

New marketing campaign will “Open Doors to Home Visiting”

On February 6, the Department of Human Services (DHS), in partnership with the Allegheny County Health Department (ACHD), held a press conference to launch a marketing campaign encouraging families to enroll in one of the many free, voluntary [home visiting programs](#) offered in Allegheny County. The home visiting program is funded by grants received from the Heinz Endowments and Hillman Family Fund.

Hosted by County Executive Rich Fitzgerald, ACHD Director Dr. Karen Hacker, and DHS Director Marc Cherna, the press conference provided a first-look at the “Open Doors to Home Visiting” promotional campaign created by Blender Inc. of Shadyside and funded by grant monies received by ACHD. Elements of the campaign include shelter signs, bookmarks, radio spots and internet ads designed to encourage parents and soon-to-be parents to “open doors” to opportunities, success, confidence, resources and a bright future through the home visiting program.

“We want to give children and families across the county the best start in life, and that includes the home visiting programs available to parents, from pregnancy until their children are six,” said Fitzgerald. “There are many proven benefits of home visiting services, and this campaign is intended to raise awareness of the programs, and to encourage families to enroll in one that’s right for their family.”

Families interested in learning more about the home visiting program are invited to contact the Allegheny Link by calling 1.866.730.2368 or visiting alleghenylink.org.