



# National Home Visiting Week

**2026 Toolkit**  
*November Release*

**Institute**   
for the **Advancement of**  
**Family Support Professionals**



Second Annual | April 20-24, 2026

# National Home Visiting Week

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**What’s Coming Later!**

Sample Letter to the Editor • Graphic Assets & Social Media Templates • How Educators Can Incorporate NHVV into Their Curriculum and more. **Stay tuned!**

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# National Home Visiting Week

**National Home Visiting Week (NHVW) is an observance to celebrate and recognize home visitors and the positive impact they make on supporting child development, strengthening maternal and child health, and nourishing family relationships.**

The Institute for the Advancement of Family Support Professionals, an organization focused on strengthening home visiting and human service programs across the country, is collaborating with partners and elected officials to organize this grassroots event for our second annual celebration.

We are back for National Home Visiting Week 2026! We've listened to your requests and ideas of how to make it even bigger and better. The inaugural NHVW took place April 21-25, 2025 with tremendous success. Celebrations, recognitions and proclamations took place in 45 states across the country. The last full week of April (Monday-Friday) is reserved for National Home Visiting Week, which means in 2026 we will celebrate **April 20-24, 2026**.

## Congressional Support

**NHVW garnered bipartisan support in 2025 as U.S. Senators Chuck Grassley (R-Iowa) and Mark Warner (D-Virginia) issued a Senate Resolution to highlight the importance of home visiting in 2025 and led it's unanimous passage in the United States Senate.**

Representatives Rudy Yakym (R-Indiana), Darin LaHood (R-Illinois), Danny K. Davis (D-Illinois) and Judy Chu (D-California) co-sponsored a Home Visiting Resolution in the U.S. House Ways and Means Committee.

"I'm honored to co-sponsor the Home Visiting Resolution, which shines a spotlight on the critical role these programs play in nurturing our youngest children and supporting new mothers... this resolution celebrates their [home visitors] unwavering dedication and the transformative impact they have on families across America," stated Representative Yakym.

The bi-partisanship support of the Home Visiting Resolutions demonstrates that home visiting is well supported amongst our elected officials. We anticipate receiving the same great support in 2026!



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# National Home Visiting Week

## "How Can I Support?"

**Let's discuss all the different ways you as an individual, organization, community or state can support National Home Visiting Week. It all begins here!**



**Use toolkit resources** for messaging tips, templated materials and promotional assets. This is designed to be shared widely; *you are granted permission to use or modify the contents of this toolkit.*

- Use the **proclamation template** to ask your governing municipality or state to issue a proclamation recognizing National Home Visiting Week. Your municipality may be your city council, county commissioner or your state governor. Keep in mind that many states require that the request be made months in advance of April. You will be more successful if the request is made by a resident of the governing municipality.
- Use a **press release** or **Letter to the Editor template** to notify media of National Home Visiting Week. The first press release template can be used and adapted by anyone; the second template is designed for programs or entities with a connection to a selected National Home Visitor of the Year. Be ready with a local angle and data to back up the impact in your community.



**Follow the Institute on social media** and share/reshare posts about National Home Visiting Week. We have a [Facebook](#) and [LinkedIn](#) page. Please tag us in all your posts and utilize the following hashtags, so we can see and engage with you. If you don't use these tags or tag the Institute, we are unable to fully track and capture our impact. It's also really important that you do not change the name of the event or the impact is diffused and not easily tracked.

**#NHVW #NHVW2026 #NationalHomeVisitingWeek  
#HomeVisitingWorks #HomeVisitingHeroes**



**Bookmark our website** so you can stay up to date on National Home Visiting Week promotions.



Hold a **community event** celebrating home visiting. This could be in conjunction with an existing parent-education or community group. It can be big, or it can be small. At your event you could:

- Honor local home visitors that go above and beyond the call of duty, have earned the national designation of a Certified Family Support Professional or have earned a tenure milestone such as five years or more employment.
- Honor families that have graduated from your program in the past year.
- Host a home visitor appreciation event. Ideas shamelessly borrowed from NHVW 25:
  - Hosting Home Visitor Appreciation luncheons
  - Hosting a Mocktail Hour for Home Visitors "where the appreciation is real but the cocktails aren't!"
  - Choosing and honoring a state, tribal or territorial home visitor of the year.
  - Several states provided every home visitor with a gift card and signed thank you card from the home visiting state office.
  - Recordings from parents and children participating in home visiting what they appreciate or like about home visiting or their home visitor. Remember this doesn't have to be polished. Use your phone and capture the real moments with home visiting participants. One of our favorites was a toddler in a diaper saying in response to what do you like about your home visitor, "She brings me books!" It wasn't staged. It wasn't a professionally done video. It moved us to tears because it was heartfelt and very genuine.







