



APPLICATION FOR AFFILIATION

Healthy Families America® (HFA) is an initiative of Prevent Child Abuse America (PCA America). The purpose of HFA is to support new parents at the time their babies are born and, for families facing greater challenges, to provide additional support and ongoing home visitation services during the important early years. HFA is based upon twelve research-based critical elements and is committed to demonstrating consistent service implementation and quality. Therefore, all programs that use the HFA name must successfully implement each of the twelve critical elements. In March 1997, PCA America implemented an application process that allows programs to use the Healthy Families name by formally affiliating with the HFA initiative. Established home visitation programs as well as new programs can affiliate with HFA. Completion of this process reflects a commitment to implementing the twelve critical elements, and this commitment is validated when the program completes the HFA credentialing process.

The importance of taking enough time to plan an HFA program cannot be overstated. Recognizing that planning varies from community to community, a comprehensive planning process for HFA usually takes eight to twelve months. A well-planned program, involving key community stakeholders in the process, is much more likely to succeed over the long-term. The *Healthy Families America Site Development Guide* was developed in 1997 to provide community leaders with the tools they need to thoroughly prepare for HFA program implementation. Community organization and planning processes are outlined in the guide. The guide is available upon request and should be studied before submitting this application.

To request a copy of the *Healthy Families America Site Development Guide* and other tools to assist with program development, such as the *HFA Credentialing Self Assessment Tool* and the *HFA Credentialing Manual*, please contact the HFA Quality Assurance Specialist at PCA America, at (312) 334-6848.

Benefits of Affiliation

- the program is a member of a national initiative;
- confidence that your home visitation program is following research-based best practice standards;
- networking with peers from other quality programs;
- working with members to shape the direction of the initiative;
- collaborative opportunities with HFA partners;
- ability to take advantage of national and state level advocacy for HFA services;
- coordination of training and technical assistance, and public awareness efforts;
- the program will continue to receive access to HFA materials free of charge or at a reduced cost;
- program staff are eligible for scholarships to PCA America conferences and special meetings;
- and
- credentialed programs are considered for joint grant and research opportunities with PCA America.

Completing an Application

All single site programs interested in affiliating with the HFA initiative and using the “Healthy Families” name must complete the *HFA Single Site Application for Affiliation*. This application contains three parts. **Part A** of the basic application asks for general program information such as contact, program start-up and training

information. In **Part B**, programs are asked to provide in-depth descriptions illustrating how they will implement the critical elements for effective home visiting programs. The **Statement of Commitment to the HFA Critical Elements (Part C)** requires signatures indicating the program's commitment to complete the credentialing process and to adhere to the HFA trademark. Finally, the **Site Profile Form** requests specific program demographics, as well as information related to staffing and funding. Responses from the *Site Profile Form* provide contextual information to help national/regional HFA staff understand the program. Specific program information is kept confidential. However, general information about HFA program sites is sometimes used in planning and reporting data about the HFA initiative.

A growing number of HFA programs are part of multi-site systems. These systems consist of individual HFA sites that provide direct services in more than one geographic location and follow a set of common program policies determined by a central administration. The central administration ensures the quality of each site and the entire system through such functions as quality assurance, training and technical assistance, and evaluation. If you have questions about multi-site affiliation, please contact the HFA Quality Assurance Director at PCA America, at (312) 663-3520, extension 829 for more information.

Applications should be mailed to: **HFA Quality Assurance Coordinator, HFA Application For Affiliation Process, PCA America, 500 N. Michigan Ave., Suite 200, Chicago, IL 60611**. If you have questions about the single site application, please call an HFA Quality Assurance Coordinator at PCA America, at (312) 663-3520 at either extension 811 or 844.

Cost of Affiliation

There is a **\$250** Application Fee, payable to Prevent Child Abuse America to process the HFA Application for Affiliation. This fee is refundable if the program's application for affiliation is not accepted. Additionally, there is an **Annual Affiliation fee of \$250 per site (which will be \$300 for 2007)**. ***Please note that programs do not have to pay this fee the year they apply for affiliation.***

PCA America Program Agreement

It is PCA America's intention to authorize affiliated sites (includes credentialed sites and multi-site systems) use of the name "Healthy Families America" and use of variations on the name (i.e., Healthy Families City, County Healthy Families, etc.) provided they are committed to the best practice standards PCA America has identified through research and the HFA credentialing process. Affiliated sites will receive a letter of agreement outlining the terms of use for which the HFA name and brand identity (logo and graphic elements) will be licensed. Affiliated sites may use the Healthy Families America name and brand identity to indicate their affiliated status ("an affiliate of Healthy Families America"), but may not modify it. Only credentialed sites and multi-site systems may modify the name and may do so to reflect their agency or geographic identity except in cases using the state name, a right reserved for HFA state systems. HFA Credentialed sites and multi-site systems are also given the opportunity to use the credentialed stamp.

