



# HealthySteps Town Hall

March 31, 2026





# Zoom Polls

# Agenda

- Celebration and reflection
- Website demo
- Policy and advocacy
- General Q&A



# Key dates

## Events

- **October 27-29** – LEARN Conference & HealthySteps Symposium; Portland, OR

## 2026 Site Profile Forms (SPF) & Annual Site Reporting (ASR)\*

→ **Make sure your PM checks that site contacts are up to date in the Hub!**

- **Monday, May 4 - Monday, June 1:** SPF updates via the Hub
- **Monday, July 6 – Monday, August 3:** ASR submission via the Hub

\*Sites with implementation dates after April 1, 2026, are not required to participate in the 2026 reporting cycle.





# Celebration & Reflection

# Resources

- Each other (including the National Office!)
  - Use [HealthySteps Connect](#) to see what others are doing, share timely resources, or just to find some community in what you are experiencing
  - Reach out to others in your area – there is a [directory map](#) on our website
  - Share in the chat areas that feel especially intense right now
- New [vaccine Q&A caregiver handout](#)



# Resources, cont'd

- ZERO TO THREE's [resource hub](#) for early childhood development professionals working with families affected by stress or trauma
- HealthySteps webinar - [Caring in Crisis: How Pediatric Practices Can Support Families and Frontline Providers Amid Shifting Immigration Policies](#), ft. Dr. Omolara Thomas from Strong Children Wellness in Queens, NY
- 2026 HealthySteps Symposium: "Showing Up in Challenging Times: Trust, Boundaries, and Compassion in Pediatric Care," October 27, Portland, OR (part of [the LEARN Conference](#))



