

UPDATED FOR 2026

Home Visiting Week Toolkit



**NATIONAL HOME
VISITING WEEK
CENTRAL COAST HOME VISITORS**

APRIL 20-24, 2026

3 Introduction

4 How to Use This Toolkit

5 Home Visiting 2025 Impact

6 Sample Proclamation

8 Sample Press Release

9-13 Campaign Outline
*Includes links to **social media assets** and **suggested captions***

MONDAY, APRIL 20TH:

Supporting Strong Families, One Visit at a Time

TUESDAY, APRIL 21ST:

Celebrating Home Visitors

WEDNESDAY, APRIL 22ND:

Ensuring Families Have the Support They Deserve

THURSDAY, APRIL 23RD:

Home Visiting in Our Region

FRIDAY, APRIL 24TH:

The Lasting Impact of Home Visiting

14 Acknowledgments

APRIL 20-24, 2026

NATIONAL HOME VISITING WEEK

CENTRAL COAST HOME VISITORS

Introduction

Home Visitors: Supporting Strong Families, One Visit at a Time.

Join First 5 Santa Barbara County and our Early Childhood Health and Wellness Coalition as we celebrate the dedicated professionals who walk alongside families every day: our Home Visitors.

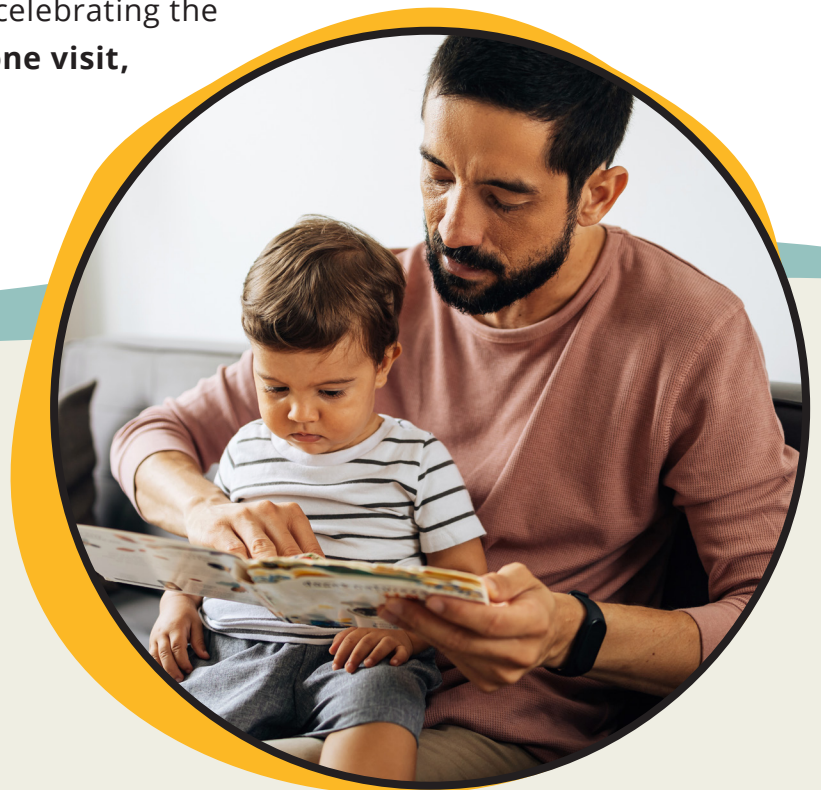
From communities across the United States to right here in Santa Barbara County, Home Visitors bring knowledge, compassion, and trusted support directly into the homes of families. Through each visit, they help parents build confidence, support healthy child development, and ensure babies get the strongest possible start in life.

Home Visitors are more than skilled professionals, they are trusted partners for families, offering guidance, encouragement, and connection during some of life's most important early years.

This week, we shine a spotlight on their meaningful impact. By raising awareness of their vital work, we aim to uplift the voices of Home Visitors and the families they serve while drawing attention to the impact of continued investment in programs that strengthen families and communities.

Happy Home Visiting Week! Join us in celebrating the people making a lasting difference—**one visit, one family, one child 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.



APRIL 20-24, 2026

NATIONAL HOME VISITING WEEK

CENTRAL COAST HOME VISITORS

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 proclamations and press releases to support your outreach efforts.

All materials are free to use! Just remember to credit **@first5sbc** and include the hashtags **#CelebrateHomeVisiting**, **#NationalHomeVisitingWeek**, or **#NHVW2026** when sharing.