HFA national staff review the *Application for Affiliation* before granting affiliation and allowing use of the HFA name. Once affiliation is granted, PCA America provides written notification of the decision to the applicant program, HFA primary state contact, and local PCA America Chapter. Programs are then added to PCA America's HFA site directory. At this point, a program granted affiliation with HFA is considered a *Provisional HFA Program/Site*. A provisional program may continue to use the HFA name, provided it begins the HFA credentialing process before the end of the second year of program operation (based upon the date of the official affiliation letter). In addition, completion of the HFA credentialing site visit is necessary by the third anniversary of the date of affiliation in order to maintain the right to use the HFA name, logo and to maintain the benefits of affiliation with the HFA network. **Failure to follow through with the credentialing process will result in disaffiliation from the HFA Network and loss of the right to use the HFA name and logo.**

Technical Assistance

The HFA application process reflects a commitment on the part of the community applying for affiliation to implement the critical elements in a way that meets its own needs. Communities are encouraged to seek technical assistance throughout the planning process to ensure that the HFA critical elements are reflected in planning efforts. Program planning and technical assistance are available from a variety of sources, such as HFA state leaders, HFA state trainers, existing HFA sites, local community experts, the Midwest or Western Regional Resource Center, local or state HFA partners and/or the PCA America national office. We encourage you to use these resources in developing an HFA program site.

To request technical assistance and/or information about technical assistance resources in your state; please contact either:

- **Prevent Child Abuse America** at (312) 334-6811 for the following states, districts or countries: Alabama, Canada, Connecticut, Florida, Georgia, Louisiana, Maine, Maryland, Massachusetts, New Jersey, New York, Nebraska, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia or states not listed above or below for the respective Regional Offices.
- **Midwest Regional Office** at 248-988-8990 if you are located in the following states: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Ohio, Nebraska, North Dakota, South Dakota or Wisconsin.
- **Western Regional Office** at 520-323-5022 if you are located in: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington or Wyoming.

Staff/Program Training

PCA America and the HFA Regional Offices provide training and technical assistance to local communities interested in implementing intensive home visiting programs and affiliating with HFA. This assistance includes help in tailoring the HFA critical elements and adapting the HFA program to meet the needs and conditions of various states and local communities. HFA primary training should be scheduled when funding is secured, staff are hired for a pilot site, and the *Application for Affiliation* is submitted. The purpose of primary training is to establish a theoretical framework and understanding of the HFA approach and to train staff to develop the competencies and skills needed to perform their specific roles as Family Support Workers, Family Assessment Workers, and Program Managers/Supervisors.

The HFA role specific training curriculum is organized into six training modules that support the goals and objectives of the HFA initiative and the twelve research-based critical elements that guide HFA program functioning. HFA primary training combines didactic and experiential learning activities to enhance the learning process. Training is scheduled for five consecutive days.

Organizations/communities that want to learn more about HFA role specific training and/or schedule a future training should contact the HFA Training Division at PCA America, at (312) 663-3520 at either extension 815 or 830.



SINGLE SITE APPLICATION FOR AFFILIATION

This application enables home visitation programs to affiliate with the Healthy Families America® (HFA) network. It begins the process by which Prevent Child Abuse America grants affiliation with HFA and allows use of the Healthy Families name. Following review of this application and communication with the applicant site, Prevent Child Abuse America will notify the program in writing of its decision. Please contact an HFA Quality Assurance Director at (312) 334-6811, if you have any questions about this application process.

A. General Program Information

Date: _____

Applicant Program Name _____

Program Manager (Contact Person) _____

Program Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

Is your host organization accredited by any accreditation agencies: No Yes

If so, by what accreditation source: COA CARF JCAHO Other: _____

Is this a new or existing home visitation program? New Existing

When did your program first provide services to families based on the HFA Critical Elements? _____

What is/was the anticipated start date for the program? _____

Have you received any technical assistance from an HFA primary state contact or other individual in your State?

