



Implementing a Client Retention Intervention in a Prevention Program

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for Family and Child Health**

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NURSE FAMILY PARTNERSHIP'S THREE GOALS

- 1. Improve pregnancy outcomes**
- 2. Improve child health and development**
- 3. Improve parents' economic self-sufficiency**

TRIALS OF PROGRAM

**Elmira, NY
1977**



N = 400

- **Low-income whites**
- **Semi-rural**

**Memphis, TN
1987**



N = 1,138

- **Low-income blacks**
- **Urban**

**Denver, CO
1994**



N = 735

- **Large portion of Hispanics**
- **Nurse versus paraprofessional visitors**



FROM SCIENCE TO PRACTICE

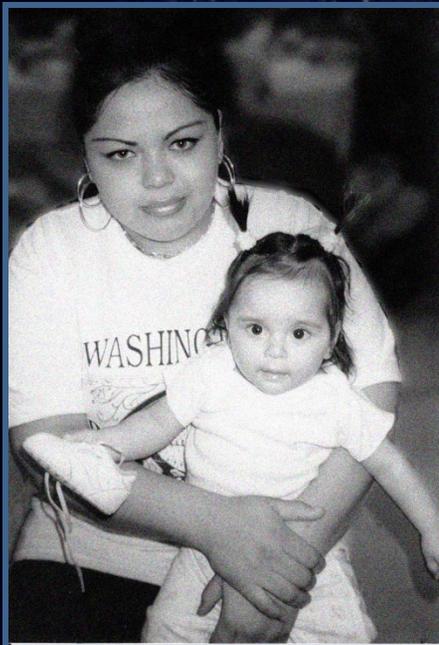
- **Nurturing Organizational and Community Capacity**
- **Training and Technical Assistance**
- **Program Guidelines**
- **Clinical Information System**
- **Assessing Program Performance**
- **Continuous Improvement**





NATIONAL REPLICATION

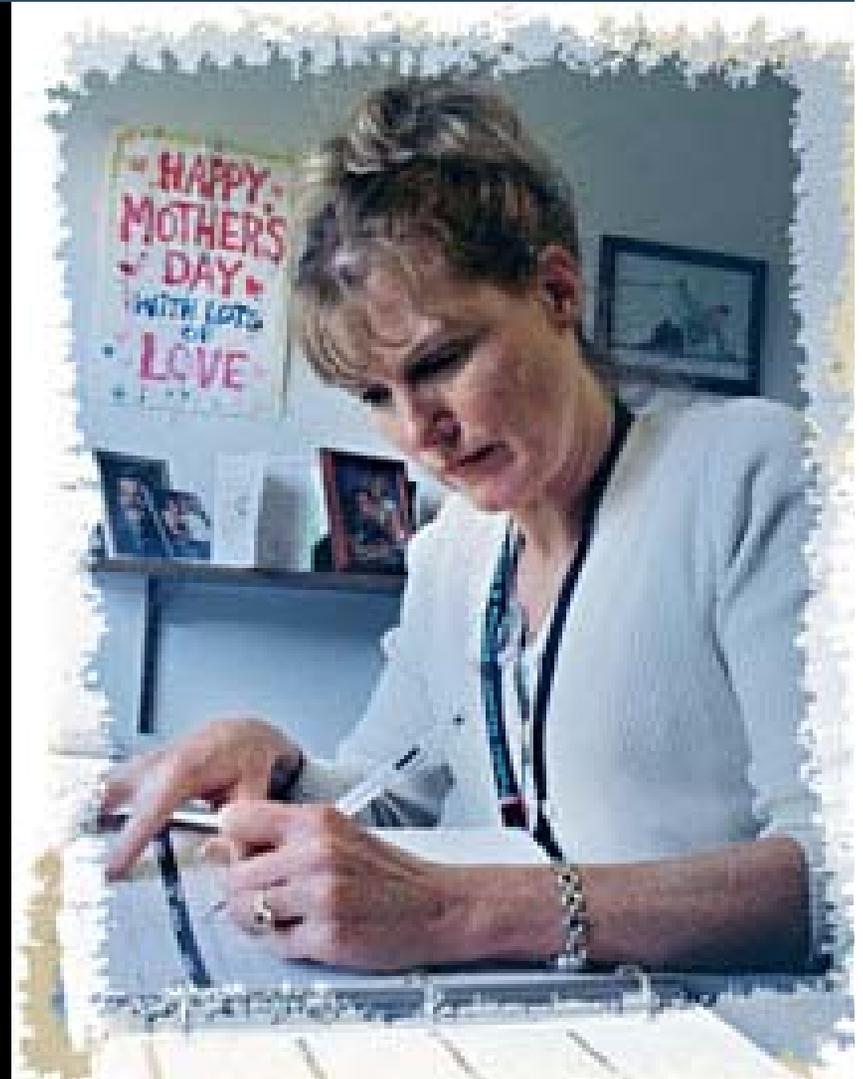
Now operating in over 350 counties in 28 states, serving over 15,500 families per day.





FROM SCIENCE TO PRACTICE

- **Research on model**
 - Retention and engagement
 - Parenting curriculum
 - Intimate Partner Violence
 - Mental health
 - Father involvement



Low retention is a significant challenge facing NFP

- 62% completed program in Denver trial
- 30-40% in OK, PA, & CO replication sites (2003)



Understanding Retention

- **Retention was lower among higher risk clients**
- **Nurses with low retention talk about importance of program value and mothers adapting to the program**
- **Nurses with high retention adapt the program to families, demonstrate value of program to families**

(Olds, 2003; Moritz & O'Brien, 2001)

Development of Client Retention Intervention

- **Core components:**
 - **Adaptation and flexibility of NFP**
 - **Explicit discussions about participation**
 - **Motivational Interviewing**
- **First tested in 15-site pilot study**

