

# Healthy Start Cohort Artifact

## 2022 Community Action Network (CAN) Cohort



### INTRODUCTION

The Healthy Start TA & Support Center (TASC) hosted a Community Action Network (CAN) Cohort for the second time from January through May 2022. Cohorts provide a space and place for Healthy Start (HS) grantees to come together to learn about what others are doing, document promising practices, and co-create tools and resources for the broader community around a specific topic (e.g., Evaluation, Fatherhood, Breastfeeding).

### COHORT OBJECTIVES

The CAN Cohort focused on the following objectives:

- Identify strategies for tracking and measuring the impact of a CAN
- Identify strategies to engage Healthy Start program participants in CAN

### COHORT DELIVERABLES

During the cohort, members worked toward developing deliverables that could be shared with the broader HS community. Through activities, discussions, and homework assignments that were connected to the objectives, the cohort gathered information for the following deliverables:

#### **Deliverable 1: Key Elements of a High Functioning CAN**

This deliverable was developed out of an activity where cohort members were asked to identify the key components or elements of a successful and high-functioning CAN.

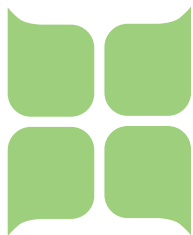
#### **Deliverable 2: Recommended Engagement Activities for CANs**

This deliverable was developed out of an activity where cohort members were separated into breakout groups and discussed how they engage CAN participants, including what has worked and what has been challenging.

These deliverables can be found on the following pages. Thank you to the 24 cohort members for their work and commitment to developing these documents for their fellow HS staff members. A full list of the cohort participants can be found on page 6. We encourage all readers to share this information with their fellow CAN coordinators and any others who participate in the CAN.

# Deliverable 1: Key Elements of a High Functioning CAN

This deliverable was developed as the result of an activity where cohort members were asked to identify the key components or elements of a successful and high-functioning CAN. That information was distilled into the below list, which includes questions that HS staff should consider about each component.



## 1. MISSION

- What is your CAN's purpose and what are its core values?

## 2. VISION

- What is your CAN's vision for the future? What does your CAN hope to achieve?

## 3. GOALS/OBJECTIVES

- What does your CAN do and how does it do it?

## 4. COMMON AGENDA

- Does your CAN have a common agenda? If so, what is it?

## 5. MEMBERSHIP

- What does membership within your CAN look like? Who is at the table?

## 6. HEALTHY START CONSUMER INVOLVEMENT

- Does your CAN have a high level of Healthy Start consumer involvement? If no, what steps can you take to better engage consumers?

## 7. OPERATIONS

- What does your CAN's day-to-day work look like? What is working and what could be improved?

## 8. LEADERSHIP

- Who makes up your CAN leadership and what are they responsible for?

## 9. BACKBONE ORGANIZATION

- Is your CAN located within a backbone organization? If so, what are they responsible for?

## 10. DATA COLLECTION

- What kind of data is your CAN collecting? If your CAN is not yet collecting data, what steps can you take to begin that process?

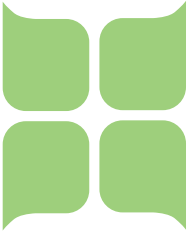
## 11. MEASURE IMPACT OF CAN

- What impact does your CAN want to have on your community? How are you measuring your impact?



## Deliverable 2: Recommended Engagement Activities for Community Action Networks

This deliverable was developed as the result of an activity where cohort members were separated into breakout groups and discussed how to engage CAN participants, including what has worked and what has been challenging in the past. The information has been distilled into two sections: Successful Engagement Activities and Potential Challenges.



### SUCCESSFUL STRATEGIES

Below are successful engagement strategies the cohort members have utilized to engage consumers in their CANs. These strategies fall into several categories including: Events Coordination, CAN Partner Engagement/Communications, and CAN Meeting Content and Structure.

#### EVENTS COORDINATION

##### *Planning:*

- Create an events calendar for the year featuring events hosted by the CAN, CAN members, or relevant organizations.
- Encourage partners to notify the CAN coordinator of any upcoming events by the beginning of each month so they can promote them.

##### *Attendance:*

- Knowing what the community assets are can inform what questions to ask about services available to clients.
- Be open to the feedback you receive from clients.

##### *Speakers:*

- Event presenters should identify a backup speaker in case they are not able to attend at the last minute.

##### *Communications:*

- Send out focused communication email blasts or other communications (e.g., Tweets, Instagram posts) closer to meetings or events to encourage attendance.

#### CAN PARTNER ENGAGEMENT

##### *Build Relationships:*

- Create community project workgroups based on the unique needs and passions of partners.
- Partner with community organizations (e.g., local hospitals, doctor's offices, businesses) to promote the CAN.
- Engage community members (e.g., mothers, fathers, commissioners, and other community leaders) and make them feel included and valued as members of the CAN.

#### CAN MEETINGS

##### *Content:*

- Incorporate storytelling. For example, reading texts about maternal mental health by Black authors may encourage participants to share their personal experiences during and beyond CAN meetings.

