

# Part 1: Recruitment & Retention Skill- Building

Healthy Start Region 6  
Meeting

Monday, March 6 from 11:45-12:45





# Pre-Assessment

***Please take a moment to complete this brief pre-assessment:***

*Healthy Start Region 6 Regional Meeting*

**NICHQ**  
National Institute for  
Children's Health Quality

**HEALTHY**  
**start**  
TA & SUPPORT CENTER

# *Fueling your Spark: Outreach, Recruitment, & Retention*

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# Objectives

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*When did  
you know  
this career  
is your  
passion?*



Reflect on your thoughts and feelings.



Stand and locate a partner across the room.



Describe this moment to your partner.

*What do you do to encourage the spark with colleagues & community partners?*

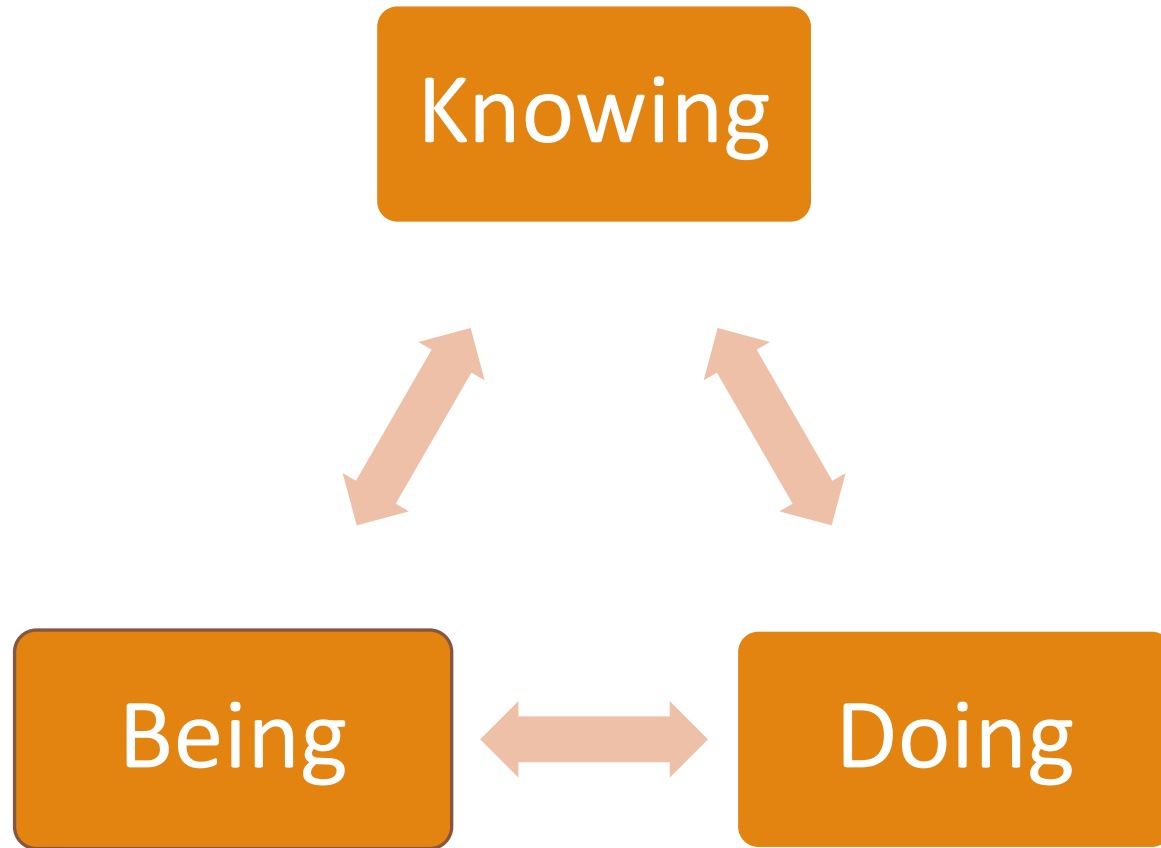


Reflect for a moment.



Describe to your partner.

# Impactful Influence



Behavior

Capabilities

Beliefs/Values

Identity

# *Know & Want to Know*

While reading the document:



Content you know or practice.



Content you want to know more about.



# Grounding Inspiration



Circle

Circle a quote that stands out most.



Check

Check the quote that is a new idea



Partner

Partner and share your quotes and why.



