

# Welcome!

We are so glad you are here!

We will get started shortly.  
In the meantime, we invite you to intentionally enter this space.



Silence your cell phone



Stretch



Close the door



Take a few deep breaths



Close browser windows



Emotionally release your to-do list



Check your audio and video



Take a bio break

# How to Build Engaging and Effective Hybrid Services

Breakout Session

Thursday, November 4

3-4:20 pm ET

*The Healthy Start TA & Support Center is operated by the National Institute for Children's Health Quality (NICHQ). This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UF5MC327500100 titled Supporting Healthy Start Performance Project.*



How to Build Engaging and Effective Hybrid Services

# Agenda

Housekeeping

Kelly Edwards, National  
Institute for Children's  
Health Quality

Welcome

Lorraine Swanson, NICHQ

How to Build Engaging  
and Effective Hybrid  
Services

Eli Mast and Jennifer  
Briseño, Joint Early  
Learning Ideas

Closing

Lorraine Swanson, NICHQ





This session is being recorded.



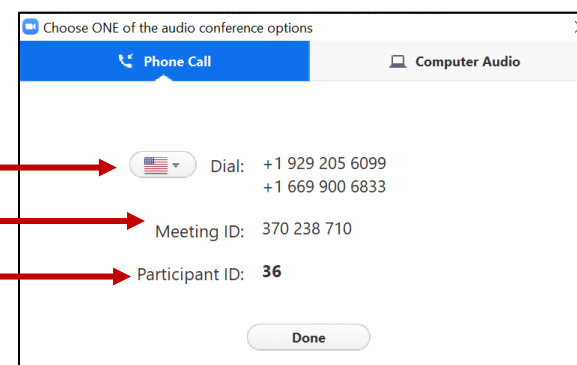
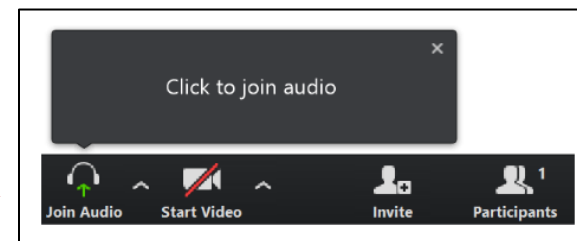
All participants are muted upon entry. We ask that you remain muted to limit background noise.



Participants are encouraged to share comments via the Chat module and ask questions via the Q&A module in Whova (on the mobile app or browser).

