



Home Visiting Resources and Capacity Analysis for the Greater Richmond & Petersburg Region

The Greater Richmond and Petersburg region benefits from a number of home visiting programs designed to meet the needs of a diverse population of young children and their families. While program models and eligibility vary, home visiting typically includes parent education and family support services delivered to families in their own homes, often to families in greater need due to risk factors such as poverty, maternal age, substance abuse, or family or neighborhood violence. In addition to providing at minimum the core components of parent education and family support services, programs included in the chart below are non-profit or public programs, serve families for extended periods of time, and focus on serving families of young children.

Home visiting is a top priority identified in the Regional Plan for Children’s School Readiness. Smart Beginnings Greater Richmond’s Ready Families Action Team has set an ambitious goal of increasing the amount of funding supporting home visiting, the number of slots available, and the number of families receiving home visiting services.

2015 Regional Target	Current	2015 Target	Change
25% increase in investment in home visiting	\$4,099,690	\$5,123,613	+\$1,024,923
25% increase in slots available	1,003	1,254	+251
25% increase in number of families served	1,449	1,811	+362

Between September and November 2009, twelve home visiting programs serving families in the counties of Chesterfield, Hanover, and Henrico, and the cities of Petersburg and Richmond responded to a survey conducted by United Way of Greater Richmond & Petersburg.

	CHIP	Healthy Families	Healthy Start	Resource Mothers
Charles City				
Chesterfield	*	*		
Colonial Heights				
Dinwiddie				
Goochland				
Hanover				*
Henrico	*	*		
New Kent				
Petersburg	*	*	*	*
Powhatan				
Richmond	*	*		*

**Included in the 6/30/2009 capacity count*



Programs that participated in the 2008-2009 assessment were:

- Chesterfield Colonial Heights Families First
- CHIP of Greater Richmond
- CHIP of Petersburg*
- Hanover Resource Mothers
- Healthy Families Richmond
- Henrico Healthy Families, Family Lifeline
- North Richmond Healthy Families, Family Lifeline
- Petersburg Healthy Start
- Petersburg Resource Mothers
- Richmond Early Head Start*
- Richmond Resource Mothers

** A similar count in 2006-2007 provided a comparative baseline for the 2008-2009 results, shown in the table below; however, the 2006-2007 count did not include CHIP of Petersburg and Richmond Early Head Start.*

	# of Programs	2006-07 # Families Served	2008-09 # Families Served
Chesterfield	1	104	157
Hanover	1	48	67
Henrico	1	165	178
Petersburg	4	190	278
Richmond	5	500	769
Region	12	1,007	1,449

Nearly 1,500 families were served in 2008-2009. Compare families served to the next chart, number of families enrolled at a given point in time (June 30, 2009).

	June 30, 2009 # of Families Enrolled	June 30, 2009 Funded Capacity	Utilization	Current Invested
Chesterfield	88	105	84%	\$410,000
Hanover	33	40	83%	\$55,400
Henrico	115	125	92%	\$434,566
Petersburg	164	200	82%	\$972,663
Richmond	464	533	84%	\$2,227,061
Region	846	1,003	84%	\$4,099,690

The funded capacity for home visiting within each locality is a static number. The reason home visiting programs are able to serve more than their funded capacity is because families may graduate, become ineligible for services, or decide that they no longer want to participate at various points in time throughout the year. Utilization rate depends on staffing (turnover, training time, skill level all determine how many families can be served by programs) as well as adequate numbers of referrals and family demand. Current invested shows the amount of funds invested in home visiting programs by locality. This number includes program and administrative costs.



The purpose of this analysis is to project the estimated need for home visiting services in the region and to identify the resources needed to provide these services for all families who are eligible and willing to enroll in them.

Home visiting is voluntary. Programs in the region report that an average of 40% of eligible families actually enroll in home visiting services if they are made available. Eligibility criteria vary by program, but women in poverty with young children are a high-risk, high-priority population. To estimate the region’s need for home visiting, the 40% enrollment rate was applied to the number of women at or below 200% of the federal poverty line who have given birth in the last 12 months (from the American Community Survey 2006-2008 three year estimates. This gives us our Year 1 estimated need, shown in the table below. Because many families remain enrolled in home visiting for more than one year, Year 2 estimates account for 80% of Year 1 families continuing service while 40% of eligible new families enroll. In Year 3, estimates account for 60% of Year 1 families enrolled for a third year, 80% of Year 2 families continuing for a second year, and 40% of eligible new families enrolling.

	Estimated Families in Need			Estimated Cost to Serve Families in Need		
	Year 1 1/3 Scale	Year 2 2/3 Scale	Year 3 Full Scale	Year 1 1/3 Scale Cost	Year 2 2/3 Scale Cost	Year 3 Full Scale Cost
Chesterfield	333	600	813	\$1,166,200	\$2,099,160	\$2,845,528
Hanover	66	118	160	\$229,600	\$413,280	\$560,224
Henrico	364	656	889	\$1,275,400	\$2,295,720	\$3,111,976
Petersburg	118	213	289	\$414,400	\$745,920	\$1,011,136
Richmond	696	1,252	1,697	\$2,434,600	\$4,382,280	\$5,950,424
Region	1,577	2,839	3,848	\$5,520,200	\$9,936,360	\$13,479,288

**For calculation purposes, an average cost per family of \$3,500/year was selected based on national Healthy Families standards.*

Because most families transition out of care within three years, we project that year three estimates will bring our region close to full scale. The full-scale cost, while continuing to remain high for several years, will eventually “pay off” in reduced needs for services along the continuum, at a rate estimated to be in excess of \$5 to \$1 (Pew Charitable Trust estimates). Fewer families caught in the cycle of teen parenting, poverty, and unemployment should also significantly reduce the need for home visiting services in the long term, so “full scale” will look very different in 12 to 25 years as the cycle of poverty, poor health, poor birth spacing, poor educational outcomes, and housing and employment instability is broken.