

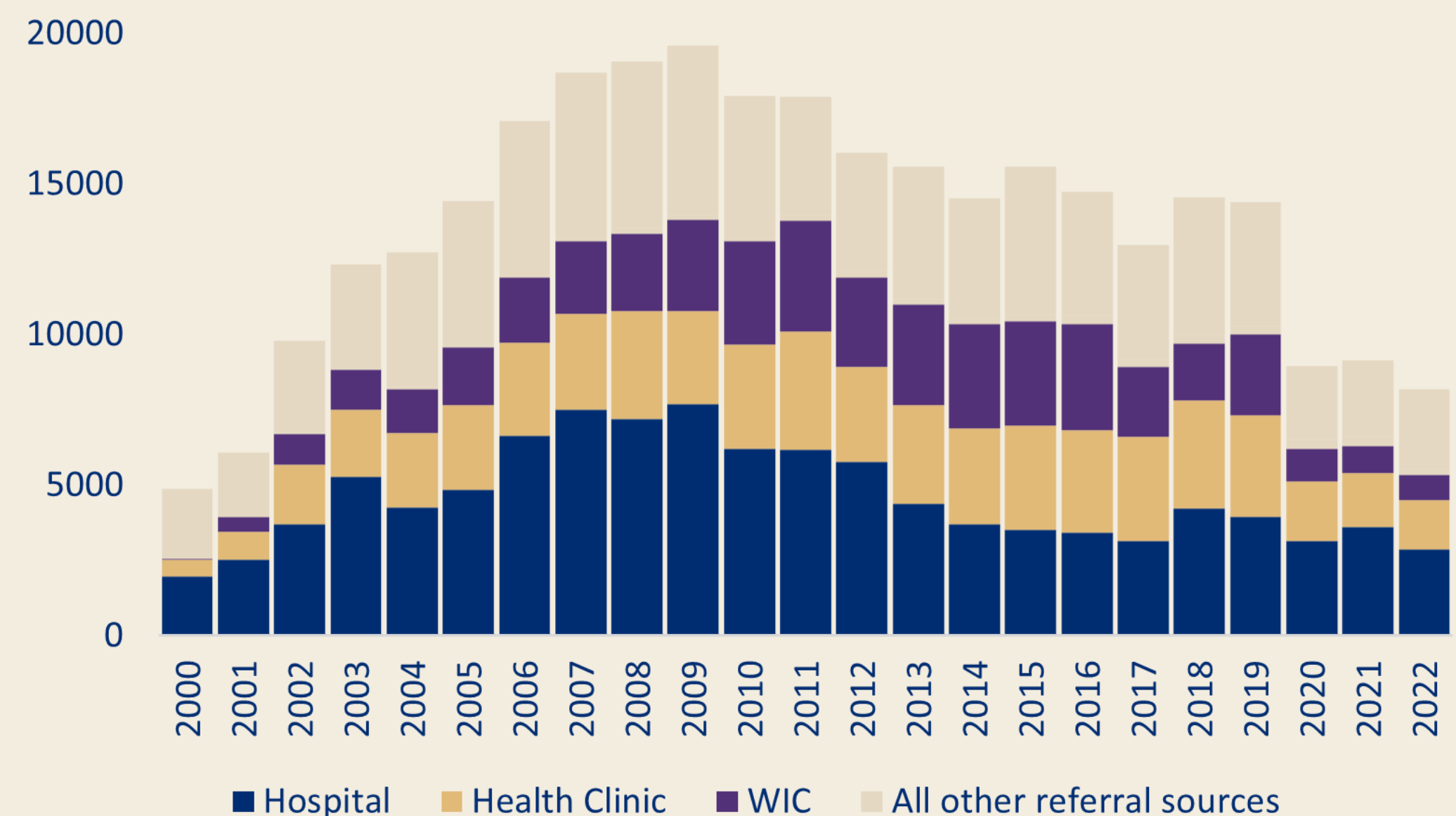


# Shifting Patterns: Unraveling the Decline in Referrals to Healthy Families NY

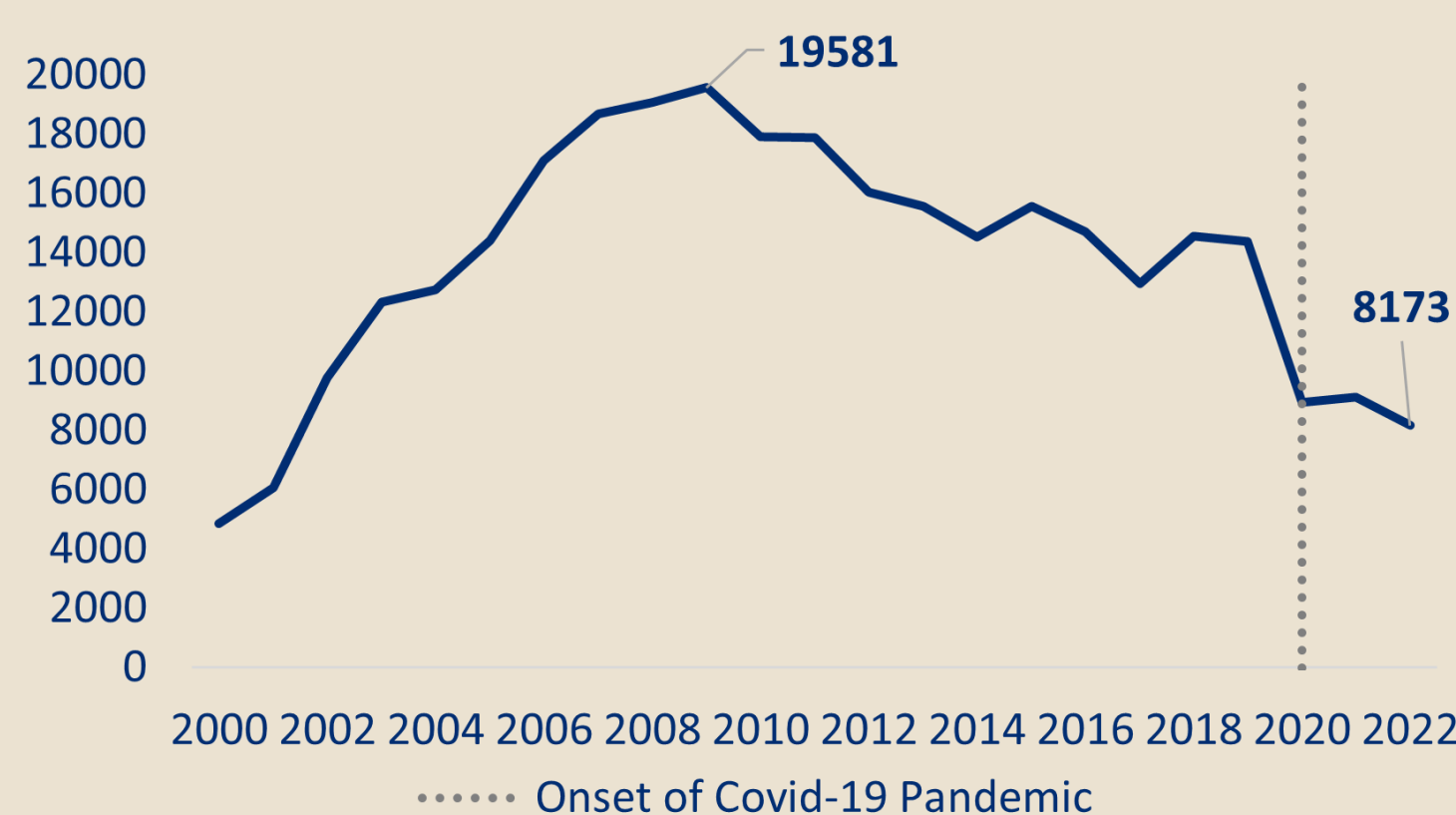
## Introduction

Referrals to the Healthy Families NY (HFNY) program peaked in SFY 2009 and have since declined, despite ongoing expansions into additional service delivery areas and new counties in 2008, 2016-2018, and 2022. This research brief delves into the context of declining referrals, supported by programmatic insights and system data. By understanding the key factors impacting these shifts, HFNY programs can develop appropriate strategies to increase referrals.

## Changes in Referral Patterns



## Declining Referrals



Referrals to HFNY  
have declined by  
58% since 2009.

## Key Factors Impacting Referrals



The availability of other evidence-based home visiting programs and perinatal support models within the same high-need communities that HFNY serves.



Shifting service delivery approaches, practices, and priorities within community referral partners which changed how they refer to HFNY programs.



The onset of the Covid-19 pandemic in 2020 which changed everything (e.g., workforce challenges, service delivery models, coordination between agencies, funding, etc.).

## Referral Partners

Historically, three partner types have generated the majority of HFNY referrals. Accounting for approximately two-thirds of referrals each year, these include hospitals, perinatal/health clinics, and local Women, Infants, and Children (WIC) programs. Other community-based organizations make up a steadily increasing proportion of referrals.

## Revitalizing Referrals

**Engage Diverse Community Partners:** Reconnect with existing referral partners and consider ways to engage community partners that have not historically referred many families and now have additional incentive and opportunity to do so (e.g., local social services districts and child welfare agencies).<sup>1, 2</sup>

**Build Personal Relationships within Partner Agencies:** Identify at least two points of personal contact within each agency to prevent losing contact with the agency when transitions occur.

**Promote Awareness of HFNY and Positive Outcomes:** Create brochures, websites, and social media accounts to promote awareness of HFNY. Use HFNY research and outreach materials to help message positive outcomes.

<sup>1</sup> <https://otda.ny.gov/policy/directives/2023/ADM/23-ADM-03.pdf>

<sup>2</sup> [https://www.healthyfamiliesnewyork.org/providers\\_rs.htm](https://www.healthyfamiliesnewyork.org/providers_rs.htm)