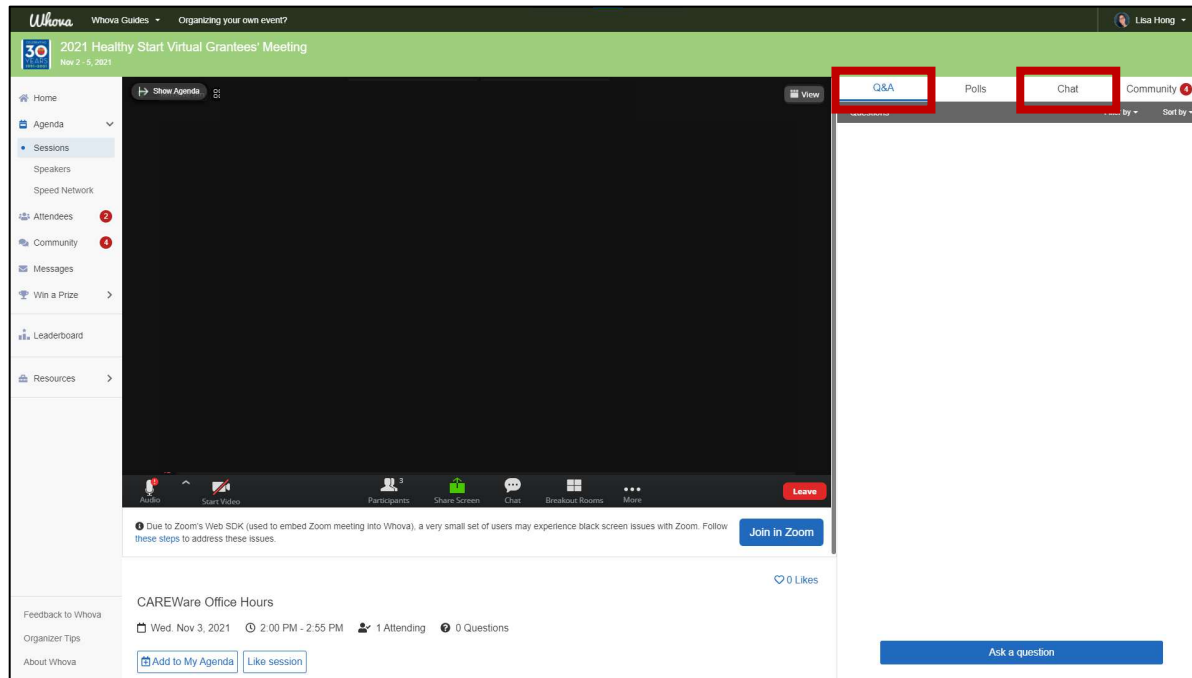
# Audio

- After you join the Zoom session, an audio conference box may appear.
  - If you do not see the box, click **'Join Audio'**
- From the audio conference box, select **'Phone Call'** or **'Computer Audio'**
  - If using the phone:
    - Dial one of the given numbers next to **'Dial'**
    - You will be prompted to enter the **Meeting ID**
    - Then you will be prompted to enter the **Participant ID**

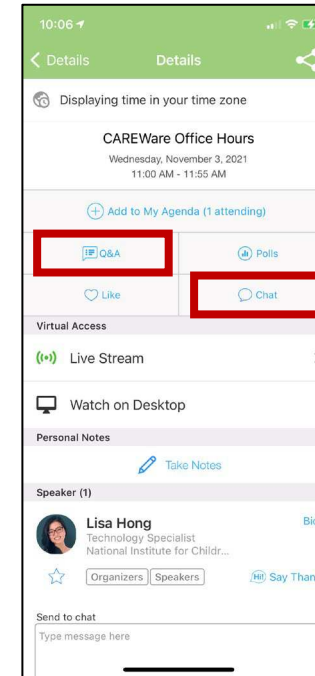


# Chat and Q&A modules in Whova

## Chrome Browser



## Mobile Application



# Like what you see?

*The Healthy Start TA & Support Center is now active on social media!*

1. Take a picture or a screenshot
2. Share on Instagram or Twitter!
3. Don't forget to tag @HS\_TASC and @NICHQ and include hashtags #HealthyStartVGM2021 and #HealthyStartStrong

# Technical Issues

If you experience any technical challenges with Whova, please email [support@whova.com](mailto:support@whova.com).



A woman with long dark hair, wearing a blue quilted vest over a grey long-sleeved shirt, is smiling warmly. She is holding a young child with dark hair in a ponytail, wearing a pink shirt and blue jeans. They are outdoors in a grassy area with a blurred background.

# Welcome & Introduction

Loraine Swanson

National Institute for  
Children's Health  
Quality

*How to Build Engaging and Effective Hybrid Services  
Hosted by the Healthy Start TA & Support Center at NICHQ on November 4, 2021*

NICHQ  
National Institute for  
Children's Health Quality

HEALTHY  
start  
TA & SUPPORT CENTER

# Welcome to the VGM!

We hope you have been enjoying today's sessions so far!

## In this breakout, you will:

- Gain understanding of the benefits and challenges of virtual, hybrid, and in-person services.
- Gain understanding of the process for developing a hybrid model that fits the need of their program.
- Learn strategies to build rapport with adults and children using a hybrid model.
- Learn concrete examples of how to engage adults and children in a hybrid model.

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#HealthyStartStrong  
@HS\_TASC @NICHQ

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# Our Speakers

## **Jennifer Briseño, LCSW**

Chief Operating Officer and Owner  
Joint Early Learning Ideas

## **Eli Mast, MFT**

Chief Executive Officer and Owner  
Joint Early Learning Ideas

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## Questions during the session?

Use the Q&A module in the Whova platform and make sure to identify the speaker to whom you are directing your question(s).

Questions will be answered during the session if time permits. Otherwise, questions will be addressed post-session.

