

# Fatherhood Programs and Initiatives: Male Engagement



**Hear From Your Peer**

**June 11, 2015**



*Supporting communities to  
give every child a Healthy Start.*

**Healthy Start EPIC Center**

# Welcome and Purpose

Level 3 and Level 2 Healthy Start grantees will share male outreach and engagement strategies for fatherhood programs and initiatives.



# Webinar Objectives

- Explain the key components for effective engagement and sustainability
- State ways to connect engagement activities with fatherhood curricula
- List inexpensive strategies for engagement, retention and education of fathers



# Today's Speakers

- Makeva Rhoden, MPH, CHES - Division of Healthy Start and Perinatal Services
- Kenn Harris - New Haven Healthy Start
- Kenneth Scarborough - REACHUP, Inc.
- Tony Jolliffi - Strong Beginnings



# Welcome from the Division



**Makeva Rhoden, MPH, CHES**

LCDR, U.S Public Health Service

Program Management Officer

Health Resources and Services

Administration



# Opening Comments



**Kenn Harris**  
Project Director  
New Haven HS



Fatherhood Programs  
&  
Initiatives: Male Engagement

Kenneth Scarborough, MDIV, MPH  
Central Hillsborough Healthy Start  
Project

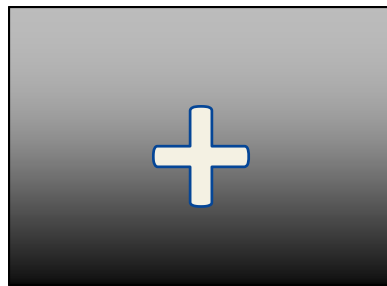
# CORE VALUE





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# REPRESENTATION





# TRAINING



# RECRUITMENT

Partners of Consumers



Events / Activities

Men to Men/Referrals

Community Partners

# CONTACT



# CONTACT (cont.)



# CONTACT (cont.)



# CONNECTING



Programs



# FOLLOW-UP







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# QUESTIONS & ANSWERS

## **HELPFUL TAKE-AWAYS**

# CONTACT PAGE

## **Kenneth Scarborough Project Manager**

Central Hillsborough Healthy Start – *A Program of  
REACHUP, Inc.*

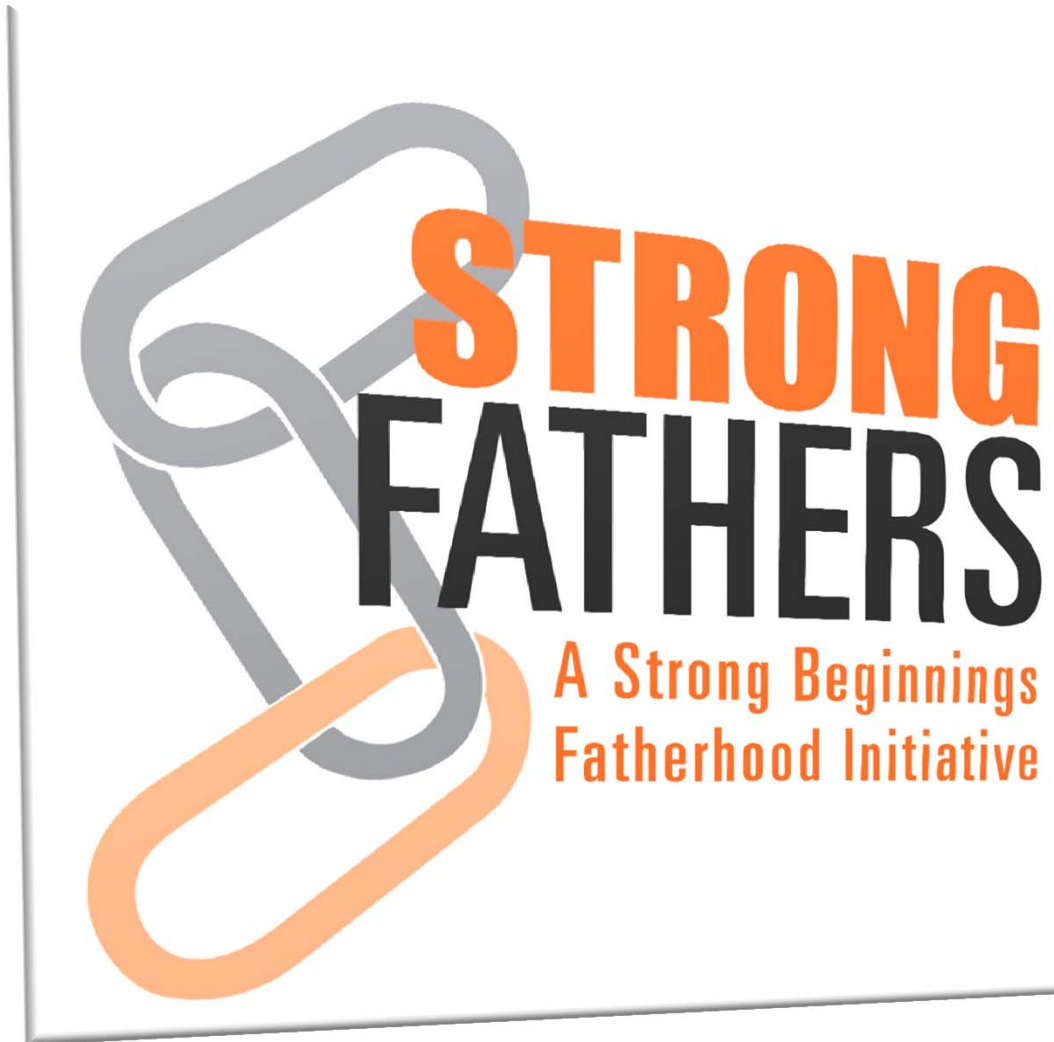
2902 N. Armenia Ave – Suite 100

Tampa, FL 33607

(813) 712-6320 - direct or (813) 712-6300 - general

[kscarborough@reachupincorporated.org](mailto:kscarborough@reachupincorporated.org)

[www.reachupincorporated.org](http://www.reachupincorporated.org)



**Tony Jolliffi, Fatherhood Coordinator**

Grand Rapids African American Health Institute

Strong Beginnings | Strong Fathers Fatherhood Initiative



## » **Home Visiting**

- a) Male CHW role and duties.
- b) Creating resources for consumers.

## » **Community Education**

- a) Finding engaging ways to educate men.
