
Strengthening the Early Childhood Home Visiting Workforce

The Promotive Factors Framework

Marisel Sparr, Ph.D., MA
Colleen Morrison, Ph.D.



Speakers



Mariel Sparr



Colleen Morrison

Interactive poll

Who is joining us today?

1. What perspective are you bringing to today's session?
2. How familiar are you with strategies for supporting the home visiting workforce?

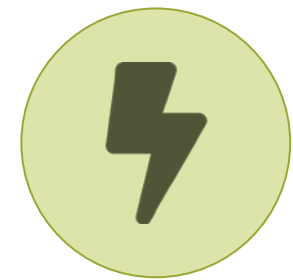
Our approach to workforce research

Built for use, not just publication



Practical

Usable answers, not just findings



Actionable

Translates into tools, strategies, and decisions



Field-informed

Shaped by current needs and lived experience



Iterative

Refined through ongoing engagement and feedback

Background

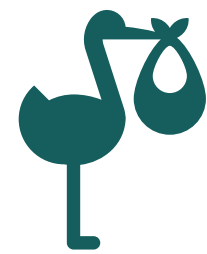
The Home Visiting Workforce

In 2024, **17,861** home visitors delivered evidence-based services to more than **284,000** families.

Home visitors contribute to:



Healthy pregnancies



Healthy babies



Nurturing relationships

*When home visitors thrive,
families thrive.*

Strengthening Systems of Support for the Workforce

- Home visitors are underrecognized, underpaid, and experience burnout and secondary trauma and stress
- Workforce turnover contributes to increased program costs, decreased program quality and family engagement, and decreased impact on child and family outcomes
- As home visiting expands, systems that support the workforce need to be strengthened