Move

Swap partners

*Enjoy  
your  
lunch!*







# Part 2: Recruitment & Retention Skill- Building

Healthy Start Region 6  
Meeting

Monday, March 6 from 1:45-3:30

 **HRSA**  
Maternal & Child Health

**NICHQ**  
National Institute for  
Children's Health Quality

HEALTHY  
**start**   
TA & SUPPORT CENTER

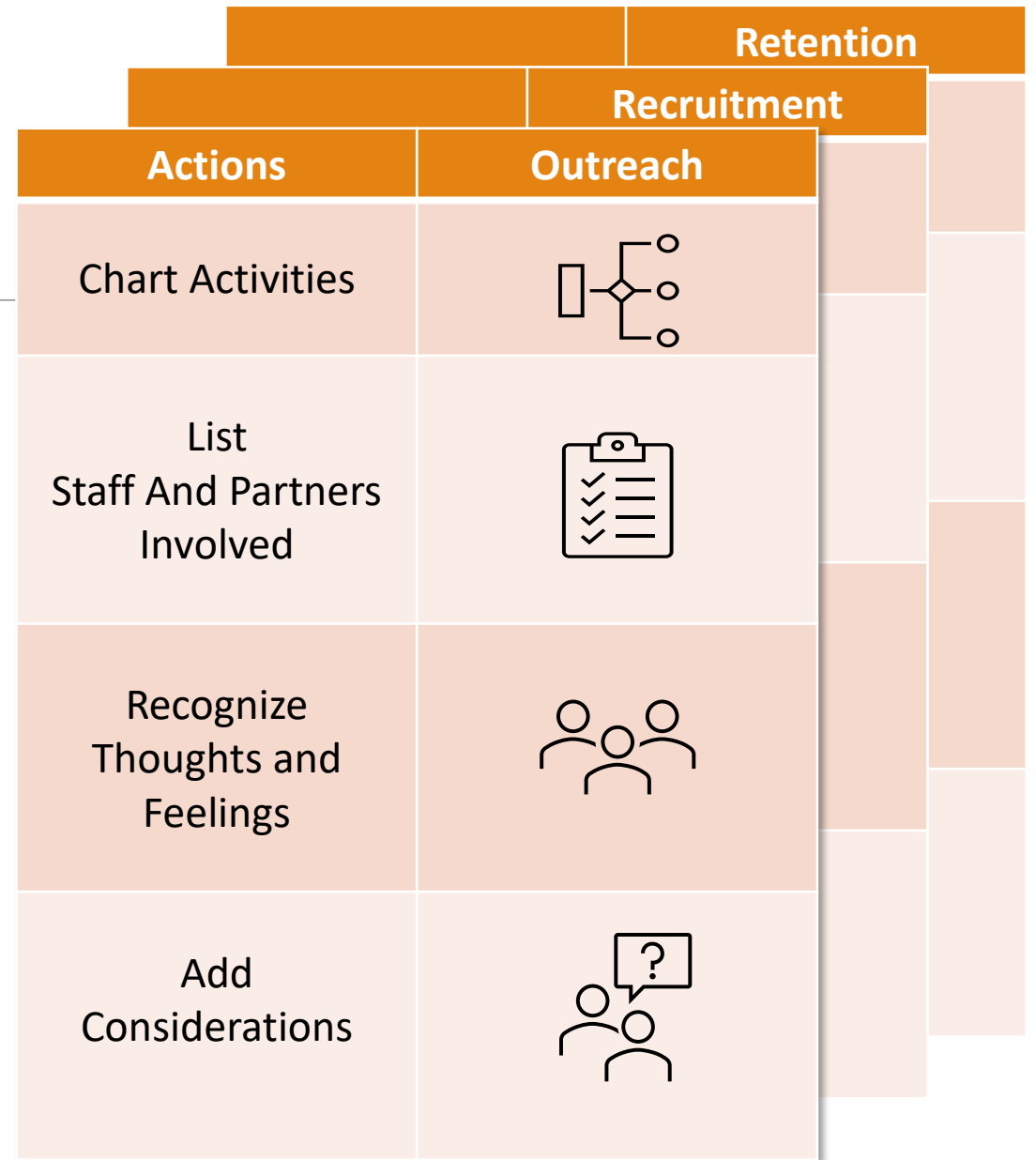






# Process Mapping

- Organizing actions
- Capturing ideas
- Identifying needs
- Focusing efforts



# Journey Mapping: Select Personas

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Select

**two**

Personas:

- ❑ A 19-year-old father, who primarily speaks Spanish, works at a pool company. His partner is seven months pregnant.
- ❑ A 15-year-old mom with a 2-week-old infant living in foster care. It is in an alternative high school.
- ❑ A 26-year-old parent is transgender and is four months pregnant with their first child. The parent is a server at a local restaurant.
- ❑ A 20-year-old mom with an 11-month-old who is preparing to leave rehab.



