



Legislative Report Continuum of Care (Thrive)

**House Bill No. 909 (Act No. 561) of the 2022 Regular Session of the
Louisiana Legislature**

December 2025

Division of Family Support

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Overview

In the 2022 Regular Session of the Louisiana Legislature, House Act No. 561 (House Bill 909), authored by Representative Rick Edmonds, established the "Continuum of Care" program. For its initial implementation in Fiscal Year 2023, the program was projected to have an expenditure of \$1,000,000.00 in statutory dedications. See La. RS 46:1451 et seq.

The program, also known as "Thrive: The Baby and Parent Network," delivers a statewide telecare support network exclusively through electronic means. Its services include community outreach, consultations, and care coordination for pregnant women and families with biological or adoptive children under the age of two years.

The Request for Proposals (RFP) process commenced in August 2023, resulting in the submission of a single proposal. Following a formal evaluation, Human Coalition was selected to provide the required services.

The multi-year contract, effective January 1, 2025, through December 31, 2027, was officially approved on February 17, 2025. The total maximum contract amount is \$3,000,000.00.

Operational Status

Upon notification of the award, Human Coalition formed its internal Louisiana Task Force Team to review contract requirements, finalize marketing plans, and prepare for service delivery. Early months were heavily focused on correcting vendor documentation, building reporting systems, securing approvals for landing pages and disclaimers, completing invoice templates, and establishing the infrastructure needed to begin serving Louisiana families. Despite several rounds of revisions, particularly related to state-required language and abortion-related disclaimers, Human Coalition received final approvals and launched its first Benefits Center advertisements and Google campaigns in early May 2025.

By mid-May 2025, Human Coalition began serving families in need, assisted by partnerships with local pregnancy resource centers throughout Louisiana. Marketing and outreach efforts increased steadily as the year progressed. Service delivery expanded quickly. In June 2025 alone, Human Coalition served 95 new clients while continuing care for clients enrolled in May. Monthly meetings with DCFS enhanced compliance with requirements such as reporting, invoicing, and program guidance. These meetings also strengthened collaboration and communication between the department and Human Coalition.

Throughout the summer, Human Coalition's outreach, telecare services, and marketing efforts grew in scale and reach. Staff continued to meet weekly to support the program, refine processes, and monitor ongoing performance. By September 2025, the organization reported significant increases in website visitors, returning visitors, and families connecting to services through Google Ads.

Client engagement and service depth also grew notably. There was a marked increase in the number of families assessed by telecare nurses, receiving individualized care plans, and connecting to local pregnancy centers for follow-up support. Internal reviews conducted with the department in September 2025 identified service activities not previously captured in reporting, allowing Human Coalition to more accurately reflect the full scope of care provided to Louisiana women and families.

By the final quarter of 2025, Human Coalition demonstrated steady progress in program implementation, outreach, and client engagement. The organization continues to refine its reporting processes, strengthen communication with the department, deepen partnerships with local pregnancy centers statewide, and enhance its ability to connect families with needed care and resources.

Expenditures

Program expenditures by fiscal year from May 2025 through October 2025 are summarized in Table 1 and by unit cost category in Table 2. The budgeted amount for these periods totaled \$1M. The funding source was state general funds.

Table 1
Expenditures by State Fiscal Year (SFY)

SFY	PERIOD	BUDGET	EXPENDITURES
2025	1/1/25 - 6/30/25	\$53,891.60	\$53,891.60
2026	7/1/25 - 6/30/26	\$946,108.40	\$225,335.14 ¹

¹From May 2025 through October 2025.

Table 2
Detailed Expenditures by Unit Cost Category
May 2025 – October 2025

UNIT COST CATEGORY	EXPENDITURE AMOUNT
Intake/Eligibility - Nursing	\$6,100.00
Intake/Eligibility - Psychosocial	\$5,291.00
Assessment - Nursing	\$3,630.00
Assessment - Psychosocial	\$10,712.00
Referrals to Local Pregnancy Centers	\$2,304.00
Referrals to Other Programs	\$21,489.00
Care Plans - Nursing	\$4,040.00
Care Plans - Psychosocial	\$819.00
Care Plan Assistance - Psychosocial	\$2,681.80
Counseling - Psychosocial	\$1,821.14
Education - Pregnancy	\$23,130.00
Education - Parenting/Pediatric	\$11,308.80
Benefit Application Assistance	\$37,400.00
Evaluation	\$16,000.00
Outreach Marketing - Nursing	\$110,500.00
Outreach Marketing – Psychosocial	\$22,000.00
TOTAL EXPENDITURES	\$279,226.74

Numbers Served

Although the program initially experienced a slow implementation phase, strategic planning in outreach and marketing strategies swiftly and significantly increased the number of pregnant women and families with a child under the age of two receiving services (Table 3 and Table 4).

Table 3
Numbers Served by Population Type
May 2025 – October 2025

POPULATION TYPE	MAY-25	JUN-25	JUL-25	AUG-25	SEP-25	OCT-25	YTD
Pregnant Women	17	45	65	62	106	97	392
Families with Children less than age 2	14	56	62	43	46	39	260
TOTAL	31	101	127	105	152	136	652

Table 4
Website Traffic – New & Returning Visitors
May 2025 – October 2025

WEBSITE TRAFFIC	MAY-25	JUN-25	JUL-25	AUG-25	SEP-25	OCT-25	YTD
Number of New Visitors	2,255	4,062	4,163	3,660	5,055	4,801	23,996
Number of Returning Visitors	149	263	280	266	281	300	1,539
Total Number of Website Views	2,404	4,325	4,443	3,926	5,336	5,101	25,535

Services Received

Program services are designed to accomplish all the following goals:

- Encourage healthy childbirth;
- Support childbirth as an alternative to abortion;
- Promote family formation;
- Assist parents in establishing successful parenting techniques; and
- Increase the economic self-sufficiency of families.

Program participants received a variety of services including: assessments, care plans, assistance implementing their care plan, counseling, education, direct assistance completing applications for federal benefits, and a variety of referrals for additional supportive services (Table 5 and Table 6).

Table 5
Program Services & Supports
May 2025 – October 2025

SERVICE TYPE	MAY-25	JUN-25	JUL-25	AUG-25	SEP-25	OCT-25	YTD
Assessment - Nursing	4	13	12	16	30	35	110
Assessment - Psychosocial	26	83	96	70	87	50	412
Care Plans - Nursing	4	13	12	32	193	272	526
Care Plans - Psychosocial	0	5	5	1	10	7	28
Care Plan Assistance - Psychosocial	0	5	5	1	41	40	92
Counseling - Psychosocial	0	0	0	0	47	60	107
Education - Pregnancy	3	9	12	14	120	99	257
Education - Parenting/Pediatric	3	8	10	13	113	81	228
Federal Applications Completed	1	2	1	4	2	4	14

Table 6
Program Referrals to Appropriate Local Resources
May 2025 – October 2025

REFERRAL TYPES	MAY-25	JUN-25	JUL-25	AUG-25	SEP-25	OCT-25	YTD
Pregnancy Resource Center	1	3	7	4	11	6	32
Medicaid	4	8	8	10	13	9	52
SNAP	11	36	45	42	43	25	202
TANF	11	40	47	5	1	3	107
WIC	6	20	25	16	15	6	88
TOTAL	17	60	72	21	16	9	195

Requested Information

DCFS did not receive a request for information from any elected member of the legislature during the period addressed in the report.

Closing Comments

The program successfully transitioned from procurement to service delivery. Growth in the number of assessments, care coordination, and educational support reflects increased outreach and service accessibility for pregnant women and parents.