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# National Home Visiting Week

## 2026 NHVW Home Visitors of the Year

During National Home Visiting Week, we celebrate five deserving professionals selected from nominations submitted by peers across the country! For 2026, we are accepting nominations from November 5, 2025 to January 9, 2026.

Five home visitors will be selected based on their dedication to the families they serve and for setting an example for family support professionals everywhere. They will receive recognition during NHVW, a prize package graciously supported by our sponsors and accolades from across the country.

### Nominations are now being accepted!

Nominate a family support professional by following the link below. **Nominations will be accepted November 5, 2025 - January 9, 2026.** Nomination form will close on 1/9/2026, 11:59pm CST. No exceptions will be made.

Submit your nominations here or scan the QR code:

[2026 Nominations Form](#)



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# National Home Visiting Week

## Celebrating Home Visiting Where You Are!

### Free & Easy Ideas:

- Wear jeans day
- Spirit week
- Make a quick survey to get family feedback and share positive accolades with staff all week
- Movie afternoon at the office
- Shower each other in accolades — make word clouds for each team member or spend time in a staff meeting going around and sharing awesome things about each member of the team
- Nominate team member(s) for National Home Visitors of the Year!

### With SOME Funding:

- \$ gift cards
- Little surprise bags with treats
- Cake
- Chair massages
- Decorate the office with posters, party supplies
- Get a painting/pottery class for the team
- A day (or a few hours) away from the office, doing something different
- Note: Can you get local businesses involved?!

### Other Ideas for Engagement

#### Can you get your CEO/agency involved?

- Send a company-wide email celebrating the team
- Have a “sibling” team at the org throw a potluck for home visiting
- Can other team members line the hallway and cheer on the home visiting team?
- Can they give your team some free time off?
- Would their board sign a proclamation?

#### Can you get your legislators or local leaders involved?

- Legislators need content about great things happening in their communities for their newsletters – this could make great content
- Letter from the mayor/senator/representative?
- Board members or other key community members that would send “thank you” notes or make quick “thank you videos” you can share with the team?

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# National Home Visiting Week

## Budgeting Tips

**Last year we were asked how organizations could budget for NHVW? How do they classify it in their budget? To answer that question, I would ask this question: What is your primary purpose for celebrating NHVW? If it is to retain your current home visitors, I would include NHVW activities in your Organization Retention Plan.** In your budget, label it as retention activities in either your supply line item or if contracted with a third party it would then fit into the contractual services. Most appreciation events are for the primary purpose of retaining your current home visitors with possible secondary purposes of elevating home visiting as a career path, informing your community of the home visiting services you offer and the impact of home visiting. The secondary purposes listed here all contribute to recruitment and retention strategies and can be labeled as such in your budget.

We love our home visitors! However, home visiting is primarily funded with taxpayer funds, so everyone needs to be conservative and modest in your budgeting. If you are a charitable organization and can ask for donations, you may be able to offset the costs of your celebration with donations. At the Institute, our entire national campaign is funded on donations. While we think home visitors deserve a spa treatment at an island resort, it is more aligned to offer a meal at your community center. Who knows, maybe you can get a massage therapist to donate some time during your meal?

**We can't wait to see the splash that #NationalHomeVisitingWeek is going to make!**



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# National Home Visiting Week

## Storytelling Tips

- **Human interest stories combined with data work best.** That means having a pre-approval from a home visitor and/or a family being served by a home visiting program to share how home visiting works and how it has made a difference in the lives of people in your community. See our data tips in the next section.
- **Keep it concise but powerful.** Think about your elevator speech for home visiting and distill your message into something everyone can latch onto.
- **Pull at heartstrings with your headline.** You only have a few seconds to grab and keep someone's attention. Here are some examples:
  - "Home visiting changed my life"
  - "Home visiting levels the playing field for child learning success"
  - "My home visitor believed in me: How family support professionals promote confident parenting"
  - "Home visitors have a front row seat to family success every single day"
- **Avoid hot button topics or aligning with a single political party.** We have plenty to talk about without triggering a negative reaction or alienating others. Home visiting has always enjoyed bipartisan support—it's hard to be against supporting parents to get their babies off to the best possible start.
- **Ensure transparency and privacy when working with families and home visitors.** As you're telling personal stories, it's important that you honor confidentiality and inform parents and home visitors what is expected from them. They will likely need to provide at least their first name. Before any interview, help them feel more comfortable and practice with them what they are willing and ready to share publicly. There's no one better to explain home visiting than someone who is in the thick of it, but the very nature of the work is personal.

