial contact with families can take place in the field, by phone or virtually. The goal of the initial contact is to schedule time with the family to build rapport and trust, help them learn about the HFNY program and experience what home visiting might feel like. If the referral did not contain enough information to complete the screen, that information can also be gathered at initial contact

### INITIAL CONTACT



- An offer of services can be as simple as letting the parent know they are eligible for services that support child development and strong parent child relationships. The Home Visitor can then inquire about whether the parent would like to schedule time to learn more about all the program has to offer. During this time, the Home Visitor can describe the program in detail and begin building the relationship with the family. This scheduled time will also allow the parent the space to ask questions and experience some aspects of our program. This will help parents make an educated decision regarding enrollment and is part of our relationship based approach

### OFFER OF SERVICES



# POTENTIAL ENGAGEMENT STRATEGIES

Once the Home Visitor makes initial contact and offers services, the engagement process takes place to help move the family towards enrollment. The engagement process can take many forms and will vary for each family. Some families will accept enrollment right away and others may need more time to learn about the program and “warm up” to the idea of home visiting. Home visitors may decide to utilize phone calls, visits or other strategies to engage families to enroll. See some potential engagement strategies below!



**Let the Parent Know  
What's in it for Them**



**Address Parent  
Ambivalence**



**Use Family Friendly  
Messaging**



**Demonstrate Home Visit  
Activities**



**Have a Plan for your Initial  
Visit that Prioritizes the  
Parent's Interests & Needs**

**CLICK ON THE STRATEGY TO NAVIGATE TO RELATED RESOURCES IN THIS TOOLKIT! WE HAVE ALSO RECORDED SOME VIDEOS THAT DEMONSTRATE SOME OF THESE STRATEGIES**

**WATCH THE VIDEOS**



# SHIFTING OUR MESSAGE ABOUT HEALTHY FAMILIES

Enhanced Message	Compare	Traditional Message
We have been partnering with parents & families for over 15 years, with a common goal of building a community of happy, healthy, safe & smart children ready for school.	<b>Partnership with Parents</b> <b>vs.</b> <b>Program Participation</b>	I can link you to information and resources that can support you and your family's needs.
I come to you! During the time we spend together at your home your family will have my undivided attention for that one-hour we spend together.	<b>Family Support in the Home</b> <b>vs.</b> <b>Home Visiting Program</b>	Healthy Families is a "home visiting" program.
We encourage the involvement of both parents in this partnership; even if living separately [include a statement of what both parents bring to the table – be prepared to address same sex couples]	<b>Anticipate Both Parents' Involvement</b> <b>vs.</b> <b>Encouraging Dad's Involvement</b>	Dad is welcome to join this visit. Dads are important too. I also have information for Dads—job search, paternity, and legal information, etc.
You can talk to a Home Visitor about your child's health and development. Both of you can share successes and express any challenges you might be experiencing as parents. You will be able to spend time exploring the latest information about child development and incorporate activities and other fun and exciting things to build your baby's brain.	<b>Child Development Focus</b> <b>vs.</b> <b>Parents' Needs Focus</b>	So that you can focus on your child, a Home Visitor can work through those challenges with you and support you. You're not alone.
You may have some things that you've been thinking about getting done, maybe some goals, for yourself, your baby and your family as a whole. A Home Visitor will be able to listen to you and together you can toss around ideas, problem solve, find resources, and make connections in the community.	<b>Family Goals Focus</b> <b>vs.</b> <b>Program Tasks Focus</b>	The Home Visitor will work with you to develop some goals you want to work on. At least one goal needs to focus on child development.

# GIVING PARENTS A “PICTURE” OF HOME VISITING

Provide materials (*i.e. handout/folder etc.*) describing services as tailored by your program

Share testimonials, pictures, videos and team photos to help the family get an idea of the culture of the program and additional services/activities offered

