

# Healthy Start Cohort Artifact

Fall 2022 Community  
Engagement Cohort



## INTRODUCTION

The Healthy Start TA & Support Center (TASC) hosted a Community Engagement Cohort for the first time from September 2022 through January 2023. 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 Community Engagement Cohort focused on the following objectives:

- Identify and test effective strategies for conducting targeted community outreach.
- Identify and test best practices for recruiting and retaining participants in the 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:

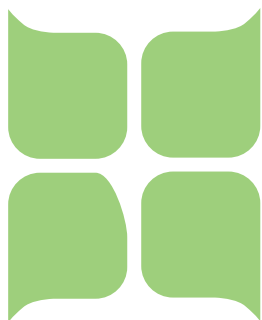
- **Deliverable 1:** Strategies for Recruiting Community Partners to Participate in a Community Action Network (CAN)
- **Deliverable 2:** Strategies for Planning Community Outreach Events

These deliverables can be found on the following pages. Thank you to the 21 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 HS staff and any others who contribute to HS community engagement.

# Deliverable 1:

## Strategies for Recruiting Community Partners to Participate in a Community Action Network (CAN)

This deliverable was created as the result of an activity where cohort members explored the types of community partners who may participate in CANs, identified strategies for recruiting community partners, and discussed potential challenges around recruitment. The information for this artifact has been distilled into the categories below: strategies for recruiting community partners, types of community partners, and how to address potential challenges.



### STRATEGIES FOR RECRUITING COMMUNITY PARTNERS TO PARTICIPATE IN CANS

#### Community Organizations

- Tailor your recruitment pitch to each potential partner, speaking to why their organization specifically would be interested in participating in the CAN.
- Share information about the CAN with potential partners and place referral cards at local organizations to be shared with the public.
- Share your program's community events with your network to attract partners to attend.
- Ask partners what other organizations they are collaborating with and consider recruiting them as well.
- Participate in or co-lead events with potential partners.
- Hold one-on-one meetings to identify how your program and the potential partner can support each other.
- Share potential partner events/resources on social media.
- Host workshops that fit into partner organizations' established programming.

#### Community Members

- Be present in the community. Attend community events, meetings, and programs to spread the word about HS and participate in meaningful ways.
- Meet individuals where they are.
- Listen to community members.
- Connect with members during events that you host.

# Strategies for Recruiting Community Partners to Participate in a CAN (continued)

## TYPES OF COMMUNITY PARTNERS WHO PARTICIPATE IN CANS

### Community-based

- Community foundations/organizations
- Community leaders
- Domestic violence support organizations
- Employment resources
- Families
- Food pantries
- Housing organizations
- Local grocery stores
- Previous HS program participants

### Education

- Childcare providers
- Libraries
- Teachers

### Faith-based

- Chaplain services
- Churches
- Mosques
- Synagogues
- Temples

### Government

- Department of Children's Services (DCS)
- Probation/law organizations
- Safety council
- State/city department of public health

### Health care

- Clinics
- Emergency Medical Services (EMS) professionals
- Insurance providers
- Health care providers (e.g., nurses)
- Mental health organizations

### Maternal and child health

- Doulas
- Lactation consultants
- Prenatal programs
- Women, Infants, & Children (WIC) Nutrition Program

## POTENTIAL CHALLENGES AROUND RECRUITMENT & HOW TO ADDRESS THEM

- Potential partners may view your CAN as a competitor. In your introduction, emphasize that your intention is to partner and collaborate with each other, not to replicate services.
- Key stakeholders can overcommit and not have enough time to engage in your CAN. When you conduct outreach to potential partners, be clear about the kind of support you need from them (e.g., attending events, providing referrals) and when you need it.
- It may be difficult to keep community partners engaged/incentivized to participate. Find out what their expertise is and create spaces for them to showcase them in your CAN.
- Ensure that your approach and language is appropriate and tailored to the partner.
- Be prepared for potential partners to say no. If partners decline, see if you can leave the door open for a future partnership/collaboration.
- Organizations may have restrictions on the areas they can serve. Be sure to ask this question when conducting your outreach.



# Deliverable 2:

## Strategies for Planning Community Outreach Events

This deliverable was developed as the result of an activity where cohort members worked together to plan mock community outreach events. The deliverable shares key strategies and a list of sample documents that they utilized in planning their event. We encourage readers to modify and use these strategies when planning community outreach events.



### STRATEGIES FOR PLANNING COMMUNITY OUTREACH EVENTS

#### Before the event

- Determine:
  - clear goals and expected outcomes for the event
  - the risks and challenges of hosting an event, and how to resolve them
  - the level of engagement you want from the community/ what their role is in decision-making around the event
- Be intentional about who you invite to the event; you want partners there who can help you reach your goals.
- Create:
  - a timeline, outlining the process from planning through executing the event
  - a budget
  - a key message, central topic, or theme
  - a marketing plan for attendees and community partners (e.g., have CAN members invite their networks)
  - an agenda
  - a “program passport” or brochure listing all vendors and activities that will be available during the event to support engagement
  - a resource directory of community partners and their points of contact as you engage them in the planning process
  - a community survey to see what resources they need and activities they’d like to engage in a post-event survey/evaluation
  - innovative ways to engage attendees (e.g., games, activities for children)
  - culturally competent materials for the community in their language

#### During the event

- Engage your audience and community partners.
- Be mindful and respectful of peoples’ time; make sure your event isn’t too long.
- Meet people where they are; host event in a convenient location for community.
- Provide incentives for attendees and community partners to attend, including food.
- Lift up attendees’ voices by creating an opportunity for them to provide feedback.