# Reaching 534,000 children!

February 2026

385

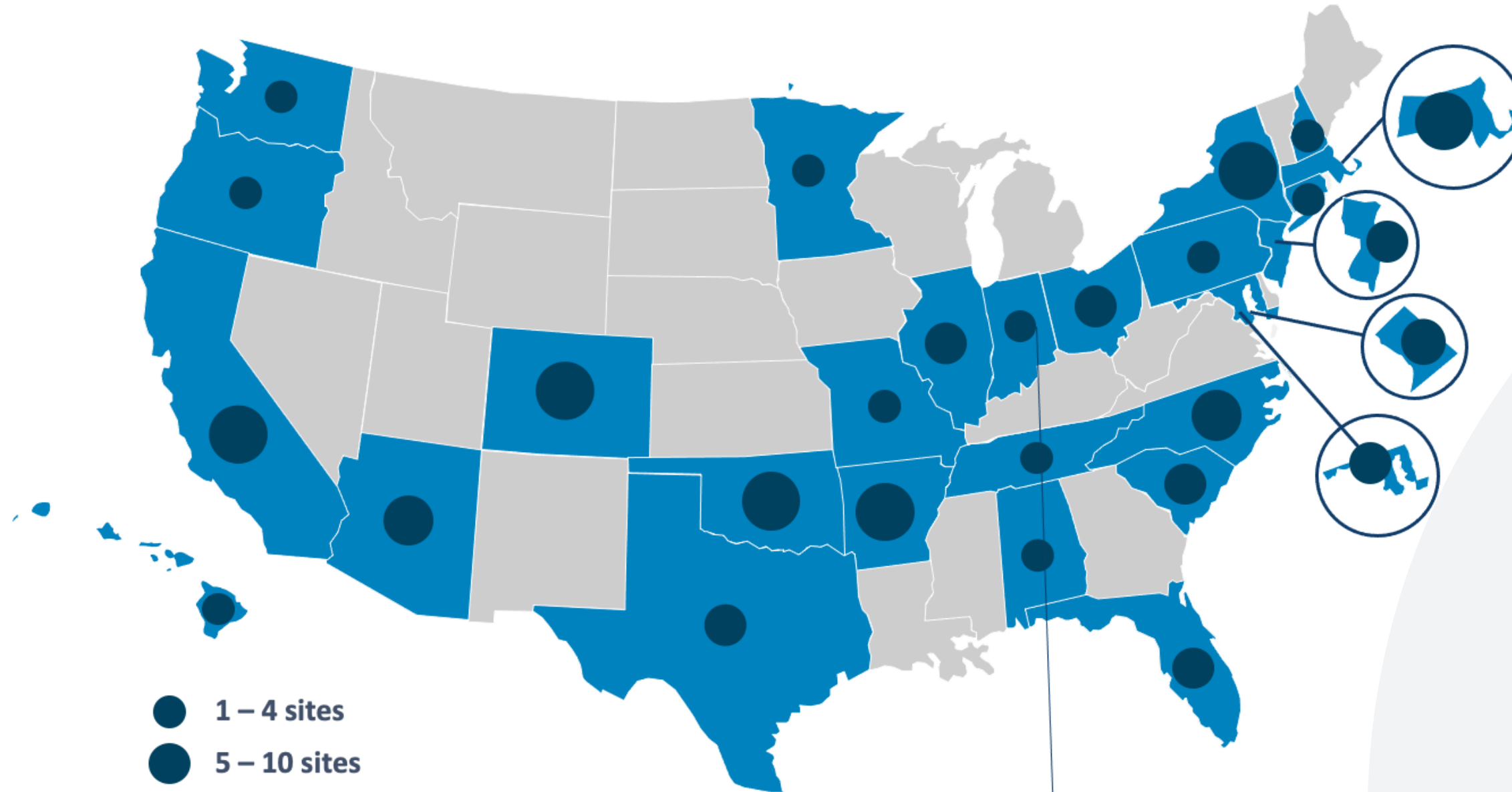
sites

ACROSS

26

states