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# National Home Visiting Week

## Data Sharing Tip Sheet

**Simplify the data.** Avoid using jargon or overly complicated information about model differences or particular funding streams. Our purpose is to elevate the home visiting story.

**Output data matters.** People understand the number of families served or the number of children served, or the number of home visits provided. You might also select one data point that is meaningful to your specific community or population, such as the percentage of women screened for postpartum depression.

**Share data in small quantities.** Use three to four data points at maximum. Remember most people don't understand the importance of different assessment results. Choose data points that are understandable and relatable to the general population. Most people understand the following:

- Reduction in pre-term births
- Developmental screening results (how many children were on track for school success when they left your program)
- Parents educational gains while in your program

**Present data in various ways.** Use data in your storytelling but follow up with the same data in writing. Also, it really helps to convey data in a visually appealing manner to illustrate what you are describing.

**Avoid data that will alienate** some people or make them think all we do is focus on reproductive health as one example.

**Highlight positive data.** You are trying to put home visiting in the best possible light. If you are asked directly a question about data that might be negative, then please be forthcoming. An example of a negative question would be, "How many families drop out of your program?" You can respond with the percentage if you know it, or you can say, "Too many. We want to reach every family and be successful. Unfortunately, not every family is ready for our services. We do have very good luck with families that have dropped out and later re-enroll when they are ready for home visiting." Another possible response to the question is, "Unfortunately many of our families are in crisis situations and are focused on day-to-day survival. It is a challenge to engage a family that is in survival mode into a developmental relationship." Go out of your way to highlight positive data but be prepared if and when a question like this comes up.

**Don't forget the human element.** Sharing data that is compelling without being overwhelming is a talent and takes some practice. Data is best shared in conjunction with a human-interest story. Decision makers want data, but the story is what will draw them in.

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# National Home Visiting Week

## National Data Overview

**The National Home Visiting Resource Center compiles key data on early childhood home visiting, a proven service delivery strategy that helps children and families thrive and creates the annual home visiting yearbook.**

The 2025 Home Visiting Yearbook features updated information from robust data sources, including 17 evidence-based and 11 emerging models. Key takeaways include:

- Evidence-based home visiting was implemented in all 50 states, the District of Columbia, 5 territories, 32 Indigenous communities and 65 percent of U.S. counties in 2024. (Reach has expanded - this is an increase from 2023!)
- More than 284,000 families received evidence-based home visiting services in 2024, throughout more than 3 million home visits. Approximately 14 percent of these visits were provided virtually, down from nearly 23 percent the prior year, reflecting a continued return to in-person visits.
- Over 70,000 additional families received home visiting services through 11 emerging models that provided more than 625,000 home visits in 2024.
- More than 20,000 home visitors and supervisors delivered evidence-based services nationwide in 2024.
- More than 16.9 million pregnant women and families (including over 22 million children) could benefit from home visiting. Of those, approximately 284,000 received services in 2024— only 1.7 percent of all potential beneficiaries or 3.6 percent of high-priority families.

## How You Can Use this Data

### Sample intro statement:

*In 2024, evidence-based home visiting was implemented in all 50 states, the District of Columbia, 5 territories, and 32 Indigenous communities, which includes 65% of US counties. [Insert model specific data about footprint in your state, ie: In Illinois, XX is implemented in XX counties]*

Read the full Home Visiting 2025 Yearbook here: [2025 National Home Visiting Yearbook](#)

National Home Visiting Resource Center. (2025). 2025 Home Visiting Yearbook. James Bell Associates and the Urban Institute.

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# National Home Visiting Week

April 21-25, 2025

2025 Institute  
Data

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## Media Hits Across the Country



## ORGANIC SOCIAL

- 45,000+ reach (59,000+ in April 2025)
- 85,000 views (115,000+ in April 2025)
- 10,000+ shares/likes
- 50,000+ hashtag mentions  
(#NationalHomeVisitingWeek, #NHVW,  
#HomeVisitingHeroes)
- 327 new Facebook followers
- 72 new LinkedIn followers
- 45 US states participated in NHVW social activity

## PAID SOCIAL

- ~1,000,000 impressions
- 3,600+ clicks to [www.theinstitutefsp.org/](http://www.theinstitutefsp.org/)



## WEBSITE

- 3,600+ page visits during NHVW,  
9,100+ during April
- 239 new Institute users during  
NHVW (857 during April 2025)



## STATE PROCLAMATIONS

- Confirmed State Proclamations from: Colorado, Delaware, Kansas, Massachusetts, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and South Carolina





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# National Home Visiting Week

## 2026 NHVW Logos

These logos are available to you with or without the date and can be used in all NHVW communications, social/website posts, online, and as you see fit. They can be accessed [HERE](#). If you need help with logos, please reach out to [joey.beck@institutebsp.org](mailto:joey.beck@institutebsp.org) for assistance.



