

# Central Coast Home Visiting Week

JUNE 9-13, 2025

Celebrate the Superheroes  
Behind Stronger Families:  
**Our Home Visitors!**



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# Central Coast Home Visiting Week

## Introduction

### **Celebrate the Superheroes Behind Stronger Families: Our Home Visitors!**

Join the Central Coast Home Visitation partners as we honor the real-life superheroes who help families flourish and communities thrive—our dedicated home visitors.

From across the United States to right here in California's Tri-Counties region, home visitors bring empathy, knowledge, and unwavering support into the homes of families every day. They nurture confidence in caregivers, ensure babies get the strongest start in life, and help build more connected, resilient communities.

Home visitors are more than skilled professionals—they're trusted allies, change-makers, and sources of hope and strength for every family they serve.

This week, we shine a spotlight on their extraordinary impact. By raising awareness of their vital work, we aim to not only advocate for expanded services and sustainable funding, but also uplift the voices of those at the heart of early childhood and family well-being.

Happy Home Visiting Week! Let's celebrate the people who make a lasting difference—one home, one visit, one family at a time.

*Home visitors are more than skilled professionals—they're trusted allies, change-makers, and sources of hope and strength for every family they serve.*





JUNE 9-13, 2025

# Central Coast Home Visiting Week

## Make the Most of the Home Visiting Week Toolkit

We invite you to explore and use this toolkit in ways that best support your unique goals—**whether you're a home visitor eager to highlight your vital work, a Home Visiting program looking to raise awareness or build staff capacity, or a partner agency advocating for expanded funding and support**, this toolkit has something for everyone.

Inside, you'll find daily key messages, coordinated graphics, ready-to-use captions, and suggested activities to help amplify this week. We've also included customizable templates for resolutions and press releases to support your outreach efforts.

All materials are free to use—just remember to credit **@first5sbc** and include the hashtags **#PowerofHomeVisiting** and **#CentralCoastHomeVisitingWeek** when sharing.

Let's work together to elevate the impact of Home Visiting across our communities!



Tags & Handles:

**@first5sbc**

**#PowerofHomeVisiting**

**#CentralCoastHomeVisitingWeek**

## SAMPLE: Resolution

# Central Coast Home Visiting Week

### **[County] Home Visiting Week: [Dates]**

TO: [County] Board of Supervisors

[Board of Supervisors Names]

FROM: [Submitting Agency]

RE: Resolution Commemorating Home Visiting Week, [Dates]

[Submitting Agency] proudly recognizes [Dates] as [County's] Home Visiting Week—a time to celebrate the dedicated professionals who support families during the earliest and most critical years of a child's development, and to elevate awareness of Home Visiting as a vital pillar of our family support ecosystem.

Home Visiting programs connect pregnant and parenting families with trained family support professionals who provide personalized guidance, encouragement, and practical tools for navigating early parenthood. Across our county, Home Visiting is delivered at no-cost through evidence-based and evidence-informed models that promote healthy pregnancies, strengthen parenting skills and confidence, support family self-sufficiency, and prepare children for lifelong learning.

Home Visiting is more than support—it's relationship-based care rooted deeply in trust. Home visitors are allies who meet families where they are, physically and emotionally. With compassion and expertise, they answer difficult questions, offer parenting tips, and simply listen—without judgment. They create a foundation of trust, connection, and empowerment. With deep knowledge of local resources and services, home visitors act as vital bridges to the broader network of community support. They provide warm hand-offs, meaningful referrals, and ongoing follow-up, ensuring families are not only supported—but never alone.

Home visitors are difference-makers. They are catalysts for change, ambassadors of hope, and empowering guides who walk alongside families every step of the way as they navigate parenting. Their work strengthens families, uplifts children, and builds more connected, resilient communities throughout [County].

This [County] Home Visiting Week celebrates the profound impact of Home Visiting and the extraordinary professionals behind it. We thank them for their tireless commitment to nurturing brighter futures—one visit, one family, and one child at a time.