+ Washington, DC



Welcome, Indiana!

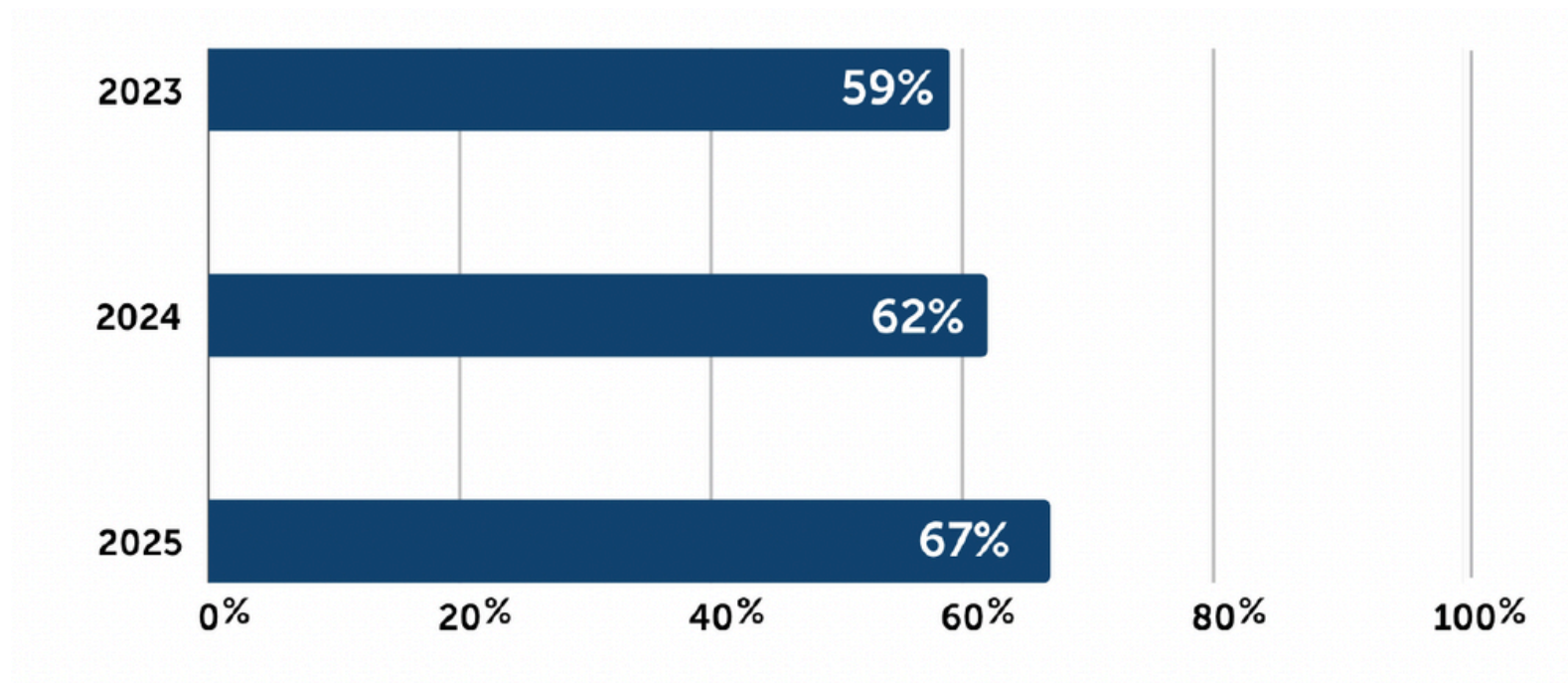
- 1 – 4 sites
- 5 – 10 sites
- 11 – 14 sites
- 15+ sites

