



Healthy Families Virginia
Strategic Plan
2014-2016
UPDATED 07/30/2014

Goal 1: TO CONTINUE TO ENHANCE OUR LEADERSHIP ROLE IN PREVENTION SERVICES FOR FAMILIES OF CHILDREN, PRENATAL TO AGE 5			
Goal 1			
Objective #1 Improve public awareness of Healthy Families in Virginia			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Maintain an active HFV Advisory Council with diverse membership and effective committees.	PCAV Executive Director/HFV Director HFV Advisory Council 3 HFV Director Representatives	Ongoing	Well rounded group with representatives from private and public arenas. Report minutes to Directors Network and PCAV Board via HFV Director and Director's Network representative on the council
2. Continue to promote the Healthy Families model with multiple audiences	HFV Advisory Council PCAV Public Relations Manager	Ongoing	Provide increased visibility of Healthy Families Virginia as a model home visiting program
3. Provide training on marketing and public relations for program managers at least biannually as needed.	Advisory Council Marketing Committee PCAV Public Relations Manager PCAV Executive Director/HFV Director Representative designated from Director's Network	Fall 2012	HFV sites will be able to market the public awareness products from this strategy in their local communities Marketing Training will be held at the end of a HFV Directors meeting at least biannually. Use as training tool for new managers and a

<p>4. Consider how to use local affiliates, HFV sites, civic and professional organizations, Home Visiting Consortium as distributors of HFV materials</p>	<p>Training Committee HFV Advisory Council PCAV Public Relations Manager PCAV Executive Director/HFV Director Representative designated from Director's Network</p>	<p>Ongoing</p>	<p>refresher for seasoned managers HFV Network will maintain a presence in the state arena of home visiting.</p>
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Goal 1
Objective #2 Strengthen partnerships that build the statewide continuum of services for families of young children

Strategies	Who is responsible	Completion	Outcome/reporting
<p>1. Maintain active participation and leadership in the state Home Visiting Consortium</p>	<p>PCAV Executive Director/HFV Director Designated Representative of Director's Network TAQA Team</p>	<p>Ongoing</p>	<p>HFV will have ongoing input into the changes occurring in the state via the Home Visiting Consortium</p>
<p>2. Continue participation in other statewide groups addressing 0-5 Infant Mental Health, PAT Collaborative, etc.</p>	<p>PCAV Executive Director/HFV Director Designated Representative of Directors Network TA/QA Team Training Coordinator</p>	<p>Ongoing</p>	<p>HFV will maintain a presence in other state level groups addressing early childhood</p>
<p>3. Support the Parents as Teachers (PAT) Collaborative</p>	<p>PCAV Executive Director/HFV Director TA/QA Team Training Coordinator</p>	<p>Ongoing</p>	<p>HFV staff bridge HFV PAT users to the PAT state office for resources and questions. HFV staff attend regional collaboratives and state wide meetings with PAT staff</p>

<p>4. Continue efforts to enhance collaboration with other primary home visiting services on the state and local level</p>	<p>PCAV Executive Director/HFV Director Program Managers TA/QA Team Training Coordinator</p>	<p>Ongoing</p>	<p>Enhanced fiscally efficient, effective and timely service delivery to Virginia's families.</p>
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Goal 1
Objective #3 Enhance leadership ability of Healthy Families Virginia staff in maintaining a strong statewide system

Strategies	Who is responsible	Completion	Outcome/reporting
<p>1. Encourage regional Directors networking</p>	<p>HFV Director's Network TA/QA Team</p>	<p>Ongoing</p>	<p>The work of regional groups supports and strengthens HFV's state goals</p>
<p>2. Continue holding regular Directors Network meetings and maintain working committee structure</p>	<p>PCAV Executive Director/HFV Director Program Directors TA/QA Team</p>	<p>Ongoing</p>	<p>Six Director's Network meetings per year-face to face or via conferencing</p>
<p>3. Update a Program Managers skill bank as a resource within the network</p>	<p>TA/QA Team HFV Director's network Ad hoc committee</p>	<p>June 30, 2012</p>	<p>Skill bank distributed to Directors Enhanced use of program managers skills and abilities</p>
<p>4. Revise Program Manager Orientation Packet as needed</p>	<p>TA/QA Committee TA/QA Team</p>	<p>Ongoing</p>	<p>Orientation packet available Use during TA sessions with sites in person or via email.</p>
<p>5. Revise Supervisor Orientation Packet as needed</p>	<p>TAQA Committee TA/QA Team</p>	<p>Ongoing</p>	<p>Orientation packet available</p>

Goal 2 TO SUPPORT THE FINANCIAL STABILITY AND GROWTH OF THE HEALTHY FAMILIES INITIATIVE IN VIRGINIA

**Goal 2
Objective #1 Achieve stable funding for all current Healthy Families sites.**

Strategies	Who is responsible	Completion	Outcome/reporting
1. Identify potential funding sources for the network	PCAV Executive Director/HFV Director HFV Advisory Council TA/QA Team	December 2012 and ongoing	Potential funding sources are distributed to the network via Johanna
2. Encourage programs to pursue regional funding together (via same foundation, fund raising events or investigating a funding stream like targeted case management together.)	TA/QA Team PCAV Executive Director/HFV Director HFV Advisory Council Training Coordinator	Ongoing	Increased site resources by sharing revenue sources.
3. Explore sustainable funding opportunities identified by the Virginia Home Visiting Consortium’s Sustainability Plan.	PCAV Executive Director/HFV Director	Ongoing	Increased site revenue for Medicaid eligible families.
4. Continue collaboration between PCAV and sites to coordinate advocacy message and timelines	PCAV Executive Director/HFV Director PCAV Advocacy Committee HFV Advisory Council	Ongoing	Consistent sustained advocacy throughout the network Continued HF visibility with state and local stakeholders