Implementation

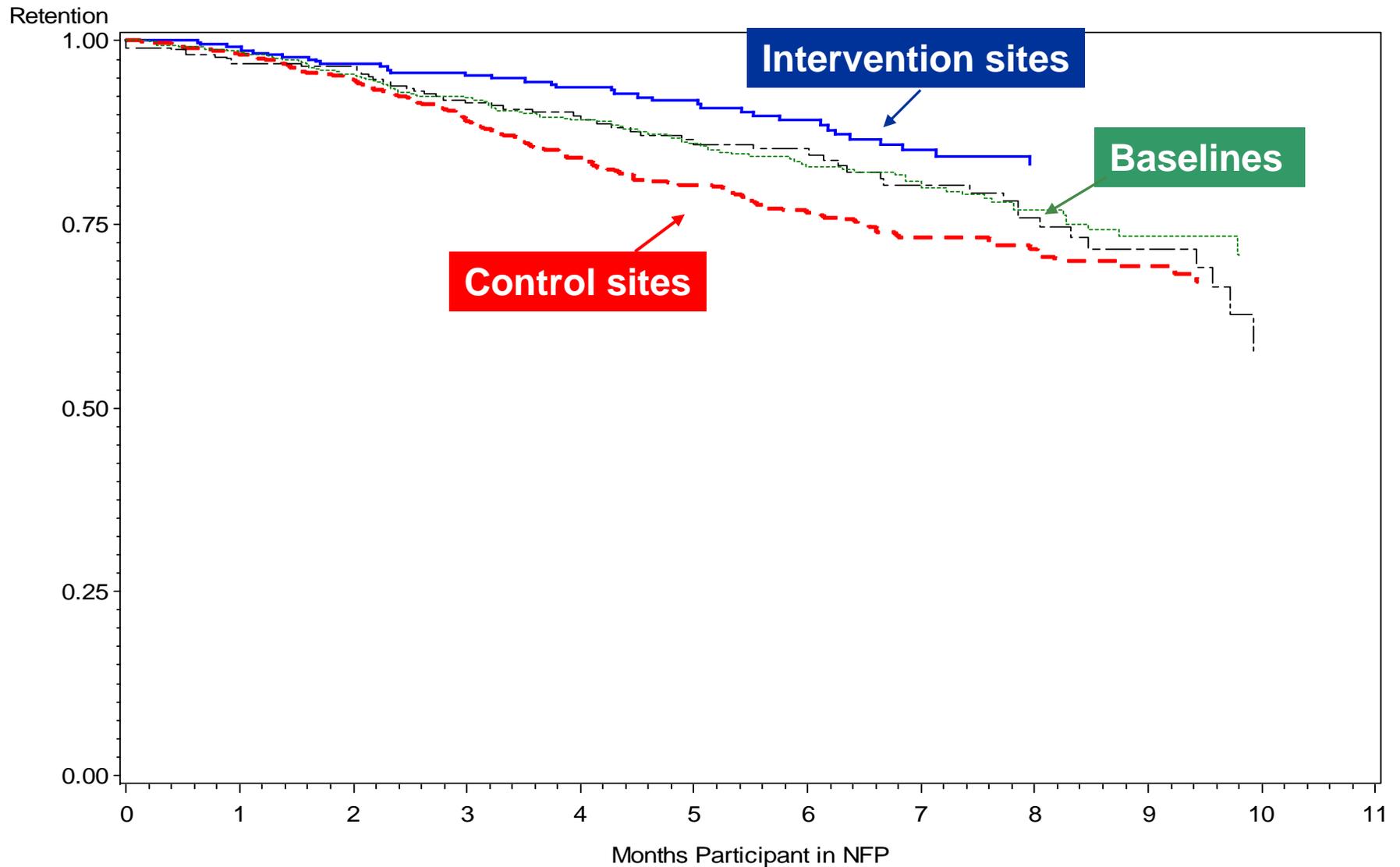
Training

- Teleconferences
- Handbook
- Self-study
- Group exercises

Data collection and feedback

- Clinical Information System
- Implementation

Retention of Families by Time and Year – Pilot Study

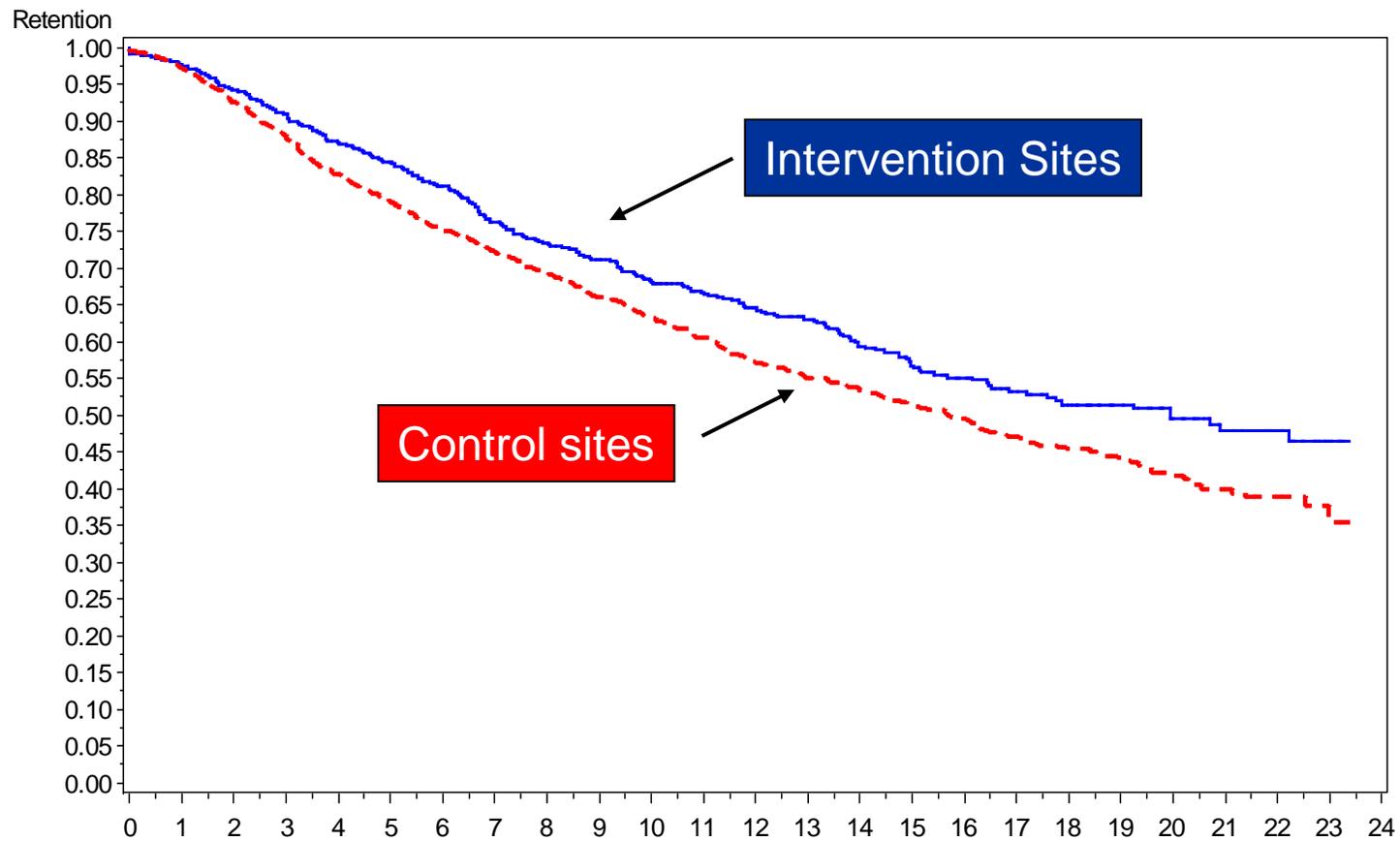


Retention Intervention RCT

- **Funded by W. T. Grant Foundation**
- **26 sites in OK and PA**
 - **Cluster-based randomized trial**
 - **Intention-to-treat analyses**
- **Nurse mentoring model**
- **Data collected from CIS, implementation measures, surveys, focus groups**