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National Institute for  
Children's Health Quality

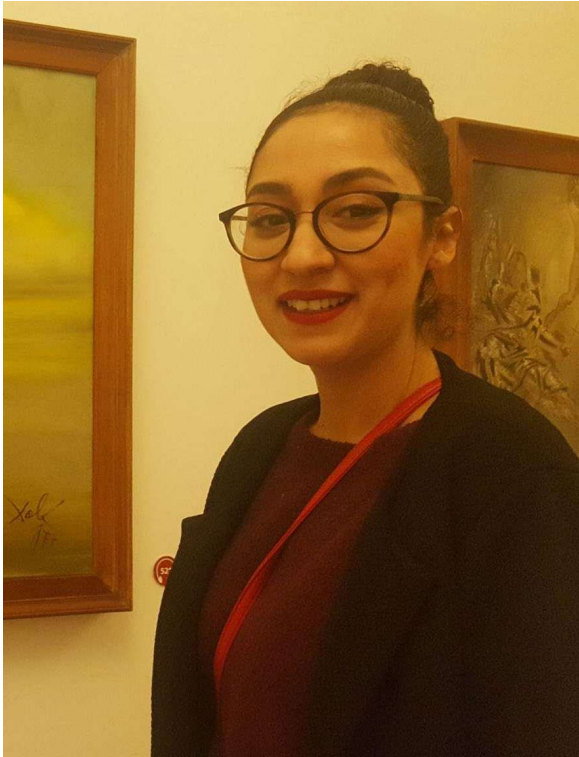
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# How to Build Engaging and Effective Hybrid Services

*Joint Early Learning Ideas*



# Presenters



**Jennifer Briseño**

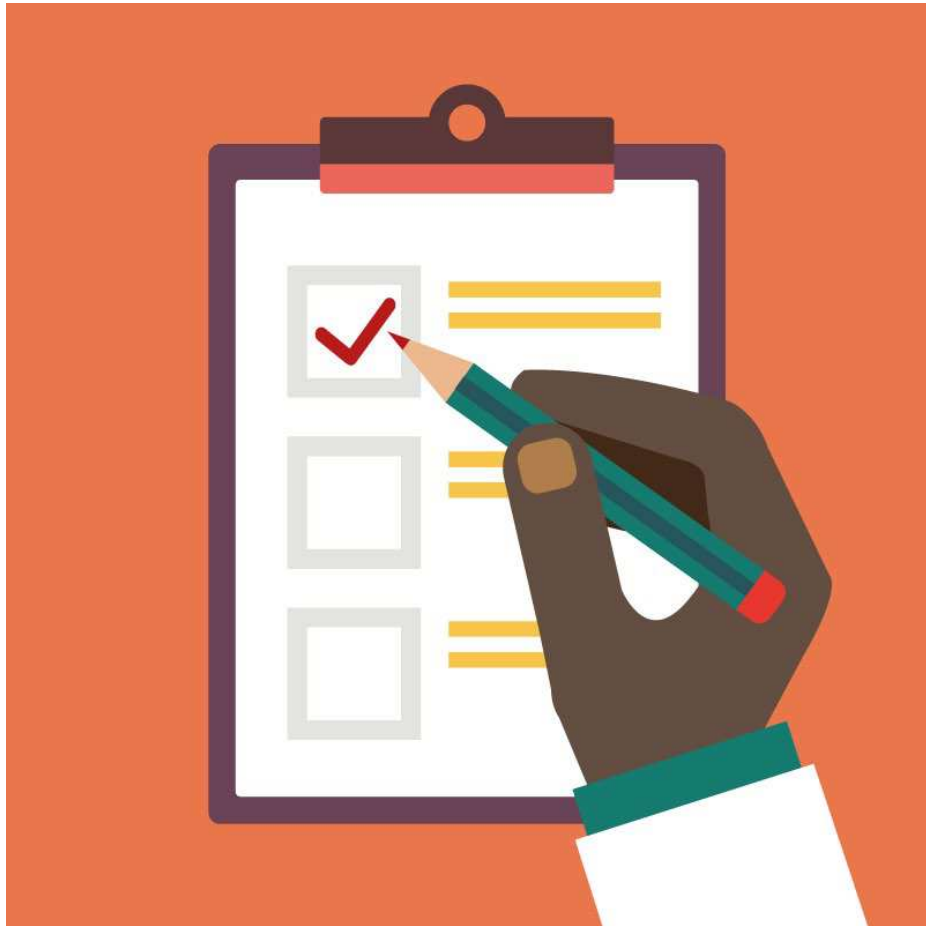
LCSW, COO / Owner



**Eli Mast**

MFT, CEO / Owner

# Agenda



- Benefits and Challenges
  - Building a Hybrid Model
  - Rapport Building
  - Engagement
-

# Objectives

- Understand the benefits and challenges of virtual, hybrid, and in-person services.
- Understand the process for developing a hybrid model that fits the need of their program.
- Learn strategies to build rapport with adults and children using a hybrid model.
- Learn concrete examples of how to engage adults and children in a hybrid model.