[Downloadable Logo Files](#)

## 2026 NHVW Social Graphics

NHVW social graphics to come! **Stay tuned for updates.**



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# Being a Home Visitor means...

**Seeing the good in people** even when they can't see it in themselves.



Embracing  
**lifelong learning.**

**Being flexible and adaptable.**

No two days are the same and seldom does a day go as planned.

Believing that  
**change can happen.**

Acting as an  
**ambassador of hope.**



Being a  
**difference maker and change igniter.**

**Uplifting and empowering** everyone you serve.



**Leaving the world a better place,**  
one visit at a time.

Remaining  
**unshaken by challenge.**



Understanding **small steps** lead to **big changes.**



**Institute**  
for the **Advancement of**  
**Family Support Professionals**





# Sample State Proclamation

## (Insert State Name) Home Visiting Week

April 20 – 24, 2026

By The Governor of the State of \_\_\_\_\_

### A PROCLAMATION

**WHEREAS**, the early childhood years are the most active period for the developing brain and a stable, secure relationship with a nurturing, caring adult is a key factor in the development of young children; and

**WHEREAS**, many parents begin the difficult lifetime job of raising a child feeling unprepared for the challenges ahead and children have a better, healthier start when parents have the support and skills needed to raise them; and

**WHEREAS**, home visiting can include a variety of different programs and models, including early childhood home visiting programs and parenting education programs; and

**WHEREAS**, home visiting programs help parents meet the unique needs of their children, promote healthy development, strengthen family relationships, reduce the risk of abuse and neglect, and promote equity by providing resources to families who are furthest from opportunity; and

**WHEREAS**, well-trained professionals implement early childhood home visitation so that all families have the opportunity to access information in ways that respect their unique beliefs, traditions and customs; and

**WHEREAS**, the State of \_\_\_\_\_ urges individuals and organizations across our state to utilize home visiting resources as needed to support the health and well-being of our children and families;

**NOW, THEREFORE**, I, \_\_\_\_\_, Governor of the State of \_\_\_\_\_, do hereby proclaim, April 20-24, 2026, as “Home Visiting Week” in \_\_\_\_\_, and commend its observance to all citizens.

*Insert Sign and Seal*

## Sample Press Release (General)

### Second Annual National Home Visiting Week is April 20-24, 2026

**RICHMOND, VA (April 1, 2026)** – National Home Visiting Week takes place April 20-24, an observance to celebrate and recognize home visitors and the positive impact they make on maternal and child health outcomes.

Home visiting connects pregnant and parenting families with young children to trained family support professionals who provide customized coaching and guidance through pregnancy and the early stages of a child's development. Utilizing a variety of evidence-based models, home visiting supports healthy birth outcomes, increases family self-sufficiency and helps children enter school fully prepared to succeed.

Home visiting programs are offered in all 50 states and the District of Columbia. In 2025, more than 284,000 families engaged in home visiting services in the U.S.

Organizations throughout the country are celebrating National Home Visiting by sharing home visitor stories on social media and other digital channels. [INSERT PARAGRAPH WITH LOCAL PROGRAM INFORMATION].

The Institute for the Advancement of Family Support Professionals, an organization focused on strengthening home visiting and human service programs across the country, is collaborating with nonprofit partners and elected officials to organize National Home Visiting Week. The Institute offers a free online training program to help family support professionals learn new skills to support the growth of the home visiting workforce.

"Home visiting is a powerful tool to help make our families and communities stronger and more resilient," said Institute executive director Janet Horras. "Our local home visitors are incredible and we're proud to highlight their important work through National Home Visiting Week and beyond."

To support National Home Visiting Week in 2025, U.S. Senators Chuck Grassley (R-Iowa) and Mark Warner (D-Virginia) and issued a Senate Resolution to highlight the importance of home visiting.

[INSERT LOCAL PROGRAM HERE.]

Molina Healthcare is a sponsor of National Home Visiting Week.

To learn more about National Home Visiting Week and the Institute, visit <https://www.theinstitutefsp.org>. For more information about [INSERT LOCAL PROGRAM NAME AND WEBSITE].