8



# Progress toward sustainability

**67%** of HS sites that completed their Site Profile Form reported receiving reimbursement for HS services



Continued improvement year-over-year

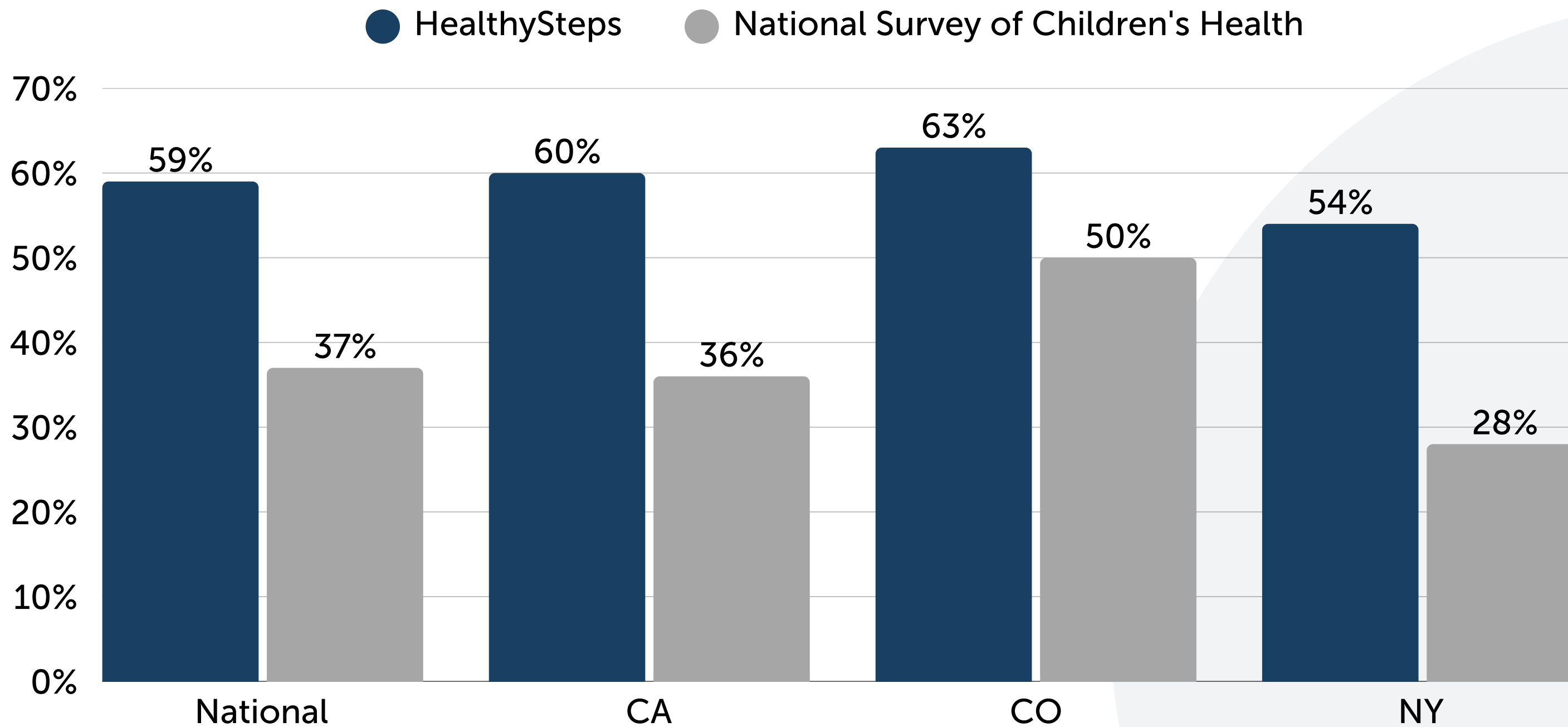
**KEY STATE-LEVEL WINS**

CO NJ



# Screenings

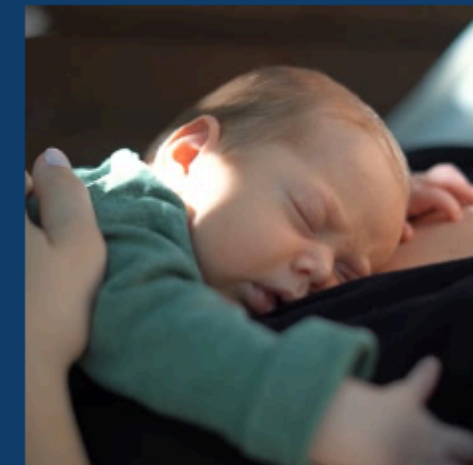
HS children receive developmental screenings at an **above-average rate**





# BELIEVE IN BABIES

A NATIONAL CALL TO STRENGTHEN  
BABIES, FAMILIES, AND THEIR FUTURE

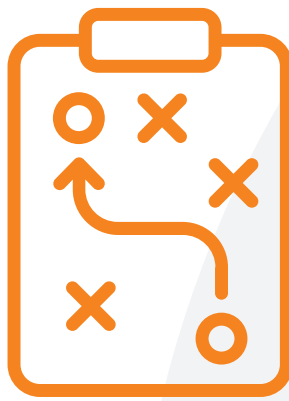


**ZERO TO THREE**  
Early connections last a lifetime



## THE GOAL:

Increase awareness of the importance of the early years and engage a new audience: **Potential Helpers**. These are caring adults who don't yet see themselves as part of the solution.



## THE STRATEGY:

Use **powerful, authentic stories** to move audiences from passive empathy to meaningful action.

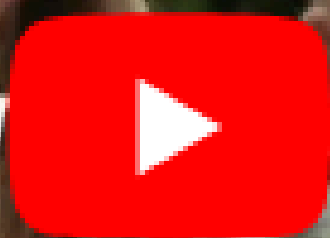




# Becoming the Mom I Knew I Could Be | Believe In Babies

ZERO TO THREE

Means building a world where they can thrive.



