



Digital Transformation

Delaware's Home
Visiting Program



Goals & Overview

Empowering the Home Visiting Program to improve health outcomes for mothers, children, and families.

6. Access to Quality Care

Strengthen the network of Family Support Specialists and care providers throughout the state for the benefit of the families who are supported by the Home Visiting Program.

5. Family-Centered Approach

Enhance the app's features to further integrate usage into the daily life of a FSS and to improve the outcomes for the families served.

4. Community Building

Add discussion boards for FSS to share knowledge and enhance messaging capabilities for improved communication.

1. FSS Training & Onboarding

Incorporate a Learning Management System (LMS) for structured training and provide personalized messaging to support onboarding.

2. Improve Access to Resources

Hold quarterly app webinars to share best practices, incorporate gamification to enhance engagement, and provide branded promotional items to motivate FSS.

3. Continued Professional Development

Launch an event calendar to track upcoming opportunities, with automated event reminders and follow-up reporting.

Improved Outcomes for Programs & Participants

App Enhancements

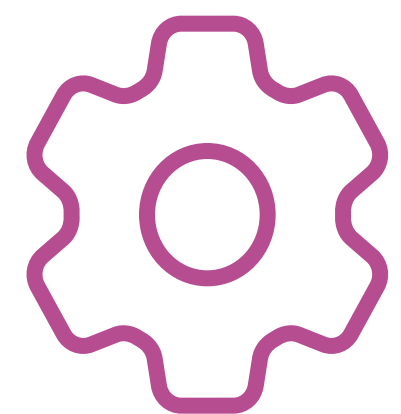
Delaware Family Support Hub

The initial phase of the Delaware Family Support Hub focused on building a solid foundation for digital transformation. We developed and launched the Hub as a centralized resource for Family Support Specialists (FSS). Now, we're focused on enhancing the user experience for FSS and increasing engagement.



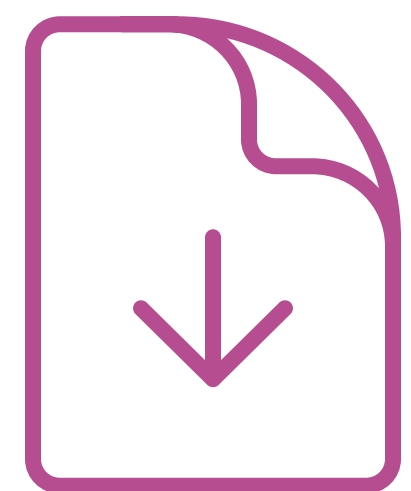
Gamification

The addition of a leader board to track user engagement and award those who are best utilizing the app.



Reporting Dashboard

Continue to refine the reporting capabilities and analyze results to determine opportunities for further optimization.



Resource Library Enhancements

As we add additional resources, we're identifying beneficial features and adjustments such as the ability to connect Resources to Community Locations.

Points Leaderboard

Welcome to your **Delaware Family Support Hub Leaderboard**—a fun way to stay motivated and see how your hard work is making a difference!

Earn points every time you use the app to help families and connect with others. The more you engage, the higher you climb on the leaderboard. Ready to rise to the top?

How You Earn Points:

- 1 Points** — Every time you log in
- 1 Point** — Each message you send
- 1 Point** — Share a Resource or Community Organization
- 1 Point** — Submit a new Resource or Community Organization
- 1 Point** — Favorite a Resource
- 1 Point** — Update your profile

Every point shows that you're taking steps to support families, stay connected, and make your job easier. Plus, it's a fun way to see your impact grow! **Top Users** each month will get a shout-out—and maybe even some surprises!

Let's empower families, support each other, and have fun doing it! You currently have **0 points**.

Rank	Name	Points
1	Lynn Mann	2
2	Michala Abrams	1

Delaware Family Support HUB App Analytics

128 total users

12 total resource shares

1 resource share this week.
Up 1 share from previous 7 days



30 total announcements

68 visitor messages

4 visitor messages this week
Up 4 messages from previous 7 days



1 unique users logged in this week
Up 0 unique users from previous 7 days



Learning Management: **FSS Training & Onboarding**

The Delaware Family Support Hub 2.0 integrates a Learning Management System (LMS) for on-demand training, including video, audio, courses, and progress tracking. This system supports Family Support Specialists in their professional growth and provides standardized training accessible at any time.