# Poll

How are you currently doing services?

- Virtual Only
- Hybrid
- In Person Only

Please use the Q&A feature on Whova to ask your questions.



# Redefining Success

All programs can be successful in any modality, it will just look different.

# In Person Benefits & In Person Challenges

- Easier to Build Rapport
- Hands on modeling
- Hands on interactive activities
- Share Material
- Groups and socialization

- Vaccination Status
- Mask for children
- Social Distancing
- Cancellations
- Cost of travel
- Limited group sizes

# Virtual Benefits &

- Flexibility
- Greater family involvement
- Efficiency of technology
- Can do large group events like webinars
- Prioritizes safety

# Virtual Challenges

- Technical difficulties
  - Staff and family trainings for new procedures
  - Uncomfortability with online services
  - Less modeling more coaching
-

# Hybrid Benefits &

- Accessibility of services
- Cost efficiency
- Time efficiency
- Teaching families and staff new tech skills
- Flexibility
- COVID Safety

# Hybrid Challenges

- Difficulty Engaging client
- Environmental distractions
- Rapport & Relationship building
- Inability to model all skills in visit
- Parentification of siblings
- Technology issues



Building a  
Hybrid  
Program

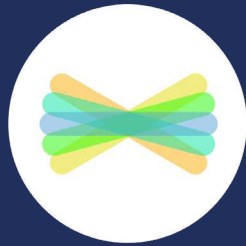
# Getting Started



**ClassDojo**



**zoom**



*Seesaw*

- Identifying the appropriate platforms
  - Zoom
  - Class Dojo
  - Seesaw
- Staff readiness
- Family assessment and readiness

# Solutions to Tech Issues

- Offer hotspot
- Phone calls as option
- Video Tutorials for families
- Tech Training for families
- Parent Resource Guide
- Training for Staff
- Pre-recorded videos
- Flexibility with face to face settings



## Customizing it to Meet your Needs

- Building on program components to develop the hybrid model.
  - Monthly visits
  - Parent Meetings
  - Assessments
- Taking into consideration the program specific model.
  - Program goodness of fit







Parents as Teachers®



Examples

# Preparing your Staff

- Take a collaborative approach when building hybrid programs
- Ease your team back into in person / hybrid services
  - Virtual
  - Curbside Services
  - Resource Visits (outside)
  - In Office
  - In Home



A dark blue circle is centered on a light blue background. Inside the circle, the text "It's all about Relationships!" is written in a white, bold, sans-serif font. The text is arranged in two lines: "It's all about" on the top line and "Relationships!" on the bottom line.

**It's all about  
Relationships!**

# Chat

Please use the Q&A feature on Whova to ask your questions.

What is your best strategy to  
build rapport?

# Rapport- Building



- Check in before and after the visits
- Get to know child's interests and hobbies
- Take the time to converse
- Be as consistent as possible
- Goodness of fit
- Add a personal touch (craft bag/ 1 minute video)
- Songs or videos for special events
- Celebrating at drop-offs
- Notice new changes
- Labeled Praise!!



Engagement

# Strategies for Engagement

## Be Prepared

- Preparation is 95% of process, having craft ready and taking time to practice
- Ensure families have materials prior and are prepared
- Be mentally ready and prepared for visit.



# Engaging Adults

- Set boundaries and expectations at start
- Provide psychosocial education regarding developmentally appropriate behaviors
- Ask for feedback and apply when possible



## Whiteboard

- Use your platform's add-ons like whiteboard to engage.
- Draw and illustrate directions or steps for activities