# Persona Journey Mapping

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Map the

**two**

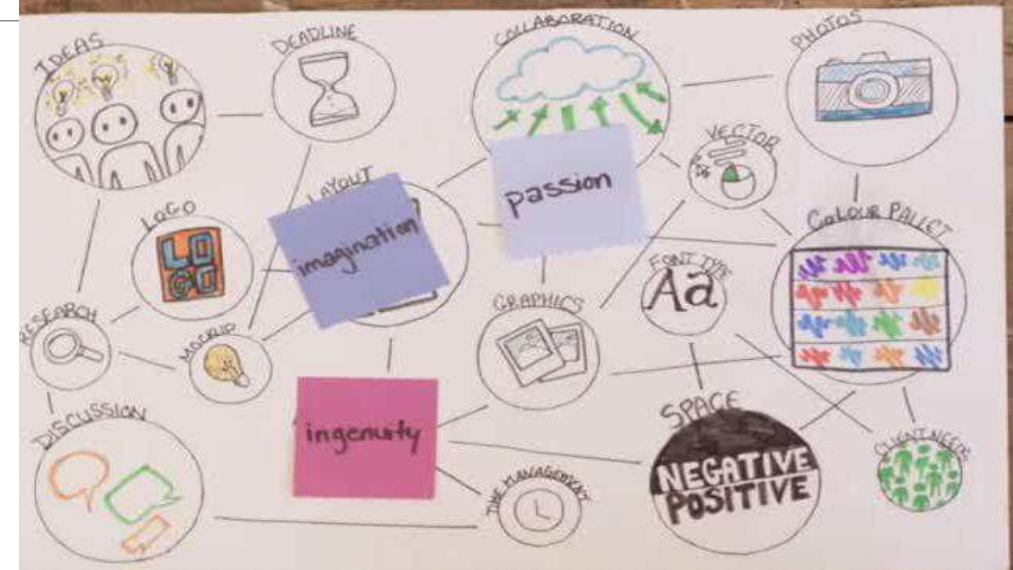
Personas:



- What do you need to know about their current state?
- What are 1-2 activities experienced at each stage?
- What might be this Persona's thoughts, feelings, or needs?
- What identity must staff & partners need to be?
- What does the Persona need to know about you?
- What message will engage this Persona?

# Museum Tour

- Review the charts
- Notice:
  - Important points.
  - Client's experiences.
  - Patterns or trends.
  - What is yet to be explored.
- Be ready to share 1-2 observations.









## Resources-Healthy Start Outreach, Recruitment, and Retention

Kegley, J. (October 2015) *Overview Family Support and Coaching Programs Crafting the Message for Diverse Stakeholders*. This brief describes Pew Charitable Trusts' research findings regarding distinctive language that works best for families, voters, and policymakers.

Retrieved from <https://www.pewtrusts.org/-/media/assets/2015/10/hvmessagingbrief.pdf>

Office of Planning, Research, and Evaluation Report 2023-004. "Understanding Family Engagement in Home Visiting: Literature Synthesis." This literature synthesis aims to deepen understanding of the facilitators of and barriers to family engagement in home visiting; the strategies programs use to support engagement, and topics that would benefit from further research. The report is accessible through the following link:

<https://www.acf.hhs.gov/opre/report/understanding-family-engagement-home-visiting-literature-synthesis>

Office of Planning, Research, and Evaluation Report 2022-97. "Recruitment, Selection, Enrollment, and Retention Strategies with Head Start-Eligible Families Experiencing Adversity: A Review of the Literature." This literature review aims to understand who is and is not being served by Head Start among families experiencing adversity; the range of recruitment, selection, enrollment, and retention (RSER) strategies that programs use with families experiencing adversity; the factors that shape the use of RSER strategies; and the effectiveness of specific strategies with these populations. The report is accessible through the following link:

<https://www.acf.hhs.gov/opre/report/recruitment-selection-enrollment-and-retention-strategies-head-start-eligible-families>

Office of Planning, Research, and Evaluation Report 2022-131. *Walking in Participants' Shoes: Customer Journey Mapping as a Tool to Identify Barriers to Program Participation*. This report describes The Strengthening the Implementation of Responsible Fatherhood Programs (SIRF) project using rapid learning cycles to improve fathers' enrollment, engagement, and retention. To identify ways to strengthen participation, the SIRF and program teams used a human-centered design technique called customer journey mapping. The report is accessible through the following link:

<https://www.acf.hhs.gov/opre/report/walking-participants-shoes-customer-journey-mapping-tool-identify-barriers-program>

Rapid Response - Virtual Home Visiting Collaborative. (2020). *Program Recruitment and Enrollment Virtually* [60-minute webinar]. This webinar explores adapting existing outreach strategies to meet virtual service delivery needs. • describes ways program data inform recruitment, enrollment, and retention in a program •. Identifies practical strategies from providers to support program recruitment, enrollment, and retention. Accessible through the following link:

<https://rrvhv.earlyimpactva.org/webinar/program-recruitment-and-enrollment-virtually>

*Virtual Home Visiting. Supervisor's Toolkit*. Institute for the Advancement of Family Support Professionals This PDF provides information for supervisors about providing home visiting services virtually. Inside you will find reflections, tips, guidance, and inspiration alongside tools such as decision trees, templates, and questionnaires to support you in exploring and strengthening the use of virtual home visiting services in your program. Accessible through the following link:

<https://institutefsp.org/modules/virtual-home-visiting-supervisor-s-toolkit>



# Post Assessment

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# Thank you!

Healthy Start Region 6 Regional Meeting  
Hosted by the Healthy Start TA & Support Center at NICHQ

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Children's Health Quality

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The logo icon for Healthy Start, featuring a stylized plant with four red leaves and a green stem.