Family Health Systems LMS

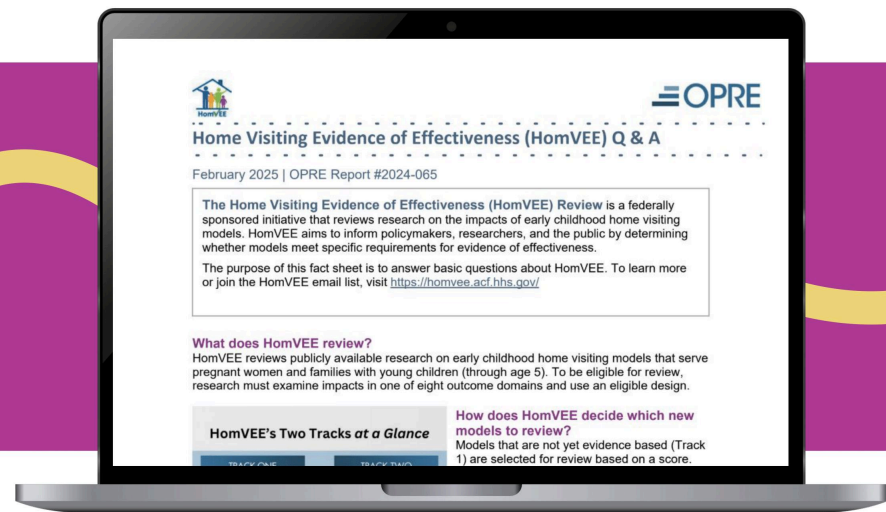
Utilization of Family Health Systems DE LMS for Family Support Specialist onboarding. The LMS is a robust system that will serve as DPH's first contact with new Home Visitors.

Course Design & Video Production

The Home Visiting program is partnering with Tapp Network to develop creative and engaging content for the Learning Management System including a production of an animated overview video for the program.



PDF: Home Visiting Evidence of Effectiveness (HomVEE) Q & A



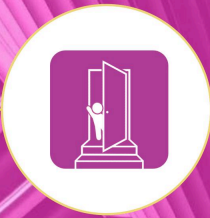
Background

Since 2010, the Health Resources and Services Administration’s (HRSA) voluntary, evidence-based Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program has provided families the tools they need to thrive. Based on decades of research show that visits with families early in pregnancy and childhood (birth to 5) by a social worker, early childhood educator, nurse or other trained professional improves the lives of children and families.

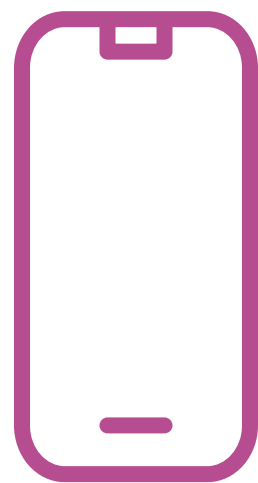
Families participate in home visiting programs and partner with health, social service, and child development professionals to set and achieve goals that improve their health and well-being.



INTRODUCTION TO
DELAWARE'S
HOME VISITING
PROGRAM



Marketing & Technical Support



App Support

Facilitate the support of the web and app versions of Delaware Family Support Hub with key UX updates.



Messaging

Develop targeted messaging and marketing materials to encourage app adoption within the Home Visiting community.



Training

Provide training opportunities virtually and in person to educate the intended users about the features and benefits of the app.