#### After the event

- Reflect on the event; what went well and what can be improved?
- Analyze post-event survey feedback.
- Close the loop; follow up with attendees and community partners.

### QUESTIONS TO CONSIDER WHEN PLANNING COMMUNITY OUTREACH EVENTS

- Who are you inviting (target audience)?
- Which partners are you collaborating with?
- When are you hosting your event?
- Where are you hosting your event?
- Why are you hosting your event?
- What do you plan to accomplish through your event?



# Strategies for Planning Community Outreach Events (continued)

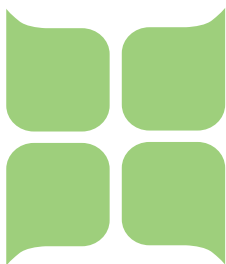
**BELOW ARE EXAMPLE RESPONSES TO THESE QUESTIONS, BASED ON TWO MOCK EVENTS**

## **Event #1: Enrollment Drive & Community Partner Connection**

- *Who are you inviting (target audience)?*
  - Pregnant people (especially those in their first trimester) or people who may think they are pregnant (pregnancy tests will be provided).
- *Which partners are you collaborating with?*
  - Partners who support pregnant people or people who may be expecting (e.g., organizations that provide free pregnancy testing, WIC, nutritionists, yoga instructors, insurance providers/navigators, diaper banks, breastfeeding peer counseling, fatherhood programs).
- *When are you hosting your event?*
  - At 6 p.m. (more people are able to attend during traditional non-work hours). This will be a quarterly event.
- *Where are you hosting your event?*
  - At a public location that is accessible via public transit (e.g., library, community center) or a venue that guarantees foot traffic (for HS programs that don't have ZIP code targets).
- *Why are you hosting this event?*
  - To recruit and enroll participants into HS - it will be an enrollment drive and community partner connection event.
- *What do you plan to accomplish?*
  - We will invite 100 attendees with the goal of enrolling at least 30% of them into HS.

## **Event #2: Baby Walk**

- *Who are you inviting (target audience)?*
  - The entire community; we want to include anyone who has a baby or cares about babies' lives, wants to raise awareness on issues that affect babies, and learn more to attend.
- *Which partners are you collaborating with?*
  - Nurses
  - Car seat technicians
  - Grief and loss experts
  - American Red Cross
  - Count the Kicks
- *When are you hosting your event?*
  - This event will be held quarterly on Saturdays, with the first one taking place in the summer.
- *Where are you hosting your event?*
  - At a local university or zoo
- *Why are you hosting this event?*
  - To raise awareness about infant mortality and Sudden Infant Death Syndrome (SIDS)
  - To create a safe environment for families to engage in an activity together
  - To increase enrollment in the program



# Fall 2022 Community Engagement Cohort Participant List



Name	Title	Site	State	Site Type	Services
Victoria Ballard	Community Engagement Coordinator	The Health & Hospital Corp of Marion County	Indiana	Urban	Community-based
Jennie Brown	Senior Project Specialist	Children's Hospital Medical Center	Ohio	Urban	Community-based
Frances Casteing	Health Worker/Case Manager	The Foundation for Delaware County	Pennsylvania	Urban	Home-based
Magali Ceballos	Intake & Community Engagement Manager	Government of the District of Columbia	Virginia	Urban	Home-based
Christine Grant	Parent Educator	Delta Health Alliance, Inc.	Mississippi	Rural	Home-based
Erin Johnson	Community Engagement Specialist	County of Onondaga	New York	Urban	Community-based
Galissa Jones	Counselor/CHW/Health Equity Lead	City of Philadelphia	Pennsylvania	Urban	Home-based
LaSondra Keys	Coordinated Care Case Manager	University of Houston	Oklahoma	Urban	Community-based
Dominique Love	Community Health Worker	Children's Hospital Medical Center	Ohio	Urban	Community-based
Ja'Ree Malone	Outreach Specialist	SHIELDS for Families	California	Urban	Community-based
Sarah McCashland	Program Coordinator	Centerstone of Indiana, Inc.	Indiana	Rural	Community-based
Ali Rogers	Lead Health Educator	County of Ingham	Michigan	Urban; Rural	Home-based
Cara Saunders	Outreach & Partnerships Coordinator	Fund for Public Health in New York, Inc./Healthy Start Brooklyn	New York	Urban	Community-based
Michelle Scheuring	Senior Administrative Officer	County of Sedgwick	Kansas	Urban	Home-based
Leslie Taft	Program Manager	Visiting Nurse Services	Iowa	Urban	Home-based
Melissa Toussaint	CAN Coordinator	Fund for Public Health in New York, Inc./Healthy Start of Brooklyn	New York	Urban	Community-based
Reginald Van Appelen	Senior Manager, Community Collaboration & Partnerships	County of Los Angeles	California	Urban	Clinic-based
Melanie Williams	Project Director	Delta Health Alliance, Inc.	Mississippi	Rural	Home-based
Vanessa Wilson	Director of Programs	Delta Health Alliance, Inc.	Mississippi	Rural	Home-based
Gloria Wilson	Parent Educator/CHW/Doula	Delta Health Alliance, Inc.	Mississippi	Rural	Home-based
Joanah Wischmeier	Project Director	Indiana Rural Health Association	Indiana	Rural	Clinic-based