WELCOME BABY KEY PERSONNEL

The following section outlines key personnel that will be involved in providing the prenatal, hospital, and postpartum engagement points to families through Welcome Baby. Ideal staff for Welcome Baby should already possess these skills or have the capacity and willingness to be trained in these areas. These are recommendations, and First 5 LA recognizes that participating hospitals, organizations or entities will have additional suggestions about the staffing needed or the qualifications and skill-set required. It is expected that hospitals will likely employ the hospital staff, known as Hospital Liaisons, and partner with community-based organizations or entities who will employ the Parent Coaches, Welcome Baby Nurses, and other program support staff. Hospitals and any community-based partner or entities should identify the optimal staffing plan they believe is necessary to implement this program as well as the qualifications and skill-set that will be sought as Welcome Baby staff are recruited. This may include additional administrative support staff not identified below. First 5 LA recommended key personnel includes:

- **Project Director.** The Director has the overall responsibility for the implementation of the Welcome Baby program. The Program Director must work effectively as part of a multidisciplinary team that includes the hospital, other Welcome Baby sites in their community, Best Start Partnership, First 5 LA, and Home Visitation Oversight Entity. It is expected that the Project Director would be hired by the community-based partner or entity.
  - Oversees and monitors program to ensure standardized implementation, including adherence to protocols, policies, procedures and documentation.
  - Assists in maintaining and improving the quality of the program by ensuring that the following is conducted by the management team:
    1. Bi-monthly group reflective supervision;
    2. Weekly individual reflective supervision of home visitation staff;
    3. Periodic shadowing of staff on home visits; and
    4. Regular chart reviews to ensure the accurate collection of data and completion of all client documentation in a timely and organized manner.
  - Monitors progress in achieving programmatic goals and objectives within the Scope of Work.
  - Prepares quarterly and year-end reports.
  - Collaborates with the Oversight Entity and First 5 LA to assist with data and evaluation needs.
  - Monitors program implementation for ongoing problems and barriers and identifies possible solutions.
  - Works closely with other local providers to develop a comprehensive referral network and track any gaps or barriers to clients being able to access needed services.
  - Assists with fiscal monitoring of program and help formulate annual budget and needed budget modifications throughout the year.
  - Supervises program staff, including Clinical Supervisor, Outreach Specialists, and conducts administrative and individual reflective supervision.
  - Conducts monthly staff meetings to address and obtain feedback on program updates, needs, challenges, and outcomes.
o Works closely with Clinical Supervisor to assess ongoing needs for staff training and to identify internal or external professional development activities.

o Participate in local community meetings and develop relationships with providers and community organizations to enhance partnerships and collaboration as appropriate.

o Shares key program data with partners and other stakeholders on a quarterly basis, including outcomes, demographics, and enrollment information.

o Establish a relationship and visibility for the program with key personnel at the hospital, including Labor and Delivery, Couplet Care, NICU and Social Work staff.

o Collaborate with First 5 LA in marketing efforts.

o Work closely with the Outreach Specialist and Parent Coaches conducting outreach to monitor and improve prenatal outreach, acceptance and enrollment.

• **Clinical Supervisor (e.g. Registered Nurse, Licensed Clinical Social Worker, or Licensed Developmental Psychologist).** The clinical supervisor will be responsible for day-to-day oversight of Welcome Baby staff. They will supervise Team supervisors and RN's and ensures the team members are properly trained and receive reflective supervision. They will also provide overall accountability for the program. It is expected that the Clinical Supervisor would be hired by the community-based partner or entity.

  o Preference should be given to those nurses with special training in community health, i.e., public health nurses.

  o RNs should be either certified lactation educator (CLE) or certified lactation counselor (CLC) at a minimum, but may be certified lactation consultant (CLC) or international board certified lactation consultant (IBCLC/RLC).

  o At least five years’ experience working in Maternal-Child Health.

  o At least two year administrative experience as a supervisor.

  o Ability to oversee preparation of team members, through training; direct supervision; chart review; and weekly case review.

  o Experience with reflective supervision and client-centered services and continuous assessment of staff skills to identify areas that need special attention.

  o Knowledge of normal fetal, infant, and toddler development; prenatal and child health requirements; and early childhood education best practices.

  o Experience in making home visits to families.

  o Knowledgeable about local community resources and able to refer families to appropriate agencies.

  o Experience working with families from diverse age, cultural and ethnic backgrounds.

  o Empathy, warmth, and the ability to establish trusting supportive relationships with an ethnically diverse population.

