



Healthy Start Networking Café

Recruitment and Retention

February 8, 2021



Café Goal



To strengthen and enhance Healthy Start Programs' ability to meet the four HS approaches and 19 benchmarks through dialogue

Café Purpose



To provide a designated time and space for grantees to:

- **Connect with each other and reflect on a specific topic**
- **Practice intentional conversation**
- **Share and hear the expertise among the 101 grantees**



Guidelines

LISTEN To
Understand

FOCUS on
what
matters

CONTRIBUTE
Your Thinking

LINK and
CONNECT
Ideas

HAVE
FUN!

Introductions



Please share the following in the chat box:

- Name
- Healthy Start Project name and location
- Role/title

Discussion



What did recruiting and retaining clients look like **before COVID-19?**





What does recruiting and retaining clients look like now, almost a year into the pandemic?





Do you have any **recruitment and retention successes** you would like to share?





What creative strategies are you using to recruit new clients during the pandemic?





What creative strategies are you using to **retain existing clients** during the pandemic?





What TA would be helpful in supporting your recruitment and retention efforts?
(e.g., TA webinars, 1:1 TA, additional listening & sharing sessions)





Healthy Start Mentors



Continue the Conversation on CoLab

- Please continue sharing with each other on the Healthy Start CoLab!
- If you do not have a CoLab account, please email healthystart@nichq.org





We are
#HealthyStartStrong

Do you have a success story about serving clients during the COVID-19 pandemic?

Email your story to healthystart@nichq.org!



**Thank
You!**