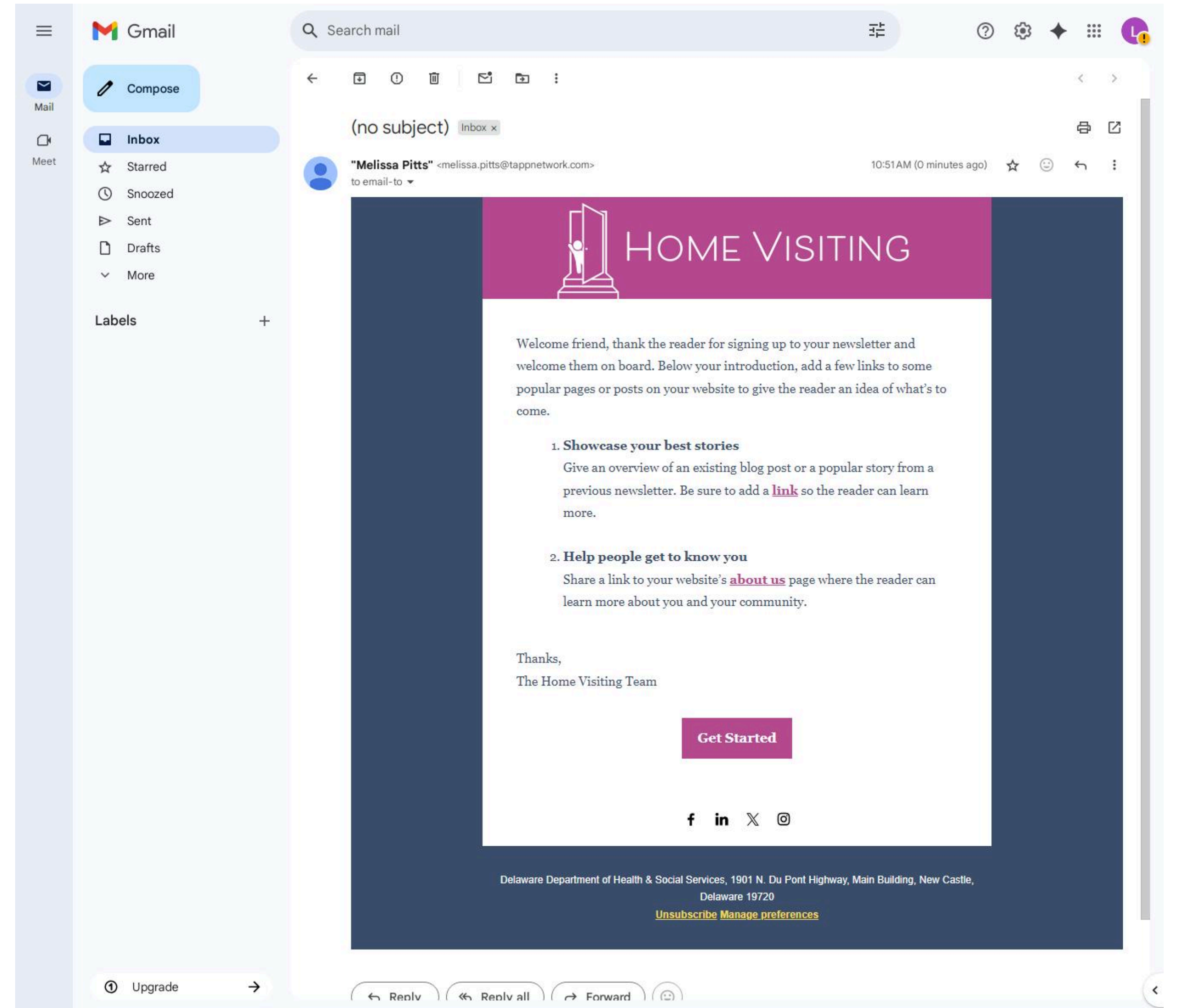


HubSpot Integration AI & Automation

Automated & Personalized Engagement

Integrating HubSpot into Delaware Family Support Hub allows for personalized communication with Supervisors and FSS.