*Respectfully submitted by [Submitting Agency]: [Names]*

## **RESOLUTION HONORING HOME VISITING WEEK IN [COUNTY]**

**WHEREAS**, children thrive when parents and caregivers are supported with knowledge, confidence, and encouragement from trusted, skilled professionals; and

**WHEREAS**, Home Visiting plays a vital role in supporting early childhood development by fostering safe, stable, and nurturing relationships during the earliest years—a critical window for brain growth and long-term success—and serves as an essential tool for advancing equity by connecting families, especially those facing systemic barriers, with culturally-responsive, strengths-based services that promote health, well-being, and opportunity; and

**WHEREAS**, Home Visitors empower families with practical tools and compassionate guidance to meet the unique developmental needs of children, improving health and educational outcomes while strengthening family bonds; and

**WHEREAS**, these highly trained professionals deliver services with deep respect for community context and each family's culture, values, and lived experience—meeting families where they are, physically and emotionally; and

**WHEREAS** WE CELEBRATE AND COMMEMORATE the dedication, compassion, and lasting impact of Home Visiting professionals across [County], in partnership with [partners] and the community partners who implement home visiting services;

**NOW, THEREFORE, BE IT HEREBY ORDERED AND RESOLVED that the Board of Supervisors of [County] does hereby acknowledge the week of [Dates] as Home Visiting Week, and urges all residents to recognize the vital role of Home Visitors and their unwavering commitment to the health, safety, and success of families in our community.**

**END OF 2025 Resolution**

[Media Contact]

**[COORDINATING AGENCY] CELEBRATES TRI-COUNTIES HOME VISITING WEEK**  
***Honoring the Superheroes Behind Stronger Families: Our Home Visitors!***

**[City, State]** — [Dates] is Home Visiting Week, and [coordinating agency] invites all community members to join as we honor the real-life superheroes who help families flourish and communities thrive—our dedicated home visitors.

Home Visiting is a free, voluntary program that connects families with trained professionals who offer personalized, one-on-one support from pregnancy through a child's early years. Whether it's answering tough questions, sharing parenting tips, or just being someone to talk to, home visitors meet families where they are—without judgment. At home or wherever families feel most comfortable, home visitors are there. When families feel supported, children thrive.

From across the United States to right here in [County], home visitors bring empathy, knowledge, and unwavering support into the homes of families every day. They nurture confidence in parents and caregivers, ensure babies get the strongest start in life, and help build more connected, resilient communities.

**Home visitors are more than skilled professionals—they're trusted allies, change-makers, and sources of hope and strength for every family they serve.**

This week, we shine a spotlight on their extraordinary impact. By raising awareness of their vital work, we aim to not only advocate for expanded services and sustainable funding, but also uplift the voices of those at the heart of early childhood and family well-being.

**To learn more about Home Visiting Week in [County], visit [Insert Link].**

Celebrate with us by [insert relevant information here].

[Insert any relevant contact/further information links and descriptions here]

-###-

## Monday, June 9th: The Power of Home Visitation

What is Home Visiting? Why is it such an important part of the perinatal ecosystem? This first day of Home Visiting week answers these questions and dispels common misconceptions, shining a light on the benefits of in-home or community services.

### Suggested Activities:

- **Share** the accompanying graphic(s) on social media
- **Issue a press release** to bring awareness to the week
- **Attend** a Central Coast Home Visitation Project's **webinar**. Register below:
  1. **Creating a Culture of Care: Trauma-Informed Practices**  
(Ideal Audience: Home Visitors)
  2. **Developmental Disabilities**  
(Ideal Audience: Home Visitors)

### Key Messaging:

- Home Visiting is a free, voluntary program that connects families with trained professionals who provide personal, one-on-one support from pregnancy through a child's early years. These visits happen in the comfort of a family's home, or wherever they feel most at ease.
- Home visitors are trusted allies—trained to be advocates, coaches, and connectors—who meet families where they are, without judgment.
- Home Visiting is for any family who wants extra support, guidance, or simply someone to talk to during their parenting journey.
- Home visitors support parents and caregivers in understanding child development, navigating health questions, connecting to local resources, and building confidence. When families feel supported, children thrive.

### Suggested Social Media Caption:

Parenting doesn't come with a manual—but it can come with a home visitor.

Home Visiting is a free, voluntary program that connects families with trained professionals who offer personalized, one-on-one support from pregnancy through your child's early years. Whether it's answering tough questions, sharing parenting tips, or just being someone to talk to, home visitors meet you where you are—without judgment.

In your home or wherever you feel most comfortable, home visitors are here for you. When families feel supported, children thrive.