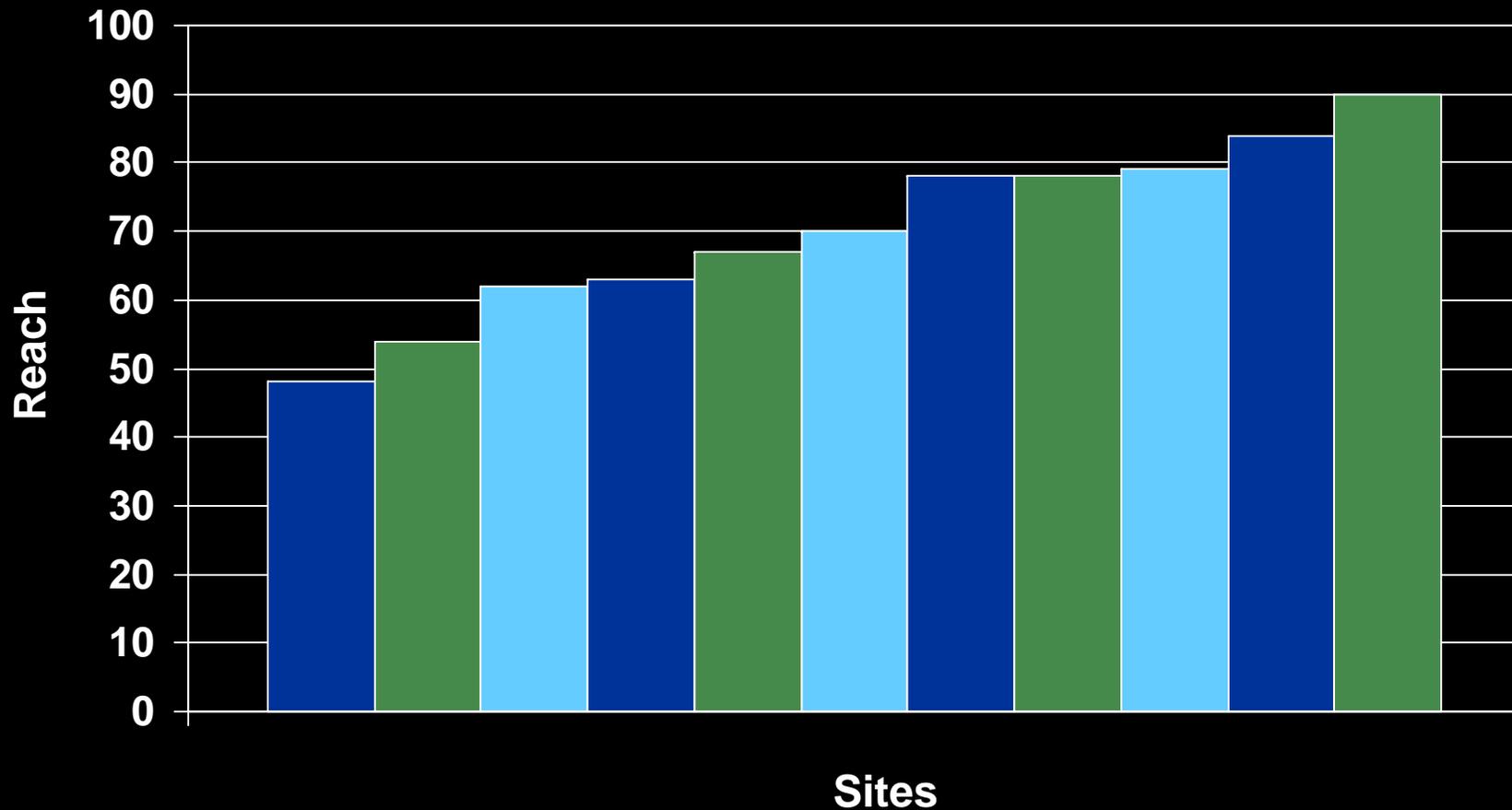
Intervention Impact on Retention – 26-Site RCT

% Retained



Months New Participant in NFP

Implementation Varied by Site



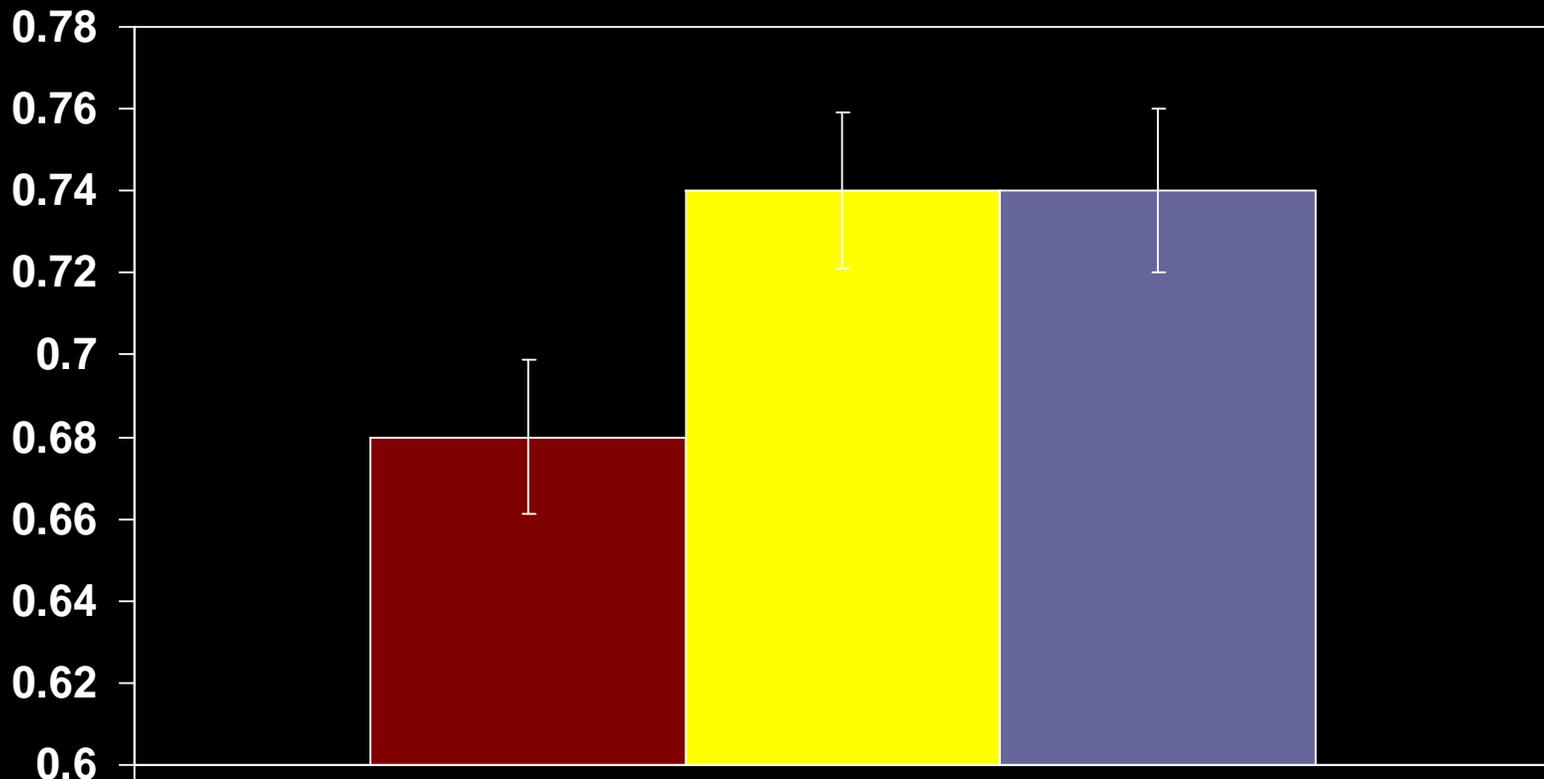
% of participants offered intervention at the 11 active intervention sites

Implementation varied by nurse within site



Mean 1-Year Reach for Nurses With 10+ New Clients in a site with low reach

Mean Retention by Site Reach



Site Reach:

Low

Medium

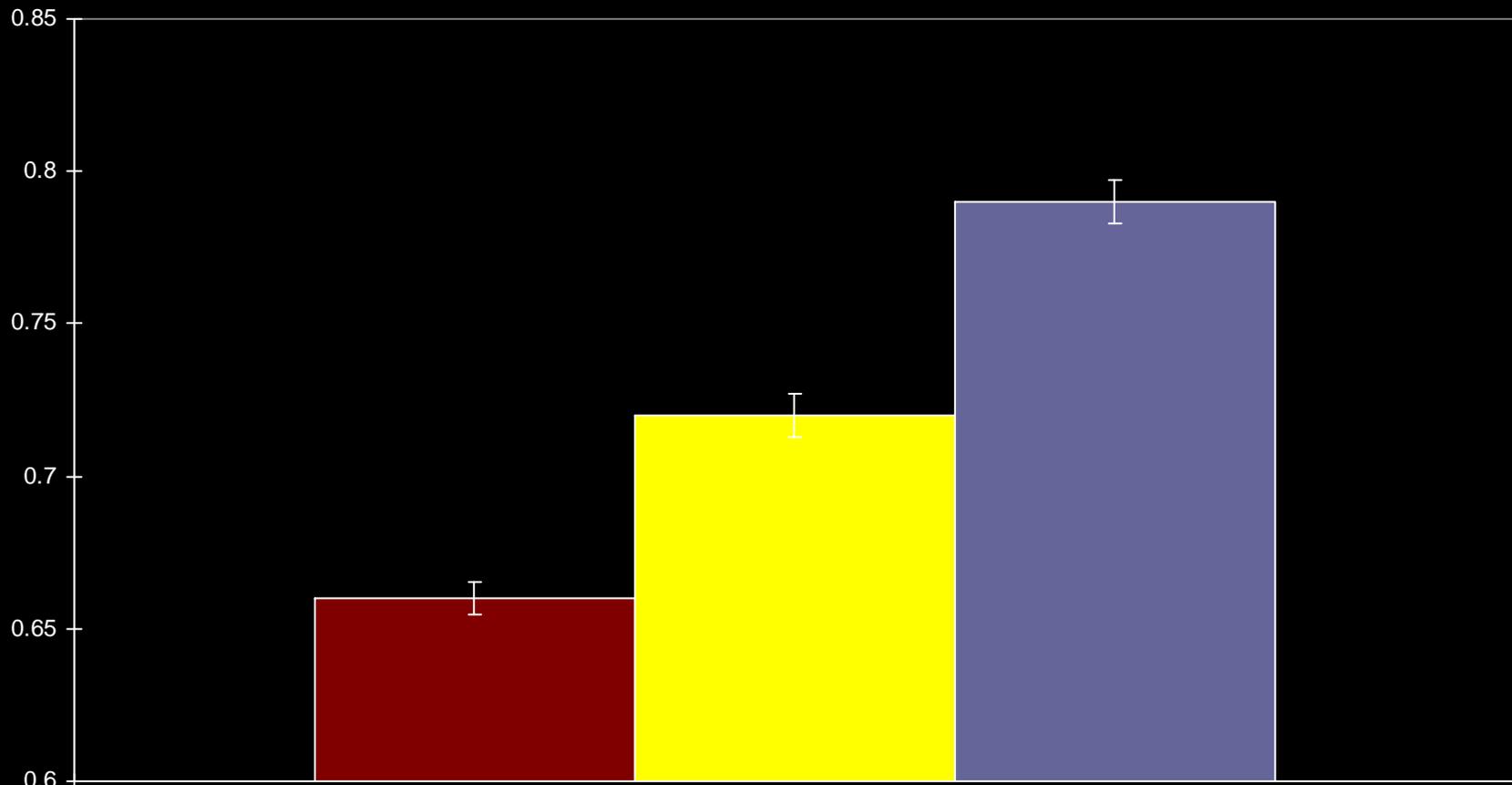
High

**3 sites
(n=618)**

**4 sites
(n=558)**

**4 sites
(n=490)**

Mean Retention by Nurse Reach



Nurse Reach:

Low

Medium

High

**23 nurses
(n=609)**

**23 nurses
(n=447)**

**25 nurses
(n=469)**

Insights from Focus Groups

- Intervention approach works with clients
- Conditions were not ideal for high adoption
- MI training was time-consuming
- Mentoring did not work as planned
- Nurses want choices in learning methods

Moving Forward

- **Continue analyses & interpretation**
 - Site and nurse variation and retention
 - Predictors of implementation
- **Next generation of research**
 - Refine to focus on core elements of the intervention
 - Methods to improve implementation and integration in practice
 - Test in another RCT with strengthened implementation model

Acknowledgements



University of Colorado Denver



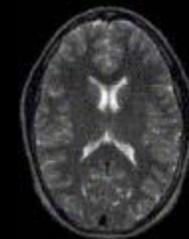
Prevention Research Center for Child and Family Health