Promotive Factors Framework



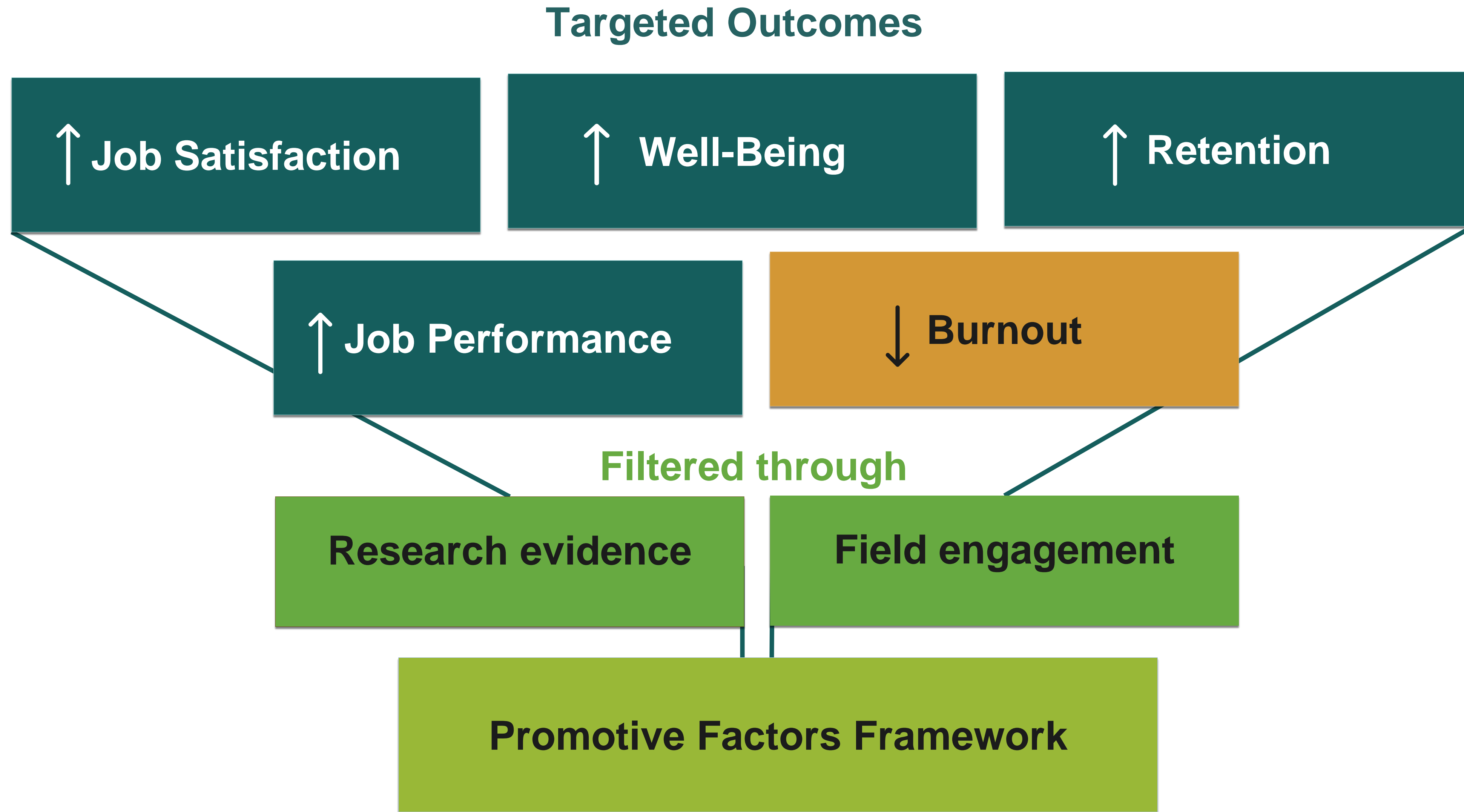
What conversations focus on

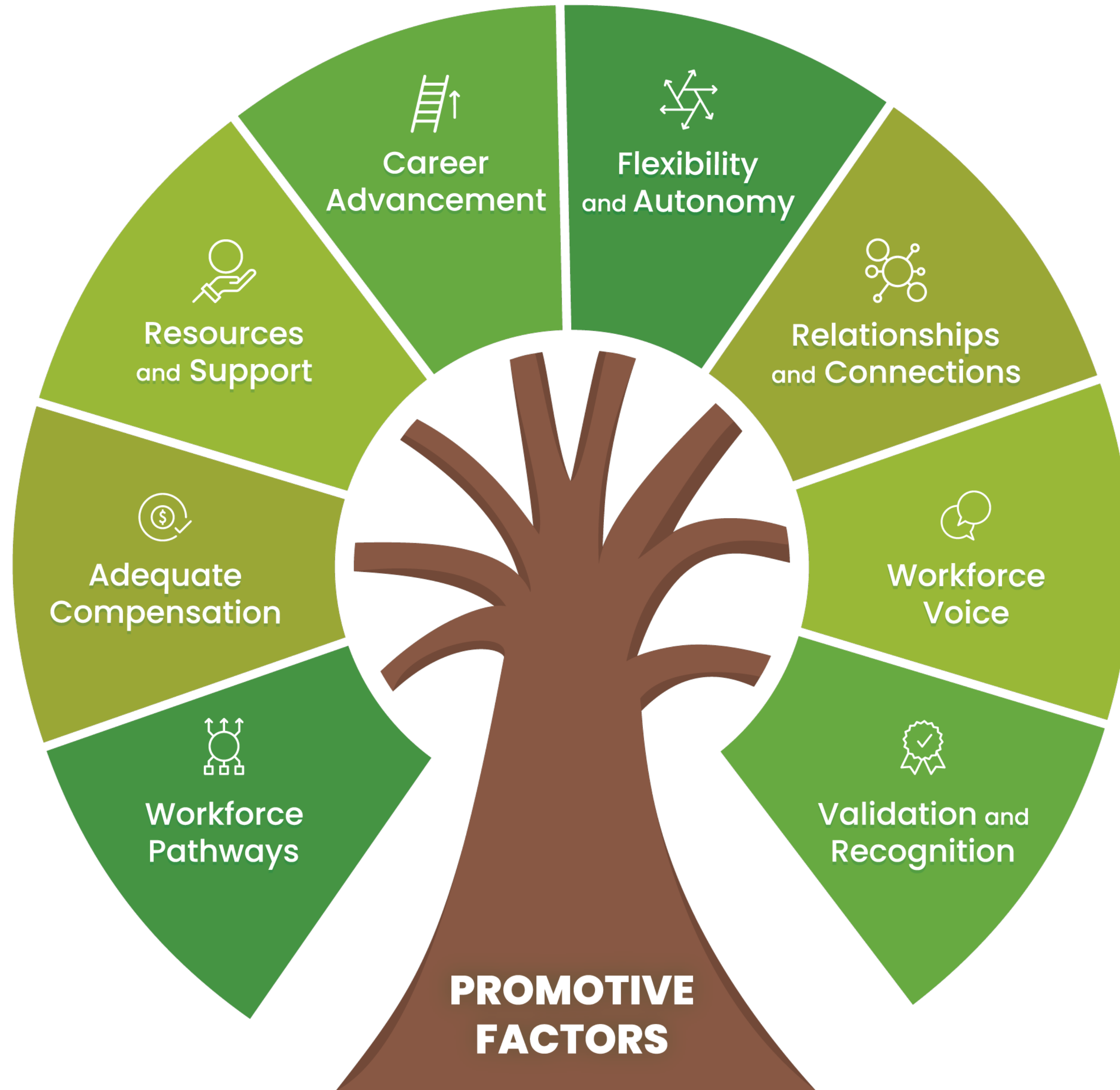
What is already working

How we organize it

Identifying Promotive Factors

Factors with evidence to promote outcomes that matter for the home visiting workforce







Resources and support



What is it?

- Professional development, supervision, coaching, mentoring
- Tools, materials, and tangible supports
- Clear policies and procedures



Why does it matter?

- Reduces stress and burnout
- Builds confidence and capability



What does it look like?

- Reliable technology and transportation
- Responsive curricula and materials
- Realistic time for travel and reporting



Relationships and connections



What is it?

- Relationships with families and communities
- Connections with peers and supervisors



Why does it matter?

- Primary source of meaning and motivation
- Key driver of satisfaction and retention



What does it look like?

- Protected time for relational work
- Peer learning communities
- Strong supervisor-staff relationships



Workforce voice



What is it?

- Workforce input on needs and solutions
- Inclusion in program decisions



Why does it matter?

- Linked to higher retention
- Makes supports more relevant and responsive



What does it look like?

- Workforce on planning groups
- Co-designed workforce strategies
- Regular structured input opportunities



Validation and recognition



What is it?