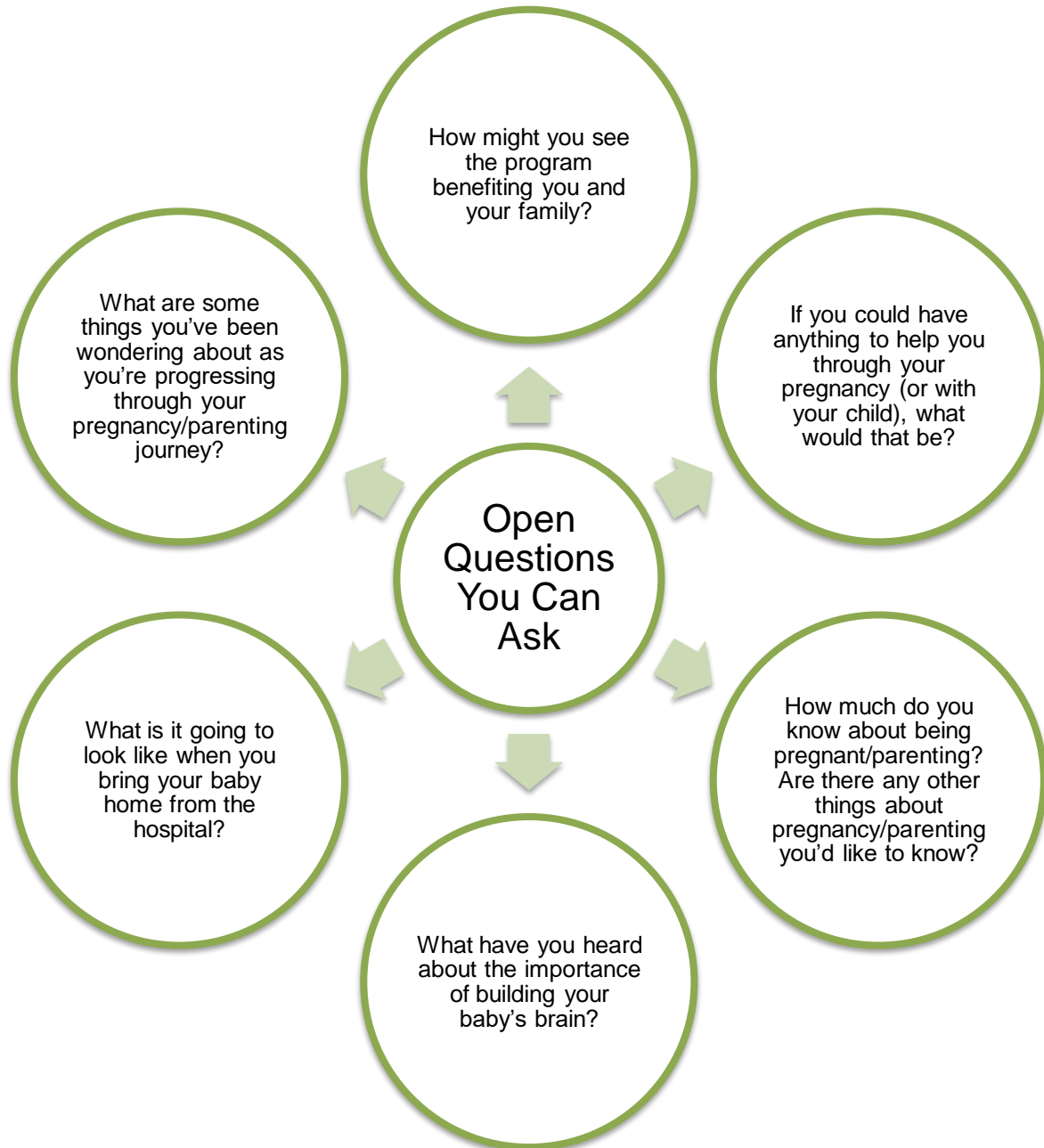
## HOW MIGHT YOU GIVE FAMILIES A CLEARER “PICTURE” OF WHAT THE PROGRAM OFFERS?

Do an activity with the family from the curriculum that centers around an interest the family identified during the initial contact. Use approved curriculum that is age-appropriate to the baby (*or is geared for prenatal parents if the family is prenatal*). Select an activity that includes multiple learning modalities (*activities, discussion, visual aids etc.*)

Choose one topic parents expressed interest in during the initial contact and provide or present material on that topic (*i.e. pregnancy, parenting, baby, safety information, safer sleep, shaken baby, FASD, SIDS, etc.*)

# WHAT'S IN IT FOR ME?

This is one question most parents want answered before making any decision. This requires taking a moment to first explore what a parent might be interested in, and then individualizing and incorporating into the offer what the parent is seeking – what's in it for me? (*WIIFM*). We are more likely to engage families in a positive working relationship if the relationship is mutually beneficial. Being planful and thinking about your audience, gathering information about the family and building on that information in a way that helps you attend to the question of “What's in it for me?” Here are some open questions you can ask to try and gather the parents' *WIIFM*. You and the team may think of other questions to try out as you work to find out a parent's *WIIFM*.