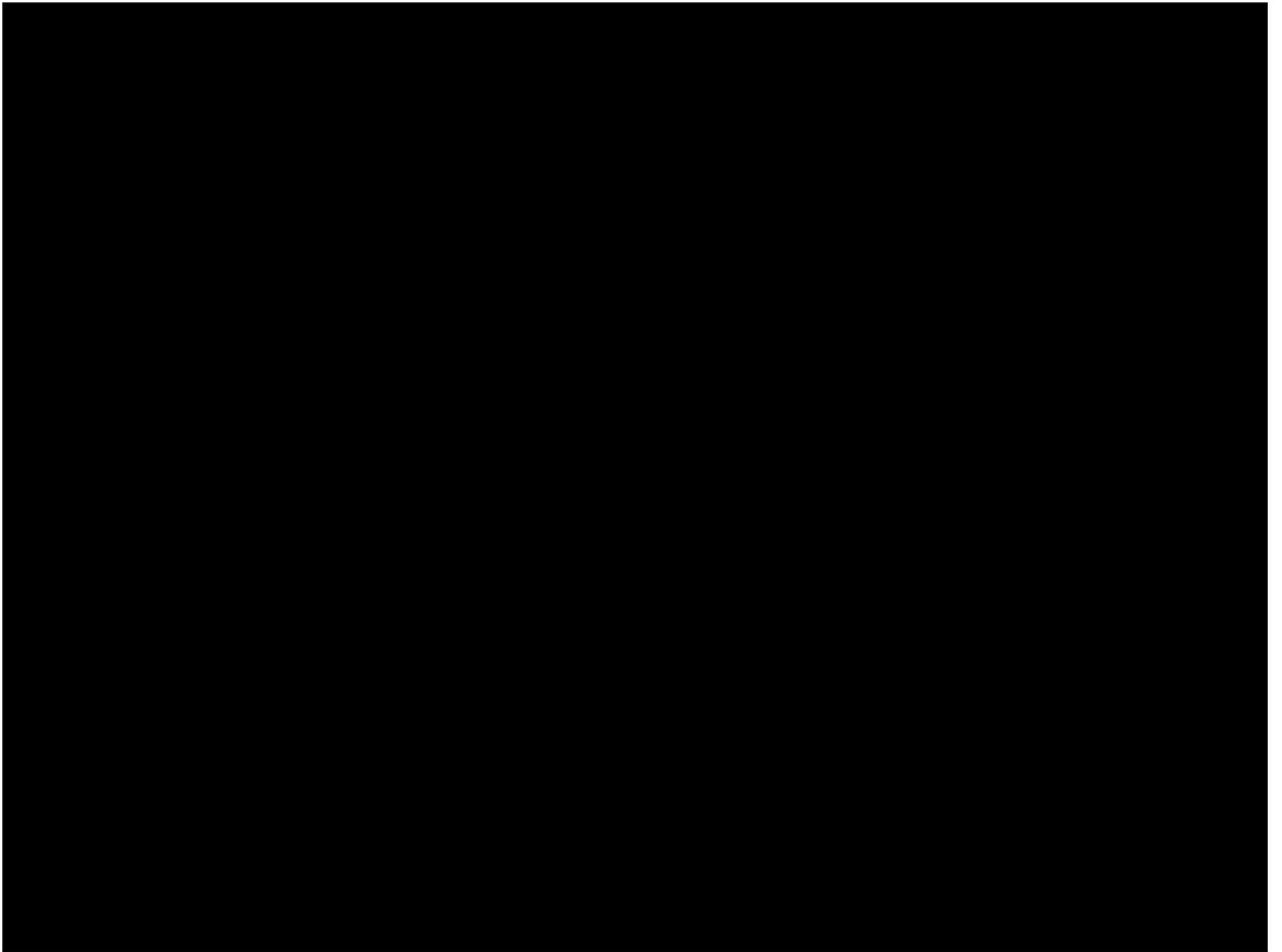
WILLIAM T. GRANT FOUNDATION

SUPPORTING RESEARCH TO IMPROVE THE LIVES OF YOUNG PEOPLE

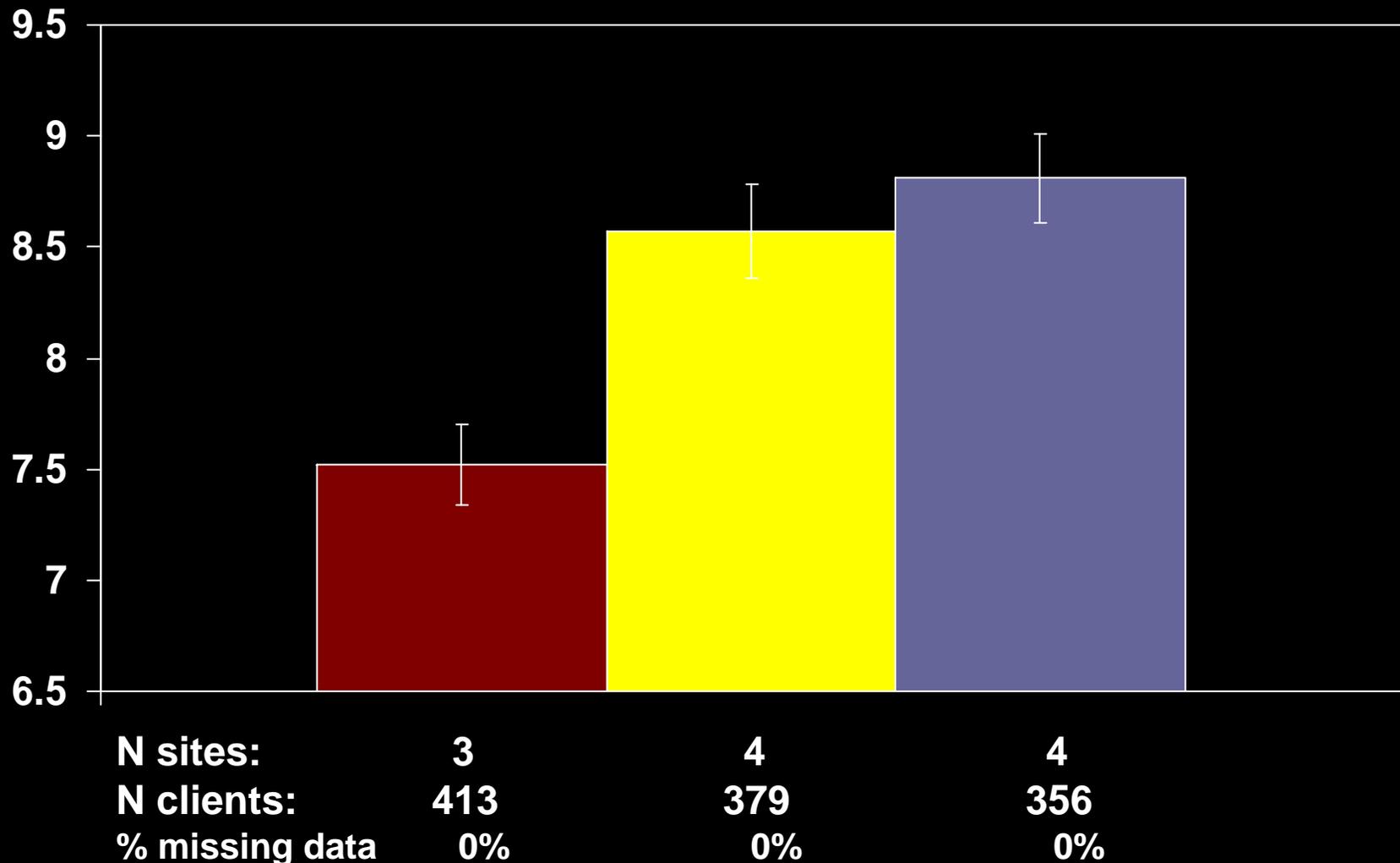
OK and PA NFP nurses



Developmental Psychobiology
Research Group, UC Denver

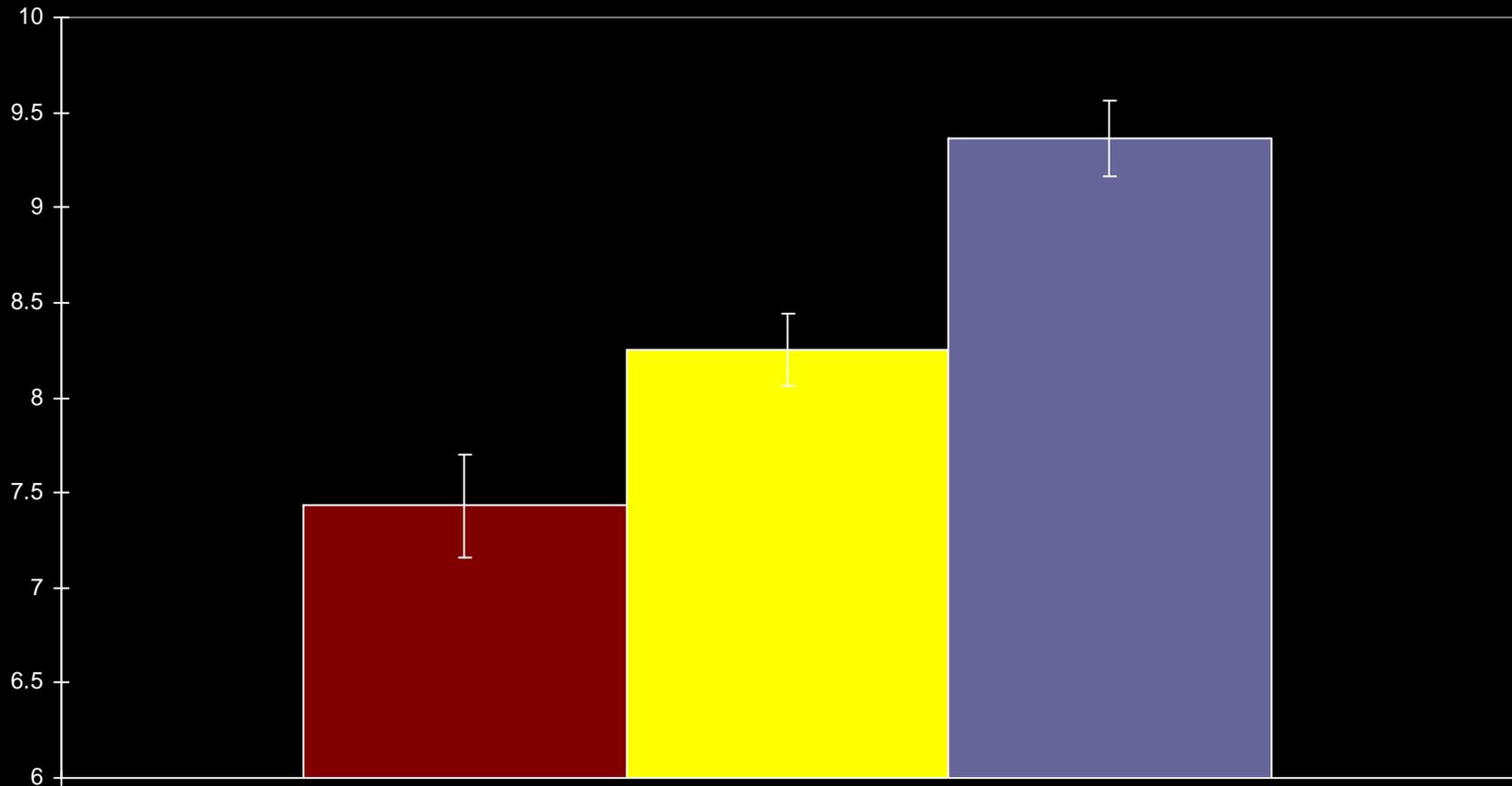


Mean # of Completed HV in Pregnancy by Site Reach



*all clients enrolled during intervention year at active intervention sites who could or should have completed pregnancy