  o Ability to work collaboratively as a member of a multidisciplinary team.
• **Data and Evaluation Manager.** The Data and Evaluation Manager assists the Program Director with program implementation and evaluation activities related to ensuring delivery of quality services and achievement of program goals. The Data and Evaluation Manager works closely with the Program Director and Clinical Supervisor to develop and implement systems for program management, monitoring, quality assurance and reporting of outcome measures. The Data and Evaluation Manager will also trouble-shoot data system problems and barriers to accurate program evaluation on an on-going basis; and implement data quality assessment procedures to review data validity and implement quality assurance tools. It is expected that the Data and Evaluation Manager would be hired by the community-based partner or entity.

  o Work closely with the Program Director and Clinical Supervisor to develop and assess programmatic goals and structure.
  o Assist in the development and improvement of programmatic protocols to ensure the quality of service delivery, data collection and evaluation.
  o Develop and implement systems for ongoing program management and assessment of outcomes.
  o Provide feedback on successful program monitoring strategies to help achieve program goals and objectives.
  o Work with the Family Strengthening Oversight Entity and First 5 LA to ensure the accuracy of outcome measure reports.
  o Implement quality assessment tools to ensure that all client data is entered in a timely manner by program staff and the data entry clerk.
  o Assist with regular chart reviews to ensure the accurate collection and entry of data and adherence to program protocols.
  o Develop and implement a quality improvement plan.
  o Assist with the preparation of quarterly and year end program reports for First 5 LA.
  o Attend partner meetings, Oversight Entity led meetings, and other community meetings, as appropriate.
• **Parent Coaches.** These Parent Coaches will conduct the prenatal and postpartum visits in the home. Parent Coaches are responsible for supporting families and providing some primary parent education in the areas of breastfeeding and child development. They should also be able to refer families to community-based supports, if needed. It is expected that the Parent Coaches would be hired by the community-based partner or entity.
  - Bachelor’s degree preferred in child development, social work, psychology, human development, or a related field.
  - Child Development Associate (CDA) certification preferred.
  - Should be either certified lactation educator (CLE) or certified lactation counselor (CLC) at a minimum, but may be certified lactation consultant (CLC) or international board certified lactation consultant (IBCLC/RLC).
  - Ability to function as a member of an interdisciplinary team.
  - Ability to promote bonding and attachment between infant-primary caregiver.
  - Ability to assess families across a broad spectrum of areas, recognizing professional boundaries and the need for consultation from other disciplines.
  - Experience working with families from diverse age, cultural and ethnic backgrounds.
  - Empathy, warmth, and the ability to establish ongoing supportive relationships with an ethnically diverse population.
  - Knowledgeable about local community resources and able to refer families to appropriate agencies.
  - Knowledge of normal fetal, infant, and toddler development; prenatal and child health requirements; and early childhood education best practices.
  - Familiarity with the effects of domestic violence and parental alcohol and/or other drug abuse on family health, parenting, and general functioning.
  - Familiarity with the effects of perinatal depression on child development, parenting, and general functioning.
  - Experience in making home visits to low-income families.
  - Skill in organizing and maintaining accurate records.
  - Skill in writing to articulate concepts and ideas in notes and reports.
  - Bilingual preferred, with the ability to communicate in the language(s) represented in the community to be served.

• **Registered Nurses.** Welcome Baby RN’s will be responsible for visiting families at that critical first home visit after discharge from the hospital. They will examine the baby and engage with the mother by providing breastfeeding and postpartum support to her. They will also refer families to community-based supports, if needed. It is expected that the Welcome Baby RN’s would be hired by the community-based partner or entity.
  - Preference should be given to those with special training in community health, i.e., public health nurses.
  - Should be either certified lactation educator (CLE) or certified lactation counselor (CLC) at a minimum, but may be certified lactation consultant (CLC) or international board certified lactation consultant (IBCLC/RLC).
- At least five years’ experience working in Maternal-Child Health.
- Knowledge of normal fetal, infant, and toddler development; prenatal and child health requirements; and early childhood education best practices.
- Experience in making home visits to families.
- Knowledgeable about local community resources and able to refer families to appropriate agencies.
- Experience working with families from diverse age, cultural and ethnic backgrounds.
- Empathy, warmth, and the ability to establish trusting supportive relationships with an ethnically diverse population.
- Ability to work collaboratively as a member of a multidisciplinary team.
- Ability to conduct a strength-based family assessment across a broad spectrum of areas using a validated, standardized tool administered in the prescribed manner.
- Skill in organizing and maintaining complete, accurate records and filing reports in a timely manner.
- Skill in writing to articulate concepts and ideas in notes and reports.
- Bilingual preferred, with the ability to communicate in the language(s) represented in the community to be served.
- Familiarity with the effects of domestic violence and parental alcohol and/or other drug abuse on family health, parenting, and general functioning.
- Familiarity with the effects of perinatal depression on child development, parenting, and general functioning.
- Maintain professional boundaries with clients.
- Willing to meet regularly with supervisor to develop a reflective practice and continuously assess their clinical nursing skills and identify areas that need special attention.
- Maintain California license as registered nurse.