Watch on  YouTube

# How you can get involved

- Engage with ZERO TO THREE's Believe In Babies content on social media ([Instagram](#), [Facebook](#), [LinkedIn](#), [Threads](#)) and share your own thoughts/story using [#BelieveInBabies](#)
- If you're interested in your story (or a family story) being included in the campaign, reach out to [Samantha Prior](#), Sr. Communications Manager for HealthySteps
- [Tell Congress](#) to stand up for babies



Visit the ZERO TO THREE website to [learn more.](#)



# Share your wins!



**Post on**  
**[HealthySteps](#)**  
**[Connect](#)**



**Tag us on Social**  
**@HealthyStepsZTT (X)**  
**@HealthySteps (BlueSky)**  
**@ZEROTOTHREE**  
**(Instagram, Facebook, Threads,**  
**LinkedIn)**



**Email**  
**[sprior@zerotothree.org](mailto:sprior@zerotothree.org)**  
**or your Natl. Office contact**



# Website Updates

# Website revamp at a glance



- **A refreshed look**
- **Better site search functionality**
- **Improved site directory map**
- **Improved site story section**
- **Entirely rebuilt site back-end**

# Demo highlights

- Homepage refresh
- Improved resource search/filtering
- Sustainability resources
- PD Resources
- Caregiver resources
- Success stories





# Policy & Advocacy



# Policy & Advocacy

- Why policy & advocacy
- Work we're doing
- How to get involved