# RESPONDING TO PARENT AMBIVALENCE

## OVERCOMING OBJECTIONS USING THE “FEEL, FELT, FOUND” METHOD

The **initial decline** by a parent is usually a reaction to their level of discomfort. It's easy to say “No.” We can support parents in recognizing the value of moving forward to the next stage of service by understanding that the responses are their way of demonstrating a **HESITATION TO PROCEED**. You will want to first determine the reason behind their objection? You might ask something like: *“Please, could you share with me the reason for your hesitation to move forward with this partnership?”* Once you have addressed the parent's hesitation using the “FEEL, FELT, FOUND” method below you can attempt to move her to the next stage of service by offering a statement like: *“How about we get your family scheduled; then you can try us out and see how this works for you?”*

### FEEL

This step allows you to empathize with the parent to demonstrate an understanding of how she feels while not agreeing with the objection she has raised.

**Sample script:** *“I understand how you might feel (insert the reason behind parent's hesitation)”*  
*“It's understandable that you feel that way at this stage”*

### FELT

You are able to support the parent by sharing that she is not alone as others have felt unsure about moving forward, and that she is going through similar stages as other parents.

**Sample Script:** *“Other parents have felt the same way.”*

### FOUND

Now you are ready to address the objection with the goal of helping the parent see the value of moving to the next stage of service. Now you are ready to address the objection with the goal of helping the parent see the value of moving to the next stage of service. Therefore, you **don't** want to simply say, *“They found everything worked out fine.”* Instead, you can use some of the sample scripts below:

**Parent Is Too Busy:** *“I understand how you might feel that you don't have enough time in your busy schedule for visits. Other parents have felt the same way. Then once they tried it one time, they found that one hour we spend together did not interrupt their busy schedule as they had expected and they really enjoy partnering with us to build their baby's brain.”*

**Parent Has a Strong Support System:** *“It's great that you have such a strong support system, and it's understandable that you feel they will provide you with all the information you need. Other parents have felt the same way. Then once they tried it one time, they found that we offer so much new and up-to-date information and fun activities and they really enjoy partnering with us to build their baby's brain.”*

**In-home Support is not Appealing:** *“I understand how you might feel uncomfortable about having me visit you in your home. Other parents have felt the same way. Then once they tried it one time, they found that they really like not having to leave home and travel to an office for this service and they enjoy partnering with us to build their baby's brain.”*



# INITIAL VISIT PLANNING TOOL

If the family accepts an initial visit to learn more about the program, having a plan in place may help increase the chances of getting to enrollment. This tool provides a sample of how a Home Visitor might plan for an initial visit with a family. If the family accepts enrollment at the initial visit, the Home Visitor can decide to conduct the FROG right then and there or schedule the FROG for another visit.

GOAL	PLANNING NOTES	MATERIALS & INFORMATION FOR VISIT
<b>1. Build Rapport</b>	<ul style="list-style-type: none"> <li>Mom mentioned on the phone that she has been feeling nauseous</li> </ul>	<ul style="list-style-type: none"> <li>Ask mom how she is doing with her nausea</li> <li>Make sure that I include dad in the visit and refer to both parents by name</li> <li>Make sure that the baby is at the center of the visit by checking in on the pregnancy etc.</li> </ul>
<b>2. Solidify Parent's Understanding of HFNY</b>	<ul style="list-style-type: none"> <li>Parents were still a little confused on the phone about the program</li> <li>Dad mentioned wanting to know more about how the program supports baby's brain development</li> </ul>	<ul style="list-style-type: none"> <li>Bring a brochure about our healthy families program and some pics of our last parent group</li> <li>Bring GGK curriculum on "Bubble Brains" and do a part of it with the family as a "sample" (OR ask one of my colleagues to come with the and do the "Bubble Brains" activity OR show the family a recording of the activities we did around brain development at our last parent group).</li> </ul> <p><b>Need: bubble wrap, tape and pom poms OR video of the last parent group</b></p>
<b>3. Address Parents' Questions/Concerns and/or Provide Requested Information</b>	<ul style="list-style-type: none"> <li>Mom mentioned that she needed a referral for WIC</li> </ul>	<ul style="list-style-type: none"> <li>Bring WIC flyer</li> </ul>
<b>4. Plan Next Steps</b>	<ul style="list-style-type: none"> <li>Family seemed like they really wanted services. Review the FROG domains so I can prepare to conduct a FROG if the family enrolls and time permits</li> </ul>	<ul style="list-style-type: none"> <li>Bring client rights and responsibility and consent for services forms</li> <li>Bring my "welcome to the program" gift in case the family enrolls</li> </ul>

# INITIAL VISIT PLANNING TOOL: BLANK

GOAL	PLANNING NOTES	MATERIALS & INFORMATION FOR VISIT
1. Build Rapport		
2. Solidify Parent's Understanding of HFNY		
3. Address Parents' Questions/Concerns and/or Provide Requested Information		
4. Plan Next Steps		