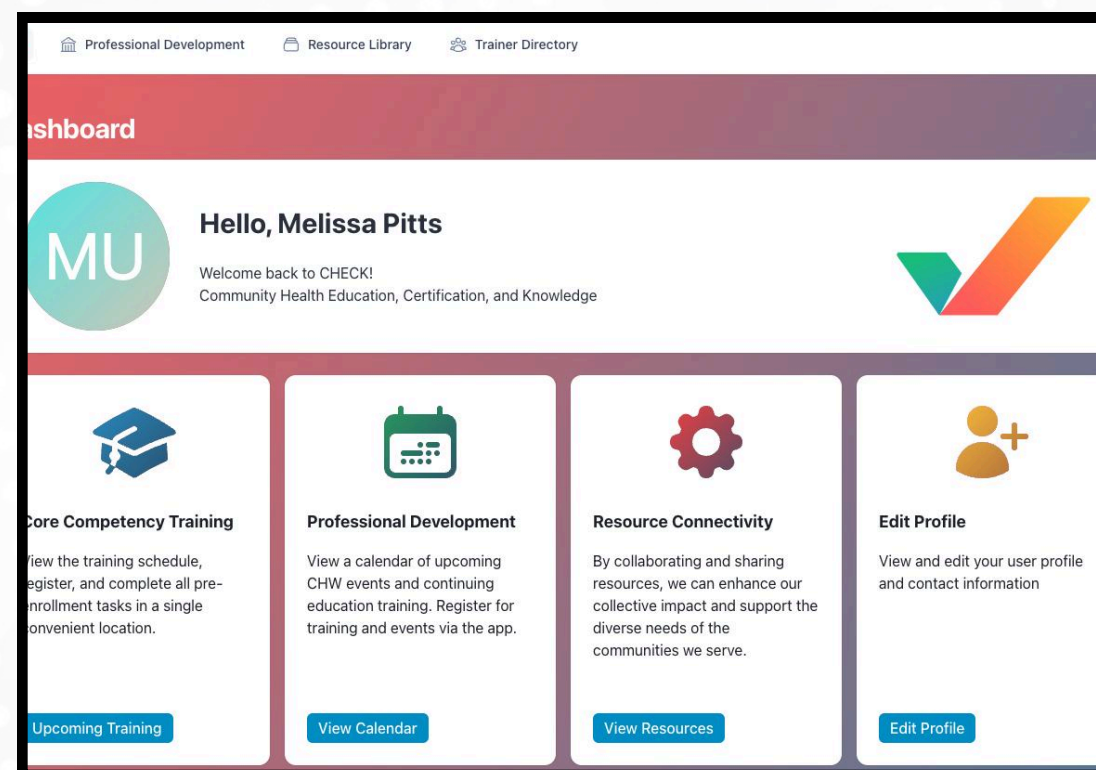
- **Targeted Emails:** HubSpot enables sending personalized emails to FSS based on their individual characteristics such as time in role, skills, and program.
- **Automated Follow-Ups:** Automatically send follow-ups to ensure ongoing engagement with learning and resources.



Why Tapp Network?

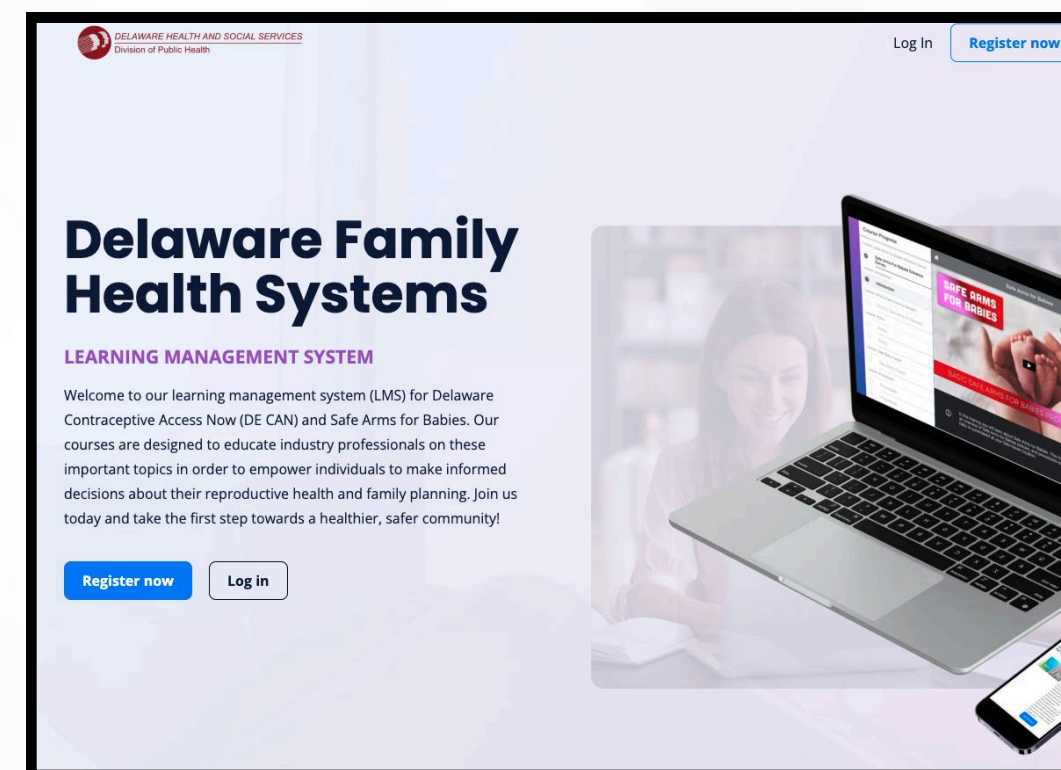
Tapp Network has played a crucial role as a trusted partner in digital transformation, working closely with the Home Visiting Program to develop and launch the Delaware Family Support Hub. This partnership has focused on enhancing digital tools to better support Family Support Specialists and streamline services for families across Delaware.