Yes No If yes, name of primary contact _____

Check here if you want PCA America to provide information about the HFA primary state contact.

Do you plan to use the PCA America-HFA primary training to train your program staff?

Yes, we are currently using the PCA America-HFA training.

Yes, we are using the following trainer(s): _____

Note: The PCA America-HFA primary training curriculum must be facilitated by PCA America certified trainers. If you do not plan to use an HFA trainer and/or the PCA America-HFA primary training, what training curriculum or organization will you be using? Please be specific.

Curriculum: _____

Curriculum Components: _____

Training Provider Name & Location: _____

We do not yet have our training plans organized and would like to discuss HFA training options with PCA America

staff.

B. Program Description and Statement of Commitment to HFA Critical Elements

Please provide a detailed narrative describing each of the following aspects of the program.

- i. Describe the legal status of the program or host agency, *i.e.*, 501(c)3, public agency, etc.
- ii. Describe the planning body and its community representation. Please attach a list of the planning group members with titles and organizational affiliations. Also describe the group that will serve in an advisory/governing capacity, its makeup, and role in this project.
- iii. Please read each of the critical elements (listed below) and provide a detailed description of the program's plans to operationalize the 12 critical elements (based on the bullet points under each critical element). Please be sure to include information on the following:

Critical Element #1:

Initiate services prenatally or at birth.

- *How the program defines the target population and how that population was identified;*
- *Indicate the number of births in the target population; and the number of families the program plans to serve during each of the first three years of operation;*
- *Describe the agreements with community entities allowing the program to identify and contact the target population;*
- *If the program is a collaborative effort in which the assessment and home visiting functions are carried out by separate organizations, please provide an overview of this relationship and an organizational chart that includes Healthy Families staff; and*
- *Define and provide the formula for the program's acceptance rate.*

Critical Element #2:

Use a standardized (*i.e.*, **in a consistent way for all families**) assessment tool to systematically identify families who are most in need of services. This tool should be administered within two weeks of the birth of the infant and should assess the presence of various factors associated with increased risk for child maltreatment or other poor childhood outcomes (*i.e.*, social isolation, substance abuse, parental history of abuse in childhood, etc.).

- *Describe the screening and/or assessment tool(s) the program plans to use, including a description of the screening and assessment processes;*
- *Describe the training specific to the screening/assessment tools; and*
- *Determination of "eligibility" for home visiting services.*

Critical Element #3:

Offer services voluntarily and use positive, persistent outreach efforts to build family trust.

- *Indicate the program's policy for providing voluntary services;*
- *Describe creative outreach criteria or guidelines; and*
- *Define and provide the formula for the program's retention rate.*

Critical Element #4:

Offer services **intensively** (*i.e.*, at least once a week) with well-defined criteria for increasing or decreasing intensity of service and **over the long-term** (*i.e.*, three to five years).

- *Briefly describe the various levels of service, the criteria for increasing and decreasing intensity of service, and a description of how participant progress is regularly reviewed;*
- *Determine the length of time families will remain on the most intensive level of service (*i.e.*, Level 1) and the length of time families can participate in the program.*

Critical Element #5:

Services should be culturally competent such that the staff understands, acknowledges, and respects cultural differences among participants; staff and materials used should reflect the cultural, linguistic, geographic, racial, and ethnic diversity of the population served.

- *Describe how the program addresses the issue of cultural competence among staff members and program*

materials, including a description of trainings and a brief description of the annual review.

Critical Element #6:

Services should focus on supporting the parent, as well as supporting parent-child interaction and child development.

- Describe how the supervisor, home visitor and family review issues identified in the assessment
- Illustrate how the program will involve families in the development of their service plans how the program promotes positive parenting, positive parent-child interaction healthy child growth and development; and
- Provide a description of the developmental screens, training provided to staff, the intervals at which the screens are administered and how the program tracks children with delays.

Critical Element #7:

At a minimum, all families should be linked to a medical provider to assure optimal health and development (e.g., timely immunizations, well-child care, etc.). Depending on the family's needs, they may also be linked to additional services, such as financial, food, and housing assistance programs, school readiness programs, child care, job training programs, family support centers, substance abuse treatment programs, and domestic violence shelters.