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

[CLICK HERE FOR THE NATIONAL TOOLKIT](#)



Tags & Handles:

@first5sbc

#CelebrateHomeVisiting

#NationalHomeVisitingWeek

#NHVW2026

APRIL 20-24, 2026

NATIONAL HOME VISITING WEEK

CENTRAL COAST HOME VISITORS

Home Visiting 2025 Impact

Following the success of our inaugural “Central Coast Home Visitors Week” last June, we are elevating our reach in 2026 by aligning with the [Institute for the Advancement of Family Support Professionals](#). This strategic shift ensures our Home Visitors receive the broad recognition and celebration their essential work deserves. Here is a look at our local Central Coast numbers from 2025:

SOCIAL MEDIA REACH & AWARENESS METRICS

3,294

PROFILE
REACH

5,125

PROFILE
IMPRESSIONS

3,514

POST
REACH

5,026

POST
IMPRESSIONS

EARNED MEDIA COVERAGE



[Three Cheers for Home Visitors](#)



[First 5 Santa Barbara County Strengthens Home Visiting Services](#)

[CALM Celebrates Central Coast Home Visiting Week with Milestone Achievement](#)

[First 5 SBC & Central Coast Home Visitation Partners Celebrate Home Visiting Week](#)

PARTICIPANTS

- CALM
- Carpinteria Children’s Project
- Child Development Resources of Ventura
- Community Action Partnership of San Luis Obispo County
- County of Santa Barbara — Department of Social Services
- Easter Seals of Ventura County
- First 5 San Luis Obispo County
- First 5 Ventura County
- First 5 Ventura Neighborhoods for Learning
- Help Me Grow Santa Barbara County
- National Collaborative for Infants & Toddlers
- Mariposas Project
- Santa Barbara County Education Office
- Santa Barbara County Health / Maternal, Adolescent, and Child Health
- Ventura County Public Health

WEBINAR PARTICIPANTS

11 AGENCIES 56 ATTENDEES

**SAMPLE:
Proclamation**

**NATIONAL HOME
VISITING WEEK
CENTRAL COAST HOME VISITORS**

National Home Visiting Week: April 20-24, 2026

TO: [Receiving Agency]
[Names]

FROM: [Submitting Agency]

RE: Proclamation Commemorating National Home Visiting Week, April 20-24, 2026

[Submitting Agency], alongside the Institute for the Advancement of Family Support Professionals [Add any additional community partners or collaborating agencies], proudly recognizes April 20-24, 2026 as National 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 [City, County, or Region].

This National 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: [Names of Submitting Parties]

SAMPLE:
Proclamation

NATIONAL HOME
VISITING WEEK
CENTRAL COAST HOME VISITORS

**PROCLAMATION HONORING NATIONAL HOME VISITING WEEK
IN [CITY, COUNTY, OR REGION]**

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 [City, County, or Region], in partnership with [add any collaborating partners], and the community partners who implement Home Visiting services;

NOW, THEREFORE, BE IT HEREBY ORDERED AND RESOLVED that the [Government Body/Agency] does hereby acknowledge the week of April 20-24, 2026 as National 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 Proclamation

[COORDINATING AGENCY] CELEBRATES NATIONAL HOME VISITING WEEK
Honoring our Home Visitors Who Empower Families and Strengthen Communities!

[City, State] — [Coordinating Agency], in partnership with [add partners if applicable], is proud to recognize April 20-24, 2026, as National Home Visiting Week honoring the dedicated professionals who support families during pregnancy and a child’s earliest years.

Home Visiting is a free, voluntary program that connects expectant parents and families with trained professionals who provide personalized support in the home or another comfortable setting. Through trusted relationships, Home Visitors offer guidance on maternal and child health, child development, parenting strategies, and connections to essential community resources.

By showing up consistently and compassionately, Home Visitors empower parents and caregivers, strengthen parent-child relationships, and help ensure children get the strongest possible start. Their work improves outcomes for families and contributes to healthier, more resilient communities across [City/County/Region].

During National Home Visiting Week, [Coordinating agencies and partners, if applicable] proudly celebrate the Home Visitors who show up and strengthen communities — one visit, one family, and one child at a time.

To learn more about National Home Visiting Week, visit theinstitutefsp.org/nhvweek

Learn more about our local [City/County/Region] Home Visiting Week celebration and activities by visiting [insert link].

Celebrate with us by [insert relevant information here].

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

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MONDAY, APRIL 20TH:

Supporting Strong Families, One Visit at a Time

To kick off Home Visiting Week, we're answering the key question: *What is Home Visiting and why does it matter?* This opening day sets the stage by explaining how Home Visiting fits into the perinatal and early childhood support ecosystem and how simple, consistent visits can make a big difference for families.