###

# Sample Press Release (National Home Visitors of the Year)

## Family Support Professionals Recognized During National Home Visiting Week

**RICHMOND, VA (April 14, 2025)** – Five home visiting professionals from across the country were recognized as Home Visitors of the Year for their commitment to support and uplift families as part of the second annual National Home Visiting Week on April 20-24.

Organized by the Institute for the Advancement of Family Support Professionals, a nonprofit focused on strengthening home visiting and human service programs across the country, the observance celebrates and recognizes home visitors and the positive impact they make on maternal and child health outcomes.

Home visitors were nominated by their peers from across the country for this special national recognition. The 2026 Home Visitors of the Year include:

INSERT NAME, LOCATION AND PROGRAM

INSERT NAME, LOCATION AND PROGRAM

INSERT NAME, LOCATION AND PROGRAM

INSERT NAME, LOCATION AND PROGRAM

INSERT NAME, LOCATION AND PROGRAM

“These home visitors are making a significant difference in their communities and we’re proud to honor them,” said Institute executive director Janet Horras. “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.”

Home visiting connects pregnant and parenting families with young children to trained family support professionals who provide customized coaching and guidance through pregnancy and the early stages of a child’s development.

Utilizing a variety of research-based models, home visiting supports healthy birth outcomes, increases family self-sufficiency and helps children enter school fully prepared to succeed. Home visiting programs are offered in all 50 states and the District of Columbia. In 2024, more than 284,000 families engaged in home visiting services in the U.S.

Through its free, competency-based e-learning training platform, the Institute is helping to strengthen home visiting and human service programs across the country.

To support National Home Visiting Week in 2025, U.S. Senators Chuck Grassley (R-Iowa) and Mark Warner (D-Virginia) co-sponsored a Senate Resolution to highlight the importance of home visiting.

National Home Visiting Week is sponsored by Molina Healthcare.

To learn more about National Home Visiting Week and the Institute, visit <https://www.theinstitutefsp.org>.



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# National Home Visiting Week

## Additional Resources

Why Early Childhood Home Visits are Cause for Celebration in R.I. [READ MORE](#)

Rep. Yakym, Colleagues Introduce Bipartisan National Home Visiting Week Resolution [READ MORE](#)

Save the Date to Appreciate Home Visitors [READ MORE](#)

County Proclamation: Cascade County proclaims April 2025 as National Home Visiting Week [READ MORE](#)

National Home Visiting Week: Incredible Work [READ MORE](#)

Kansas Celebrates National Home Visiting Week April 21-25 [READ MORE](#)

Readers' Forum: National Home Visiting Week highlights support for families in need [READ MORE](#)

Montana: Celebrate National Home Visiting Week: April 21 – 25, 2025 [READ MORE](#)

***Additional resources for NHVW can be found on our website: [www.theinstitutefsp.org/nhvweek](http://www.theinstitutefsp.org/nhvweek)***

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# National Home Visiting Week

## Acknowledgements

The Institute is very thankful for **North Carolina, Wisconsin** and the **County of Los Angeles**, who have been celebrating home visitors for several years through their own observances. They graciously shared their resources to help make NHVW 2025 a success, and it's this collaboration and spirit of sharing that embodies the spirit of home visiting.

In addition to the **Institute team**, we also recognize the significant contribution of our planning workgroup members who are helping us prepare to make 2026 even bigger and better:

**Mara Brough** – Changent

**Jeanna Capito** – Prenatal-5 Fiscal Strategies

**Benjamin Hazelton** – Parents as Teacher National Center

**W. Roddey Jones** – National SafeCare Training & Research Center

**Melea Rose Waters** – Healthy Families America

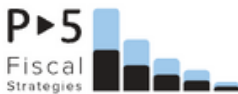
Thank you to **Molina Healthcare** for providing corporate sponsorship, allowing us to provide a gift package to five home visitors across the country who we honor as National Home Visitors of the Year.



A heartfelt “thank you” goes to our national partners:



**NATIONAL HOME VISITING NETWORK**



- Association of State and Tribal Home Visiting Initiatives
- Education Development Center (EDC)
- Healthy Birth Day
- Home Visiting Coalition
- National Alliance of Home Visiting Models
- National Home Visiting Network
- Prenatal to Five Fiscal Strategies
- Start Early

Lastly, we want to recognize the thousands of **home visitors** across this country who work hard every day to make this world a better place. This celebration is for you!



## Need Anything Else?

We want this year's event to be a huge celebration once again! If you need additional help or anything else, please reach out! [communications@instituteofsp.org](mailto:communications@instituteofsp.org)

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