- Public and program-level acknowledgement
- Recognition of expertise and daily work



Why does it matter?

- Increased visibility of the field
- Supports satisfaction and retention



What does it look like?

- Home visitors telling their own stories
- Inclusion in policy and research
- Regular program-level recognition

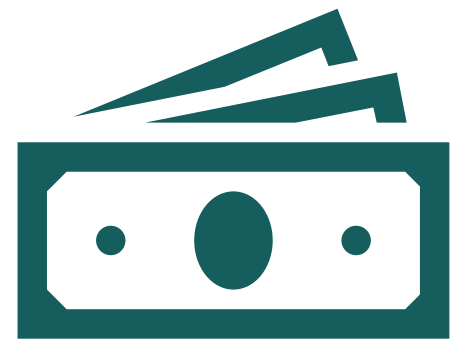
Interactive Poll

1. When home visitors at your program feel like they are thriving, which promotive factors are driving that success?
2. When home visitors at your program feel like they are just surviving, which promotive factors are falling short, hardest to sustain, or currently missing?

How to use these resources



Strategic planning



Resource allocation



Program evaluation

JBA can partner with you to



**Engage the
workforce**

*Go beyond
national trends to
understand your
local story*



**Evaluate
promotive
factors**

*Develop context-
responsive
strategies, not
one-size-fits-all
solutions*



**Translate data
to action**

*Inform sustainable
infrastructure and
advance outcomes for
children and families*

Contact us

- If you are looking for a partner to help empower and support your workforce, we would love to start a conversation
- Email us to schedule a free consultation: buildhvworkforce@jbassoc.com
- To receive JBA resources and news, sign up for our mailing list

Acknowledgements

Thank you to our funders, partners, home visiting models, programs, and members of the home visiting workforce.