- b) Effectively using evidence-based and practice-based methods.

## » **Male Involvement/Engaging Activities**

- a) Knowing the community you serve.
- b) Educational activities can be engaging and effective.

**Key** Components >



...ability to raise

### **Where African-Americans Are Struggling Economically**

Many of the metro areas at the bottom of our list are the once mighty manufacturing hubs where Southern blacks flocked in the Great Migration: ***last place Milwaukee, WI, followed by Grand Rapids, Mich.***

Source: Forbes.com



Health &  
Social Habits



Unemployment



Racism

**On** The Ground





**Home** Visitor .



**Have a good reputation.**

**Be reliable.**

**Offer tangible services.**

**Show compassion.**

**Be resource knowledgeable.**

**Outreach: The ENTIRE community must know that your program exist.**





24:7 DAD™

Barbershop Talk



Series

D.A.D. TALK

A Fatherhood Support Group

DADS ALL DAY



Community Education

**Family**

**Respect**

**Community**

**Responsibility**

**Faith**

**Integrity**

**Focus on Five**

# D.A.D. TALK

A Fatherhood Support Group  
DADS ALL DAY



In 2014, 50 men attended have attended Dad Talk with 38 men completing.

**Community** Education >

# Barbershop Talk Series

In 2014, 25 men participated in Barbershop Talk.





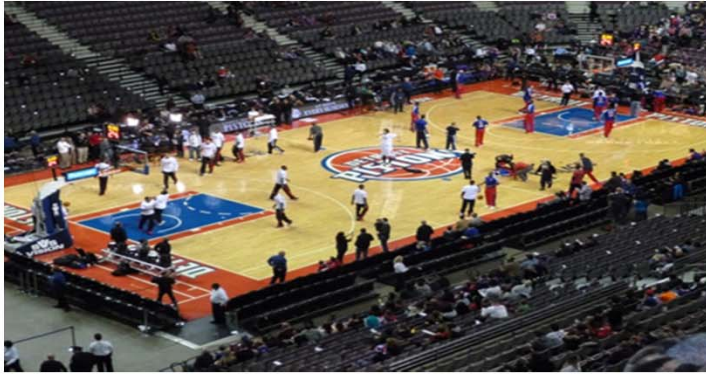


**Dads Count!**



**Male Involvement/Engaging** Activities

## Empowerment Trips



Since 2013, 23 men and 21 children have participated in our Empowerment Trips.

# Dads Count!

Every year, Strong Fathers and DADS Count! host a Super DADS event during the Infant Safe Sleep Awareness Month.



152 have participated since 2013.





# Flag Football

**STRONG FATHERS**  
A Strong Beginnings  
Fatherhood Initiative



100 participants and spectators in 2013. Over **450** participants and spectators in 2014.



*Our primary goal is to remind men of their responsibility and calling as fathers and father figures. We are committed to connecting dads with their kids. That includes fathers, stepfathers, grandfathers, and father figures.*

**Conclusion** >

# Questions?



# Reminders

## Upcoming Webinars:

- **Behavioral Health Screening: Caring for pregnant and postpartum women struggling with addiction: June 25 from 3:00 – 4:00 pm EST**

**EPIC Center Website: <http://healthystartepic.org>**