To learn more about Home Visiting in Santa Barbara, San Luis Obispo, and Ventura counties, checkout our website: [hvfamillyinfo.org](http://hvfamillyinfo.org)

#PowerofHomeVisiting  
#CentralCoastHomeVisitingWeek

[DOWNLOAD GRAPHIC & CAPTION](#)



## Tuesday, June 10th: Celebrating Home Visitors

Join us in celebrating our Home Visiting heroes! Today honors the Home Visiting professionals who play an integral role in strengthening families and communities. Featuring nominated home visitors throughout the Tri-Counties, we highlight the dedication, compassion, and impact of these superheroes in our communities.

### Suggested Activities:

- **Share** the accompanying graphic(s) and showcase local home visitors on social media
- **Submit** a Proclamation or Resolution with your local Board of Supervisors
- **Attend** a Central Coast Home Visitation Project's **webinar**. Register below:
  1. **Creating a Culture of Care: Trauma-Informed Practices**  
(Ideal Audience: Home Visitors)
  2. **Supporting Children & Families Around Developmental Disorders and Disabilities**  
(Ideal Audience: Home Visitors)

### Key Messaging:

- Home visitors are trusted professionals who play a vital role in strengthening families and communities.
- Through their dedication, home visitors help improve maternal and infant health, support economic self-sufficiency, and prepare young children for lifelong learning.
- Highly trained and deeply compassionate, home visitors adapt to each family's unique needs—meeting them where they are and walking alongside them every step of the way.
- Home visitors are: difference-makers and catalysts for change, ambassadors of hope and encouragement, and empowering guides who uplift every family they serve.
- Home visitor impact is lasting. Home visitors help create stronger families, brighter futures, and more connected communities — one visit at a time.

### Suggested Social Media Caption:

Today, we celebrate the real-life superheroes behind stronger families and thriving communities—our home visitors!

Across the Tri-Counties, these dedicated professionals bring compassion, guidance, and strength to every visit—helping parents and caregivers feel supported, babies get the best start, and communities grow closer. Home visitors are more than professionals—they're difference-makers, catalysts for change, ambassadors of hope and encouragement, and empowering guides who uplift every family they serve.

Join us in honoring their tireless work and the lasting change they spark—one visit and one family at a time. [if featuring local home visitors, insert specifics here]

#PowerofHomeVisiting  
#CentralCoastHomeVisitingWeek

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## Wednesday, June 11th: Advocating for Home Visiting at All Levels

You don't need to be a policy expert to make an impact! Anyone can advocate for funding and programs that enable children and families to thrive. Today, we're raising awareness and calling for increased investment in Home Visiting programs—because every family deserves the support to thrive from the very beginning.



### Suggested Activities:

- **Share** the accompanying graphic(s) on social media
- **Attend** a Central Coast Home Visitation Project's **webinar**. Register below:
  1. **Finding Your Voice: Advocating for Young Children, Families, and Yourself**  
(Ideal Audience: Home Visitors)
  2. **Raise Your Voice!** (Ideal Audience: Anyone, Home Visiting Supporters and Advocates)
- **Explore** the current landscape of Home Visiting program funding, then take action by contacting your local representatives—whether by letter, email, or phone call

### Key Messaging:

- Home Visiting provides culturally-responsive support to parents and caregivers before and after birth—reducing stress, connecting families to resources, and advocating for families' needs to improve health outcomes—yet access remains limited.
- California has yet to create a Medi-Cal benefit for Home Visiting services, and while some programs leverage the Medi-Cal Community Health Worker benefit, it often fails to fully cover essential program components critical for equitable access and positive health outcomes.
- Establishing a new Medi-Cal benefit to provide community and home-based parenting support is vital to nurturing families and children throughout the perinatal period.

### Suggested Social Media Caption:

Home Visiting gives families the support they need before and after birth—reducing stress, improving health outcomes, and connecting parents and caregivers to the resources that help children thrive.

But here in California, too many families still don't have access. Why? One reason is that there's no dedicated Medi-Cal benefit for Home Visiting yet—and current options don't fully cover the care families deserve.

Join us in raising awareness and calling for increased funding and a Medi-Cal benefit that truly supports equitable, community-based parenting care.

Stronger families start with stronger systems—let's build them together.

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**What else can you do?** Your voice is essential for advocating for funding and programs that enable children and families to flourish.