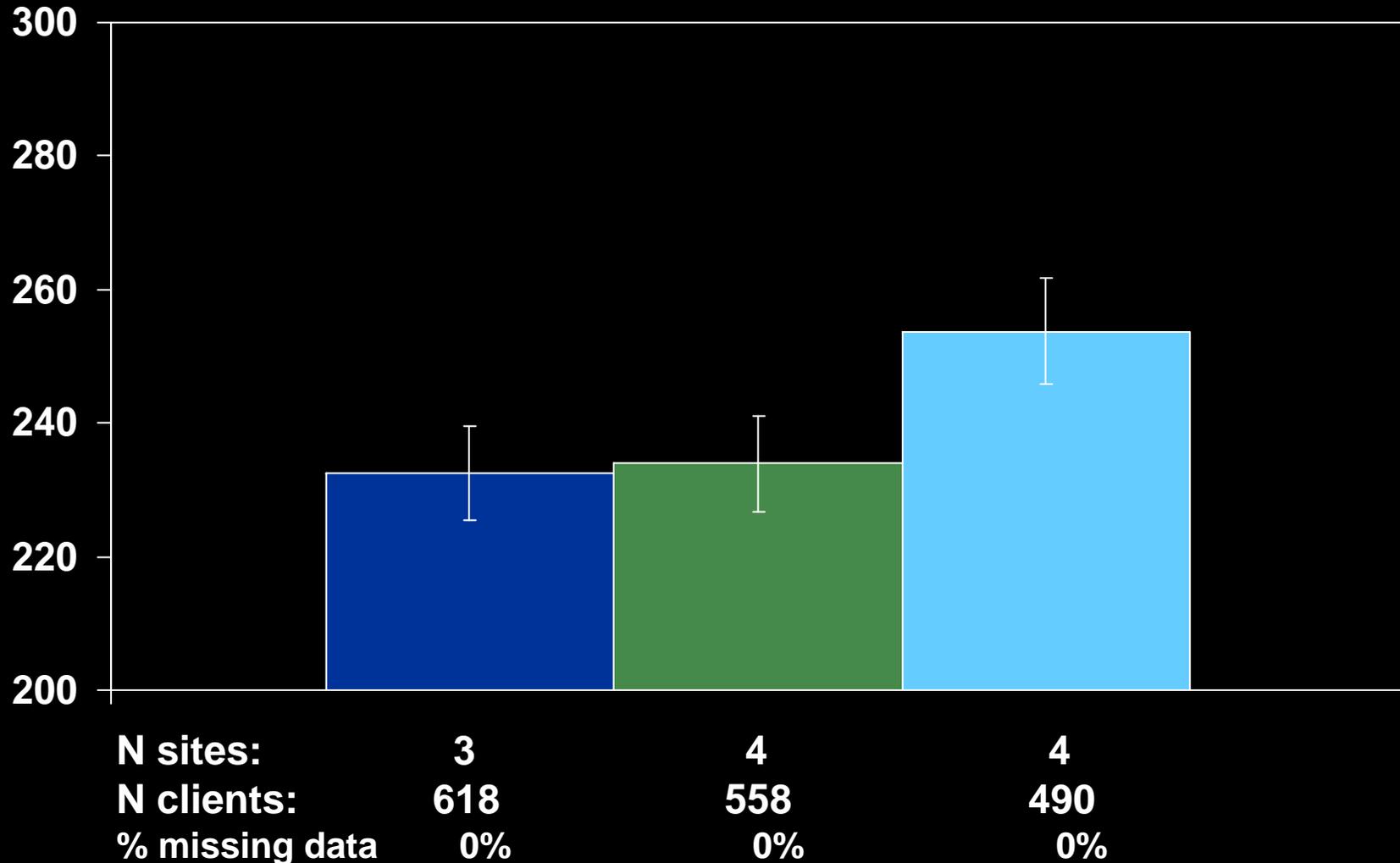
Mean Number of Completed Home Visits in Pregnancy by Nurse Reach