- Describe how families are linked to a medical provider to assure optimal health and development;
- Explain how the program tracks immunizations; and
- Illustrate how the program follows-up with referrals.

Critical Element #8

Services should be provided by staff with limited caseloads to assure that home visitors have an adequate amount of time to spend with each family to meet their varying needs and to plan for future activities (i.e., for many communities, no more than 15 families per home visitor on the most intense service level. For some communities the number may need to be significantly lower (e.g., less than 10.)

- Determine the program's maximum caseload size for families on the most intensive service level and with families at any combination of service level; and
- Provide a description about how the program manages the caseloads of home visitors.

Critical Element #9:

Service providers should be selected because of their personal characteristics (i.e., non-judgmental, compassionate, ability to establish a trusting relationship, etc.), their willingness to work in or their experience working with culturally diverse communities, and their skills to do the job.

- Illustrate the characteristics looked for in hiring staff (Program Manager, Supervisor (s), Assessment Workers, Home Visitors); and
- Provide a brief description of the program's policy on interviewing, references and background checks.

Critical Element #10 & 11:

Service providers should receive intensive training specific to their role to understand the essential components of supervision, family assessment and home visitation (i.e., identifying at-risk families, completing a standardized risk assessment, offering services and making referrals, promoting use of preventive health care, securing medical homes, emphasizing the importance of immunizations, utilizing creative outreach efforts, establishing and maintaining trust with families, building upon family strengths, developing an individual family support plan, observing parent-child interactions, determining the safety of the home, teaching parent-child interaction, managing crisis situations, etc.)

- Describe the tracking system used to ensure orientation, role specific, 6 month and 12 month trainings occur within the specified timeframes.

Critical Element #12:

Service providers should have a framework, based on education or experience, for handling the variety of experiences they may encounter when working with overburdened families. All service providers should receive basic training specific to their roles within the Healthy Families program and in areas such as cultural competency, substance abuse, reporting child abuse, domestic violence, drug exposed infants, and services in their community.

- Describe the supervision guidelines, including supervisor-to-staff ratio and frequency and length of supervisory sessions;
- Provide a brief description of how the program provides staff with skill development, professional support and accountability; and
- Explain how supervisors and program managers are supported in their role.

C. Please read and sign the following Statement of Commitment to the HFA Critical Elements.

The _____ home visitation program hereby signifies that _____ (name of program) it is committed to providing home visitation services to parents and their young children, using the critical elements (identified on pages 2 and 3) as the program’s foundation for both policy and practice. If granted affiliation with HFA and the use of the “Healthy Families” name, the program agrees to begin the HFA credentialing process before the end of the second year of program operation (based upon the official date of affiliation). In addition, it is understood that completion of HFA Credentialing is necessary by the third anniversary (based on the official date of affiliation) in order to maintain both affiliation with the HFA initiative and the right to use the Healthy Families America name. It is PCA America’s intention to authorize individual program sites and multi-site systems use of the name “Healthy Families” and use of variations of the name (*i.e.*, Healthy Families Place, County, or City) or affiliation with the initiative, provided they are committed to the best practice standards identified by PCA America through research. Should there be any instance that would impede the program’s ability to implement the critical elements (such as a loss of funding, etc.), it is understood that it is the program’s responsibility to notify PCA America immediately. It is also understood that PCA America is the sole grantee of the right to use the HFA name and/or affiliation with the HFA initiative. (PCA America reserves the right to revoke use of the name, and/or affiliation with the Healthy Families initiative, at any time before, during, or after the community/program enters the HFA credentialing process). Finally, once entering the HFA credentialing process, it is understood that the program will be subject to the policies and procedures of that process.

Signature, Executive Director/President of Host Agency

Date

Please print or type name

Signature, Chair of Planning Body/Advisory Panel

Date

Please print or type name

Signature, Program Director (if hired at time of application)

Date

Please print or type name

Before submitting this application to PCA America, please make sure you have:

- **Completed Parts A, B and C of the application**
- **Enclosed the necessary attachments and narratives for Part B**
- **Completed the *Site Profile Form***
- **Obtained appropriate signatures on the statement of commitment to the HFA critical elements (above)**
- **Enclosed the \$250 application fee**

Please send your completed application to:
HFA Quality Assurance Director
HFA Application for Affiliation
Prevent Child Abuse America
500 N. Michigan Avenue, Suite 200
Chicago, IL 60611