Suggested Activities:

- **Share** the accompanying graphic(s) on social media.
- **Share** the *Home Visiting By Your Side!* video in **English** and **Spanish**.
- **Issue a press release** to bring awareness to the week.
- **Attend a** First 5 Santa Barbara County webinar. Register below:
 - **Home Visitor Safety**, hosted by the Institute for the Advancement of Family Support Professionals (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 your home, or wherever you 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 in understanding child development, navigating health questions, connecting to local resources, and building confidence. When families feel supported, children thrive.

SUGGESTED SOCIAL MEDIA CAPTION:

It's #NationalHomeVisitingWeek!

Across our communities, Home Visitors are helping families build strong foundations for the future, one visit at a time.

Home Visiting is a free, voluntary program that connects parents with trained professionals who offer one-on-one support from pregnancy through a child's early years. From child development guidance to health questions and local resources, Home Visitors meet families where they are.

Sometimes it's advice. Sometimes it's reassurance. Sometimes it's simply having someone in your corner. When families feel supported, children thrive and communities grow stronger.

Join us this week as we celebrate the people and programs making it possible across the country, and especially here in [region].

#CelebrateHomeVisiting
#NHVW2026

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[NATIONAL TOOLKIT](#)

TUESDAY, APRIL 21ST: Celebrating Home Visitors

Join us in celebrating our local Home Visitors! Today honors the Home Visiting professionals who play an integral role in strengthening families and communities. Featuring locally-nominated Home Visitors highlights the dedication, compassion, and impact of these superheroes in our communities.

Home Visitor impact is lasting. Home Visitors help create stronger families, brighter futures, and more connected communities — one visit at a time.

Suggested Activities:

- **Share** the accompanying graphic(s) on social media.
- **Submit a Proclamation or Resolution** with your local Board of Supervisors.

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.

Tune in to watch our local Santa Barbara County Board of Supervisors resolution

TUESDAY APRIL 21 AT 9AM



SUGGESTED SOCIAL MEDIA CAPTION:

Today we celebrate the people at the heart of Home Visiting: the professionals who show up for families every single day.

Across the [region], Home Visitors bring compassion, knowledge, and encouragement into every visit. They support parents and caregivers through challenges, celebrate milestones, and help families build strong foundations for the future.

Their work may happen quietly in living rooms, community spaces, and kitchen tables, but the impact lasts a lifetime. Join us in honoring these incredible professionals.

#CelebrateHomeVisiting
#NationalHomeVisitingWeek
#NHVW2026

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[NATIONAL TOOLKIT](#)

WEDNESDAY, APRIL 22ND:

Ensuring Families Have the Support They Deserve

Today we're raising awareness about the important role Home Visiting programs play in supporting children and families. By strengthening and sustaining these programs, we can help ensure more families have access to the guidance and resources they need to thrive from the very beginning.



Suggested Activities:

- **Share** the accompanying graphic(s) on social media.
- **Attend** a First 5 Santa Barbara County webinar. Register below:
 - **Home Visiting and Lactation Support**, presented by Kristina Chamberlain, CNM, ARNP, IBCLC (Ideal Audience: Home Visitors).
- **Visit one of these websites** to learn more about becoming involved in expanding Home Visiting services:
 - [First 5 Center for Children's Policy](#)
 - [First 5 Association of California](#)
 - [Children Now](#)
 - [National Collaborative for Infants & Toddlers](#)
 - [Start Early](#)

SUGGESTED SOCIAL MEDIA CAPTION:

Home Visiting works.

Research shows Home Visiting helps improve maternal and infant health, strengthens parent-child relationships, and prepares children for lifelong learning.

But too many families still lack access to these services.

That's why this week we're raising awareness about the importance of programs that support families from the very beginning. Learn more about how you can get involved at startearly.org, ncit.org, or childrennow.org.

Together, we can build stronger systems for stronger families.

#CelebrateHomeVisiting
#NationalHomeVisitingWeek
#NHVW2026

Key Messaging:

- Home Visiting provides culturally responsive support to parents 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.

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[NATIONAL TOOLKIT](#)

Take Action!

What can you do? You don't need to be a policy expert to recognize the difference strong support systems can make for families! Your voice is essential for bringing awareness to the positive impact that these programs have on children and families.

Stay connected to this issue and others through the [First 5 Center for Children's Policy](#), [First 5 Association of California](#), [Children Now](#), or [National Collaborative for Infants & Toddlers](#).

THURSDAY, APRIL 23RD: Home Visiting in Our Region

We're celebrating the power and impact of Home Visiting in our local communities! Today is all about connecting the dots: we're raising awareness about the variety of Home Visiting services available 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.
- If you're in the Tri-Counties region (Ventura, Santa Barbara, or San Luis Obispo), **share the video** *What is a Home Visitor?* in **English** and **Spanish**.