	Low	Medium	High
N nurses:	23	23	25
N clients:	420	342	334

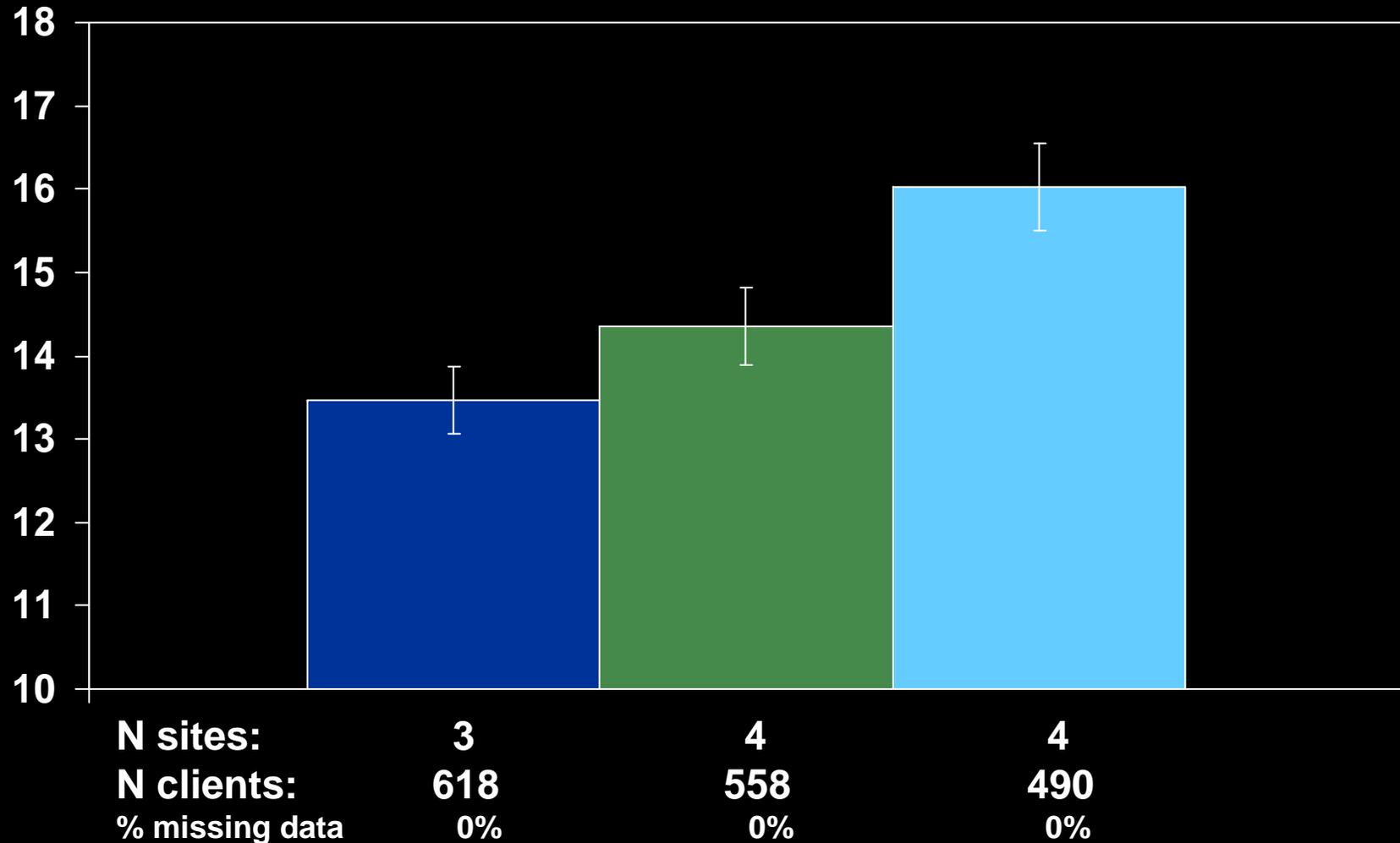
Nurse Reach

Mean # of Days in NFP by Site Reach Groups



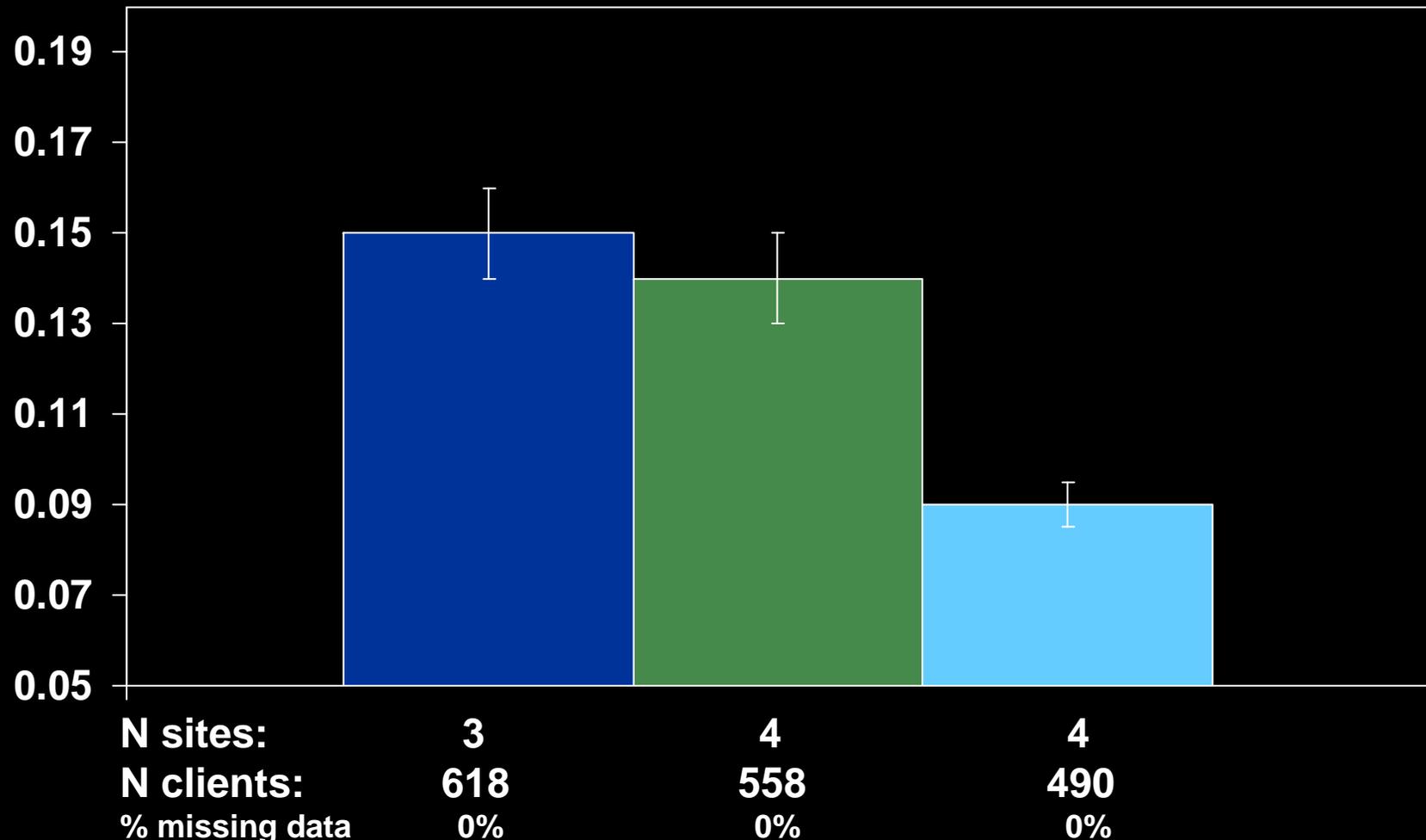
*all clients enrolled during intervention year at active intervention sites

Total # of Visits Per Client by Site Reach Groups



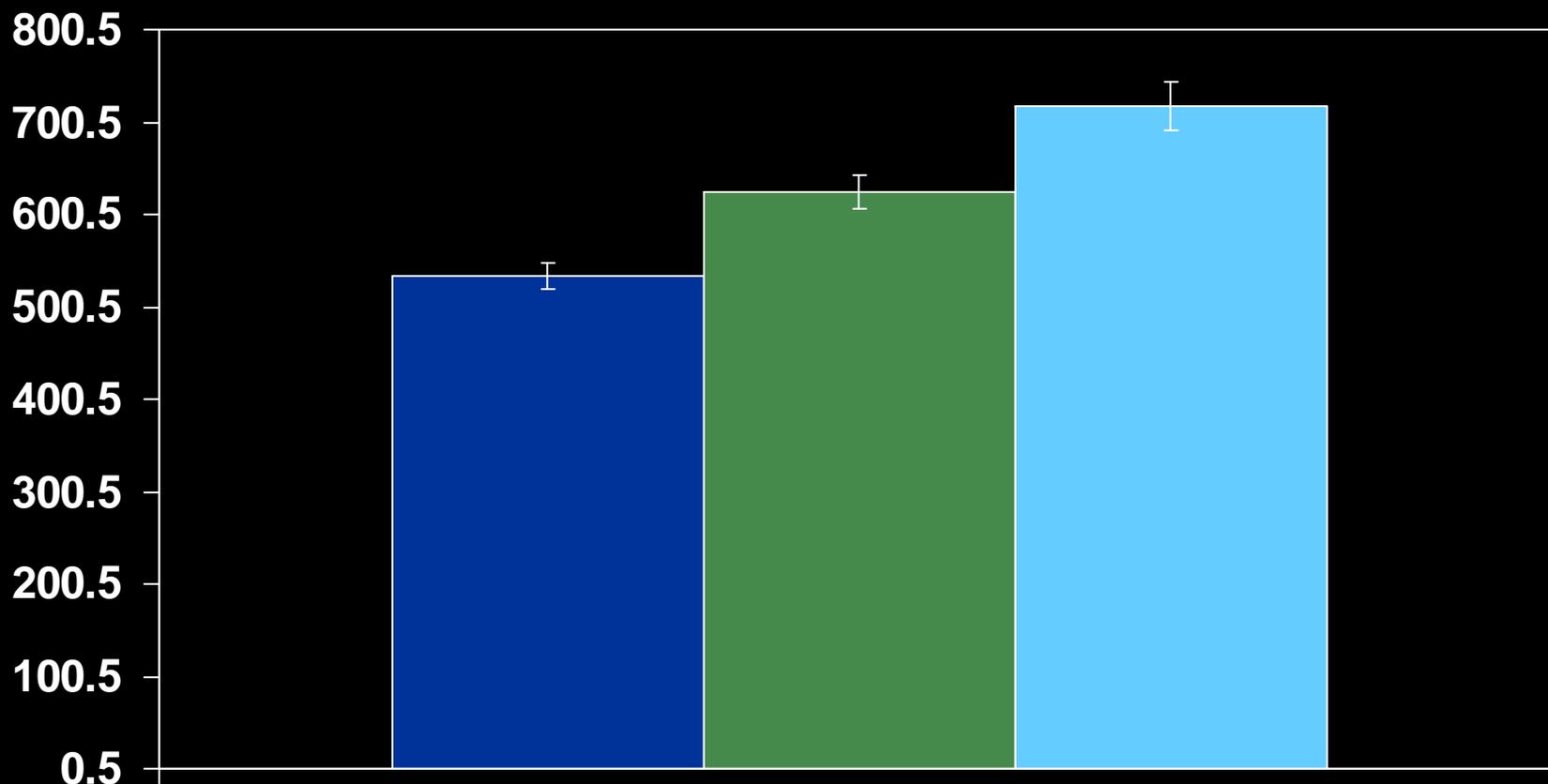
*all clients enrolled during intervention year at active intervention sites (not all clients have reached end of program yet)