# Engaging Children



## Videos

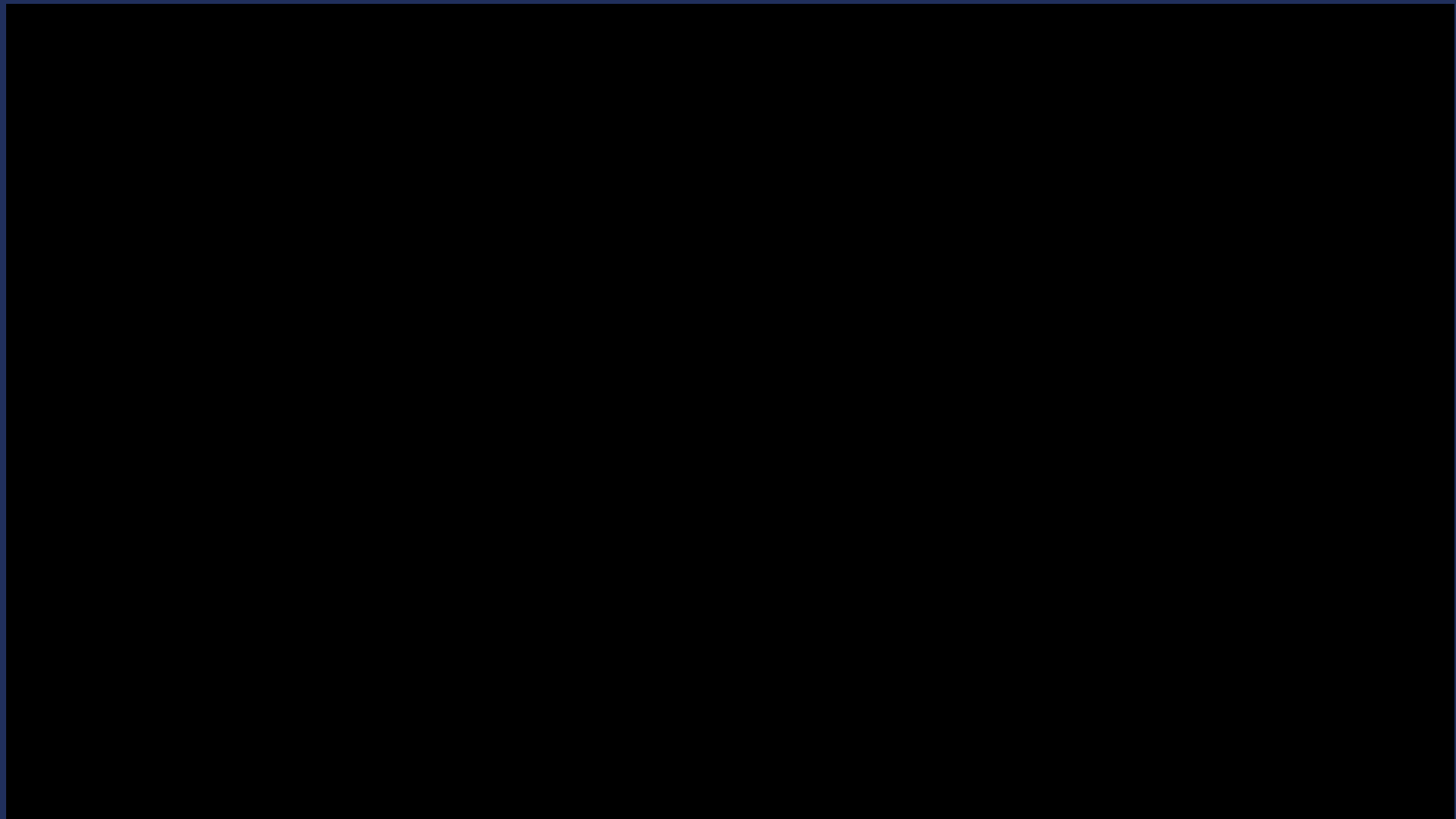
- Songs
- Modeling gross motor movements

## Take Breaks

- Wiggle break
- Dance party
- scavenger hunt

- Start with preferred activity for buy-in and transition to less favorable
- Incentives
- Scavenger hunts
- Hide and Go Seek
- Hands on material
- Use puppets or stuffed animals

# Puppet Play with Baby



# Words of Encouragement

Take one day at a time

Don't be afraid we are all in this together

You will spend a few hours going through kids Youtube videos

Take advantage of Zoom features

Don't Panic, everything will work out

Be flexible and patient

It will be ok  
Don't Stress

Don't expect for it to be perfect

Have lots of materials available and stay positive

" Understand {and be ready for} technological failures"

I would tell myself that you have to adjust. Don't keep the same mentality...be flexible

Thank  
You!



*Joint Early  
Learning Ideas*

# Contact Us!

[jelideas.com](http://jelideas.com)

**Jennifer Briseño**

[jbrisenno@jelideas.com](mailto:jbrisenno@jelideas.com)

**Eli Mast**

[emast@jelideas.com](mailto:emast@jelideas.com)

# Q&A

Please submit questions using the Q&A module in the Whova platform.

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# Thank you for joining us!

If you need any support...

Please email [healthystart@nichq.org](mailto:healthystart@nichq.org)

**Upcoming Session:**  
**Division of Healthy Start and Perinatal  
Services Update**

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