Key Messaging:

- High-quality, evidence-based or evidence-informed Home Visiting programs are offered throughout the country and locally.
- While the models may vary, all programs share a common goal: supporting families with trusted, personal guidance from pregnancy through early childhood.

For Ventura, Santa Barbara, and San Luis Obispo Counties

- Not sure where to start? Families can visit [HVFamilyInfo.org](https://www.hvfamilyinfo.org) to explore the different programs available and find the one that fits them best.
- Thinking about becoming a Home Visitor? Future and current professionals can head to [CentralCoastHomeVisitors.org](https://www.centralcoasthomevisitors.org) to access professional development resources and learn more about the system in our region.

SUGGESTED SOCIAL MEDIA CAPTION:

Home Visiting is making a difference for families right here in [region].

Today we're highlighting the many programs and professionals working together to support families from pregnancy through early childhood. While each program may look a little different, they all share the same goal: providing trusted guidance so families can thrive.

[Share your local program details!]

#CelebrateHomeVisiting
#NationalHomeVisitingWeek
#NHVW2026

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[NATIONAL TOOLKIT](#)

FRIDAY, APRIL 24TH:**The Lasting Impact of Home Visiting**

Today, we're sharing stories from Home Visitors and families that highlight the meaningful relationships at the heart of this work. These testimonials offer a glimpse into how Home Visitors provide encouragement, guidance, and connection during some of the most important early years of a child's life.

“Thousands of Home Visitors meet with local families every day to build parenting skills and share early child development best practices. National Home Visiting Week is an important opportunity to recognize their many contributions and the impact they make.” — Janet Horras, Executive Director, Institute for the Advancement of Family Support Professionals

Suggested Activities:

- Use the accompanying graphic template(s) to **share stories** from your local Home Visitors or families.

Key Messaging:

- At the heart of every Home Visiting story is a relationship built on trust, respect, and consistency. By meeting families where they are and walking alongside them through life's early stages, Home Visitors create safe spaces for parents to ask questions, share concerns, and celebrate milestones.
- Whether it's answering a parenting question, connecting a family to local resources, or offering encouragement during a challenging moment, each visit can make a meaningful difference. Over time, these small moments of support help parents build confidence and create stronger foundations for their children.
- When families feel supported, children are more likely to thrive. The stories shared highlight the ripple effect of Home Visiting: stronger parent-child relationships, greater access to resources, and healthier, more connected communities.

SUGGESTED SOCIAL MEDIA CAPTION:

Behind every home visit is a story. A moment of encouragement. A question answered.

A connection to the right support at the right time.

Today, we're sharing stories that show the heart of this work. Stories of families building confidence, finding support, and creating strong foundations for their children.

Because sometimes the biggest difference starts with something simple: a home visit.

#CelebrateHomeVisiting
#NationalHomeVisitingWeek
#NHVW2026

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[NATIONAL TOOLKIT](#)

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

- First 5 Santa Barbara County's Early Childhood Health and Wellness Coalition:
 - First 5 Santa Barbara County
 - CALM Santa Barbara County
 - Santa Barbara County Health
 - County of Santa Barbara Behavioral Wellness
 - County of SB Social Services
 - Help Me Grow Santa Barbara County
 - Planned Parenthood of SBC
 - Tri Counties Regional Center
 - Corazon Latino
 - LVCHO / Healthy Lompoc
 - Lompoc Hospital (LVMC)
 - Santa Barbara County Education Office (SBCEO)
 - Marian Regional Medical Center: Dignity Health
 - Cottage Hospital
 - CenCal
 - Vandenberg Homevisiting Program
 - Community Health Centers (CHCCC)
 - SELPA
 - Sutter Health
 - CommUnify / Early Head Start
 - Mixteco/Indigena Community Organizing Project (MICOP)
 - Holly Goldberg Consulting, Moonlit Consulting
- The Institute for the Advancement of Family Support Professionals
- Shannon B. Reaves
- Kristina Chamberlain, CNM, ARNP, IBCLC
- Bottle Branding

A special thank you to the **Institute for the Advancement of Family Support Professionals (IAFSP)** for founding National Home Visiting Week and inspiring this toolkit. Your guidance and collaboration are truly appreciated!

[INSTITUTE WEBSITE \(IAFSP\)](#)

[WHAT IS A HOME VISITOR? ENGLISH | SPANISH](#)

[NATIONAL TOOLKIT](#)

[HOME VISITING AND LACTATION SUPPORT WEBINAR](#)

[SOCIAL MEDIA GRAPHICS](#)

[HOME VISITOR SAFETY WEBINAR](#)