

# Family Support Connection: YMCA Warmline

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# Goals of the YMCA Warmline



- **Create** a centralized family support referral process
- **Welcome** families using a strengths-based approach that encourages relationship-building
- **Increase** cross-program partnerships to ensure families receive the best-fit program

# Family's Journey

Call In



Initial  
Screening



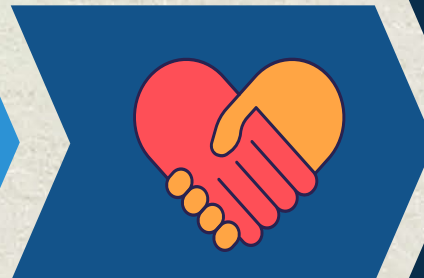
Deeper Dive  
Conversations



Refer to Best  
Fit Programs



Warm  
Handoffs



Follow-Ups

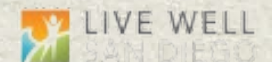


# Pilot Partners



Empowering Pregnant and Mothering  
African American Women

Division of County of San Diego PHHS



Neighborhood House Association  
"A Neighbor You Can Count On... Since 1914"



# Outreach Strategies



## Partner with City of San Diego Library branches

- Storytimes/Toddler activities

## Present to direct service providers

- E.g., WIC Providers, CPSP Case Managers

## Engage new partners for referrals

- e.g., Miracle Babies, To Be Boundless, Mental Health America

## Launch social media campaign

- 17,825 Landing Page Views

# Warmline Data to Date

63 participants completed general triage

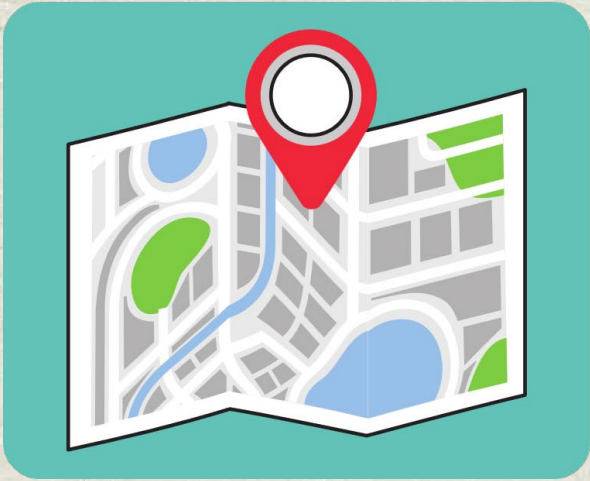
64 referred to Community Resources

7 participants screened for In-Home Visiting

4 referred to In-Home Visiting Programs



# Making Sense of the Data



# Improving Our Efforts

## Outreach

- Increase outreach directly to families (e.g., support groups)
- Update website & YMCA Warmline landing page
- Fine tune social media outreach to draw in expectant families

## Scripting

- Review how we talk about home visiting with families
- Craft clear communication on how in-home family support programs aid in the long-term



# Improving Our Efforts

## Partnerships

- Cultivate relationships with new partners
  - E.g., Federally Qualified Health Centers
- Develop new approaches to support families beyond simple intake & referral
- Link families to supportive programs, like in home family support, while they await other services

# Thank you for your support!

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