##### *Structure:*

- Develop a CAN sub-group for consumers that meets separately at a convenient time to foster a dedicated space for consumers.
- Engage teenagers to conduct peer-to-peer training/youth leadership training.
- Hold one-on-one meetings with partners and take notes. Listen for inflections and tone of voice. Participants may be willing to open up and share the thoughts they wouldn't normally share in a larger group.

## POTENTIAL CHALLENGES

The cohort members identified several challenges they have faced when testing out strategies to engage consumers in the CAN, as well as some potential solutions.

### EVENTS COORDINATION

#### Planning:

- Some cohort members have experienced issues when using Eventbrite to schedule CAN meetings. They find there are too many steps, and they end up needing to use multiple programs to keep meetings organized.
- Avoid rescheduling meetings at the last minute, as this can lead to a drop in attendance.

#### Speakers:

- Ensure that external speakers are trustworthy and fully committed to speaking at CAN meetings. Speakers need to arrive on time, participate fully, and not cancel at the last minute.

### CAN PARTNER ENGAGEMENT

#### Establishing Processes:

- Avoid using only one virtual method to engage with partners. Using a mix of methods (e.g., email, social media, virtual meetings) has been more successful.
- Engage community leaders in a planning group but be mindful that participation can be sporadic given their many other priorities.
- Try to identify low-to-no cost ways to engage community members and let them know you appreciate their participation.

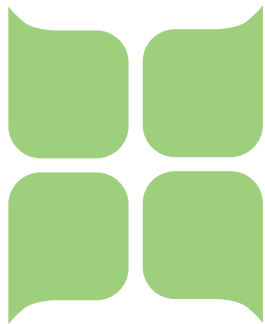
### CAN MEETINGS:

#### Content:

- Employ engagement activities (e.g., polls, games, icebreakers) when conducting Zoom meetings, especially with youth.

#### Structure:

- Avoid hosting long CAN meetings or other virtual events. Attendees tend to lose focus and it can be difficult to find topics for discussions for that long.



# 2022 CAN Cohort Participant List

Name	Title	Site	State	Site Type	Services
Ronald White	Fatherhood Coordinator	City of Cleveland	Ohio	Urban	Community-based
Barbara Jardine	CAN Coordinator	City of San Antonio	Texas	Urban	Home & Community-based
Nicole Hemphill	Operations Analyst/CAN Assistant	County of Clayton	Georgia	Urban	Hybrid model (due to COVID)
Mariah Maddox	Healthy Start Coach	County of Lucas	Ohio	Urban	Community-based
Desha Reed-Holden	CAN Coordinator/Program Specialist	County of Multnomah	Oregon	Urban	Home-based
Samantha Turnquest	CAN Coordinator	County of Onondaya	New York	Urban	Home-based
Christy Edmonds	Project Director	County of Tulsa	Oklahoma	Urban; Tribal	Clinic, Community & Home-based
Vanessa Wilson	CAN Coordinator	Delta Health Alliance, Inc.	Mississippi	Rural	Community-based
Levyette Matthews	Community Developer	Family Road (of Greater Baton Rouge)	Louisiana	Urban	Community-based
Art Howell	Program Manager	Florida Department of Health	Florida	Urban; Rural	Community-based
Emmanuel Perez	Fatherhood Coordinator	Fund for Public Health in New York, Inc./Healthy Start Brooklyn	New York	Urban	Community-based
Natasha Worthy	Project Director	Georgia Department of Public Health	Georgia	Urban; Rural	Home-based
Tiffany Gray	CAN Coordinator	Government of the District of Columbia	Washington, DC.	Urban	Clinic & Community-based
Juliet Rutter	Community Engagement & Outreach Coordinator	Health Care Coalition of Southern Oregon, Inc.	Oregon	Rural	Community-based
Justin Beal	Male Engagement Coordinator	Healthier Moms and Babies, Inc.	Indiana	Urban	Clinic-based
Nicole Page	Perinatal Navigator	Indiana Rural Health Association	Indiana	Rural	Clinic, Community, & Home-based
Kelsey Brinson	Perinatal Navigator	Indiana Rural Health Association	Indiana	Rural	Clinic, Community, & Home-based
Desiree Lewis	Perinatal Navigator	Indiana Rural Health Association	Indiana	Rural	All
Angela Ramos	HS Program Coordinator	Newark Community Health Center, Inc.	New Jersey	Urban	Clinic-based
Janice Minott	CAN Manager	Northern Manhattan Perinatal Partnership, Inc.	New York	Urban	Community-based
Jaree Malone	Outreach Specialist	SHIELDS for Families	California	Urban	Home-based
Rahkia Williams	Family Support Specialist	The Center for Black Women's Wellness, Inc.	Georgia	Urban	Community-based
Brandon Halleck	CAN Coordinator	Union Hospital, Inc.	Indiana	Rural	Clinic-based
Esther McCant	CAN Coordinator	University of Miami	Florida	Urban	Community-based