Proportion of No-shows Per Client by Site Reach Groups



*all clients enrolled during intervention year at active intervention sites

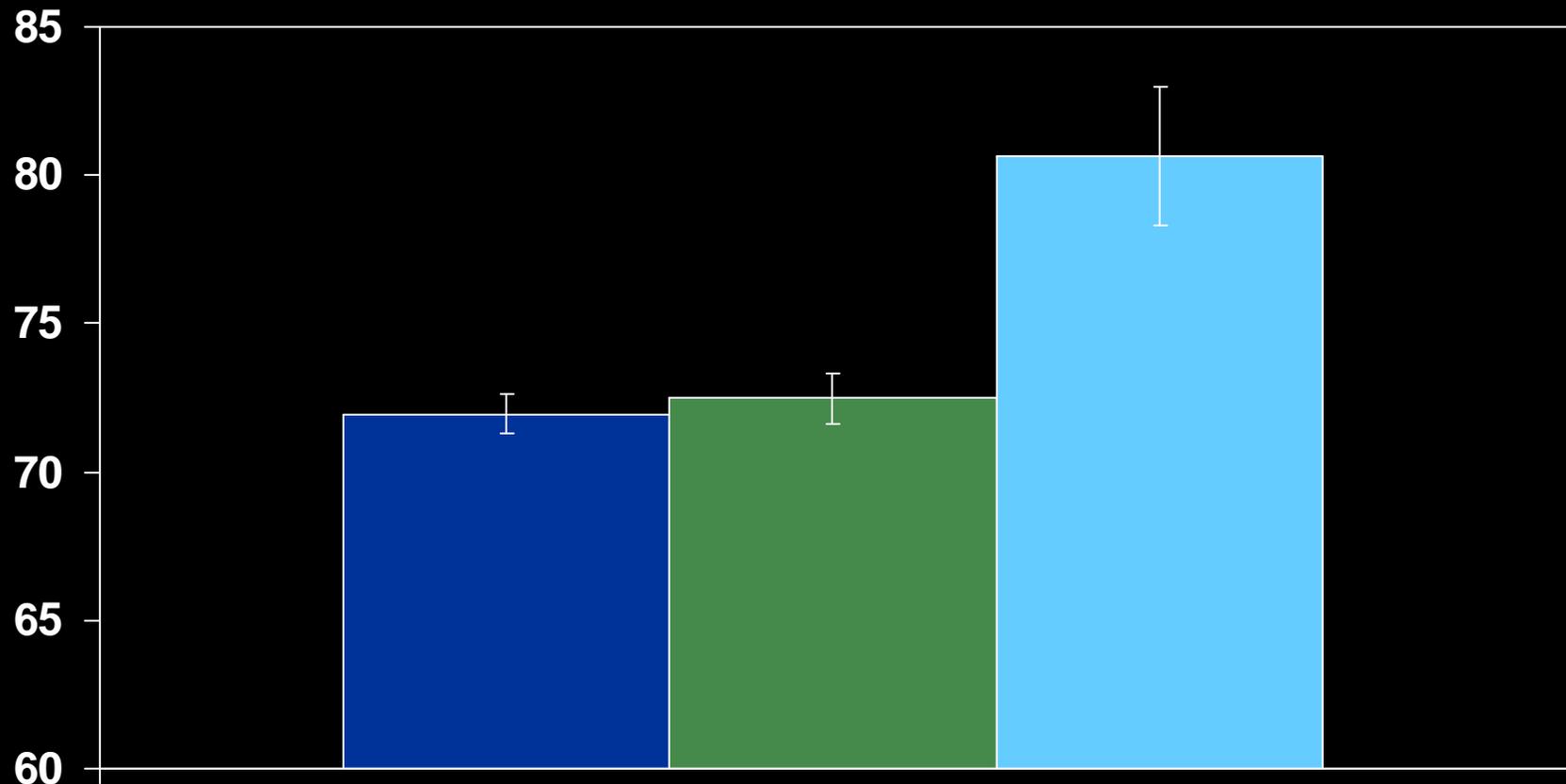
Mean Total Minutes in HVs during Pregnancy Per Client by Site Reach Groups



N sites:	3	4	4
N clients:	411	379	354
% missing data	0.06%	0%	0.05%

*all clients enrolled during intervention year at active intervention sites who could or should have completed pregnancy

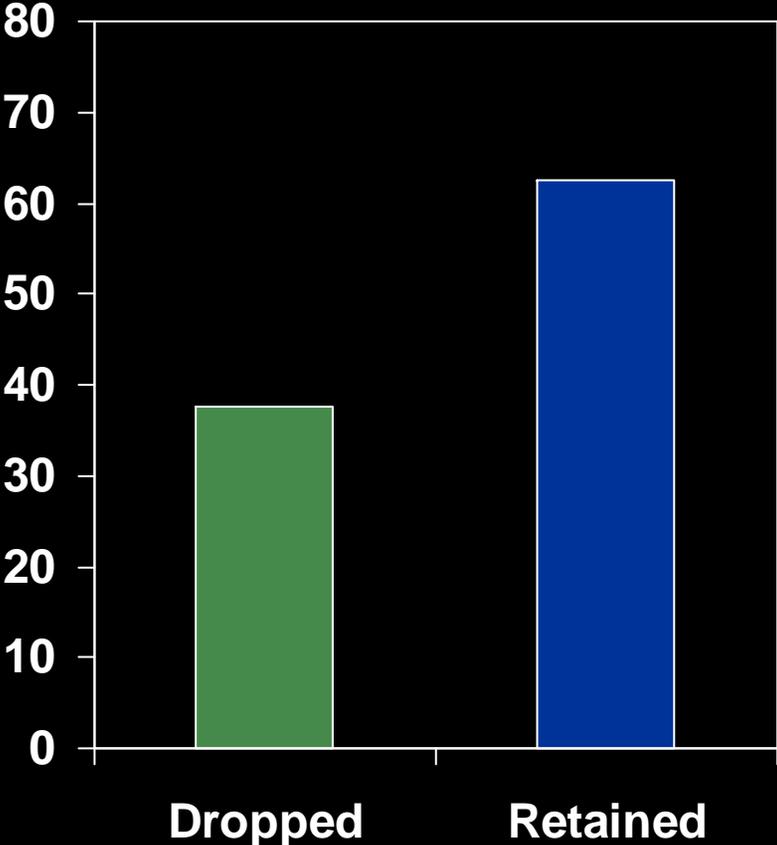
Mean Average Minutes Per HV during Pregnancy Per Client by Site Reach Groups



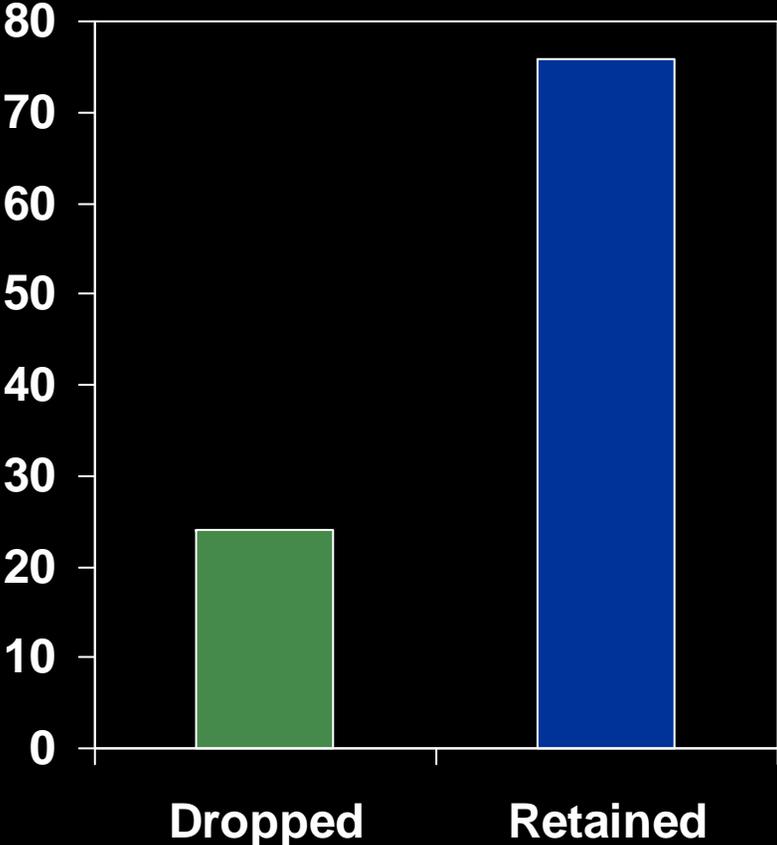
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Reach and Retention



Clients Not Reached
(28% of eligible clients)



Clients Reached
(72% of eligible clients)