**Hospital Liaisons.** It is expected that most hospitals will elect to hire Hospital Liaisons as hospital staff. Participating hospitals may choose to hire this staff directly as hospital employees or partner with one or more community-based organizations or entities and provide access rights for the organization to conduct the hospital visit. If the hospital has partnered with one or more community-based organizations, it is expected that the hospital will coordinate with the organizations to identify prenatally enrolled clients and communicate the results of the risk screening assessment for appropriate referrals. Hospital Liaisons will be based in the hospital, engage families after delivery, inform families about Welcome Baby, and enroll new families into the program. They will then have to inform any organizations or entities the hospital may have partnered with of the new family’s information so home visits can be scheduled. Recommended Hospital Liaison qualifications include:
- Medical Assistant certification and at least 2 years of work experience or Bachelor’s degree in child development, social work, psychology, human development, or a related field;
- Should be either certified lactation educator (CLE) or certified lactation counselor (CLC) at a minimum, but may be certified lactation consultant (CLC) or international board certified lactation consultant (IBCLC/RLC).
• Child Development Associate (CDA) certification preferred.
• Ability to function as a member of an interdisciplinary team.
• Ability to promote bonding and attachment between infant-mother.
• Experience working with families from diverse cultural and ethnic backgrounds.
• Empathy, warmth, and the ability to establish trusting supportive relationships with an ethnically diverse population.
• Knowledgeable about local community resources and able to refer families to appropriate agencies.
• Knowledge of normal fetal, infant, and toddler development; prenatal and child health requirements; and early childhood education best practices.
• Familiarity with the effects of parental alcohol and/or other drug abuse on family health, parenting, and general functioning.
• Familiarity with the effects of domestic violence and parental alcohol and/or other drug abuse on family health, parenting, and general functioning.
• Familiarity with the effects of perinatal depression on child development, parenting, and general functioning.
• Skill in organizing and maintaining accurate records.
• Skill in writing to articulate concepts and ideas in notes and reports.
• Bilingual preferred, with the ability to communicate in the language(s) represented in the community to be served.
• Willingness to work a flexible dayshift schedule that includes some Saturdays, Sundays, and holidays.

• Outreach Specialist. The Outreach Specialist will conduct community outreach at health centers, provider offices and other social service sites aimed at recruiting and enrolling eligible clients into the Welcome Baby program. The Outreach Specialist will also be responsible for developing relationships with key community contacts, maintaining prenatal outreach logs, following up with potential clients, and conducting client intakes. The Outreach Specialist will work closely with the Program Director, Clinical Supervisor, and other team members to provide input into the program documentation, training, procedures and overall structure of the program. It is expected that the Outreach Specialist would be hired by the community-based partner or entity.
  • Bachelor’s degree preferred in child development, social work, psychology, human development, or a related field.
  • Child Development Associate (CDA) certification preferred.
  • Ability to function as a member of an interdisciplinary team and work closely with all program staff to provide a continuum of services.
  • Ability to develop relationships with providers and community organizations and provide input on communication and outreach strategies.
  • Experience working with families from diverse age, cultural and ethnic backgrounds.
  • Conduct outreach (group and one-on-one) at provider sites and community-based organizations to recruit potential clients.
  • Contact potential clients from outreach to encourage participation in the program and enroll them, if appropriate.
Conduct client intakes, including collecting key information in a sensitive and nonjudgmental manner.

Identify appropriate resources for clients and provide referrals as needed during the intake process.

Ability to adhere to all program guidelines, policies and protocols and actively work toward achieving the goals of the program.

Empathy, warmth, and the ability to establish ongoing supportive relationships with an ethnically diverse population.

Skill in organizing and maintaining accurate records.

Skill in writing to articulate concepts and ideas in notes and reports.

Bilingual preferred, with the ability to communicate in the language(s) represented in the community to be served.