# How does policy affect HealthySteps?

- HealthySteps operates within the larger health care system, which is shaped by **local, state, and federal policies**
- These policies affect what services we can provide, how they are funded, who can access them, and how easily families can get support
- Strong, supportive policies help HealthySteps reach more families and deliver the high-quality care every baby deserves



# Federal policy updates

- **Federal investments** in Transforming Pediatrics for Early Childhood (TPEC) and the Bureau of Primary Health Care's early childhood integration initiative **remained steady in FY26**
- **New TPEC forecast: \$9,500,000 for 10 awardees**
- Medicaid remains a top priority as states implement work requirements & eligibility checks under H.R.1
- Center for Medicare and Medicaid Services (CMS) released **EPSDT Toolkit**
- **Rural Health Transformation Grants** — opportunities to partner with states



# What is advocacy?

## Connect with elected officials

Advocacy is the process through which we **influence elected officials and policies to improve the systems that affect families.**

## Affect systems change

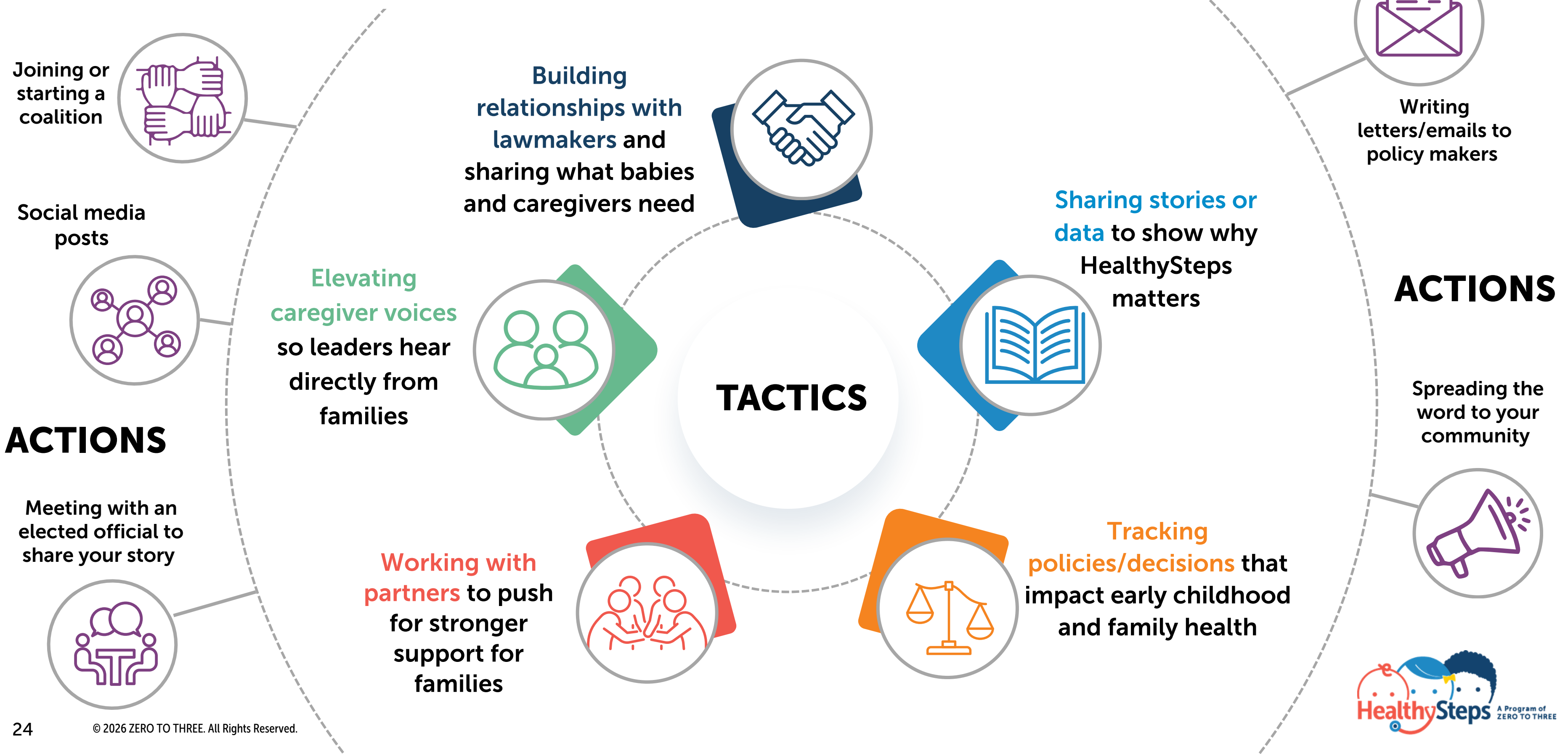
Advocacy campaigns are strategic and targeted plans made up of specific actions with the goal of accomplishing systems change. For example: **passing a law, changing public opinion, or impacting funding.**