Goal 3 TO ACHIEVE AND DEMONSTRATE EXCELLENCE IN THE STATEWIDE IMPLEMENTATION OF THE HEALTHY FAMILIES MODEL			
Goal 3			
Objective # 1 Healthy Families Virginia assesses quality of state system through development of an annual Quality Assurance Plan			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Create a Quality Assurance Plan for maintaining HFA Accreditation standards as a multisite system	TA/QA Team PCAV Executive Director/HFV Director Training Coordinator	June 2013	TA/QA meetings Completed QA plan revisions
2. Collect and analyze information obtained through QA processes.	Student Intern PCAV Executive Director/HFV Director TA/QA Team Training Coordinator	December 2012	Survey and post QA visit evaluation Analysis summary
3. Develop Quality Improvement goals based on the discoveries of the analyses.	TA/QA Team PCAV Executive Director/HFV Director Training Coordinator	March 2013	Goals based on aggregate data added to QI plan
4. Monitor progress of QI goals at intervals designated in the plan.	PCAV Executive Director/HFV Director TA/QA Team Training Coordinator	Ongoing	Outcomes documented and reported to Advisory Council and network annually

Goal 3 Objective # 3 Develop and support implementation of Best Practice Recommendations that support quality services to families			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Create, revise and review Best Practice Recommendations based on HFA standards and identified needs throughout the multisite state system	TA/QA Committee TA/QA Team	Ongoing	All sites have a complete updated listing of BPRS and are applying to current practice
2. Support implementation of all BPRs.	TAQA Team	Ongoing	Program implementation completed

Goal 4 TO MAXIMIZE POSITIVE PROGRAM OUTCOMES			
Goal 4 Objective 1: Monitor and strengthen state evaluation outcomes with special focus on any objectives that are below target			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Assess below target outcomes by individual benchmark (by site)	Program Directors Evaluators Evaluation Committee TAQA Team	Annually in April	Plans for improvement based on assessment of outcomes Report annually
2. Assess below target trends on statewide report card	Evaluation Committee Program Directors TAQA Team	Annually in April	Outcomes added to each FY HF Statewide report

3. Implement statewide and site specific recommendations and plans to strengthen outcomes	Evaluation Committee Program Directors TA/QA Team	Annually in June	Plans based on QA report and report card annually.
Goal 4 Objective 2: Pursue additional analyses of current data and possible additional outcomes.			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Ensure sites are consistently collecting data for Fatherhood goals at specified increments. Analyze outcomes	Evaluation Committee Evaluators	July 2016	Data is analyzed and trends reported to the network
2. Continue to explore unanswered questions in the early childhood field	Evaluation Committee Evaluators Program Directors	Ongoing	New information shared with the Director's network
3. Add objectives to Evaluation Plan as identified. Design consistent way to collect data statewide	Evaluation Committee Evaluators	As Identified	Objective recommendations submitted to Director's network
4. Analyze outcomes related to the new objectives added to the Evaluation plan	Evaluation Committee Evaluators	As Identified	Outcomes included in evaluation plan
5. Develop CPS consent protocol (to include annual consent renewal, timelines and reporting)	Evaluation Committee Evaluators	April 2015	Protocol reviewed at Director's network
6. Review/Update the evaluation work plan to include techniques for uniformed reporting formats for non-PIMS sites	Evaluation Committee Evaluators	July 2016	Give recommendations to network Plan updated and submitted to the Director's network
7. Support taskforce efforts by researching data on the topics of Trauma Informed Practices and Adult Mental Health	Evaluation Committee Evaluators	Ongoing as requested	Information and data provided to the taskforce

Goal 5: TO ENSURE A WELL TRAINED STAFF ABLE TO PROVIDE EFFECTIVE, PROFESSIONAL SERVICE			
Goal 5 Objective #1 Develop Core Training capacity of HFV network			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Maintain Core Training Capacity	HFV Director Training Coordinator TA/QA Team	Ongoing	Have internal core training capacity
Goal 5 Objective #2 Provide specialized trainings to address ongoing skill development needs			
Strategies	Who is responsible	Completion	Outcome/reporting
1. Continue Train the Trainer activities	Training Coordinator	June 2014	TtT completed At least 2 new trainers certified
2. Survey sites to determine training needs.	TAQA Team Training Coordinator	Annually	Summary of survey responses
3. Develop training to meet needs	TAQA Team Training Coordinator	Annually	List distributed to Director's network
4. Maintain updated schedule of training	Training Coordinator Training and Vol. Coordinator	Annually	List distributed to Director's network
5. Post list of training resources on PCAV website	Training Coordinator Public Relations Manager	Annually	List of training resources on website

<p>Goal 5 Objective #3 Explore additional training resources outside of PCAV in order to provide accessible, high quality training</p>			
Strategies	Who is responsible	Completion	Outcome/reporting
<ol style="list-style-type: none"> Continue to identify web-based trainings, other trainings—locally and regionally Identify free or low-cost trainings or resources through area universities and the Home Visiting Consortium 	<p>TAQA Team Director’s Network Training Coordinator Training Committee</p> <p>TAQA Team Training Coordinator Training Committee</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Resources shared with Network</p> <p>Resources shared with Network</p>