

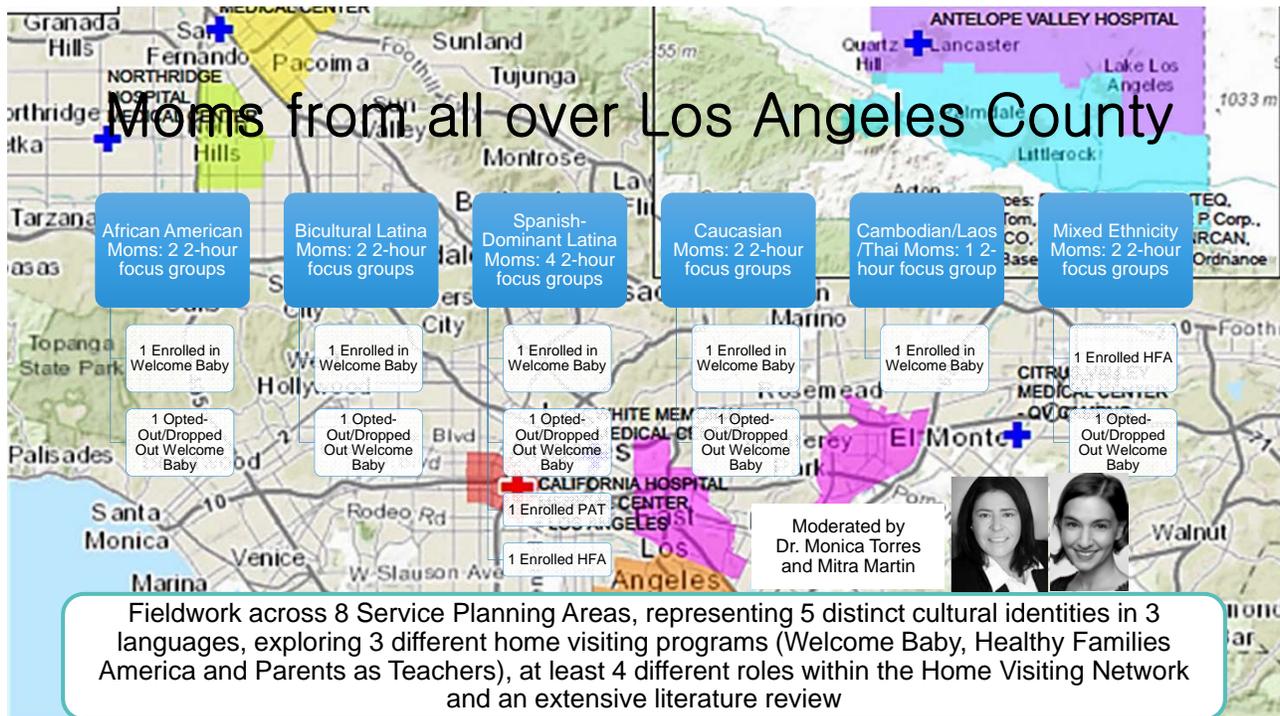
APPENDIX B



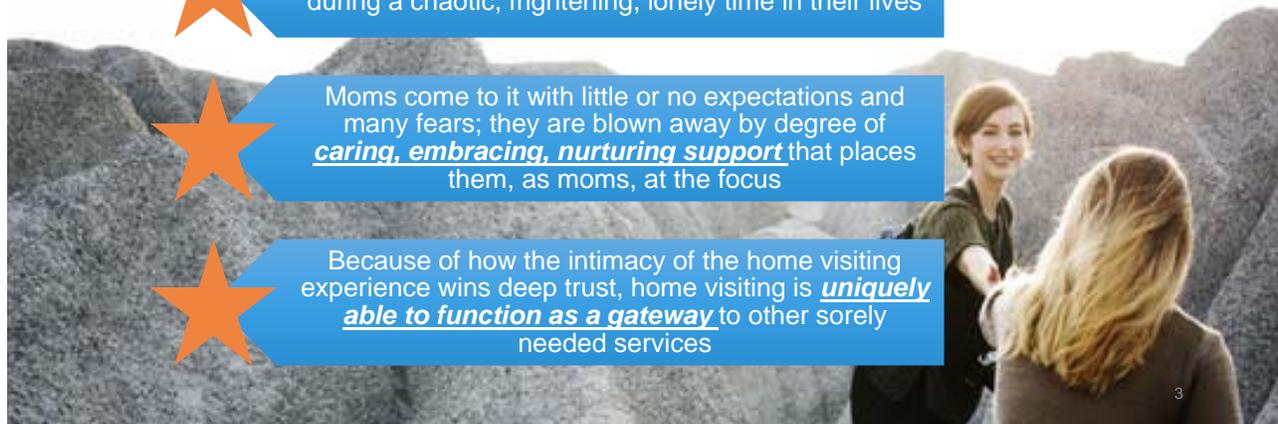
Excerpts from:

Findings from
Home Visiting
Qualitative
Research Study
January 2018

Prepared by:



Home visiting is a truly potent approach



Creates what is for many **the only meaningful and empowering interpersonal bond in their life**, during a chaotic, frightening, lonely time in their lives

Moms come to it with little or no expectations and many fears; they are blown away by degree of **caring, embracing, nurturing support** that places them, as moms, at the focus

Because of how the intimacy of the home visiting experience wins deep trust, home visiting is **uniquely able to function as a gateway** to other sorely needed services

Top findings related to programs

- Those who enroll and commit experience deep, often transformative, benefits from home visiting; many want more visits

Transformative program 1
- Too many different people involved in early stages of program can weaken its coherence and the client's commitment

Handoff gaps 2
- By earning deep trust in a vulnerable time, home visiting functions as a gateway to other basic needs supports, especially housing support and mental health counselling

Basic needs 3
- Yet, lack of smooth referral pathways can lead to frustration and disappointment

Leaky referrals 4
- Text messaging between visits is an increasingly important tool for augmenting program: providing logistical help, nudges to follow up on referrals, and emotional support

Text power 5
- Nearly all moms feel isolated postpartum and wish for facilitated contact with other moms like them

Isolated moms 6
- Many moms believed that the father of the baby wanted to learn more and be more involved, but didn't know how.

Dads need something 7

Top findings related to enrollment



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