## It takes a village

For an advocacy campaign to have BIG impact, it **requires many community members** to participate in small actions.



# What does advocacy look like?



# Individual advocacy actions - ladder of engagement



# Policy & advocacy vision and goals

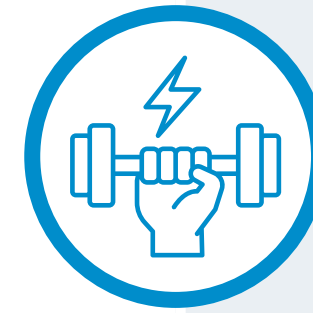
## BUILD ADVOCACY INFRASTRUCTURE

- Advocacy webpage/resources
- Regular communications and updates on advocacy efforts and opportunities



## STRENGTHEN ADVOCACY BASE

- Learning about the work you're already doing
- Family Advisors & HealthySteps Ambassadors
- State-specific efforts
- Advocacy trainings



## ORGANIZE & MOBILIZE

- Meet with legislators
- Phone and email campaigns
- State budget campaigns
- Site visits



## INFLUENCE & SHAPE POLICY

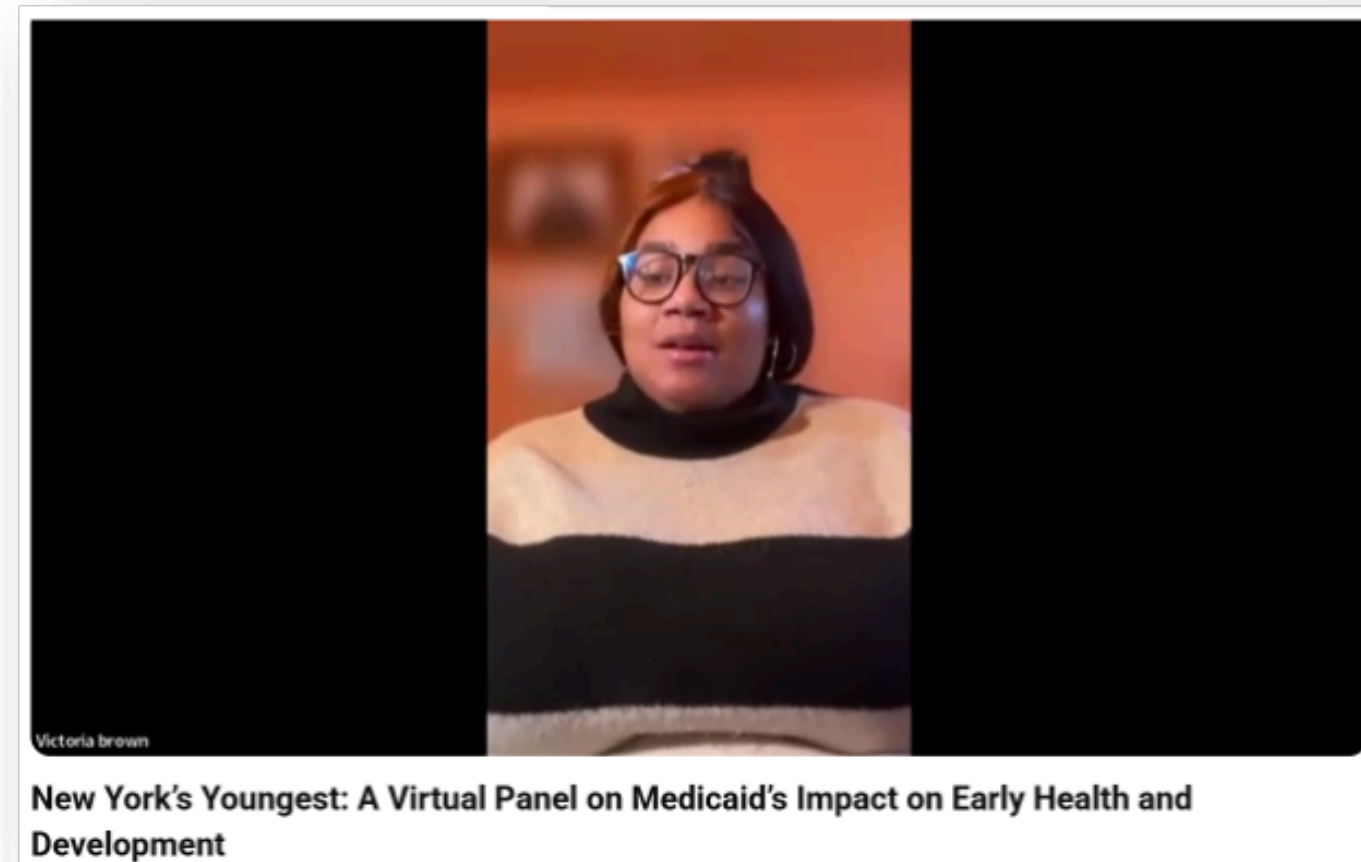
- Nurture relationships with legislative champions
- Legislative report cards



# New York: State-level advocacy example



Op-ed by Ashley Grimes,  
HS Specialist &  
Ambassador



Virtual briefing for policymakers and  
media; ft. Victoria Brown, Family Advisor  
& Allie Lieber, HS Specialist & PM



More on NY efforts:  
[healthysteps.org/resources/  
ny-policies-for-healthy-  
children/](https://healthysteps.org/resources/ny-policies-for-healthy-children/)



# Looking forward



- Providing **advocacy and leadership training** to prepare the network to mobilize
- Launch **targeted** state or system-wide advocacy efforts
- Getting HealthySteps providers and caregivers in front of decision-makers to share their **stories**
- **Change systems** to better support ALL babies and their families

# HealthySteps advocacy is strongest when we work together.

**Your voice matters – and  
it can drive real change  
for families.**

## How to get involved:

- [Sign up](#) to stay connected to learn about upcoming advocacy opportunities and policy resources
- Let us know if you're interested in getting more involved in this work (trainings, storytelling, meetings, or leadership opportunities)
- Take 3 minutes to [complete the advocacy survey](#).



# Q&A