In addition, Tapp Network has provided similar transformative services to other departments of DHSS, including the Community Health Workers and the Delaware Family Planning Program, helping these teams leverage technology to enhance their impact.



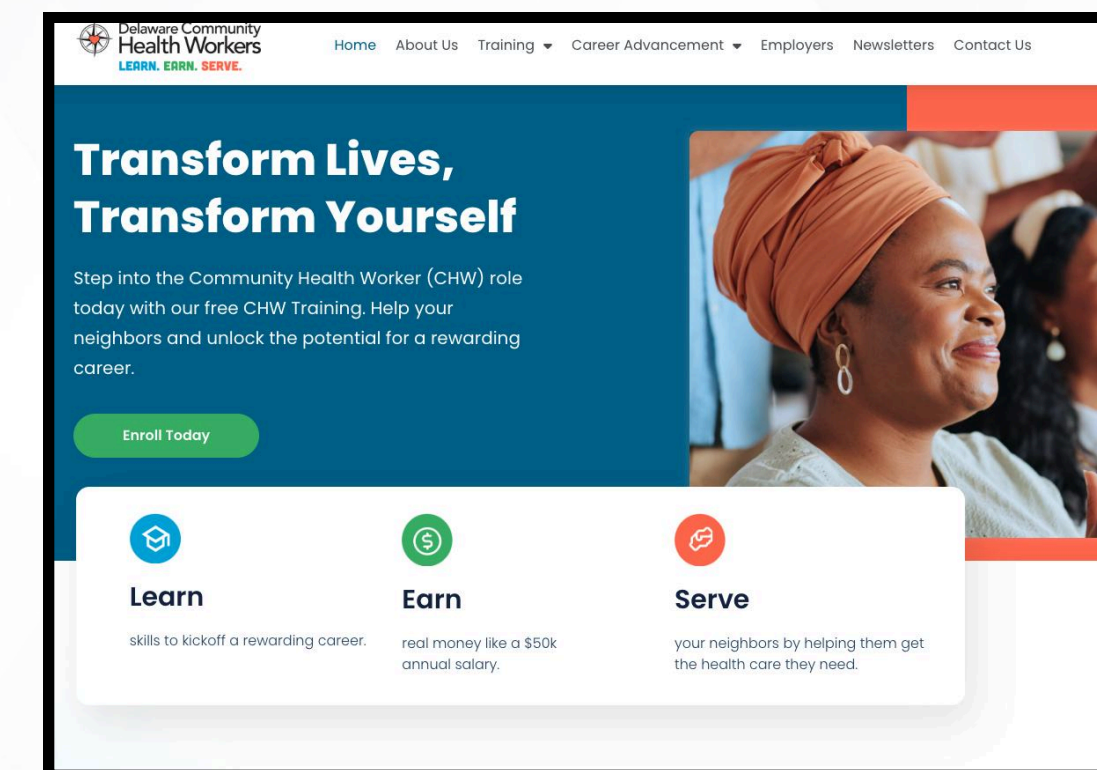
Community Health Workers

Developed a custom portal to facilitate training, resource access, and continued education for Community Health Workers.



Family Health Systems

Converted in-person training materials to a custom virtual experience complete with automation to encourage engagement and completion of courses.



Sussex County Health Coalition

Developed and executed a campaign to recruit new Community Health Workers in Delaware.



TAPP



Thank You!

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