- Stay connected to this issue and others through [these resources and partners](#). They often have campaigns you can engage with.
- Write, email, or call your local or state representatives—find yours here: [findyourrep.legislature.ca.gov](https://findyourrep.legislature.ca.gov). Let them know why an issue is important to you, your family, or your community.

## Thursday, June 12th: Home Visiting in Our Region

We're celebrating the power and impact of Home Visiting across the Tri-Counties! Today is all about connecting the dots – we're raising awareness about the variety of Home Visiting services available in the region, and highlighting tools and resources that help current and future home visitors navigate their professional development.

### Suggested Activities:

- **Share** the accompanying graphic(s) and highlight your county/area/program on social media
- **Get published!** Consider writing an op-ed or collaborating with a reporter for a local publication
- **Attend** a Central Coast Home Visitation Project's **webinar**. Register below:
  1. **The Secret Sauce of Home Visiting**  
(Ideal Audience: Current or Future Home Visitors)

### Key Messaging:

- Santa Barbara, San Luis Obispo, and Ventura counties offer high-quality Home Visiting programs that are either evidence-based or evidence-informed.
- While the models may vary, all programs share a common goal: supporting families with trusted, personal guidance from pregnancy through early childhood.
- Not sure where to start? Families can visit **HVFamilyInfo.org** to explore the different programs available in the Tri-Counties county and find the one that fits them best.
- Thinking about becoming a home visitor? Future and current professionals can head to **CentralCoastHomeVisitors.org** to access professional development resources and learn more about the system in our region.
- Want to connect with others in the field? Check out **Knock**, a free mobile app where you can connect with others in the field, explore a vast resource library, and test your knowledge in a fun, interactive way.

### Suggested Social Media Caption:

From pregnancy through early childhood, Home Visiting programs offer trusted, personal support to help families thrive—and every county in our region provides high-quality, evidence-based care.

- Families – Not sure where to start? Visit [HVFamilyInfo.org](http://HVFamilyInfo.org) to explore programs and find the right fit for you.

- Professionals – Ready to grow in your career? Head to [CentralCoastHomeVisitors.org](http://CentralCoastHomeVisitors.org) for training and resources.

- Looking to connect? Download Knock— a free app created by the Institute for the Advancement of Family Support Professionals – to chat with others in the field, access tools, and learn on the go!

Whether you're looking for support, professional growth, or connection—there's a place for you in the Tri-Counties Home Visiting community.

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## Friday, June 12th: Home Visiting as a Gateway to Additional Services

Home visitors play an essential role as trusted partners in a family's journey—offering not just guidance, but meaningful connection. Today, we aim to highlight how home visitors serve as vital bridges to local resources and services, empowering families with the support, referrals, and follow-up they need to thrive—every step of the way.

### Suggested Activities:

- **Share** one of the accompanying reels to highlight impact stories from home visitors on social media
- **Attend** a Central Coast Home Visitation Project's **webinar**. Register below:
  1. **RESPECT: You've Earned It!**  
(Ideal Audience: Current or Future Home Visitors)

### Key Messaging:

- Home visitors do more than offer guidance—they walk alongside families as trusted partners, helping them reach their unique goals.
- With deep knowledge of local resources and services, home visitors act as bridges to the broader support system—providing warm hand-offs, meaningful referrals, and ongoing follow-up to ensure families feel connected, empowered, and never alone.

### Suggested Social Media Caption:

With deep knowledge of local resources and services, home visitors act as trusted partners and connectors—offering warm hand-offs, meaningful referrals, and ongoing support so families feel empowered, informed, and never alone.

Today, we're celebrating the powerful role home visitors play in building bridges—not just between families and services, but between hope and opportunity.

#PowerofHomeVisiting  
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## Acknowledgments

# Central Coast Home Visiting Week

Thank you to our partners and collaborators — without them, this week wouldn't be possible!

- Central Coast Home Visitation Grant Partners
  - First 5 Santa Barbara County
  - First 5 Ventura County
  - First 5 San Luis Obispo County
  - Community Action Partnership of San Luis Obispo County
  - Ventura County Public Health
  - Santa Barbara County Health
  - Child Development Resources of Ventura County
- The Institute for the Advancement of Family Support Professionals
- Zero to Three
- Bottle Branding
- VIVA Social Impact Partners



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